

FlipViceFeed

In a world of short attention spans...

FlipViceFeed seeks to:

- Tailor users' feeds to their interests.
- Draw their attention to each article with more graphics-based headlines.
- Keep them interested through the course of reading each article.



Major takeaway from Research

1. Control of notification
2. Low time consumption
3. Skip most of the articles
4. Specific Reading habits
5. Specific topic Interest



Who is he?

He is a 30 years old,
Middle Class, White
Collar working Male.

He reads some
left-leaning news on his
smartphone before work.

He's fairly active on
Facebook, posting and
sharing articles.

Bob, just Bob



Pain points

Not much free time
Too much information to
process

Needs:

Controls on news topics

Stay up to date to
current trends and
topics

Finish reading the news
in 30 mins or less.

Control over
notifications



Main Features

- Picture based articles
- Logins with facebook
- Content Sharing with facebook
- Topic filters at the beginning of the app
- Time specific notification for top articles

Additional Features

- Refresh with Job scheduler
- Topic reference manager
- Option to select specific topic
- Search by title and tags



Optional Features

- Topic filters (remote server)
- Video playback
- Like list

Competitive Analysis

- Graphically-based feed
- Customizable content
- Tailored around user's reading preferences
- Limited + tailored notifications
- No ads

Our Competitors

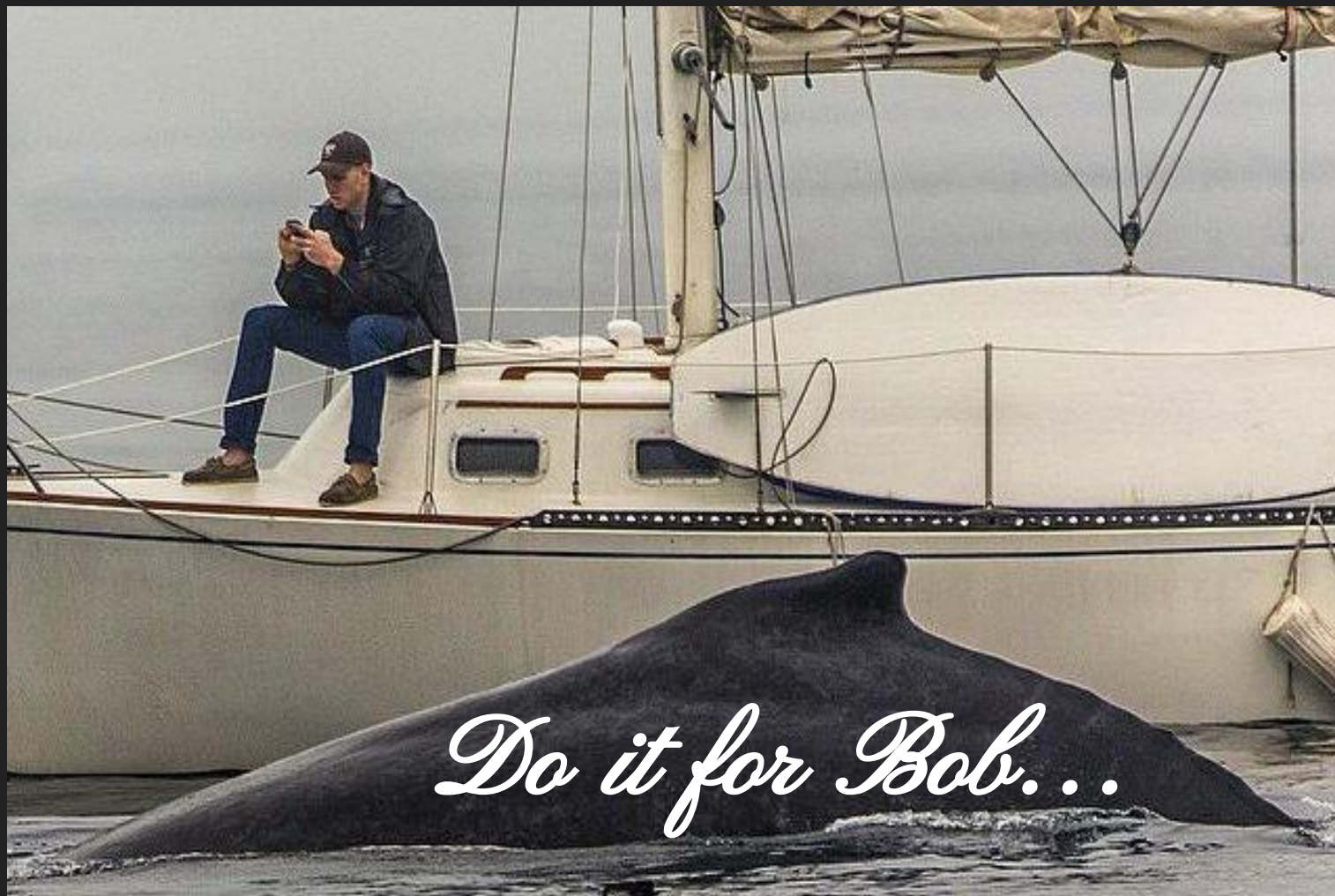
- BuzzFeed
- Huffington Post
- Flipboard
- Guardian

All have similar issues

- Basic/Boring Layouts
- Not enough media to grab the user's attention
- Too many ads and annoying notifications

Constraint

- No documentation available for Vice API
- Can't compete against text/details heavy articles
- Older audience would not be interested
- Limited creativity



Do it for Bob...