**Flipboard**

**Summary**

The app Flipboard was launched in 2010 by former Apple iPhone engineer, Evan Doll, and former Tellme CEO, Mike McCue. The duo set out to create an app that merged the simplicity and feel of a magazine with the accessibility and collaboration that technology provides. The app integrates news from media outlets from around the world and presents it in a magazine format.

Flipboard aggregates websites and RSS links found within your social circle, such as [Facebook](http://webtrends.about.com/od/howtoguides/ss/How-To-Use-Facebook-Timeline-New-Profile.htm) or [Twitter](http://webtrends.about.com/od/howtoguides/ss/How-To-Use-Twitter.htm), and displays the information in a clean and beautiful magazine format on your Apple mobile device.

Flipboard currently has 82 milion active monthly users and 300 milion total installtions.

Flipboard has partnered with world’s most trusted publishers for contents and allow them to publish contents. Flipboard also allows brands to advertise on platform.

**Clients**

This app is distributed freely to users using app stores of various platforms. Users can build custom magazine of articles by following topics.

**Business Needs**

Flipboard is an ideal tool for anyone who is active on social media and regularly enjoys reading a variety of blogs or websites. Collecting URL addresses, bookmarking every single website, and even getting through your [RSS feed](http://webtrends.about.com/od/revie2/tp/Rss-Aggregator-Tools-Combine-Rss-Feeds.htm) reader can be a difficult and disorganized task.

With Flipboard, we don’t have to worry about slow-loading pages, ugly site designs or general disorganization.

All content is displayed very cleanly using a minimalistic design, and Flipboard makes it easy for you to share articles you like.

There are share buttons on every page. Simply choose the share button that looks like an arrow and select your account, either Twitter or Facebook, to share or tweet the web link of that article.

**Technology Used**

It uses native app development approach. The app is build using native android components such Enterprise data stores, REST API, Views and Social networking API for twitter and facebook. It also used recommendation system build by Zite to recommend users to like topics based on different criteria.

**Features**

* Cover Stories: The iPhone/iPod Touch app includes a feature called “Cover Stories,” which uses reader interactions like tweets and shares integrated with manual curation in order to deliver a customized list of top stories.
* Topics: Choose stories from your Facebook feed, Twitter feed, Insude Flipboard, News, Tech, Lifestyle, Photos, Flipboard Picks, and More.
* Profile: Set up a profile picture and [manage your settings](http://webtrends.about.com/od/howtoguides/ss/Facebooks-New-Profile-Timeline-Privacy-Settings.htm), including the topics and types of sites and stories that are displayed on your Flipboard.
* Search: Search and browse through topics, keywords, website names or social media feeds.
* Twitter: Send [tweets](http://webtrends.about.com/od/howtoguides/ss/How-To-Schedule-Tweets-On-Twitter-Using-Tweetdeck.htm) directly through Flipboard. Tweet titles and shortened links of stories automatically, or retweet the original link that was tweeted first.
* Facebook: “Like” links to stories directly through Flipboard that were shared on your Facebook feed, or re-post it on your own Facebook wall or Timeline without ever leaving the Flipboard app.
* Add to Flipboard: When you come across a website, feed or magazine through the search function, there should be a plus sign displayed at the top of the page. Press this to add that site or feed to your Flipboard.

**Minimum SDK Version**

It runs on Android version 2.2 (Froyo) and above.

**Data Flow**

1. Download and Install App
2. Create Account
3. Login using account
4. Browse list of trending topics and follow publishers
5. Goto to home screen of app and you will get articles in magazine format.
6. Search Topics and follow them.
7. Share articles directly on social networking sites.

**Technical Details**

* Version: 3.3.22 (2839)  Package: flipboard.app
* Size : 8 MB (8,387,813 bytes)
* Min: Android 4.0.3 (Ice Cream Sandwich MR1, API 15)
* Target: Android 6.0 (Marshmallow, API 23)