**Insight Stream: Navigate the News Landscape**

**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 11/03/2025 |
| Team ID | ID-149960 |
| Project Name | Insight Stream: Navigate the News Landscape |
| Maximum Marks | 2 Marks |

**Customer Problem Statement:**

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| |  | | --- | | **PS** |  |  | | --- | |  | | |  | | --- | | **I am (Customer)** |  |  | | --- | |  | | |  | | --- | | **I'm trying to** |  |  | | --- | |  | | |  | | --- | | **But** |  |  | | --- | |  | | | **Because** | | --- |  |  | | --- | |  | |
| PS-1 | A time-pressed professional | Stay updated with the latest news quickly | Most news apps push irrelevant notifications and have too much clutter | I need an AI-curated, distraction-free interface with only relevant news |
| PS-2 | A personalized content seeker | Find news on topics I care about | The app’s recommendations are generic and not tailored to my interests | I want an easy way to customize my feed based on my preferences |
| PS-3 | A mobile-first user | Read news on the go | Many apps are slow, laggy, or not optimized for mobile browsing | I need a fast-loading, responsive, and seamless mobile experience |
| PS-4 | A credibility-conscious reader | Get reliable news from verified sources | A lot of apps show clickbait headlines and unverified reports | I need transparency about sources and fact-checked articles |
| PS-5 | A cross-device reader | Sync my news reading across devices | Some apps don’t have cross-device syncing or web support | I want a consistent experience across mobile, tablet, and desktop |
| PS-6 | An entertainment-focused reader | Follow the latest trends in movies, shows, and celebrities | News is mixed with unrelated content, and there’s no dedicated entertainment section | I need an organized, topic-based entertainment news feed |

1. **A time-pressed professional** wants to stay updated with the latest news quickly. However, most news apps overwhelm them with irrelevant notifications and excessive clutter, making it difficult to focus on essential updates. Since professionals often have limited time, they require an AI-curated, distraction-free interface that filters out unnecessary news and delivers only relevant content efficiently.
2. **A personalized content seeker** aims to find news on topics they genuinely care about. Unfortunately, many news apps provide generic recommendations that are not tailored to their specific interests. This leads to frustration as they must manually sift through content to find what matters to them. A solution that allows easy customization of the news feed based on user preferences would greatly enhance their reading experience.
3. **A mobile-first user** relies on their smartphone for news consumption and prefers to read updates on the go. However, many news applications suffer from slow performance, lag, and poor optimization for mobile browsing, making it a frustrating experience. To address this, a fast-loading, responsive, and seamless mobile experience is essential for uninterrupted news reading, especially when users are commuting or multitasking.
4. **A credibility-conscious reader** is focused on getting reliable news from verified sources. The current landscape of online news is filled with clickbait headlines and unverified reports, which can mislead readers. Transparency about sources and a mechanism for fact-checking articles would build trust and ensure that readers consume accurate and credible information.
5. **A cross-device reader** prefers to sync their news reading experience across multiple devices, such as smartphones, tablets, and desktops. However, some news apps lack proper cross-device syncing or web support, leading to an inconsistent experience when switching between platforms. A seamless synchronization feature would enable users to pick up where they left off, ensuring a smooth and connected news-reading journey.
6. **An entertainment-focused reader** primarily seeks the latest trends in movies, shows, and celebrity news. However, most news apps mix entertainment updates with unrelated content, making it difficult for them to access relevant stories. A dedicated, topic-based entertainment news feed would help them stay informed about their favourite topics without unnecessary distractions.