

1. Title - FlipViceFeed

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3. Date - 11/18/2016

4. Background - Most of the major news outlets are heavy text based. People are trying to consume news at a faster rate. According to a study by Microsoft, people also have a shorter attention span thank to modern day technology. We want to capture people's short attention span with pictures as an efficient complement to headlines.[1](#)

5. Goals - Our goal of the app is to create a platform where users can skim through news, giving users a quick way to decide if an article is worth reading, allowing them to consume more news that they care about. Because we lean towards image-heavy headlines, a goal is to capture user's attention and get them to consume more news.

6. Research Questions -

- What is their news source and why
- What grabs your attention to a news article, do you finish them
- How many articles do you go through a day, how much time do you spend on it
- What is your favorite topic
- How often do they skip article and why

7. Methodology -

- Face to face Interviews
- Competitive analysis

8. Participants -

- 18-45
- Left leaning, progressive
- Based on Vice's current user-base:  $\frac{2}{3}$  Male,  $\frac{1}{3}$  Female

9. Schedule -

Recruiting starts 11/18

Interviews 11/19-11/20

Interview Notes due 11/21