

InsightStream: Navigate the News Landscape

Ideation Phase

Define the Problem Statements

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|---------------|-----------------------|
| Date | 5 March 2025 |
| Team ID | SWTID1741261629153770 |
| Project Name | News App |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

| | | |
|----------------------------|--|---|
| I am | Describe customer with 3-4 key characteristics - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - what bothers them most? | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - what needs to be solved? | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

| | | | | |
|-----------------|----------------------------------|-----------------------------------|---|--|
| I am | I'm trying to | But | Because | Which makes me feel |
| I am | I'm trying to | But | Because | Which makes me feel |
| A casual reader | Find news on topics I care about | The news feed is not personalized | I want an easy way to filter news based on my interests | Disconnected and overwhelmed by irrelevant content |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|------------------------------------|---|--|--|--|
| PS-1 | A busy professional | Stay updated with the latest news quickly | Most news websites are cluttered with ads and unnecessary content | I need a clean, distraction-free interface with only relevant news | Frustrated and unwilling to browse for long |
| PS-2 | A casual reader | Find news on topics I care about | The news feed is not personalized | I want an easy way to filter news based on my interests | Disconnected and overwhelmed by irrelevant content |
| PS-3 | A mobile user | Read news on the go | Many platforms are not mobile-friendly or take too long to load | I need a smooth, fast-loading, and responsive experience | Annoyed and likely to leave the platform |
| PS-4 | A user concerned about credibility | Get reliable news from trusted sources | A lot of platforms spread misinformation or lack source transparency | I need verified news from reputable sources | Skeptical and unsure which news to trust |