CREDIBLE APP

PRODUCT REQUIREMENTS

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PROBLEM

In today's fast-paced digital world, staying informed is a challenge. News consumers face an overwhelming flood of information, making it difficult to distinguish between credible journalism and biased, sensationalized, or outright false content. This overload leads to misinformation, frustration, and a decline in trust in the media.

With the abundance of unfiltered media sources, people often struggle to sift through vast amounts of information, leading to confusion and the spread of misinformation. This situation can distort public perception, as biased reporting favors certain viewpoints while ignoring others. As a result, trust in journalism diminishes, making it difficult for individuals to engage with critical societal issues. Ultimately, these challenges hinder informed decision-making and contribute to societal polarization, highlighting the need for improved media literacy and accountability in reporting.

PAIN POINTS FACED BY TARGET USERS DAILY

- Too Much News, Too Little Time: People struggle to keep up with relevant and credible information due to the sheer volume of content.

- Difficulty Identifying Trustworthy Sources: With fake news and biased reporting rampant, users don't know which sources to trust.

- Overwhelming and Confusing Content: Long articles filled with complex jargon make it hard to grasp key points quickly.

- Bias and Misinformation: Many news platforms push agendas, reinforcing echo chambers and leaving readers misinformed.

- Frustration with Clickbait and Sensationalism: News platforms prioritize engagement over accuracy, leading to exaggerated or misleading content.

S/N	Problems	Product Expected Solutions
1	Access Verified, Unbiased News	Aggregates news only from trusted and credible sources, filtering out misinformation.
2	Control Over Their News Feed	Allow personalized feeds
3	Save Time	Offers concise, digestible summaries of important stories.
4	Transparency in Journalism	Displays the credibility of sources and fact-checking status of news.

INTERNAL PRODUCT PROBLEMS

1. **Misinformation Detection and Control:** This combines the difficulty in developing and maintaining a reliable fact-checking system, including the challenges of changing misinformation tactics, and making sure of enforcement of content moderation policies. It also includes addressing the root causes of misinformation on the platform (user-generated content, automated feeds, etc.) and the speed and effectiveness of removing or flagging false information.

2. **Rebuilding and Maintaining User Trust:** This goes beyond simply stopping misinformation. It involves actively rebuilding trust after previous incidents, consistently delivering verified news, and addressing user concerns about transparency in sources, and the product's commitment to accuracy.

3. **Technical Integration and Scalability:** Implementing tools, verification methods, personalized content, and other advanced features. This includes ensuring smooth integration, maintaining platform stability, and scaling the system to handle increasing user traffic and content volume. It also considers the potential for delays and the resources required for development and maintenance.

4. **Competition:** Competing with established and trusted news platforms requires a strategy for attracting and retaining users. This includes identifying a unique value proposition, building brand recognition, and effectively marketing the product's features and benefits in a crowded market. It also involves addressing existing user needs and pain points related to news consumption (information overload,

disorganized sources, bias, etc) and offering solutions that differentiate the platform from competitors.

GOALS:

1. **Reduce Misinformation and Enhance Content Integrity:** Implement fact-checking methods, verification processes, and content moderation policies to significantly decrease the availability of false or misleading information on the platform. This includes setting measurable targets for reducing misinformation (e.g., the proposed 35% reduction) and tracking progress over time.

2. **Restore and Improve User Trust:** Rebuild and maintain user confidence in the accuracy and reliability of the information provided. This involves actively communicating the platform's commitment to accuracy, ensuring transparency in sources and moderation practices, and measuring user trust through surveys, feedback, and behavioral data. This also includes setting specific targets for increasing user trust (e.g., the proposed 20% increase) and defining how "trust" will be measured.

3. **Empower Informed Citizens:** Provide users with access to accurate, reliable, and diverse news and information. This includes offering educational content on identifying misinformation, encouraging critical thinking, and promoting media literacy. It also involves prioritizing verification over speed in breaking news situations (providing context and different perspectives on important issues).

4. **Establish Brand Recognition:** Position the product as a trusted and credible source of news and information, differentiating it from competitors through commitment to accuracy, innovative features, and user-centric design. This involves building brand recognition, attracting and retaining a loyal user base, and achieving a significant market share.

CHALLENGES:

1. **Evolving Misinformation Tactics:** Those spreading misinformation are constantly adapting. New techniques, AI deep fakes, and subtle manipulations make detection

increasingly difficult. Staying ahead of these evolving tactics will require continuous improvement of fact-checking algorithms and moderation strategies.

2. **Balancing Speed and Accuracy:** Users expect quick updates, but rushing verification can lead to errors. Finding the right balance between speed and accuracy in news delivery will be crucial. Prioritizing verification over speed in breaking news situations is a good starting point but difficult to consistently implement.

3. **User Reporting Management:** While user reporting is valuable, it can be abused. Managing a high volume of reports, distinguishing between legitimate concerns and malicious reporting, and acting on reports promptly and effectively will be challenging.

4. **Rebuilding Trust and Maintaining Trust Over Time:** If the Target Audience has previously struggled with misinformation, regaining user trust will be a long and difficult process. Consistent accuracy and transparency will be essential, but even then, some users may remain skeptical.

5. **User Fatigue and Competition:** Users are bombarded with news from various sources. In a crowded market, capturing and retaining their attention will require a compelling value proposition and a seamless user experience. It will also be difficult to compete with established players with loyal audiences.

HOW WILL CREDIBLE HELP?

1. **Reduced Misinformation:** By prioritizing fact-checking, source evaluation, and user reporting, the platform can significantly reduce the spread of false or misleading information. This contributes to a more informed public discourse.

2. **Increased Media Literacy:** By educating users on how to spot fake news and manipulation tactics, the platform empowers them to become more critical consumers of information. This improves overall media awareness and helps users navigate the complex information landscape.

3. **Transparency and Trust:** By clearly displaying the origin of news stories and the credibility of sources, the platform fosters transparency and builds trust with users. This helps to counter the erosion of trust in traditional media.

4. **Supporting Quality Journalism:** By partnering with reputable news organizations, the platform can help support the work of quality journalists and contribute to the sustainability of the news industry.

5. **Promoting Diverse Perspectives:** By aggregating news from a variety of sources, the platform can expose users to different viewpoints and help them develop a more balanced understanding of complex issues.

6. **Encouraging Critical Thinking:** By providing tools and resources that encourage critical thinking and media literacy, the platform can contribute to a more informed and engaged citizenry.

SOLUTION

CREDIBLE is an information/news sharing application or website designed for the purpose of addressing and curbing misinformation and falsified news.

Target Audience:
Our target audience is the general public, with a focus on users who regularly consume news and information online, particularly those capable of misinformation.

Capabilities of CREDIBLE.
This mobile application 'Credible' would have some basic features that will make it stand out from other existing mobile applications that will help our users on how to interact with it. These are the basic features of Credible.

Core Features of CREDIBLE.
1. Intuitive User Interface (UI):
This is a clean, visually appealing, and easy-to-navigate interface that will help users to find what they need quickly without confusion.

This will include clear menus, buttons, and icons to navigate the application.

2. **Fast Loading Speed:**

The application or website should be able to load quickly, ideally within 2-3 seconds. Users expect instant access to content and will abandon the platform if it takes too long to load. This is important because slow loading times frustrate users and lead to high bounce rates.

3. **Responsive Design:**

The website or application should work seamlessly across devices (desktop, tablet, mobile). -How is this important : This is important as Users access platforms from various devices, and a poor experience on one can drive them away.

- How users use it: Users switch between devices and expect the same functionality and design quality on all of them.

4.**Clear Call - to - Action (CTA)**

What it is: Buttons or links that guide users to take specific actions (e.g., "Sign Up," "Buy Now," "Learn More").

- Why it's important: CTAs drive user engagement and conversions.

- How users use it: Users look for clear instructions on what to do next, especially when making purchases or signing up for services.

5. **Search Functionalities**

- What it is: A search bar that allows users to find specific content or products quickly. - Why it's important: Users often know what they're looking for and want to find it without browsing through multiple pages.

- How users use it: Users type keywords into the search bar and expect relevant results instantly.

6. **Secure Login and Authentication**

What it is: A secure way for users to create accounts, log in, and manage their data (e.g., passwords, biometrics).

Why it's important: Users need to trust that their personal information is safe. - How users use it: Users log in to access personalized features, make purchases, or save

preferenceCore

6. Multi-Source Comparison: A feature that enables users to compare information from different sources, promoting critical thinking and media literacy.

AUTHENTICATION AND VERIFICATION

7. **Search Engine Login:**

Integration with popular search engines to facilitate login and authentication.

8. **Authentication:**

A secure authentication system to ensure the credibility and trustworthiness of user-generated content. The use of AI will be used to verify the contents.

9. **Community Flagging System:**

A system that allows users to flag suspicious or misleading content for review.

10. **Public Discussion Forums:**

Open forums where users can engage in discussions, share information, and learn from each other.

11. **Expert Panel Discussion Forums:** Moderated forums featuring expert discussions, debates, and analysis on specific topics.

12. **Source Analysis:**

A feature that provides in-depth analysis and evaluation of sources, including their credibility, bias, and reliability. Citations will be added, even the details of the journalist or where the info is gotten from. The products can also allow multi source comparison.

Could Have Feature:

13..**Language option:** Availability of major languages to avoid language barrier, misinterpretation of information and proper understanding of information. (Eg English, French, Spanish etc)

FEEDBACK MECHANISM:

Users are encouraged to give feedback on the usage of the application via their reviews, comments, reactions and star allocation .

THE PRODUCTS WORKFLOW.

Onboarding Process:

- Users download and install the app or access the website
- Users log on to the app/website using their preferred method (e.g., email, social media, or search engine login).
- Users create a new account by providing basic information (e.g., name, email, password).
- Users complete their profile by adding additional information (e.g., interests, expertise, location).
- Users set their notification preferences to control the types of updates they receive.
- Users explore the app's/website's dashboard, which showcases featured content, trending topics, and recommended sources which are in different languages.
- Users search for specific topics or keywords to find relevant information.
- Users browse expert panels to engage with experts and join discussions. AI helps in identifying highlights of experts' opinions in discussion.
- Users evaluate the credibility of content using the app's/website's source analysis and fact-checking features.
- Users engage in discussions with experts and other users, asking questions and sharing insights.
- Users flag suspicious or misleading content for review.
- Users receive personalized updates based on their interests and engagement.
- Users provide feedback to help improve the app/website.

USE CASES

- As a university student, I want to access academic articles and news so that I can stay informed and use them for my research and assignments.

- As a business owner, I want to receive market and industry updates so that I can make informed investment and business decisions

- As a journalist, I want instant access to breaking news and investigative reports so that I can report accurate and timely stories.

- As a lover of sport, I want live updates and match highlights on my favorite teams and sports so that I can stay engaged and never miss key moments.

- As a professional, I want to receive career growth tips, articles or news so that I can improve myself and expand my network.

- As a full time housewife, I want to access articles on health and parental tips so that I can be erudite on how to take care of my home.

- As an entertainer(Actor), I want to make content that draws attention to how unfiltered media sources contribute to misinformation. So that I can draw awareness about the impact of biased news and information on public understanding.

- As an educator, I want to easily filter information, so that I can manage the large volume of news and research I need to stay informed without feeling overwhelmed.

- As an agriculturist, I want to access accurate agricultural news, specialized farming resources that are well curated and separate misinformation regarding pesticide and fertilizers so that I can manage my farm properly and improve on my farming techniques.

- As a medical researcher, I want to access clear, factual, and unbiased health information so that I can make informed decisions and provide the best advice to patients and colleagues.

VALUE PROPOSITION

Credible provides users with verified, trustworthy news by leveraging AI-powered fact-checking and journalist verification, ensuring a reliable and transparent news experience. Users can access real-time, credible updates while avoiding misinformation and bias.

CUSTOMER INSIGHTS

User Needs (Urgent & Must-Have Features):
- Access to real-time, verified news updates.
- Transparency in news sources and journalist credibility.
- Reliable fact-checking to prevent misinformation.

User Fears (Concerns & Risks):
- Exposure to fake news and misinformation.
- Political or commercial bias in news reporting.
- Privacy concerns regarding data collection.

User Wants (Nice-to-Have Features):
- Personalized news feeds based on interests.
- Multimedia content (videos, podcasts, infographics).
- Community engagement features (comments, discussions).

PRODUCT EXPERIENCE AND FEATURES

User Experience (How Users Engage with the Product):
- A simple and intuitive interface for easy navigation.
- Quick access to verified news sources and journalists.
- Customizable news feed tailored to preferences

Key Benefits (What Users Gain from the Product):
- Trust and confidence in the news they consume.
- Time-saving access to reliable news without filtering through misinformation.
- Enhanced engagement with credible sources and communities.

Key Features (Core Functionalities):
- AI-powered fact-checking system to verify news content.

- Verified journalist profiles with credibility indicators.
- User reporting system for flagging misinformation.
- Personalized recommendations for relevant news updates.

PRODUCT STATEMENT FOR CREDIBLE

- "Your go-to source for news you can trust, powered by AI and verified journalists."

GOALS AND SUCCESS CRITERIA

INTRODUCTION

The Problem:

According to the Pew Research Center, over 60% of people struggle with information overload when consuming news, and nearly 70% believe news sources are biased. Additionally, a study by MIT found that misinformation spreads six times faster than factual news, further eroding public trust in journalism. Our product aims to solve these challenges by delivering legitimate, fact-checked, and transparent news.

Why This Matters

With misinformation on the rise, there is a need for a trustworthy news platform that prioritizes accuracy, transparency, and unbiased reporting.

GOALS

Key Objectives

- **Deliver Legitimate & Relevant News:**
  Reduce information overload by curating high-quality, fact-based content.
- **Ensure Balanced & Unbiased Reporting:**
  Verify sources and filter out misleading or biased content.
- **Increase Public Trust in Journalism:**
  Improve transparency and accuracy to rebuild reader confidence.

Enhance the company's reputation as a trustworthy news provider

SUCCESS CRITERIA (MEASURABLE OUTCOME)

To track our progress, we have set clear success metrics:

- **News Accuracy**:
  Achieve 80%+ accuracy in news reporting within the first 3 months.
- **Misinformation Reduction:**
  Decrease user-reported misinformation by 50% within 6 months.
- **Verified Sources:**
  Ensure 90% of published news comes from trusted and fact-checked sources.
- **User Trust Growth:**
  Increase trust scores by 30%, measured through user feedback and surveys within 6 months.

CONCLUSION

By prioritizing accuracy, transparency, and unbiased reporting, we will enhance news credibility and empower users with reliable information. These success metrics ensure accountability and a real impact on journalism.

USER EXPERIENCE

DISCOVERY -How will users discover the app
- They will discover the app when we create awareness about it by either running an ad on social media (YouTube, Instagram, Facebook), or collaborating with Influencers to make people know more about the app.

ACCESS – How will the user's access the app
- The app will be launched on either Google Play store or App Store to be downloaded.
- The users can also have the option of either downloading or going straight to their browser to access it.
- The use of Search Engine Optimization to boost the app and bring it to the notice of users once they search for News Apps on google or any other search engines.

- Installing the app via APK (Android Package Kit) format.

INTERACTION – How will the user's journey be when interacting with the app
- The Element of Surprise should be eliminated meaning the app should be simple to use and users must know where to always go to on the app.
- Pointers should be built for first time users to make it easy to be able to use the app (Also called Onboarding)
- There should be PERSONALIZATION which entails:
    I. Light and Dark Mode for overall experience
    II. Users should be able to personalize what they see e.g. making the text either big or small
    III. Inclusion of Data Usage (Turning on data usage means the user will be able to read the content on either the app or browser but won't be able to load the images or video clips).
    IV. There will be an option to choose the category of news that the user wants to view and the recommendations brought to the user must be the same as the category chosen.
- Images and videos will be optimized so that high quality images and videos added will be relatively low but with good quality (This will be done from the backend).
- Users will also be able to choose quality option for the video clips for example 480p, 720p, 1080p, 4k, HD etc.

OTHER IDEAS UNDER USER EXPERIENCE
- Verified news will have a tick for example a green tick.
- The news sources should be linked to credible news outlets.

COMPETITOR ANALYSIS

THE GUARDIAN

- **Bias Transparency & Mitigation**

The Guardian: Known for progressive editorial stances, its reporting on topics like immigration policy emphasizes human impact over neutrality, often framing stories with emotional language. While it avoids overt propaganda, its perceived left-leaning bias risks alienating conservative audiences.

INSIGHT: Competitors rarely label bias explicitly. A new product could introduce bias meters or ideological transparency tags, addressing gaps in user trust.

- **Fact-Checking & Source Verification:**

The Guardian: Relies on expert sources (e.g., NGOs, lawmakers) but lacks in-line fact-checking modules. For example, its Trump policy coverage focused on human rights critiques without contextualizing opposing views.

INSIGHT: Integrate real-time fact-checking badges and source credibility scores as seen in tools like NewsGuard, to combat misinformation.

- **User Experience & Content Presentation**

Clean mobile interface with multimedia integration (photo galleries, podcasts) and an innovative search function archiving content for up to a year.

INSIGHT: Adopt personalized content feeds (like SmartNews' political slider) while ensuring algorithmic transparency to avoid echo chambers.

- **Audience Engagement & Community Moderation:**

Limited interactive features (e.g., comment sections) with minimal community moderation. The focus remains on one-way journalism.

INSIGHT: Introduce crowdsourced fact-checking with incentives (Eg. gamification) and expert-led moderation to balance speed and accuracy.

- **Subscription Models & Ad Reliance**

Freemium model with donation appeals; 40% of readers are UK-based, limiting global monetization.

INSIGHT: A hybrid model combining ad-free subscriptions with micropayments for fact-checked content could align incentives for quality reporting.

STRATEGIC RECOMMENDATIONS FOR A NEW PRODUCT!

1. Bias Transparency Dashboard: Label articles with bias scores (e.g., using Ad Fontes' methodology).

2. Dynamic Fact-Checking: Partner with third-party verifiers (e.g., Reuters) for real-time accuracy badges.

3. Personalized yet Ethical Algorithms: Allow users to adjust political sliders while auditing recommendations for diversity.

4. Community-Driven Moderation: Implement tiered moderation (AI + experts + crowdsourcing) to reduce misinformation.

5. Hybrid Monetization: Offer ad-free tiers and premium investigative journalism bundles to fund unbiased reporting.

PUNCH NEWS

The Nigerian digital news landscape is highly competitive, with established players like Punch News leading the market. Punch News offers a comprehensive range of news topics, including politics, business, entertainment, sports, and lifestyle, providing in-depth analysis, opinion pieces, and exclusive interviews. Their user experience is enhanced by a straightforward design, facilitating easy navigation through various sections. However, opportunities exist for new entrants to differentiate themselves by addressing specific user needs and limitations observed in current offerings.

Competitor Analysis Table

Competitor	Features offered	User experience	Limitations	Solutions
Punch	Wide range of news categories, breaking news alerts, multimedia content (text, images, videos)	• May be cluttered • Navigation could be improved • Potential for excessive advertising	• Less personalised user experience • Potential for information overload	• Personalization: AI-powered news recommendations based on user interests • Clean and intuitive interface, Offline reading, Dark mode, Improved navigation and categorization
			• Primarily text-based articles	• Minimalist design: Reduce clutter and focus on key information • Interactive Features: Incorporating interactive elements like polls, quizzes, and live Q&A sessions can enhance user engagement. • Community Building: Foster a sense of community by enabling user interaction

				through comments, discussions, and live chat. • Diverse formats including videos, podcasts, and infographics to cater to varied user preferences.

Key Takeaways:

- To successfully compete in the Nigerian news app market, differentiation is crucial.

- Focus on a specific niche, offer unique features, prioritize user experience, and build a strong community to stand out from established players like Punch News.

- Continuous market research and adaptation are essential for long-term success.

NEW YORK TIMES

What they Offer

- In-depth news coverage on various topics (politics, business, sports, etc.)
- Investigative journalism and exclusive reporting
- Opinion pieces and editorials from renowned columnists
- Multimedia content (videos, podcasts, interactive features)
- Personalized news feed and recommendations
- Cross-platform accessibility (web, mobile, tablet)

USER EXPERIENCE

- Clean and intuitive design

- Easy navigation and content discovery
- Customizable notifications and alerts
- Seamless reading experience across devices
- Engaging multimedia content and interactive features

LIMITATIONS

- Paywall restrictions: Limited access to premium content for non-subscribers.
- Information overload: Vast amount of content can be overwhelming for users.
- Biased reporting: Some users may perceive The New York Times as having a liberal bias.
- Limited international coverage: While The New York Times has a strong global presence, some users may find the international coverage lacking.
- Ads and sponsored content: Some users may find the ads and sponsored content intrusive.

SOLUTIONS

- Flexible subscription models: Offer more flexible subscription options, such as metered paywalls or freemium models.
- Personalized content curation: Implement AI-powered content curation to help users discover relevant and interesting content.
- Diverse perspectives and opinions: Include more diverse perspectives and opinions to address concerns of biased reporting.
- Expanded international coverage: Partner with international news organizations to expand coverage and provide more global perspectives.
- Native advertising and sponsored content: Explore alternative revenue streams, such as native advertising and sponsored content, to reduce intrusive ads.
- By addressing these limitations and offering innovative solutions, we can differentiate our app and provide a unique value proposition to users

QUORA

WHAT IS QUORA?	HISTORY	FEATURES OF QUORA	HOW DOES IT WORK?	WHO CAN USE QUORA?
Quora is a social media website where users can ask and answer questions, and share knowledge.	Quora was founded on June 25, 2009, and made available to the public on June 21, 2010. It is headquartered in Mountain View, California.	-Users can create and curate content on Quora using Spaces, which can be used as a blog. -Users can connect with their community through Spaces.	-Users can ask questions on a wide range of topics . -Other users can answer the questions . -The community votes on the answers, with the most helpful answers rising to the top . -Users can collaborate by editing questions and commenting on answers .	Quora can be a useful knowledge and research tool for responsible adults who can discern fact from fiction. However, it could be as damaging as any other social media platform when used to excess by impressionable teenagers.

ADVANTAGES OF QUORA OVER OTHER EDUCATIONAL APPS	LIMITATIONS OF QUORA	SOLUTION PROFFERED TO SOME OF THESE LIMITATIONS.
Compared to other apps, Quora stands out due to its focus on in depth, user-generated knowledge sharing through a question-and answer format, allowing users to access credible information from experts and engage in thoughtful discussions across a wide range of	Quality Control: The quality of answers can vary significantly. While many responses are insightful, others may be poorly researched or biased, leading to misinformation.	Improving the quality of discussions on Quora can be approached through several strategies: Enhanced Moderation: Implement more rigorous

topics, making it a valuable platform for learning, research, and establishing expertise within a niche area.	Moderation Issues: Some content may not be adequately moderated. This can result in the presence of spam, irrelevant answers, or even harmful content.	moderation to identify and remove low-quality content, spam, and misinformation. This could include community reporting systems and algorithmic detection.
Key advantages of Quora:		
High-Quality Content:		Encouraging Credible Contributors: Recognize and promote users with expertise in specific fields. Verified profiles or badges can help highlight credible contributors, encouraging users to follow them.
Quora prioritizes quality answers from users with real-world experience and expertise, leading to more reliable information compared to other social media platforms where content can be less curated.	Echo Chamber Effect: Users may encounter a limited range of perspectives, as popular answers can dominate discussions, leading to an echo chamber where dissenting opinions are overlooked.	
Community Engagement:		Quality Guidelines: Establish clear guidelines for posting and answering questions. Educating users on what constitutes a high-quality answer can help raise overall standards.
The upvote/downvote system encourages users to contribute high-quality answers and promotes the most relevant information to the top.	User Engagement: The platform's design encourages users to focus on popular topics, which can marginalize niche subjects and limit the diversity of discussions.	
Niche Expertise:		Promoting Diverse Perspectives: Encourage users to present multiple viewpoints on a topic.
Users can follow specific		

topics and engage with experts in their field, allowing for focused learning and discussion on complex subjects. Thought Leadership Potential: By actively answering questions on Quora, individuals can establish themselves as thought leaders within their industry and gain wider recognition.	Anonymity vs. Credibility: While anonymity allows users to share honest opinions, it can also lead to a lack of accountability, making it difficult to assess the credibility of contributors. Time Consumption: The platform can be time consuming, as users may	This can be facilitated through prompts that ask for alternative opinions or experiences. Upvoting Thoughtful Answers: Strengthen the voting system to prioritize thoughtful, well researched answers over popular but less informative ones. This could be achieved

SEO Benefits:

Well-written Quora answers can rank high in search engine results, driving traffic to your profile and website.

Market Research Opportunity:

Businesses can use Quora to understand customer pain points, identify trends, and gauge public opinion on specific topics.

Networking Potential:

Connect with other professionals and experts in your field through the platform, potentially leading to collaborations or new opportunities.

Compared to other platforms:

Compared to social media:

While social media platforms offer quick updates and casual

conversations, Quora

spend significant time reading through lengthy answers and discussions rather than getting concise information.

Commercialization: Increasingly, Quora has incorporated ads and

sponsored content, which can detract from the user experience and the organic nature of the information shared.

Algorithm Limitations: The recommendation algorithms may not always surface the most relevant or high-quality content, leading to a less satisfying user experience.

through algorithm adjustments.

Encouraging Engagement: Foster a culture of constructive dialogue by encouraging users to engage with answers through comments and follow up questions, rather than just upvoting or downvoting.

Educational Content: Provide resources or links to reputable sources in answers to enhance the informational value and credibility of discussions.

Highlighting New Topics: Regularly feature emerging or niche topics to diversify discussions and attract knowledgeable contributors to areas that may be underrepresented.

focuses on deeper knowledge sharing and thoughtful responses. Compared to forums: While forums can be helpful for niche discussions, Quora provides a more structured and organized		Community Incentives: Implement rewards or recognition for users who consistently provide high quality answers, fostering a sense of community and encouraging participation. Feedback Mechanism: Introduce a system where users can provide feedback on answers, allowing for constructive criticism and

environment with a wider audience reach. Compared to knowledge bases: Unlike static knowledge bases, Quora content is constantly updated and enriched by new user contributions.		helping authors improve their contributions.

By applying these strategies, Quora can cultivate a more engaging and informative environment for users seeking knowledge and discussion.

Research about CNN

CNN	Findings
What it offers	Global news coverage Live radio Original reporting
User experience	Clean interface Easy navigation Personalized alerts (optional)
Limitations	Perceived bias in some reporting Ad-heavy for free users Paywalled content
Solutions to limitations	AI-Powered fact-checking algorithm Automatically flag potential false information User reporting and verification (users can flag and participate in verification) Prioritizes reputable sources Gamified verification

KEY FEATURES AND RELEASES

OVERVIEW

CREDIBLE will provide users with a personalised news experience, featuring a wide range of topics from verified sources. The app will be launched in three phases, with a set of unique user experiences.

PHASE 1: INTRODUCTION (1-3 MONTHS)

1. Account creation: Users can create an account to save their preferences, personalise their content and make comments on posts. For journalists and those interested in posting information, they'd have to create an account to be able to access the feature.
2. Basic Personalisation: Users can select areas of interest. E.g Business, sports e.t.c
3. Feed: Users feed will hold information and news only from verified sources, the green tick beside a news agency or individual will help users differentiate false and verified news. Unverified channels will have percentage scores below 50.

PHASE 2: GROWTH (4-6 MONTHS)

1. Credible AI: Users can use the AI feature to get daily headlines without heading to their feed, get summaries on news and information and warnings when they read fake information.
2. Ads and Premium: to generate revenue for the product and a premium package for as low as 1000-2000 naira monthly for those who don't want ad pop ups.
3. Comments: Users would be able to drop comments and even start conversation threads on posts.

PHASE 3: EXPANSION (7-9 MONTHS)

1. Saved Articles: Users will now be able to save news or articles for future references or offline reading.
2. Socials: users will be able to post these articles or news on their socials directly from their app. This is possible by linking their social accounts to the **CREDIBLE** app.
3. Custom Notifications: Users can customise their notification preferences to receive alerts on specific sources or news houses.

4. Language: Users can now set the product to their preferred language: Pidgin, Yoruba, Igbo, and Hausa.

5. Personalization: Users can choose Light or Dark mode.

USER FLOW DIAGRAM

Click on the link below to see the user journey of the CREDIBLE app

https://www.figma.com/design/LZ1YXFssAmrKmkWzeq1jjk/My-Assignment-and-craft?node-id=0-1&m=dev&t=4YnoQLHGNYRMkDi9-1

And the link below to view the prototype

https://www.figma.com/proto/LZ1YXFssAmrKmkWzeq1jjk/My-Assignment-and-craft?node-id=0-1&t=4YnoQLHGNYRMkDi9-1

OUT OF SCOPE FOR CREDIBLE

While **CREDIBLE** aims to provide users with accurate, verified news and curb the spread of misinformation, the following areas are considered out of scope for this product:

- **Editorial Opinion: CREDIBLE** will not publish or promote editorial opinions or commentary pieces. The focus will remain on factual reporting and verified news.
- **Localized News Aggregation: CREDIBLE** will not aggregate or focus on highly localized news reports. The primary focus will be on national and international news that has a broader impact.
- **Real-Time Fact-Checking:** While the app aims to present verified information, it will not provide real-time fact-checking services for breaking news. Verification processes will be thorough but may not be instantaneous.
- **User Anonymity:** The platform will not support anonymous user accounts or submissions to ensure accountability and transparency.
- **Third-Party Integration:** The initial release will not include integrations with third-party social media platforms or external news sources beyond those that are verified and approved.
- **Multi-Language Support:** While future versions may consider multi-language support, the initial launch will focus solely on English language content to ensure consistency and accuracy in reporting.

QUESTIONS AND DECISION TRACKER

Date	Question/ Decision	Answer	Trade Offs
	What is the target launch date for CREDIBLE?	Yet to be defined	Speed vs Quality
	Should the subscription be monthly or a one time thing?	A monthly subscription as it would generate revenue for the product	Subscription provides recurring revenue but some persons might not want it, One time is not a steady revenue
	Which ad networks should we partner with?		High revenue vs User experience impact
	How will we handle user data privacy?		A balance with user trust and compliance with regulations.
	How will we verify the credibility of news sources?		Ensuring accuracy and speed in the verification process.
	What kind of user engagement features should be included?	Comments, likes, and shares.	A balance with User interactions with the risk of potential misinformation.

Team 18 Members

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12. Okekwe Nmaischukwu Emmanuela
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14. Oyebanji Precious Temitope
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16. Franklyn Ekpedo
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18. Awoyemi Victoria Omowunmi
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21. Adesunloye Kehinde Esther
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23. Abolaji Abdusawmod
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25. Adetoke Orekoya
26. Opata Chimeremeze
27. Juliet Banto
28. Adeyemi Emmanuel
29. Grace Evugbemu
30. Abdulazeez Zainab
31. Isaac Adanu
32. Nasirdeen Tunde Adelusi

33. Joy Godwin

34. Temilola Famakinwa

35. Ark Ikhu

36. Nweke Chiamaka

37. Nnodim Chibuike Vincent

38. Faleye Funimilayo

39. Ikwuagwu Chioma Jennifer

40. Offiadiagu Chibuike

41. Toluwani Shoga

42. Oluwadamilola Abe

43. Qeshmah Mogaji

44. Richmond Asuah Nkansah

45. Afube Terence Chibuike

46. Ruth Emokpae

47. Olufunke Adeoye

48. Chukwu Juliet Ogoma

49. Akande Abraham