**InsightStream: Navigate the News Landscape**

**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 5 March 2025 |
| Team ID | SWTID1741257268149879 |
| Project Name | InsightStream: Navigate the News Landscape |
| Maximum Marks | 2 Marks |

**Example:**

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| --- | --- | --- | --- | --- | --- |
| 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 |

#### ****PS-1: The Busy Professional****

* **Goal:** Stay updated with the latest news quickly.
* **Challenge:** Most news websites are cluttered with ads and unnecessary content.
* **Need:** A clean, distraction-free interface with only relevant news.
* **Feeling:** Frustrated and unwilling to browse for long.

#### ****PS-2: The Casual Reader****

* **Goal:** Find news on topics of interest.
* **Challenge:** The news feed is not personalized.
* **Need:** An easy way to filter news based on interests.
* **Feeling:** Disconnected and overwhelmed by irrelevant content.

#### ****PS-3: The Mobile User****

* **Goal:** Read news on the go.
* **Challenge:** Many platforms are not mobile-friendly or take too long to load.
* **Need:** A smooth, fast-loading, and responsive experience.
* **Feeling:** Annoyed and likely to leave the platform.

#### ****PS-4: The Credibility-Conscious User****

* **Goal:** Get reliable news from trusted sources.
* **Challenge:** A lot of platforms spread misinformation or lack source transparency.
* **Need:** Verified news from reputable sources.
* **Feeling:** Skeptical and unsure which news to trust.

By incorporating these strategies and addressing user needs, news platforms can provide a more engaging, credible, and personalized experience for users, ensuring that they stay informed with accurate and relevant news content.