

## **Project Name**

NewsMe

## **Team Members**

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## **Elevator Pitch**

NewsMe is a mobile application that helps users to get the different types of timely information related to plastic models and figures they each need more efficiently by collecting and pushing news and posts made by individual accounts to the user from various social media platforms, which are also set by user him/herself, into just one application on their phones.

## **Detailed Explanation**

The brief introduction written in Elevator Pitch section is probably not enough to explain how this application differs from any other mainstream news pushing applications, therefore I am providing detailed explanation here in this section.

I am interested in making plastic models (mostly related to Gundam, Evangelion, and many other machineries appeared in Japanese science fiction works), therefore I always pay attention to the new product trends of some big model manufacturers, including Bandai, Kotobukiya from Japan, and Hot Toys from Hong Kong, China.

For sure, all of these manufacturers have their own official accounts on mainstream social media platforms and post their official announcement of their new products in time.

Here's one example showing Bandai announcing the package design of one the models that has scheduled to be released on Saturday, September 11<sup>th</sup>, 2021 (they also mentioned in this tweet that this product has been scheduled to be re-produced in November 2021 and January 2022):



BANDAI SPIRITS ホビー事業部  
@HobbySite

【パッケージ初公開！】  
「RG 1/144 Hi-vガンダム」  
9月11日（土）発売予定！

発売間近となるハイニューガンダムの  
パッケージを初公開！  
詳しくはコチラ  
[bandai-hobby.net/item/4475/](https://bandai-hobby.net/item/4475/)

次回、再生産予定月は11月、1月となります。  
再生産の詳細はコチラ  
[bandai-hobby.net/news/detail/29...](https://bandai-hobby.net/news/detail/29...)  
#ガンブラ #ガンダム

Translated from Japanese by Google

[Package first public release! ]  
"RG 1/144 Hi-v Gundam"  
Scheduled to be released on Saturday, September  
11th!

The high new Gundam package, which is about to be  
released, is unveiled for the first time!  
Click here for details  
[bandai-hobby.net/item/4475/](https://bandai-hobby.net/item/4475/)

The next scheduled reproduction month will be  
November and January.  
Click here for details on reproduction  
[bandai-hobby.net/news/detail/29...](https://bandai-hobby.net/news/detail/29...)  
#ガンブラ#ガンダム



2:00 AM · Sep 1, 2021 · MarketingSuite

5,222 Retweets 650 Quote Tweets 11.1K Likes

(source: <https://twitter.com/HobbySite/status/1432976616699744261>)

Here's another example of Hot Toys announcing one of their newest Iron Man figures:



(source: <https://twitter.com/hottoysofficial/status/1415596815718682630>)

These are examples showing how model manufacturers can announce product updates properly. However, in general cases, manufacturers do a variety of things that are not convenient for users/players to gather useful information.

Here's an example of how Bandai advertises a limited production product in a very inefficient way:



プレミアムバンダイ【公式】  
@p\_bandai

【本日13時ご予約開始】  
「エヴァンゲリオン初号機」が『シン・エヴァンゲリオン劇場版』をイメージしたカラーリングでRGキット化☆  
「カシウスの槍」と専用ハンドパーツも付属♪

「RG エヴァンゲリオン専用拘束兼移動式射出台セット」もご予約開始！  
#エヴァ #シンエヴァ 🌸  
[Inky.jp/yHfUCDn](https://inky.jp/yHfUCDn)

Translated from Japanese by Google

[Reservation starts at 13:00 today]  
"Evangeline Unit 1" is made into an RG kit with coloring inspired by "Shin Evangelion Theatrical Version"☆  
"Casius Spear" and special hand parts are also included ♪  
  
"RG Evangelion exclusive restraint and mobile injection stand set" is also available for pre-order!  
#エヴァ #シンエヴァ 🌸  
[Inky.jp/yHfUCDn](https://inky.jp/yHfUCDn)



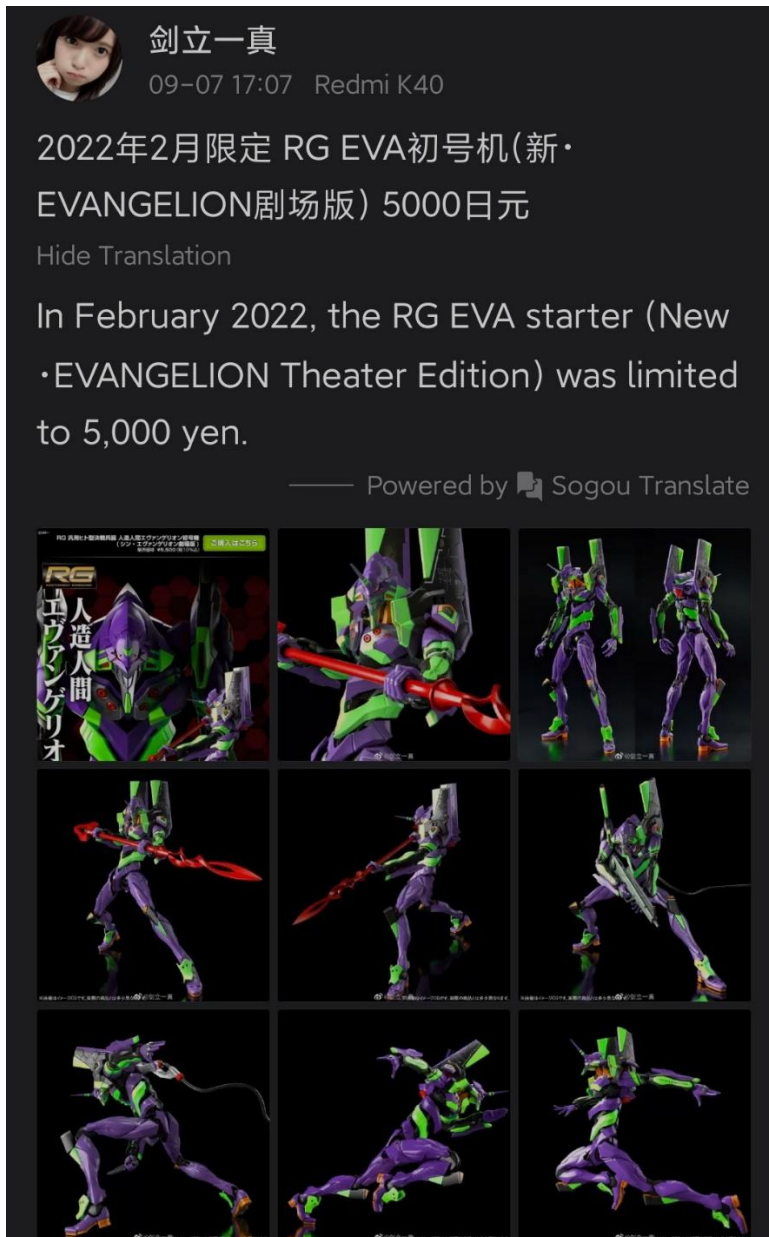
9:50 PM · Sep 7, 2021 · MarketingSuite

141 Retweets 24 Quote Tweets 383 Likes

(source: [https://twitter.com/p\\_bandai/status/1435450328674041857](https://twitter.com/p_bandai/status/1435450328674041857))

In this tweet, you can see a single picture that only provides a rough description, while more details of the product have to be viewed by clicking on the link attached to the tweet. This is so inefficient compared to the previous examples that provided both product descriptions and multiple detailed images of the product.

In this case, on the contrary, information posted by personal accounts like second-hand intelligence providers are more effective in allowing users to gather the information they need. Here's the information provided by personal account on a Chinese social media platform:



(source: [https://share.api.weibo.cn/share/249500081.html?weibo\\_id=4679050490806880](https://share.api.weibo.cn/share/249500081.html?weibo_id=4679050490806880))

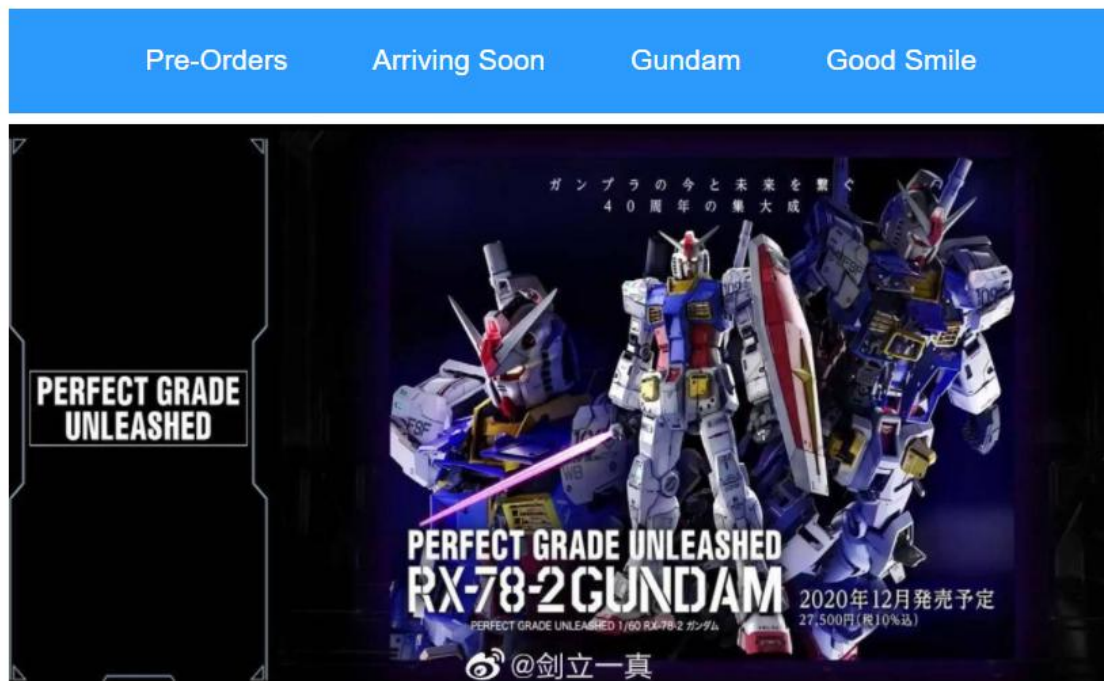


You can also notice from here that the information posted by the personal account was almost 5 hours earlier than the one posted from the official account, because these personal accounts spend a lot of effort to dig the latest news entered on the office website server, thus achieving the result of releasing product information timelier than the official.

Fun fact: even some U.S. reservation/sales sites are using such personal accounts on Chinese social platforms as their primary source for receiving timely information. Here's screenshot I took on October 7<sup>th</sup>, 2020. This site started a reservation for a product that has not been announced by the official account on twitter yet at that moment, but has been released to some people who had priority preview access (this is a typical Japanese marketing technique) and was reposted on Chinese social media platform promptly.



**We Are Open and Shipping Orders!**



Check the watermark in this screenshot. This site is citing the same personal account I mentioned from the last screenshot.

Therefore, in order to get more timely information together with higher information extraction rate, users have to follow plenty of personal accounts other than the official ones by logging into various media platforms using different applications. As a result, users are spending too much time using various social apps to browse various accounts, just to get the little information they really need, which is exactly why I came up with the idea of collecting and pushing all kinds of information that users actually need in a timely manner through just one single application.

### **Target User Group**

Since the application is for people interested in plastic models and figures, I intend to work with everyone around me that shares the similar hobby/interests, but just need to make sure that everyone's needs for information are as different as possible. I will recruit them via my friends list on social media platforms.

### **Versions**

I am working on my own so there's no extra prototypes representing different approaches to solving my problem needed to be produced.

### **How This Project Meets the Theme**

This application will collect users' mainstream browsing topics and even the source information platforms that are cited the most as useful information, in order to better prioritize future citations from source information platforms and provide them as suggestions to new users who just started this hobby but don't know what accounts from what social media platforms to follow.

### **Interaction Design Challenges**

- 1) Setting up a focus group by having users manually enter certain specific information posters from multiple social media platforms or by having them provide their existing social media accounts and passwords directly.
- 2) Helping users pre-set their preferred news and topics with a relatively simple guiding process.
- 3) Showing users the collected news all at once on a phone screen.
- 4) Collecting data for overall analysis without overly violating users' privacy.