# TEAM CUITINOIS

arnesh

mohak

saumya

1. Recap

2. Insight Analysis

3. Problem Definition

4. Problem Statement

5. Ideation

6. Final Concept

7. Future Steps

1. Recap

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Affinity

Key Insights

4. Problem Statement

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1. Recap

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Affinity

Focus Problems

Key Insights

Mapping Problems

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1. Recap 2. Insight Analysis Affinity Key Insights 5. Ideation 4. Problem Statement Categorizing and Clustering Ideas Solution Models Solution Model Consolidation 7. Future Steps

3. Problem Definition

Focus Problems

Mapping Problems

6. Final Concept

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1. Recap 2. Insight Analysis 3. Problem Definition Focus Problems Affinity Key Insights Mapping Problems 4. Problem Statement 5. Ideation 6. Final Concept Categorizing and **Concept Description** Clustering Ideas **Concept Overview** Solution Models Solution Model

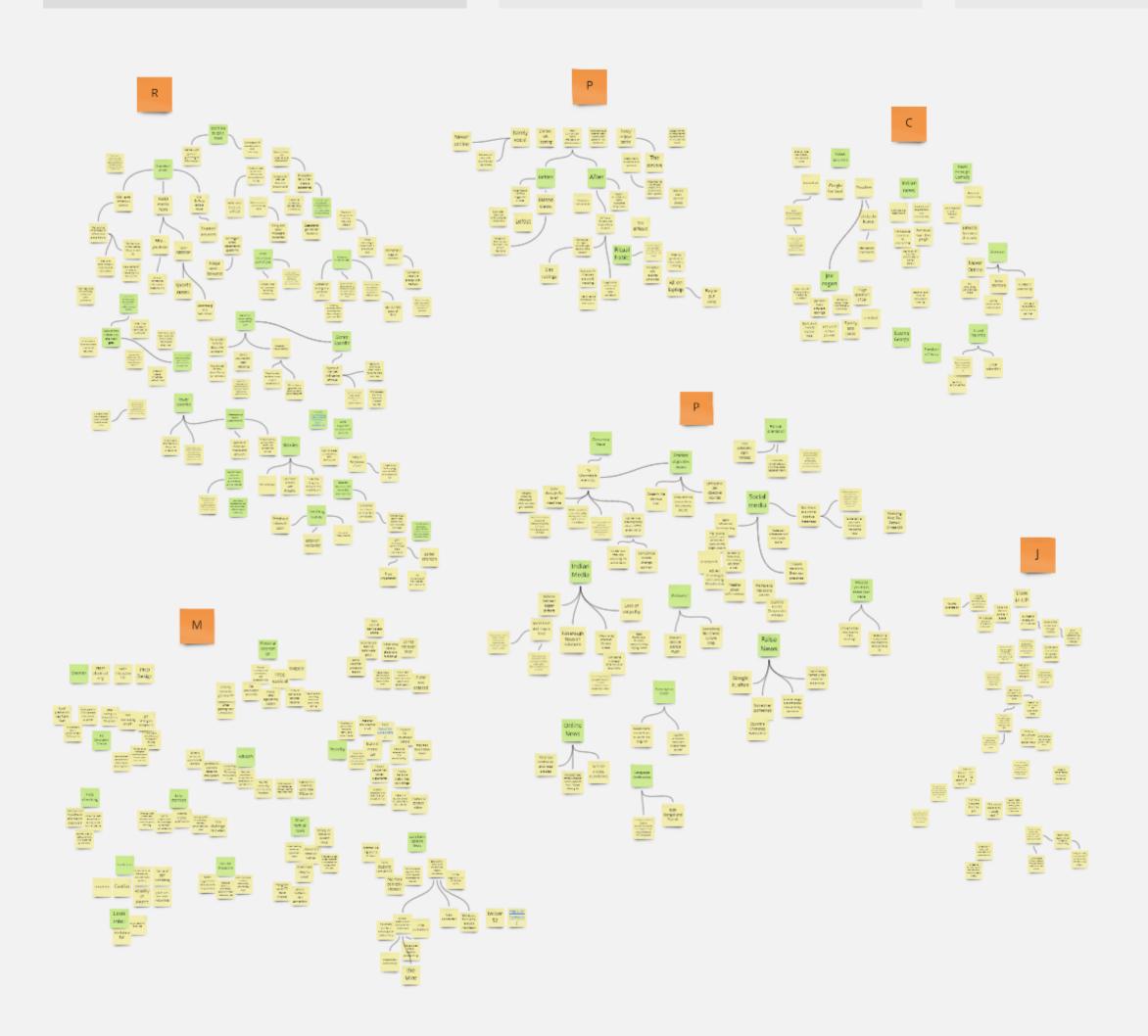
Consolidation

## 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 Ritual
habit:

Log onto specific sources every morning read 10 or so article and close

No active info seeking otherwise

All on laptop

Easy to put away mico. Has decided on regular sites through rigorous initial research has reworth watching are worth watching are worth watching label and unblased indian hexspaper in over a year

#### **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 concious consumption of news

#### 01. Prof. Ajanta Sen

Stories

Demographics

Working class

Accessibility, appeal

Colllaboration 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

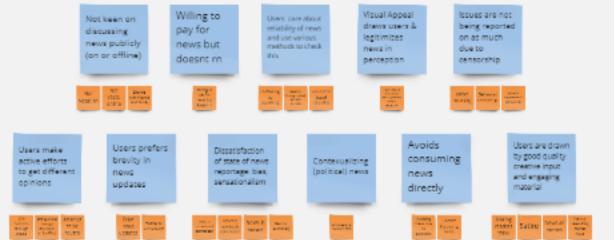
TA suggestions

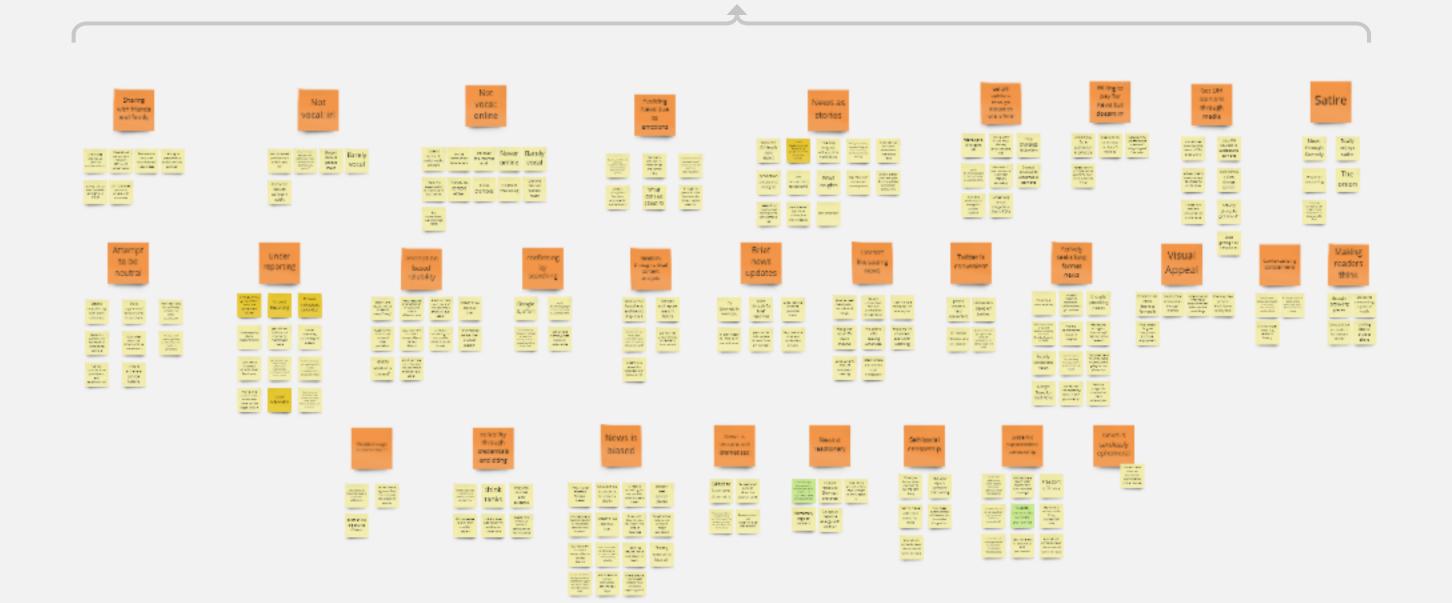
Implementing technology

## Insight Analysis

#### **AFFINITY**

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THE BOOK THE PARTY OF THE PARTY

The state of the s

#### **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**

Not keen on discussing news publicly (on or offline)

Not

vocal: irl

Not Sharing vocal: with friends online

Willing to pay for news but doesnt rn

Willing to pay for news but doesnt rn Users care about reliability of news and use various methods to check this

confirming Reliability Perception
by through critical content content analysis reliability

Visual Appeal draws users & legitimizes news in perception

> Visual Appeal draws users and legitimizes news in perception

Issues are not being reported on as much due to censorship

Under Self/social Systemic suppression/ censorship

Users make active efforts to get different opinions

Diff Diff opinions Attempt opinions through discussion neutral

Users prefers brevity in news updates

> Brief news updates

Dissatisfaction of state of news reportage: bias, sensationalism

News is News is sensational/ carelessly dramatized ephemeral biased reactionary

Contexualizing (political) news

Contexualizing (political) news

Avoids consuming news directly

Avoiding Doesn't like seeing news

Users are drawn by good quality creative input and engaging material

Making readers Sat think

Satire Satire

News as stories Actively seeks long format news

## Problem Definition

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#### **FOCUS PROBLEMS**

#### Problem Definition

Issues are not being reported on as much due to censorship

Dissatisfaction of state of news reportage: bias, sensationalism

Contexualizing (political) news

Avoids consuming news directly

Users are drawn
by good quality
creative input
and engaging
material

Users make active efforts to get different opinions

Not keen on discussing news publicly (on or offline)

Willing to pay for news but doesnt rn

Users care about reliability of news and use various methods to check

Users prefers brevity in news updates Visual Appeal draws users and legitimizes news in perception

Underreporting due to censorship

Dissatisfaction of state of news reportage: bias, sensationalism, News lacks context

users avoiding news Quality content; engaging material

Multiplicity of views

Private about discussion Users don't pay for news People want reliable news and take effort to do it

Users prefers
brevity in
news
updates

News lacks visual appeal/design

#### 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

Issues are not being reported on as much due to censorship

Dissatisfaction of state of news reportage: bias, sensationalism

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#### Approach:

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#### PROBLEM CONSOLIDATION

Lack of Underreporting context Comprehensive

Good Nonvisual unbiased Accessibility sensational design Approachable

#### Problem Statement

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

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## Ideation

CATEGORIZING IDEAS

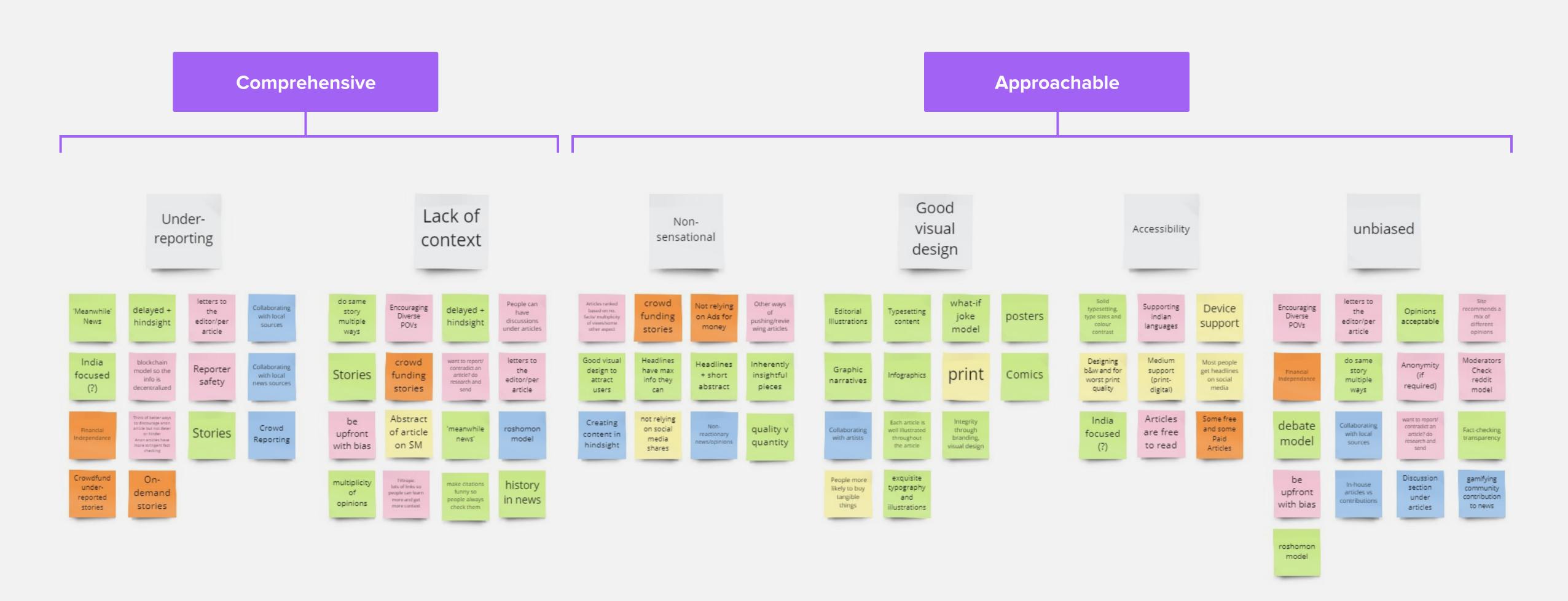
Ideation

Content Platform Content Financial Distribution creation Features properties methods models methods Idea: If we have a toment system then Moderators Site recommends a do same Check maybe users could India selling debate mix of pay with their In house Torrent social story reddit You need video computer processing rather different Collaborating Wikipedia focused print Financial web model system multiple opinions design to pay to articles model with local Independance media model (?) ways for safety contribute sources merch (?) Articles be Reporter what-if are free comic upfront most active Abstract crowd People more design blockchain Most people safety Artist support connect Stories posters joke with bias collaborative to read model so the get headlines likely to buy artist studio on model publication of article funding apportunities for info is on social tangible collaboration always be model artists (7) we want to SM on SM the side decentralized media things stories 5-6% good design Similar to amazon letters to (reviews get top the exquisite Integrity reviewer) similarly delayed + quality v Ask people to People more gamifying journalist can get People more we design typography through editor/per and rest on Publication fact check like better profiles or Tiers of likely to buy community likely to buy other people's branding. and hindsight article thats also a website or quantity 50-00 on quora you tangible books n subscribers tangible contribution visual design illustrations can ask for something brand content also things things to news answers want to report/ People can Wikipedia contradict an Zine type have Crowdfund article? do Merch for You put money Articles Discussion structure, model discussions Fact-checking Satire In-house research and Comedy whatever layout sustenance undersection under articles transparency send your support for are free articles vs helps the story like music reported under which article we contributions the best to read bands should write stories articles Web platform Anonymity should Solid Fortnightly Magazine very Community Good support a Getting Free typesetting, Opinions Checked multiplicity of Print Collaborating visual well illustrated required) type sizes and merch as articles and acceptable devices colour with opinion & with gifts for paid Magazine design analysis pieces opmtrast journalists subscribing articles Supporting Encouraging Each article is Diverse Selling 'meanwhile roshomon Free to well illustrated POVs throughout model news' Patronage free the article Merch read versions) Minimize Overhead management

costs

CLUSTERING IDEAS

Ideation



**SOLUTION MODELS Ideation** 

#### Community Models

community contribution

Wikipedia

of comm. participation

Gamification

Community can write content

#### Collab model

with translators

No inhouse writers

The 3 of us

design

stories for

the authors

Content

free to

read

Incentivizes

us to have

good visual

design

With experts in the field

#### In house model

Employees writing 'meanwhile news'

writers Increased

overhead

costs

Pay for

articles/print

monthly

We have in-

house

artists and

#### Matchmaking Model

(Pratham Books)

We connect authors with artists

Allow them a platform to collab

This gives us diverse stories and styles

Publish their

combined

our brand

#### Rebranding Publication

Take articles that haven't gained as much traction

Redesign and publish here

Take issues that haven't been reported on

#### Brand & Publication

Selling merch

free to read makes it widely accessible making it more likely about and buy

#### Subscription Based

Perks for members

may have some free well

#### Crowdfunded Articles

contributors

Pay for topics they want articles people dont want to read

No effort

fields

Perks for

Encourages community

Essentially funds research in interesting

**Ideation SOLUTION MODELS** 

#### Community Models

community

Wikipedia

Gamification of comm. participation

Community content

#### Collab model

No in-

house

writers

design

with translators

The 3 of us With experts in stories for the field the authors

#### In house model

Employees writing 'meanwhile news'

We have inhouse artists and writers

Increased overhead costs

Pay for

articles/print

monthly

#### Matchmaking Model

(Pratham Books)

Publish their

combined

This gives

us diverse

stories and

styles

We connect authors with artists

our brand

Allow them a platform to collab

#### Rebranding Publication

Take articles that haven't gained as much traction

Redesign and publish here

Take issues that haven't been reported on

#### Brand & Publication

Selling merch

ree to read makes it widely accessible making it more likely for people to know about and buy merch

Content free to read

Incentivizes us to have good visual design

#### Subscription Based

Perks for members

may have some free content as well

#### Crowdfunded Articles

Perks for contributors

Pay for topics they want

No effort wasted on articles people dont want to read

Encourages community participation

Essentially funds research in interesting fields

#### PROS AND CONS EXERCISE

#### Community Models Encourages Lack of a participation kills the multiplicity of views

startup

Clear from

research that

nost users do

not prefer to

get involved

Not very

sustainable

Avoids having a clear bias

Self-Moderation

Very low overhead costs

Moderation loses effect over time: radicalization Collab model

nconsistent

flow of

articles

Lots of time &

ffort needs to be

spent communicating

and collaborating

Lots of

overhead

costs paying

collaborators

Difficult

syncing

everyones

timelines

Insights and reliable info from experts

Lower research periods

better addressing of underreported things

in-house creative input solidifies visual workflow & coherence

In house model

Insights and reliable info from experts

Consistent and reliable flow of articles

Fast communication and collab within the team

> makes it difficult to have free-to view articles due to financial constraints

Long and

expensive

research

periods

Must employ

(and pay)

artists and

journalists

reduces

volume

which can

be produced

Matchmaking Model

> (Pratham Books)

Low employee and overhead costs

We can ensure optimal pairing for storytelling

nvolvement of brand

Allows us to gain recognition/reach using collaborators' popularity

> depends on volunteers low reliability

quality

control less

convenient

sparser

lack of

visual

coherency

Rebranding Publication

coherent brand and style to draw users

variety of journalistic styles and

content

rare and exclusive topics covered

provides safe space for ournalistic stories (arm the journalists with guns)

Big chunk of revenue must go to writers since its their content

nconsistent

article

schedule

Rely on

outside

sources for

content

We don't

have

copyrights to

the content

We take all the risks with the content

Brand & Publication

Strong visual identity establishes

strong brand

merch sales are tangible

Merch acts as live advertising

> focus might shift from journalism to merch and brand

income likely

fluctuate/not

be enough

users are

often

uncomfortable

with loyalty to

news sources

merch

creation

costs are

high

Subscription Based

Consistent flow of funds

establishes a tighter community of contributors

increases user involvement and

> helps good

articles

readership

Crowdfunded Articles

Getting people on board

Limits

reach

drastically

People

rarely pay

for news

cost per article taken care of

user investment in stories

attention brought to rarer topics

outside participation

> People might recommend biased stories

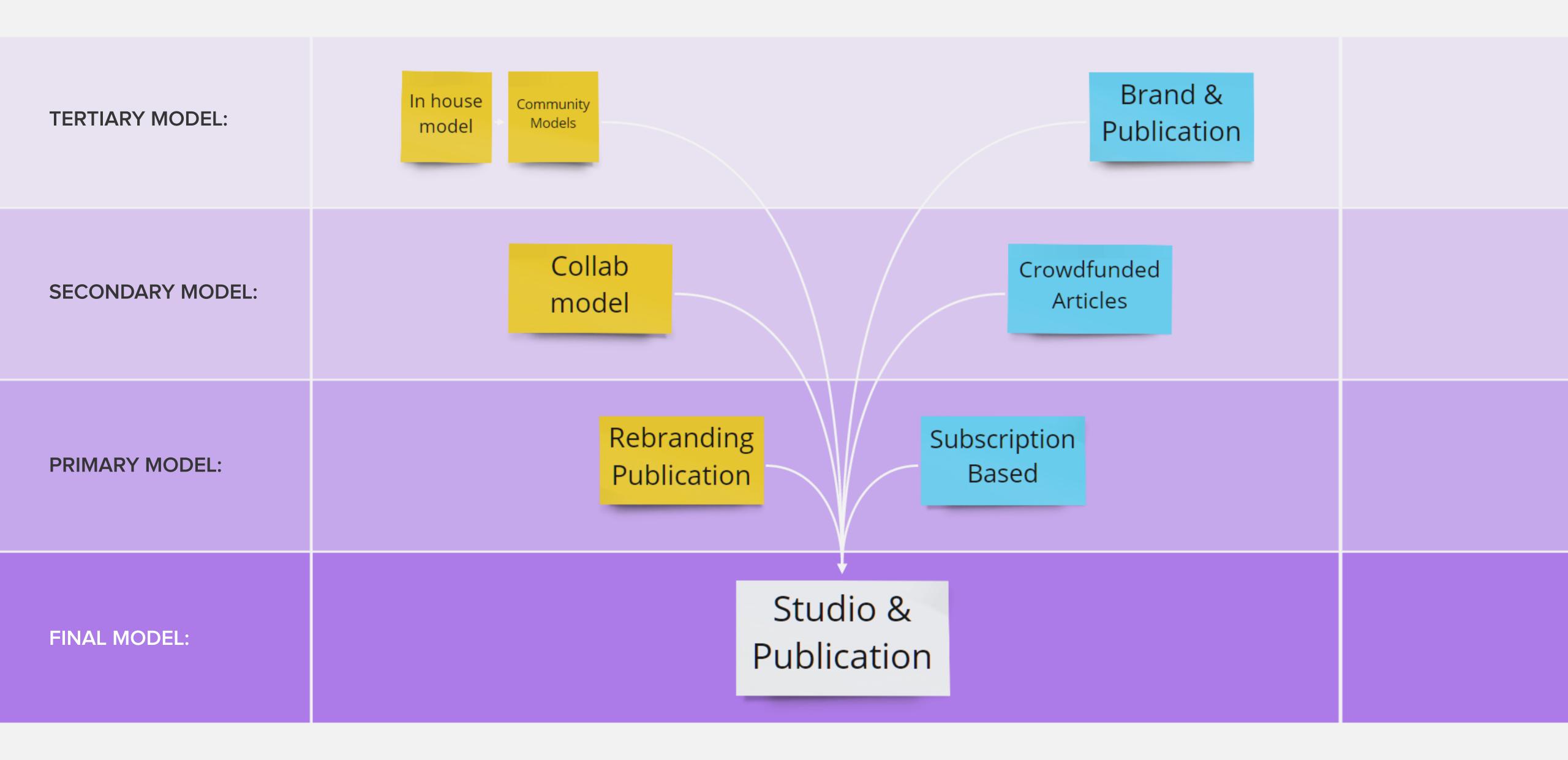
Unreliable

income

Relies too

heavily on

#### **SOLUTION MODEL CONSOLIDATION**



## Final Concept

**•** 

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.

**•** 

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

Platform

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Social Media

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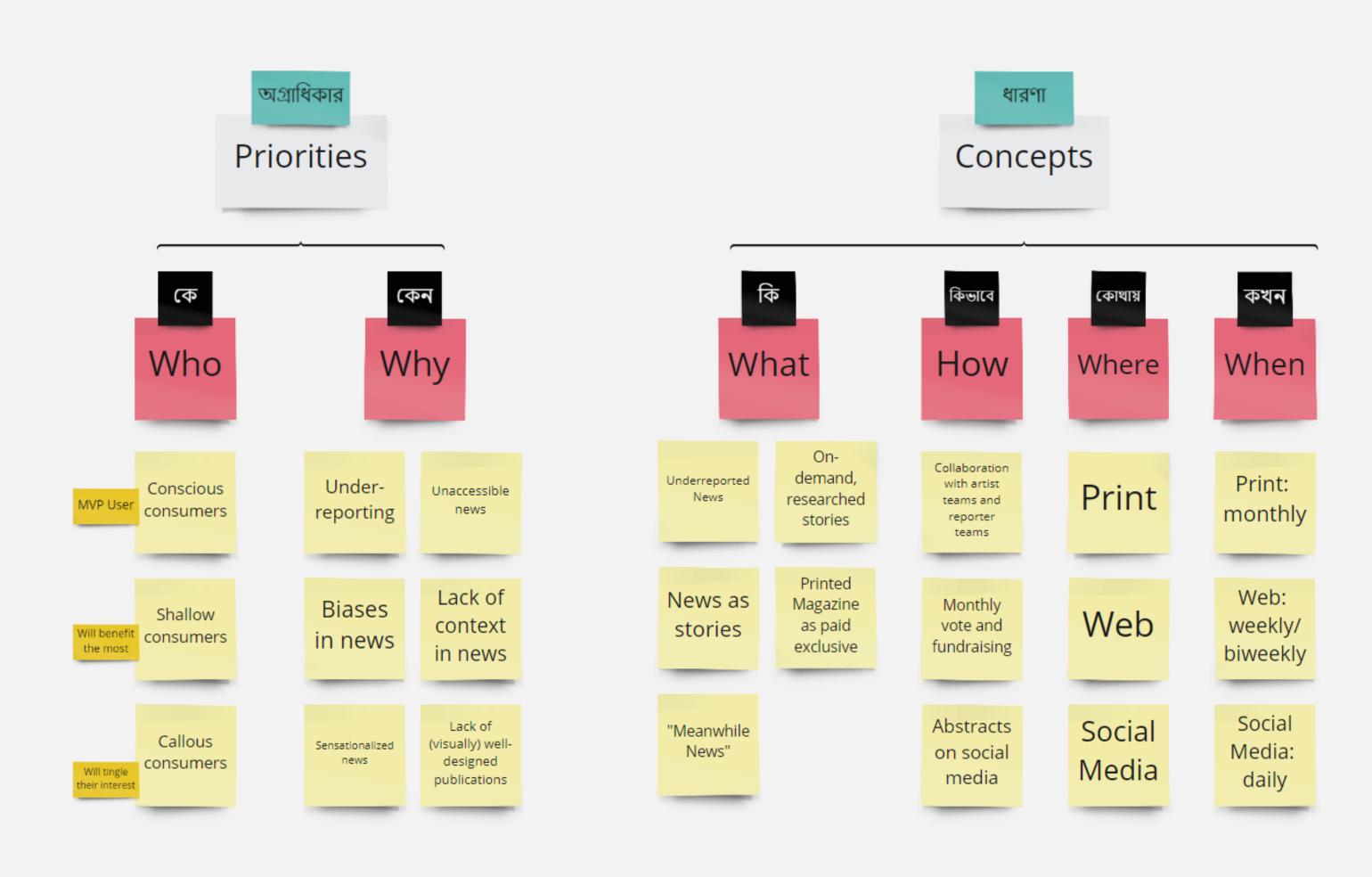
Timeless stories, crowdfunded and on-demand content Finance

Free

Free

Subscription or one-time magazine purchase

#### **CONCEPT OVERVIEW**



#### 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



## जिति जिति

(Ālōcanā) **Discussion-bo**