

InsightStream: Navigate the News Landscape

Ideation Phase

Define the Problem Statements

Date	5 March 2025
Team ID	
Project Name	
Maximum Marks	2 Marks

TEAM LEADER	SRIDHARSHINI G
TEAM MEMBERS	SHALINI M
	SELVAMANI S
	SABEERA M H
	THIRISHA K

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/>



Edit with WPS Office

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 

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	A lot of platforms spread misinformation	I need verified news from	Skeptical and unsure which news to trust



		trusted sources	n or lack source transparency	reputable sources	
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