[](http://www.ariel.ac.il/component/banners/click/1)

**בית הספר לתקשורת**

**אוניברסיטת אריאל בשומרון**

A picture containing animal

Description automatically generatedניתוח תוכן דיגיטלי

|  |  |
| --- | --- |
| **מרצה:** | ד"ר שקד אוהד |
| **מגישות:** | עליזה גלסמן - 313342354  עדי פרדמן - 315443283 |
| **תאריך הגשה:** | 22/03/20 |

|  |  |
| --- | --- |
| **מצב דמוגרפי ותחושות כלפי מצב זה** |  |
| מגדר | Female |
| סטאטוס משפחתי | Single |
| מקום מגורים | Gush Etzion, Raanana, Beit Shemesh and Hashmonaim |
| גיל | 15-18 High Schoolers |
| דת ואידיאולוגיה פוליטית | Jewish. Leaning towards the center politicly |
| הכנסה | Temporary jobs such as waitering and babysitting or are unemployed |
| **קריירה** |  |
| מקצועות אפשריים | They are not thinking so far ahead.  Currently they are focusing on how to do well in her high school environment. The girls in twelve grade are thinking a little towards the future but mostly about their service to the country. |
| דרג בעבודה | Junior level. If they are working it is mostly for minimal income (not for career aspirations) |
| שאיפות קריירה | Right now since they are only working in simple jobs they aspires mainly to be the best they can be in any job they does. (They thinkabout future recommendations) |
| תסכולים קריירה | Since they cares about always doing their best at everything, they find the difficulty to be significant in their work, since they are working in jobs that don’t necessarily interest them,  just because it’s what is available for their age group.  They want their Journal to look pretty and attractive to motivate and encourage them to get more things done! |
| מה הוא מקבל ממקום העבודה / מה לא? | What they receive : responsibility, a deeper understanding on how some businesses function, the value of money, healthy dialogue with colleagues & work life balance.  What they don’t receive: full control and responsibility, don’t have as much space to grow since they are thought of as ”too young” & don’t have professional freedom (they have a clear set of rules). |
| **שפה** |  |
| שפת אם | Mother tongue: English. |
| שפות שניות ורמתן | High level: Hebrew |
| מחסומי שפה קיימים | Hebrew: singular / plural, male and female. English: Higher vocabulary. |
| מילים בהן עושה שימוש | Awesome, stressed, overwhelmed, great, lifestyle, attractive, modern, fashionable, aesthetically pleasing, organization, sababa, kk, pretty, to do list. |
| מילים "הסוגרות אותו מהקשבה" | "Only costs X amount of money” |
| מילים "היוצרות בו תפיסות" | “Productivity is a lifestyle”  "Love the life you build” |
| מילים "המעוררות בו התנהגות" | Organization  Journaling  Productivity  Read More…  Plan right  To-Do |
| **תחומי עניין ותחביבים** |  |
| רמת ההשקעה בתחומי העניין ותחביבים | Being so productive on a daily basis is in order to help them find balance between what they require and what they desire.  They make time for their hobbies because they believe that as long as they make time for working out, listening to music etc.. they will do much better in their studies and will be better counselors etc… They see it all as part of the puzzle. |
| האם שואף להשקיע יותר ממה שהוא משקיע בתחביבו היום? | Yes, they think there may be a better way to manage their life, which is why they are putting in the effort to try to change their planning mechanisms. |
| מילות המפתח גיבורים ומושגים מחוברים לתחביבים שלו | Beauty, design, organization, healthy lifestyle, reading, vlogs, YouTube videos, colors, books, Socializing |
| **סטאטוס ביחס למטרות** |  |
| באיזה שלבים שיווקיים הקהל שלכם נמצא? | They are at the stage of researching:  They are looking to fill the void that the app provides, yet are unaware of the app's existence. |
| כמה הוא בדק מתחרים? כמה יבדוק בעתיד? | They is searching for a way to organize their time more efficiently and make it more fun than what they are currently doing. This is why they is looking into the very well-known competitors they have heard of ( even though there are no direct competitors). None of the ones they has heard of fill the void in the way they would like, which is why they will continue to search until they find us & realize we could be useful. |
| מה הרקע המקצועי / ידע שלו בתחום? | They watch YouTube videos and read books for personal development. They are always trying to improve, grow and love living a fruitful busy life. |
| **רקע פסיכולוגי** |  |
| מה הן הבעיות העיקריות שלו? | Not enough time during the day to manage it all.  They is interested in too many things!  Stressed to get it everything done **well!** |
| מה הם הפחדים שלו? או מה הם בפחדים שהוא עלול לפתח? | They are very fearful of forgetting things they must do since the list is so long, scared they aren’t prioritizing accurately and afraid of what will happen if they don’t manage to get something done. |
| מי הוא האויב שלו? או האויב הפוטנציאלי שלו? | Technology distracts them from staying focused:  TV, WhatsApp, Socials -you name it!  They see the above as a waste of time if there are abused. |
| כועסת על : | \* People that don't respect their time  \* They are jealous of others who are able to be more productive then they are, it frustrates them. |
| עם מי או מה הוא מזדהה? | Other students that are in the same boat as they are or who were in the past! (Girls who thrive off of organizing their time well, getting stuff done, living a healthy intuitive lifestyle while simultaneously enjoying socializing). |
| למי הוא מאמין? | \* Youtubers that lead a life that they strive to live & are successful  \* Creative young professionals. |
| למי הוא לא מאמין? | Advertising - Banners and tv ads etc.. |
| של מי הוא רוצה להיות חבר? | Billie Eilish  Roman Atwood Vlogs |
| מי הוא הגיבור שלו? | Thomas Frank - The Youtuber behind ‘College info geek’ |
| מה התמונה / סטאטוס שירצה לשתף הקשורה אליכם? | "Wow I honestly had no Idea that I could so easily design a journal that is so organized and STUNNING! Obsessed” |
| מה הם השלבים בקבלת החלטת הקניה שלו? | Research & readings -> questions -> getting responses -> checking people's reviews and experience with the product -> compare -> final decision weather to invest in the product |
| מי או מה הוא היה רוצה להיות? | Right now a girl who manages to balance between success in her exams, Bnei Akiva, driving lessons, family & Friends |
| **שימושיות:** |  |
| באיזה מכשירים הוא משתמש כדי להיחשף אליכם? | Phone & laptop |
| איפה הוא נמצא שהוא נחשף לתוכן שלכם? | YouTube, Instagram & Tiktok |
| מה האוריינטציה הדיגיטלית שלו? | Excellent |
| **מקורות מידע והשפעה** |  |
| איפה הוא מחפש מידע? | YouTube, Pinterest & Facebook |
| מי הם בעלי ההשפעה הציבוריים עליו? | Influencers on social media, singers & actors. |
| מי הם בעלי ההשפעה הפרטיים עליו? | Her family: Parents, siblings & Friends who they spend quality time with. |

---עבודה 2----

1. JournaList is a Lifestyle application that takes the Bullet Journal to the next level, creating its own social media platform.

אפליקציית לייף סטייל שמפגישה בין הBullet Journal לרשת חברתית.

**שלושת הזירות הדיגיטליות**

•        האפליקציה עצמה - JournaList.

•        יוטיוב YouTube

•        אינסטגרם Instagram

2.

**סוגי התכנים שנעלה לכל זירה**

**יוטיוב** -  **YouTube**

High quality content videos:

A- YouTube videos that JournaList will upload, enabling users to focus on a variety of elements and uses that can be performed throughout the platform.

B- Sponsored youtubers that will express their experiences and personal opinions with JournaList. These youtubers will upload vlogs that will share with the users how, what and when JournaList is used in their day to day life.

These vloggers talk about JournaList in a straightforward and a “blinded” approach-- two different ways of funding.

**אינסטגרם** -**Instagram**

On Instagram there will be posts to the main feed but an emphasis on stories. We are taking a more realistic, relatable approach. Filmed via smartphone.

Instagram stories on the official JournaList page:

* Positive reviews about the application.
* Updates on the application.
* Polls in a creative and fun way in order to understand what the audience wants to see and to create engagement.
* Sharing motivational content- videos, memes that enhance productivity.
* Sharing users' personal designs that have been created through JournaList.
* Repost our paid influencers stories to JournaList Instagram stories.

Stories posted by our ambassadors:  
  Our ambassadors will show in a natural way that they use the application throughout their day to day life.

* Instagram stories that will be uploaded link to our app while using the “swipe-up” feature as well. (This way even though we don’t cost money we could keep track of new users who came from our ambassadors).

**האפליקציה  עצמה The Application Itself:**

In each users account, in their personal profile, they will have access to:

* Personal JournaList that he/she created
* The ability to share original content with the community
* The ability to get inspiration from other users' content and use it as they desire.

Advertisements:

* Banners
* Pictures and videos of sponsored brands that match JournaList values (JournaList will advertise for payment)

**Marketing Budget:**Marketing expenses will be divided equally: 50% amongst three influential individuals on social media and the other 50% to company’s marketing expenses.

YouTube and Instagram are Journalist marketing platforms. The first quarter prior to companies launch, marketing expenses will be at a 40%. Thereafter, until brand (JournaList) grows, marketing will be 10% out of company's expenses:

* YouTube, Instagram and TikTok will drive leads to JournaList itself. Marketing expenses will be divided between the three platforms.

Approaching and working with 3 youtubers that are active on Instagram and TikTok as well. The individual (Youtuber) with the most traction on all three platforms- views, followers, shares- shall receive 45% of the budget (that is oriented towards this purpose) and the remaining budget will be prorated between the other two.

In addition, the other 50% of companies marketing expenses will go towards personal and original advertisements such as banners, videos etc.

 3.

**הקהל שלנו נמצא :Our target audience is located on**

* יוטויב YouTube
* אינסטגרם Instagram
* פייסבוק Facebook
* טיק-טוק (הצעירות) TikTok
* ותהיה גם באפליקציה עצמה JournaList app itself

**באיזה מצב הוא נמצא?**

**YouTube:** The user is watching on YouTube in the early evening, after school hours on weeknights and morning hours on the weekend.

Our Viewers are likely sitting on the couch and chilling, cleaning the house or on a nightly scroll on social media before bed.

**Instagram:** The user is on Instagram throughout the entire day yet mostly during the day (break between class, bored in class itself etc).

**The app itself – JounaList:** the user is active, aware and alert. Therefore, the user will check his/her journal the night before for the next day's activities or early morning depending on personal preference.

**מה זירה זו מאפשרת לך? What do these following platform enable you to do?**

Interactivity is the most important element in all three platforms. Thus we will create elements to enhance this in creative ways.

**א. יוטיוב :  A. YouTube**

* YouTube enables the user to upload a video, picture and story. From our research, pictures and stories are less common and suitable on this platform therefore we will upload YouTube videos instead. In the description we will add a link to our app in order to lead the viewer towards our app.
* In order to raise the engagement with the viewers, we will ask for opinions in the comments below and respond back to keep up the momentum. Furthermore, this will enhance our visibility on YouTube and through Google search due to the partnerships these platforms have.
* JournaList will use tags, meta-tags, categories, appropriate titles (H1,H2) for their videos in order to help users find our content in an easier way.
* Content will be uploaded on a weekly basis. The more content that is uploaded, the higher the chance for subscribers.  In addition, we will ask viewers to like and subscribe to our videos.
* We will offer loyal JournaList users to send us videos of why they like the application. We will be sending out a gift to the winners that have the best videos of their experiences with JournaList.

**ב. אינסטגרם : Instagram**

* Pictures and videos are the storytelling of Instagram. We will enhance these features on our feed and stories. Longer videos will be uploaded to YouTube with sneak peak of the video on Instagram. This will raise curiosity for the user to check out the full video on YouTube.
* JournaList will be using a business account- this is to learn and grow from the insights. This can be done through a business account rather than a private account.
* Although we will be a business account, Instagram limits accounts under 10,000 followers. This feature enables JournaList to use features such as ‘swipe-up’ and adding links to the content. Learning from the insights will help us grow to reach this goal. Until we reach 10,000 followers, we will use polls to increase engagement with our followers. Moreover, we will be using action buttons for easy contact with the users.
* Hashtags will be used throughout posts and stories to increase traffic between viewers.

**JournaList – The app itself:**

* We are the creators and owners of JournaList therefore we will be able to censor and decide on the apps policies.
* It’s important to us to be 100% authentic and share only our company's values. Due to thus, JournaList will censor advertisements that abide by our terms.
* We will enable users to share their JournaList and their time schedules in addition to videos, pictures and podcasts.
* JournaList will advertise ads as banners in the application.

**הבעלים Owners:**

**A. YouTube-**The YouTubers themselves, YouTube as a business and Google that owns YouTube.   
JournaList is limited to YouTube's censorship regarding the videos that are uploaded and the comments on those videos.

**B. Instagram-** Instagram themselves, Instagram as a business and Facebook that owns Instagram. JournaList is limited to Facebook and Instagram's censorship regarding the content that is uploaded.

→ Authentic reviews are a high priority and value to our company. Therefore, we won't restrict our ambassadors to say anything specific on any social platform, yet only give their honest opinion. We acknowledge the fact that there may be some negative thoughts, but this just raises the trustworthy review on our product.

C. **the App itself- JournaList:** we are our own creators therefore we can decide on the policies and censorship of our content. Our users are also their own owners for the app, but they are dependent on JournaList policies.

**:  Damages of improper distribution**

* Damage due to a mistake depends on the size and the effect of the mistake.

There is a difference between a mistake that is barely noticeable and a mistake that causes users to unsubscribe.

**Mistakes that can be made on YouTube and Instagram**:  
Unsubscribing, shaming on other social media platforms regarding JournaList.

**Mistakes that can be made on JournaList:** A mistake that can affect the user to not only not use the app as much but also to not share and be involved in the Journalists community - A community that is aligned with the company's values.

**Competitors:**

Who are our competitors and why?

**Google Keep**:   
Is a note keeping application that enables the user to create checklists and reminders while personalizing and creating different color backgrounds. The data that is accumulated is all saved and linked to the users Gmail account.  
  
How does Google Keep use Instagram & YouTube?   
(They do not have their own personal YouTube/ Instagram accounts).  
  
\* YouTube: Google Keep advertises through ad videos on other YouTube channels   
  
\* Instagram: Sponsors advertise short tutorials, tips, their notes, motivation and examples. Users use their hashtag to show productivity, a sense of accomplishment, they use #googlekeep as a way to create a community.   
  
The reason they are competition to JournaList is because they place emphasize on community and accomplishments just like we do. In addition, they are linked to Gmail, we are currently not. People are very comfortable staying linked to Google.

**Time Planner:**

Is an application that is based on building categories and lists from all aspects of life. The app enables users to create reminders and receive statistics based on personal success and failure of user's previous lists & tasks.

How does Time Planner use Instagram & YouTube?   
  
\* YouTube: Time planner has a guide account where they detail many different features of the app. In addition, there are many personal user recommendations and reviews.   
  
\* Instagram: Time Planner is not active on Instagram.  
  
The reason why Time planner is a competitor is due to their similar strategy to JournaList with categories and list features. They also give users statistics on their progress. We do not however offer the latter.

**Pinterest:**

Pinterest is an app created to search pictures and to inspire. It is all sorted into categories. Some of the pictures are linked to how-to videos and blogs.  
  
How does Pinterest use Instagram & YouTube?   
  
\* YouTube: They do a few style videos. The main similarity you see in all their videos is emphasis on inspiration and a display of photos. They have DIY videos, which is a common use for the app. Pinterest have a powerful video of a graffiti artist telling his story while introducing his use of Pinterest to get his inspiration. There are videos where it is just video screen capture with specific interests such as history, art etc..   

\* Instagram: Seems to have less of an advertising approach. Pinterest takes its Instagram page as sharing beautiful pictures and asking for engagement. They share what's new in the company etc. They are targeting consumers who already use the app and want to follow Pinterest's Instagram page to stay involved.    
  
Pinterest can pose as a threat since they work with inspiration, everything is pretty, and they to offer free printable lists.   
  
  
In conclusion :  
All three competitors raise a threat since they offer valuable services and they are successful.  
  
JournaList is a combination of the three and is the only app that actually looks like a Journal in the digital world and combines time management with social media.

**שונות Others:**

**Regarding Damages:**

Although JournaList doesn't have control on negative feedback. We do have control on the way we respond to the following reviews. We can learn from our feedback, apologize and show that we care as a company, and offer future Improvements. Responses that enable JournaList to be seen in a positive light by our users.

**Regarding ownership on our application:**

The fact that we decide on our company's policies doesn't mean that we won't have difficulties along the way. One of the problems is preventing freedom of speech. On the one hand, we want to enable the users to express themselves through their content but on the other hand users that will share content that violate our terms and cause others to be bothered and uncomfortable can become an issue. Therefore, JournaList must work intentionally and thoughtfully.   
  
**Regarding research we found as to why this application can bring amazing success:**

The average smartphone user spends 2 hours and 15 minutes each day using apps. There are currently over 2.7 billion smartphone users globally, and 90% of mobile time is spent on apps. According to Common Sense Media, teens spend an average of nine hours a day online.

Tristan Harris, Google’s former in-house ethicist, who co-founded the Center on Humane Technology, states that tech companies design their products to get kids addicted. “When you wake up in the morning, you have certain goals for your life or for your kids but when you open YouTube, it doesn’t know any of those goals. It has one goal: to make you forget your goals and to keep you watching as many YouTube videos as possible".

JournaList is an app with a positive compass geared for teens to live more productively: to identify their goals and become proactive in fulfilling their potential.

The following three are what we post as an organization

A screenshot of a cell phone

Description automatically generated

<https://journalistapp.bubbleapps.io/version-test/how_to_page?debug_mode=true>

**1.1 Facebook post on the official JournaList Facebook page (Links to the official website):**  
The post above, is a link to the 'how to page' on the JournaList website.   
Based on research, having a 'how to page' to clarify the usability of our app is crucial. Within a few seconds, if a user can't figure out how to use the app they will simply delete it.  
  
The market is unfamiliar with JournaList therefore an attractive, easy to use app is key.  Simplifying the process of getting started with the app is essential. 'The how to’ page, simplifies the process of getting started and leaves very little room for confusion. The lists that are shown as examples are specifically targeted towards high school students such as study schedules, exams, extra curriculars, social, work, food, exercise etc..

**1.2 The how-to page on the official JournaList website:**

A picture containing table

Description automatically generatedA picture containing screenshot

Description automatically generated

A picture containing cellphone

Description automatically generatedA close up of a device

Description automatically generated

A screenshot of a social media post

Description automatically generated

**2. Facebook post on the official JournaList Facebook page:**According to the Pew study of 2018, 71% of teens reported being Facebook users. This is an essential platform to engage teens and create a strong JournaList presence.

With the post above we are motivating our community to identify, share and express their goals, their challenges and their dreams is at the core essence of JournaList and the focus of our Facebook page. Currently challenged by the Corona virus and social isolation, JournaList aims to provide an interactive and supportive virtual community for English speaking teens.

JournaList allows each person the opportunity to harness their short-term motivation that can fall to the wayside during stress while helping each user gain clarity on tasks and plans by setting goals. This means that JournaList is both an app and a social impact platform.

Identifying, knowing and aiming for goals gives our teens direction and a destination particularly now in these stressful and isolating times.

90% of every individual’s mobile use is spent on apps. Too many existing apps, rob young people of their time and focus.

JournaList is an app that offers positive structure and a virtual community to educate and empower young girls to mindfulness and to help celebrate their accomplishments.

[](https://www.youtube.com/embed/lkE8gsSKlEM?feature=oembed)

**3. Official JournaList Ad:**  
Our video ad will be posted on our official social media sites ( YouTube, Facebook, Tik Tok, Instagram)  it explains to our target audience ( primarily high school English speaking girls) how JournaList is the coping tool to empower them in life and specifically now, during the threat of the Corona crisis. JournaList is a real and relevant tool that will help these girls in their daily routine or lack thereof, in their Pesach preparations, in their social dialogue and interactivity. Throughout the video we subtly incorporated content suitable for the girls. Referencing topics such as preparation for future exams, it will allow them to internalize a sense of normalcy. The videos and photos were mostly of girls adding another subconscious connection to the app.  
  
Research studies show that the power of a visual experience is more powerful, efficient, easier to understand and a more enjoyable medium to convey a message.

This video is meant to create a feeling of hope, a desire to use the JournaList app and a brief explanation as to how it works.

The following three are what our ambassadors post on their personal social media accounts.

[](https://www.youtube.com/embed/cbbdfrZYBHE?feature=oembed)

**4. Tik Tok of one of the JournaList Ambassadors:**  
Slogan:  Morning routine! #JournaList #Ad #Morning #Bestapp   
  
Tik Tok is the newest form of social media and widely utilized by high school students, one of the enclaves of our target audience- English speaking high school girls.

Our JournaList tik tok video will be posted to the personal page of one of our Ambassadors whom we know high school girls respect.

We are clear that JournaList is an app so that consumers will search for it on Google Play/IOS store. We will put a short tag line in the bio description of what and who we are to pique their interest followed by a short tag line in the bio description.  Our slogan: We help girls take their bullet journaling to an entirely new level.

On our Tik Tok account we will repost anything that we are tagged in.

With the rate that Tik-Tok is expanding its influence beyond teens to young adults offers us a wider audience reach. The first thing that teens and young adults do upon waking, is to check their social media with tik-tok at the top of the list.

Creating a JournaList morning routine video is a strategically smart tactic for gaining traction and visibility. Although there will be an #ad, consumers today are familiar and accepting of the fact that content can be commercially paid, as long as it’s attractive and genuine. The girls see someone they admire utilizing JournaList to plan their day, beginning with their morning routine. This intrigues them and they follow the Influencer/Ambassador who will show them- not just tell them- that their success has to do with how they plan their days and what holds them accountable to themselves. This resonates and is a positive message for teens and young adults alike.

Due to the app being free and easy to use, and with the endorsement from the Ambassador, they will download and give it a try.

[](https://www.youtube.com/embed/Hc8LjBAZV3c?feature=oembed)

**5. Instagram story of one of the JournaList Ambassadors:**   
The Instagram story will be posted on our most followed (more than 10k) influencer ambassador's stories. She will tag our official JournaList Instagram page and will include a swipe up to download the app.   
(It’s also an example of the type of YouTube ad section as part of a YouTuber's video)

YouTube vloggers are an ever growing force within today’s society and their ‘authenticity’ and ‘ordinariness’ are integral components in the relationships that users form with them. As such an entire generation of ‘uber-authentic’ celebrities have been born through social media. These Vloggers ‘perform’ authenticity far better than actors do on television. They are far more relatable and are an ever growing force within today’s society.  
We chose to make it part of a ‘story’ because our target audience is looking to their influencers for simple everyday hacks to a healthy lifestyle. They're looking for short bursts of entertainment on Instagram throughout their day.  On the one hand, while it is clearly an ad, (we are transparent), the ambassador thanks JournaList for their sponsorship. On the other hand, she is very authentic and approachable, her energy and relatable profile is suited to our target audience who would look up to and seek to model their lifestyle. Our choice of ambassador will reflect the values of our app that young people need role models to lead others in how to live a more productive, happier life and a guide that serves as their compass and accountability tracker. Moreover, the Instagrammer mentions that she would have loved to have this back when she was a student, emphasizing her appreciation for the app and its versatility.

[](https://www.youtube.com/embed/cNCaS75achA?feature=oembed)

1. **Boomerang of one of the JournaList Ambassadors:**Question: What’s on your agenda?  
     
   The boomerang will be posted as a post on one of our influencer ambassador's Instagram pages. In the description of the post she will hashtag Journalist, and a link to our official Instagram page. In addition, our Instagram bio will have a link to download our app.  
     
   Capturing the satisfaction of an achievement - *the check-I’m done* moment is the impetus for the boomerang and provides a feeling of what having the app would be like. It catches the eye when mindlessly scrolling through Instagram.   
     
   The boomerang is quick, simple and to the point. It’s also a highly popular feature for this cadre of users. A boomerang is the best way to show a process, before and after. We wanted to capture that moment of a JournaList user showing the “before”- a task on the list that she still needs to get done to the “after”- marking it off as she completed the task. There is a visual sense of accomplishment.