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Case Study: Online News Web APP

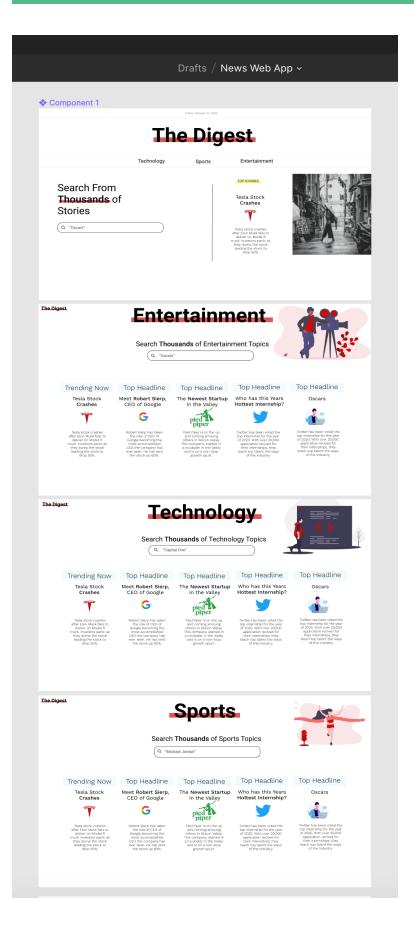
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OVERVIEW

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.



Article Source:

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-ne ws-landscape-in-america/.