

TEAM *curlybois*

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1. Design Opportunities

2. Problem Statement

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4. Secondary Research

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Contents

1. Design Opportunities

2. Problem Statement

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6. Future Steps

Existing Products

3 Pronged Approach

Key Insights

Survey Questions

Survey Insights

Design Opportunities

Expanding worlds
through online
opportunities

Education resources for
remote and rural
learning

Journalism and Media -
Creating more
trustworthy media

Mental and physical
health in the context of
isolation

Tourism, making people
comfortable with
travelling again

Design Opportunities

Expanding worlds
through online
opportunities

Education resources for
remote and rural
learning

**Journalism and Media -
Creating more
trustworthy media**

Mental and physical
health in the context of
isolation

Tourism, making people
comfortable with
travelling again

Fact checking journalism
and information available
online

Efforts to remove political
echo chambers that form
due to social media

Appealing Visual design
to reduce the need for
sensationalist headlines

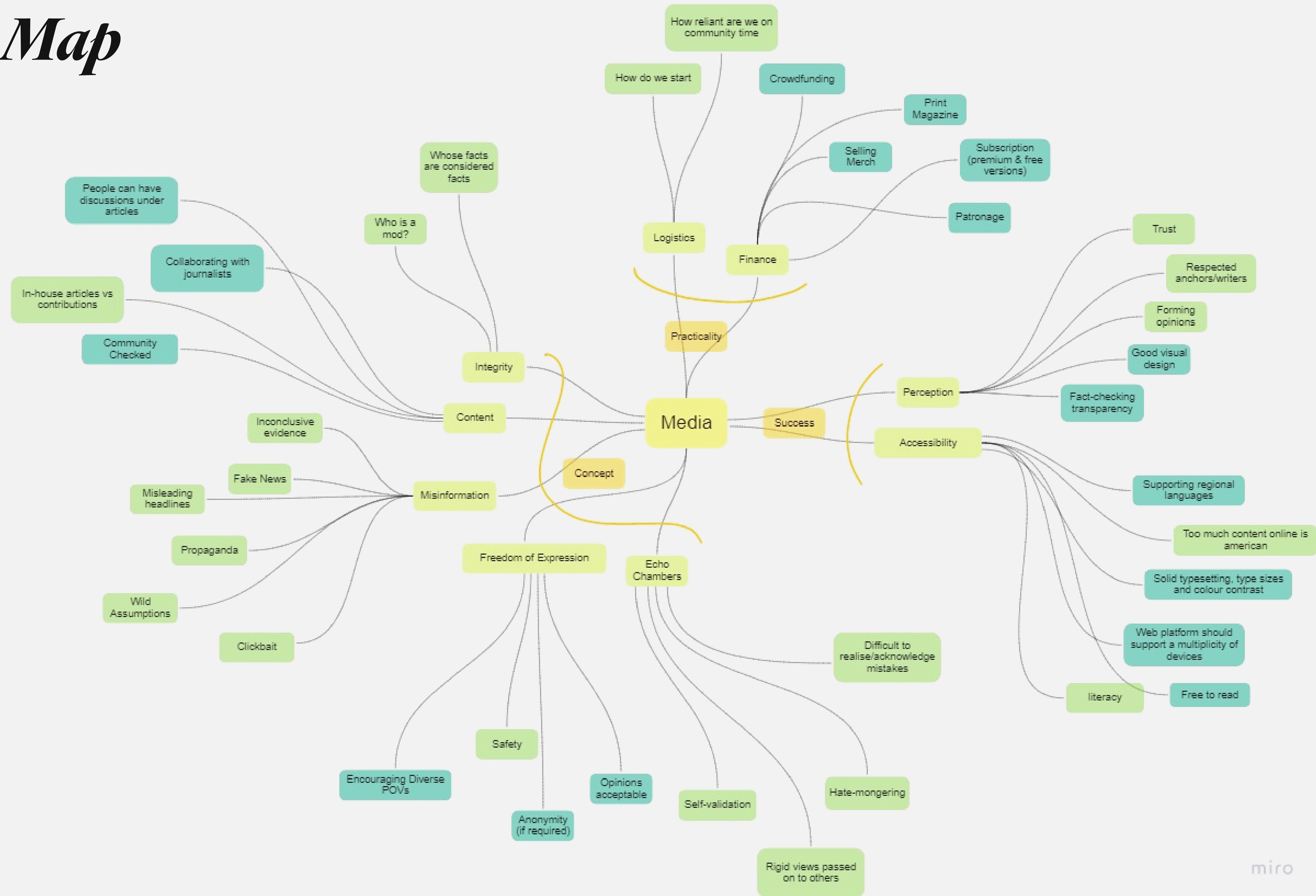
Problem Statement

◆

Addressing the rampant spread of misinformation, distraction media, and the political and social polarisation of news media in India.

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Mind Map





Secondary Research

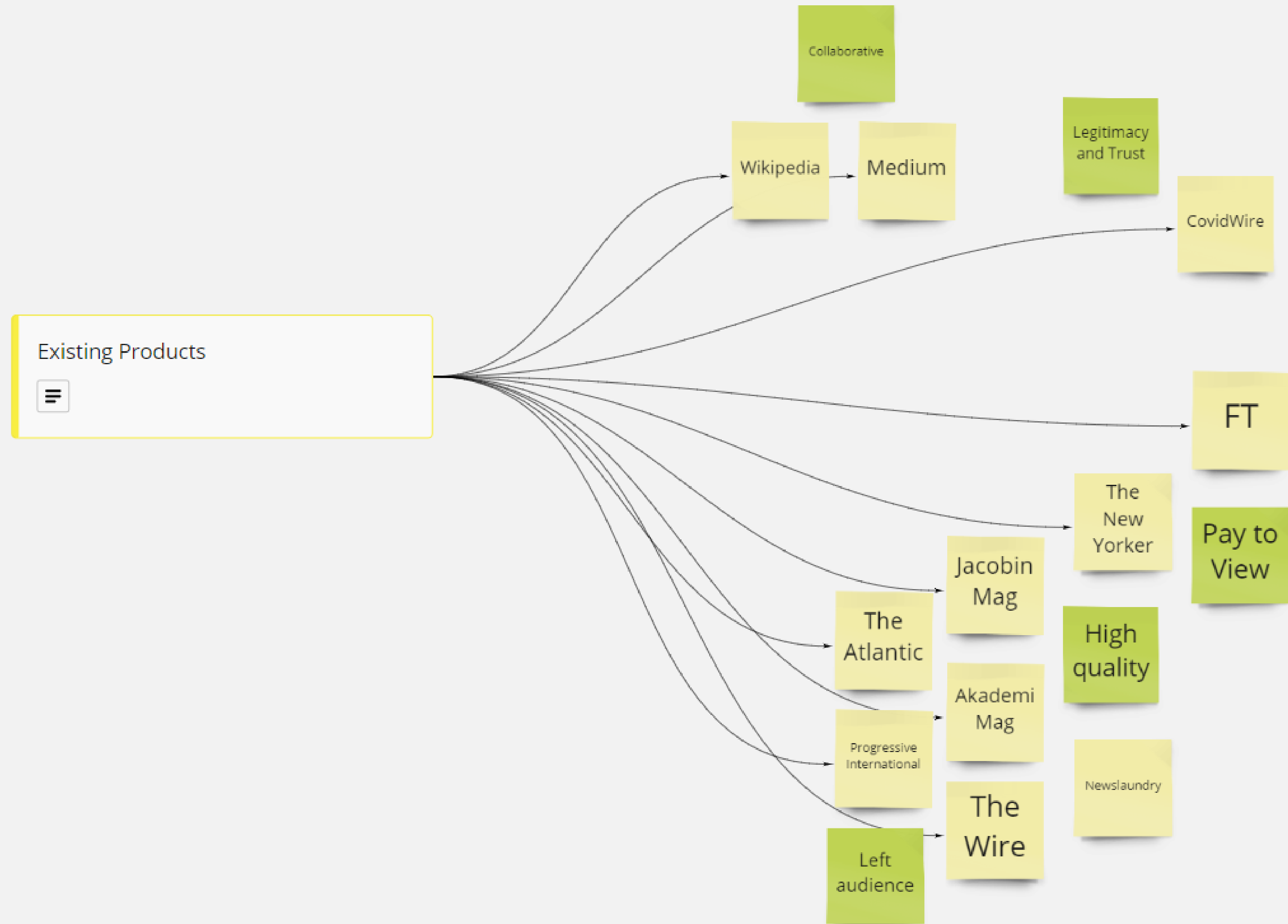


EXISTING PRODUCTS

Secondary Research

Features of Interest

- Economic Models
- Content-creation Models
- Perceived Quality
- Perceived Legitimacy
- Publication Priorities
- Political Priorities





Primary Research



Primary Research

01 **Survey**
Quantitative Data, Lots of Reach, Diverse Users, Easy to organize and understand

02 **Interviews**
Contextual Information, Granular Insights, Ability to Cross-question

03 **Collaboration**
Professional Experience, Consistent Feedback, Real World Insights

SURVEY QUESTIONS

Primary Research

01. Personal Context

Gender

Age Group

Occupation

Education

Political Orientation

02. News Media Consumption

News Media of Choice &
Which ones specifically

Preferred Language
of News

Geographical Type of
News Consumed

Paying for News

News Integrity

Political Expressiveness

03. Interacting with Online Content

Trust in community-based
information sources (wiki)

Contributing to
Community Based Media

Inclination towards
discussing politics online

Appeal of Online News
Media

Interest In Creating News
Content

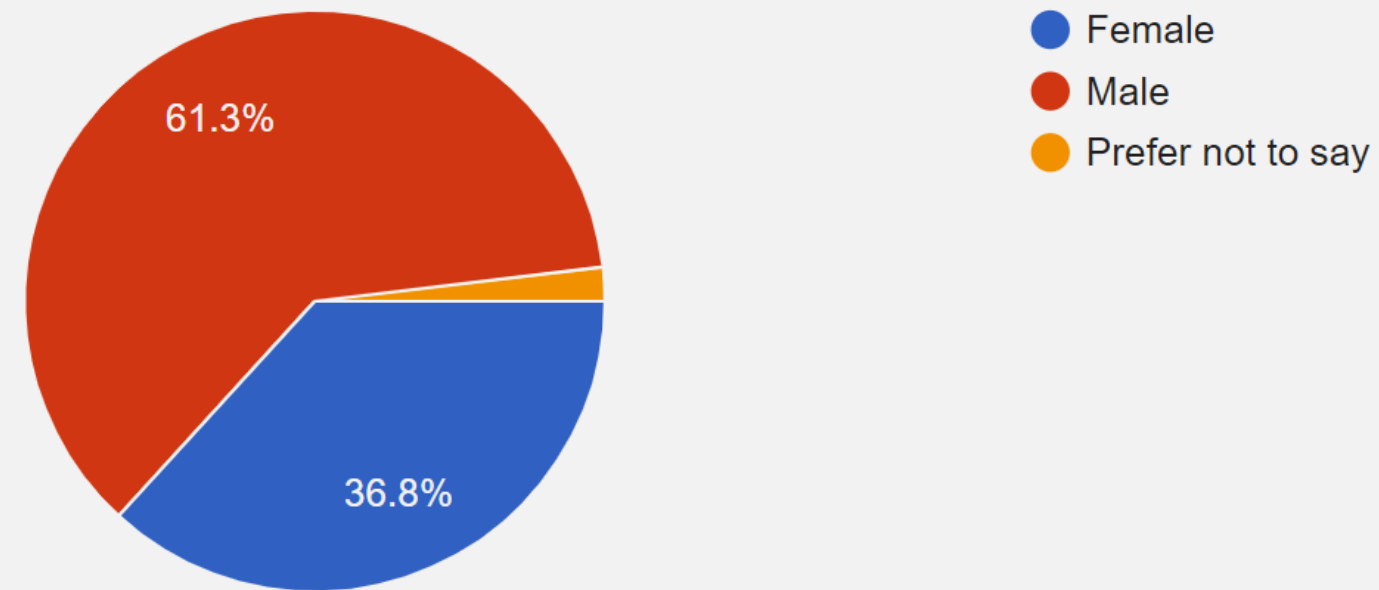
SURVEY OBJECTIVE INSIGHTS

Primary Research

01. Demographics

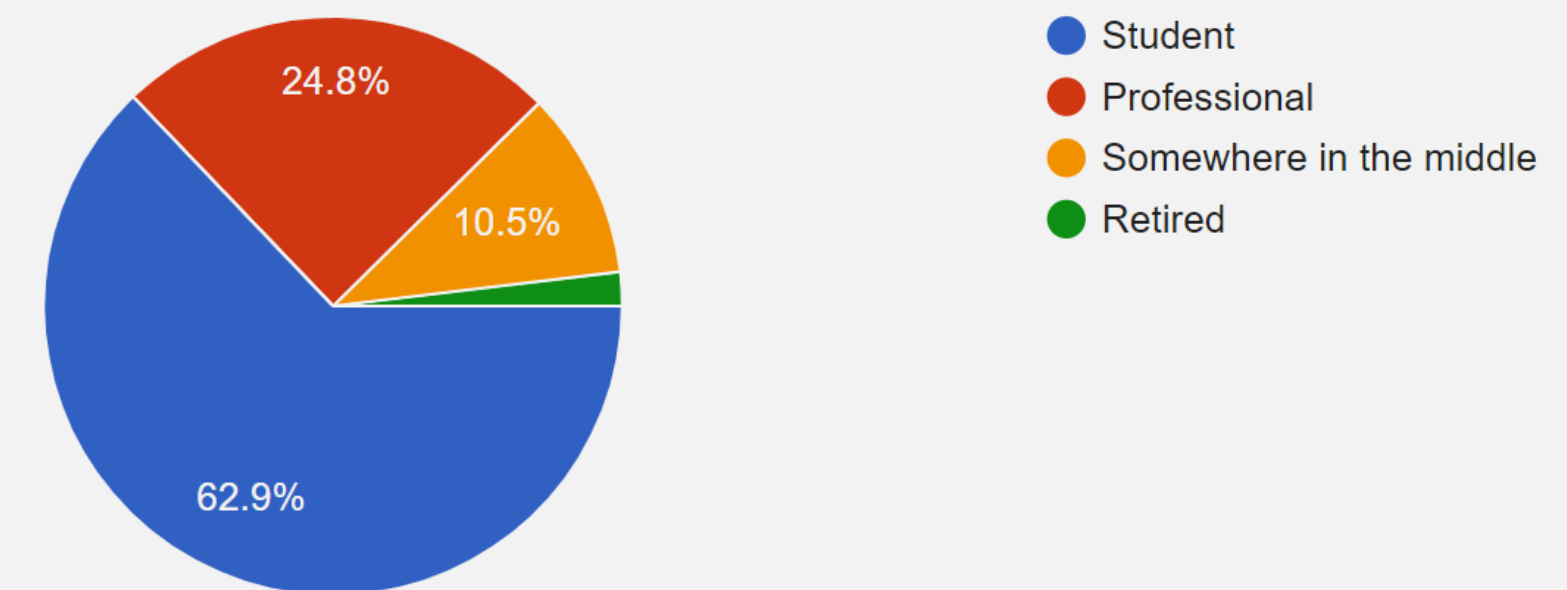
Gender

106 responses



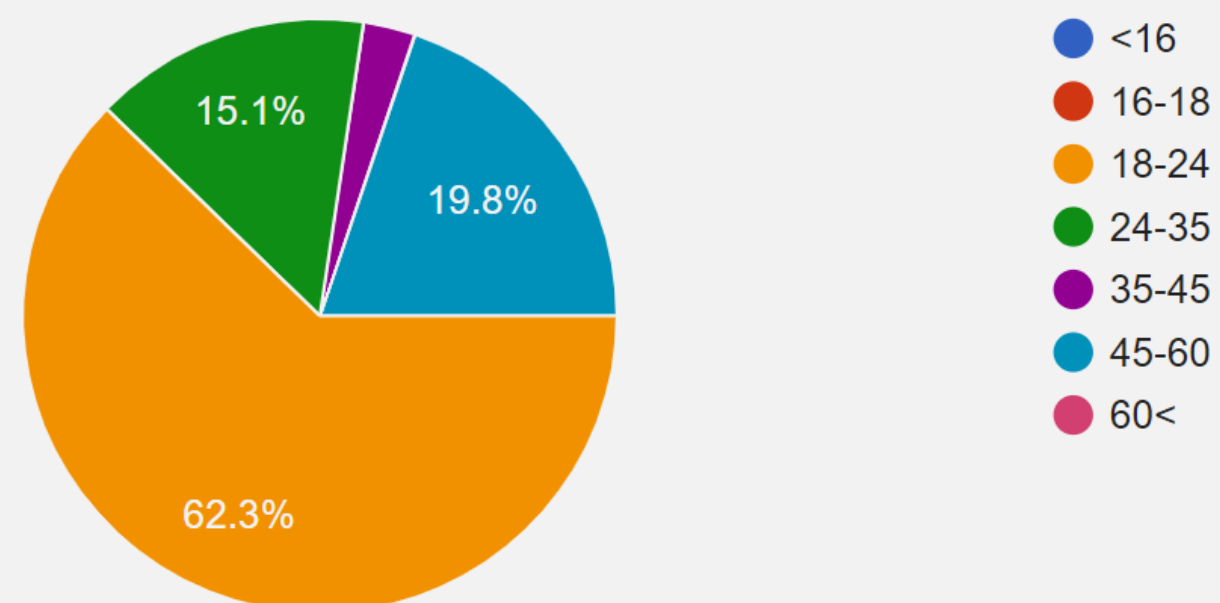
Occupation

105 responses



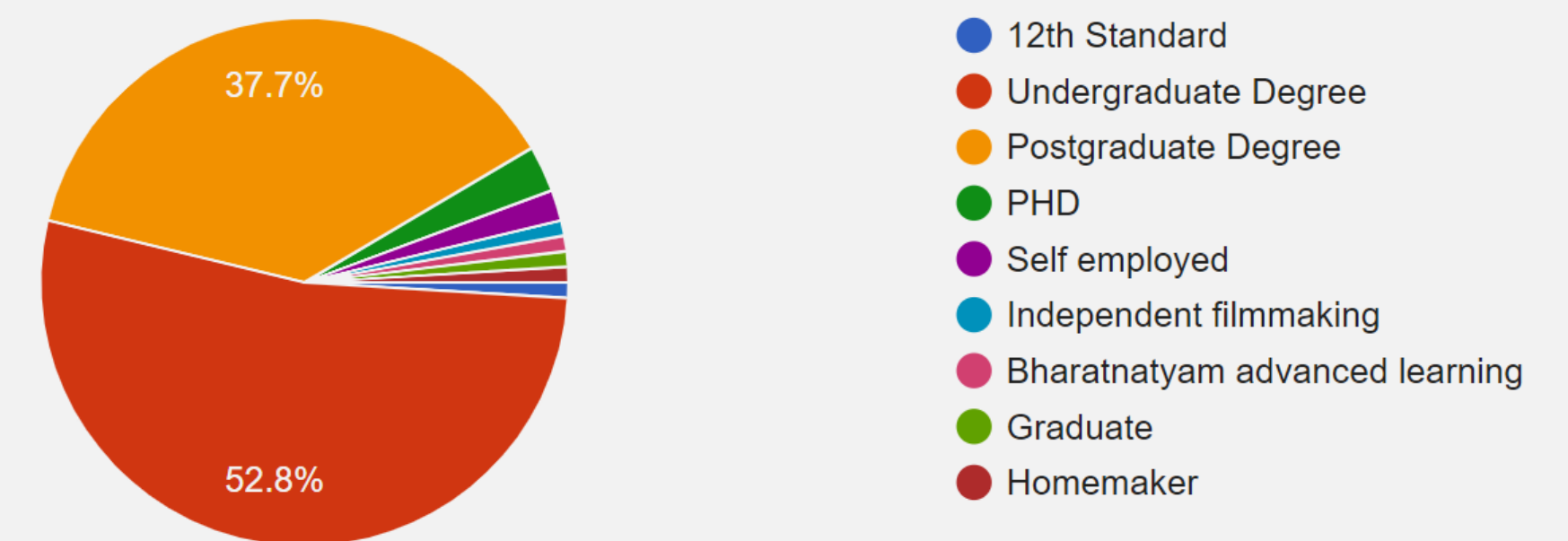
Age Group

106 responses



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

106 responses



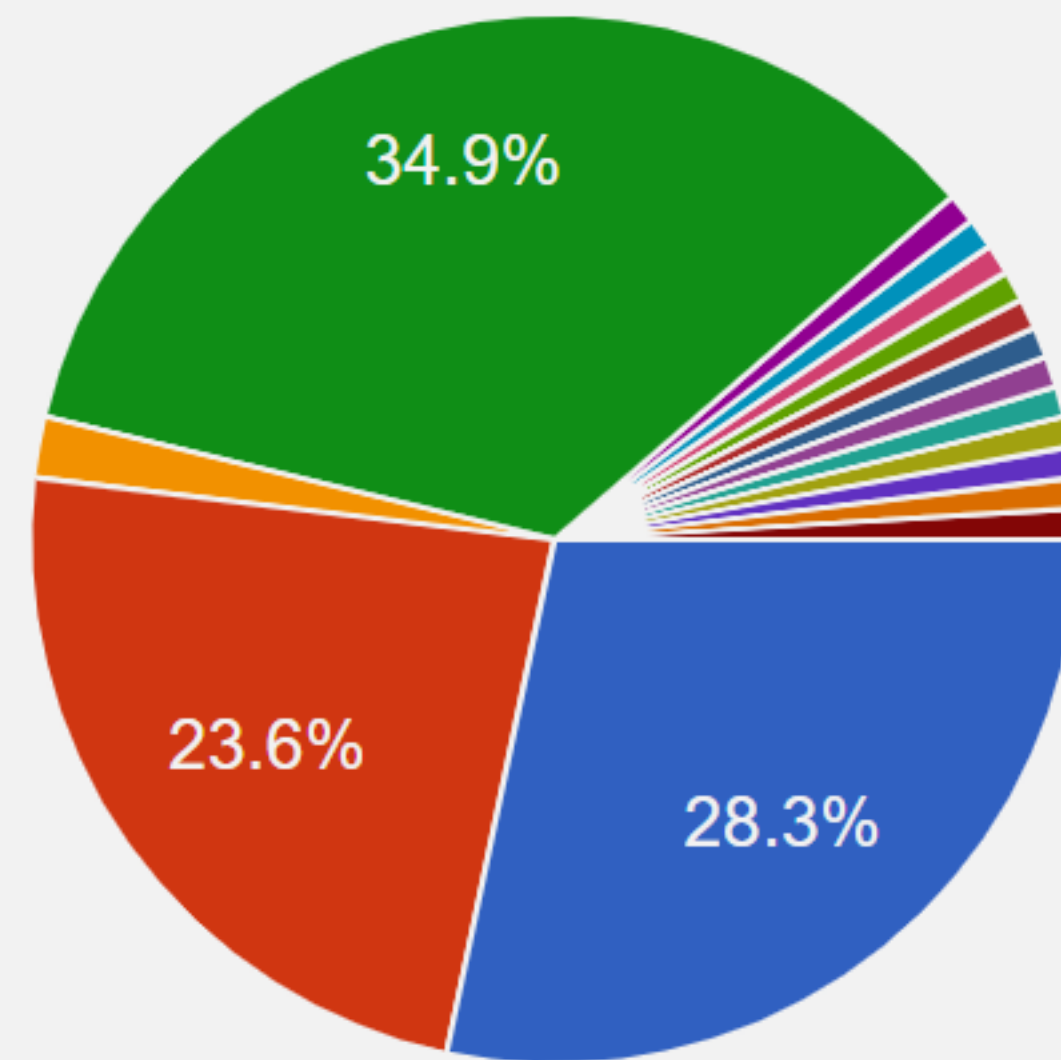
SURVEY OBJECTIVE INSIGHTS

Primary Research

02. Political Leanings

Self-Identify your Political Orientation

106 responses



- Left
 - Centre
 - Right
 - Prefer not to say
 - Cthulhu
 - Centre leaning left
 - SHM between left and right
 - Liberal marxism
- ▲ 1/2 ▼

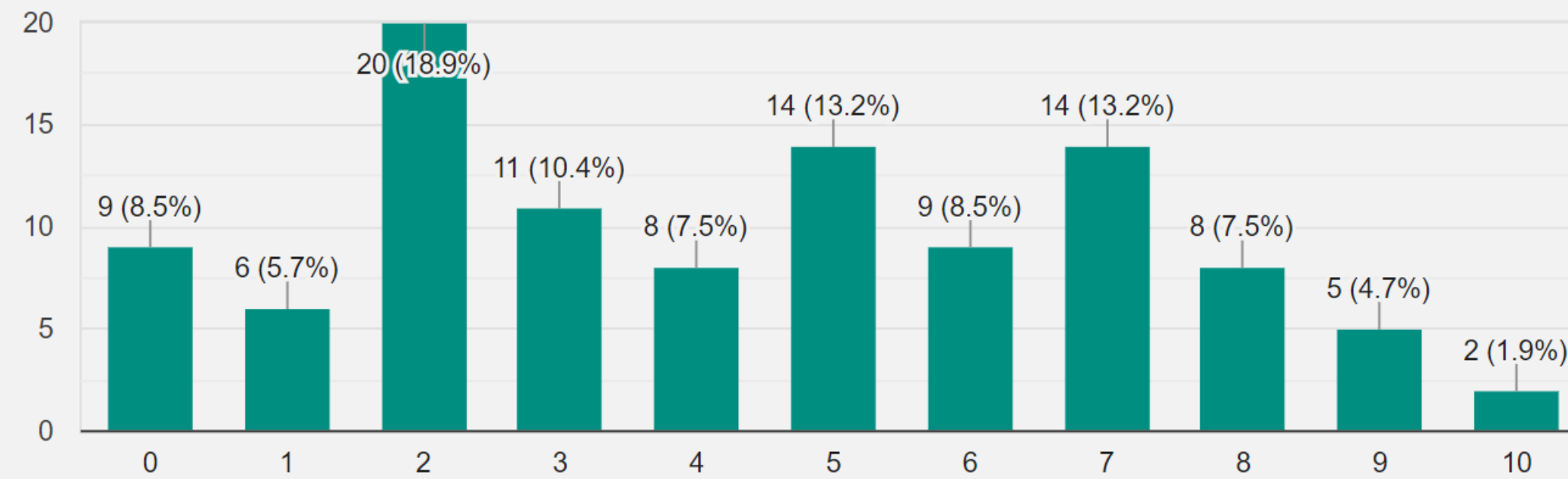
SURVEY OBJECTIVE INSIGHTS

Primary Research

03. Political Expressiveness

How often do you get into political debates or discourse with peers?

106 responses



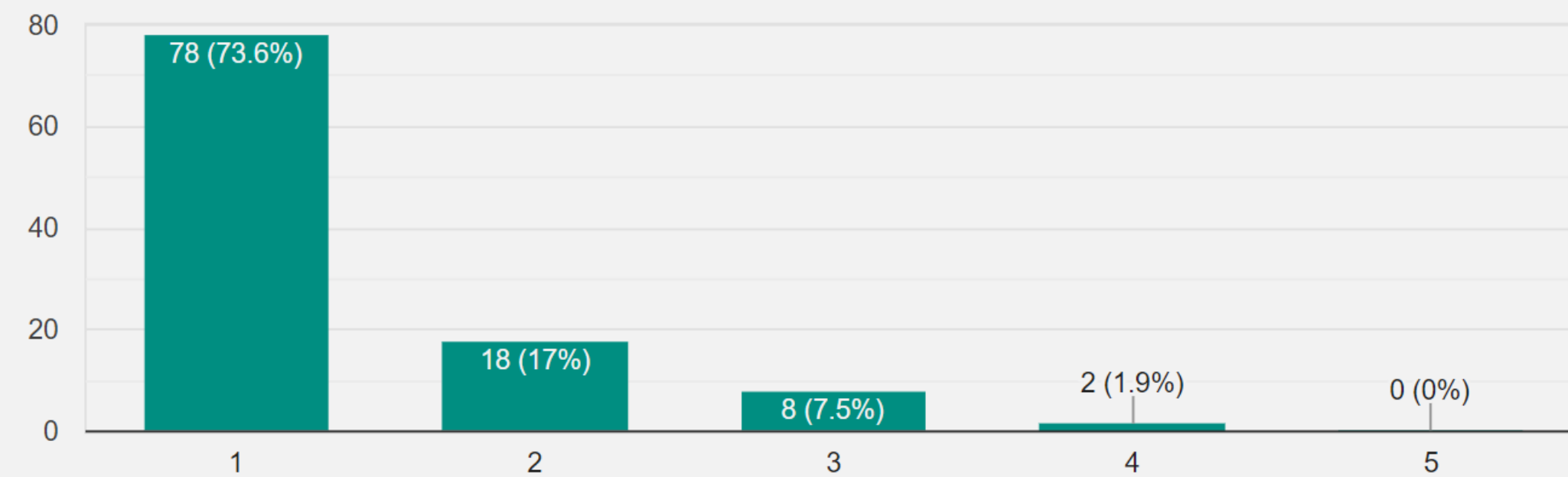
Do you actively seek political opinions contrasting with yours for the sake of discussion?

106 responses



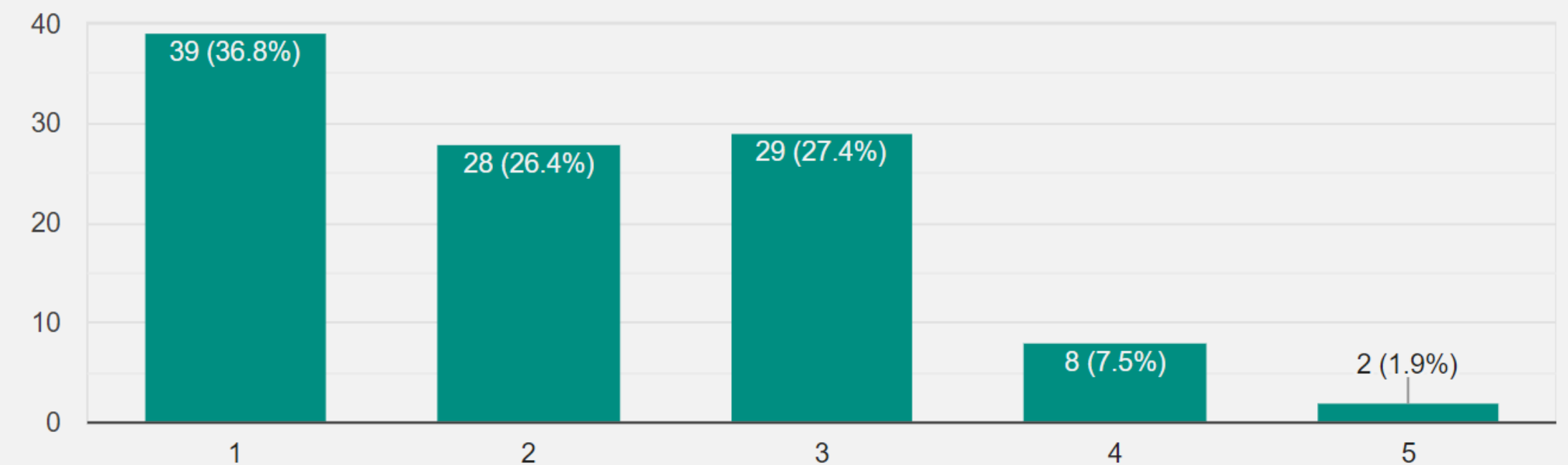
How often do you discuss politics on a public online forum? (Reddit, Quora, under news articles, Facebook, etc)

106 responses



How comfortable are you with writing/creating news content

106 responses



SURVEY SUBJECTIVE INSIGHTS

Primary Research

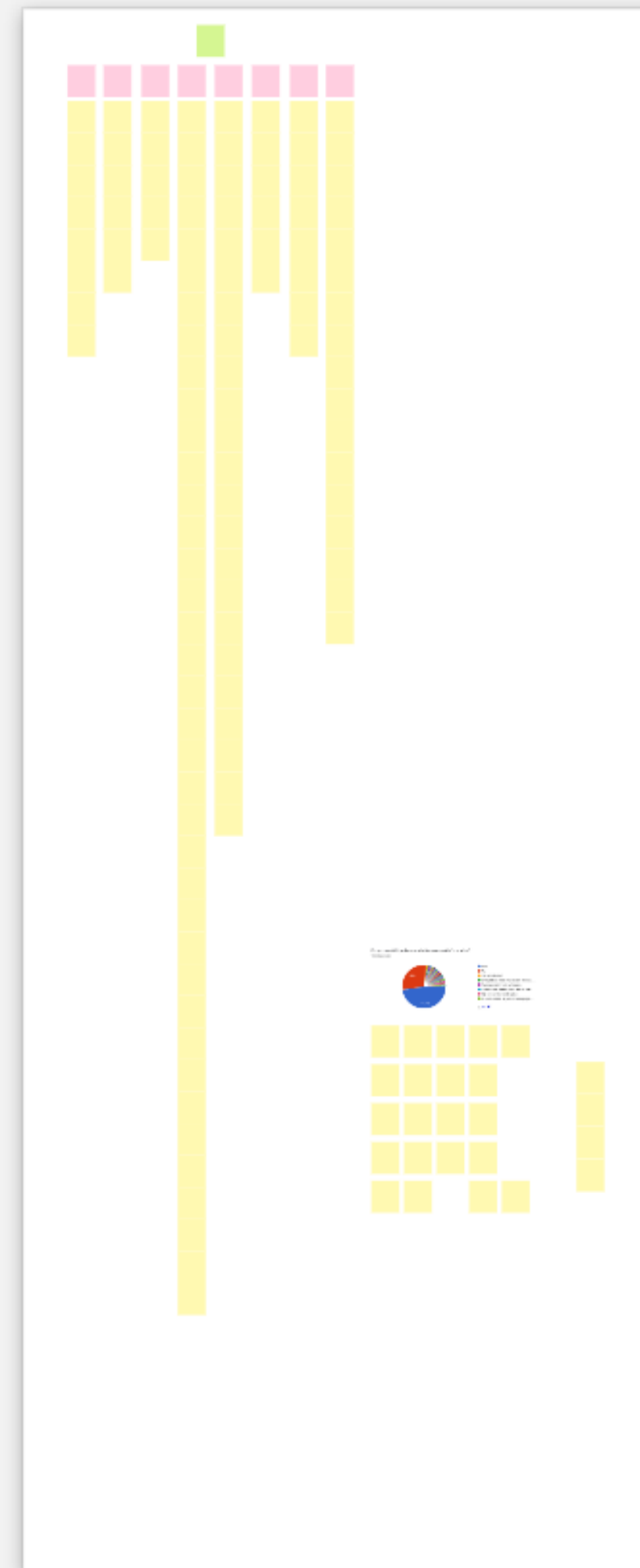
Reliability

- Cross-checking
- Faith in a news source
- Reviews
- Content-specific
- Medium-specific
- Don't/Can't verify

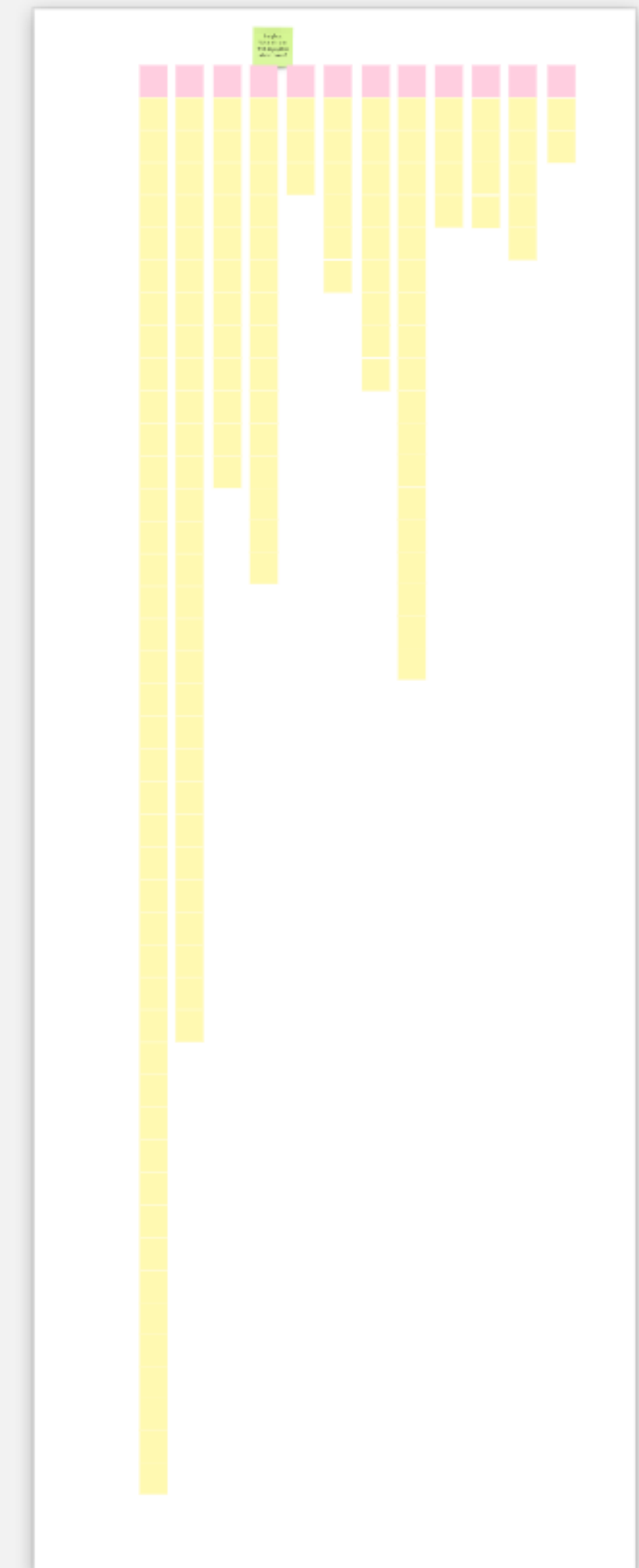
Appeal

- Videos
- Illustrations
- Data Visualization
- Interactive Elements
- Content-specific/Writing
- Comedy
- Visual Design

Reliability



Appeal





Future Steps



PRIMARY RESEARCH

Future Steps

01 **Survey**
Quantitative Data, Lots of Reach, Diverse Users, Easy to organize and understand

02 **Interviews**
Contextual Information, Granular Insights, Ability to Cross-question

03 **Collaboration**
Professional Experience, Consistent Feedback, Real World Insights

PRIMARY RESEARCH

Future Steps

01 Survey
Quantitative Data, Lots of Reach, Diverse Users, Easy to organize and understand

02 Interviews
Contextual Information, Granular Insights, Ability to Cross-question

03 Collaboration
Professional Experience, Consistent Feedback, Real World Insights

Prof. Sharmila (HSS, IIT Bombay)

Paranjoy Guha Thakurta

Akademi Magazine (Aarman & Charu)

and more...

Future Steps

01

Problem Statement

Brainstorming

Secondary Research

Primary Research

Consolidating Insights/
Affinity

02

Potential User Groups

Target Persona
(Primary & Secondary)

Setting User & Project
Goals

03

Concept Generation

Prototype

User Evaluation

Final Proof of Concept



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(Ālōcanā) *Discussion-bo*