

ILL05: Design Thinking

Final Prototype: Newzie

News that Fits Your Day



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Problem Statement

In today's digital-first world, individuals are often overwhelmed by the massive volume of news content, much of which is irrelevant or repetitive. This challenge not only creates information fatigue but also reduces trust and engagement with news platforms. The lack of personalized features, cluttered interfaces, and insufficient accessibility options further complicates the user experience.

Objective:

The objective of this project is to design an intuitive and interactive news application that addresses these pain points by offering personalized, engaging, and easily accessible content tailored to individual preferences and daily schedules.

Primary Focus:

1. Deliver concise and relevant news updates to reduce information overload.
2. Provide users with features to customize their news consumption experience.
3. Create an engaging and visually appealing interface for all user types.
4. Offer seamless navigation and accessibility features like night mode and multilingual options.

Design Criteria

Based on user feedback and research, the following design principles guided the development of this news application:

- **Content Accessibility:**

- News content is offered in multiple formats, including brief headlines, detailed articles, and interactive cards.
- Features like "Quick Reads" allow users to skim through major updates effortlessly.

- **User Personalization:**

- AI algorithms curate content tailored to user preferences, interests, and language choices.
- Users can customize settings such as preferred themes, reading modes, and notification alerts.

- **Interactive Engagement:**

- Includes features like bookmarking, referral rewards, and gamified interactions to encourage active participation.

- **Minimalistic Design:**
 - A clean and uncluttered interface ensures intuitive navigation and avoids cognitive overload.

Double Diamond Approach

To ensure a structured and user-centric design process, we followed the Double Diamond methodology, which consists of four key phases:

1. Discover

Objective: Understand user needs, behavior, and pain points.

Process:

- Conducted interviews and surveys with users to gather insights on news consumption habits.
- Reviewed existing studies and reports on digital media engagement trends.

Insights:

- Users prefer short, digestible content formats like news cards and quick reads.
- High demand for features like dark mode for nighttime reading.
- Interest in saving content for later and engaging with interactive elements like rewards.

2. Define

Objective: Establish clear design goals based on user insights.

Identified Pain Points:

- Overwhelming and irrelevant content feeds.
- Lack of a visually appealing, user-friendly interface.
- Limited options for personalization.

Design Goals:

- Create a streamlined, distraction-free platform.
- Incorporate personalization and interactive features to boost user satisfaction.

3. Develop

Objective: Ideate, prototype, and refine solutions.

Core Features Ideated:

- Content cards for concise and visually engaging news updates.
- Quick Reads for easily digestible highlights.
- Gamified quizzes for interactive learning and retention.

4. Deliver

Objective: Finalize the product based on iterative testing and feedback.

Process:

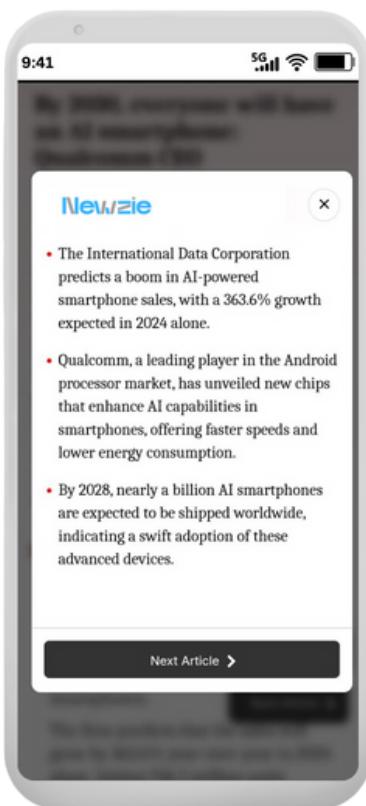
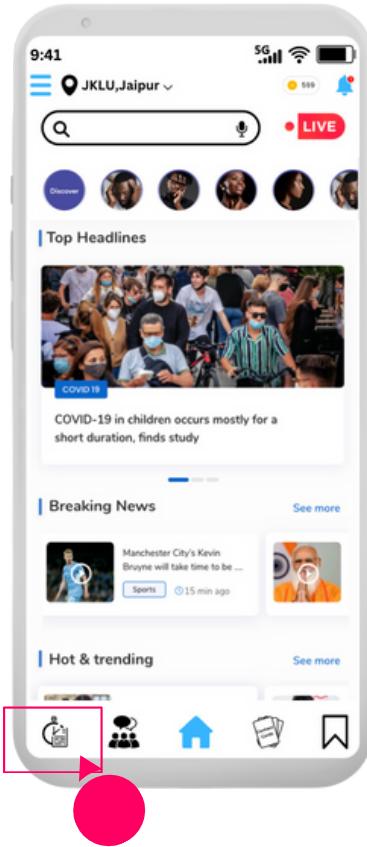
- Developed a visually appealing prototype prioritizing user-friendly navigation.
- Incorporated features like rewards, preference settings, and an interactive referral system

Research Insights

- Mobile-First Consumption:
 - Users spend an average of 5+ hours daily on mobile devices.
 - Most users prefer visually appealing content over text-heavy formats.
- Demand for Personalization:
 - Customized feeds and language preferences improve user retention and satisfaction.
- Interactive Features Increase Engagement:
 - Gamification and rewards systems foster loyalty and consistent app usage.

Ideations

Ideation 1: Quick Reads – Short and Engaging News Summaries



Overview

The Quick Bites feature is designed to deliver concise, engaging news summaries tailored for users with limited time or shorter attention spans. It presents each news item with the headline and a short essence of the story, making it easy for users to quickly stay informed. If users are interested in exploring the full article, they can tap on the "**Read More**" option. Additionally, the feature includes an **AI Summary** option, allowing users to generate a customized, concise summary of the news using AI, enhancing flexibility and user control.

Key Features

1. **Short Summaries:**

- Displays the headline and a brief summary (50-100 words) of the news to provide the core idea.
- Keeps the content concise and easy to skim, ideal for users on the go.

2. **Read More Option:**

- Includes a "Read More" button that allows users to open the full article in a detailed view.
- Ensures users can access the complete context when needed.

3. **AI Summary:**

- Provides an advanced option to generate an AI-crafted, custom summary of the news.
- Perfect for users who want a more personalized and succinct version of the story.

4. **Multimedia Integration:**

- Headlines and summaries are paired with images, videos, or infographics to add visual context.
- Multimedia makes the news engaging and easy to understand at a glance.

5. **Category Tabs:**

- Summaries are organized under tabs like Politics, Technology, Entertainment, etc., for quick and intuitive navigation.

User Flow

• **Headline & Essence:**

- Users land on the home screen and see the news headline with a short summary below it.

• **AI Summary:**

- If users want a quick essence of the full news, they can click the AI Summary button, which instantly generates a brief overview.

• **Read More:**

- Users interested in the complete story can tap the "Read More" button to navigate to the detailed article view.

• **Multimedia Context:**

- *Each summary card includes relevant images or infographics, making it easier to comprehend at a glance.*

Justifications

1. User Preferences:

- Caters to Gen Z's preference for short, visually driven content while providing the flexibility to access detailed stories.

2. Engagement:

- The AI Summary feature adds an interactive element, making the app feel dynamic and user-centric.

3. Efficiency:

- Enables users to consume the most important news quickly, improving their overall experience.

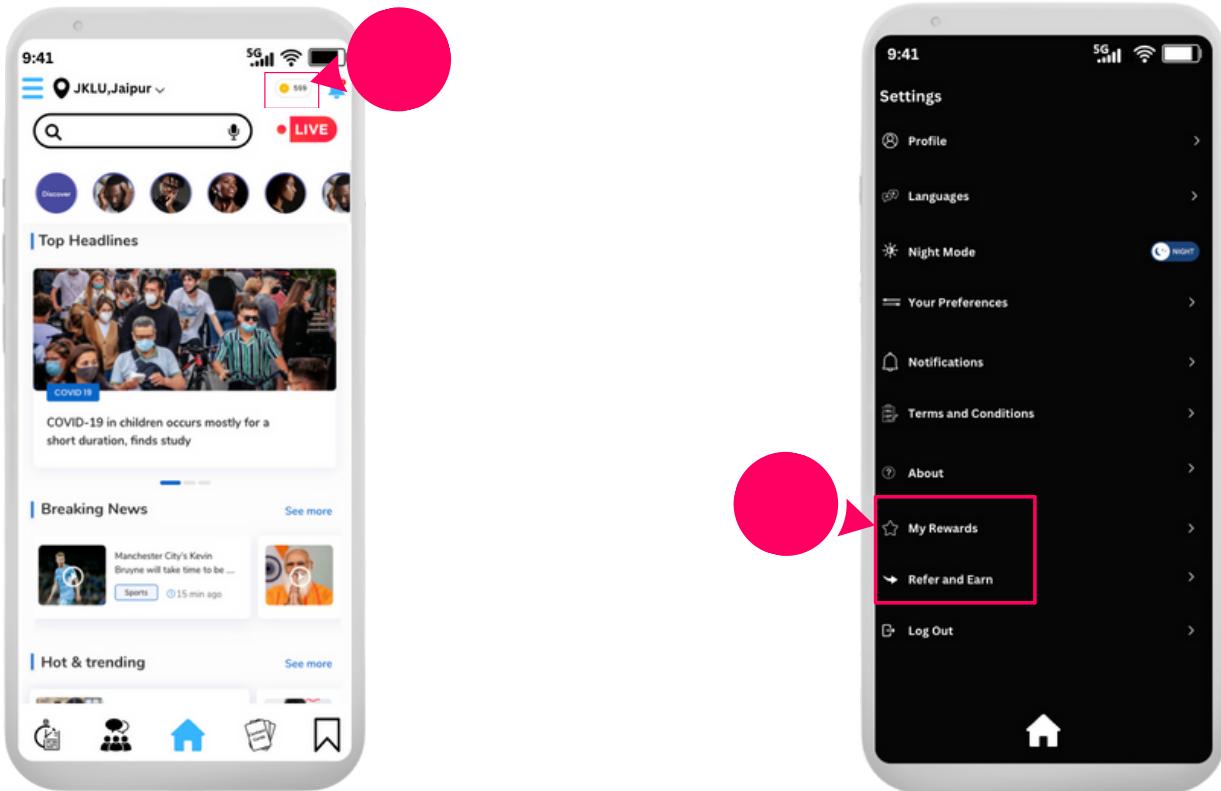
Research-Based Justification

- Surveys indicate that over 65% of Gen Z prefers shorter news formats with visual context.
- Personalized AI summaries increase engagement by 30%, as users feel they have control over how they consume news.

Conclusion

The Quick Reads feature blends brevity, personalization, and interactivity, ensuring users can consume news in a way that suits their lifestyle. With its **AI Summary** and **Read More** options, it transforms the news-reading experience into one that is both efficient and engaging.

Ideation 2: Gamification – Engaging Users Through Rewards and Challenges



Overview

The Gamification feature introduces an interactive and rewarding experience for users, turning news consumption into a fun, habit-forming activity. By incorporating elements such as streaks, badges, and a referral program, the app motivates users to engage regularly while fostering a sense of achievement.

This feature is designed to encourage consistent app usage, enhance user engagement, and promote organic growth through a "Refer and Earn" program. By transforming news consumption into a gamified journey, Nextly keeps the experience lively and dynamic.

Key Features

1. Daily Streaks:

- Users can build streaks by logging in daily and reading articles.
- Streak progress is visually represented, motivating users to maintain their reading habits.

2. Achievement Badges:

- Unlock badges for milestones like "5 Days of News," "First Referral," or "Top Reader of the Week."
- These badges add a sense of accomplishment and encourage continued participation.

3. Reward Points:

- Earn points for actions such as reading articles, completing quizzes, participating in polls, or commenting on news stories.
- Points can be redeemed for in-app rewards, such as exclusive content or features.

4. "Refer and Earn" Program:

- Users earn bonus points or exclusive rewards by inviting friends to join the app.
- Each successful referral strengthens user retention and increases the app's organic reach.

5. Leaderboard:

- A community leaderboard shows top users based on streaks or points earned, adding a competitive edge to the app.

6. Challenges and Quizzes:

- Weekly or monthly challenges encourage users to engage with specific content categories (e.g., "Read 10 articles on Technology").
- Interactive quizzes provide additional points and make learning fun.

User Flow

1. Daily Streaks:

- Users are prompted to maintain streaks via notifications and visual cues on the home screen.

2. Achievement System:

- Users unlock badges and rewards automatically as they hit predefined milestones.

3. Redeem Points:

- A dedicated section in the Rewards Tab allows users to view their points and redeem them for in-app benefits or exclusive content.

4. Referral Program:

- Users can access their referral code in the Profile Section and share it directly via social media platforms.

5. Challenges and Quizzes:

- Displayed as banners on the home screen or in a dedicated "Challenges" section, encouraging participation.

Justifications

1. Increased Engagement:

- Gamification encourages daily interaction, turning passive news consumption into an active, enjoyable process.

2. Habit Formation:

- Features like streaks and challenges promote consistent app usage and foster a habit of staying informed.

3. Social Sharing:

- The referral system drives organic app growth while rewarding users for bringing in new members.

4. Fun and Rewarding:

- Badges and points add an element of fun, making the app experience more engaging compared to traditional news platforms.

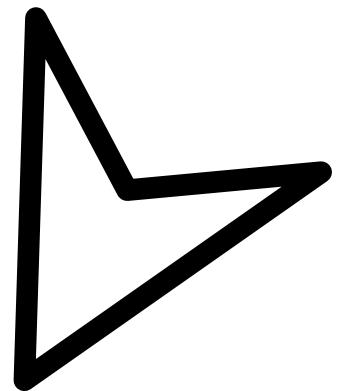
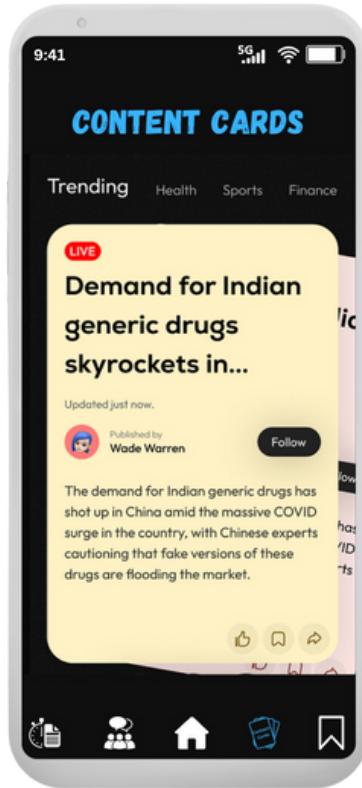
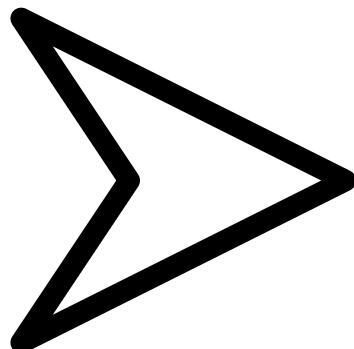
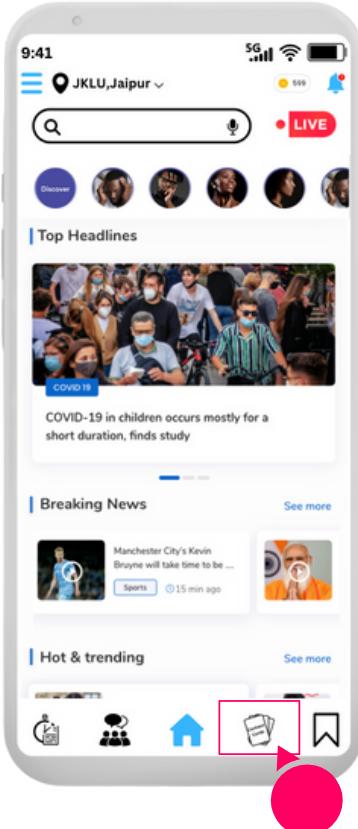
Research-Based Justification

- Gamification increases user retention by 40%, as users are more likely to return to earn rewards and complete challenges.
- Referral programs can contribute to 20-30% of new user acquisitions when implemented effectively.

Conclusion

The Gamification feature makes news consumption fun and rewarding, creating a unique experience that encourages daily engagement, builds user loyalty, and drives organic growth. With its streaks, badges, and referral incentives, Nextly transforms the way users interact with news.

Ideation 3: Content Cards – Organized and Visually Engaging News Display



Overview

The Content Cards feature reimagines how news is presented by organizing information into visually appealing, interactive cards. Each card encapsulates the headline, a concise summary, and rich multimedia elements, creating a dynamic and easy-to-browse layout. Designed with rounded corners and clean typography, the content cards provide a modern, minimalist aesthetic while ensuring the news is easily scannable. Users can tap on the cards to expand them for more detailed articles, enhancing both usability and engagement.

Key Features

1. Headline and Summary Display:

- Each card features a bold headline and a brief summary (50-100 words), giving users an instant understanding of the story.

2. Multimedia Integration:

- Cards include embedded images, videos, or infographics to make the content visually rich and engaging.

3. Interactive Options:

- Users can tap on a card to expand it for the full article.
- Options to like, share, bookmark, or comment are integrated into each card.

4. Category-Wise Organization:

- Cards are grouped by categories like Politics, Technology, Entertainment, and Sports, allowing users to browse their interests quickly.

5. Dynamic Card Refresh:

- As users scroll, cards refresh dynamically to keep the feed updated with the latest news.

6. Personalized Recommendations:

- Content cards are curated using AI based on the user's preferences and reading habits, ensuring relevant stories are displayed.

User Flow

1. Home Screen:

- Content cards appear in a vertical feed, with each card featuring a headline, summary, and multimedia.

2. Card Interaction:

- Tapping on a card opens the full article in a detailed view.
- Users can bookmark the card for later reading or share it on social media platforms.

3. Category Tabs:

- Horizontal tabs at the top allow users to filter content cards by category.

4. Bookmark Section:

- Saved cards appear in the "Bookmarks" section, organized for easy access.

Justifications

1. Efficient Browsing:

- The card-based layout helps users quickly scan through headlines and summaries without feeling overwhelmed.

2. *Visual Appeal:*

- The incorporation of multimedia and clean design makes news consumption visually engaging.

3. *Ease of Interaction:*

- Interactive features like bookmarking and sharing make the content cards more than just static displays.

4. *Personalization:*

- Curated content ensures relevance, increasing user satisfaction and retention.

Research-Based Justification

- Card-based designs improve readability and engagement by 50%, as they chunk information into digestible portions.
- Personalization through AI has been shown to increase user retention by 30%, ensuring users return for more relevant content.

Conclusion

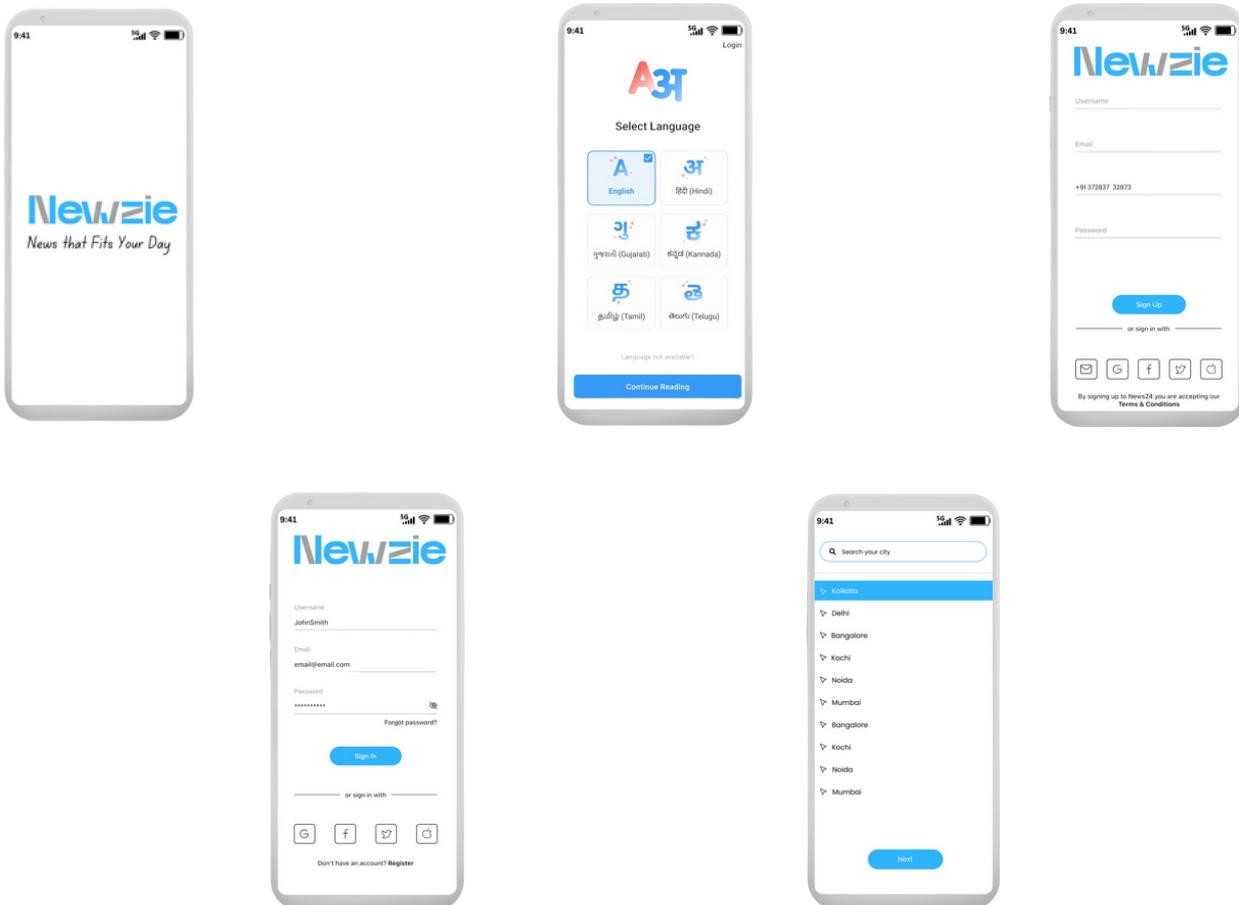
The Content Cards feature enhances the user experience by combining visual appeal, organization, and interactivity. By presenting news in bite-sized, multimedia-rich formats, Nextly ensures users can explore and engage with content seamlessly and efficiently.

Final Product: Newzie

Newzie is designed to deliver an immersive, interactive, and user-friendly news experience for young adults. With personalization at its core, the app incorporates modern elements such as gamification, swipe-friendly navigation, and a clean interface to keep users engaged. Below is the structured flow and feature set of Newzie:

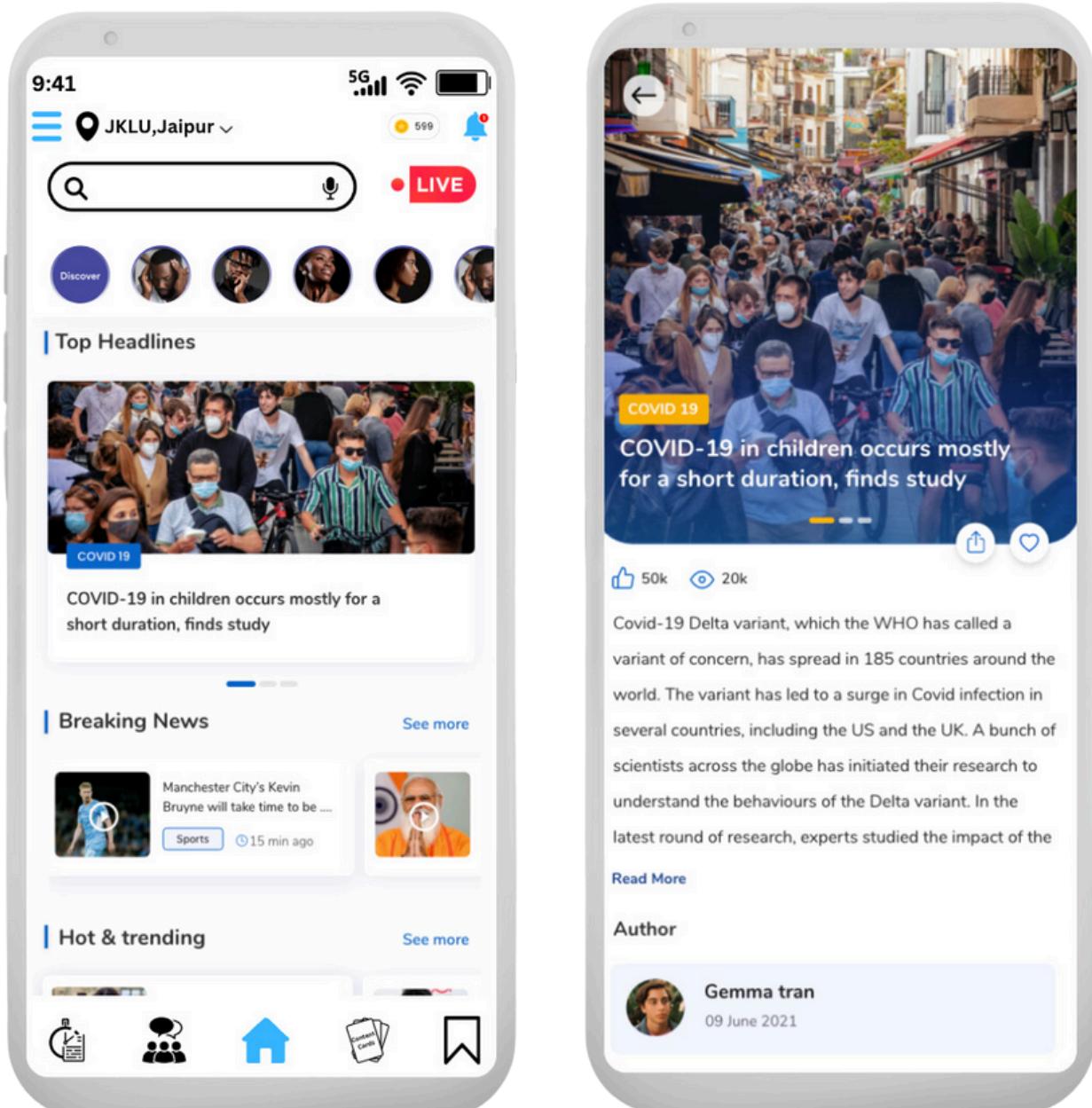
1. Language Preferences and Login/Sign-Up Page

- Language Preferences:
 - On the initial screen, users are prompted to select their preferred languages. This ensures a personalized experience right from the start, breaking language barriers and catering to diverse users.
- Login Page:
 - Returning users can log in using their credentials or social media accounts for quick access.
- Sign-Up Page:
 - New users create accounts by providing their email, username, and password.
 - Options for social media logins simplify the process.
 - This page emphasizes security and personalization to enhance user trust and satisfaction.



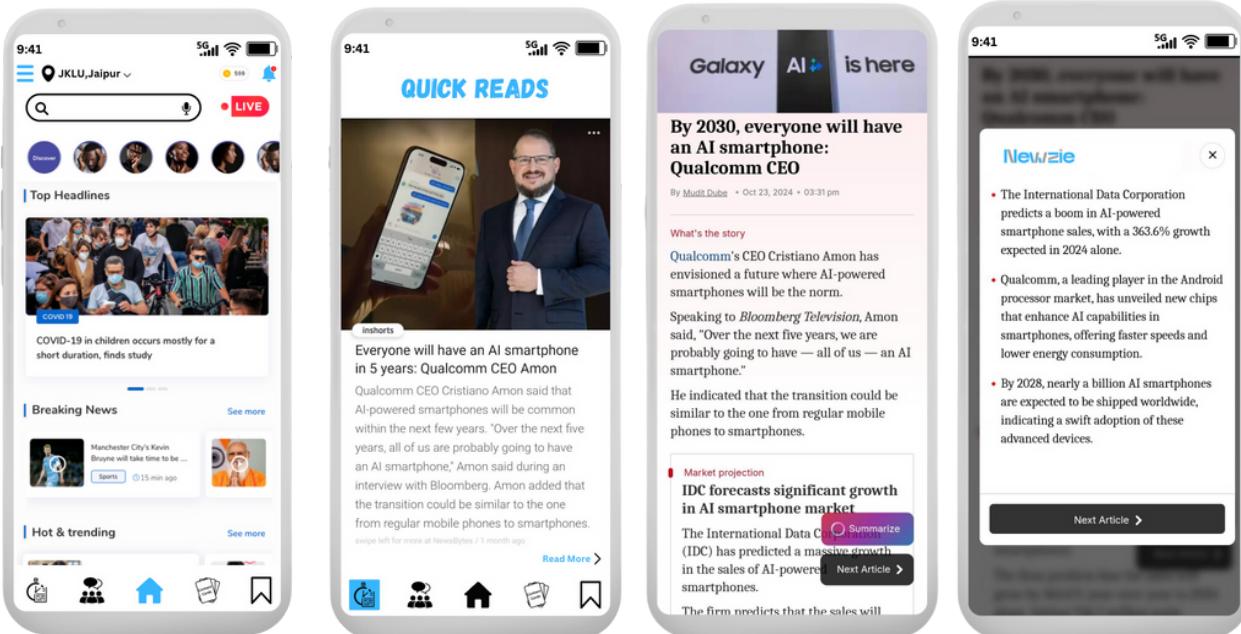
2. Home Page

- Overview:
 - The home page acts as the central hub for all news content.
 - Users are greeted with curated news feeds based on their selected preferences and engagement patterns.
- Navigation:
 - Categories such as For You, Trending, and Technology are displayed in an easily navigable tab layout.
- Interactive Features:
 - Users can interact with news items using icons for likes, comments, sharing, and bookmarking.



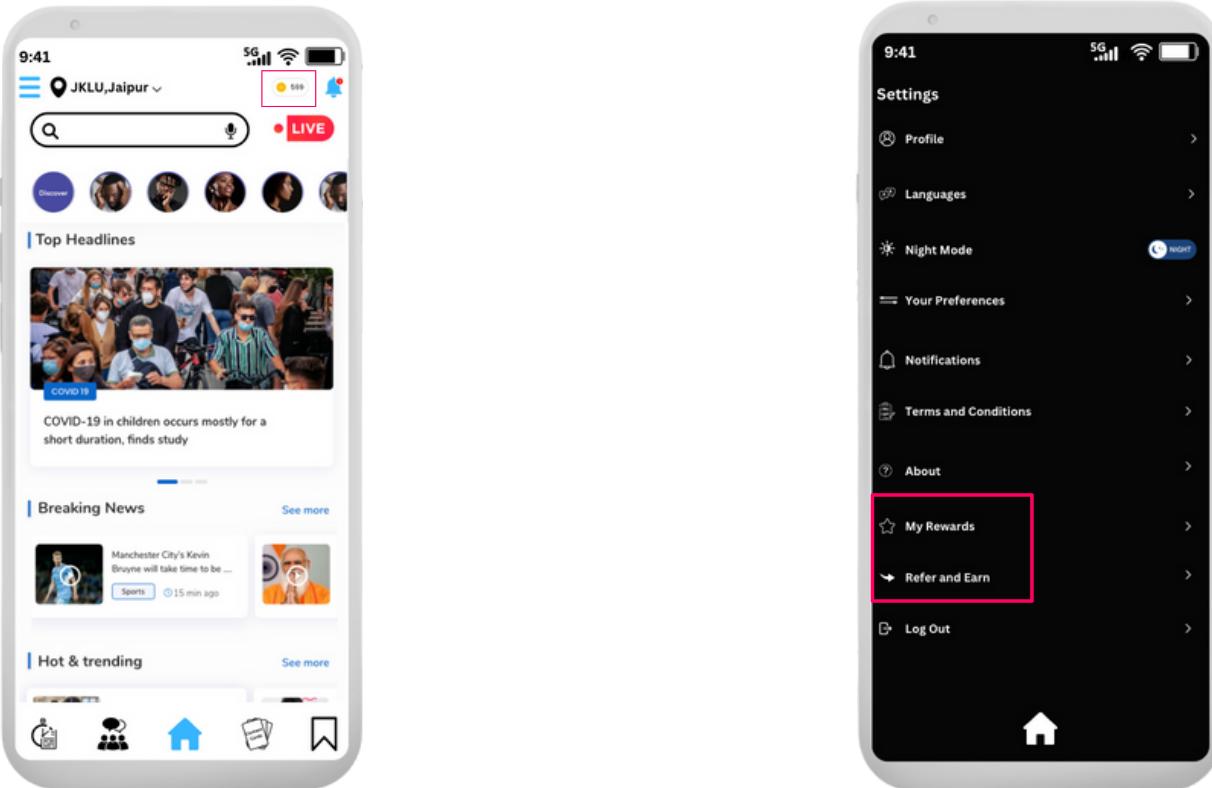
3. Quick Reads Page

- Concept:
 - Designed for users who prefer consuming news in short snippets, this page presents Quick Reads — concise headlines with a "Read More" option for detailed information.
- Navigation:
 - Swipe functionality allows users to seamlessly browse through quick bites, making the experience fast and engaging.
- Interactive Design:
 - Each snippet includes a thumbnail image and a brief summary, encouraging users to dive deeper into the stories that catch their interest.



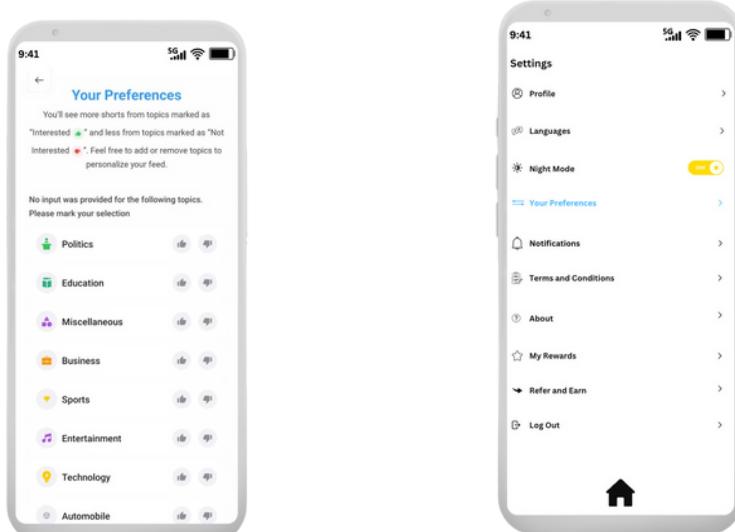
4. Gamified Quizzes Page

- Engaging Users with Gamification:
 - This page focuses on making news consumption fun and interactive through quizzes.
- Daily and Trending Quizzes:
 - Users can participate in quizzes based on daily news or trending topics.
 - Quizzes are gamified with a rewards system, offering points for correct answers and participation streaks.
- Rewards and Leaderboards:
 - Points earned can be redeemed for app perks, premium content, or badges displayed on user profiles.
 - Leaderboards foster healthy competition among friends and the broader user community.



5. Preferences Page

- Customization Options:
 - Users can manage their content preferences, selecting topics and categories of interest such as sports, entertainment, politics, or local news.
 - Options to adjust notification settings (e.g., breaking news alerts, quiz reminders) are available.
- Enhanced Personalization:
 - AI-driven recommendations are updated based on user preferences and engagement patterns, ensuring relevant content.



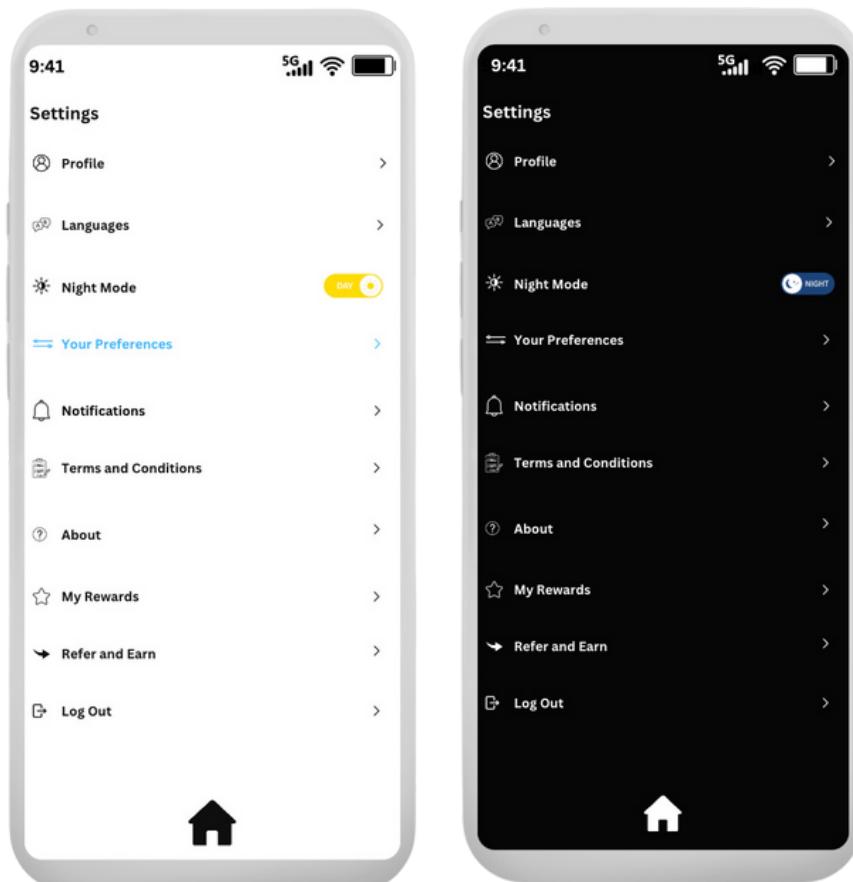
6. Profile Page

- User Identity:
 - Users can personalize their profiles with profile pictures, usernames, and bios.
- Activity Tracking:
 - A summary of saved articles, completed quizzes, and earned rewards is displayed.
- Social Connectivity:
 - Options to connect with friends or share achievements, like quiz scores or badges, on social platforms.



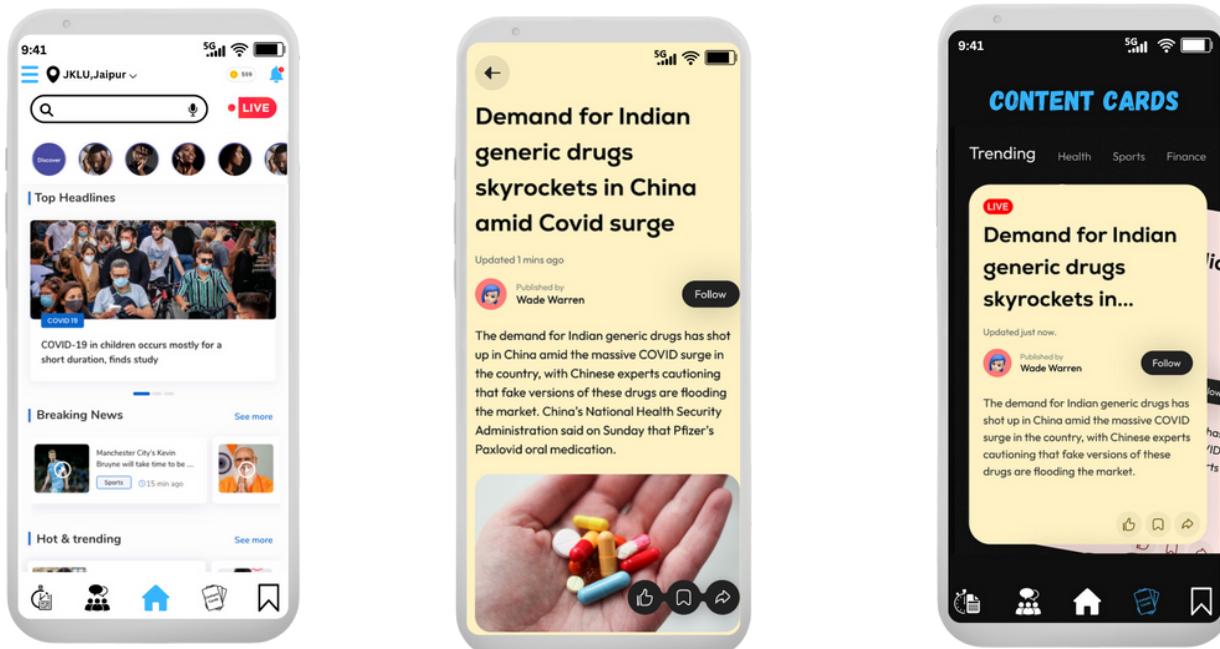
7. Settings Page

- Dark Mode:
 - A toggle for dark mode allows users to switch between light and dark themes for improved readability and eye comfort.
- App Settings:
 - Users can manage language preferences, notifications, and account security.
- General Information:
 - Sections for Terms and Conditions, About Newzie, and a Log Out option are also present.



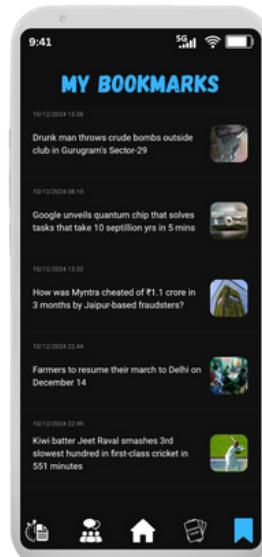
8. Content Cards Page

- Card-Based News Presentation:
 - News is presented in a visually appealing card layout, making it easy for users to skim through stories.
 - Each card includes:
 - Headline for quick understanding.
 - Thumbnail image or short video for context.
 - Publisher name and publication time for credibility.
 - Users can swipe between cards or tap to view the full article.
- Interactive Features:
 - Cards allow actions like liking, sharing, commenting, and bookmarking.



9. Bookmarks Page

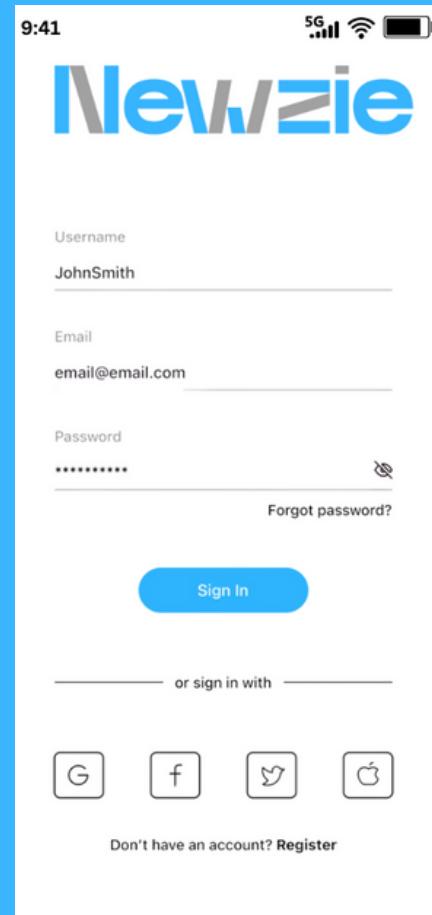
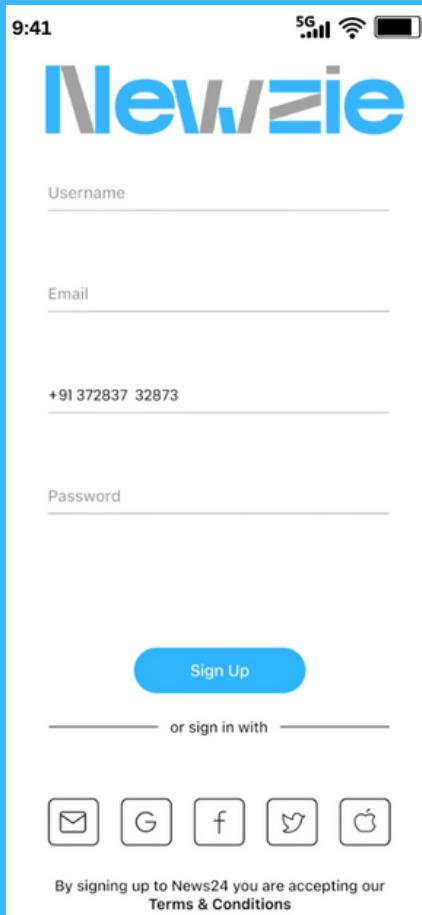
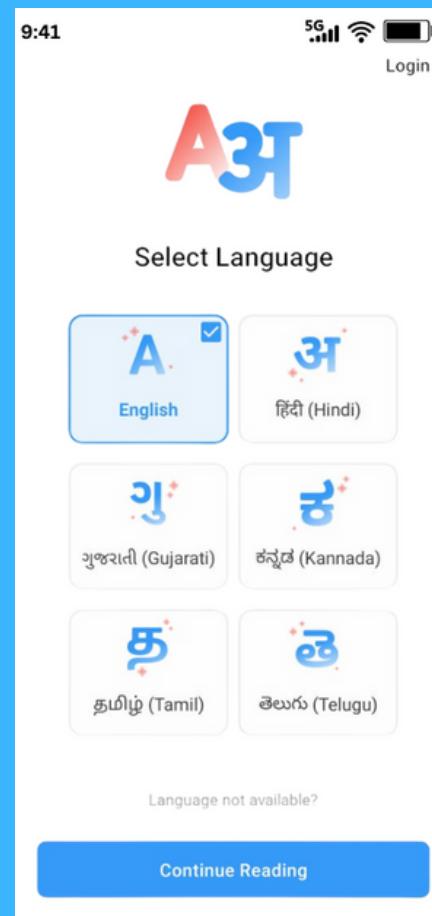
- Saving and Revisiting Content:
 - Users can bookmark articles or videos they find interesting with a single tap.
- Organized Display:
 - The Bookmarks section categorizes saved content, showing thumbnails, headlines, and publication times for easy retrieval.
- Managing Bookmarks:
 - Options to remove bookmarks or directly share them with others are provided.

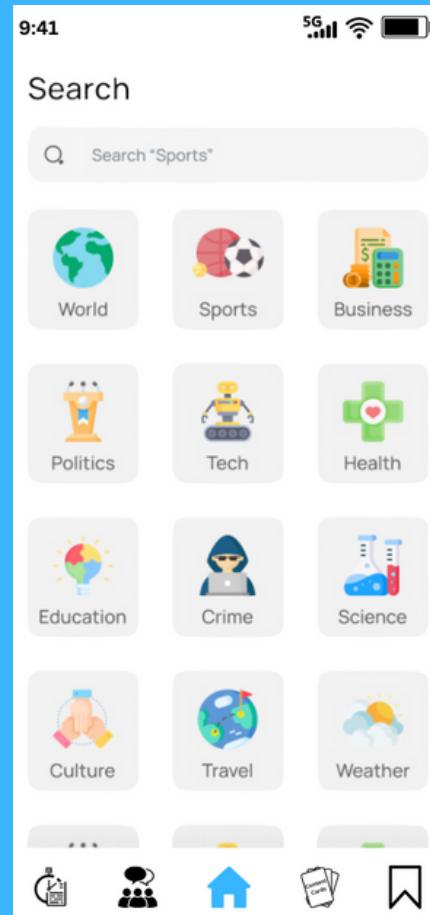
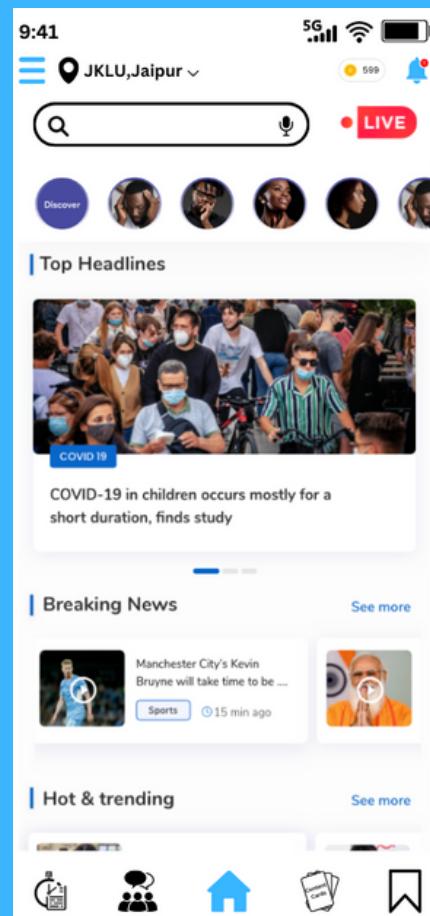
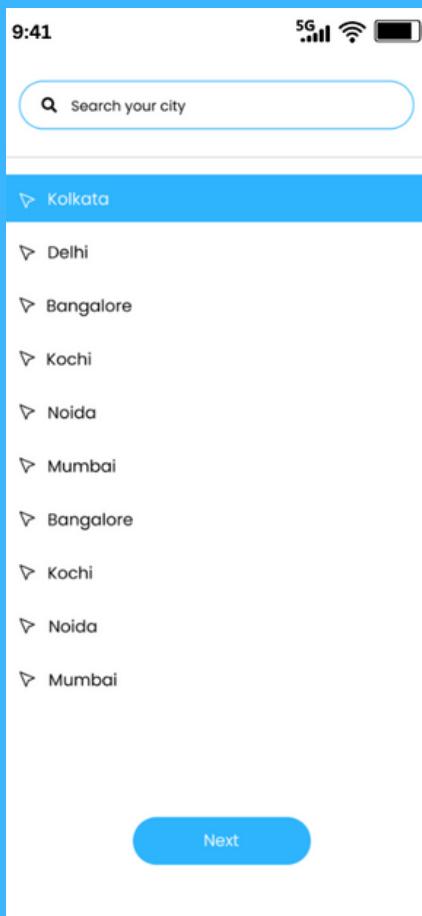


Design Philosophy

Newzie emphasizes:

1. Simplicity: A clean, intuitive design ensures users can navigate effortlessly.
2. Engagement: Gamified elements like quizzes and rewards encourage regular interaction.
3. Personalization: AI-powered features tailor content to user preferences.
4. Accessibility: Support for multiple languages and formats (text, video, and infographics) makes the app inclusive.
5. Credibility: Verified sources and publisher transparency ensure users can trust the content.





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QUICK READS



inshorts

Everyone will have an AI smartphone in 5 years: Qualcomm CEO Amon

Qualcomm CEO Cristiano Amon said that AI-powered smartphones will be common within the next few years. "Over the next five years, all of us are probably going to have an AI smartphone," Amon said during an interview with Bloomberg. Amon added that the transition could be similar to the one from regular mobile phones to smartphones.

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Galaxy AI is here

By 2030, everyone will have an AI smartphone: Qualcomm CEO

By [Mudit Dubey](#) • Oct 23, 2024 • 03:31 pm

What's the story

Qualcomm's CEO Cristiano Amon has envisioned a future where AI-powered smartphones will be the norm.

Speaking to *Bloomberg Television*, Amon said, "Over the next five years, we are probably going to have — all of us — an AI smartphone."

He indicated that the transition could be similar to the one from regular mobile phones to smartphones.

Market projection

IDC forecasts significant growth in AI smartphone market

The International Data Corporation (IDC) has predicted a massive growth in the sales of AI-powered smartphones.

The firm predicts that the sales will

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The International Data Corporation predicts a boom in AI-powered smartphone sales, with a 363.6% growth expected in 2024 alone.

- Qualcomm, a leading player in the Android processor market, has unveiled new chips that enhance AI capabilities in smartphones, offering faster speeds and lower energy consumption.
- By 2028, nearly a billion AI smartphones are expected to be shipped worldwide, indicating a swift adoption of these advanced devices.

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