**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 6 March 2025 |
| Team ID | SWTID1741257268149879 |
| Project Name | News App |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The **Problem-Solution Fit** ensures that the identified problem aligns with the needs of News App and that the proposed solution effectively addresses it. This validation is crucial before further development.

#### **Problem Statement**

Consumers today struggle with **information overload, bias, and lack of personalization** in news consumption. Traditional news platforms often:

* Overwhelm users with excessive content.
* Present biased or unreliable information.
* Lack personalization, leading to irrelevant or missed updates.
* Have poor user experience (cluttered interfaces, intrusive ads).

Additionally, younger audiences prefer **quick, digestible, and interactive news formats**, which most existing platforms fail to provide.

#### **Solution**

Our news app addresses these issues by offering:  
✅ **Personalized News Feed** – AI-curated articles tailored to user interests.  
✅ **Bias Transparency** – News from multiple perspectives, helping users detect bias.  
✅ **Summarized & Digestible Content** – Short, engaging summaries with key takeaways.  
✅ **Ad-Free & Clean UI** – A seamless reading experience without distractions.  
✅ **Multimedia Integration** – News in text, audio, and video formats for better engagement.

By solving these pain points, our app ensures users stay **informed efficiently, critically, and enjoyably.**