



VICE
MEDIA
GROUP

2023

CONCEPT BIBLE

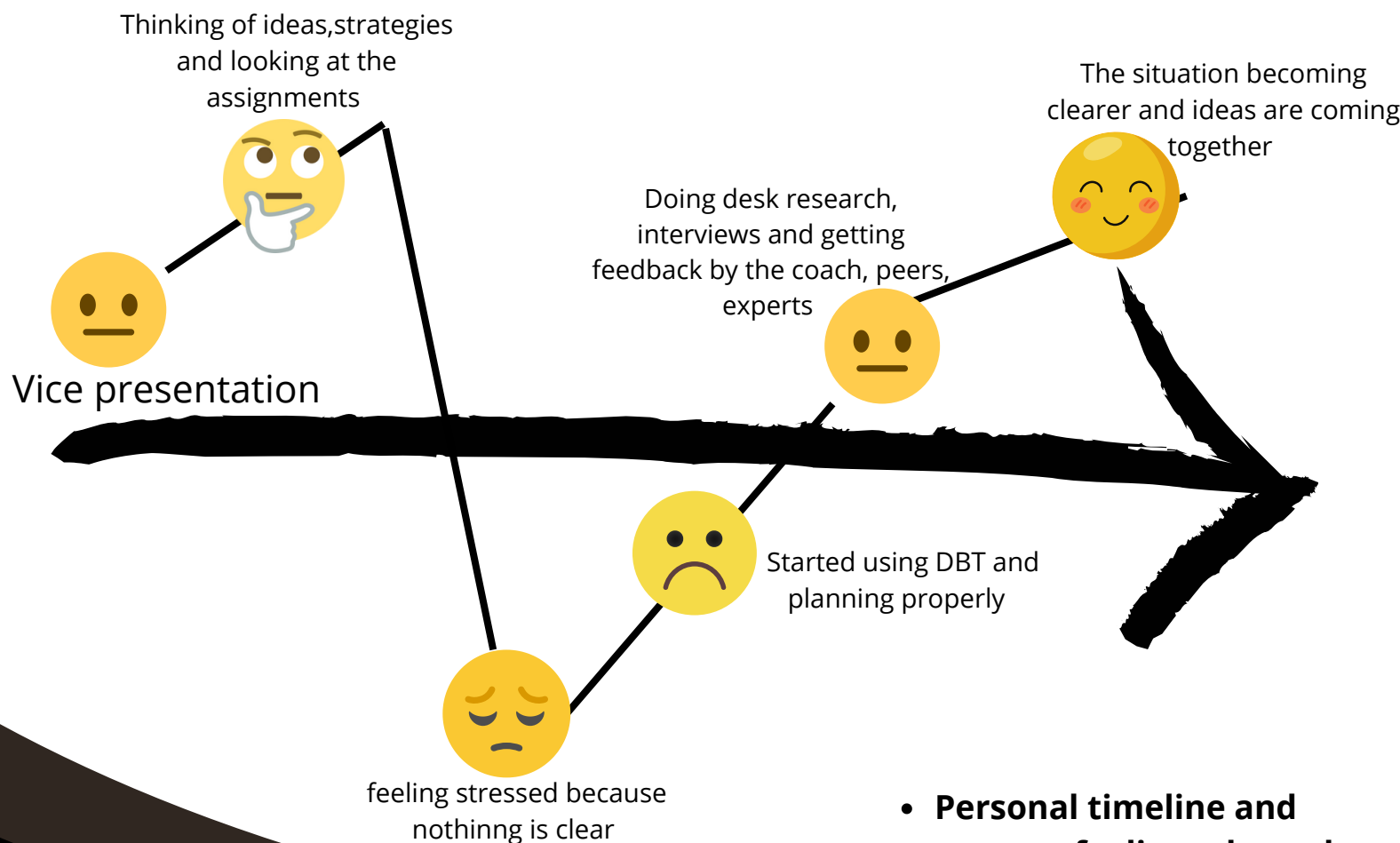
CHAPTER 1

PREPARED BY
DESLAVA TSVETANOVA

INTRODUCTION

I. INTRODUCTION :

We have to come up with a concept for the Vice media group. We have to satisfy their goals of keeping ongoing engagement on their website and turning the platform into their main source of views. They want a concept that would fulfill those requirements but also use it for every other project. So, in order to do that we conducted research, we put into practice design-based thinking and from the result, everyone extracted their best idea.

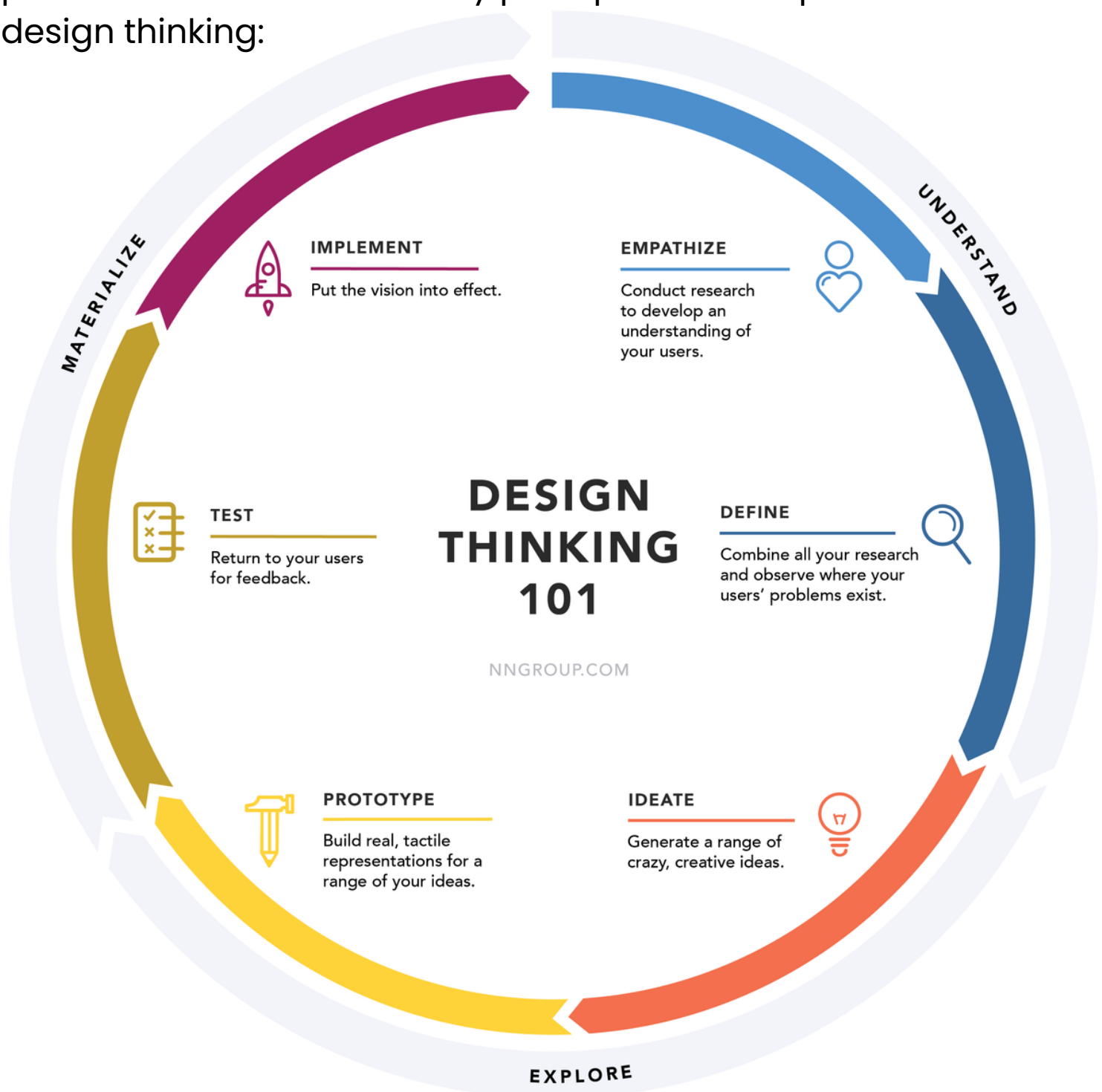


- **Personal timeline and my own feelings through the process**

DESIGN-BASED THINKING

II. DESIGN-BASED THINKING (DESIGN THINKING 101, N.D.)

Design thinking is a problem-solving approach that places emphasis on understanding and addressing the needs and experiences of end-users or customers. It involves a structured and iterative process for creating innovative solutions to complex problems. Here are some key principles and steps associated with design thinking:



DESIGN-BASED THINKING

- **Empathize** – in this stage, you have to better understand the client by conducting research. My research included going to the client meeting at school and some additional desk research to deepen my knowledge of them. By doing this I found out that: Vice's focus is on bringing people to the website and Increasing the following engagement. Moreover, I understood that their target audience is young people (between 20-30), who are outcastes and focus on non-traditional news and topics such as:

1 **SEX, DATING, RELATIONSHIPS**

2 **MONEY, RENTING, HOUSING**

3 **NIGHTLIFE, DRUGS, DRINKING**

4 **POP CULTURE (TV, FILM, MUSIC) AND NOSTALGIA**

5 **SCAMS AND CRIME**

6 **IDENTITY, SUBCULTURES, WEIRD SHIT**

7 **INTERNET CULTURE**

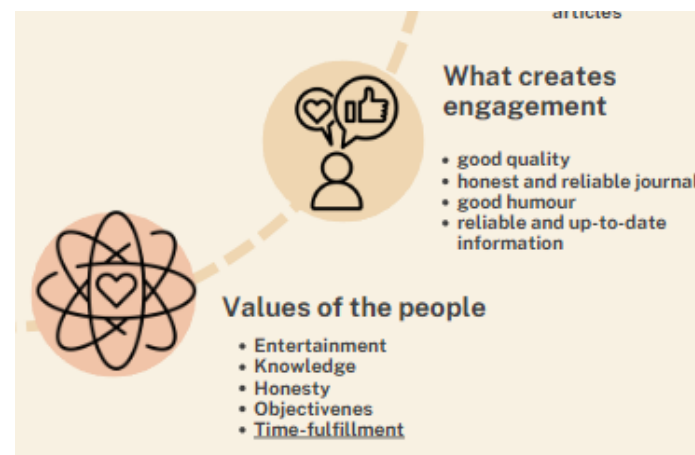
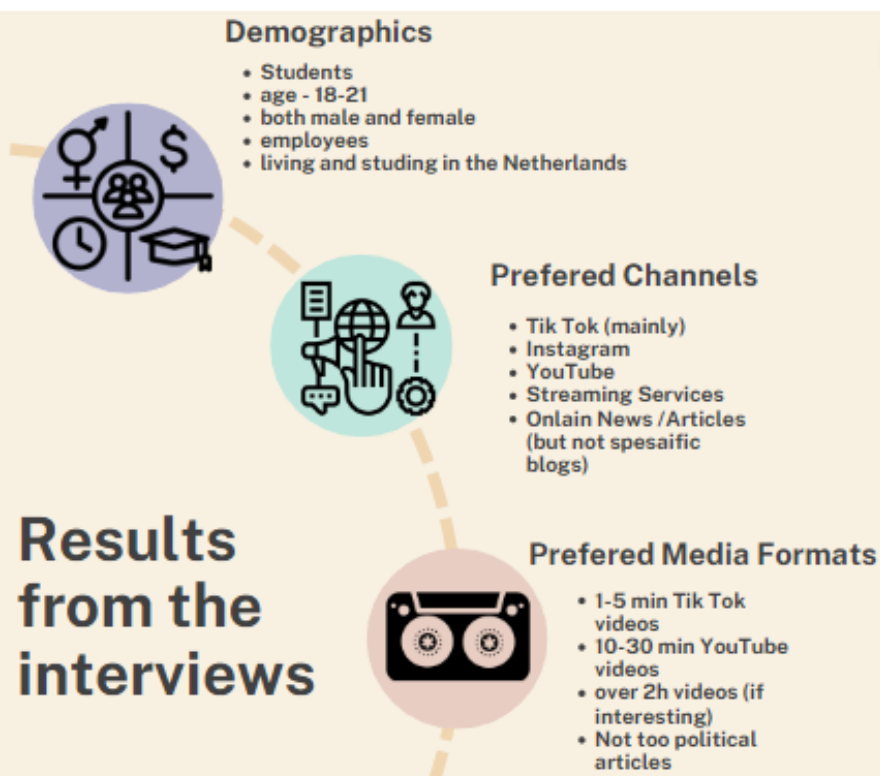
8 **UNIVERSITY + COLLEGE**

9 **HOROSCOPES**

10 **MISC: HEALTH, WEIRD BEAUTY, FOOD**

DESIGN-BASED THINKING

- **Define** – in this stage, you have to collect all the research and show the customer problem. After me and my team conducted interviews and map out the we found out we conducted that most of the people like the entertainment and knowledge to be combined. They like to learn and gain information but in an interactive way that will keep their attention. Most of them like to use TikTok and Youtube which is explainable by the fact that interviewees prefer short videos and videos between 10-30 minutes. They do not mind different opinions and out-of-the-box topics.



DESIGN-BASED THINKING

- **Ideate** – in this stage, creative thinking and brainstorming. As well as, generating a wide range of potential solutions without judgment. For this task, I took a look at the target audience's needs and likes and Vice's pillars of content (which are described in previous chapters) and I used the method of brainstorming to come up with creative and engaging ideas

Option one:

Chat bot the Mascot – it is an AI chat bot that will interact with the target audience. It will encourage people to leave a comment, participate in discussions, give rewards for engagement. It will be designed as a

Option two:

"The Art of Inanimate Object Communication" - Explore the world of objectophilia, where people form romantic attachments to inanimate objects and the psychological reasons behind it. A web series and articles

DESIGN-BASED THINKING

Option three:

The Anarchist Crusade: How anarchists actually help people, tear down anti-homelessness architecture, provide food and shelter – unanimous interviews + articles

Option four:

Psychological Profiles of Internet Trolls" - Delve into the minds of online trolls, examining their motivations, tactics, and the psychological impact on both victims and trolls themselves – documetory + educational articles

Option five:

Silk and Cotton – a tale of love and hate: it will trace the ancient path of cotton trading and it will look back the history behind cotton and silk production and their importance – documentary + educational videos

Option six:

he Psychology of Hoarding: Beyond Reality TV" - Go beyond the sensationalism of reality shows and delve into the psychological and emotional aspects of hoarding disorder.

DESIGN-BASED THINKING

OPTION SEVEN:

"THE ART OF EDIBLE INSECTS: A CULINARY REVOLUTION" – EXPLORE THE GROWING TREND OF ENTOMOPHAGY, OR THE CONSUMPTION OF EDIBLE INSECTS, AND ITS POTENTIAL TO TRANSFORM THE FUTURE OF SUSTAINABLE FOOD.

OPTION EIGHT:

THE DENVER AIRPORT – A GROUNDBREAKING REVELATION BEHIND THE CONSPIRACY THEORIES OF SECRET SOCIETIES IN AMERICA – A SERIES COMPILATION OF DOCUMENTARY RESEARCH, INTERVIEWS, DETECTIVE ACTIVITIES

OPTION NINE:

BLOODY BALLET – WHY SO MANY BALLET DANCERS ESPECIALLY IN EASTERN EUROPE AND RUSSIA ARE SO OVERWORKED AND HOW THAT INFLUENCES THEIR MENTAL HEALTH – EXCLUSIVE INTERVIEW WITH ONE OF THE GOLDEN GIRLS (BULGARIA'S AND THE WORLD'S BEST BALLET GROUP) WHO TRIED TO KILL HERSELF + A DOCUMENTARY

OPTION TEN:

THE SCIENCE OF LAUGHTER YOGA" – UNCOVER THE SCIENCE AND PSYCHOLOGY BEHIND THE LAUGHTER YOGA MOVEMENT AND HOW IT PROMOTES PHYSICAL AND MENTAL WELL-BEING.

DESIGN-BASED THINKING

- **Prototype** – in this stage, we build and develop a representation of the ideas. I decided to narrow down the ideas and choose one to pitch in my group and collect feedback. I chose the first one.

5 liner Option one: Chat bot the Mascot

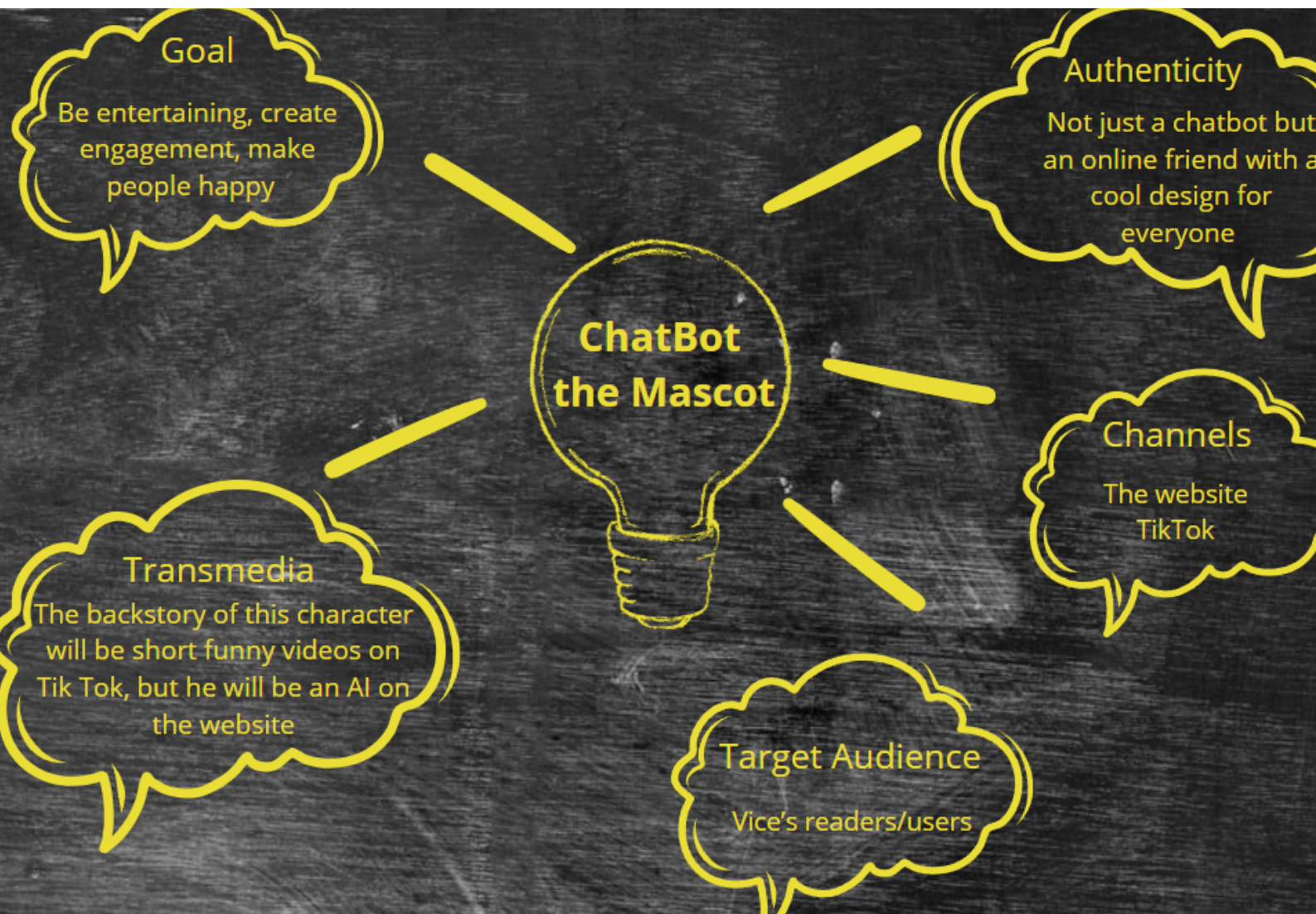
Have you ever felt a sense of dissatisfaction when visiting a website? Something is missing?

We introduce Chatbot the Mascot. It will be a chatbot with different functions like giving feedback, chat options, giving rewards for engagement, and so on. It will have a funny design like an American high school's football team mascot (furry)

Now, you would ask yourself why is needed, what this idea can possibly bring to the table, whether is it feasible, and most importantly how would create engagement.

Since most of the conducted interviews showed that people want interactive, creative, and colorful websites with good-quality content, the chatbot will satisfy all their needs. It won't be just a regular chatbot but one that encourages you to leave a comment, come back for more content, provide sources, and give you rewards (like bonus points or golden membership) It will be colorful with a unique design which will cure boredom. It is also very feasible because it requires basic coding.

DESIGN-BASED THINKING



DESIGN-BASED THINKING

- **Test** – in this stage you have to share the prototype with and gather feedback. This step is crucial for understanding if the solution meets the users' needs and for making improvements. For my project, I had to pitch in class, between my teammates. I prepared my speech and explained how my idea is relevant and how it can be transmedia. And I collected the feedback. It was mentioned that I have to think a bit more openly, aim high, and be more ambitious. There were concerns that my concept doesn't match with some of the customers' values since they prefer real-life news but my idea was spinning around a fictional character.

DESIGN-BASED THINKING

- **Implement** – this is the stage where, based on the feedback received during testing, we refine the design. Repeat the process as necessary to make the solution better aligned with user needs. For this project and the final concept me and my team decided to combine some of our ideas since everyone had something to bring to the table. In the following weeks, we will go back to the Prototype stage and build a representation of all the ideas we discussed and come up with a combined prototype.

REFLECTION

III. Reflection

When it comes down to the individual assignment I liked the ideas I was able to come up with. The thought behind this assignment is nice but I believe that it was a bit too much for a bit too less time. I like to write and give ideas and I don't have a problem writing business documents and reporting my results I like doing research and interviewing people but I believe that I could've done an even better job if I had more time and the assignment was explained properly. When I got the correct understanding of how the job was supposed to be done, time was already pressuring me.

Concerning teamwork, I am more than happy with the team I am in. I was able to give feedback and my opinion was always welcomed. Moreover, I got good peer feedback on my work. Everyone was participating in the group assignments and the work was distributed properly.

What I would do differently for the next tasks is that I will ask more questions even before the expert session. I will try to get in contact with experts in the field (ex. Marketing, business experts, etc.) when needed.

JUSTIFICATION & SOURCES

III. Justification & Sources

- **Why interviews** – I chose to conduct interviews as part of my research cycle because they provide in-depth insides of the target audience, contextual information and clarification as well as personal connection to the people. An interview provides a flexible and personalized way to gather insights on the studied subject
- **Why design-based thinking** – For similar reasons as the chosen research method I chose a prototyping method that included Design-based thinking. Design thinking is a human-centered problem-solving approach that emphasizes empathy, creativity, and a focus on the end-users or customers. When applied to the prototyping process DBT can provide: user-centered solutions, creative exploration, visualization of ideas, user testing, adaptability, and clear problem definition

JUSTIFICATION & SOURCES

1. (H. Malhotra, personal communication, 12.10.2023)
2. (Merher, personal communication, 14.10.2023).
3. Vice Media. (n.d.). VICE - Originele verhalen en documentaires over alles wat ertoe doet in de wereld. <https://www.vice.com/nl>
4. VMG x STENDEN 2023. (n.d.). Google Docs. https://docs.google.com/presentation/d/165wE96tRdPNP-ZVlSh8pjjagYOkeNpyckZAKkGgLIw4/edit#slide=id.g2455dc7b102_0_1205
5. Design Thinking 101. (n.d.). Nielsen Norman Group. <https://www.nngroup.com/articles/design-thinking/>
6. 2.2 Understanding the Audience - research document by Checmate Agency