Keep Track of Journalism

Taking ideas from pitch to published

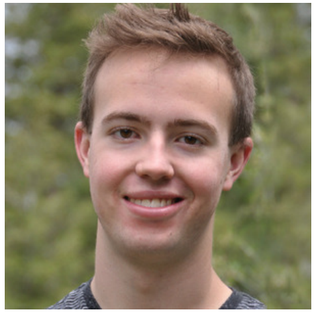
THE TEAM

Peter Hansel

Math, CS, and Music

Nik Marda

Math, CS, and Polisci



Jason Prince

Symbolic Systems

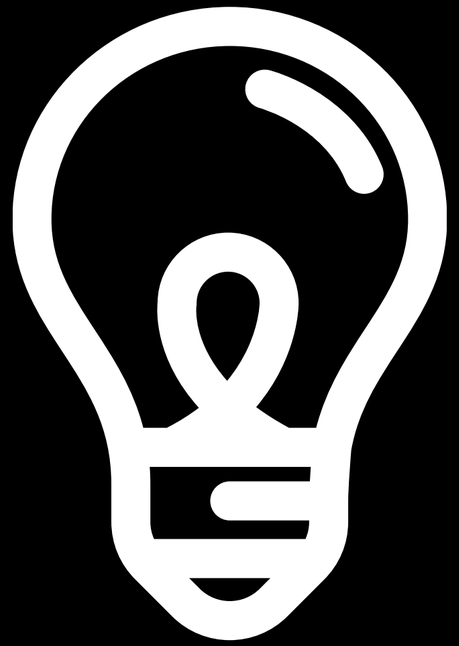
Will Yin

Math, CS, and Neuroscience

Idea Management:

Focused on the Journalists

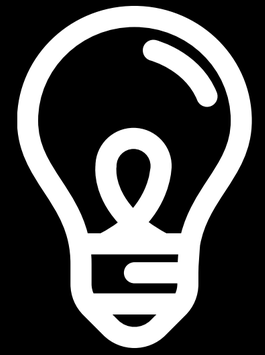
Trying to make sense of the process



INITIAL POV

We met Mark, who works on HCI research about ***understanding creative decisions***. We were surprised to learn that he writes ideas down during the day and processes them ***en masse*** at night. It would be game-changing if we could find ***optimal times*** during the day to fully flesh them out.

Additional Needfinding



"Can you tell me about how you **research** a lead?"

"How did you get the idea for your **last published** piece?"

"Are there common **bottlenecks** while writing a piece?"

Heather W.

Experienced Reporter and Emmy-Winning TV producer

- Journalism is not a fine-tuned, organized process.
- Counterfeit drugs
  - Managing sources
  - Juggling stories

Dieter Kurtenbach

Experienced sports journalist with experience at several levels

- Interviewing the Warriors about their team culture
- Identifying key facts and figures (e.g. quotes, statistics)

Julia Ingram

Managing editor, Stanford Daily News

- Managed Newsroom during SCR event
- Newsroom moves fast
- Responsibility of final product goes to top people

River Grace

Science writer and musician

- Came up with a lyric for a song, but the phone rang
- Idea capture is difficult but crucial

Elena Shao

Amateur political journalist, Stanford Daily News

- Panel on Russian foreign policy
- People write articles about what they're interested in

Revised POV #1

We met Heather, an **experienced journalist** and book writer. We were surprised to hear that she **wanted more structure** when dealing with **longer-term** projects. It would be game-changing to provide a **default template** for capturing every piece of information.

Revised POV #2

We met Eddy, a **goal-oriented** researcher. We were surprised to hear that he had **trouble managing leads** for research projects, yet refused to rely on **technical solutions** (such as note-taking apps) to manage them. It would be game-changing to offer the benefits of **organization** that technology brings while ensuring that the user always feels in control of their own **thought process.**

Revised POV #3

We met Bill, who has decades of experience consulting companies about **innovation** and **technological foresight.** We were surprised to learn that companies often **forget about projects** that they've delegated teams to work on. It would be game-changing to give managers **updates without adding stress** to the employees' workflow

Heather's POV

How might we keep all the information for a story in one ***unified*** place?

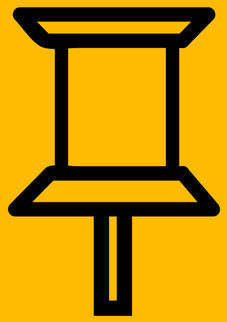
Solution: Create a ***template***

Heather's POV

How might we keep all the information for a story in one unified place?

Solution: Create a template

How might we augment the ***creative*** process of writers using technology?



Solution: Have the story ideas come up ***sequentially*** for user processing

Eddy's POV

How might we help people take advantage of ***pen-and-paper*** methods?

Solution: Streamline the idea
input process

Solution 1: Create a template

Assumption: **Reaching out** is a bottleneck

We asked: "who should I **talk to next?**"

- 3 responses

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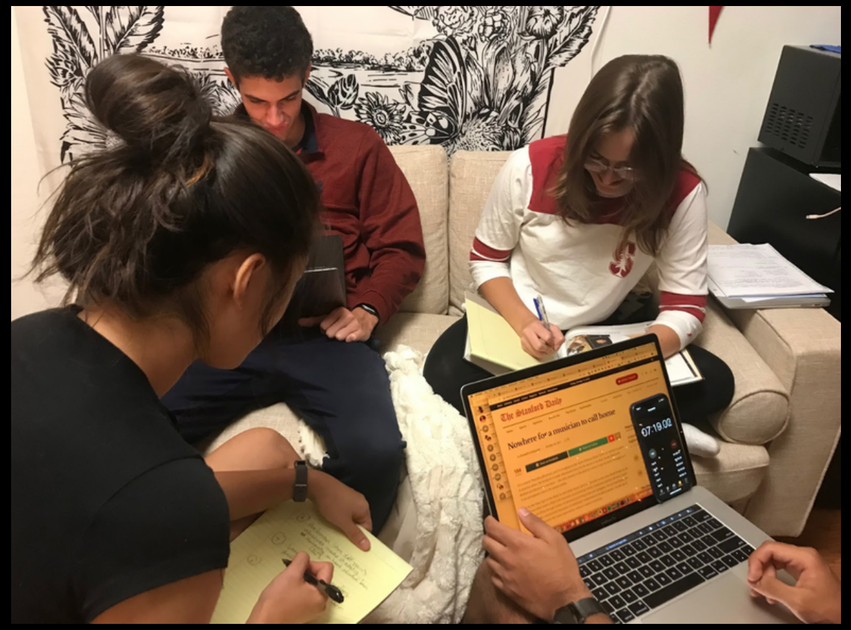
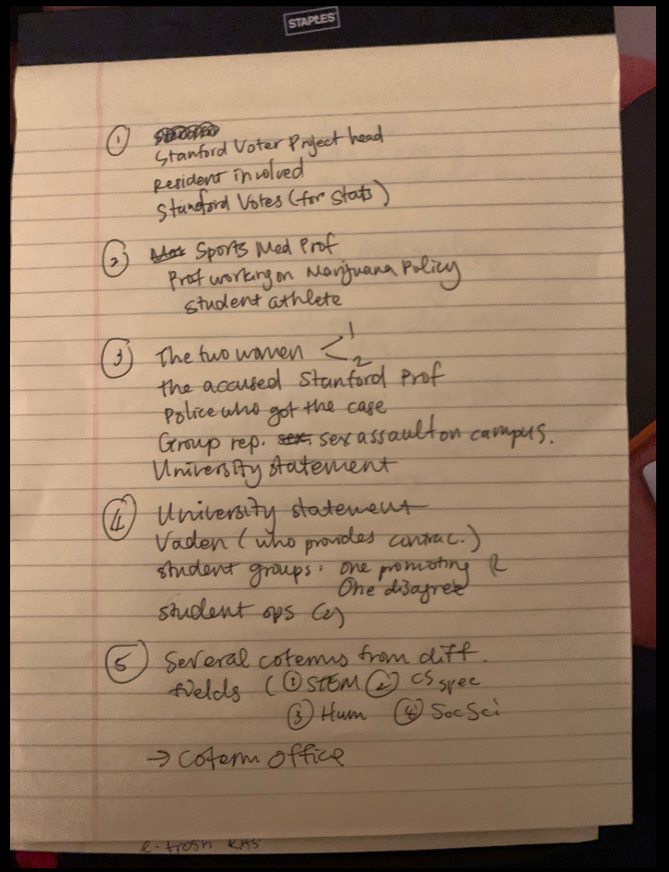
- 3 responses

45 seconds or less

Experience = speed





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Takeaways:

- "We should make **new staffers** do this"
- Very fast
- Headlines insufficient

Solution 1: Create a template

Assumption: **Reaching out** is a bottleneck

Takeaways:

- "We should make **new staffers** do this"
- Very fast
- Headlines insufficient
- Trained early
- Ultimate discovery about finding people
- Key takeaway: more than a **headline**

Solution 2: Sequential idea processing

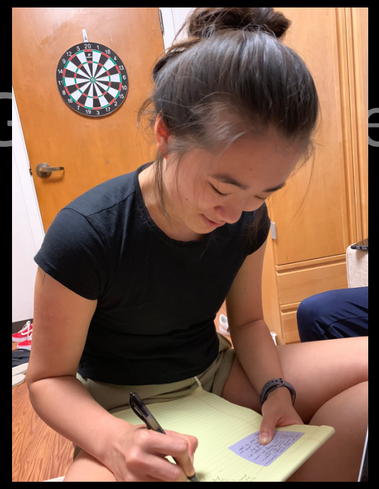
Assumption: Take it **one at a time**

Gave two sets of questions

- 10 minute total

Solution 2: Sequential idea processing

Assumption: Take it **one at a time**

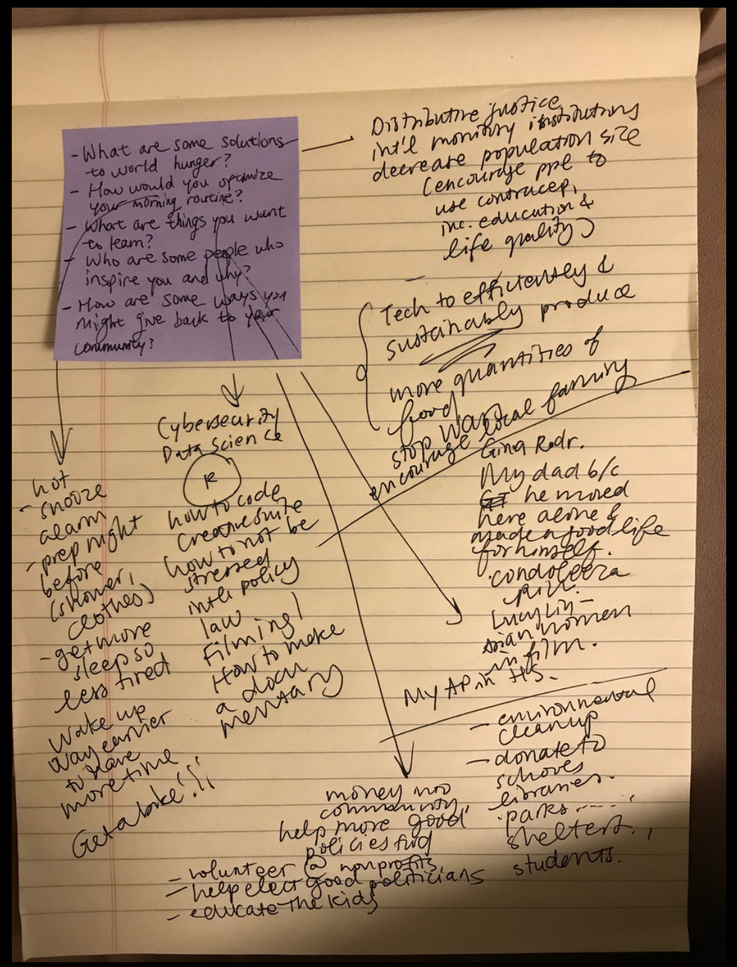


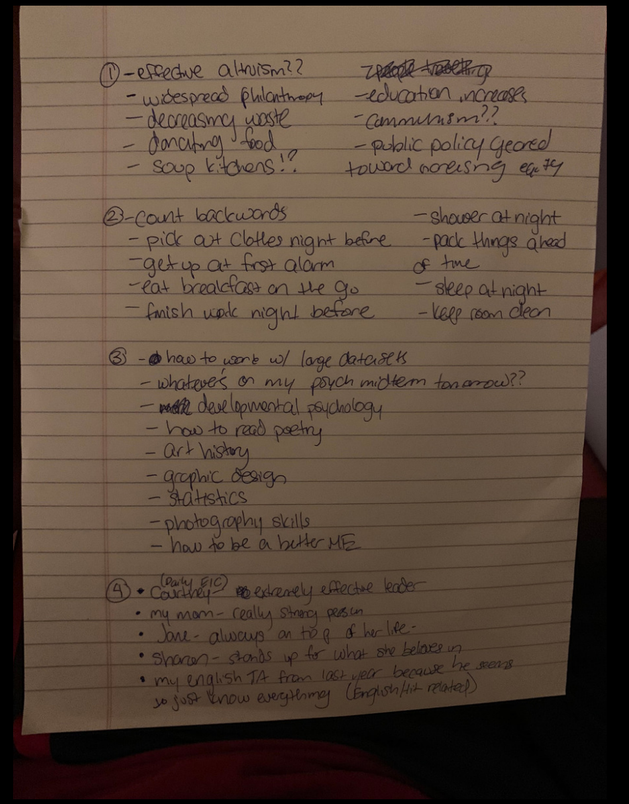
G ets of questions

- 10 minute total

Quantity and quality

Lots of **body language**





Solution 2: Sequential idea processing

Assumption: Take it **one at a time**

Takeaways:

- Visible and **audible** difference
- Different in every way
- Too much **emotion**?

Solution 2: Sequential idea processing

Assumption: Take it **one at a time**

Takeaways:

- Visible and audible difference
- Different in every way
- Too much emotion?

- More than what we expected
- Couldn't focus on one
- Journal one by one
- **Cycling** through?

Solution 3: Streamlining input

Assumption: Ideas **on the go**

Get people putting down
their ideas

- in writing, "**Ideaman**"

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Assumption: Ideas **on the go**

Get people putting down their ideas

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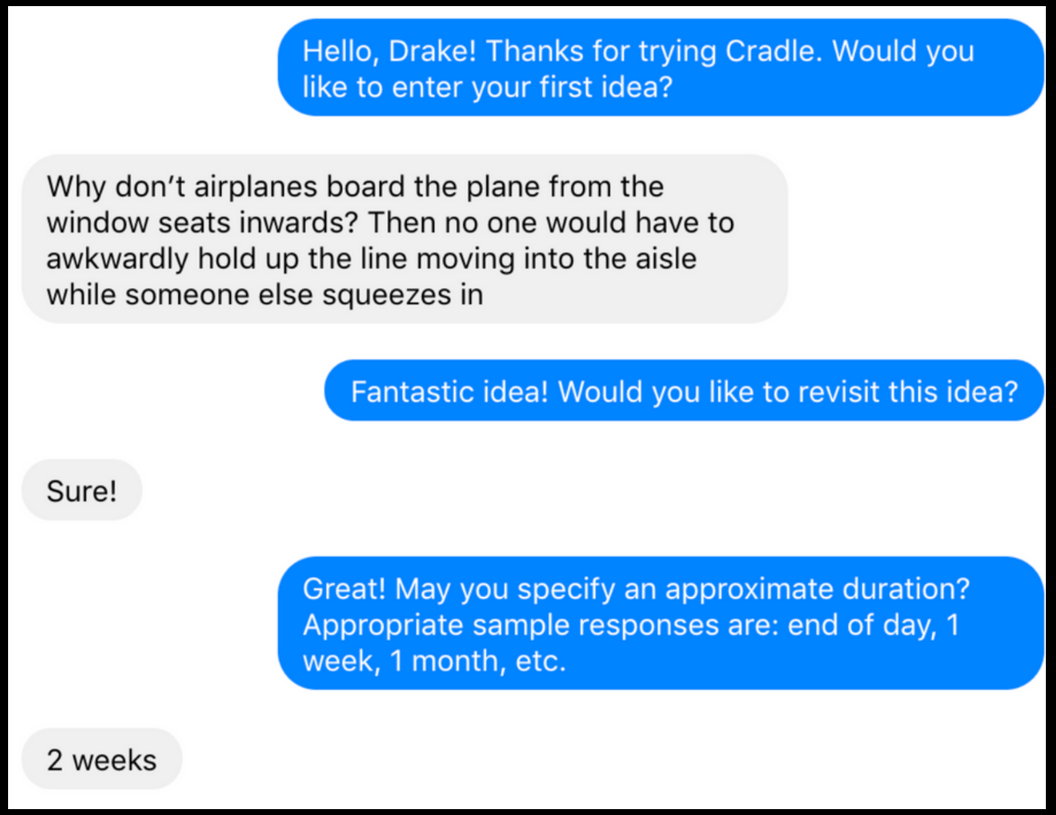
Lots of ideas

Accessibility/Conversation style



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Takeaways:

- Conversation sparked ideas
- Fun!
- Ideas weren't **private**

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- Already, people **polished** ideas more
- Clusters
- Simple doesn't mean useless
- **Now what?**

Summary

Now what?

- Focusing topic
- POVs
- Assumptions:
- Getting excited

- Finding people is a bottleneck
- Work on one idea at a time
- Ideas at any time

Questions?

Thank you!