

Collaborative Design Project

Progress Report

WEEK 4

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Product Description

Our product is a **publication** operating in three spheres: **web, social media and print**, and in two modes: **free and subscription-based**. We bring to users well-crafted **stories** created in **collaboration** with journalists and artists, news on **under-reported** topics, and **crowd-funded, on-demand stories** printed and sent to paying contributors as a monthly **magazine**.

Concept Detailing

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**

As we'd discussed earlier our 3 platforms of focus are web, social media and print. The following table shows how each type of content is distributed across different mediums.

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

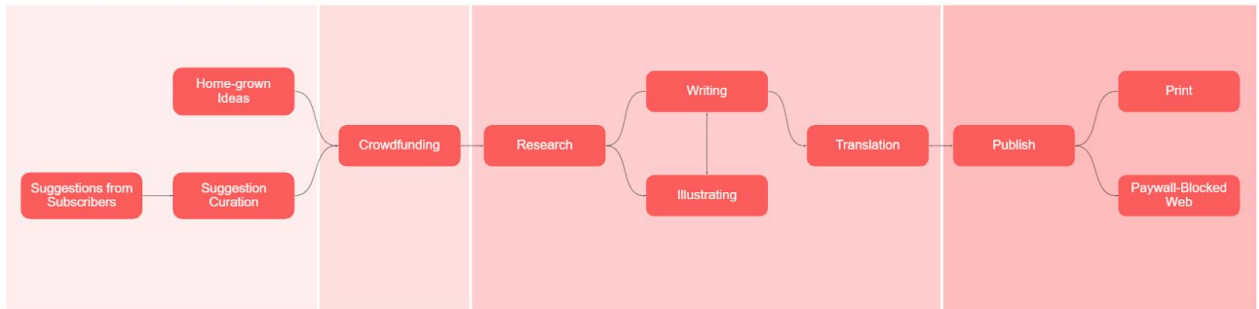
Each of the types of content is available on the web, however not everything is free to access, we'll cover that further in the business plan.

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

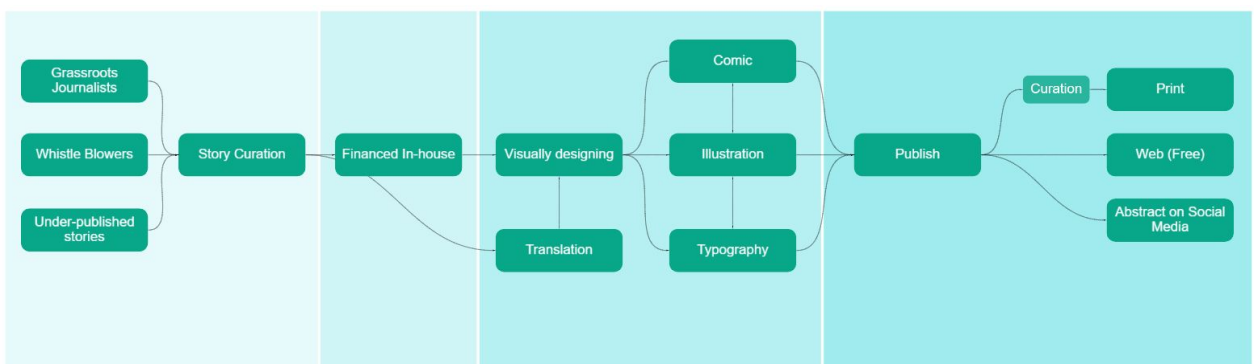
on an extended timeline that allows for enough time to research and craft a beautiful story. These stories are available both in print editions and on the website, but are only accessible to subscribers and those who have contributed to the crowdfunding.



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

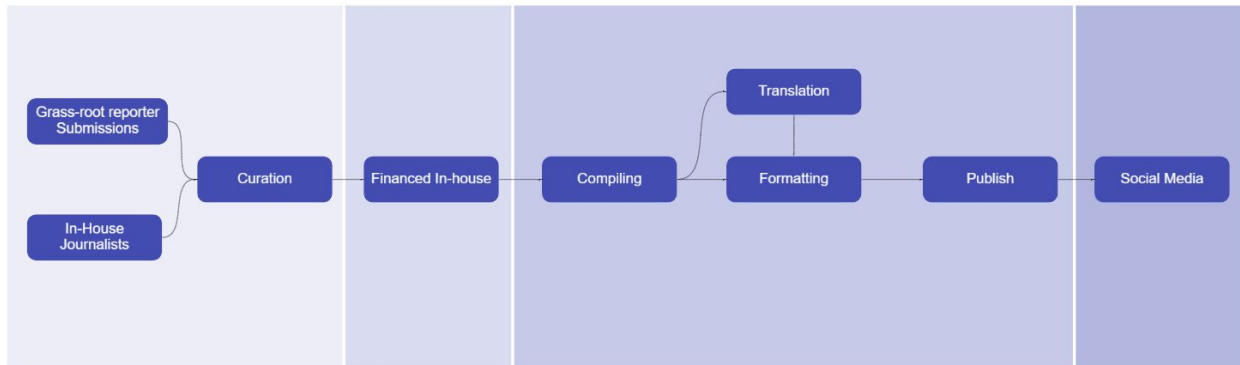
These entail the bulk of our content, and are collaborative efforts where we reach out to experts, artists and grassroots journalists.



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.

It's important to note that our submissions may be in any language, and must not necessarily be in english. If they are not in english, they'll be translated into it.

Business Plan

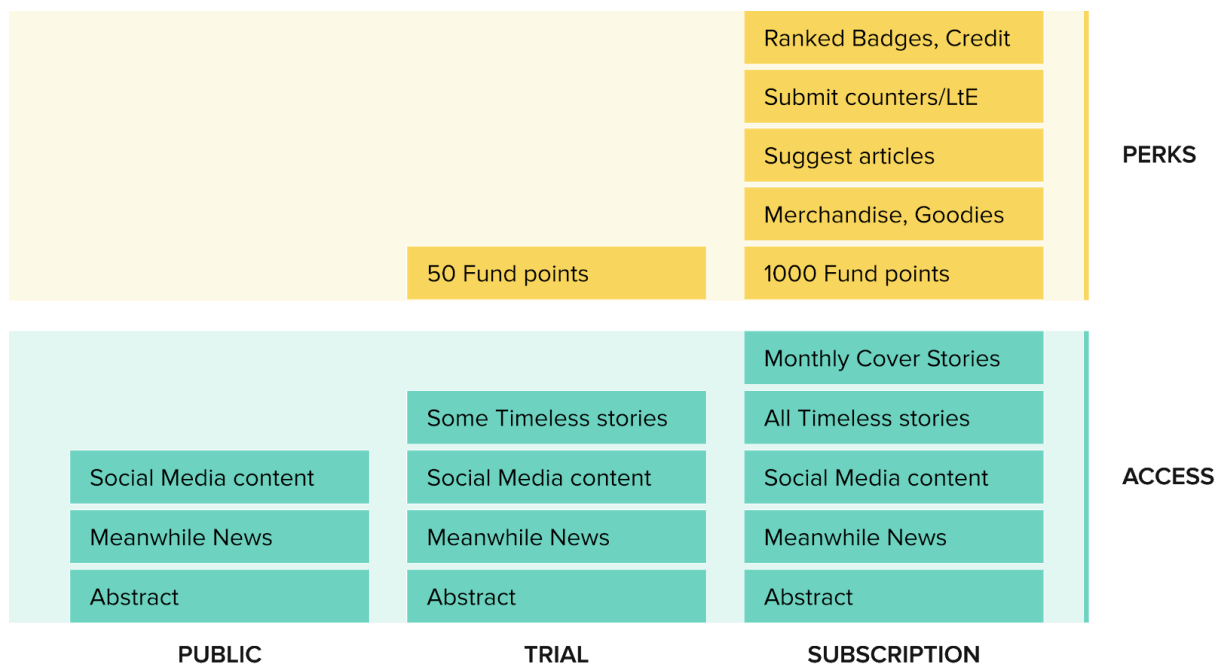
In order to make a concrete business plan, we have to consider the people involved in each type of content that we produce. We listed them out and categorised them as Inhouse and collaborators, as in the diagram below, with **blue boxes signifying In-house employees** and **green boxes for Collaborators**. We must keep them in mind as integral parts of our publication, and further develop the business plan.



One of the main sources of funding comes from **crowdfunding**. As we mentioned before, there are certain stories that 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:

- **Dost** (1,000 INR)
- **Hero** (2,500 INR)
- **Bhau** (10,000 INR)
- **Acchan** (25,000 INR)
- **Dev Manus** (50,000 INR)

Each of the tiers have perks that get better the more you pay. We'd referenced some existing models while formulating the model, looking at NL Sena, Kickstarter, Patreon to name a few. For the rest of the financial model we have in mind, access to content and perks works in three ways.



1. Immediate **public access** 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. We essentially ask users to sign up after reading one article, explaining the benefits of doing so.
3. 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 long they've been subscribed, how much they've contributed, etc. Some part of the subscription fees are given back to the subscribers as Fund points.

Fund points are essentially credits, which are contributable to the crowd-funded stories. A user can either commit all his available fund points to that month's cover story, or they can save up for a story they really like and want to contribute to.

User Scenarios

Our Users

From our extensive primary research, we understood that there are essentially 3 types of news-content consumers.

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

We created 3 archetypes to embody our 3 user-types:

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

User 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.

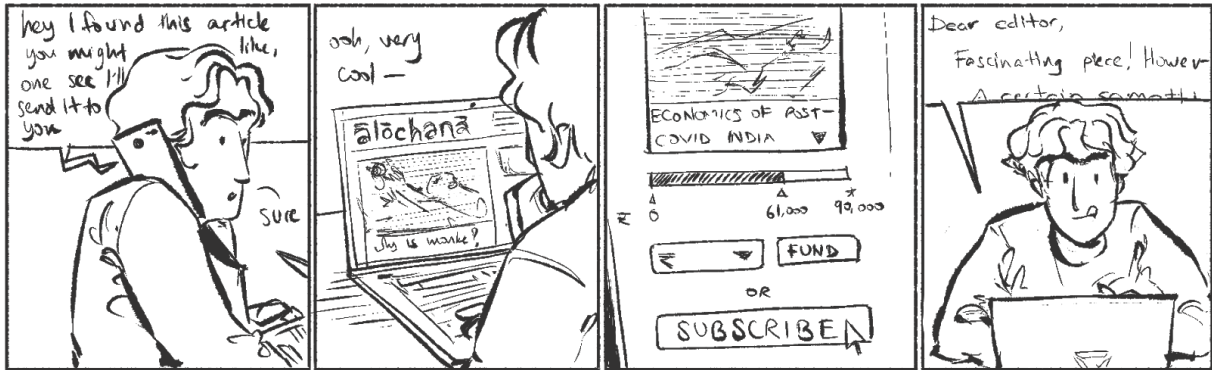
One day, while swiping through Instagram stories she comes across a very pretty illustrative post that her friend has shared. She follows the post to the Instagram page, sees lots more illustrative content and gives it a follow.

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.

Future Steps

We are currently working the prototype for the publication, collecting articles, and designing them into formats which represent the stories best. These will be examples of comics, illustrated pieces and visual narratives - we are aiming for a good variety in our content in order to properly represent the actual product. While we have settled on some specifics regarding the name and branding, we would like to do a full reveal of the publication next week!

References

1. [Newslandry Sena - Crowd-Funding Model](#)
2. [Kickstarter - Crowd-Funding Model](#)
3. [101 Reporters - Grassroots Journalism](#)
4. [The Ken - Online Publication](#)
5. [Gauri Lankesh Writings - Underreported Articles](#)
6. [Swaminathan S. Anklesaria Aiyar - Underreported Articles](#)