Project Vicers: *Vice Visual News App*

Authors: Zach Arden, James Delayo, Jane Grissom

Start date: Friday, August 5th

Background: Vice Media- is a Canadian-American digital media and broadcasting company. Vice recently launched a new media app.

"The brand new VICE app brings the diverse, immense, ground-breaking world of VICE together in one place. We're changing the way people think about culture, crime, technology, art, sex, music, fashion, sports, and more.With dozens of new, original articles and videos every day, VICE delivers everything you want to know that the mainstream media is too afraid to tell you."
-Vice Entertainment App on Google Play

Goals: With this project, we intend to improve on the Vice Entertainment App on the Google Play store with a more photo-based interface and more options for editing and sharing content on social media.

Research Questions:

1. How can we improve on the user experience of the Vice App?
2. How can we incorporate user feedback from our research into our app?
3. How can we use improve on the existing Vice app experience?
4. How can we improve on the quality/ease of sharing through social media?
5. What will help set our app apart from other news media apps currently on the market?

Methodology: Shared through social media, and through carefully selected individuals who fit our user profile

Participants: Users who read news content through social media and app-based news sources. Users 40 years of age and under who are active app and social media users.

Schedule: Over the course of three weeks, we will be conducting surveys, testing out our app on users, and we will continually update our results.

Script: compiled into a shareable Google Forms link-
https://docs.google.com/forms/d/e/1FAIpQLSdtJgZWmMGZ86yvpZBJdZI1In8s5O_8FIiLHPRaqbk4u oJxOQ/viewform#responses

Summary of Competitive Research: _Mashable, Salon, Buzzfeed:_

Name	Platform(s)	UI/Ease of Use	Design /Branding	Ease of Sharing on Social Media	Personalization /Filters
Salon	Web App Mobile Site	**Positives:** -clean -simple -buttons and navigation easy to figure out -organized toolbar and settings features **Negatives:** -not very dynamic	**Positives:** -incorporates material design concepts **Negatives:** -boring -not really geared for a younger audience	**Positives:** -large social media sharing button **Negatives:** -can't share on Instagram	**Positives:** -downloadable for offline viewing -organized by category **Negatives:** **-**search function not good UX
Mashable	Web App Mobile Site	**Positives:** -clean -simple -large button features **Negatives:** -not very dynamic	**Positives:** -uses Material design concepts **Negatives:** -doesn't have a dynamic color scheme	**Positives:** -sharing button is seen before you click on the link **Negatives:** -can only share on Facebook and Twitter	**Positives:** -good search feature -organized by category **Negatives:** -not much personalization
Buzzfeed	Web Apps Mobile Site	**Positives:** -easy to scroll through **Negatives:** -pop up user feedback after using the app once :(	**Positives:** -uses Material Design concepts -good use of FAB button **Negatives:** -color scheme doesn't really fit the Buzzfeed aesthetic	**Positives:** -diverse sharing options -share button in prime location **Negatives:** -none	**Positives:** -customizable alerts for particular news articles **Negatives:** -can't search