

TEAM *curlybois*

*arnesh*  
◆

*mohak*  
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*saumya*  
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# *Contents*

**1. Recap**

**2. Insight Analysis**

**3. Problem Definition**

**4. Problem Statement**

**5. Ideation**

**6. Final Concept**

**7. Future Steps**

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Affinity

Key Insights

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Focus Problems

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Mapping Problems

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Categorizing and  
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Concept Description

Solution Models

Concept Overview

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Solution Model  
Consolidation

# Recap

1. Interviews

2. Collected Insights

3. Identified User Groups



## Interview Format:

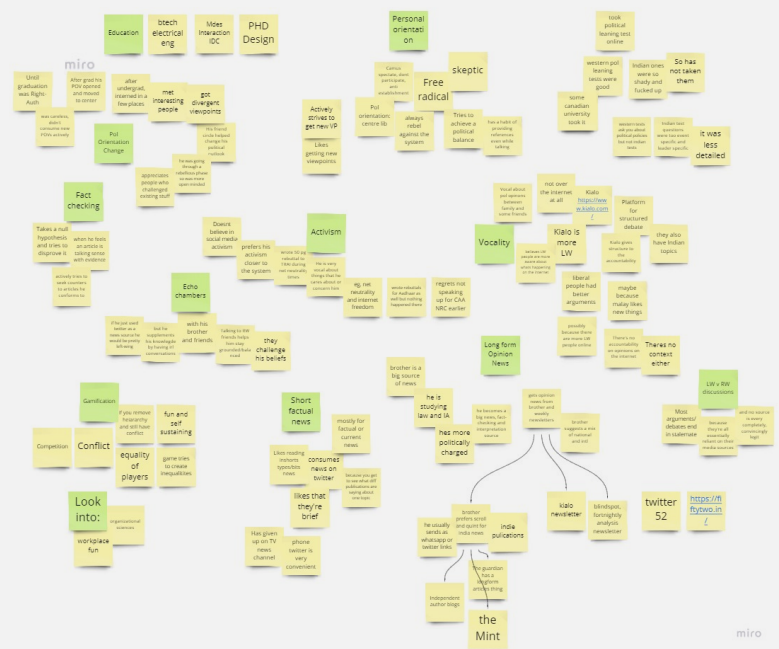
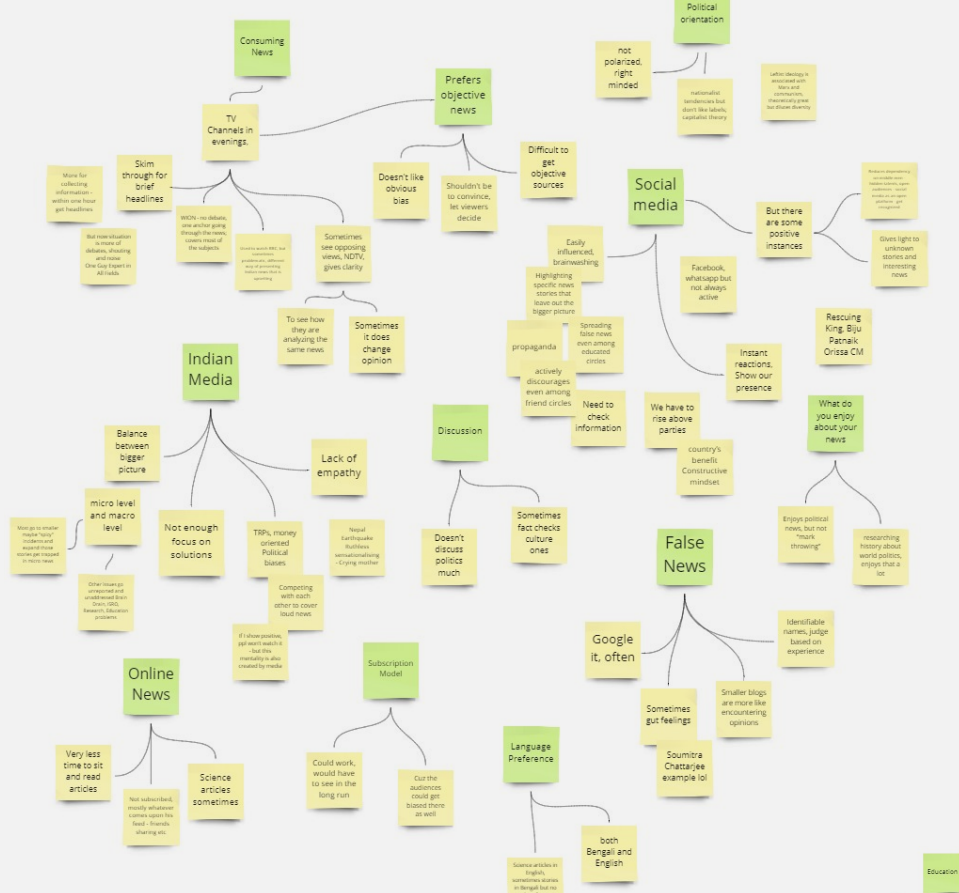
1. Semi-Structured
2. Conversational Inquiry
3. Video-call for visual context

# Recap

## 1. Interviews

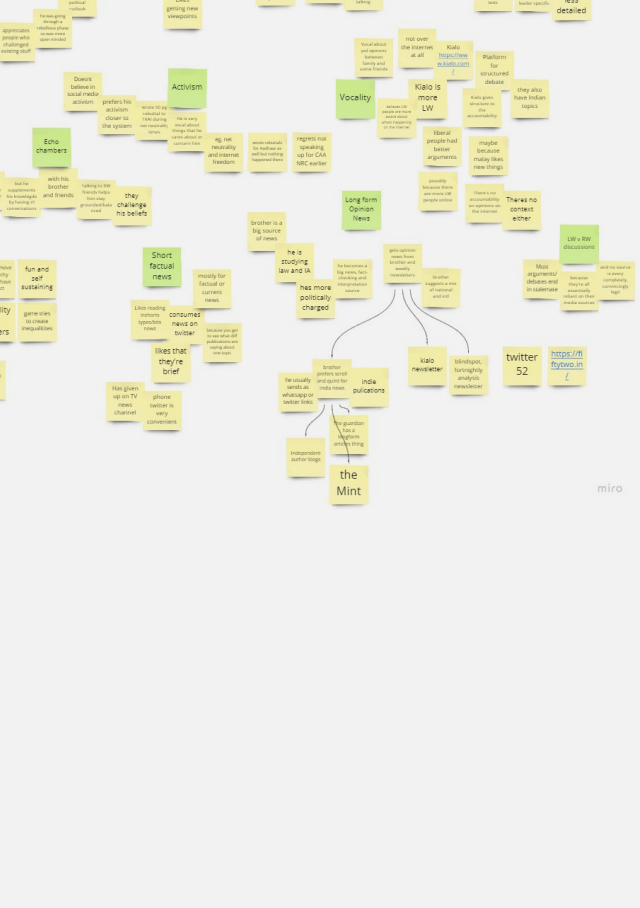
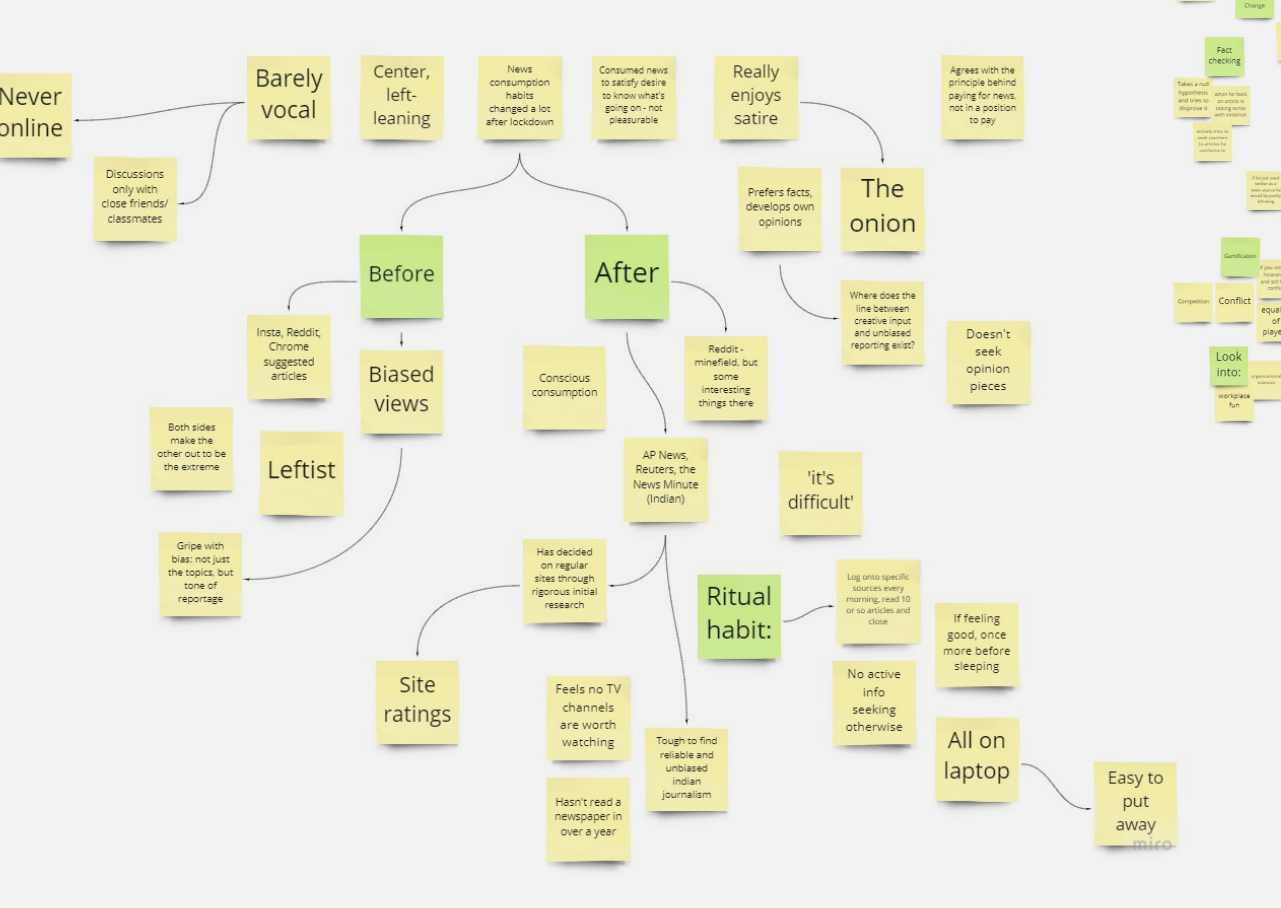
## 2. Collected Insights

## 3. Identified User Groups



### Gathering Insights:

1. Collating Insights from each interview
2. Notes on themes and design ideas
3. Leads for secondary research





# Recap

1. Interviews

2. Collected Insights

3. Identified User Groups



**Callous Consumer**

Unconcerned about news



**Shallow Consumer**

Only concerned about popular news



**Conscious Consumer**

Partakes in conscious consumption  
of news

# COLLABORATOR INPUTS

## 01. Prof. Ajanta Sen

- Stories
- Demographics
  - Working class
  - Accessibility, appeal
- Collaboration branching
- Approaching polarization effectively
- USP

## 02. Rishabh Jain

- Financial Model
  - Freelancing
  - Crowdfunding
  - On-demand
- Fake News deep dive
- His projects
- Aspects and examples of interesting journalism

## 03. Prof. Chakravarthy

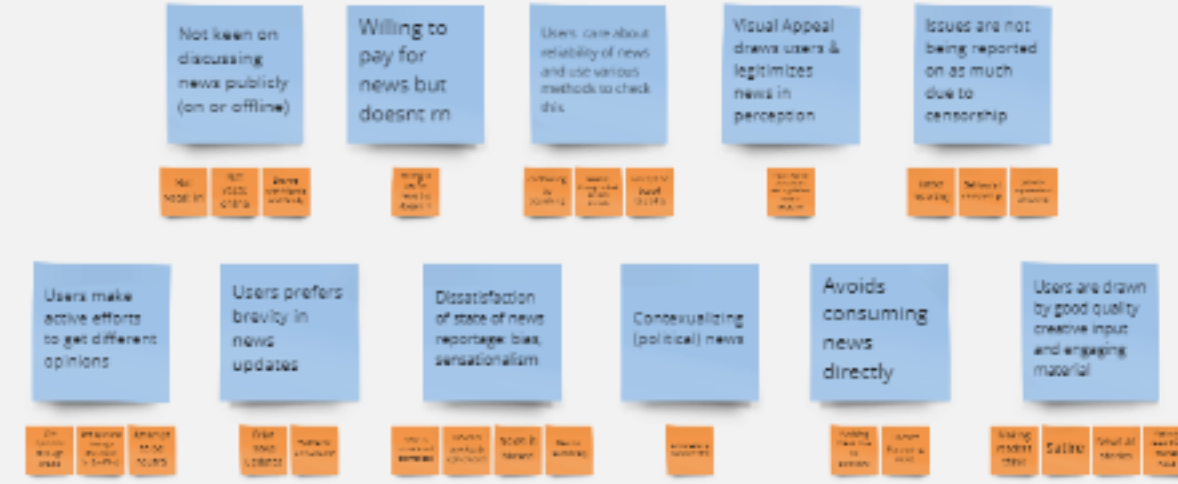
- Interview suggestions
- TA suggestions
- Implementing technology



*Insight Analysis*

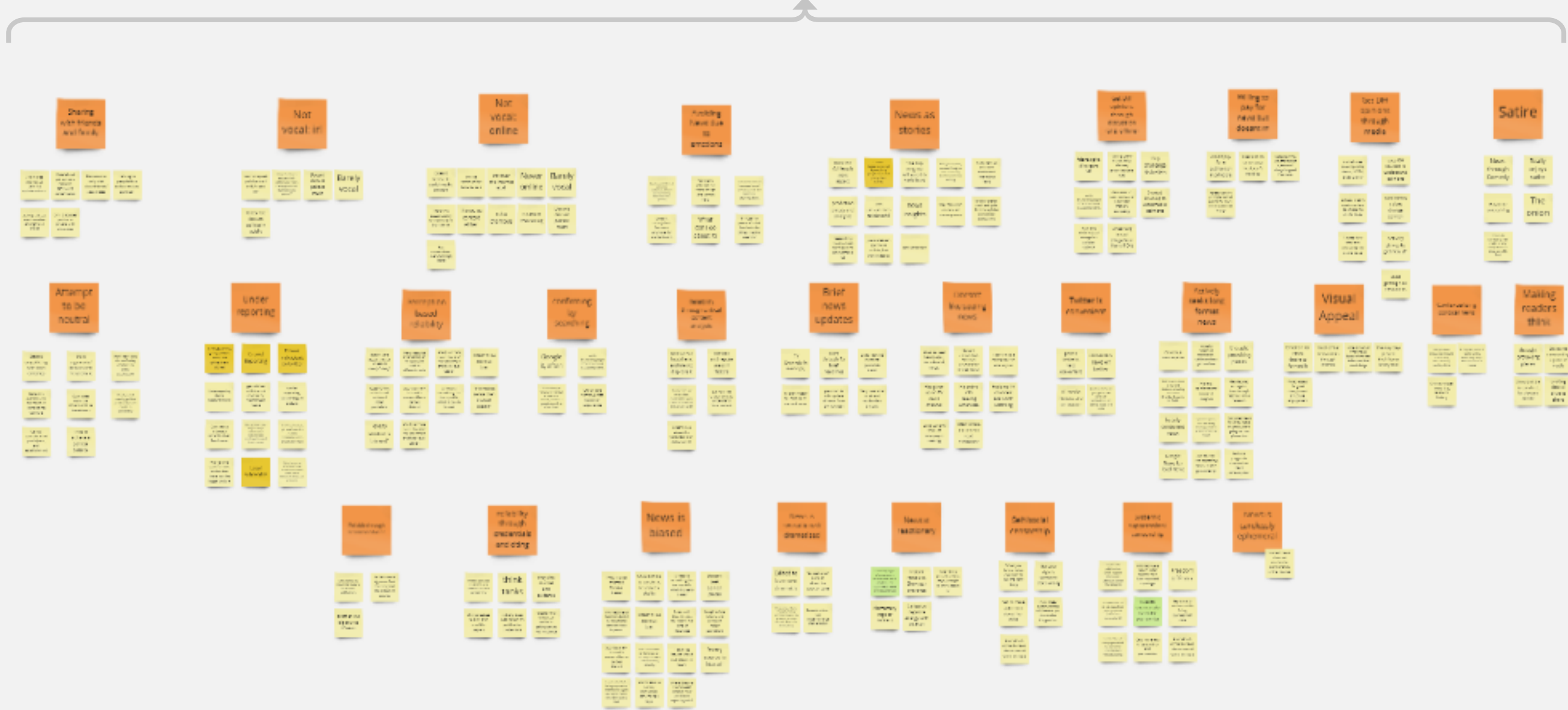


# AFFINITY



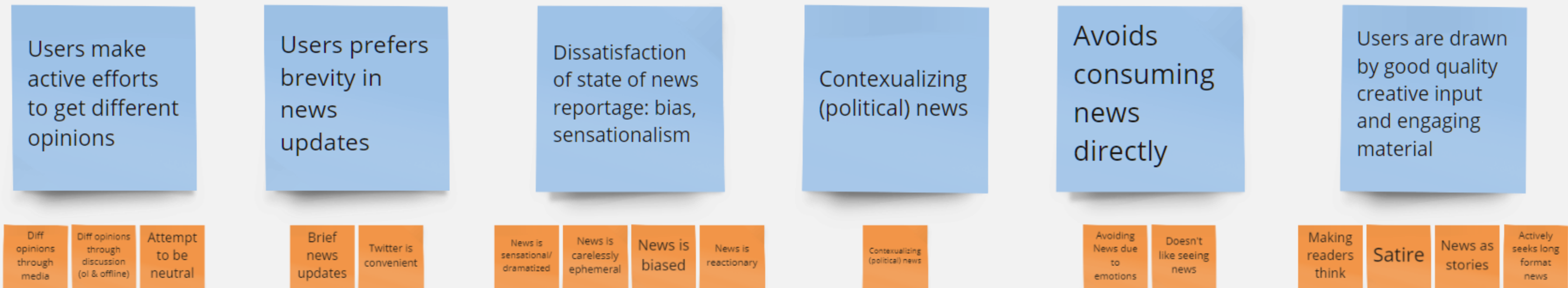
## Affinity Process:

1. Insights from interviews grouped into categories by relevance
2. Those categories (in orange) organized into clusters
3. Each cluster given a titular 'summary' (here, in blue)
4. Final summaries are the digested focus-categories for the project/





# KEY INSIGHTS





***Problem Definition***



# FOCUS PROBLEMS

## *Problem Definition*



### Approach:

1. Converted affinity summaries into succinct problem forms instead
2. Established priorities within problems
3. Identified obvious or non-negotiable features



# FOCUS PROBLEMS

## *Problem Definition*

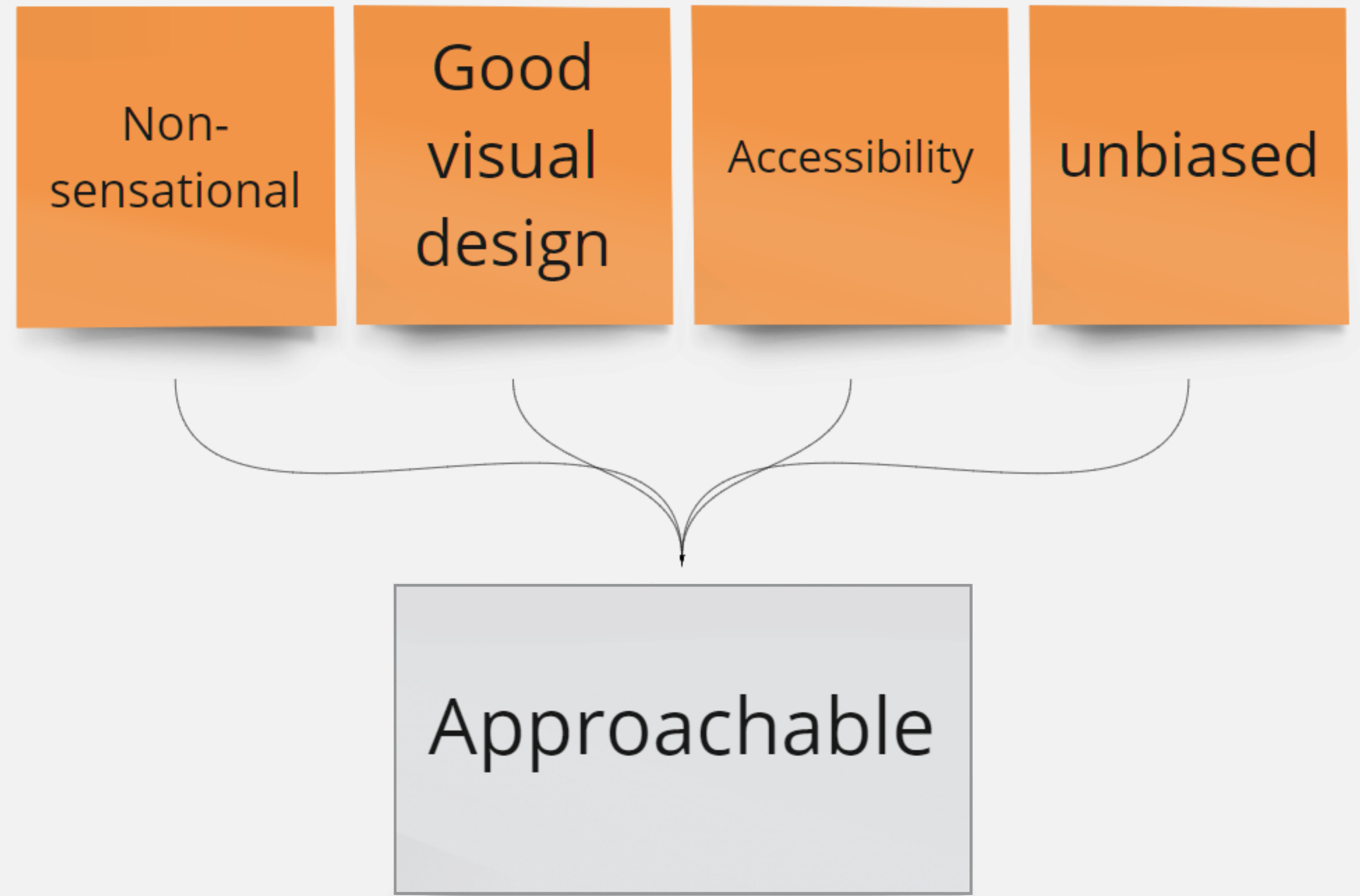
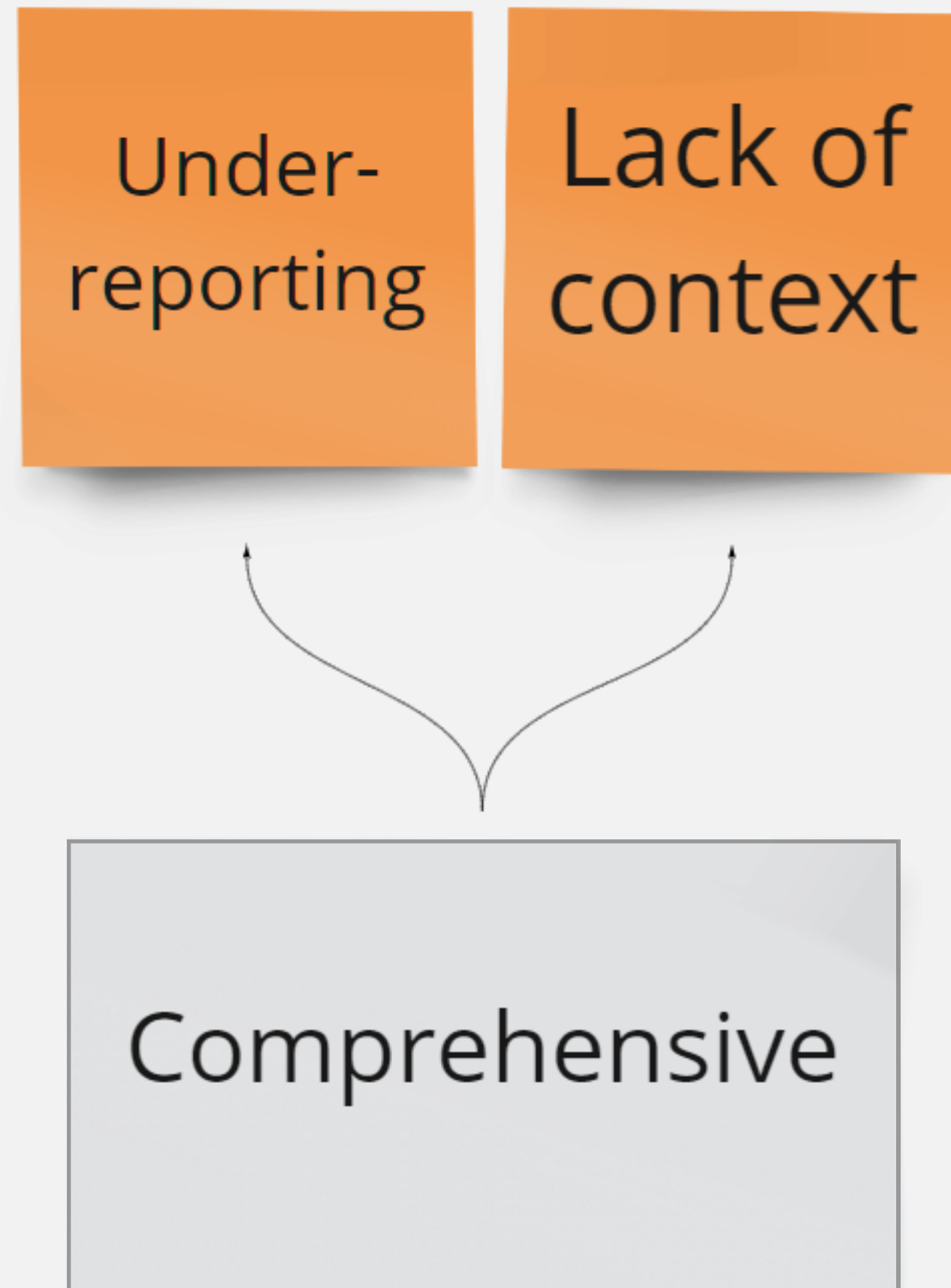


### Approach:

1. Converted affinity summaries into succinct problem forms instead
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3. Identified obvious or non-negotiable features

## PROBLEM CONSOLIDATION

## *Problem Definition*



# *Problem Statement*

◆  
*Addressing under-reporting in Indian news media through  
comprehensive, approachable journalism.*  
◆

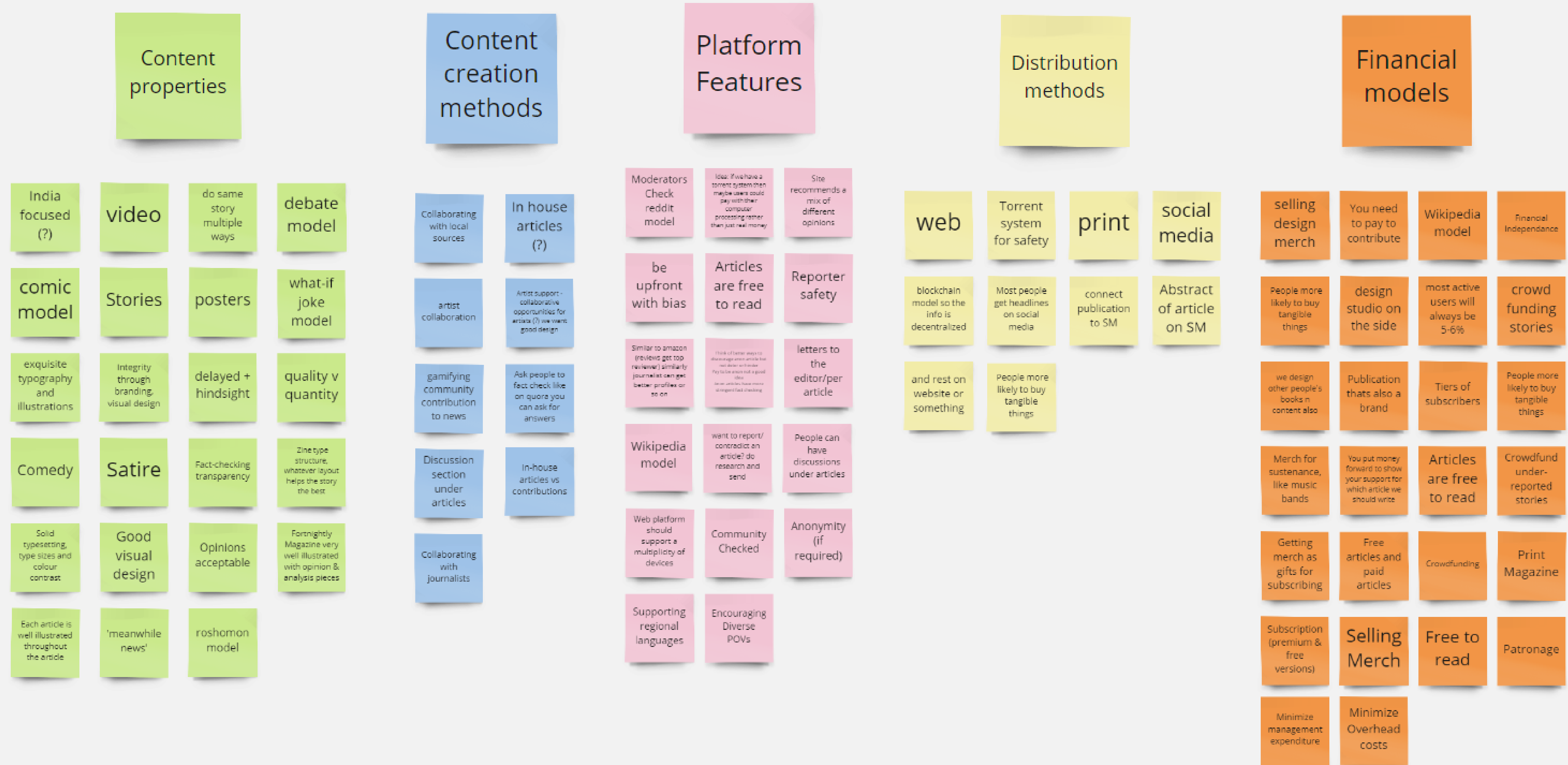


*Ideation*



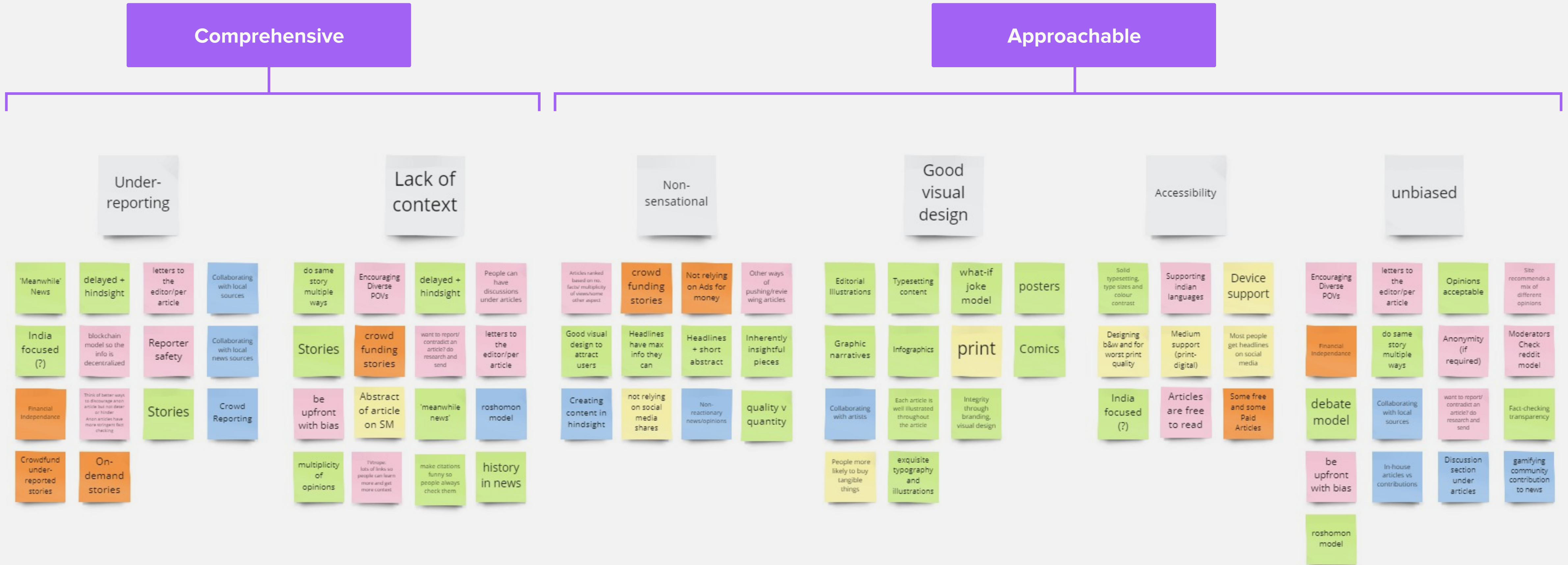
# CATEGORIZING IDEAS

*Ideation*



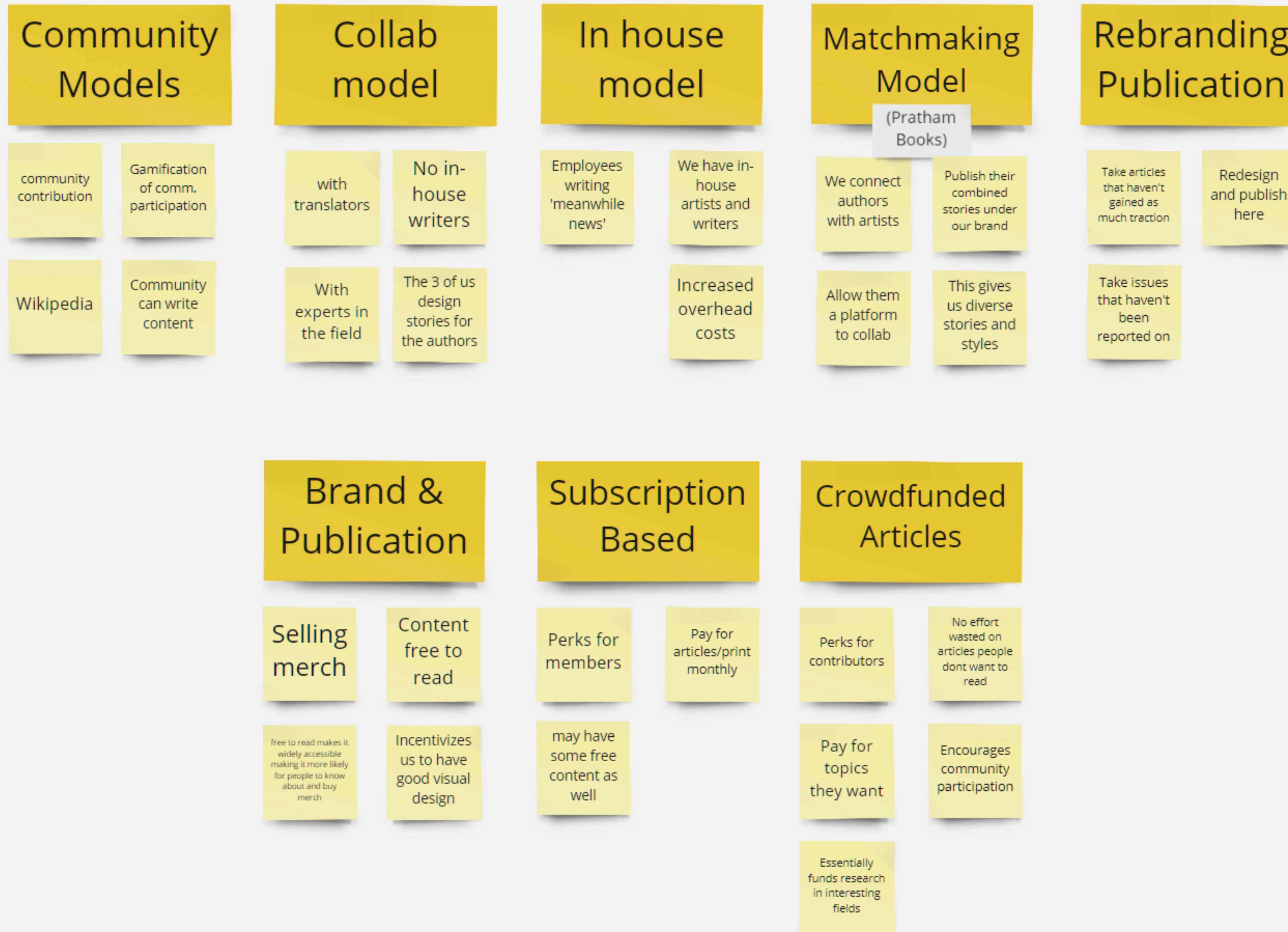


# CLUSTERING IDEAS



# SOLUTION MODELS

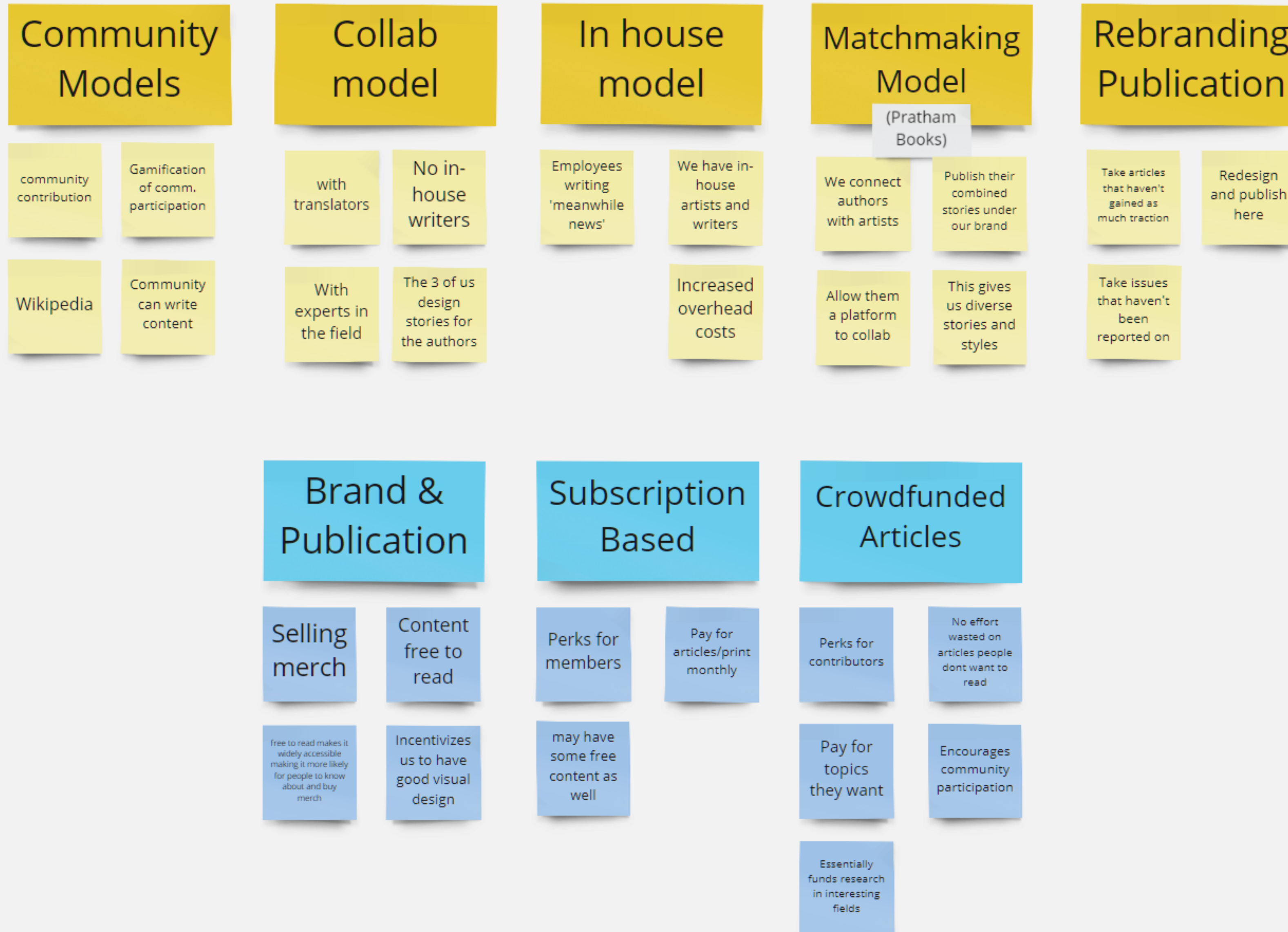
*Ideation*





# SOLUTION MODELS

*Ideation*

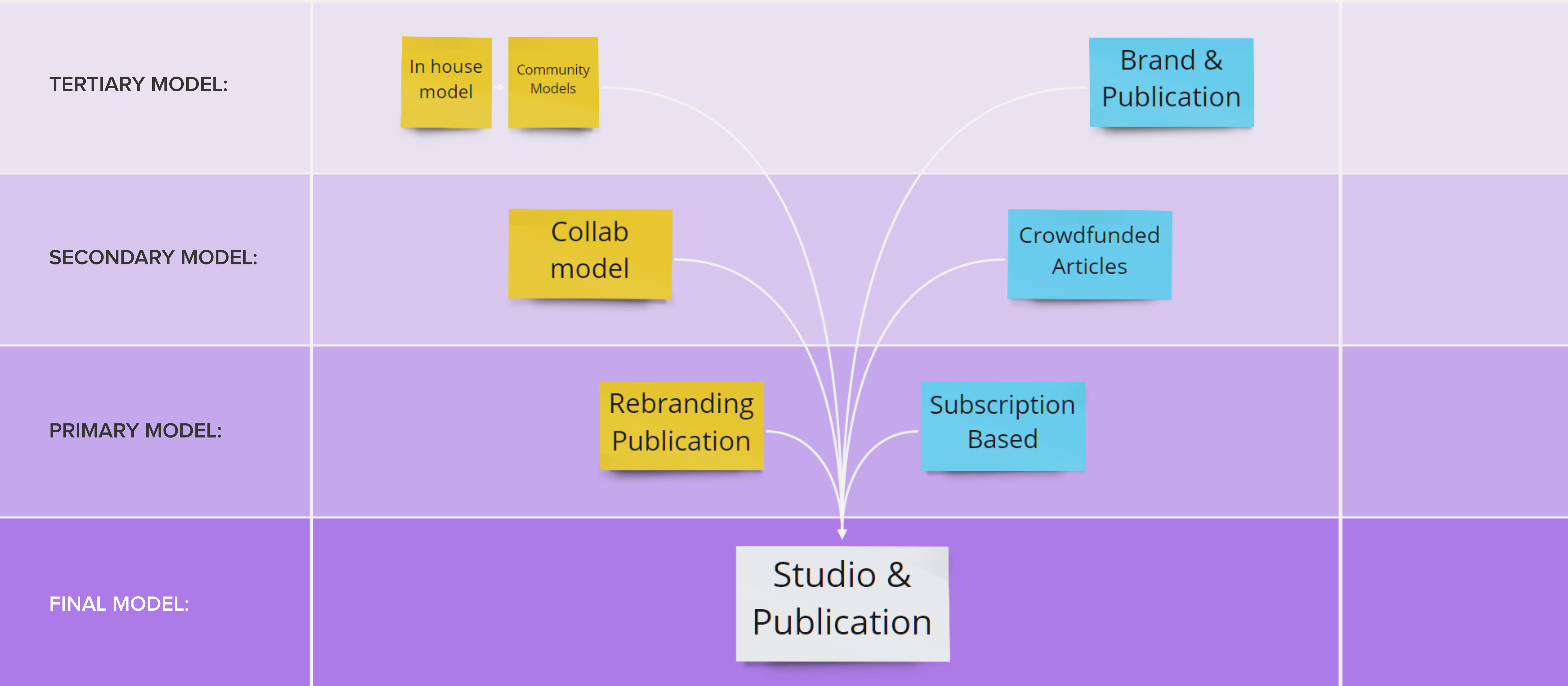


# PROS AND CONS EXERCISE



# SOLUTION MODEL CONSOLIDATION

*Final Concept*



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*Final Concept*

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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 OVERVIEW

*Final Concept*

## Platform

Web

Social Media

Print

## Content

Topical stories, in-house or collaborative

'Meanwhile News': underreported stories

Timeless stories, crowdfunded and on-demand content

## Finance

Free

Free

Subscription or one-time magazine purchase



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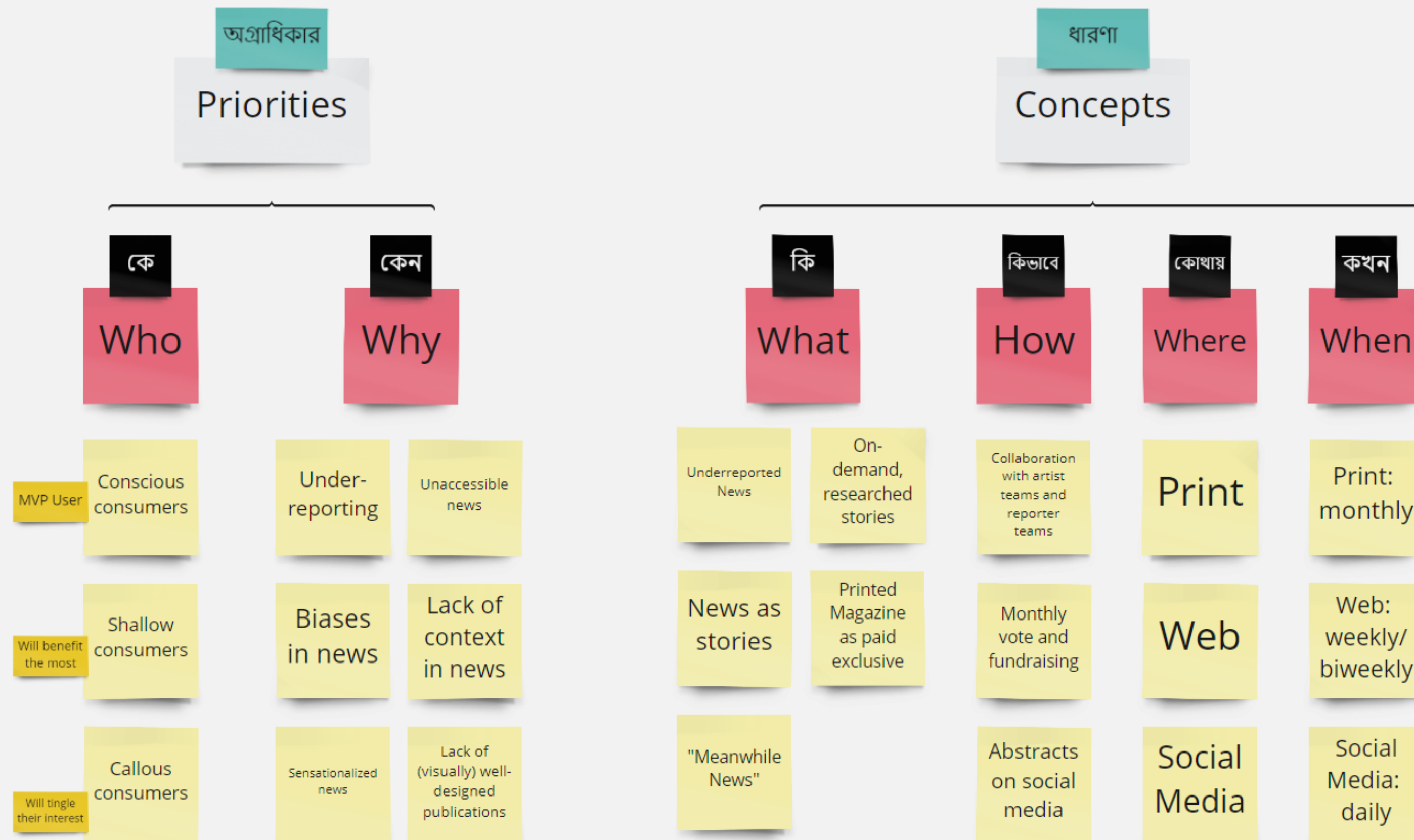
Free

Free

Subscription or one-time magazine purchase

# CONCEPT OVERVIEW

*Final Concept*



## Approach:

1. Understanding the Who, What, When, Where, Why, and How of our concept
2. Distinguishing between Priorities and Concepts
3. Priorities to arise from Affinity, Concepts to arise from Ideation
4. Understanding every aspect of the concept

# *Future Steps*

## **Thursday** 12/11/20

Final Concept Detailing

Get Feedback

Show Prototype Progress

## **Monday** 16/11/20

Prototype Progress

Concept Detailing

Get Feedback

Continue Prototype

## Final Week

Finish Prototype

User Evaluation



# আলোচনা

(Ālōcanā) *Discussion-bo*