

Survey 1

Question:

What type of newsfeed are you normally viewing?

Answer:

- IGN App

Key Benefits:

- Prime focus is on one topic, games and the electronic gaming industry. IGN has been around for over a decade and is one of the few successful websites that tracks anything that is gaming related.
- Feed delivery is fast, coverage on certain events are automatically fed to users within minutes.
- Sharing features within the app allows for users to interact with other gamers.
- Messages can be archived and stored within IGN servers and easily retrievable at a later time.

Survey 2

Answer:

- No newsfeed apps, browser only for Pokémon (has all badges)

Survey 3

Answer:

- Twitter App

Key Benefits:

- Does not like non relevant news.
- Likes the feeling of having followers.
- Not as privacy invading as Facebook.
- "Everything is brand new every time u open the app"

Summary:

- Users want news they are interested in.
- News should not deviate than what is selected by the user.
- Feeds should be current to the moment it happens.