

Week 4 Project 2

1. Company name.

Macomb Daily Newspapers. MediaNews Group.

2. Does the site convey a positive or useful message for the company?

Yes, the quality of material is complete and contains, Local, Michigan, National and International news. It shows the quality of the information gathered and displayed well for easy readability.

3. Who is the target audience?

Residents of Macomb County Michigan. Also, people who are not residents in Macomb County, Michigan but who have interest in Macomb County News.

4. What information content is provided?

Current News stories. Classified Adds, Sports, Weather. Local happenings of interest. Michigan wide news. National New and International news stories. National and International News is properly credited to the source, typically the Associated Press, but may be from other sources also.

5. What business model is the site following? (Chapter 1, pp. 17-18 may be useful)

Macomb Daily is using a revenue business model. They seek subscribers to the printed edition, but mostly to the website. They also take advertising, included and around the published news to attract story readers to see the advertisements. These advertisements should be of interest to Macomb County residents.

6. What functions are provided?

News reading, scrolling, click to view. Headlines, Sections, Michigan, National and International news. Sports reporting, Weather information. Information of local interest and happenings. Health news, opinion pieces. Reader submitted responses to content. Classified adds and obituaries are provided. Typical content of a daily/weekly newspaper.

7. Does the company generate revenues from the site? How?

Yes, primarily through subscriptions to read the content provided within behind a paywall. Advertisements within the content for readers to see and perhaps take advantage of the information for purchasing decisions. Revenue from posting classified adds.

8. What costs do you think are associated with generating those revenues?

There are costs of paying the reporters to gather the news information. There is the cost of organizing the information into a well displayed website which quickly displays information and responds to user clicks and scroll operations. They also have apps for Android and iPhone of the newspaper. They also print physical newspapers and perform circulation and sales of the printed editions. They obviously want the printed edition and the website to stay well in line with the brand and the image they are portraying. The printed edition, the website and the mobile apps all need to have a coherent look and feel.

9. Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Yes, the website is well organized and responds quickly to mouse and scroll operations. I think the longest I have waited is about 3 seconds for a page refresh. Each webpage contains a consistent look and feel while browsing. There are consistent header and footer sections on each webpage with loads of information about the company and their mission statements and purpose. Much of the footer information is related to the MediaNews Group company as a whole, thus reducing the redundancies and cost associated with multiple regional newspapers the MediaNews Group provides and performs across the USA.

10. How well does the company use design and layout features?

In all ways possible the website is obviously developed continuously by a team of experienced professionals who perform web design and layout as a full-time occupation. The content stays consistent across web pages and stories are consistently laid out to the intended design standards of a professional web team. The footer also indicates that Word Press Enterprise is used to develop the look and feel of the content.

11. Is the site aesthetically pleasing?

Yes, It is basic black and white, the way I would like professional newspaper creates the content. The background is white, and the text (ink) is black. The fonts and the format of the content are purpose driven for easy reading and content. The pictures included are high-resolution and of newspaper quality.

12. What does the company do to provide a competitive advantage?

The size of the content included is the main competitive advantage. Obviously, the idea is that subscription to national newspapers is not necessary since national and international news is provided within the content. This, I'm sure, also has to do with the size and reach of the MediaNews Group within many markets of the USA where they publish similar newspapers.

13. What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

The site supports subscriptions using Goggle, Apple, and Facebook payment process thru their login capabilities. There is also a 1-800 number to call to subscribe. The footer of each webpage includes Terms of Use.

Cookie Policy, Cookie Preferences, Notice of Financial Incentive, Do Not Sell/Share My Personal Information, Arbitration. There is Search, Left nav and Top nav are provided. There is a sitemap to old stories to review decades of previous news.

There are accessibility options, Policies, Job Openings, and Links to other publications nationwide from the MediaNews Group including the Oakland Press for Oakland County, Michigan and many others.

14. What currency(ies) are accepted and how are they accommodated?

I cannot say exactly because I did not push through the subscription process pages far enough to see the currencies which are allowed for subscriptions. This was due to the necessary operation of providing a valid e-mail address to start the subscription process. However, one could easily imagine that US currency is the predominant method of payment. Considering the size and reach of MediaNews Group, one could also image that other currencies are also allowed, like Canadian Dollars and Mexican Pesos probably.