

Criteria A.4

Develop a Design Brief

My final problem statement is that Bias is an inevitable part of most media today, particularly news. This leads to consumers being mis-informed about topics(either accidentally or for financial gain), violating their rights as the viewer to know the truth. Many media companies take advantage of this issue today, by being more subjective towards the topics they are politically or financially inclined in. All of this severely impacts the user as seen in multiple scientific research studies across the world, proving this to be a global phenomenon. Ultimately, these factors hinder global factors, such as politics, economics, environments, and society.

When my target were surveyed & interviewed about how they felt about this problem statement(see results in appendix fig 1.5), there were on average two very common results, showing the lack of understanding the severity of the issue to the general public;

1. "I know about this issue, but do not take active measures against it, as it is a minor inconvenience and not a life-changing problem, as bias is an inevitable part of human life"

2. "I care about this problem, and try to actively defend myself from it by reading the same news from multiple sources, this however, is only when I have the time, and I mostly consume from the top provider for that topics from that time"

Based on this, we can interpret a lot of deeper consumer trends, that have not been evident before. The main one I noticed is that **"The consumer does not care as much as they should about this issue"**. This is due to the fact that even though they understand the issue, they believe they need not waste time trying to solve it, as it brings them minor inconvenience in their life. On the other hand, there have also been positive results with the interviews, as it has shown that almost everybody knows what the problem is, meaning there is a wide range of people(target audience) seeking a solution, that saves them time & effort.

When conducting my research for strand A.2 I noticed a few big trends that the user follows in each field, both when analysing primary & secondary sources. Here are some brief summaries of what I learnt in each topic.

Aesthetics: I decided to conduct a survey for this area, as it should be up to the consumer to decide how they want their product to feel and look. I presented them with 3 colour options(see fig 7.1, 7.2, 7.3), where they were asked to choose, as well as 2 general layout structures. The results obtained from this were unexpected, as people seemed to prefer a monochrome scheme, as well as the simpler layout. This can be assumed to be because of the preference of simplicity of the consumer, especially in areas in which they have not been exposed before(in this case AI). This is also backed up with my secondary research, as many studies online show that when somebody is presented with a topic they have never heard of before, they naturally incline to the easiest way to experience it, as it de-steepens the learning curve.

Cost: When I decided to research this online, I expected there to be limited information on the way to price information. But I was wrong, as many studies dived into how to structure projects like this, and how to maintain running costs, without driving away customers. In the end many studies suggested using the freemium model, which many popular projects such as Duolingo & Spotify utilize. It lies on the basis of providing everything to the user, upfront, and for free, but limiting their usage everyday. When a certain limit is reached they are asked to join a subscription, which they can choose to opt in or out of anytime. This allows my users to get a feel for my project, without having to commit for it too early.