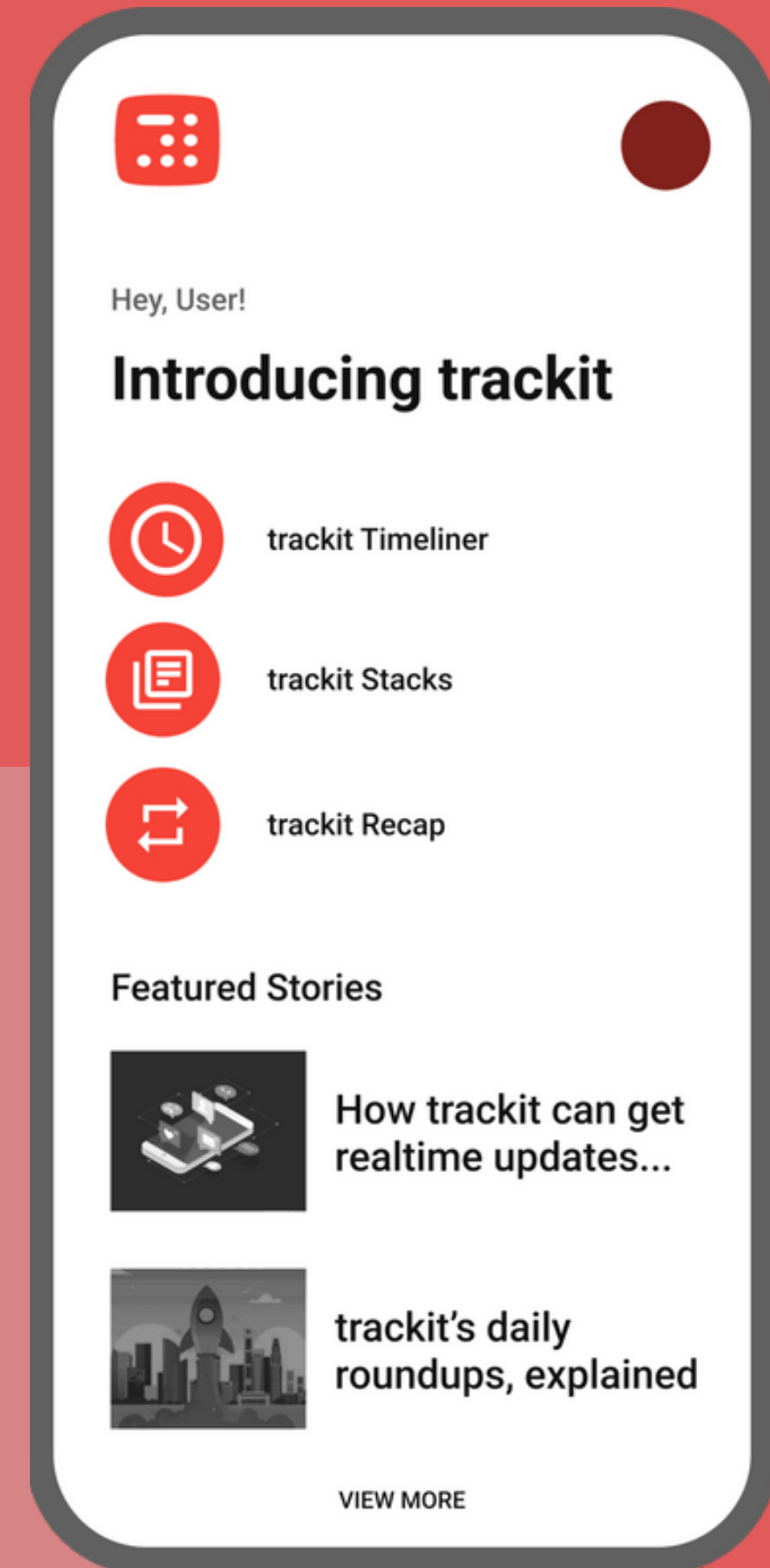




Enhancing Gen Z's news
consumption experience via
inshorts



The Problem ?

Problem

Ideation

Solution

Landing page

Metrics

Potential Pitfalls

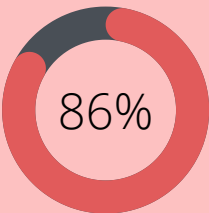
→	Providing comprehensive insight to Gen-Z users on trending current affairs
but	the information needs to be dynamic because of the users' fast-paced lives
to	decrease their dependency on less credible sources

BACKGROUND

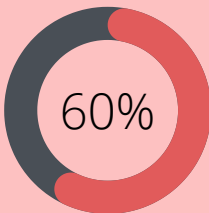
- Gen Z users overly rely on social media for news consumption - popularity in Instagram, Twitter and Facebook
- Why: People do not want to work hard to get news + higher user count already present on these platforms
- News is easily accessible, but randomly distributed, and user bears the risk of being misinformed (in addition to it being polarized)

PROBLEM VALIDATION

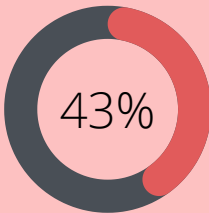
- 5 Inshorts users, within the age group 17-22, were interviewed
- A survey of 42 users was conducted whose backgrounds range from "currently studying" to "working in various industries"



people use **social media** as their primary source of news consumption



people feel whatever information they consume through these platforms is **unreliable and opinionated**



people feel there is a lack of **background information & context** on the topics they're reading about

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200 M

GEN-Z with internet access

79% of them wish to read short and summaried news which can be redirected to full length articles (current inshorts format)

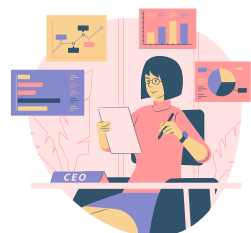
USER PERSONA



"The Russia-Ukraine war is awful! But what actually happened between the two countries?"



"I wanna see what's going on in the Apple event but which creator should I follow on twitter?"



"I am so tight on schedules these days that I feel left out of everything that is happening around."

PROBLEMS IN CURRENT PARADIGM

- People end up consuming news in the middle of a progressing event, often lacking context about how a particular event started and its causes
- Social media algorithms boost old posts while browsing, resulting in the user consuming outdated content and skewing the timeline of the events in their mind
- Users need to manually follow specific news media accounts which limits their exposure

INSHORTS' EXISTING COMPETENCIES

- Robust algorithm for traversing news information across web and condensing it in a 60-word brief.
- Information sourced from authentic and credible sources.
- Wide variety of information content available.

Proposed Solutions



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Solution 1

Inshorts Stories

Editor's choice topics which shall have everything the user needs to know about the latest contemporary events in video format

Pitfalls

Youtube already has plenty of video content available which makes user conversion difficult, more so, with limited topics offering

Solution 2

Inshorts trackit

Algorithm driven feature which provides background information about the topic which the user is currently reading

Pitfalls

If the algorithm is not implemented correctly, might miss out on some relevant information while summarising

Solution 3

Inshorts Community

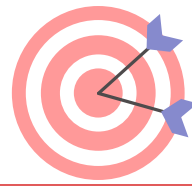
Community based system where users will be rewarded with redeemable points for getting maximum upvotes by commenting relevant info on a short

Pitfalls

Information in the comments is unreliable and most likely to be opinionated - resulting in comment wars

	Impact (on user) (1-5)	Novelty Factor (1-5)	Engineering Effort (1-5)	Operational Effort (1-5)	Score $\frac{(\text{Impact} * \text{Novelty Factor})}{(\text{Eng. effort} + \text{Op. Effort})/2}$
Stories	3	2	3	4	1.714
trackit	4	4	4	2	5.33
Community	3	3	3	2	3.6

-> trackit comes out to be the best solution. It also will be able to leverage inshorts' existing competencies.



Two notable traits of Gen Z which trackit caters to:

- Increased indulgence for in-depth discussions with their peers about their common topics of interest.
- Consuming fast-paced dynamic information of the wide horizontal breadth of topics.

Current offering of inshorts & how trackit aims to improve:

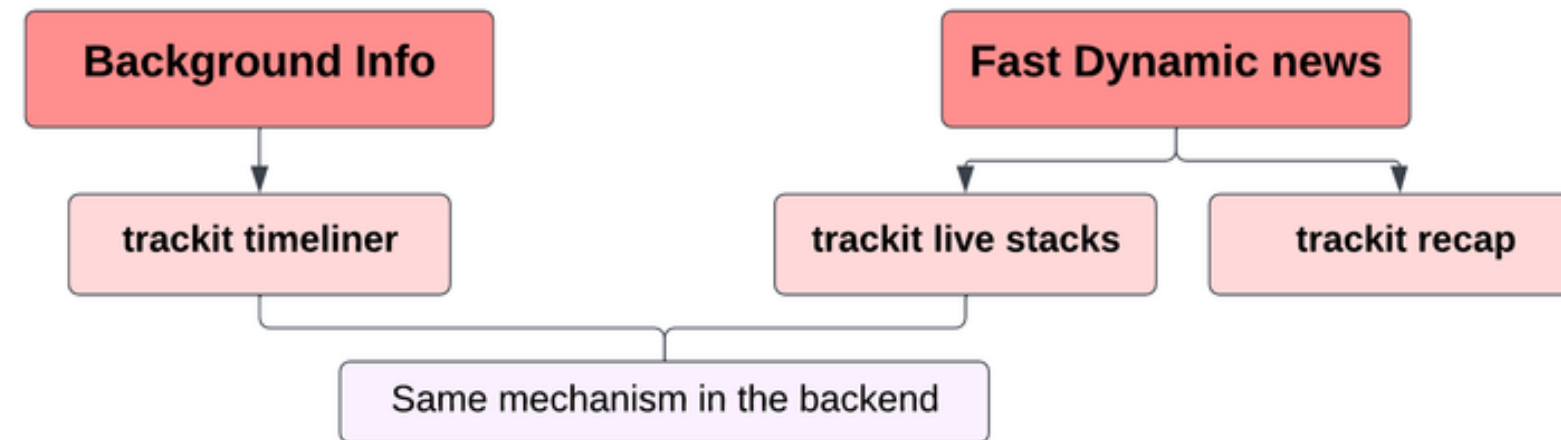
inshorts

- Increased indulgence for in-depth discussions with their peers about their common topics of interest

trackit

- Provides background information & context
- Improves the current methods of dynamic news deployment

Features within the solution:



trackit timeliner

How it works?

A button on the bottom-left of the shorts page that flips the short upon clicking and reveals the timeline of the major events which occurred preceding the latest news piece. *For e.g. Making it easier to track each development in Russia's invasion of Ukraine in a well curated timeline format*

trackit live stacks

How it works?

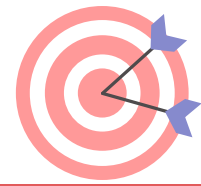
Dynamically changing real-time shorts get automatically updated every few seconds which make inshorts the go-to app to follow live events and decreases users' reliance on social media. *For e.g. Enabling the user to follow Apple's live events*

trackit recap

How it works?

A news-roundup feature that provides quick dose of information to the user twice a day bringing the busy Gen Z up to speed with the most engaging headlines with an option of hearing the news using a text-to-speech engine

The Solution



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trackit Timeliner

Updates: The Ukraine-Russia War
Latest: 18 March, 2022

1867: Russian empire banned the public use and study of Ukrainian (Little Russian)

1917: Collapse of Russian monarchy - Rise of Ukrainian National Republic

1918: UNR declared independence
After the Bolsheviks took power in Moscow, the UNR declared independence in January 1918. However this independence was shortlived because the main battlefield of the civil war in post-imperial Russia was in Ukraine. The entire civil war resulted in the death of 15 million people.

SWIPE TO READ MORE

1932: Holodomor famine killed 4M Ukrainians

1941: Organization of Ukrainian Nationalists (OUN) sided with German forces

SCROLL

Complete background information about the topic

User can click the arrow to read the inshort-style summary

The user gets to read full-length articles if he long presses on the article headline

Value Proposition

User gets complete context and in-depth knowledge of topics which they browse on the app.

• Live - F1 at Monza 2020
• 6:30 PM : Lewis Hamilton overtakes Max Verstappen at turn 3
• 6:29 PM : Gasly sets the fastest lap of the race
From trackit LiveStacks

• Live - Apple Event, Cupertino
• 6:30 PM : Apple unveils the iPhone 13 in 4 brand new colours
• 6:29 PM : Apple releases the fastest ever ARM processor - M1
From trackit LiveStacks



India's forex reserves decline by \$9.6 bn in biggest weekly drop in 2 yrs

India's foreign exchange reserves declined by \$9.646 billion to \$622.275 billion in the week ending March 11, marking its biggest weekly drop in nearly two years, data shared by the Reserve Bank of India showed. The decline was on account of a fall in foreign currency assets (FCA), a major component of the overall reserves, which decreased by \$11.108 billion.

swipe left for more at The Print / few hours ago

SCROLL

Multiple **stacks** of livestream of different genres

User being able to view shorts while following live events

Value Proposition

Users are provided with continuous engagement during the intervals between timely live updates.

trackit Recap

Daily Updates:
Latest: 18 March, 2022

RBI directive against Paytm's payment bank

Ebiz botched up high-profile acquisitions and faces several lawsuits

Zomato joins hands with Blinkit to power through the next phase of quick commerce in India

Sequoia buys shares worth \$96 million in Freshworks (down 60% from peak)

BJP secures majority in Lok Sabha Assembly according to exit poll

Drunk man stabs himself 4 times while playing Holi in MP

BharatPe MD Ashneer Grover turns in resignation to board

Play button which activates text-to-speech engine so that the user can relax/passively listen

Quick reads consisting of user's interested topics and editor's choice with optional view later

Value Proposition

Takes very less time to consume a lot of information while resting and save later helps the user to read without breaking the flow.

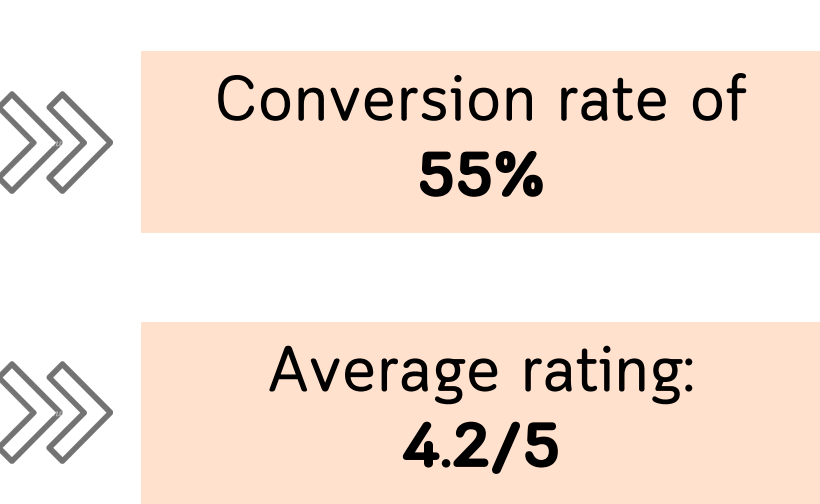
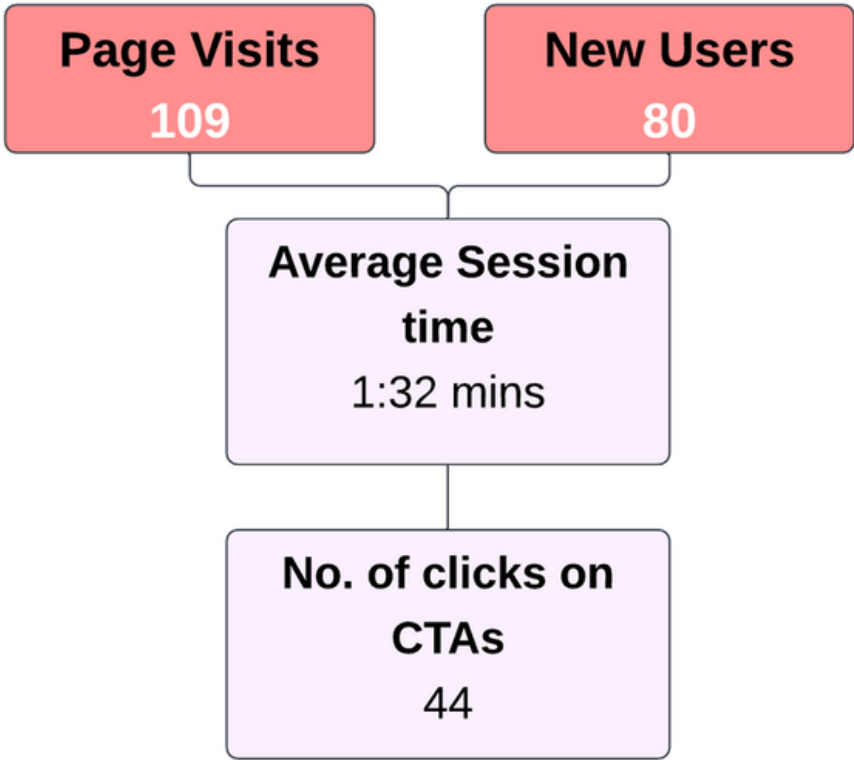
How this solution leverages existing inshorts' competencies?

- Existing verified database to model and train the algorithm.
- Rapid 60 algorithm already consolidates the information well.
- Rating mechanism of '0-1000 score' can be used to further refine the information on editor's choice topics.

About trackit

trackit is an end-to-end solution to enhance Gen Z's news consumption experience. It is designed to let the user indulge in in-depth discussions with their peers and allows them to consume news despite their fast-paced and busy lives

URL: <https://inshorts-trackit.dorik.io/>



inshorts

Drop A Rating

trackit

Unable to Catch-up With the Latest Updates?

Introducing trackit. News updates, simplified

Looks interesting?

Sign Me Up

Built with Dorik

What's New

A new suite of features that deliver news in the right format, at the right time

TRACKIT

Timeliner

Aimed at providing readers necessary context for news articles

Links relevant old headlines with current news reports

Scrollable timelines for majority news articles

Supported articles have floating toggle to enable timeline view

TRACKIT

Stacks

Eliminates reliance on social media-based news updates

Shorts get updated automatically every few seconds

Users can pin multiple dynamically changing shorts

Real-time news integration with shorts

TRACKIT

Recap

Concise recap of everyday news, twice a day

Consists most engaging headlines and editors choice

Text-to-speech feature allows users to listen to the recap on the go

Users can save specific headlines to read later

How Does It Help?

Described using a short comic

Scenario 1

Get the complete context and make informed opinions with trackit timelines.

Scenario 2

Follow real-time events, sans the social media clutter with trackit LiveStacks.

Scenario 3

Stay updated with the most important news everyday with trackit Recap.

North Star Metric

**Net Promoter's Score
(NPS)**

L1 Metrics

Retention

Users who revisit the app
because of the new feature

Engagement

Time spent by the users and
their regularity on the feature

Acquisition

New users signing up on
inshorts because of the feature

Revenue

Business specific growth
and the money produced

L2 Metrics

of users coming
back after 1 day

of users coming
back after 7 days

Daily Active Users
(DAU)

Monthly Active
Users (MAU)

Session Length

new users using
trackit
Total # new signups

ads shown to
the user while
using the new
feature

Potential Pitfalls



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**Algorithm might miss
on some major events
while creating the
timeline**



Mitigation

Better training modelling can help the algorithm identify relevant timestamps which shall reduce the instances of important dates and details getting missed while summarising.

**Less information
visible on the live tile**



Mitigation

A scrolling mechanism can be introduced so that users shall be able to dynamically navigate through the live tiles.

**Recap suggested
articles might not
interest user due to
inefficient curation**



Mitigation

Better curation models could be set up. Possible feature could be liking a short so that the app better understands user's interest.