

**Title:** News App Competitive Landscape

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**Background:** The purpose of this exercise is to find the pros and cons of different news outlets that are available to the public. The general consensus has been that news has been around for a long time with very little disruption in the industry.

**Goals:** Differentiate between what current news outlets do well vs. do poorly. Times Munch endeavors to create an app that can revolutionize/disrupt the way news is delivered all over the world!

**Research Questions:**

1. What is the most widely used news app?

2. Is a mobile app the way people prefer to read news?

3. Do people believe there are sufficient news apps that meet their needs?

4. What do people look for in a news app?

5. What is the average time a user spends reading a news story?

**Methodology:** Users should be prepared for an app that is going to completely change the way news is delivered. It will contain news that is relevant to the user. For example if the user does not care about sports, then there will be no sports news displayed for them. They will be able to set a “likeness” level (1 to 5) to different sections. Like 0 for sports but maybe a 5 for Politics.

**Participants:** Target audience will be users that possess smartphones that have access to an app store; Google Play Store or Apple App Store. We are estimating our users will have a wide range, from 18 to 50 years old.

**Schedule:** Final version of the app will be turned in and presented on Friday, March 11. The week of March 7 will consist of the team creating a paper prototype and use the POP app to make the prototype come to life. This will be followed by extensive user testing to make sure we are appealing to a mass audience. Then the team will write pseudo code so we know what elements to tackle. It will also create an efficient workflow and avoid merge conflicts with using Git.

**Script:** 1. *Topic* - Current news habits; *Question* - How do you currently read or learn about the news?

2. *Topic* - Time spent on digital mediums Vs. time actually spent reading content; *Question:* Does the variability and/or number of articles that readers consume increase with how long they remain on one website/app?

3. *Topic -* Mediums through which foreign countries deliver news; *Question:* If you live outside the USA, what are the different outlets you have available to you to get news? And moreover “unbiased” news?

4. *Topic -* The credibility/legacy of news companies that have been around for ages; *Question:* Does the social/legacy reputation of different publications -- print and digital -- impact reader demographics?

5. *Topic* - Societal responsibility of news media institutions to maintain checks and balances on privacy Vs. civil liberties debate as well as a public record of historical data; *Question:* If credible news institutions ceased to exist, what would be the impact on freedom of information availability and regulation of federal overreach?