too long; didn't read.

What is TL;DR app?

Our idea seeks to make casual reading more fuss free, and it focuses on optimizing the reading experience on mobile. We do so by condensing articles into their subheadings, just like a content page for your articles (Figure 1). So at one glance, you, the reader, know what are the key content of the article and you can directly jump to the particular content of the article that you want to read. Our app does not change any of the content of the articles. We crawl the content directly from the original websites.

TL;DR tackles the problem of title-baiting. It provides the key points of the article, so that readers can determine the content of the articles easily, whether if it's really relevant to what the titles say and what they want to read. Also, users can choose to just read a particular section of an article by collapsing the tab, saving much scrolling time.
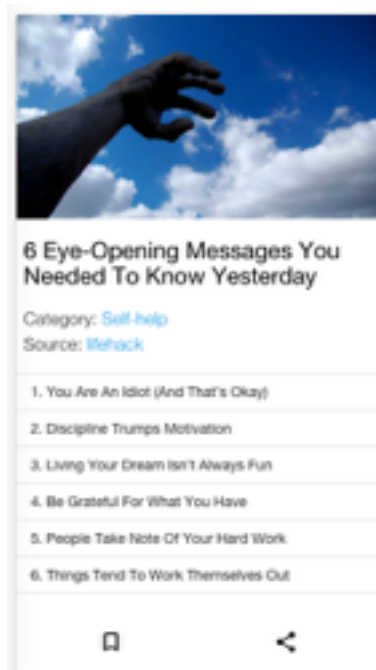

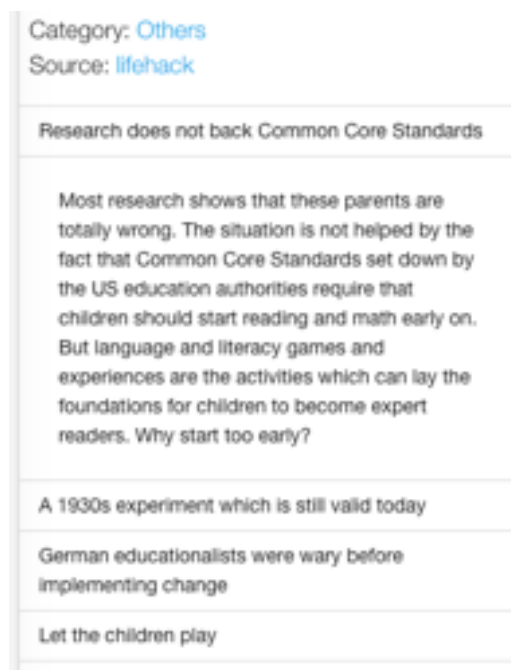Figure 1: Example of an article on TL;DR

Figure 2: When article's subheading tab is expanded

'Cool' features of TL;DR

1. **Tabs**: Content under a subheading is collapsed into a tab. People only need to expand the tab if they want to. Therefore, they can choose which portion of the article to read easily without the need to scroll through the entire article.
2. **Share on Facebook**: This shares the original link of the article on their Facebook, with indication that it is shared through TL;DR, giving our app free publicity whenever people share the article.

3. **Bookmark articles**: Users are able to bookmark their favourites articles and access it based on the categories.
4. **Offline accessibility**: If the user bookmarked any articles while offline, these bookmarks will be automatically added when the connectivity is restored.
5. **Aggregator**: Articles come from different sources and we also implemented a suggestion function for users to suggest sources they want to see.

Content optimised for mobile users

Firstly, these are what we observed for users who read on mobile:

- Usually read on the go or during pockets of time
- Mostly casual reading
- Less on serious reading like reports/research which requires a lot of attention and time
- Would read random content like those on lifehacks, thoughtcatalog that discusses about life, tips, self-help because the content is smaller and more digestible

Therefore, as a mobile reading app, TL;DR is made for casual reading. The selection of articles are more lighthearted; because we believe that serious content needs the length and has a flow that cannot be disrupted using point form and reading on mobile may not be the best platform. We focus 4 categories of articles—Money, Tech, Self-help and Lifestyle. These articles are generally more bite-sized and easy to read on the go.

TL;DR vs Flipboard

Firstly, Flipboard does not provide much information about the article except for previewing the first line of the article. On the other hand, TL;DR provides the key subheadings of the articles, which highlights out the key sections of the content, thus providing better idea of the content to the reader at one glance.

Secondly, most articles on Flipboard are launched in another web browser when clicked. This increases friction for UX as the user switches between the app and Flipboard. In TL;DR, users can read the content directly on our app by collapsing the tabs, and they only leave the app if they want to read the entire article on the original link. This reduces friction and keeps them in our app.

Future potential of TL;DR

As a reading app, TL;DR should ideally be kept lightweight to avoid distraction to users. One way to improve TL;DR is to collaborate with news providers such that they can provide us with their news in our format (i.e proper subheadings within article). This is mutually beneficial as we will be able to expand our articles offering to reach out to more people, while news providers also reach out to more readers since we are an aggregator.