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Welcome to NewZ



Making the news interesting. NewZ is a news app for Gen Z. We bring you the latest Gen Z news content with a mix of podcasts, videos, news influencers and mainstream media.

Choose from an array of topics like social justice, the environment, health and wellness, solution oriented journalism, politics, and more!

Vision Statement

Providing Gen Z with news that reflects their generation in an engaging and easy to use format.

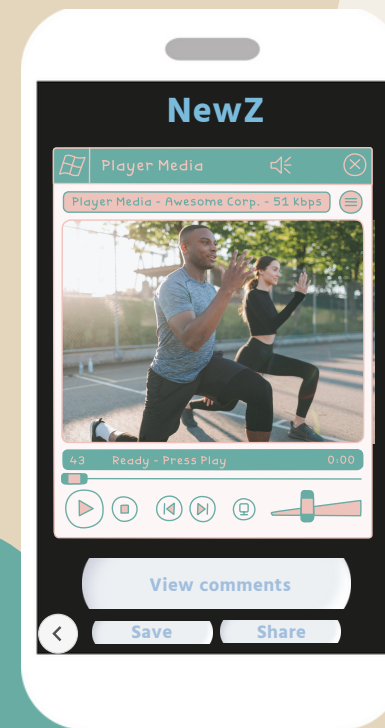
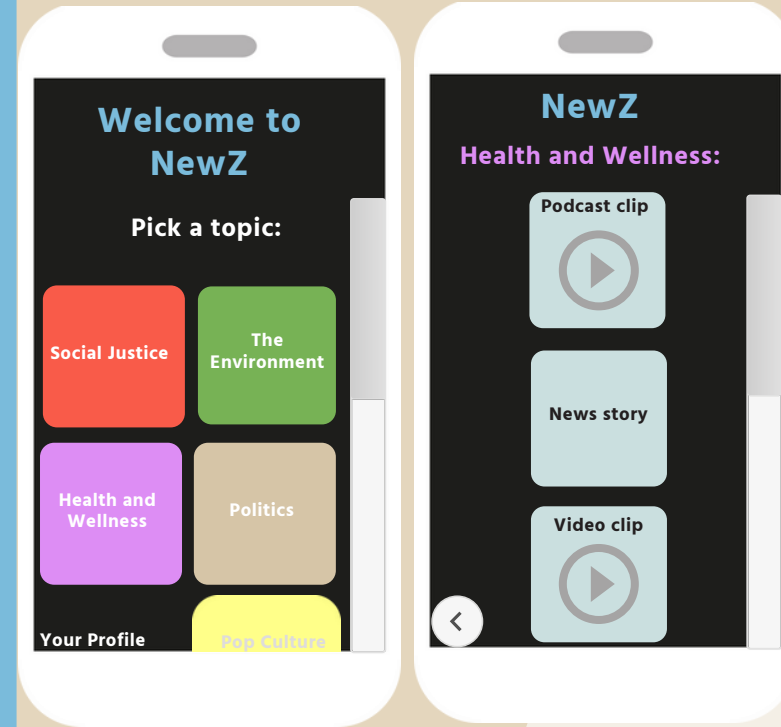
Challenges

- Trust in the media is declining⁶
- Social media has disaggregated people's trust by having so many options⁶
- 67% of American adults think made up news causes a great deal of confusion about the basic facts of current issues and that the intent is to mislead the public⁶
- Gen Z has been labeled as a "hard to reach" audience because it is difficult to capture data on their news patterns⁵
- Gen Z mainly gets their news from social media¹
- Gen Z wants to feel represented in the media but doesn't⁸
- Gen Z feels an "us versus them" mentality when it comes to the younger and older generations⁸
- Gen Z selects news based on ease of use⁷
- 46% of people surveyed said they were not satisfied with how they receive their news²

Solutions

- When Americans feel valued by their news sources, they have a more positive outlook toward the media⁶
- Companies who listen to Gen Z and value their input, gain respect and loyalty⁸
- NewZ is a news app that is built for Gen Z by Gen Z²
- NewZ curates news for Gen Z²
- The user can pick from a variety of news topics selected based on research of what Gen Z is most interested in²
- Majority of Gen Z gets their news on YouTube⁴
- NewZ provides video and podcast clips, as well as news articles²
- NewZ aims to engage Gen Z in the news by bringing them news content that reflects them in a format they're used to²

Prototype



Stakeholder Benefits

Late Gen Z's, ages 18-24, and early millennials, ages 25-35:

- Makes them feel represented in the news
- Allows them to communicate about these topics
- Leads to more news engagement

Journalists and news outlets:

- Connects journalists with the Gen Z audience
- Gives journalists the ability to promote their work

Those not Gen Z's or millennials that use social media:

- Allows them to find news they are interested in and new content
- Creates more overall news engagement

Advertisers:

- Allows them to reach more audiences
- Makes money for both them and journalists

✓ Guiding Principles

1. Provide a platform for Gen Z to feel represented in the media.
2. Expand users' news reach and create conversations around news topics that reflect Gen Z.
3. Give journalists a space to share their content with a Gen Z audience.
4. Support news engagement by making it easy for users to find news coverage with short and long form content.
5. Transform the way traditional news is presented to Gen Z.



📖 References

1. Auxier, B., & Arbanas, J. (2022, May 12). News at their fingertips: Digital and Social Tech Power Gen Z Teens' News Consumption. Deloitte Insights. Retrieved August 9, 2022, from <https://www2.deloitte.com/uk/en/insights/industry/technology/gen-z-news-consumption.html>
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9. Prototype images were assembled by Julia Dallas via Canva graphics. All graphics were from Canva: Canva. (2013). Canva. Retrieved August 30, 2022, from <https://www.canva.com/>



Audience Profile

Acronym	Key Words	Questions To Ask	Answers
A	Analysis	Who is the audience?	College students (Gen Z's) ages 18-24
U	Understand	What is the audience's knowledge of the subject?	Some have more news knowledge than others, depending on their interests and majors, but they are experts in social media
D	Demographics	What is their education background, etc.?	Pursuing a bachelor's degree
I	Interest	Why are they attending your presentation or viewing your proposal?	They are interested in new apps and staying up to date on current events
E	Environment	Where will the presentation/proposal take place?	In person presenting in front of the class
N	Needs	What are the audience's needs associated with your presentation/proposal?	Will this app be worth my time? Why should I download this? How is this different than other social media apps? Why should I care about the news?
C	Customization	What specific needs/interests should you address related to the specific audience?	Showing them how easy the app is to use to find news. That the app was based on previous Gen Z research.
E	Expectations	What does the audience expect to learn from your presentation/proposal (if anything)?	If this news app will actually be useful for them and worth spending their time on.

(Where presentation will start)

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Welcome to
NewZ





Agenda

- What is NewZ
- The Vision
- Challenges
- Solutions
- Personas
- Prototype
- Stakeholder Benefits
- Guiding Principles
- References



Making the news interesting. NewZ is a news app for Gen Z. We bring you the latest Gen Z news content with a mix of podcasts, videos, news influencers and mainstream media. Choose from an array of topics like social justice, the environment, health and wellness, solution oriented journalism, politics, and more!

The vision

Providing Gen Z with news that reflects their generation in an engaging and easy to use format.



Challenges

- Trust In the media Is declining ⁶
- Social media has disaggregated people's trust by have so many options ⁶
- 67% of American adults think made up news causes a great deal of confusion about the basic facts of current issues and that the intent is to mislead the public ⁶
- Gen Z has been labeled as a "hard to reach" audience because It is difficult to capture data on their news patterns ⁵
- Gen Z mainly gets their news from social media ¹
- Gen Z wants to feel represented In the media but doesn't ⁸
- Gen Z feels "an "us versus them" mentality when it comes to the younger and older generations ⁸
- Gen Z selects news based on ease of use ⁷
- 46% of people surveyed said they were not satisfied with how they receive their news ²



Survey Results - Are you satisfied with how you receive your news?

No, because I get "summarized news and opinionated news" instead of "facts". For example, the news is "not news of facts"; it's "news of one's opinions". Opinions aren't facts.

I wish there were more credible online sources to get news that also were not biased.

No because it's not more about what's going on in the world or it's one sided political party news.

No, i think the personalization of media manifested siloed communities that strongly reinforce a specific belief and disrupts opened minded discussions

No it's mostly fake

No, I feel as I can't trust any news sources

No, a lot of stories are not interesting or relevant to me.

Yes, comes from many different sources

yes, i only know what's important to me

Yes, I think it's pretty easy using social media apps we already use for other reasons

Meh. I wish I knew things more in detail and quicker.

Do you find the source of your news to be reliable?

It depends on where/who the information comes from and if I can find more evidence through my own research

Yes, because everything Google News shows per topic ranges in perspective. It's not one-sided unless you choose to do so.

Yes, I follow several Washington post / New York Times etc on IG and they link to full stories.

It's the Herald, so yes.

Yes - I read the NYTimes on their site, and follow Reddit links directly to their news sources.

I find it reliable for speed and headlines but I don't find it reliable for a whole truth or article

Yes because it comes from a news app

Yes because I follow news source accounts but also not because it is semi unregulated

I don't find it very reliable

Yea

Not all the time. I usually double check

Everything with a grain of salt

Yes and no. Depending on the account, I worry fake news.

Multiple sources reporting the same thing seems reliable

Somewhat

I do find Twitter and YouTube channels that are of news source reliable.

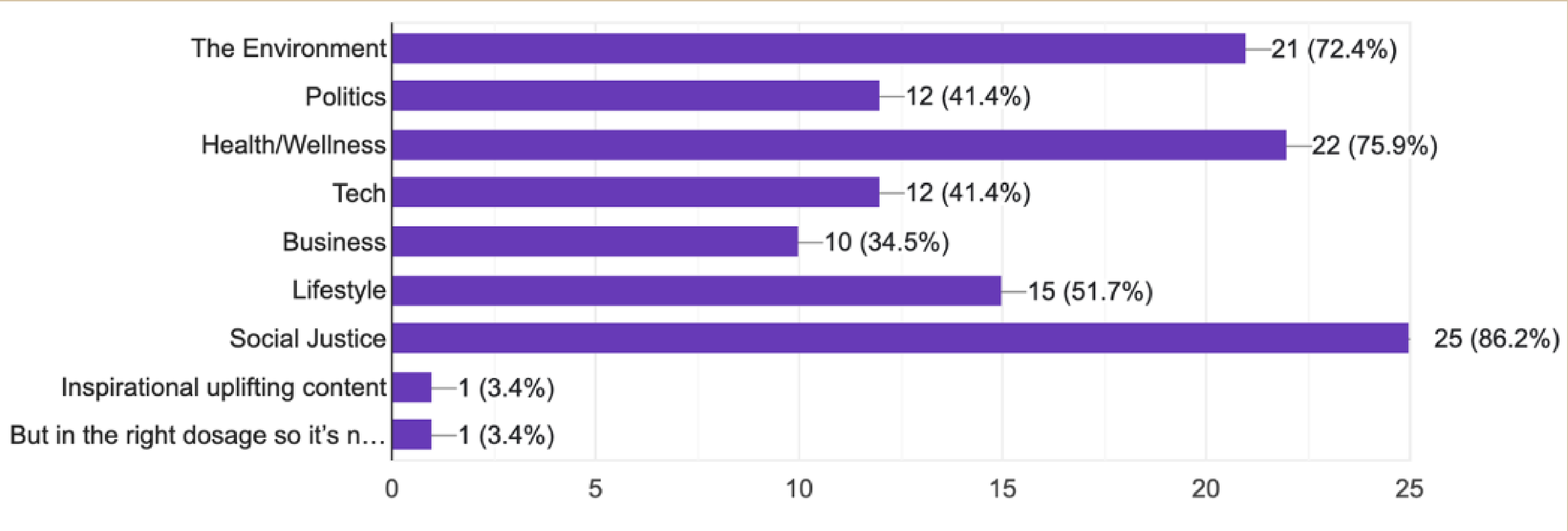
Twitter and Tik tok aren't always reliable :/

There's a lot of fake accounts. Can only really trust the source if the account is verified and has a check mark.

For the reason above, i seek news from a variety of sources and deduce my own perspective. Even watching news opposite of my beliefs so i can understand the other side.

No because it's all scam stuff

What do you want to see covered more in the news?





Solutions

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Gen Z Gianna



Bio: Gianna is a senior in college pursuing her communications bachelors degree. She wants to keep up with the news but doesn't have time to search for articles along with keeping up with school and working at a coffee shop. She loves using social media to stay updated and finds most of her news that way.

Top Apps:

- Tik Tok
- Instagram
- Be Real

Goals:

- Stay up to date with the news
- Find news via social media that she's interested in
- Have conversations with friends about news topics

Frustrations:

- Has to do extra research to find credible news sources and news she's interested in
- Does not always find news on social media
- Does not have time to look for news

Age: 22

Work: Student and Barista

Family: Has an older sister

Location: Austin, TX

Motivations:

- Ease of use
- Visually engaging
- Interesting and relevant content

News Connoisseur Neal



Bio: Neal graduated with a bachelors degree and has a career as a writer for an online pop culture magazine. He likes to keep up with the news as part of his job and because he is interested in current events. He mainly gets his news from social media but also has apps for all the news outlets he likes. He wishes there was one place for everything.

Top Apps:

- Twitter
- NYT app
- E! News

Age: 27

Work: Writer

Family: Youngest of three

Location: Los Angeles, CA

Goals:

- Find out more on current events
- Get short clips of news quickly
- Find news from news influencers and journalists in one place
- An app for pop culture news and political news

Frustrations:

- Has to go on multiple apps to search for pop culture news and political news
- Takes time out his day to stay updated on current events

Motivations:

- An app with everything in one place
- Short news clips
- Keeping updated on current events

What do you want in a news app?

Relatable news

Fact checking capabilities (but how do you fact check a fact checker? - feels like an never ending loop)

Well written and researched articles.

A search bar. And a place to ask questions.

Honesty, transparency, answers to pressing questions.

Multiple sources on same topic gathered together

Unbiased pieces

Entertainment translating "what's going on" to stay informed

Transparency, clear sourcing, not owned my large media conglomerates

Personalization

Be more inclusive and less biased

Reputable sources and allowing for people's comments

i don't want it cluttered or hard to find stories, i want it catered to me and what i consider newsworthy

Unbiased information on a variety of topics

Neutral opinions.

Daily updates on major issues: wars, political coverage on both sides, etc.

I want real time news from diverse sources. A recipe to success would be identifying controversial specifics in the new article and and display clean concise arguments of both sides.

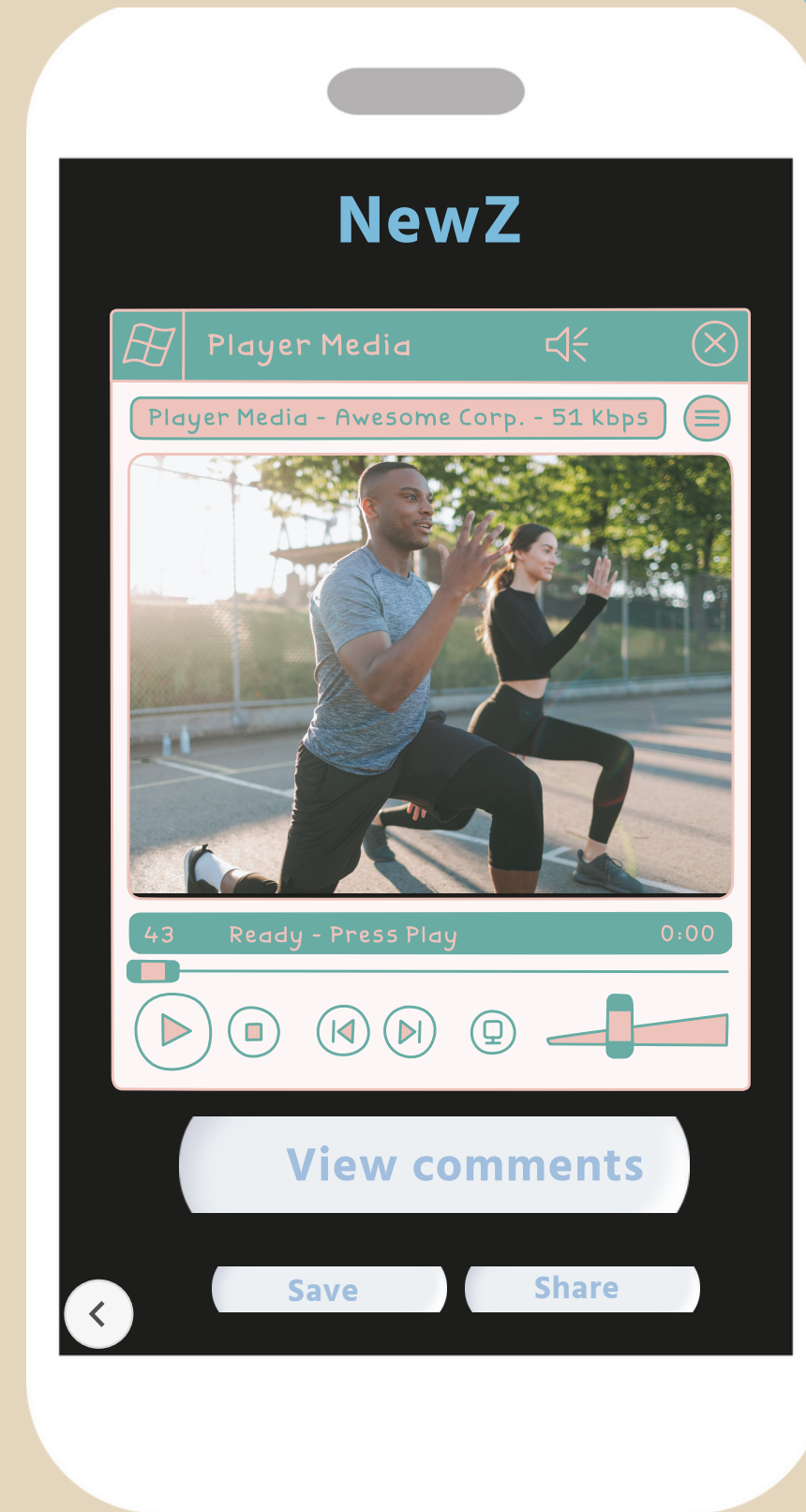
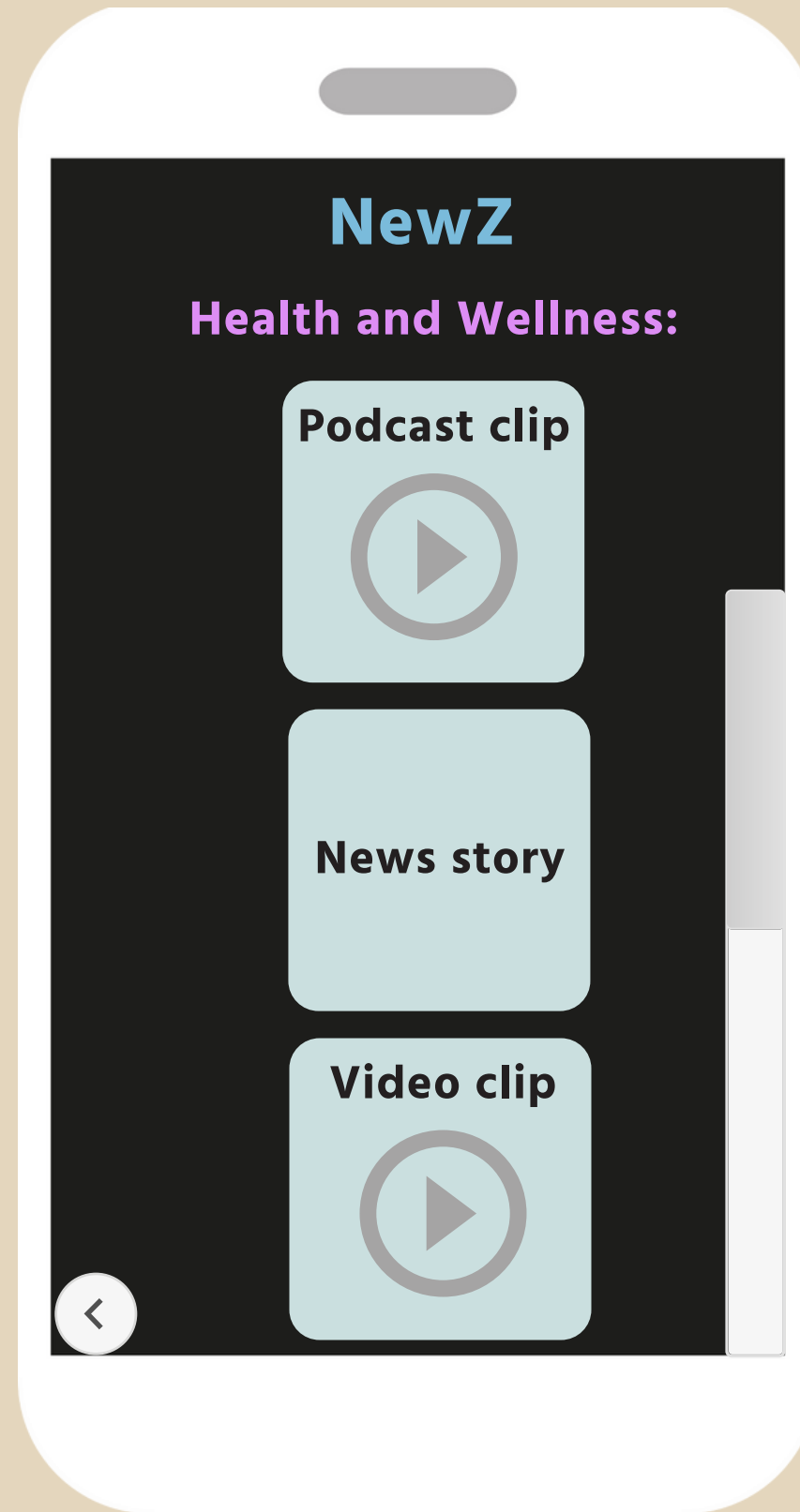
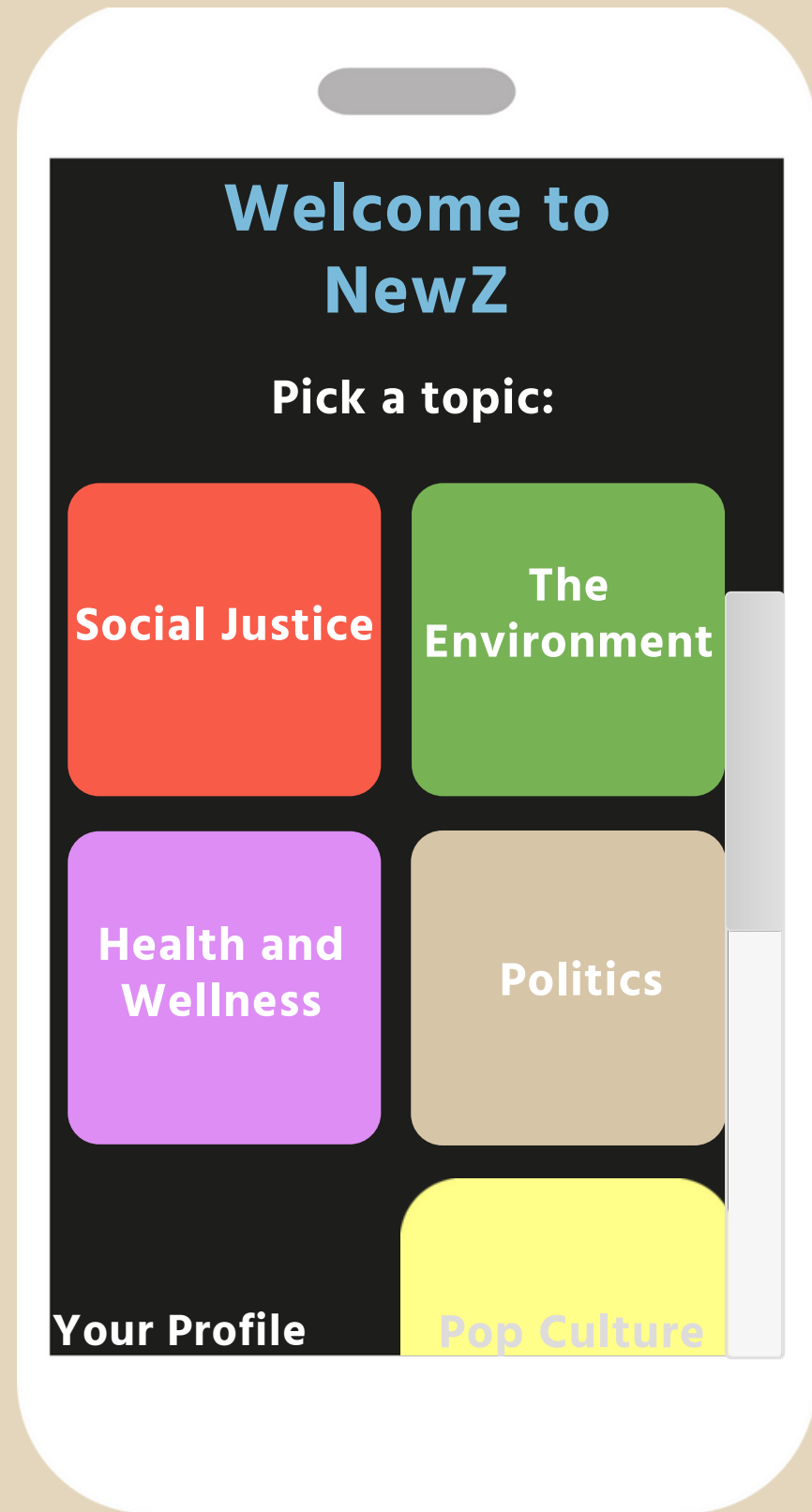
Real news about every topic not just one sided

Tailored content to me, but with both sides on a topic if it is divisive

I want the top 10 headlines of the day, then I want options to read more news as I please.

Key phrases that will pull up a topic easily

Prototype



Stakeholder Benefits



Gen Z's, ages 18-24:

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- Allows you to communicate about news topics with each other
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- Connects journalists with the Gen Z audience
- Gives journalists the ability to promote their work



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**Thank
You!** 

**Feedback?
Questions?**