



# SCMP Jarvis

Mobile assistant for news browsing

Alan Yeung (tech)

# Understanding the situations

Digital/Printed of news

Audio news  
(Radio, Youtube channel  
video)



Audiences cannot free their hands and  
visual attention



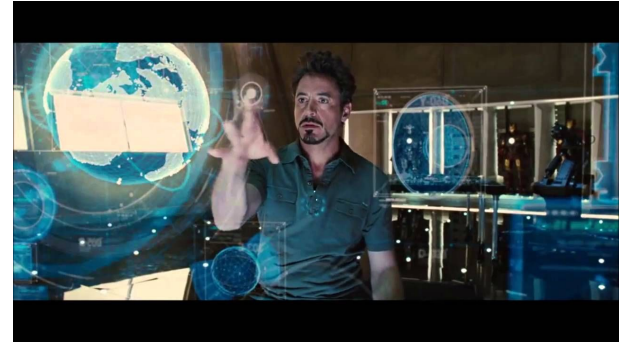
Lack of customization

- Sacrifice volume & variety contents
  - Only headlines, top stories included
- Select contents manually
  - section/category jumping
  - reading news one by one
  - replay particular news



## Understanding the needs & target audience

**Multitasking** is very common among busy Hong Kong people



Let me  
help you  
sir



Jarvis got Tony's back

# Can SCMP get our audiences' back?

Solution? Idea?



New product?  
Improvement of existing SCMP apps?



# What is Jarvis?



- Mobile apps assistant
- **Playing audio format of digital news**
- Support voice navigation command
- Text version also provided
- Could be the improvement of the existing SCMP app.

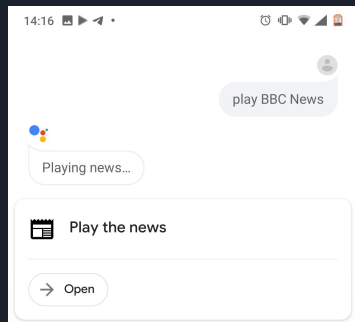


# Demo time

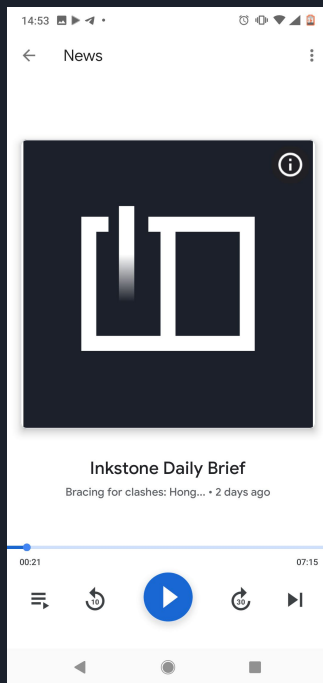


# Existing product / services comparison

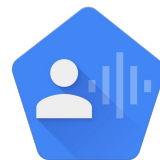
## News with the Google Assistant



- Ask google assistant to open news sources and play audio news
- Only the latest news
- No customization
- Preselected contents



## Google Voice Access



- Speaking the number of field as command, UI will help user to tab & navigate
- Still need users' visual attention
- Does not text-to-speech feature





# Benefit for SCMP and audiences

01

Better user experience (UX) for existing audiences

- Handsfree news browsing-> Convenience
- Keeping access great variety & volume of audio news

02

Attract new users

- Provide them a new option/pattern of news reading
- Help them to build a habit of reading news



May improve  
MAU  
figures?





# Benefit for SCMP and audiences

03

New source of revenue

- Short audio promotion
- Listen promotion to earn free quota of audio news

04

Understand the users better

- Data may be extract from audio, e.g. gender, age, news preferences
- Content recommendation



## Q&A section

# Appendix A: How does Jarvis work?



Busy user

1 Jarvis, show me the sections

3 Which section?

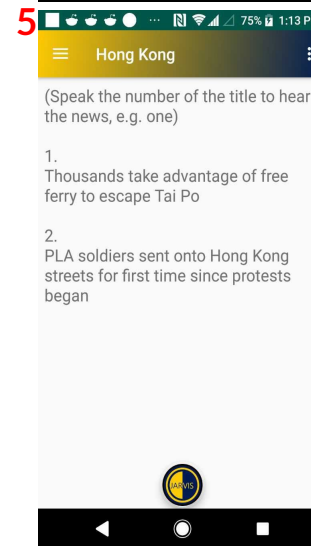
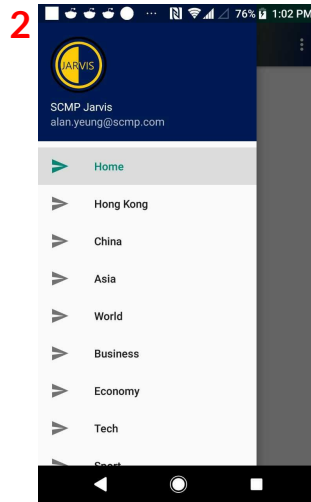
4 Hong Kong (China/ World/...)

6 There are 2 news in Hong Kong section.  
News 1 title is ...  
News 2 title is ...  
Which one you want me to read?

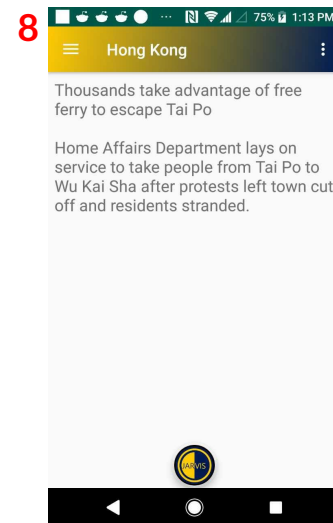
7 One (two/all/...)

Title: Thousands take advantage of...









9 Content: Home Affairs Department lays on service...



Scmp Jarvis



## Appendix B: Market research

Service name	Features	Compare with Jarvis
Apple Siri 	Similar to News with the Google Assistant. Voice command for live radio	✗ Control the reading flow (Different market positioning)
Siri Shortcuts 	Using voice command to trigger shortcuts to news website	✗ No audio news support ✗ Difficult to set up
Apple daily video New York times  	Video news	✗ Voice command/navigation
Bloomberg 	Video & audio news	✗ Voice command/navigation
New York times + Google voice access  	Video news with voice command/navigation	✗ Visual attention is needed to do the navigation
@Voice Aloud Reader (Text-To-Speech Reader) 	Translate text to audio	✗ Copy the text from news sources manually ✗ Repeat the progress every single time



## Appendix C: Improvement space

Analysis audio data from user (by using machine learning)

Expand to other SCMP service (e.g. SCMP cooking)

Connect with SCMP backend content resources API (if any)