

Competitor Research

	the guardian	FlipBoard	Buzzfeed	Huffington Post
+'s	<ul style="list-style-type: none"> - Various forms of media are available: Video, Podcast, News articles and Pictures - Have comment section to allow user to Have a discussion - allow user to select which topic to display in the homepage - allow alerts/ notification - Have a dedicated sport section that also shows all soccer matches in the UK - allow Facebook or Google Oauth login - allow offline reading - Search function to find specific article or section 	<ul style="list-style-type: none"> -Easy to navigate through the app. -Each headline has a picture to go with it. Very visual and nice to look at. Helps me skim through a whole bunch of articles until I find one I want to read -Great account customization, including favorites, read later, and customized groups of articles. -can choose which topics you're interested in and can Search through all or Some of the topics. -Beautiful design. It feels Great to use and look at. 	<ul style="list-style-type: none"> - simple grid layout - makes navigating the app very easy - a lot of pictures - every article has a picture and title on the main page...and inside the article it has so many pictures for about 90% of the articles. - updates pretty regularly - a new post about every 1/2 hr maybe less at times - organized - the main page has 3 view pages for "latest" "trending" and "shows"...and there navigation bar has about 3 different options 	<ul style="list-style-type: none"> - Simple and clear - Few distractions. Focuses on news, as it should. - Lots of sections - Easily navigable. Able to right and left swipe to change sections. - Good search feature - Very customizable - favorites sections, bookmark articles, change hue of app for time of day
Delta's	<ul style="list-style-type: none"> - Some article seems to be joined with other - the home page of the article format is inconsistence - the customization of the homepage is buried deep in the setting page - Require subscription to remove ad that is persistent throughout the app - Not all section can be removed (US politics and headlines) 	<ul style="list-style-type: none"> -Since you have to flip through your newsfeed one by one, if you go back to the beginning, it's really annoying to get back to where you were (pretty much no bookmark feature). -Notifications are more for social prompts like friends sharing articles you liked, rather than a big story appears. Would like to have more control over the notifications. -The view pagers nested inside other view pagers makes it a little awkward and unintuitive to navigate through. 	<ul style="list-style-type: none"> - boring layout - as nice as the simple layout can be to navigate it is a very boring white and red layout...also the pictures are a bit small -landscape - this has no landscape orientation option unless you open a video...otherwise the app will not respond to an orientation change - 3 apps? - for some reason instead of having one app that has all their news/posts they have 3.. BuzzFeed, BuzzFeed News, BuzzFeed Videos...News is very boring just white and black with even less pictures, and Videos is a bit content dry because its mostly just videos - the overall feel is just kind of bleh and seems like if was thrown together. 	<ul style="list-style-type: none"> - Basic layout - Lacks character - Appears somewhat biased - Small photos, text heavy - on feed - Too many ads - poorly placed.