JOURN 4992 Convergence Capstone

1/25/21

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Embrace uncertainty

Trust the process

What is the Job of News?

What is the Job of News?

Inform

Hold Accountable

Entertain

Jobs to Be Done of News

Make me smarter

Give me something to talk about

Look out for my interests

Entertain me

Guide me

Save me money

Table 1. Mean of Experience Levels Across Newspapers Estimated With a Random-Effects ANOVA Model

Experience	Label	μ	SE(μ)	σₘ	p	σ
13	Makes me smarter	3.47	0.013	.109	.000	.471
31	Drowning in news	2.26	0.009	.054	.005	.471
43	Ad credibility	3.21	0.010	.070	.001	.502
9	Too much	2.42	0.011	.082	.000	.504
40	Lacks distinction	2.51	0.012	.087	.000	.510
37	Uninformative ads	3.16	0.009	.039	.088	.519
5	Something to talk about	3.47	0.013	.103	.000	.522
21	Lack of local focus	2.57	0.011	.081	.000	.528
11	High quality, unique content	3.11	0.016	.142	.000	.541
14	Wasting my time	2.46	0.013	.106	.000	.543
38	Makes me want to read	3.07	0.011	.066	.003	.547
12	All sides of the story	2.99	0.014	.110	.000	.548
4	Touches and inspires me	3.07	0.014	.111	.000	.552
2	My personal timeout	3.01	0.013	.103	.000	.553
18	Makes me more interesting	2.61	0.012	.087	.000	.553
36	Taking a stand	3.40	0.015	.122	.000	.562
17	Annoyed and unimpressed by ads	2.76	0.011	.071	.002	.569
16	Ad usefulness	3.16	0.013	.093	.000	.577
20	People I know	3.42	0.027	.251	.000	.582
22	Skim and scan	3.07	0.011	.072	.002	.583
34	Unappealing stories	2.77	0.013	.097	.000	.588
1	Looks out for my interests	3.15	0.015	.118	.000	.590
25	Turned on by surprise and humor	3.00	0.012	.079	.001	.598
19	Makes me anxious	2.99	0.013	.089	.000	.599
27	Gender bias	2.56	0.012	.075	.002	.603
8	Grabs me visually	3.17	0.015	.114	.000	.608
15	Shows me diversity	3.49	0.020	.180	.000	.626
7	Clip and save	2.70	0.014	.104	.000	.647
33	News junkie	2.71	0.015	.112	.000	.650
24	Commands my attention	2.72	0.014	.102	.000	.658
23	Poor service	2.45	0.015	.108	.000	.663

Explain the reporting process to me

What are the basic steps?

Explain the reporting process to me

Story Idea

Research

Reporting

Writing

Editing

Publishing

Follow-Up

How do you decide?

Which stories to cover?

How much research to do?

How many sources to interview?

How long the story should be?

What are our constraints?

What are our constraints?

Deadlines

Skills

Gear

Budget

Audience

Editorial mission

Other projects

Constraints and Heuristics

We make decisions using gut-instinct based on prior experience, goals, expectations, and constraints.

We can't change that - we just want to better-inform the guesses.

Heuristic = educated guess

Educated Guessing

The better we "guess" the more time
and money we save and the better the
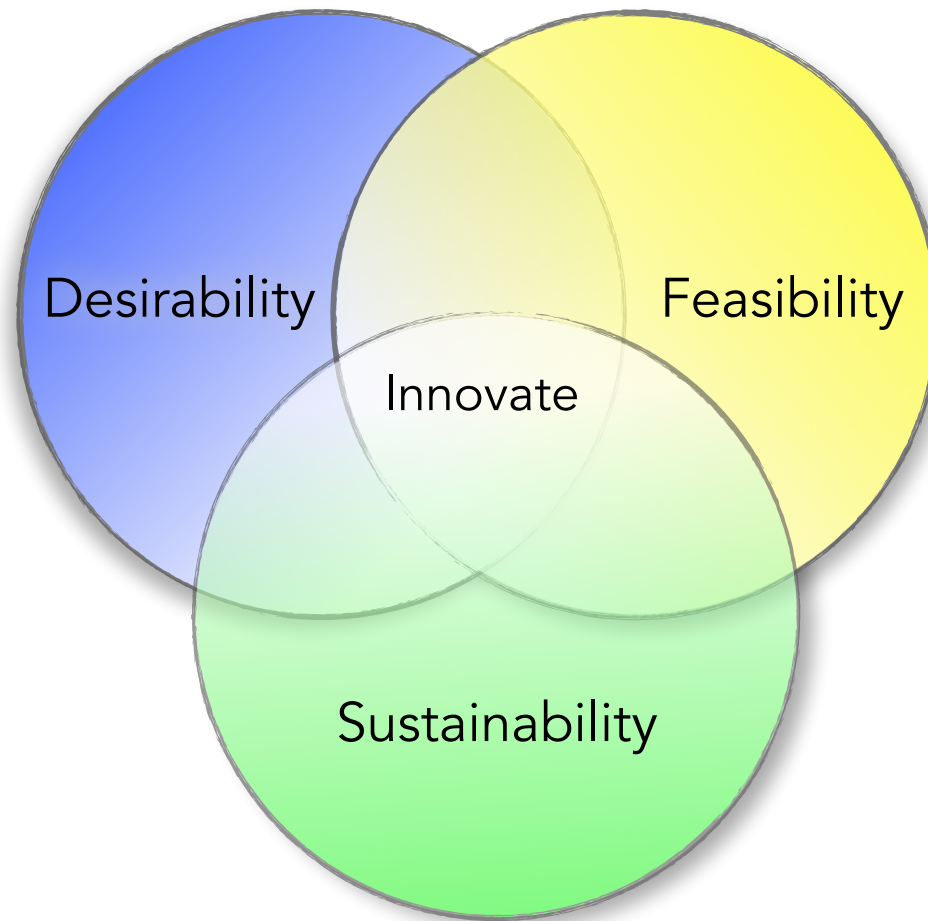results are likely to be.

What new things do we want?

Story topics/ideas

Technology

Processes

Services

Products

Product Development Process

Concept	Research	Analysis	Develop	Launch
Idea Generation	**Assess Market**	**Business Analysis**	**Product Development**	**Go to Market**
▪ Requests ▪ Customer Pain ▪ Market Studies ▪ Legislation ▪ Competitors	▪ Segment & size ▪ Growth potential ▪ Customer needs ▪ Legal issues ▪ Competition	▪ Cost/Benefit ▪ Resources Required ▪ Capital Expenses ▪ Profitability/Margin ▪ Anticipated Sales	▪ Technical Specs ▪ Prototyping ▪ Trial Production ▪ Testing & QA ▪ Test Market Selling	▪ Marketing Plan ▪ Sales Training ▪ Distribution Plan ▪ Collateral Design ▪ Set Launch Date
Key deliverables Products concept docs	**Key deliverables** Market Research Report Market Req. Document Product Definition Statement	**Key deliverables** Business Case Profitability Analysis Product Req. Document	**Key deliverables** Product Dev. Schedule Product Testing Report Product Req. Document	**Key deliverables** Product Launch Plan Product Launch Budget Product ROI Forecast Target Launch Date Set

1

DISCOVERY

I have a challenge.
How do I approach it?

2

INTERPRETATION

I learned something.
How do I interpret it?

3

IDEATION

I see an opportunity.
What do I create?

4

EXPERIMENTATION

I have an idea.
How do I build it?

5

EVOLUTION

I tried something new.
How do I evolve it?

STEPS

1-1	Understand the Challenge
1-2	Prepare Research
1-3	Gather Inspiration

2-1	Tell Stories
2-2	Search for Meaning
2-3	Frame Opportunities

| 3-1 | Generate Ideas |
| 3-2 | Refine Ideas |

| 4-1 | Make Prototypes |
| 4-1 | Get Feedback |

| 5-1 | Track Learnings |
| 5-2 | Move Forward |

number of possibilities
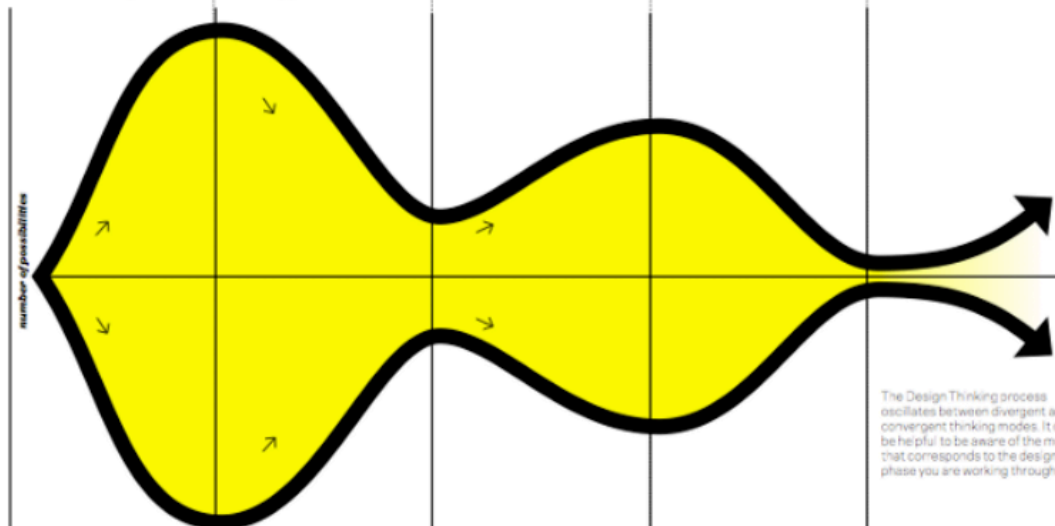
The Design Thinking process oscillates between divergent and convergent thinking modes. It can be helpful to be aware of the mode that corresponds to the design phase you are working through.
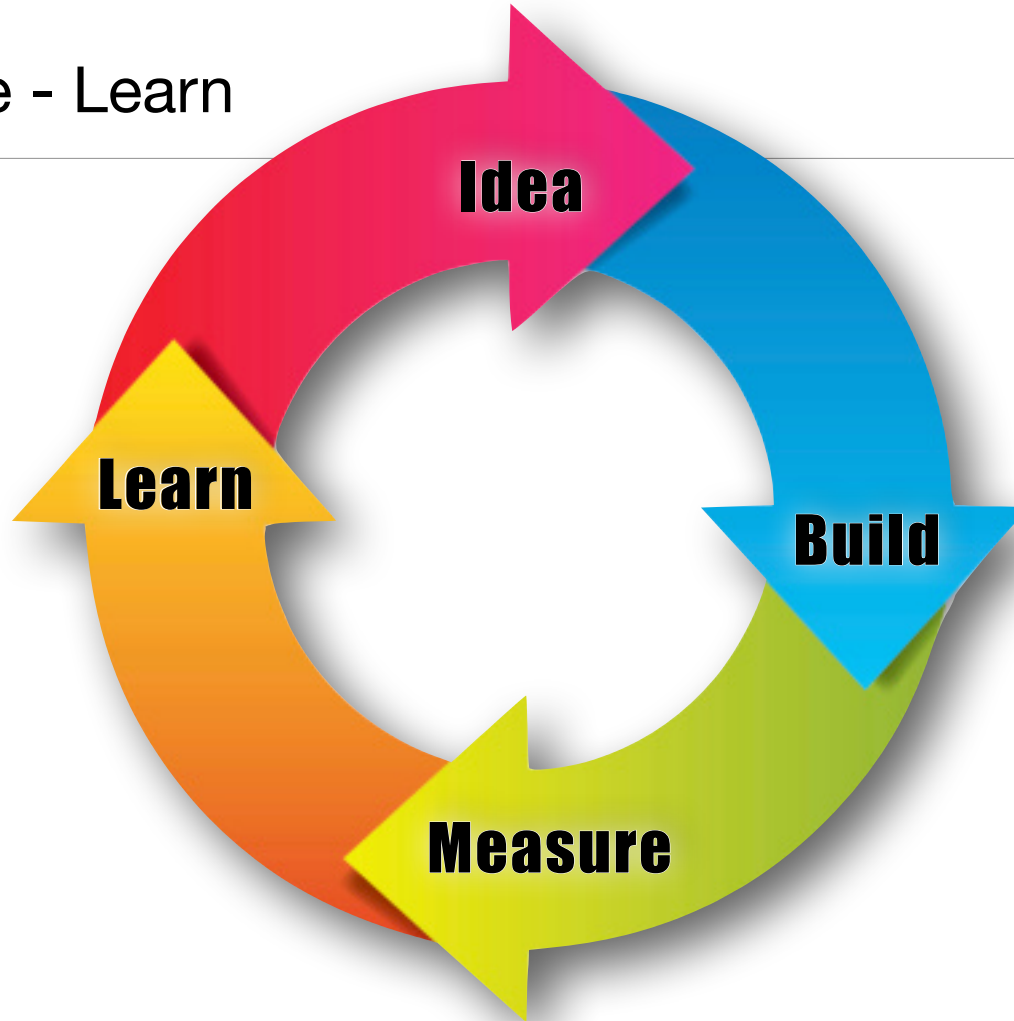
Build - Measure - Learn

Figure out what you need to **Learn**, **Build** an experiment, **Measure** the results
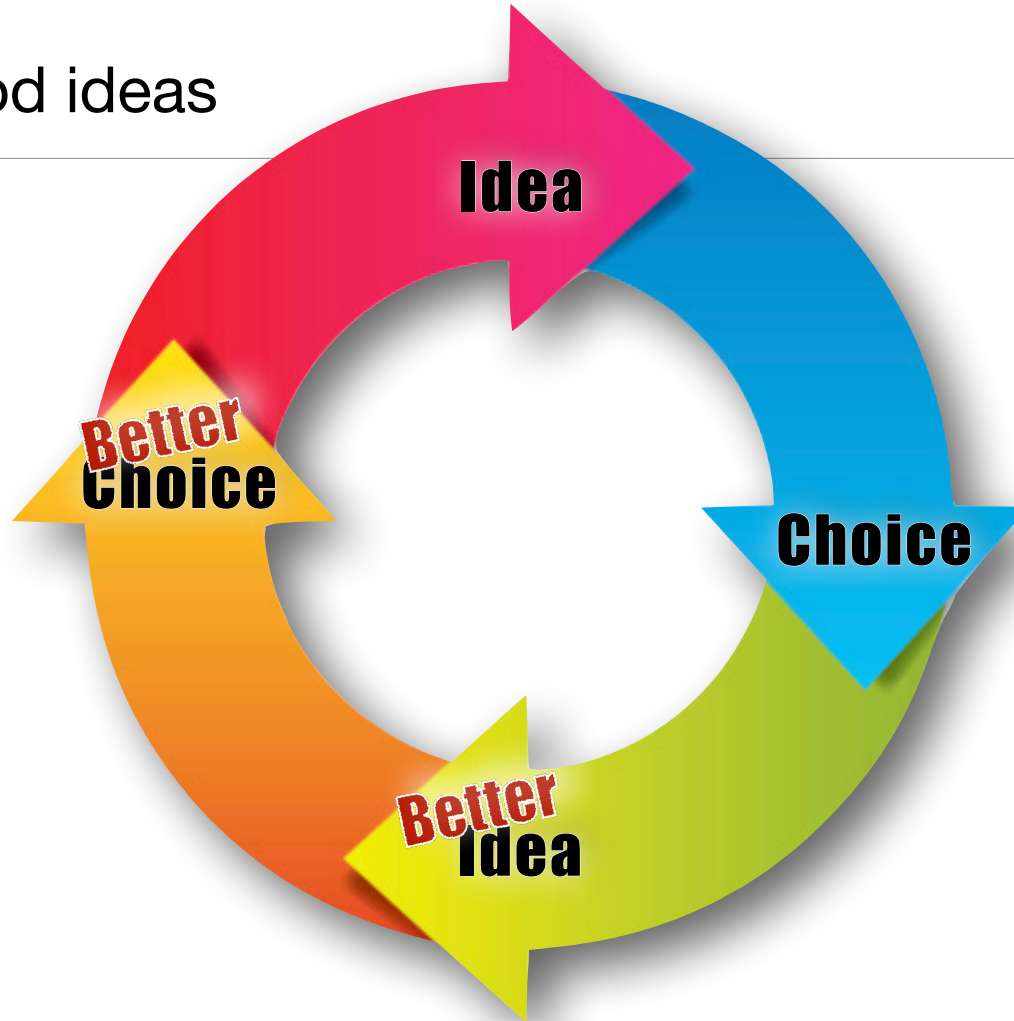
then

Figure out what you **Learn**ed, **Build** a prototype, **Measure** the results

then

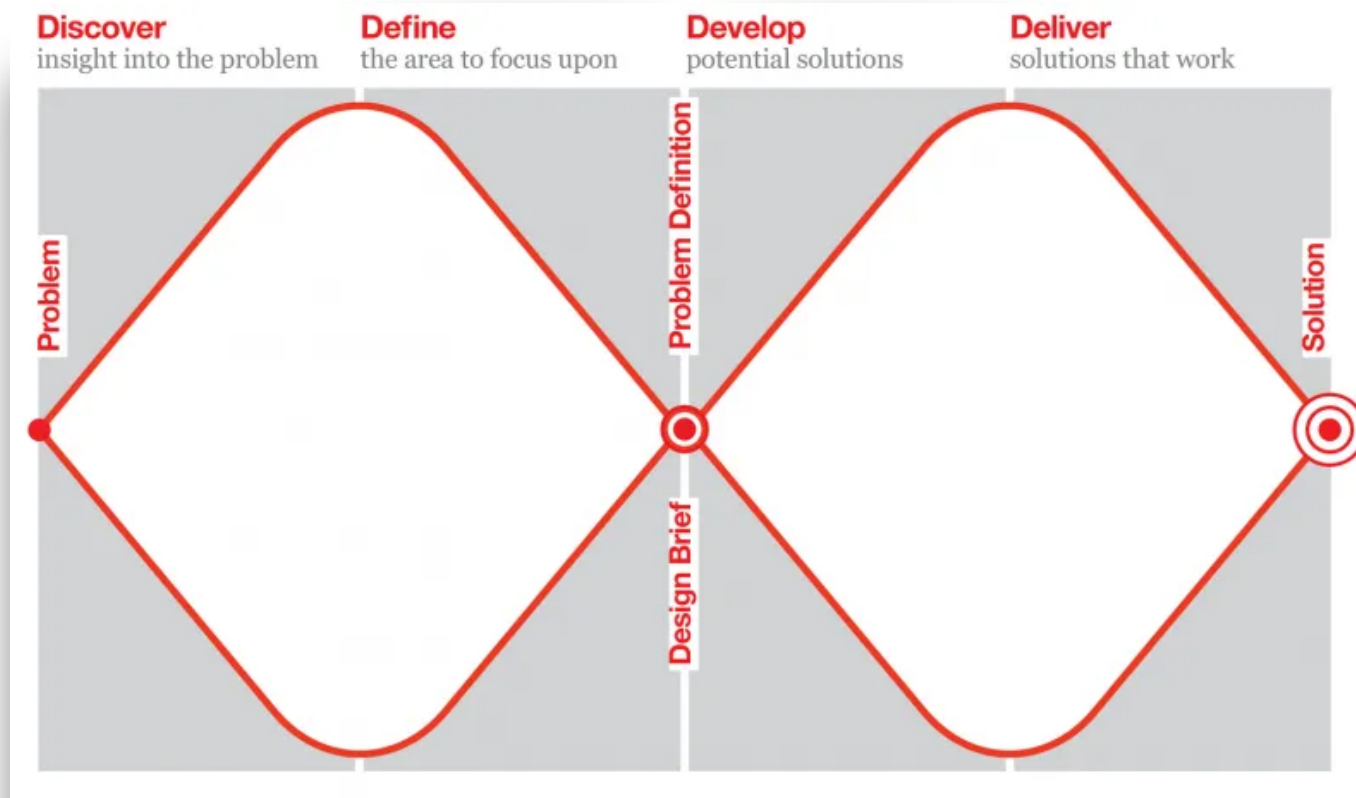Take what you **Learn**ed, **Build** it better, **Measure** the results

Build - Measure - Learn

Building on good ideas

Flare & Focus or Diverge & Converge

Project Process

Discovery / Empathize

Research

Ideate / Define

Prototype

Test

Iterate

Project Process

In each phase of your project:

What are the questions/hypotheses

What do you need to know to have answers

How do those answers inform the next phase

Week Four proposals

Who is on the team, how are you self-organizing?

    - Roles, focus, tasks

What is the project as described by the client?

What assumptions have you examined/questioned?

What is your best understanding of the problem being solved?

How do you plan to solve it?

    Phases of the project

    Tactics

    Milestones

Agile Sprints

A **sprint** is a short, time-boxed period when a scrum team works to complete a set amount of work. **Sprints** are at the very heart of scrum and **agile** methodologies, and getting **sprints** right will help your **agile** team ship better software with fewer headaches.

Stand-ups

5 minute 'meetings'

Three questions:

- What have you accomplished since the last meeting?
- What are you working on before the next meeting?
- What roadblocks are currently in the way?