

# Collaborative Design Project

## *Cumulative Project Report*

**WEEK 5**

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## ***Project Abstract***

As a part of the collaborative design studio project, we set out to address under-reported news in the form of comprehensive and approachable stories. Having looked extensively at Indian and foreign publications, we realised that there was scope for something better than the current standard of content being fed to Indian consumers.

We began with primary and secondary research, conducting a survey, interviews, and meeting with collaborators in order to understand our problem better. Through affinity mapping, we came to a clear design objective, which we used to systematically sort and cluster our ideas into workable models. These models came together to form the final concept for our project. Along the way, we also identified our user base and user types, along with our business model.

With our main intents and USP of being *financially independent, topical yet timeless*, and *inclusive*, we created Alochana. It is a publication operating in three spheres: web, social media and print, and in two financial modes: free and subscription-based. We focus on timeless stories created in collaboration with journalists, experts, and artists, news on under-reported topics, as well as certain crowd-funded, on-demand stories that are printed and sent to paying contributors as a monthly magazine. In a few years, we not only aim to become an independent publication funded and supported by its readers but also grow to become a sanctuary for lasting stories and **Alochana**.

## ***Problem Description***

To start things off, let's talk about our area of interest, Indian News Media. India's press freedom index has dropped 9 places in just four years, now standing at an abysmal [142 out of 180 countries](#), just a few spots below Palestine and South Sudan. We have perceived a steady decline in the quality of digital news media, which notably came to light during the COVID pandemic.

Sensationalization is a bane for conveying crucial news because this media relies on bad news with aggressive delivery. Our media focuses on a central, loud story for weeks on end, leaving many issues under-reported and unnoticed. English-speaking news media is particularly prone to this problem of sensationalization and under-reporting.

Over time, people reject news due to mental fatigue and communication during a slow crisis like the pandemic is compromised. Publications have also increasingly been depending on govt ads for revenue, effectively gagging themselves; while if the news is funded by a private advertiser, it serves the advertiser's purpose. With the new [FDI policy](#) shutting down foreign-invested publications as well, many popular publications are compromised.

Newspapers which migrate online, are often unable to truly leverage the power of digital analytics and do not operate in cognizance of the permanence of the internet. There is little attempt to create a community around discussion, or even for user engagement. Articles are mass-produced with short event-specific topics and high reportage redundancy.

With all this in mind, we recognise that there is a huge need for an **independent publication** funded and supported by its **readers**.

## ***Research***

Our primary research lasted almost 3 weeks, and was conducted in three phases. A survey was conducted to gain quantitative data, we received 106 responses following which we conducted 10 interviews to gain context for that data and finally spoke to experts and brought them on board with us as collaborators. We met with Prof. Sharmila, from the HSS department of IIT Bombay, on multiple occasions through the project, and Mr. Sunil Lulla, the CEO of [Broadcast Audience Research Council](#).

## Survey

The survey, the first step in our approach to primary research, was essential to provide us with quantitative data, specific to the ideas and concepts we're considering and supplying insight on the user base we might want to consider. In order to encourage maximum participation, the survey was designed such that it could be answered within 45 seconds. The majority of the questions were either multiple choice or multiple select types, with only a few that required a subjective answer. By distributing the survey link in as broad a user base as we could (with the help of parents and colleagues) we attempted to have a fairly diverse set of responses. With these efforts, we were able to get **106 responses** to the form before closing it so that we could analyse the data we had collected. Many of the responses were carefully and skillfully worded, with many fantastic insights derived from the more subjective responses.

The questions of the survey were divided into three broad categories:

- **Personal Context**

These questions helped us understand *who* was filling out our survey — gaining this demographic context was essential to a wholesome analysis of the results of the questionnaire. Such questions included age, gender, education, occupation, and self-identified political orientation.

- **News Media Consumption Habits**

The section that followed attempted to understand the existing media habits of the survey-takers. Questions collected information on which news sources they use with specific examples, if they paid for news at all and if so, in what fashion, and on other similar topics. One subjective question here asked the responders to explain how they established the **reliability** of their news. Participants were also asked about their political expressiveness — how willing they are to seek political debate and with whom.

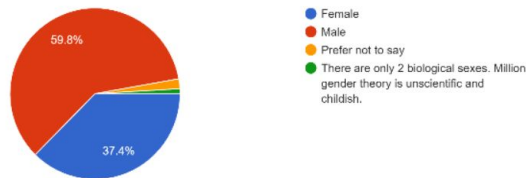
### **16. Interaction with Online Media**

In line with the idea of a publication, we asked a few questions about interaction with online platforms and media to gather information on the plausibility of various ideas and concepts we might develop. People were asked about the trust they had in

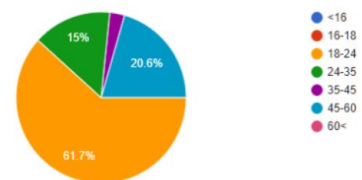
community-based information sources such as Wikipedia, along with if they have ever fact-checked or contributed to such a platform. In one question that yielded many fantastic insights, survey-takers were asked what they enjoy in news; that is, what is **appealing** to them in the presentation of news.

Some of the relevant results from the survey are published here, for reference.

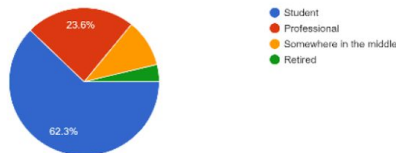
Gender  
107 responses



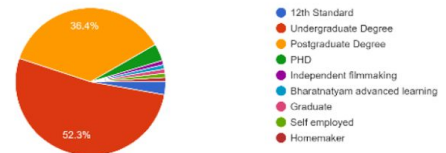
Age Group  
107 responses



Occupation  
106 responses

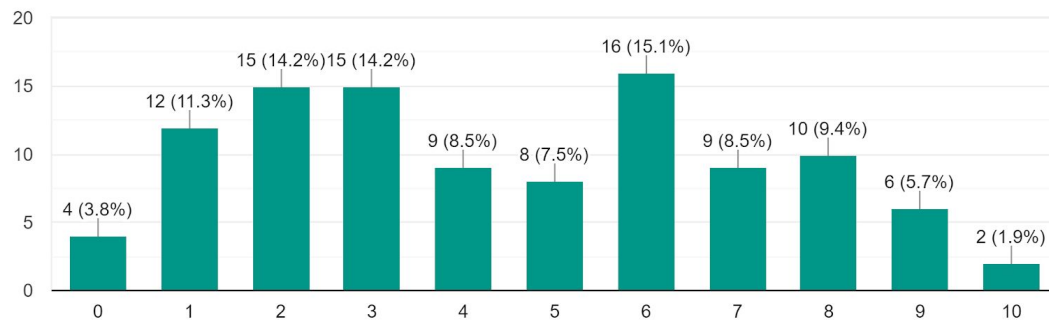


Education (Feel free to put in what you're currently pursuing)  
107 responses



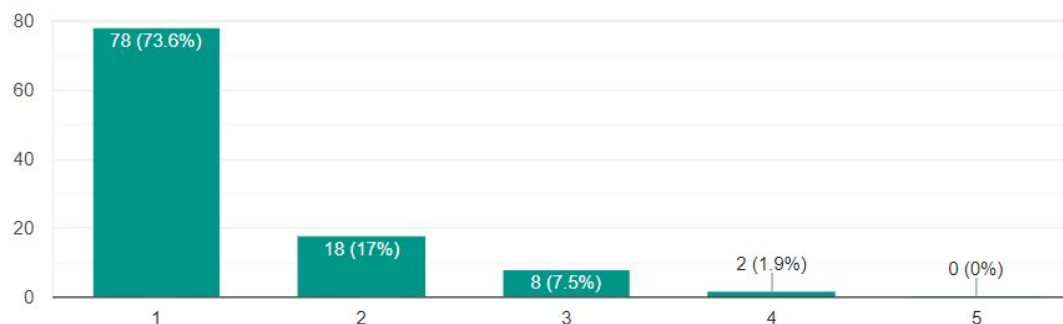
How vocal are you about politics?

106 responses



How often do you discuss politics on a public online forum? (Reddit, Quora, under news articles, Facebook, etc)

106 responses



Do you actively seek political opinions contrasting with yours for the the sake of discussion?

106 responses

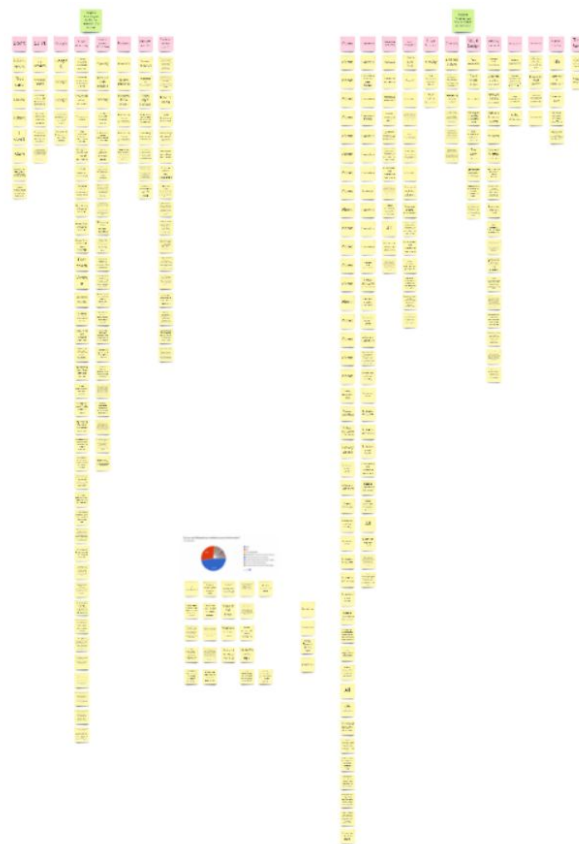


The two subjective questions, about reliability and appeal of news, yielded many fantastic responses. We took all the responses into miro as individual sticky notes, and grouped them based on affinity to create a structure that serves as a bar graph for popularity of opinion, as well as a consolidation of the various types of responses.

For establishing the reliability of current news sources, the most popular method stated was that of **cross-checking** the news with other publications and news media. Others relied on their **trust** in certain news sources, **reviews** from friends and family, or judging article-to-article based on the **content** itself. Many admitted that they do not, or feel that one cannot verify news.

When it came to the appeal in news, most people said that they enjoyed **videos** in news, followed by **illustrations**, **interactive** and **data visualization** elements, and just

outstanding writing. Many people preferred **comedy** or satire, some liked **notifications** to keep them up to date.



## Interviews

Interviewees were chosen to fit a broad spectrum of relevant demographics, and interviews with these candidates followed semi-structured inquiry methods. These interviews lasted at a minimum of 15 minutes, and a maximum of 2 hours; the shortest interviews came from people who did not have much to say about news as they chose not to engage with it, our ‘callous consumers’ as defined in our identified user groups later on. The longest interviews were with conscious consumers of news media, who had often done their own secondary research and were eager to share insights and ideas they had been holding onto for often very long times. Here, we break down the demographics we based the identified users on:

### 1. Demographics

When choosing the interviewees for primary research, a few key identifiers were kept in mind to ensure a diverse group. These were:



- Age bracket
- Education level
- Self-Identified political orientation
- Geographical location
- Cultural background

Amongst these, in educational level we did not go below those currently pursuing Bachelor's degrees, and did not interview minors. Certain candidates were also selected not to represent the 'average' consumer, but rather to gain valuable insights from as well-informed and active consumers of news media and information. In time for the presentation on the 2nd, we were able to conduct 6 interviews and gain insights from each one. As many more are planned for the remaining portions of primary research before conducting affinity mapping to help create final priority lists for ideation.

## **2. Questions**

Certain interview candidates had supplied responses to our initial survey, while some had not. On the basis of this, candidates were asked custom questions to avoid redundancy and to help get the conversation started in a direction that interested the interviewee. We were looking to have minimal interference in the candidate's trains of thought once they caught a thread they were interested in; as the interviewers, our role lay in bringing the conversation back to topic when it drifted, and in documenting and deriving interesting insights from the interview responses. In addition to a few of the survey questions for those who had not filled it, we asked candidates to speak about some (but not always all) of the following topics:

- Changes in news habits
- Place for news in their daily lives
- Journalistic priorities
- Ideals in news

Wonderfully, many candidates were able to take the conversation in interesting and productive avenues without much asking from our parts; some explored activism,

some laid out personal journeys in media consumption, while others looked at the philosophies of news versus information and the phenomenon of sensationalization. In the coming section, we analyze some of the key insights from each interview we took.

## **Key Insights from Interviews**

### **1. User 1: CI**

- a. The user was quite apprehensive of discussing politics online as some online forums tend to be toxic and conversations often lead nowhere
- b. The user liked consuming his news through comedy, specifically through talk shows or well researched informational shows
- c. The user greatly appreciated listening to multiple views, and engaging in informative discourse among peers
- d. They also appreciated unedited live interviews and podcasts for their transparency

### **2. User 2: JS**

- a. The user would get most of their news online, from memes and posts shared by friends
- b. They would refrain from actively seeking news, only looking up particular stories that were very controversial
- c. The user doesn't concern themselves with the source of the news and decides the reliability of a source based on the content

### **3. User 3: MD**

- a. This user admires discourse that challenges their beliefs and likes to achieve ideological balance
- b. They prefer their news to be compact, with diverse viewpoints
- c. They prefer not partake in discourse online due to the lack of accountability and context
- d. They also rely on the suggestions from their well educated brother for opinion pieces

#### 4. User 4: PK

- a. The user prefers objective news, often related to science and education
- b. They believe that the Indian News Media lacks empathy and can't strike a balance between micro-level and macro-level news.
- c. The user also regards social media with caution due to its tendency to spread misinformation and reactionary content
- d. They would like to see the media's focus shift towards solution oriented journalism rather than fear-mongering

#### 5. User 5: RC

- a. The user makes sure to filter the information that impacts them from the information they encounter
- b. They thoroughly dislike sensationalism, temporary journalism and reactionary news
- c. The user firmly believes that information exchange is best between interested parties and that the motivations of the imparter of information tells a lot about their reliability
- d. They feel that there is a need to create a safe haven for stories and avoid censorship at all costs
- e. In this user's opinion, much of online Indian news media is the way it is as those channels have not yet been able to comprehend the permanence of the internet.

#### 6. User 6: PO

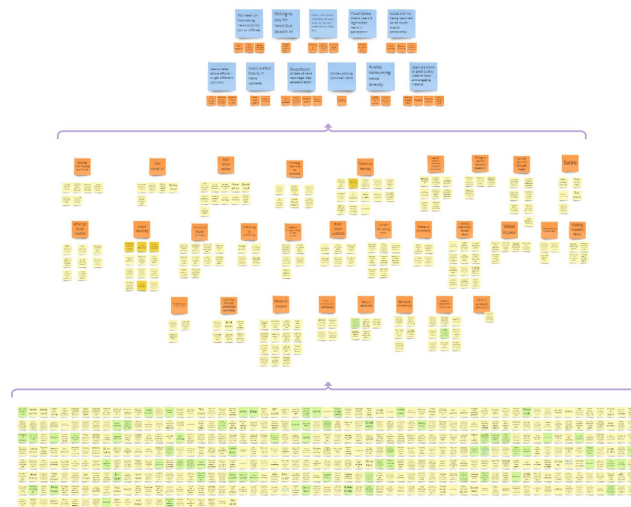
- a. The user prioritises unbiased reportage as possible, from sources that have been backed up by some research
- b. They prefer consuming only facts, and developing opinions on their own.
- c. They read articles once or twice a day and then don't actively seek information otherwise
- d. They even Initiated a big change in media consumption habits post lockdown

## *Affinity*

After our primary research, we spent time analyzing the many interesting insights that we were able to collect from our interviews. Through a basic affinity process, we began to group

individual insight sticky notes by relevance into categories. Each of these categories were represented by one orange sticky note, which summarized the contents of the affinity group.

These category titles were further clustered and given titular summaries. Category clusters included groups made on the basis of impact on content consumption, news consumption habits, opinions on the state of news media, need for good visual design, and so on.



In all, we finished with 11 blue concept cluster conclusions. These formed the final, digested insights from our affinity and are what helped us in the next steps towards our project: problem definition and ideation.



## ***Problem Definition***

With these inputs and our affinity complete, we sat down to understand our final problem definition. Our first step was to take the 11 insights we had arrived at from the affinity and

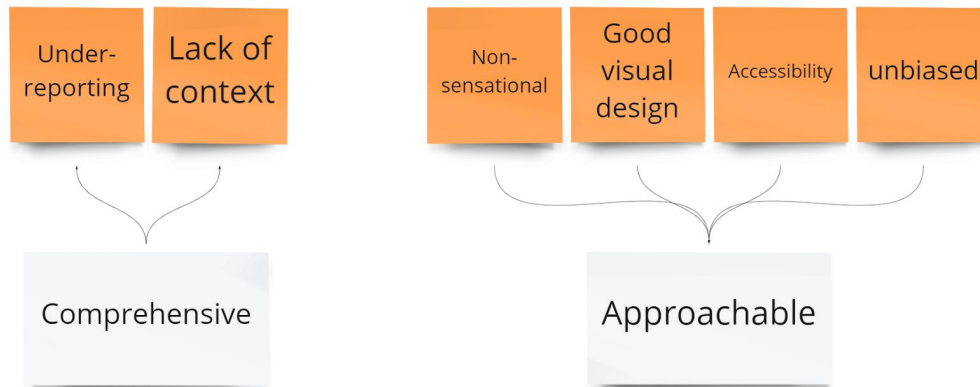
convert them into individual problem statements. For instance, 'contextualizing political news' became 'news lacks context', and so on for each so that they may function to show us the main problems we have recorded through primary research.



Of these, we established priorities, and identified those problems which are either auxiliary or non-negotiable. Problems such as 'reporter safety' fall into the category of non-negotiable, for instance; however, we had to choose which topics we would eventually focus on, and how many auxiliary aspects (such as 'good visual design') we could fit into the problem statement and design objective we finally come up with.



The prioritized problems were then consolidated into two keywords which we felt encompassed all of these problems: comprehensive news, and approachable news.



We mean *comprehensive* to be whole, and thus we included under-reporting and lack of context during reportage here: just as obscuring the truth is another form of lying, not reporting on essential things or not providing the entire context for the things that are happening around us are undesirable and we wish to combat those by providing the fuller, bigger picture.

By *approachable*, we want to tackle non-sensationalism, good visual design, accessibility, and biases in reportage. By having content that is attractive, presented in good humour and fun to read, share-able for its artistic value, and with sober, kind language, we aim for news that does not have to try very hard to attract readers.

With our affinity insights coming together in a most comprehensible manner, we present our final design objective for the course here:

***Addressing underreporting in Indian news media through  
comprehensive, approachable journalism.***

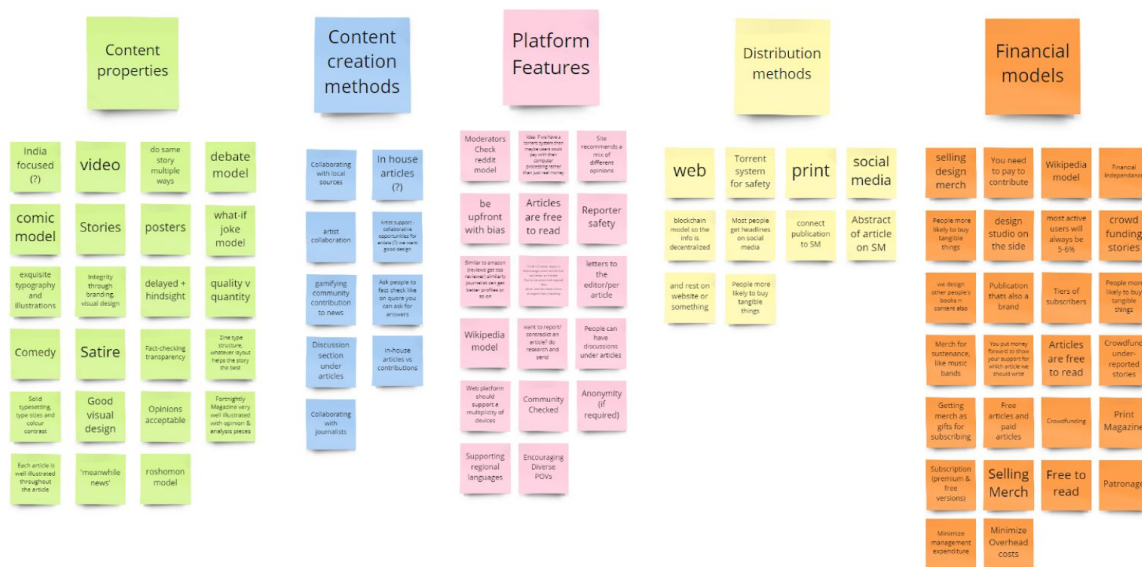
## ***Ideation***

We brainstormed on ideas within five categories:

1. Content Properties
2. Content Creation
3. Platform features

#### 4. Distribution methods

#### 5. Financial models.



We also collected every idea that we had previously come up with in the past three weeks and sorted them into these categories. Next, we came back to our two key words with their clustered problems — *comprehensive* and *approachable* — and proceeded to pull ideas that may contribute as solutions for each problem from our 5 categories.



Each of these ideas cannot be implemented at once in the same concept, but we noticed certain clear models of operation emerging from the clustered ideas. We put these various models together, along with their salient features. While some of the models focused on content creation and distribution on the platforms, some were more specific to how we would finance this publication.

## **Content Models:**

- **Community Model:**

A platform for encouraging community discourse and participation, where people can write opinion pieces which are juxtaposed with opposing opinions.

- **Collaborative model:**

A publication where we collaborate with experts in the field, designing stories that authors and journalists write.

- **In-house model:**

A publication where we use an in-house pool of artists and writers to publish well designed articles, and journalists to conduct research.

- **Match-making model:**

A place where journalists and artists are paired up to jointly realize deeply researched news stories and articles according to their style compatibility, produced under the startup's brand

- **Rebranding Publication:**

A publication that accept articles from journalists and redesign and publish these underreported issues under the startup's brand

## **Economic Models:**

- **Branded Publication:**

The publication is a brand with a strong visual identity. All the articles are free to read, this ensures reach to lots of users and we make money by selling merchandise of our brand.

- **Subscription Based:**

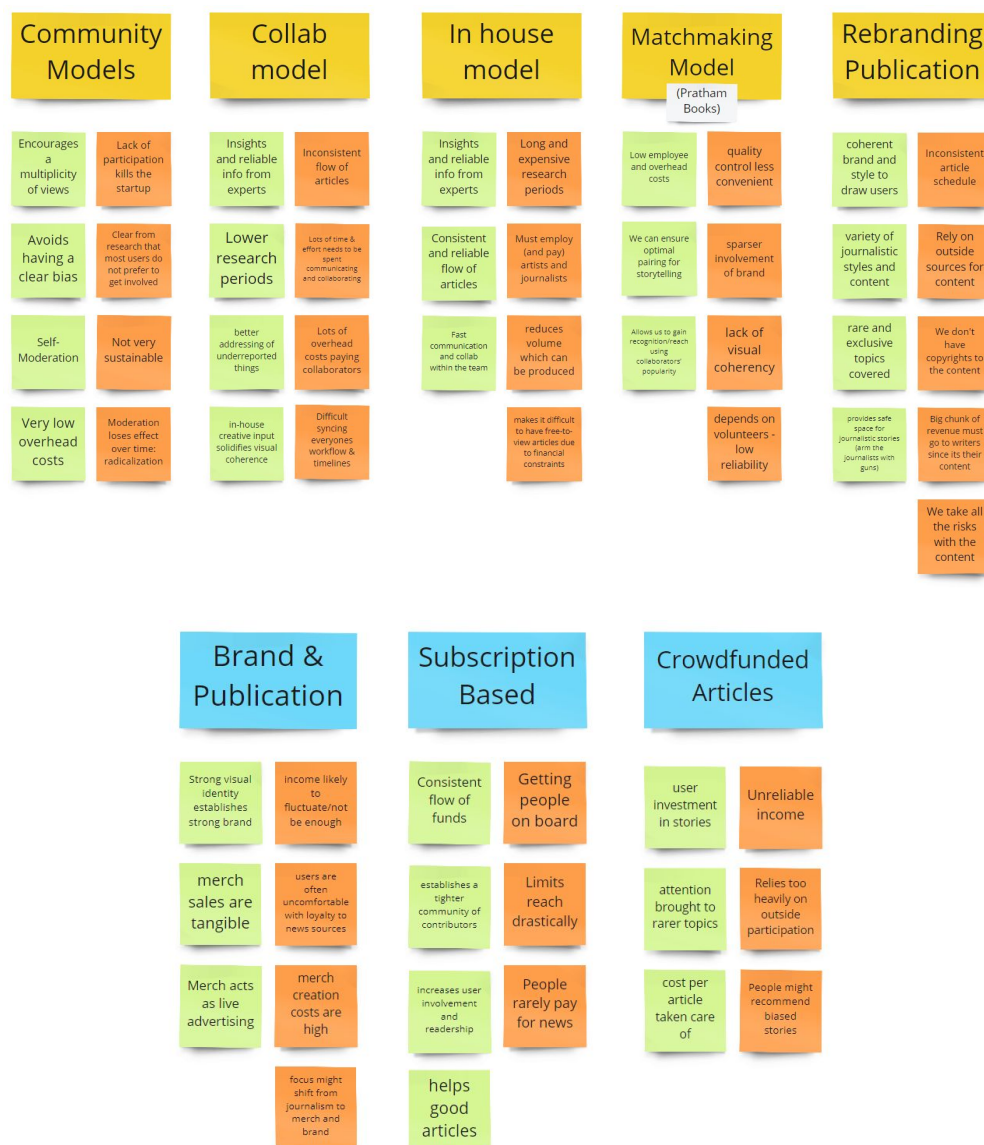
A news-media platform where users subscribe to a monthly fee which gives them complete access to all of our content (which is regularly updated). Helps us insure quality and avoid censorship by removing the need for ads.



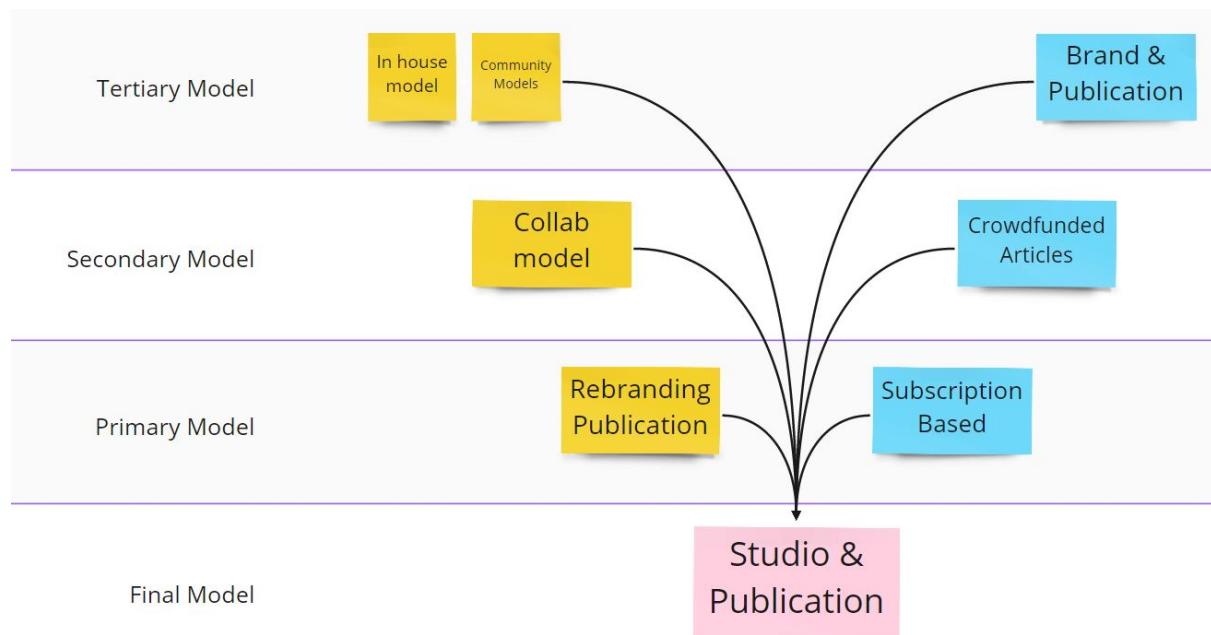
- **Crowd-funded publication:**

Either we or collaborative users put up story topics to vote along with an estimated cost of production. Collaborative users express their interest in stories by donating money to help the story reach its goal.

We conducted a pros and cons exercise for each of the models, listing out the various advantages and disadvantages of each of the models. With this in mind, we aimed to consolidate the best aspects of the models into one final concept in order to both mitigate their cons and retain their pros.



We then ranked these models into three tiers, based on the features we would like to incorporate. Our main models were the **rebranding publication model** and a **subscription based model**. We felt that these models best helped us ensure quality and avoid censorship by removing the need for ads. We combined these models with features from the secondary models, as well as some aspects of the tertiary models as well.



## ***Our Proposal***

Our rigorous design process brought us to the product we're presenting to you today: We're proud to present Alochana Magazine. All across the country, Alochana stands for ideas very important to us - Bengali for *discussion*, critique in Hindi, intelligent counsel in Malayalam.

We are a **publication** operating in three spheres: **web, social media and print**, and in two financial modes: **free and subscription-based**. We focus on **timeless stories** created in **collaboration** with journalists, experts, and artists, news on **under-reported topics**, as well as certain **crowd-funded, on-demand stories** that are printed and sent to paying contributors as a monthly **magazine**.

## Intents

We have three non-negotiable intents:

1. **Financial Independence**

It became clear to us that the only way to maintain control over our content and avoid censorship was to remain financially independent, meaning no advertising.

2. **Topical yet timeless**

We focus on stories that don't lose relevance over time, and are rich in analysis.

3. **Inclusivity**

Finally, we hope to create an inclusive place of intelligent discussion, promoting rational expressions of opinions.

## Types of Content

The details of the mechanism of the concept are explained in this section, to elucidate upon the rather heavy product description. We begin with the types of content we create:

1. **Cover Stories**

2. **Timeless stories**

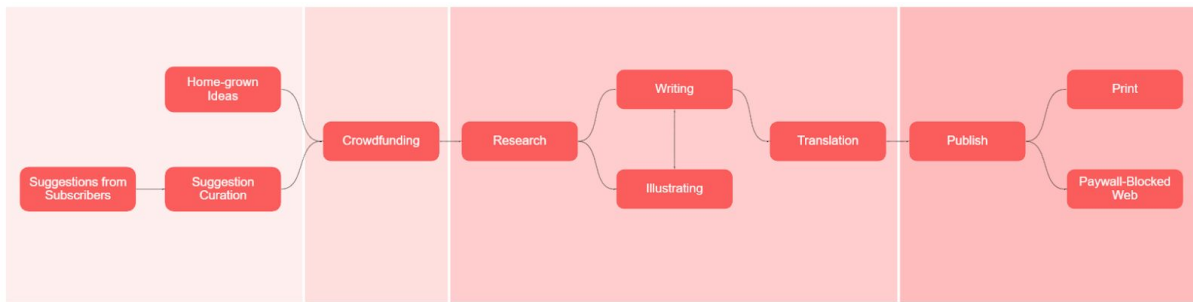
3. **Meanwhile News**

We follow a 3-content, 3-platform structure.

## Content Creation Process

1. **Cover Stories**

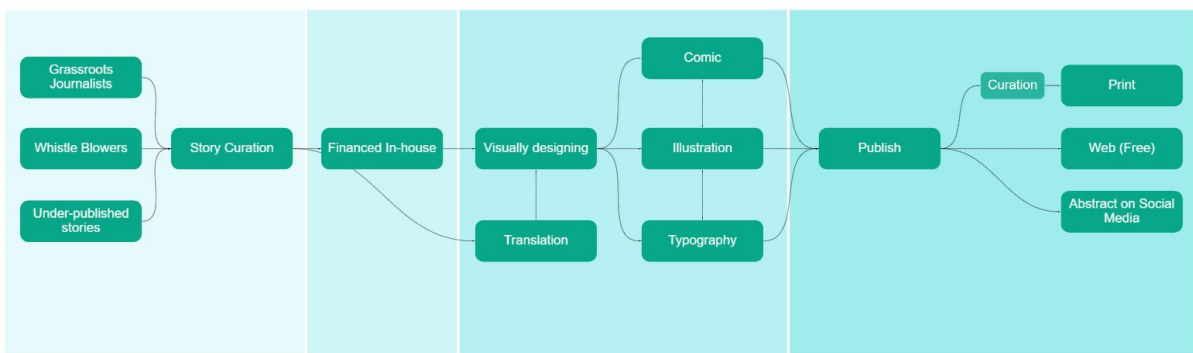
These are stories featuring on-demand topics and are crowd-funded by our readers and supporters. These are what we've been calling 'timeless' stories, and are created on an extended timeline that allows for enough time to research and craft a beautiful story. These stories are available both in print editions and on the website, but are only accessible to subscribers and those who have contributed to the crowdfunding.



Topics for cover stories are sourced from in-house topics and from curated subscriber suggestions. These are put up for crowdfunding for a specified period of time, post which an entire month is kept for the creation process, involving research, writing and illustration, and translation before publishing.

## 2. Timeless Stories

These entail the bulk of our content, and are collaborative efforts where we reach out to experts, artists and grassroots journalists.

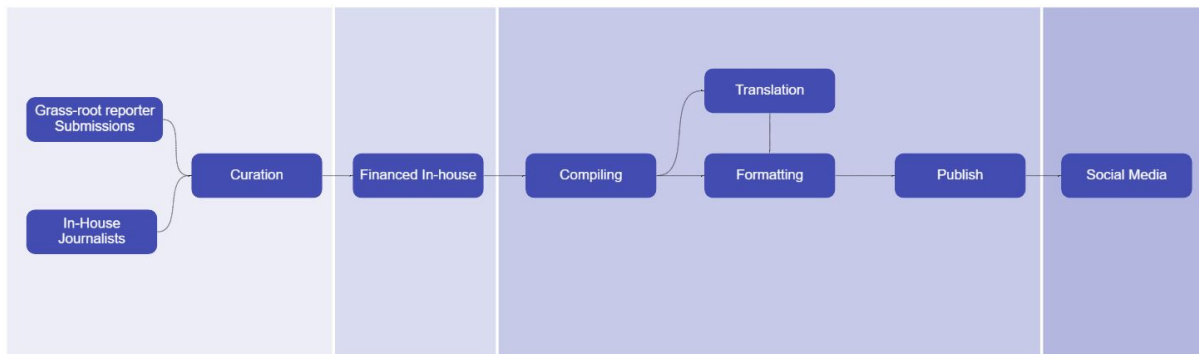


These topics are sourced from grassroots journalists, whistleblowers, and stories which journalists have been struggling to publish due to censorship issues. They are financed in-house, and are designed in the most appropriate representation for the story.

## 3. Meanwhile News

This news is formatted in short, digestible bites. They're collaborative pieces made to highlight overlooked current events. These operate on a fast timeline as they lose relevance quickly, and are posted on social media. We're looking at Twitter and

Instagram as our primary platforms. They are accompanied by abstracts of our other stories, as well as memes - they are our primary method for improving reach.



An in house journalist or grassroots reporter may submit these articles, which are curated, edited, and compensated financially. They are then compiled, translated and formatted, before publishing.

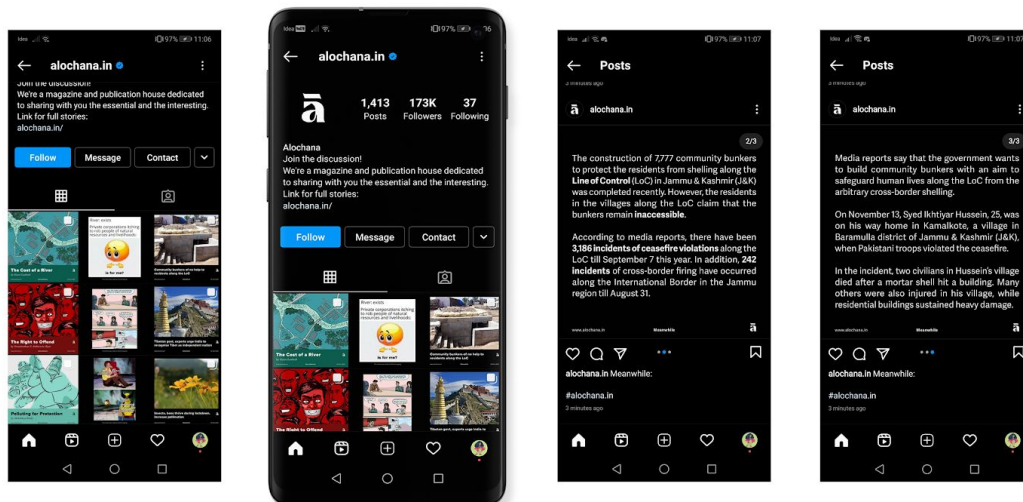
## Platforms

These three kinds of content are distributed through our three platforms, each serving very different purposes.

Cover Stories	Timeless Stories	Meanwhile News
Website	Website	Website
Print Magazine	Print Magazine	-
-	-	Social Media

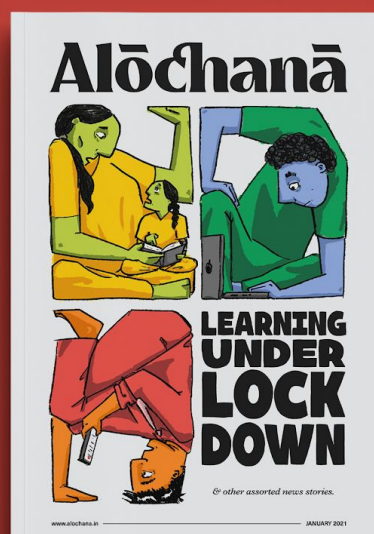
## Social Media

The social media pages are likely where most users will discover us through. They have short and to-the-point meanwhile news delivered in text carousel form, abstracts and teasers for published stories, and memes! These are ideal for regular user engagement and for improving reach. Shown here is a snippet of the instagram page, and an example of the meanwhile news text carousel.



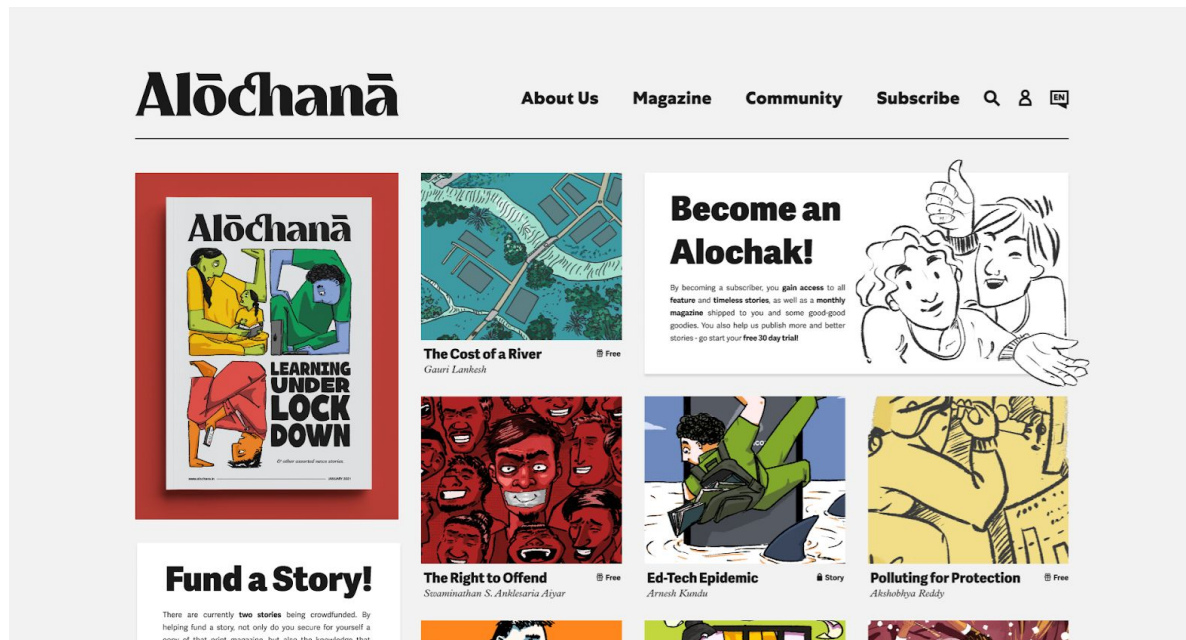
## Print Magazine

The printed magazine is a monthly edition, shipped to all subscribers and those who have crowdfunded that particular issue. It has one elaborate cover story, and 4 or 5 more well-researched and illustrated articles selected from the 12 created that month. Along with these, it will feature one full letter to the editor, along with quotes and excerpts from more. Using existing articles, we have created a full prototype magazine ready for print. You can refer to the pdf attached with our submission for the full experience.



## Website ([Link to prototype](#))

The website is the central hub of the publication, and is designed to onboard users, as well as holding almost all of our content. Key screens from the website and the prototyped version are available as a [Figma prototype](#). A guided tour of the website is available in the video presentation.



## User Base

During our secondary research, we understood that a significant portion of the problems we associate with Indian jour

nalism today lay in **English news media content**. Hence, during our primary research, we focused on users within this domain and later narrowed our targeted user base to **urban English news media consumers**.

Within this group, we're especially creating content for those who are interested in **Social, Political and Environmental Stories**. Our choice of platform, aesthetic choices, content choices and business model all reflect the decision of the user base.

Further, we classified our target user base into 3 categories so as to understand how they might interact with our product.

1. Detached Consumer (formerly Callous consumer)
2. Shallow Consumer
3. Conscious Consumer



# User Scenarios

## Our Users

We created 3 archetypes to embody our 3 user categories:

1. Raj Bipathi (*Detached Consumer*)
2. Praifu Sen (*Shallow Consumer*)
3. Malish Bunmaske (*Conscious Consumer*)

## Scenarios

### 1. Raj Bipathi (*Detached Consumer*)



Raj has just completed his maths honours from Delhi University. He does not enjoy discussions on politics, but he does enjoy memes and jokes about current events. He uses social media for private chats and for exchanging memes, but rarely posts publicly, and never posts about political things.

One day, he comes across a meme shared by a friend. He checks out the page and enjoys the memes on there, and shares one that he particularly likes with his group chat with a few friends. He does not follow the page or check out the website, but over the next few weeks, he sees more and more content shared from this news page. He continues to enjoy the memes.





Mr Bipathi has been seeing content from the page very often, of late. One day, he sees an article abstract that is of very specific interest to him, and follows the link to the website to take a look at it there, he realizes that the abstract is a proposed story that the publication is attempting to crowdfund. He'd like to see the story, but isn't particularly interested in becoming a subscriber.

He decides to take a chance on the story and contributes the one-time minimum amount, and forgets about it soon enough.

A month later, he receives a package with the completed story mag that he had forgotten about! He likes the quality of the mag, and takes a look at the other articles as well. While he does not subscribe, once or twice a year he contributes to stories that he'd like to see, and he starts building a small collection of the mags.

## 2. Praifu Sen (Shallow Consumer)



Praifu is a young student doing her B.Com in Karnataka. She enjoys anime and spends a lot of time on Instagram. She follows some politically active people on social media, and likes to look at the things they post - but she normally doesn't go deeper into them and rarely opens news websites.

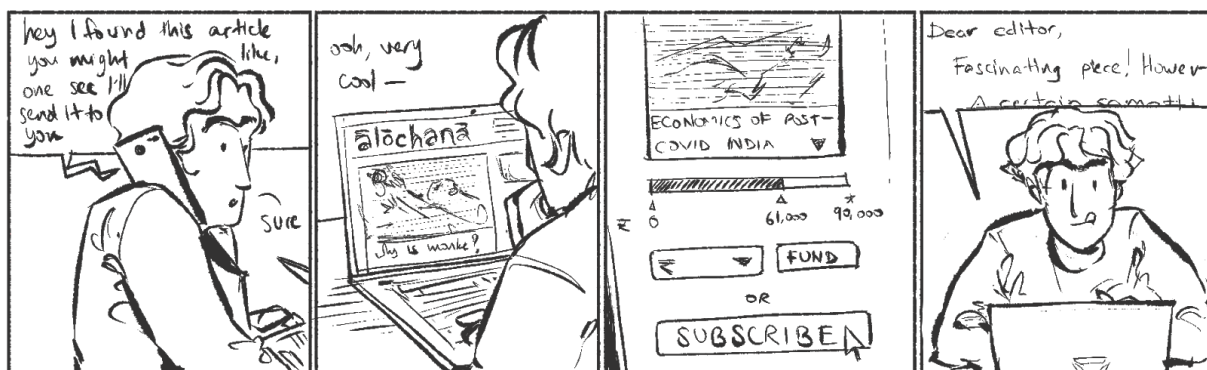
One day, while swiping through Instagram stories she comes across a very pretty illustrative post that her friend has shared. She follows the post to the Instagram page, sees lots more illustrative content and gives it a follow.

A few days later, she sees an interesting story abstract posted by that news account she had followed - interested in the abstract and attracted by the illustration, she swipes up to check out the full article.

At the bottom of the article, a line of text informs her that in order to see more of these kinds of articles, she can sign up for a free trial that will last 30 days. The information she has to fill out is minimal and non-intrusive, so she signs up.

Over the next month, she uses the trial to look up a few of the articles she sees on social media - while she doesn't subscribe once the trial is over, she continues to read the free material and the meanwhile news whenever she comes across it.

### 3. Malish Bunmaske (*Conscious Consumer*)



Mr Bunmaske is a young lawyer based in Aurangabad, and is meticulous with their news consumption. He informs himself on various topics, is particular about his sources, and frequently gets into long debates and discussions with his peers.

After one such discussion, his colleague sends him an article from the publication.

Quite impressed by the research and visual design of the article, he decides to get to know more about the publication. He comes across a few more articles that he appreciates, and finds out about our membership plans and crowdfunded articles through the trial.

Mr. Bunmaske feels that grassroot journalism is a good cause to support and decides to contribute in some way. He becomes a subscriber to not only help crowdfund the cover stories, but also to gain access to perks.

He then actively participates in member activities such as suggesting next month's topics and writing letters to the editorial.

## ***Business Model***

As mentioned before, there are two main sources of income for the publication: crowdfunding and subscription model

### **Crowdfunding**

Cover stories are pitched to the public for funding, where the contributors receive a printed magazine at the end of the month. There is a minimum amount that can be donated, and the donations themselves follow a tiered system. Each of the tiers has perks that get better the more you pay.

### **Subscription model**

A subscription model worked best for our publication, as not only are subscription-based platforms becoming a bigger part of our lives every day, but it is also a stable income system to support the ad-free, high quality content we provide on three different platforms. Most people express a willingness to pay for online news in the future. With this model our content is available to three kinds of users:

1. **General public** has immediate access which includes Social Media Content, Meanwhile News and Abstracts of stories for free
2. Through a **free trial** for 30 days, Users can also access Stories and gain 50 Fund points.
3. Finally, as a **subscriber** not only do they get access to all these stories, but also to Monthly cover stories. They get merchandise, can suggest stories for crowdfunding, can submit counter articles or letters to the editorial, and even get ranked badges based on how they've contributed in the forums, etc.

			Ranked Badges, Credit	PERKS
			Submit counters/LtE	
			Suggest articles	
			Merchandise, Goodies	
			1000 Fund points	
			50 Fund points	
				ACCESS
		Some Timeless stories	Monthly Cover Stories	
		Social Media content	All Timeless stories	
Social Media content	Social Media content	Social Media content	Social Media content	
Meanwhile News	Meanwhile News	Meanwhile News	Meanwhile News	
Abstract	Abstract	Abstract	Abstract	
Abstract	Abstract	Abstract	Abstract	
PUBLIC	TRIAL	SUBSCRIPTION		

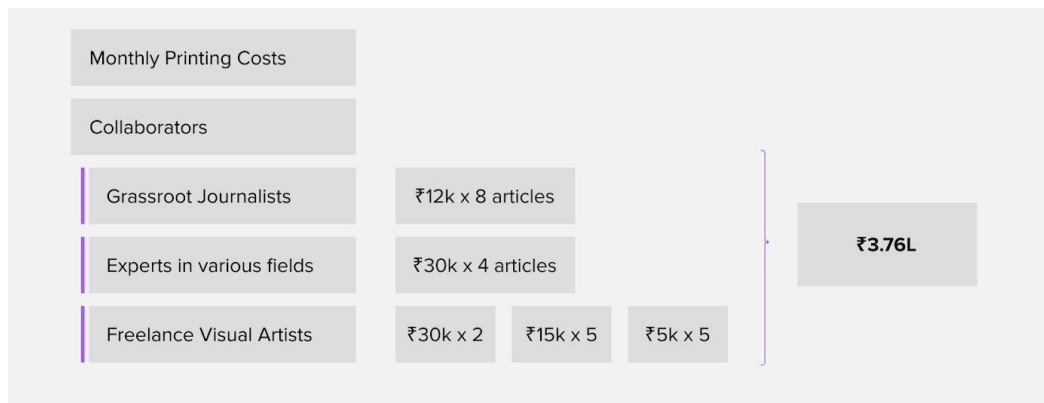
Becoming an **Alochak** for 500 per month gives you access to all the content and forum, as well as the monthly magazine, while becoming a **Maha Alochak** for 1000 per month gives you all this and monthly merchandise like stickers, t-shirts, etc.

## Costs & Expenditure

The fixed costs include the salaries for the in-house talent, website, merchandising, and are calculated as shown here. Basing the calculations on estimated average salaries across India, we get a fixed cost of approximately 3 lakhs.

In-house Team				
Design Team	₹33k			} ₹2.92L
Researchers and Journalists	₹27k	₹27k		
Editors	₹53k			
Social Media Handlers	₹32k	₹15k		
Website Developers	₹1.5L (One-time)			
Founders	₹35k	₹35k	₹35k	
				₹1.5L (One-time)

The variable costs include the monthly printing costs, and compensation for the collaborators of that month. Taking into account the average rates for each of the collaborators, we've calculated an approximate of 3.7 lakhs as the variable costs.



## *Key Metrics and Validation*

To understand our metrics for success we come back to our intents, implemented as USPs, and see how we will be evaluating and ensuring that we meet these essential metrics.

- USP:** The publication is Financially Independent by having a crowdfunding and subscription model.

**Metric:** Hence, primarily we'll use the number of subscribers and crowdfunding patrons as our markers for success.
- USP:** It is also topical and timeless by having news in hindsight, with story and research based articles instead of fast news.

**Metric:** To gauge timelessness we'll be leveraging the data analytical benefits of having a primarily online publication. We check how user engagements perform even 2-3 months after an article was originally published
- USP:** It is inclusive by offering users to counter opinions and pieces presented by the publication, hence being open to criticism and multiple points of view, and also by letting people suggest topics and discuss the cover stories.

**Metric:** We stay close to our Alochak community and judge its success by its growth and user engagement. Crowdfunding itself is a measure of the success of a community, as we use it to publish cover stories that connect with our user group.

## 18 Month Plan

Our primary metric for growth is the no. of subscribers. Keeping that primary metric in mind, and putting together an estimate of our expenses we can chart a plan for the coming 18 months. We have used the subscriber growth data of the Ken as a reference to make our own estimates. We've elaborated upon the financial plan for the first three months, over which we aim to grow to 2000 subscribers.

	MILESTONES	SUB REVENUE	GRANT	EXPENSES		NET	
First Month	100 Subs	0.5 L	10 L	3.76 L	4.5 L	8.26 L	2.24 L
Second Month	1000 Subs	5 L	10 L	3.76 L	3 L	6.76 L	8.24 L
Third Month	2000 Subs	10 L	10 L	3.76 L	3 L	6.76 L	13.24 L
First Quarter	2000 Subs	15.5L	30 L			21.8 L	23 L

	MILESTONES	SUB REVENUE	EXPENSES	PROFIT
Second Quarter	4000 Subs	60 L	30 L	30 L
Fourth Quarter	6000 Subs	90 L	30 L	60 L
Sixth Quarter	8000 Subs	120 L	48 L	72 L

As we move further, our priorities will shift from trying to onboard subscribers to retaining them through consistent quality content.

Essentially, over the 18 Months, we would like to improve our scale of collaboration, hire a larger in-house staff of editors and translators so we can collaborate with a wider spectrum of

grassroots journalists, sourcing stories across different languages, and publishing content in regional languages as well thereby scaling up our user base.

In a few years, we not only aim to become an independent publication funded and supported by its readers, but also grow to become a sanctuary for lasting stories and...

# **Alōchanā**

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