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Robert Sierp

# Case Study: Online News Web APP

15<sup>th</sup> October 2020

## OVERVIEW

The need for fast, digestible, and reliable news is on the rise. A pew research study published in 2019 found that “34% of U.S. adults said they preferred to get news online, whether through websites, apps or social media.” This number is growing exponentially from year to year, as more Americans become acquainted with technology and it becomes apart of their everyday life. However, as the shift takes place, smaller and local news organizations have been surpassed by large networks. The major pain point in the news market is that the news that people are reading online is not digestible and news outlets do not have a simple and easy UI. Pew Research found, “Roughly eight-in-ten Americans who get local news online (82%) say an easy-to-use website is an important feature”.

## GOALS

1. Build a clean and simple UI/UX to address the major need of the user.
2. Provide reliable news using the news API
3. Be a go-to outlet for entertainment, sports, and technology news.

❖ Component 1

Friday, February 24, 2020

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Tesla stock crashes after Elon Musk fails to deliver on Model 3 truck. Investors panic as they dump the stock leading the stock to drop 50%.



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**Meet Robert Sierp, CEO of Google**



Robert Sierp has taken the role of CEO of Google becoming the most accomplished CEO the company has ever seen. He has sent the stock up 60%.

Top Headline

**The Newest Startup in the Valley**



Pied Piper is on the up and coming among others in Silicon Valley. This company started in a incubator in the valley and is on a non-stop growth spurt.

Top Headline

**Who has this Years Hottest Internship?**



Twitter has been voted the top internship for the year of 2020. With over 20,000 application received for their internships, they teach top talent the ways of the industry.

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**Oscars**



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Geiger, A.W. "Key Findings about the Online News Landscape in America."  
*Pew Research Center*, Pew Research Center, 30 May 2020,  
[www.pewresearch.org/fact-tank/2019/09/11/key-findings-about-the-online-news-landscape-in-america/](http://www.pewresearch.org/fact-tank/2019/09/11/key-findings-about-the-online-news-landscape-in-america/).