

# Collaborative Design Project

## *Progress Report*

**WEEK 3**

*Guided by:*

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*Team Curlybois:*

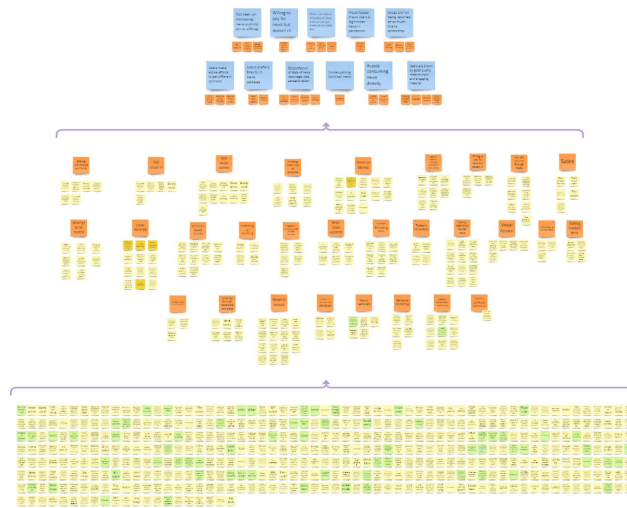
**Arnesh Kundu    Mohak Gulati    Saumya Oberoi**

**9th November 2020**

# Insight Analysis

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

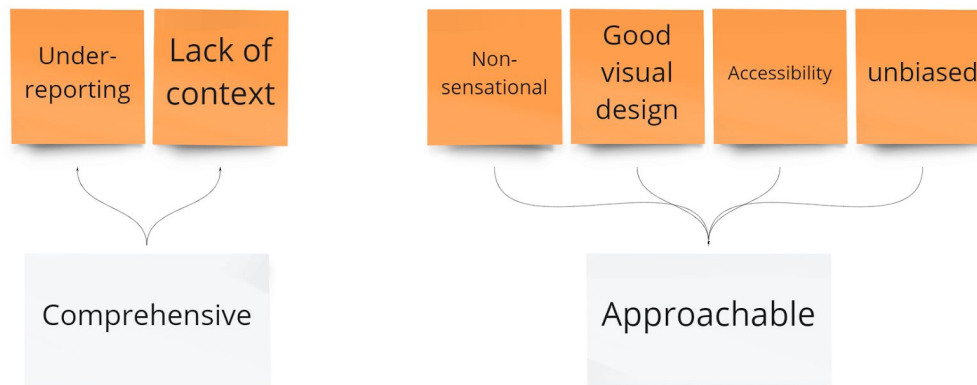
With these inputs and our affinity complete, we sat down to understand our final problem definition. Our first step was to take the 11 insights we had arrived at from the affinity and convert them into individual problem statements. For instance, 'contextualizing political news' became 'news lacks context', 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:

# Problem Statement

Addressing **under-reporting** 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.



- **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.

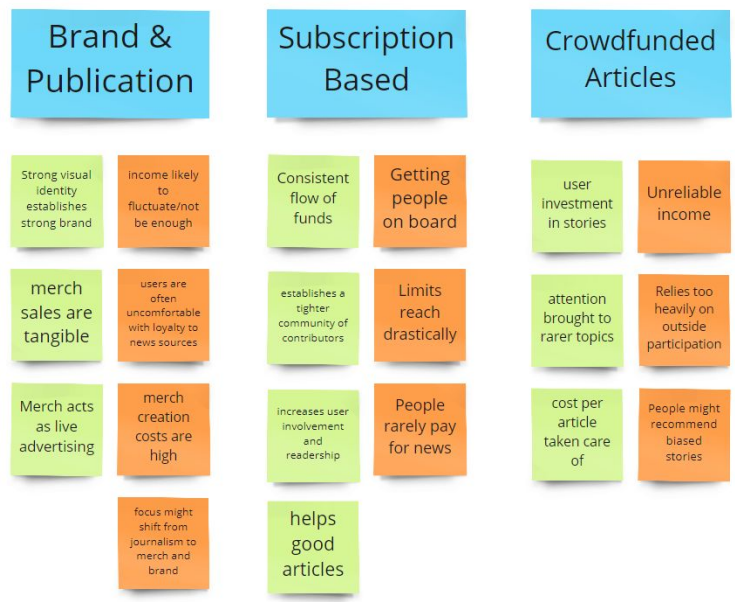
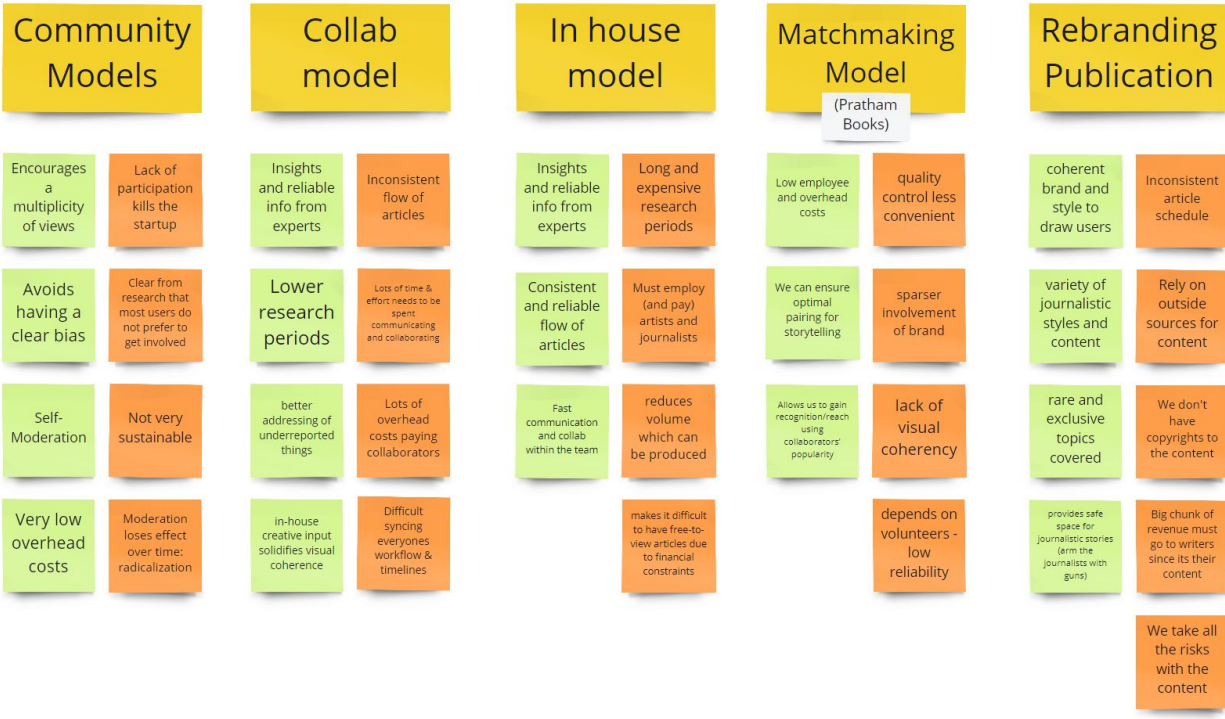
- **Subscription Based:**

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:**

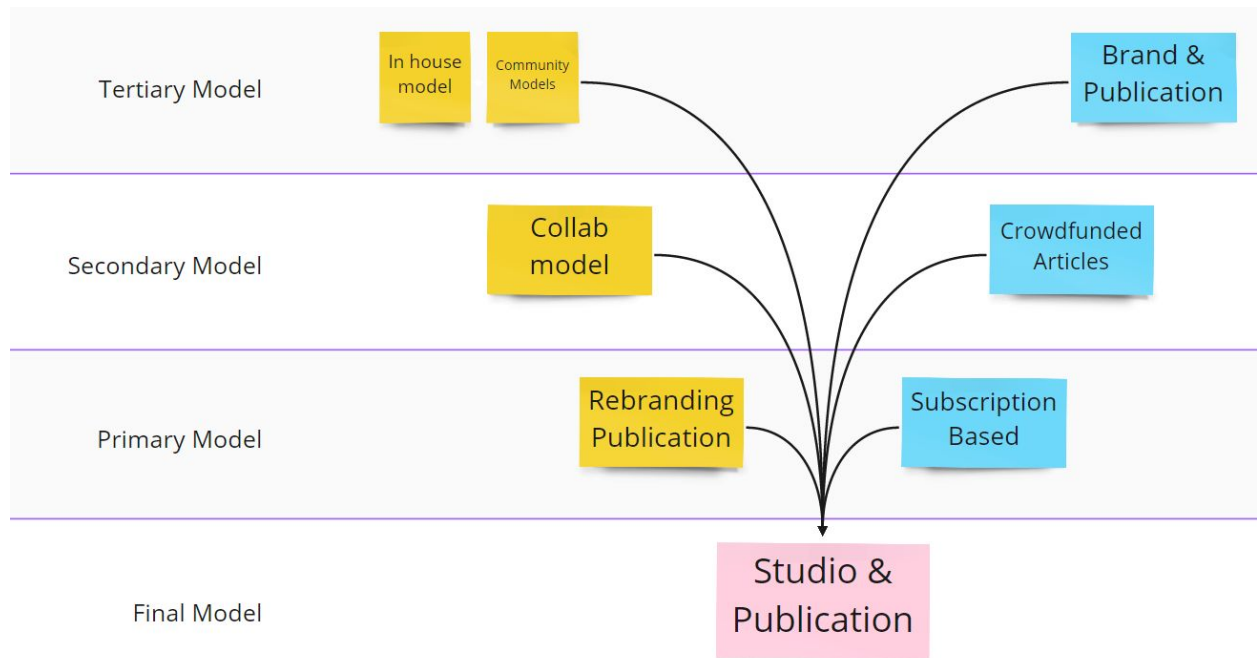
Either we or collaborative users put up story topics to vote along with an estimated cost of production. Collaborative users express their interest in stories by donating money to help the story reach its goal.

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.





## *Final Concept*

Our final concept is a direct culmination of the rigorous design methodology we've followed. We present the concept of 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.

To better define and explain the structure of our final concept we can break it down into its 3 essential aspects and their sub-segments:

- **Platform**
  - Web
  - Social Media
  - Print

- **Content**
  - Topical Stories (in-house or collaboration)
  - 'Meanwhile News' or Under-reported stories (in-house)
  - Timeless Stories and Cover Stories (Crowd-funded or On-Demand)
  
- **Finance**
  - Free to view for all
  - Subscription based

On the web app, we bring well-researched topical stories; some of which are in-house creations and some of which are created in collaboration with journalists, experts, and artists. We also aim to publish stories here which have not found publishers elsewhere.

On social media, we share what is known as 'meanwhile news' - these are underreported stories that are overshadowed by the loudest stories in the media, but are best suited for social media as they are time-sensitive and short pieces.

People are incentivized to pay by becoming subscribers, and the print domain focuses on this. We create monthly magazines with exclusive content, which are sent to subscribers. These magazines contain what we call 'timeless stories', that is stories that will not lose relevancy over months, and on-demand stories. Subscribers have the opportunity to request or recommend topics for stories, which will be put up for crowdfunding and published in these monthly magazines.

## *Future Steps*

Having broadly outlined our final concept we will now work towards fine-tuning the details. The prototype of the publication we have in mind is going to be a time and effort intensive process hence we have decided to begin work on it simultaneously while we work on the finishing details of our publication system. Once we have a high-fidelity prototype, we can conduct a sincere user evaluation.

**Thursday (12/11/2020) Checkpoint Meet:**

1. Final Concept Detailing
2. Get Feedback
3. Continue working on Prototype

**Monday (16/11/2020) Presentation:**

1. Present Prototype Progress
2. Show Concept Detailing
3. Get Feedback
4. Continue working on Prototype

For the final week we will present our finished prototype, elaborate on the concept behind it and propose it to our evaluators in the form of a business pitch.

## *References*

Collaborator inputs:

1. Professor Ajanta Sen
2. Rishabh Jain (IDC Alumnus)
3. Professor B K Chakravarthy
4. Pranjal Meena and Abhijith Krishna (TAs for Prof. BKC)
5. Professor Sharmila

Secondary references:

1. [Newslaundry Sena - Crowd-Funding Model](#)
2. [Kickstarter - Crowd-Funding Model](#)
3. [Pratham Books - Content-Creation Model](#)
4. [TV Tropes](#)
5. [XKCD What-If](#)