The Cherwell Apps Roadmap

* Version 1.0 (launch in September 2013)
  + Main homepage in sections, with “more” buttons
    - New articles highlighted until read
  + Articles display
    - Basic article info (date, author)
    - Photos included
    - Facebook share button
    - Embedded Youtube videos
  + Image based advertising with external links
    - Custom ads or, if none active, Google Ads
    - Ad locations:
      * Within article (after standfirst, before article text) - just as image with link on full article HTML supplied
      * Between sections on main homepage - after first then every 2 sections
  + Fit College, with voting and results
  + New article notification (Android only)
  + Offline caching (Android only)
  + Contact the newsdesk information page (and T&Cs)
* Version 1.1 (valuable extensions)
  + Additional feeds displayed (Latest, Popular Now, by Author, Search)
  + Ability to comment, integrated with main site
  + App usage statistics ([iPhone](https://developers.google.com/analytics/devguides/collection/ios/), [Android](https://developers.google.com/analytics/devguides/collection/android/v2/))
  + Articles display
    - Links to similar articles
    - Author information pages
    - Caching for iPhone
* Version 2.0 (aspirations)
  + Image galleries
  + Photo/video/news send-in to editors from within the app (i.e. POST via web form, not email)
  + Push notifications for iPhone (requires server-side work)