



E2NEWS

...effective, everyday

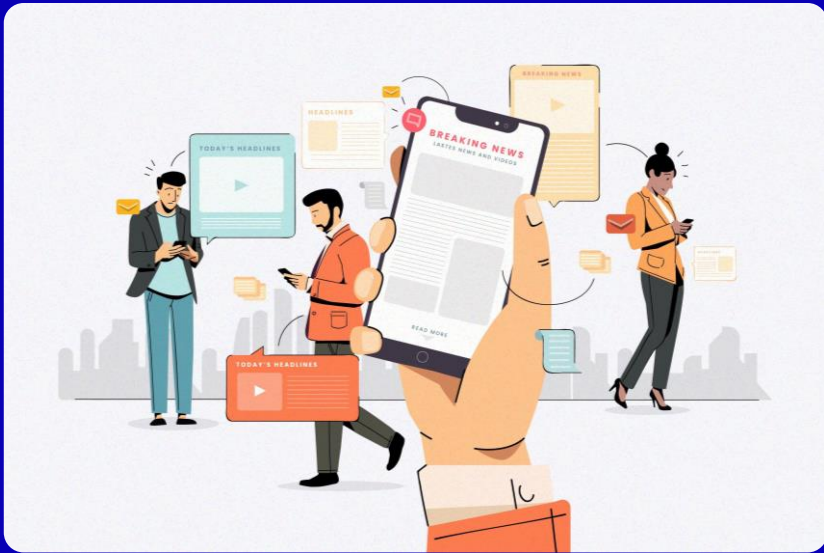
This mobile application provides an opportunity for everyone to maximise their mobile phones, and also create the right environment for accurate and reliable news on the internet.

By

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Student ID: 31042255





Overview

The news media has an ever increasing unresolved issue of fake news across the globe. While some media agencies are doing their best to curb this issue on their own end, it is not something that seems to have been resolved yet.

Every misleading information tends to have a massive impact on the society, on people, and on our political settings.

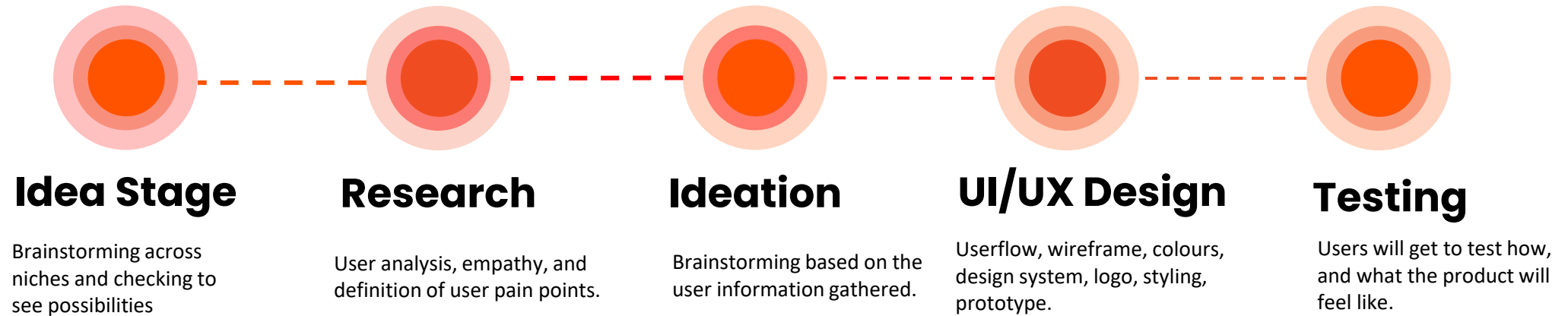
With an ever increasing usage of filters and applications that can be used to simulate videos, there is an even more increasing need for a more detailed and streamlined application which is tailored to news reports.

That is why **E2News** comes in handy. With this app, you can be sure that every single news posted has a high level of accuracy, and is opened to verification from the public, especially eye-witnesses.

This real-time application will empower everyone with the ability to be a part of what the media brings to the fore as news and reports.

Design Scope

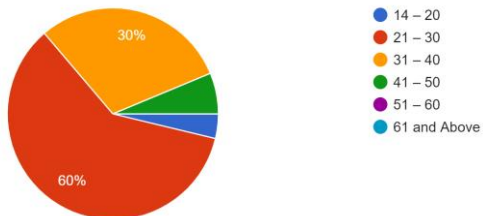
I conducted a google form interview among several persons (of which over 80 people have responded) from different parts of the world, and also conducted some physical as well as remote interviews with some of persons, so as to understand the users I am designing for and their main pain points.



SOME RESEARCH RESPONSES

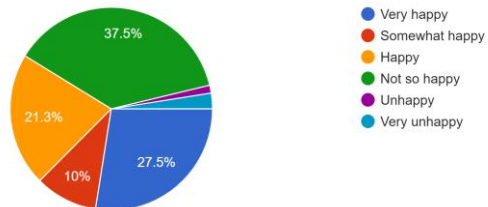
Age range

80 responses



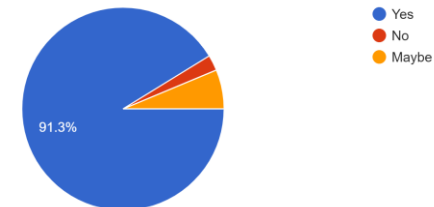
How happy are you with the current state of the news media globally?

80 responses



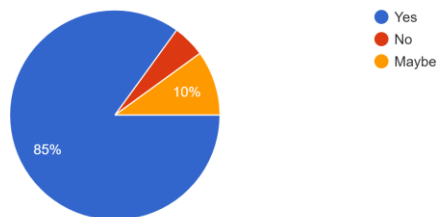
Would you love to have an app where everyone can easily report news on the go?

80 responses



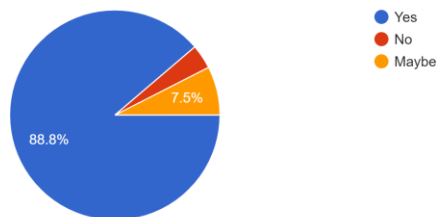
Would you love a platform strictly dedicated for news publications that are well verified without bias?

80 responses



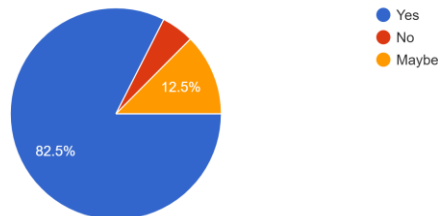
Would you love even an offline functionality for this news app, where you can still report a news live without having data or access to network?

80 responses



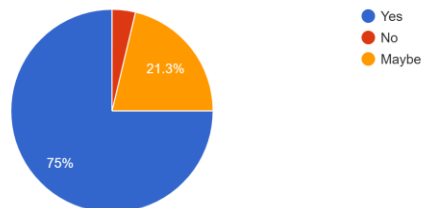
Would you love an app that empowers you on the go to be your own journalist?

80 responses



Would you love to contribute to what you know a report on this platform, in other to further validate and create a buzz around the news?

80 responses



User Personas

I gathered even more insights from my findings so as to identify user goals, preferences and frustrations. This was narrowed to age, personality, location and



Polite Tongshinen

Mr. Polite is a 41 year old vocal coach and an indigene of Plateau state in Northern Nigeria. He is married with two kids, and he has witnessed the ravaging terrorists attacks as well as the panic that can be caused by fake security news in his region.

Personality

Self-driven
Transparent
Leader

Goal

He desires to see a better Nigeria, and leave a good life and legacy for his wife and kids. He loves traveling and exploring different parts of his country, and he hopes to see the end of the incessant insecurity in his region.

Frustrations

He loves using the social media, but he is also not happy that the same media is being used to peddle fake news that has caused more harm than good in his region.

Also, he is concerned about the way politicians in his country use the social media to cook up propaganda during elections.

He desires to use the social media to create awareness campaigns against hate, tribalism, and all sorts of social vices that are currently ravaging his nation.

He also would love to use the media as a means to grow his business by organizing life sessions and publishing them to the world.



Rachel Jones

She is a graduate of Communication, Marketing and Media from Robert Gordon University in Aberdeen. In her research on the impact of fake news around the middle-east, she found out that the world has not found a lasting solution to old news that are spreading like current news.

Personality

Multi-tasking
Highly innovative
Purpose-driven

Goal

She desires to contribute her quota in the area of mass media communication, and the journalism world. She wants to travel around the world and gather news and information on subject matters, at any time.

Frustrations

In her passion to travel the world, relay news and information on the go, she has found out that most places do not have good network coverage, so she gets stuck while relaying real-time news on her social media handles. And this is a major frustration for her, because she loses those information and recordings almost immediately without any hope of being able to recover them.

In her words, "The world can be a better place, and media is an agency that can be used to transmit peace – not hate, and accuracy – not propaganda."

Competitors

- Several tech companies have products that are already big names in the market.
- These products have similar feel just like E2News.
- Functionalities like live recording, social follows, and social community, are all available on these applications, and it will take a good selling point for any product to make a difference in the tech space.
- These companies are:



YouTube

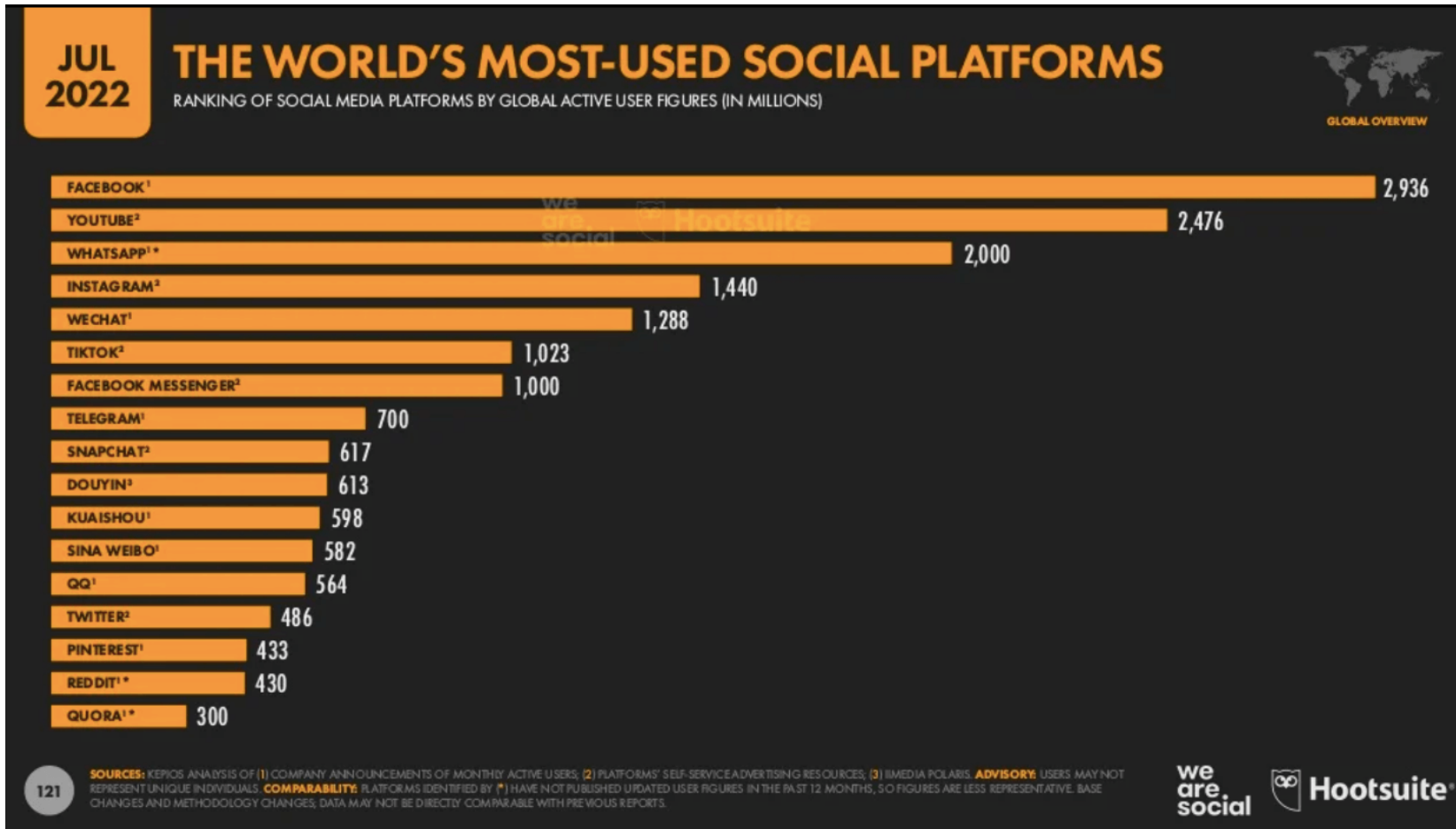


- These companies have millions and billions of users, and the growth is unending due to an ever increasing internet world.

Selling Points

- One major selling point for this digital product (E2News), is the idea of the kind of environment it welcomes the users any time they use it.
- Just like LinkedIn that conditions you to an environment of job seeking, professional socialisation, and sales of professional products and services, this application comes with the psychology of a news environment, with a little taste of social communication.
- Offline rendering of posts. This is a major satisfaction to Rachel's pain point.
- The only thing that has control of the time stamps and date stamps of posts, is the algorithm that has automated the process.
- Posts are not just in real-time, but they are very accurate with respect to the time stamps

Competitors



Picture 1: Image gotten from <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/#:~:text=The%20number%20of%20social%20media,of%20global%20social%20media%20usage.>

User Journey

The app's user journey is the summary of the things that the user hopes to achieve or feel when using the app.

As a user, I want to be able to see updates of posted news and live news in various areas of life

As a user, I want to be able to record and post live happenings as an eye-witness in real-time, and on the go

As a user, I want to be able to see unfiltered and unedited pictures and videos from reports

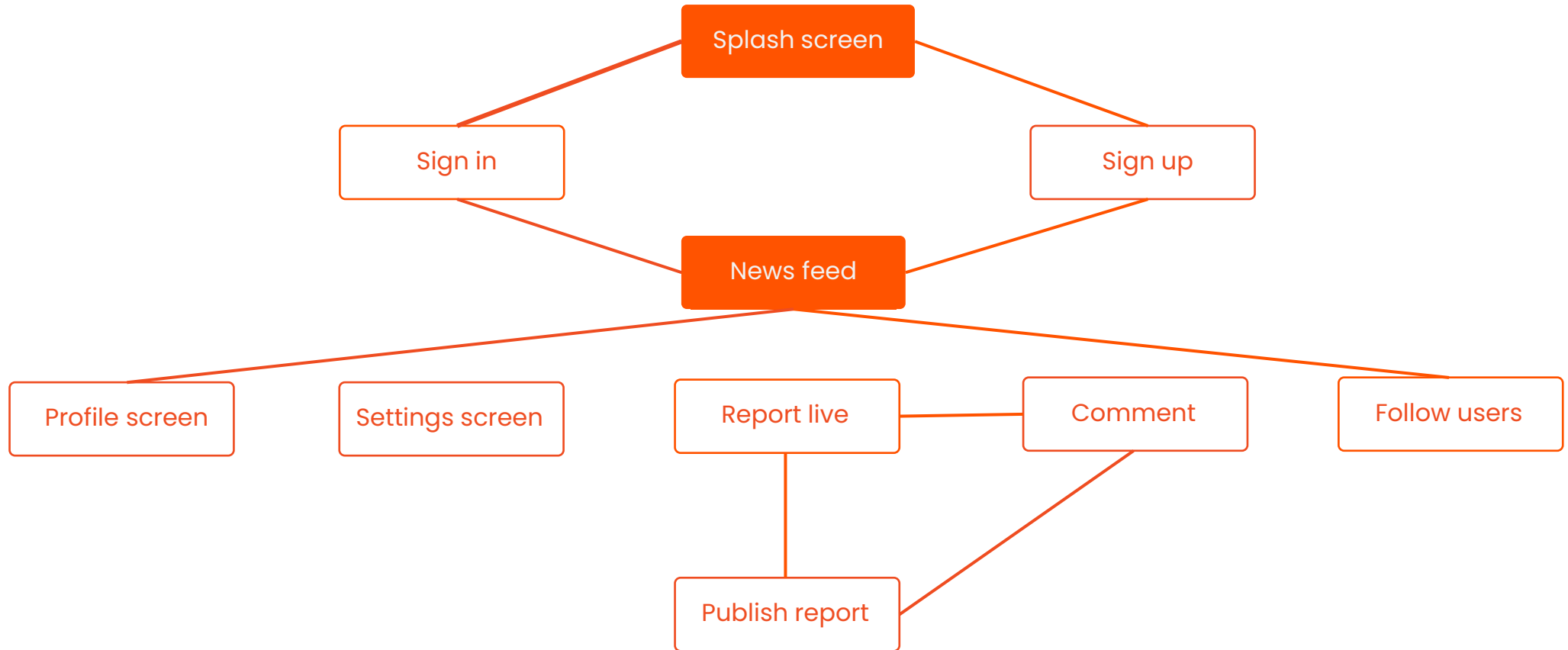
As a user, I want to be able to comment on any news, and also learn from other eye-witness comments on a particular news.

As a user, I want to be able to record events and post them even when I am offline due to unavailability of network.

As a user, I want to be able to record and host live events, rallies, awareness campaigns, reports, etc.

User Flow

This is a structured arrangement that has been implemented to guide the user's journey while interacting with the application.

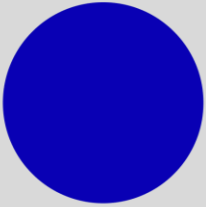


STYLE COMPONENTS

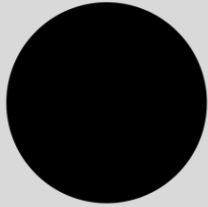
COLOUR STYLES



Primary colour



Primary blue



Black



White



Success colour



Warning colour



Icon colour



Icon case bg



Grey colour

LOGO



E2NEWS

Aa

Poppins, Inter

Regular

Semibold

Bold

10px 14px 16px

34px 40px

9:41



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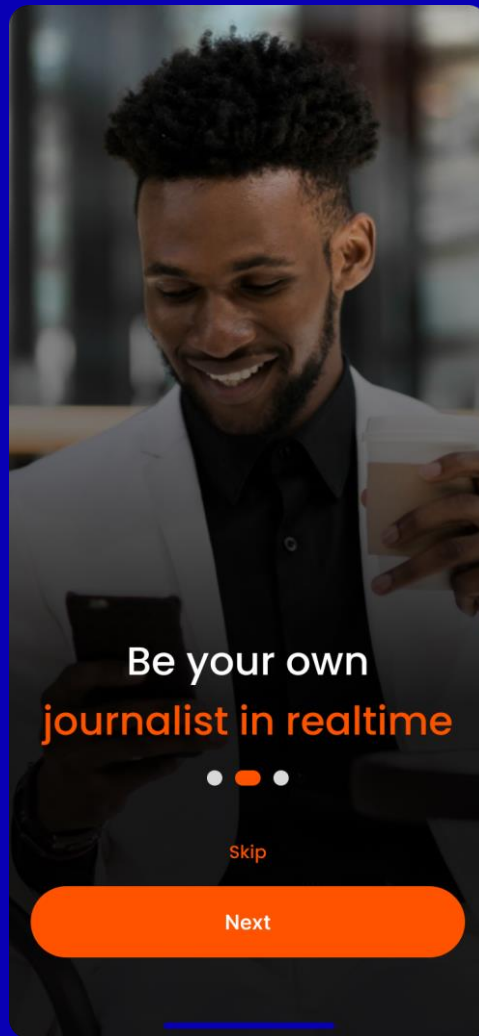


Get updated news
from **reliable sources**



Skip

Next

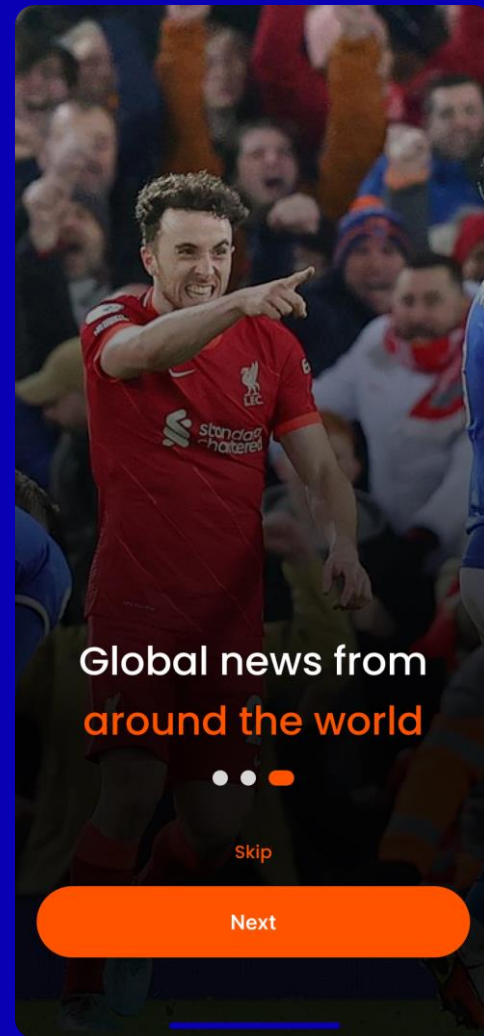


Be your own
journalist in realtime



Skip

Next




Global news from
around the world



Skip


Next

9:41





Sign in

Email *

 Enter your email address


Password *


 Enter your password



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You don't have an account? [Sign up](#)


9:41




Sign in


Email *


 abc@mail.com|

 Valid email

Password *


 *****




 Correct password

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 Facebook


You don't have an account? [Sign up](#)

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Create an Account

Email *


 Enter your email address


Password *

 Enter your password




Confirm Password *


 Repeat the password



☐ I have read [Terms and Conditions](#) and [Privacy Policy](#)


Sign In

 Google

 Facebook


Already have an account? [Sign in](#)

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Create an Account

Email *


 abc@mail.com|


Password *

 Password|




Confirm Password *


 Password|



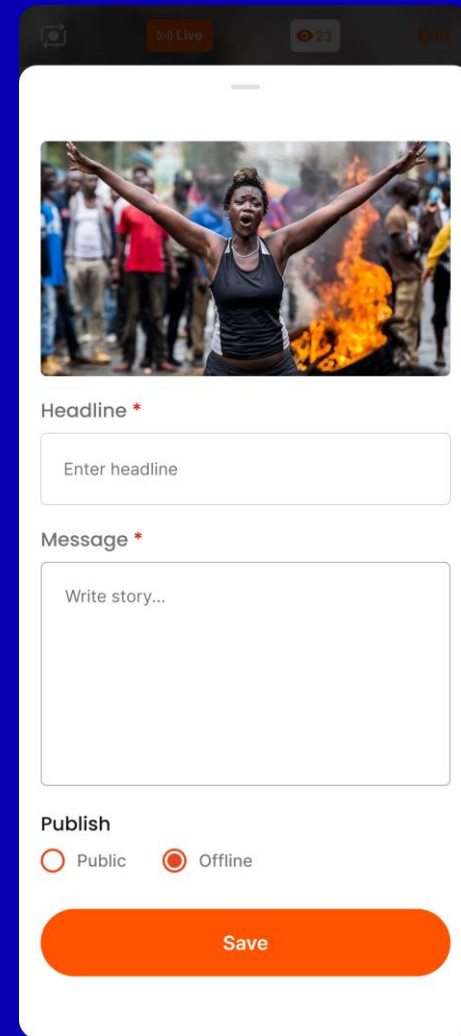
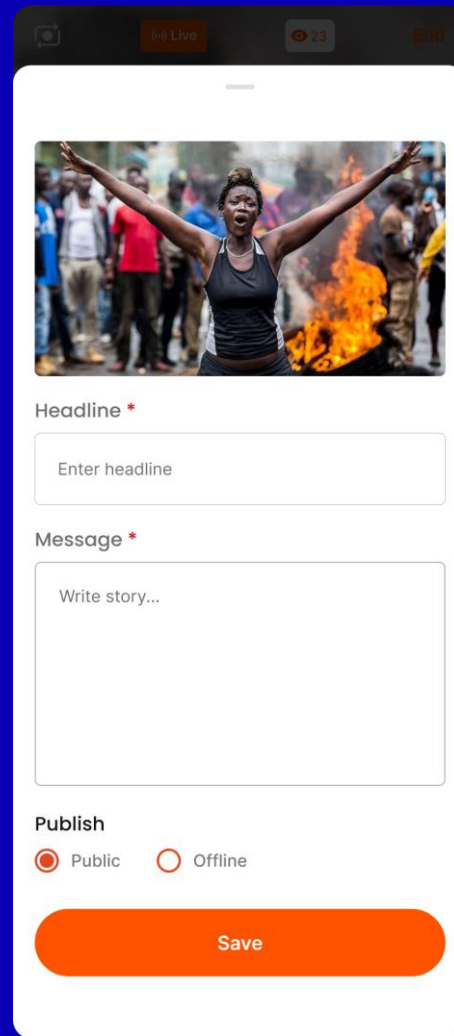
☐ I have read [Terms and Conditions](#) and [Privacy Policy](#)

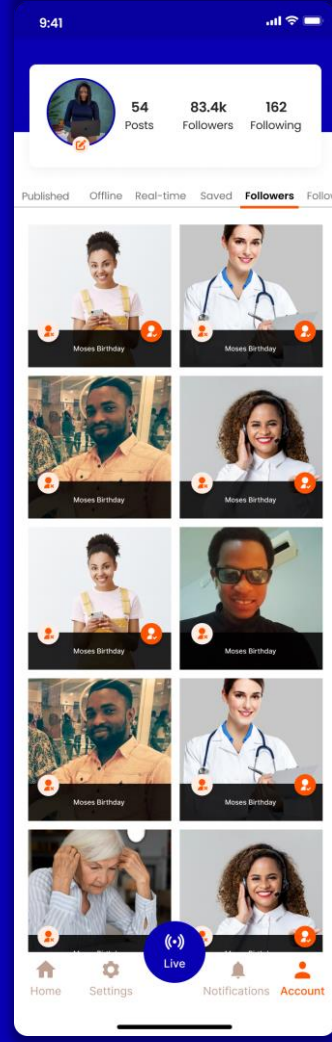
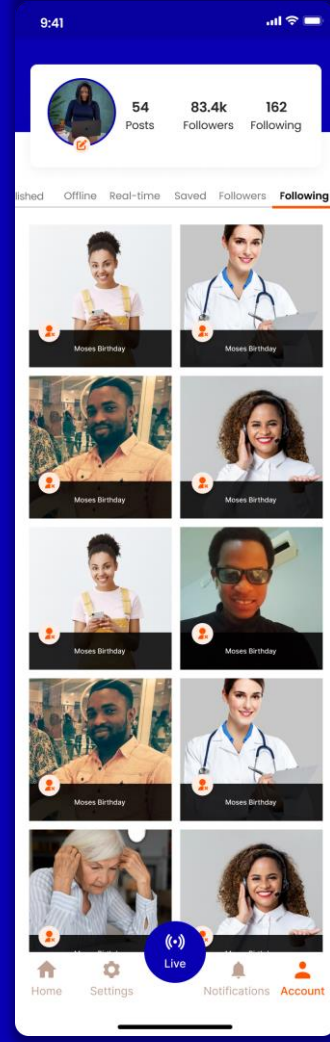
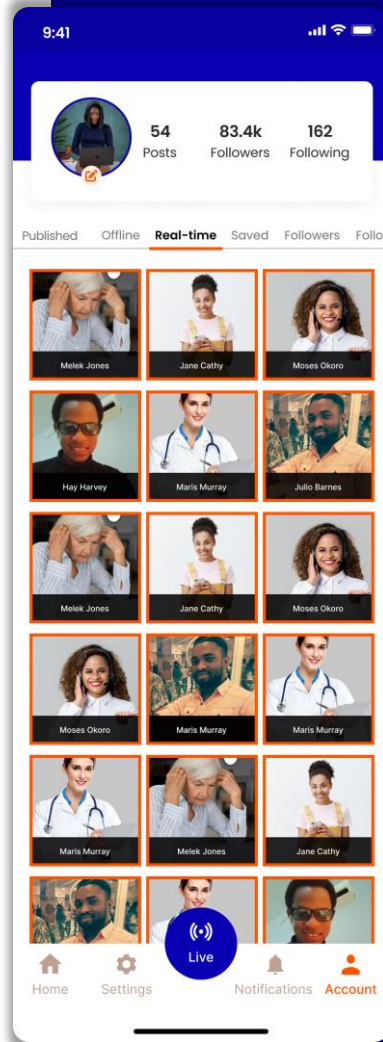
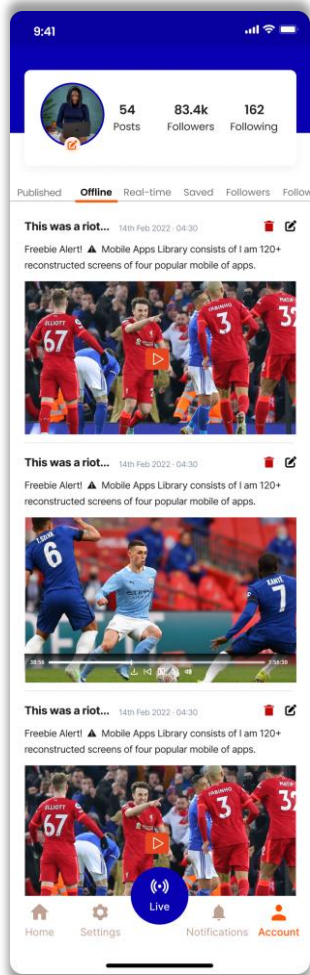
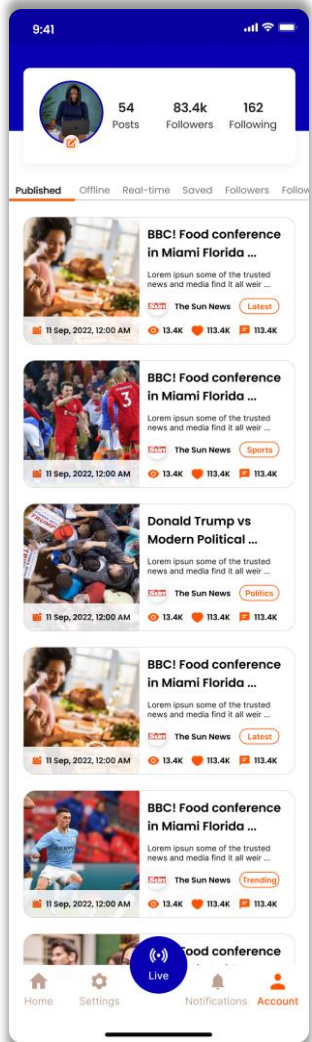
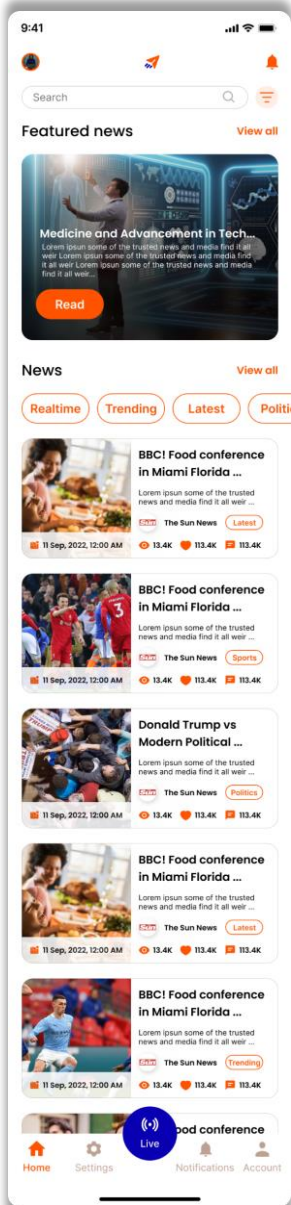
Sign In

 Google

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Already have an account? [Sign in](#)





9:41

Change Password

Reset Password

Create your new password

Current Password *

New Password *

Confirm New Password *

Reset password

9:41

Notifications

Darrell Trivedi has a new story up. What's your reaction?
2 hours ago

EPL Match day.
List of matches coming up today
2 hours ago

Darrell Trivedi has a new story up. What's your reaction?
2 hours ago

EPL Match day.
List of matches coming up today
2 hours ago

Darrell Trivedi has a new story up. What's your reaction?
2 hours ago

Darrell Trivedi has a new story up. What's your reaction?
2 hours ago

Darrell Trivedi has a new story up. What's your reaction?
2 hours ago

Darrell Trivedi has a new story up. What's your reaction?
2 hours ago

Home

Settings

Live

Notifications

Account

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Terms & Conditions

What Information Do We Collect?

We Gather Data From You When You Register On Our Site, Submit A Request, Buy Any Services, React To An Overview, Or Round Out A Structure. At The Point When Requesting Any Assistance Or Enrolling On Our Site, As Suitable, You Might Be Approached To Enter Your: Name, Email Address, Or Telephone Number. You May, Nonetheless, Visit Our Site Anonymously.

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About us

Our Mission

We Are Focused On Building And Sustaining Long-Term Generational Relationships With Our Customers

Our Vision

We Are Focused On Building And Sustaining Long-Term Generational Relationships With Our Customers

Our Goal

We Are Focused On Building And Sustaining Long-Term Generational Relationships With Our Customers

Contact Us

Reach Out To Us

Mail Us


Support87@gmial.com
ijkuu874@gmial.com

Call Us

+880 265 98745
+895 855 85589

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Forgot Password



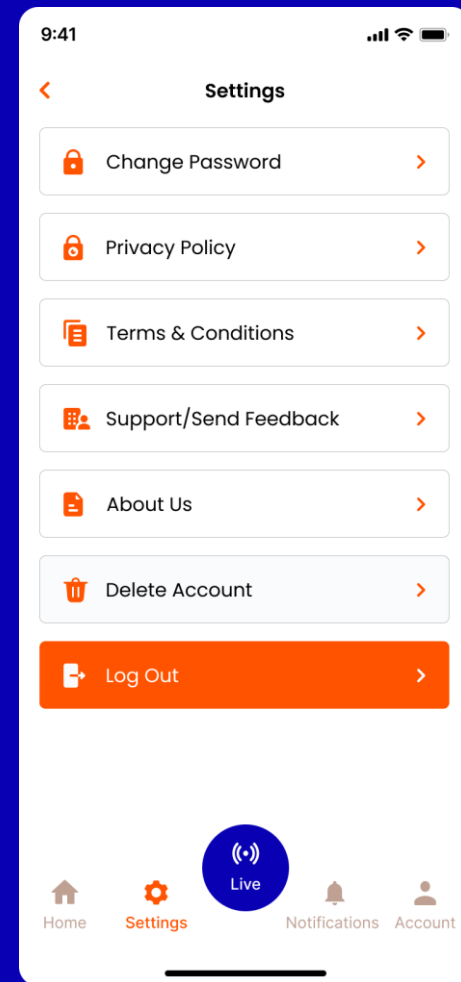
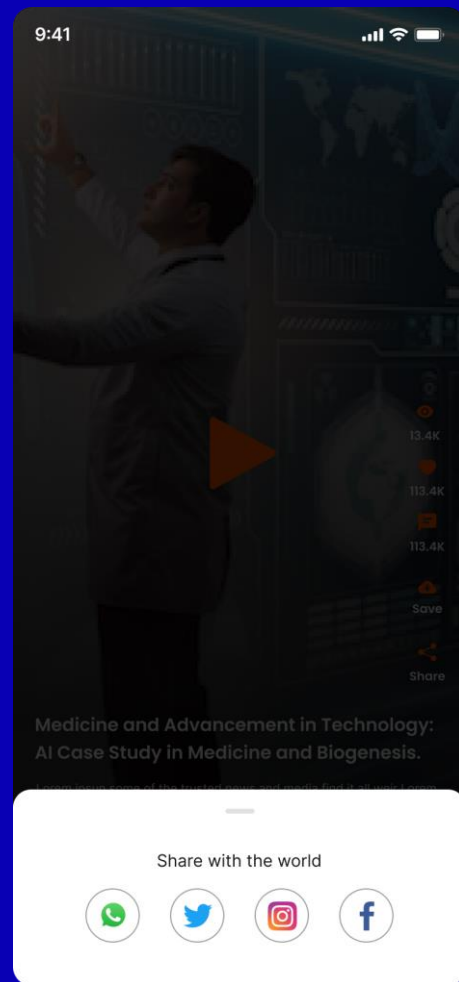
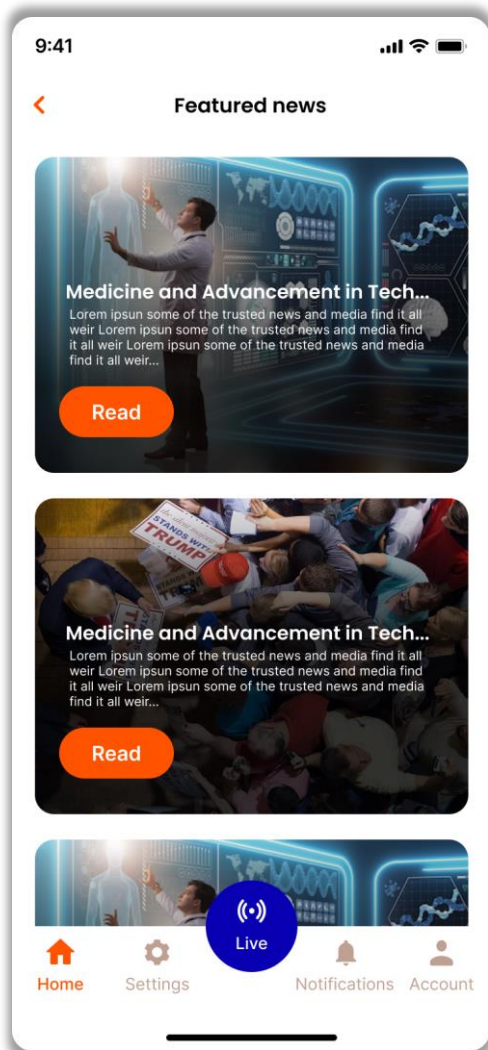
Enter Your Email Address

We'll send you a link to reset your password.

Email *

 Enter your email address

Verify



My Learning

- Design systems are good for consistent designs
- Design thinking ideology is very paramount for good product development
- Project management tools such as Trello, are good for time management and project deliverable efficiency
- Design sprints helped me to organise the design thinking ideology in a better and more structured way.
- It is advisable to test solutions with users as often as possible.
- Perfection in design interfaces cannot be achieved in a day. Therefore, it is important to focus on important things, and then have a good way of maintaining user feedbacks in order to improve your interfaces and user experiences.



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Thank You!!!