

*Localr*

## Business Requirements Document

Topikós

2/12/20

# TABLE OF CONTENTS

1. PREFACE	3
2. STRATEGY	4
3. SWOT	5
4. MARKET SEGMENTS	6
5. PRIMARY MARKET RESEARCH	7
6. SECONDARY MARKET RESEARCH	12
7. APPENDIX : USER PROFILES	15

## I. PREFACE

In the past few years, the accessibility and availability of news has increased for users due to the advancement of the internet and smartphones. However, as the world gets more interconnected due to the wide reach of the internet, the localization of news has decreased and the accuracy of the reporting has also been affected. This user preference has affected news-reporting and has influenced the emergence of the "fake news" phenomenon. Problems such as "fake news" and inaccurate news-reporting bombard users with irrelevant and uninteresting news. Furthermore, users have started to rely on social media for their news due to the ease and speed of delivery, however, the reliability of news from social media tends to be inaccurate because social media's purpose was not meant to be a news-reporting network. The purpose of the Localr app is to introduce local city news to users in a fast, easy-to-understand way. The cross-platform app will utilize a map interface that will pin news based on news article locations. Users can also filter pins on the map in order to learn more news based on their interests or to exclude news that is not relevant to them. Localr is different from other competing apps within its genre due to its localization of news.

## II. STRATEGY

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segments
<p>1. Readers are constantly bombarded with news stories that have little chance of directly impacting their quality of life.</p> <p>2. Readers can grow weary of being presented with news via text-based feeds.</p> <p>3. Many readers are not interested in reading long articles.</p>	<p>1. Offer a local news aggregator that keeps readers focused on news that is more likely to impact them.</p> <p>2. Present news stories to readers geographically via pins on a local map that offers various filtering options.</p> <p>3. Present crisp and accurate overviews of news stories.</p>	<p>Our application will present readers with highly relevant and actionable news through a novel interface that is fun to engage.</p>	<p>1. Geolocal discovery of news presented via a map interface that to our knowledge, has very little precedent.</p> <p>2. Accurate labeling of news stories (location, topic, etc...) via Machine Learning.</p> <p>3. Crisp and accurate news story summarization generated via Machine Learning.</p>	<p>- 18 - 34</p> <p>- Anyone who acquires news primarily from social media, mobile applications, and/or desktop web browsers</p>

### III. SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Two members have previous experience with Machine Learning</li> <li>- There are easily accessible and available resources such as Google's Firebase MLKit that our team can access and use</li> </ul>	<ul style="list-style-type: none"> <li>- Each of us have knowledge and skills in different programming languages and software, which could hinder us since we each will need time to learn new skills</li> <li>- Availability of team members to work on the project due to busy or conflicting class schedules, which could lead to us not making significant progress</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- From the experience in Machine Learning as well as available resources, we can create an app with more of the desired features</li> <li>- Using a map interface with pins on locations with news articles as part of the design could help our app to stand out.</li> <li>- Filtering our news using an icon. Plan to implement machine learning model for this</li> <li>- Allow for stories that wouldn't make major headlines to be viewed</li> </ul>	<ul style="list-style-type: none"> <li>- Our machine learning model could be biased when filtering the articles</li> <li>- There are other local news apps as well as websites that are available</li> <li>- If not constantly updated with news, users may stop using the app</li> <li>- Difficulty to get ML model to summarize the articles properly</li> </ul>

#### IV. MARKET SEGMENTS

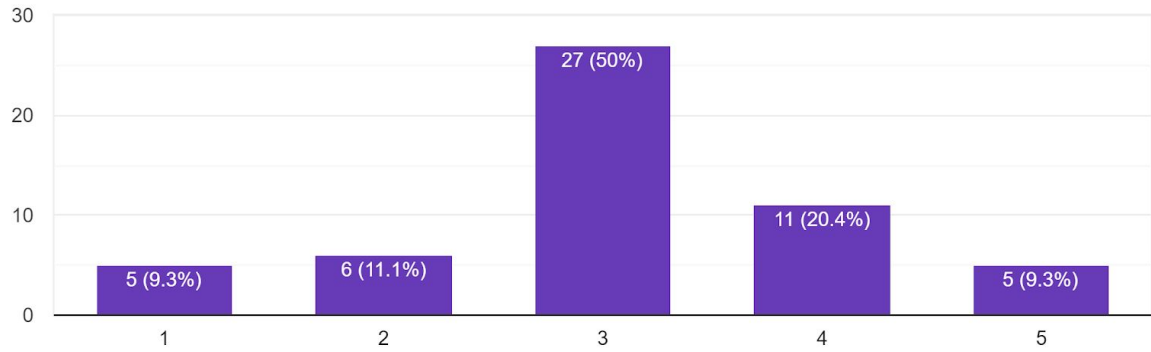
Segment Profile			
Geographic	Demographic	Behavioral	Psychographic
Primarily United States with potential to go worldwide	Younger to middle aged group with a good knowledge of using a phone, and interested in local news	People in this age group is used to social media, and usually bombarded with an enormous amount of information, and a big chunk of it does not have any effects on their life	This age group always has a feeling that they do not have enough time, and they're always busy. Having a good source news that is customized for them, and can directly affect their life is great help
Size		Growth Potential	
As of 2019, there are around 76 millions millennials in the US		A lot of adults are interested in the news. An app that can serve them with the news they're interested in would have a big potential.	

## V. PRIMARY MARKET RESEARCH

We decided to create a survey that included questions that may influence our discussions and planning for our project. The survey received 53 responses from mostly computer science students at csulb. Obviously this creates a bias in the survey but it also includes a key demographic that our app could aim for. The survey seems to show a healthy amount of respondents that may be interested in our business. Increasing our pool of respondents may allow us to further understand potential markets that we can target.

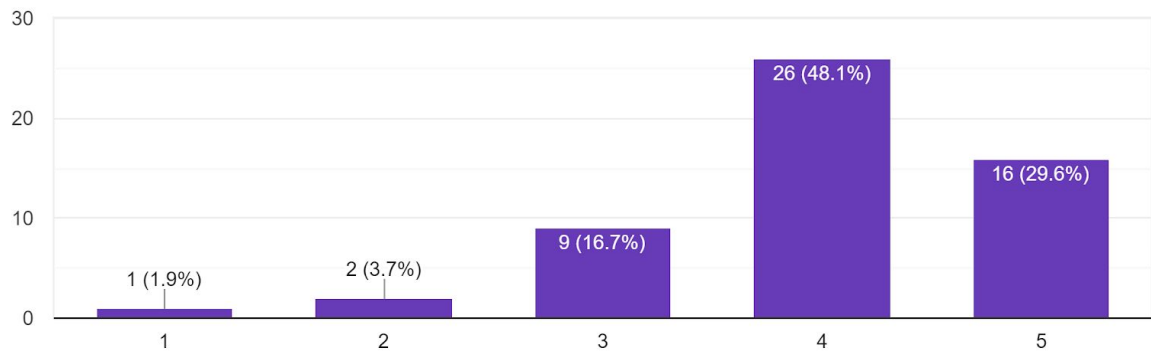
On a scale of 1 to 5 how satisfied are you with your method of news consumption?

54 responses



On a scale of 1 to 5 how much do you care about global news?

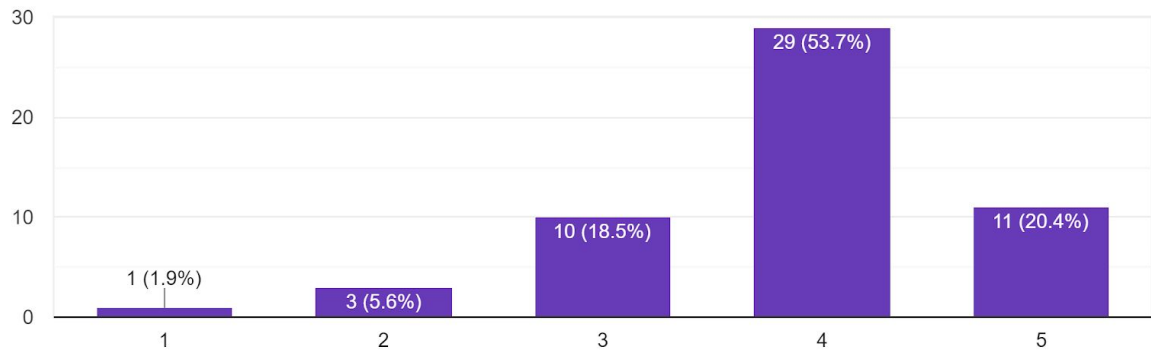
54 responses





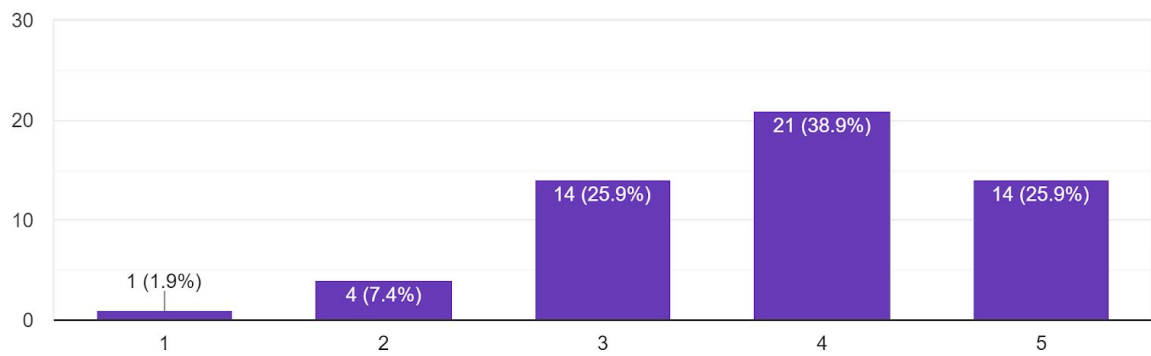
On a scale of 1 to 5 how much do you care about national news?

54 responses



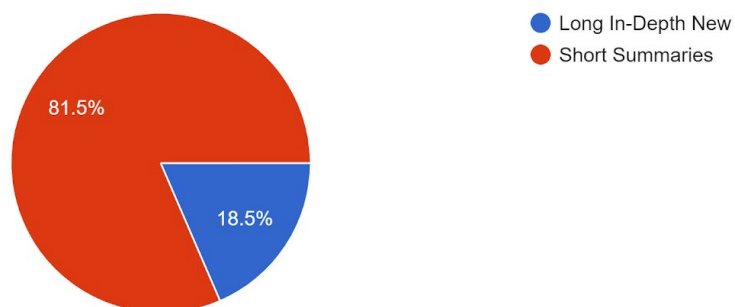
On a scale of 1 to 5 how much do you care about local news?

54 responses



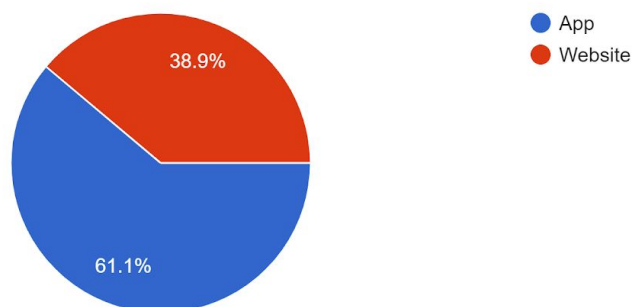
Do you prefer long in-depth news or short summaries of news?

54 responses



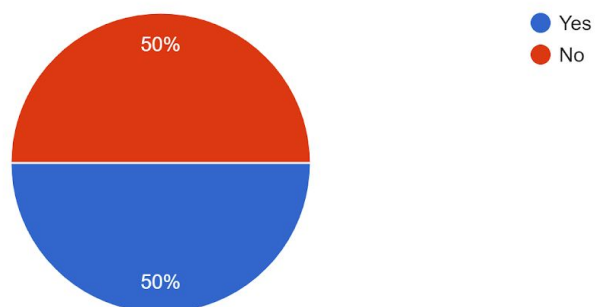
What's your preferred method of receiving news: a website or an app?

54 responses



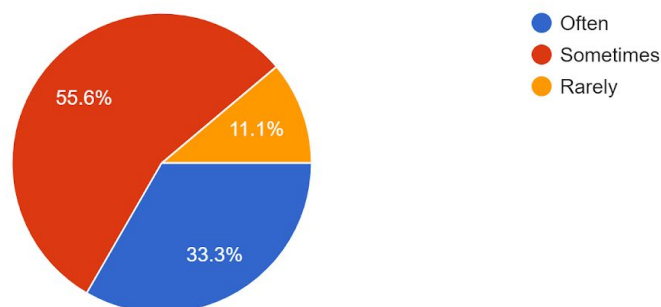
Do you like news notifications on your phone?

54 responses



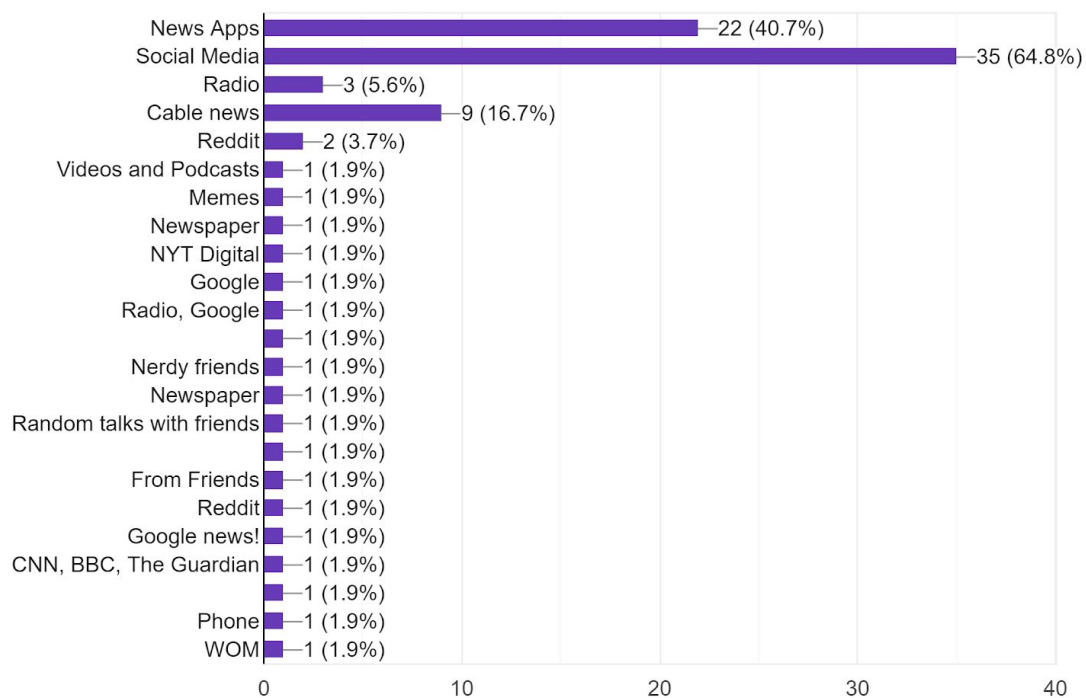
### How often do you search for or read the news?

54 responses



### How do you currently receive your news?

54 responses



## VI. SECONDARY MARKET RESEARCH

Before the creation of the internet, people got their news from newspapers and from word-of-mouth. Nowadays, news reaches people through cable news, social media, and news applications online. Due to the advancement of technology, any person is able to get whatever news about any topic in seconds. Millennials, adults ranging from 18-34 years old, have become so accustomed to getting their information through their smartphones, tablets, and laptops. According to research done by the American Press Institute, 69% of millennials get news at least once a day. Many millennials have stated that they get their news from one of the three social media platforms, namely, YouTube, Instagram, and Reddit. In that same study, younger Millennials mentioned that although social media has become a tool they use to gather news, they prefer not to use social media sites, such as Facebook, due to its utility-like qualities. In some ways, this can be interpreted as saying millennials don't like using social media to get accurate real-time news due to its primary purpose of being a relationship networking site, and not a news-reporting platform.

Based on the research done for our upcoming mobile app, Localr's current competitor, InShorts, uses the concept of summarising a news article into 60 words or less so that the users can get more detailed information about an article without having to read the whole article. The company claims that they have introduced artificial intelligence in their app to summarize the content of an article and categorize it to different genres of news. According to the article, the CEO of the company Azhar Iqbual has commented that at the moment, they are able to summarize and publish 10,000 articles 100,000 articles per month. Even though the company

uses AI for most of the work, the top read articles on the app which need extreme attention are manually written. Now the company has around 300 over advertisers and around 10 advertisers add on to it approximately every month. They have generated a revenue of around \$10 million dollars in 2019 and they expect to double it in the upcoming year. They also plan to expand their customer base to three times their current user base. According to the company, their users are most of the age group of 18-35 years old. Based on our research, they are only our current competitors with the same objective and we believe that there is a huge scope in the news application market especially among the mentioned age group demographic.

With all this being said, there is a market for primarily-news based applications. According to research done by the Pew Research Center, 68% of smartphone users use their phones to access news at least once a day and 88% of the users have at least one news app on their phones. Some social media platforms have implemented certain features in their apps to cater specifically to news reporting. For example, Snapchat's Discover feature has partnered with over 60 entertainment and news channels in order to offer more on-the-go news events to its users.

Additionally, with the emergence of all these possibilities for a user to attain their news, there has also been a call to personalize the news according to people's interests. Based on Aarki's business insights, users seek apps that have personalization. When users get information from an app that is relevant to their lives, they are more likely to use that app more often. Furthermore, users also seek interaction from their news. Aarki states that "Aside from showing different world events, advertising other features, like a gallery of popular shows, movies, or editorials, can make the news app more interactive".

In conclusion, most people get their news from social media due to the ease and accessibility of it. Most millennials use their phones as their primary source for viewing news. People who are interested in apps stay connected due to the relevancy and personalization of the app in regards to their lives. The idea of a localized and summarized news app is already starting to be developed by competitors, however, the accuracy, and the interface of Localr is a concept uncommon to the market, at this time.

Links:

[How InShorts garnered a revenue run rate of \\$10 million on the back of its advertising model](#)

[How Millennials Get News](#)










[Inshorts debuts AI-based news summarization on its app - ETtech](#)

[Dominating the App Market with Your News App](#)

[US Interactive News Map - United States News - usa.liveuamap.com](#)

[8 publishers to follow on Snapchat](#)

## VII. APPENDIX : USER PROFILES

NAME Henry Estrada		TYPE Artisan
	<b>Goals</b> <ul style="list-style-type: none"> <li>Serve as a positive influence in the lives of the young people he teaches and coaches.</li> <li>Travel</li> <li>Maintain work-life balance</li> <li>Settle down with his long time girlfriend</li> </ul>	
	<b>Quote</b> <p>“ Carpe Diem ”</p>	
<b>Demographic</b> <p> Male 29 years  Arizona  Single  High School English Teacher  \$65,000 </p>	<b>Background</b> <p>Henry has been a high school English teacher for a couple years now. Having played baseball at the Community College level before transferring to a four year university, Henry also serves as a coach for his school's junior varsity baseball team. He has been in a steady relationship for a while, and is starting to think about settling down.</p>	
<b>Technology</b> <div>    </div> <div>    </div>	<b>Motivations</b> <p>With respect to news media, Henry gets a lot of it from traditional outlets delivered digitally (Washington Post, New York Times, etc...). He discovers news mainly through push notifications from applications on his mobile phone and / or social media accounts (Facebook, Instagram, Twitter). Being a high school English teacher, Henry appreciates well researched investigative pieces, but mostly only has time to read short articles on a daily basis.</p>	<b>Frustrations</b> <p>Henry likes keeping up with current events so he can tie them in to his classroom lectures and activities. While he believes discussing global issues is an important learning tool for his students, he also wants to encourage them to be active in their local communities.</p>
<b>Browsers</b> <div>   </div>		

PROJECT: untitled PERSONA: Maria Evans

NAME

Maria Evans

TYPE

Guardian

**Quote**

“A good photograph is knowing where to stand.”

**Background**

Incurable internet lover. Passionate organizer. Student. Freelance coffee junkie. TV expert.

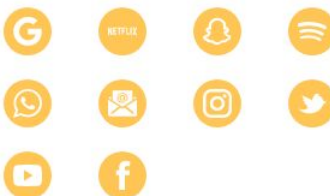
**Demographic**

Female 24 years

United States

Single

Student





**Channels****Frustrations**

Too much news, too little time.  
Feels disconnected from the news.

**Browsers****Technology**



PROJECT: untitled PERSONA: David Busshart

NAME <b>David Busshart</b>		TYPE <b>Rational</b>
	<b>Goals:</b> As a college student searching for a job, he's interested in news related to his field of study. And since he wants to work at a local company, an app that helps him have easy access to news about the local companies would be great help.	
	<b>Quote:</b> I just want to read news that is meaningful to me without going over endless posts on Facebook	
<b>Demographic</b> Male 22 years Long Beach Single College Student	<b>Background:</b> Like many of his friends, he doesn't really care about news that does not directly affect him. Also, he doesn't have time to read so many articles on Facebook or social media. He would love to have a source of news that is relevant to him.	
<b>Technology</b>  	<b>Motivations:</b> With this app, we can help him get access to news that's beneficial to him, ranging from what's happening in his local area, to job related news.	<b>Frustrations:</b> Wasting time looking online about information he want to learn about his local area
<b>Browsers</b> 		

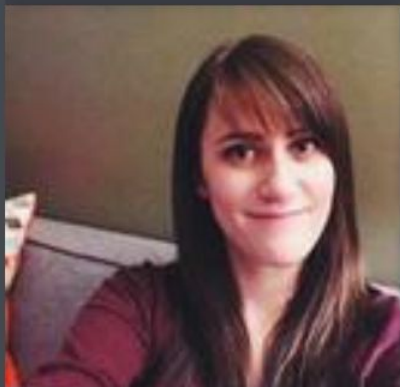
PROJECT: untitled PERSONA: Linda Woods

NAME

Linda Woods

TYPE

Rational



**Goals:** To find a source of news that is customized to her interests, and can help her keep an eye on real estate in her local area.

**Background:** As a real estate agent, understanding the housing market, especially of her local area is crucial for her career. This app can help her get access to news that's actually relevant to her career.

**Demographic**

Female 32 years

Los Angeles

Married

Real estate agent

**Motivations:** In need of a source of news that is actually relevant to her interests

**Frustrations:** Tired of reading irrelevant news

**Technology****Browsers**