

Competitive Product Analysis

Competitive Analysis of Washington Post

1 LOCATION ACCESS

The app requires user permissions to access user's location so that it can customize their experience

2 NOTIFICATIONS

The app asks for user permission to send periodic news notifications

3 ARTICLE

- 'Politics' title
- Headline in bold
- Author Name
- Date and Time
- Content
- Star icon(to add to Favorites)
- Share icon(to save or send on different platforms)
- Hyperlinks in content

4 MENU

The menu is accessed from the hamburger icon

- Home
- Photos
- Weather
- Traffic
- My Post
- Settings

5 More icon on the homescreen

The more icon on the homescreen takes the user to this screen where he/she can navigate to politics, opinions, sports and more

6 TOP STORIES

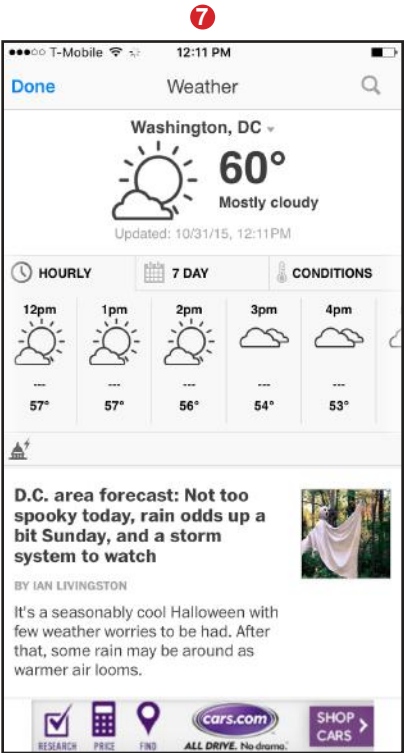
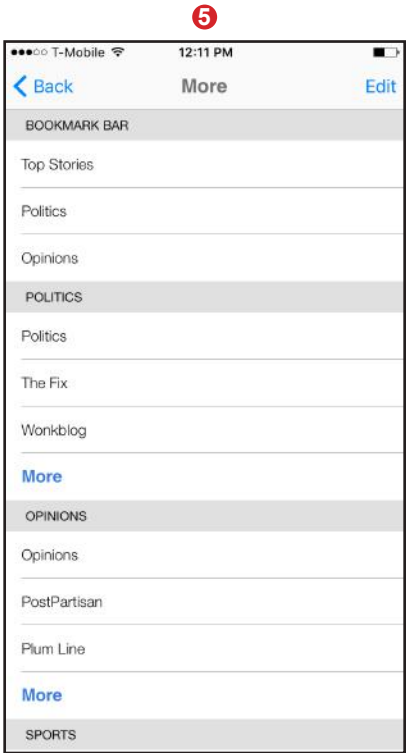
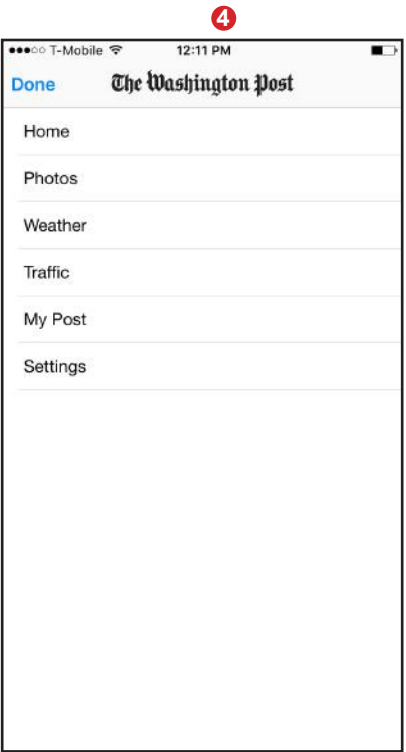
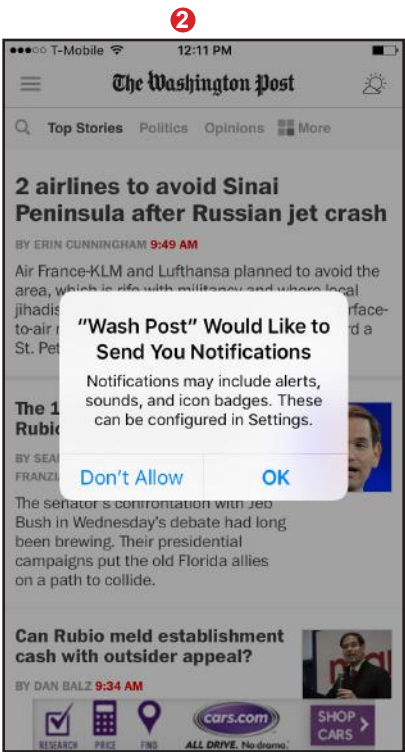
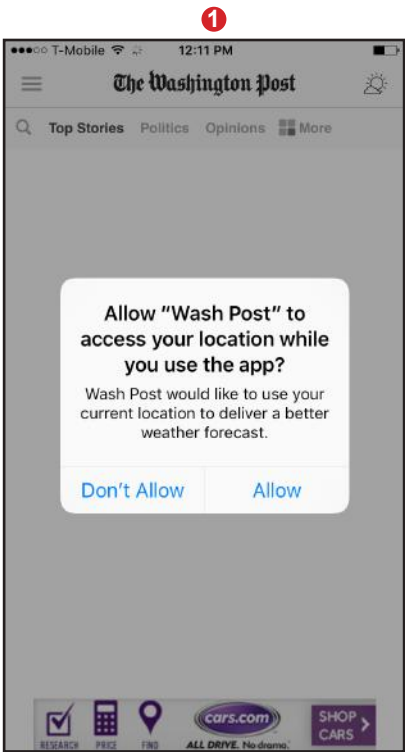
Also the homescreen, this screen shows the following:

- Headline
- Author Name
- Time
- 2-3 lines of content
- Image thumbnail

7 WEATHER SCREEN

Gives information about the weather on the basis of:

- Hourly
- 7 Day
- Conditions



Competitive Analysis of The Guardian

1 ALWAYS BE UP TO DATE

The app requires user permissions to send alerts whenever there is an exclusive news to keep the user informed about major developments

2 SIGN IN OPTIONS

The app gives the following sign in options to the user:

- Sign in with Facebook
- Sign in with Google+
- Sign in with the Guardian(for existing users)
- Create an account
- Continue without signing in

3 HOMESCREEN

The homescreen displays headlines

- 'Headlines' title
- Headline
- Hyperlinks in the headline
- Time
- Images
- Number of comments
- Content

4 MENU

The menu is accessed from the hamburger icon

- Home
- US
- World
- Opinion
- Sports
- Soccer
- Arts and so on

Other options include:

- Settings
- Bookmark
- Search

5 ARTICLE

It includes:

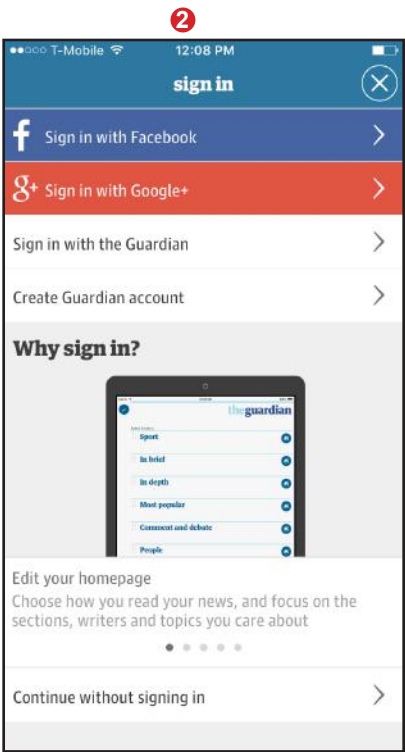
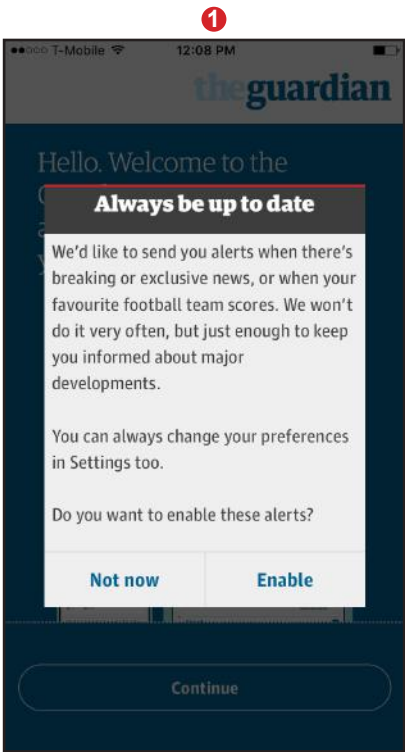
- Headline
- Author
- Date & Time
- Images
- Content
- Font setting
- Share
- Bookmark

6 TAGS

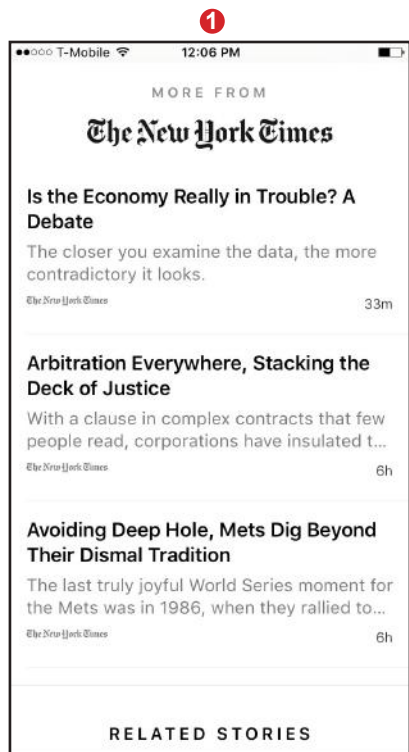
In order to encourage users to check out similar news, the app incorporates tags in the article

7 CATEGORIES PAGE

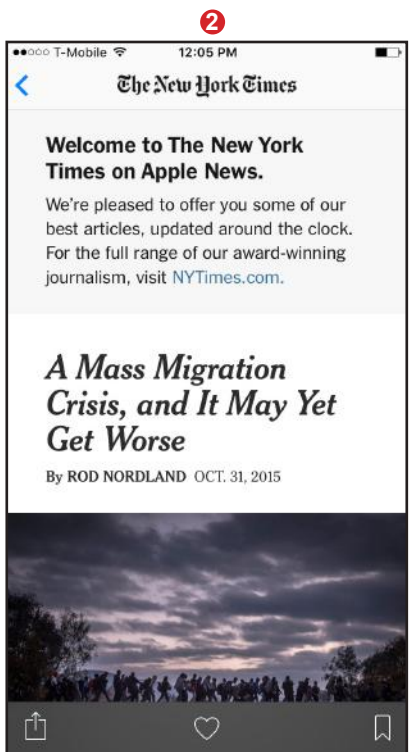
News about the category is displayed. The user has the option to set this category on the homescreen



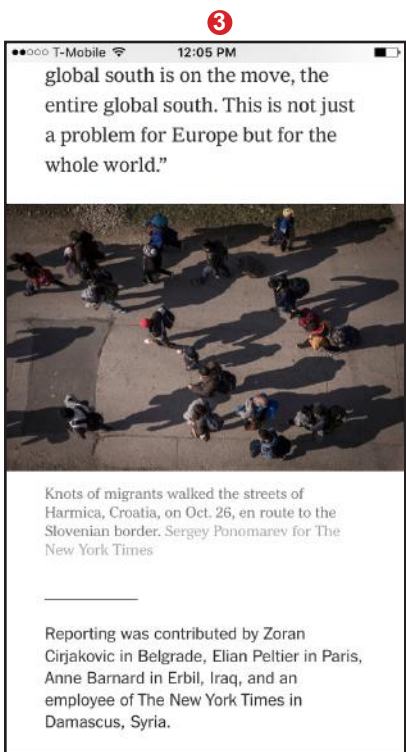
Competitive Analysis of The New York Times



- 1 HOMESCREEN
- The homescreen features latest articles arranged in an order such that the latest post is at the top.
- A typical post includes:
- Headline in bold
 - Time
 - 1-2 lines of content



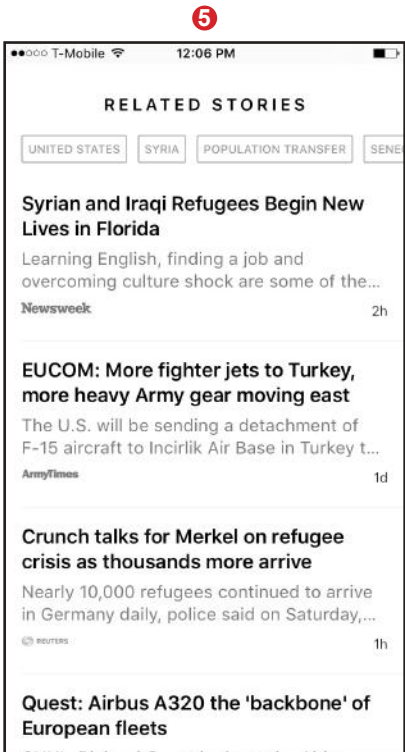
- 2 ARTICLE
- The homescreen features best articles arranged with the latest news at the top
- A typical post includes:
- Headline in bold
 - Author Name
 - Date
 - Image
 - 2-3 lines of content
- More options included on every screen are:
- Share
 - Heart icon (to mark as favorite)
 - Bookmark(to bookmark the category)



- 3 CONTENT
- Clear and spaced content for easy viewing by users.
- New York Times utilises white spaces efficiently.
- Images are inserted in between the content for better user experience.



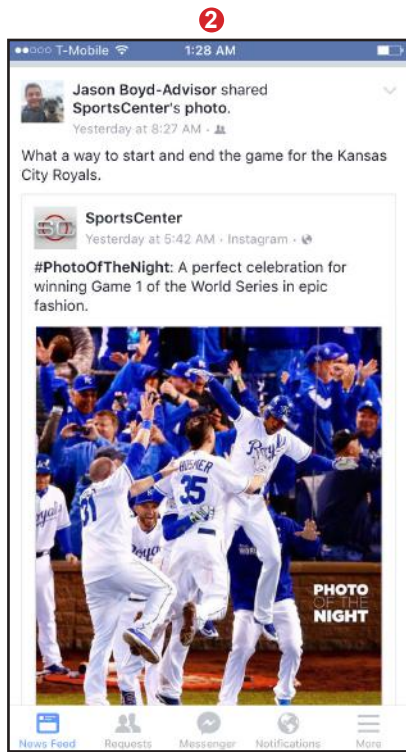
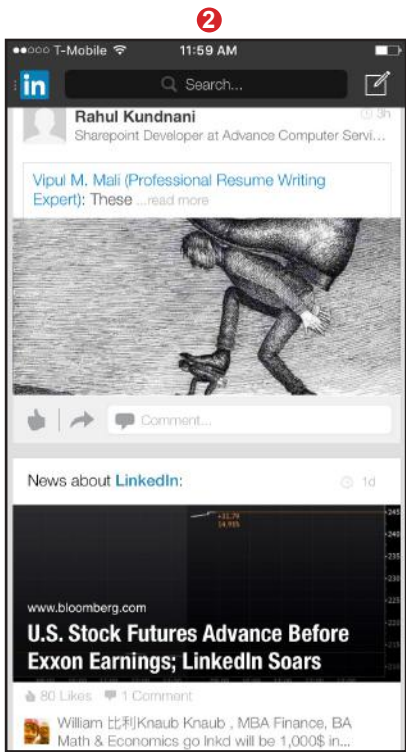
- 4 RELATED COVERAGE
- The related coverage section displays news titles that might interest the reader.
- It includes:
- Title
 - Date



- 5 RELATED STORIES
- The related stories section displays news titles that are related to the story that the reader is currently reading.
- It includes:
- Title
 - 2-3 lines of content
 - Its source
 - Time it was posted
 - Also, a few tags are displayed at the top

Competitive Analysis of LinkedIn

Competitive Analysis of Facebook



- 1 NEWS FROM COMPANIES
- Companies that have their page on LinkedIn update news related to their company on LinkedIn. Subscribed users get alerts on their NewsFeed when its updated.

- 2 SHARED NEWS
- The homescreen features news shared by LinkedIn members. Also LinkedIn posts news about itself on member newsfeeds.

- 1 GROUP NEWS
- Groups on facebook share news about their organization. Users can like, comment or share the post. It can include:
- 2-3 lines of content
 - Date & Time
 - Link

- 2 USER SHARES VIDEO
- News in the form of videos go viral on Facebook when a user shares it. Friends of the user can like, comment or share the news.

- 3 USER SHARES PHOTO
- Users can choose to share photos of an event or news along with their comments or thoughts about it. Typically it includes:
- Status
 - Date & Time
 - Image
 - 1-2 lines of content
 - Some posts could also use #tag-based system

Competitive Analysis of BBC News

1 HOMESCREEN

The homescreen displays Live, Top Stories, My News, Most Read, Most Watched news. The user can add topics too. A recent story is featured on the homescreen. Posts include:

- Headline
- Time
- Place
- Image

2 NEWS SLIDER

The app displays a news slider section. The user can slide this section to view the videos.

3 HAMBURGER ICON

The menu displays the following options:

- Live
- Top Stories
- My News
- Most Read
- Most Watched

4 MORE TOPICS

More topics includes:

- World
- Asia
- Africa
- Europe
- Business
- Tech
- Sports
- Science
- Health
- Entertainment
- Magazine

5 ARTICLE

An article includes:

- Image
- Headline
- Time
- Place
- Content
- Timeline

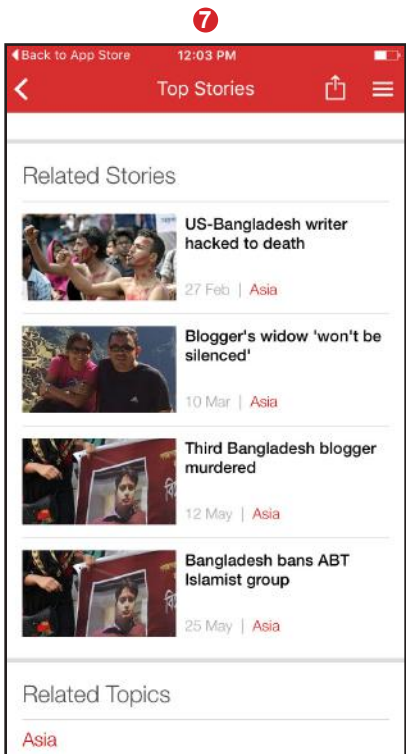
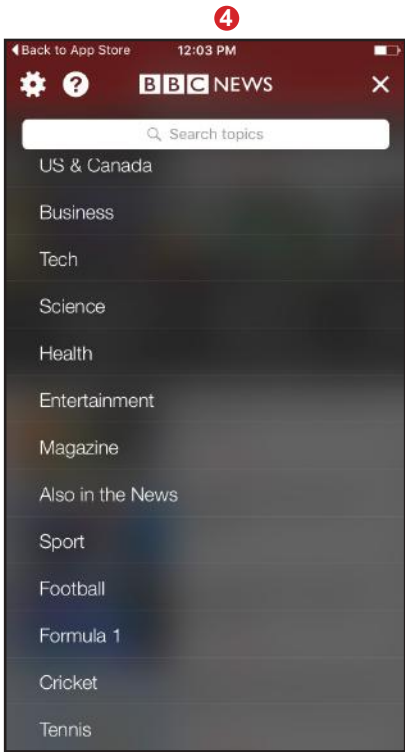
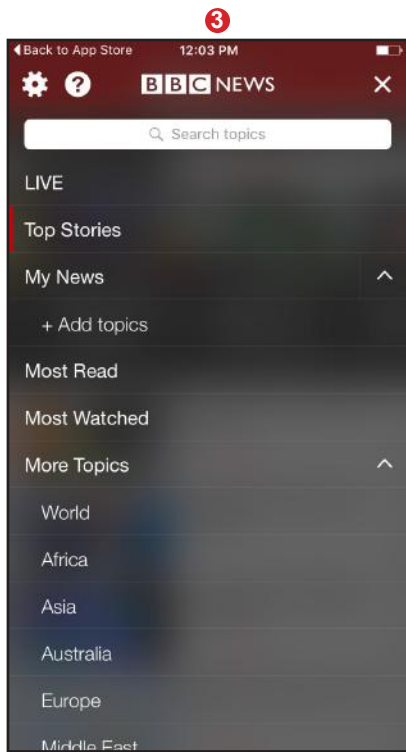
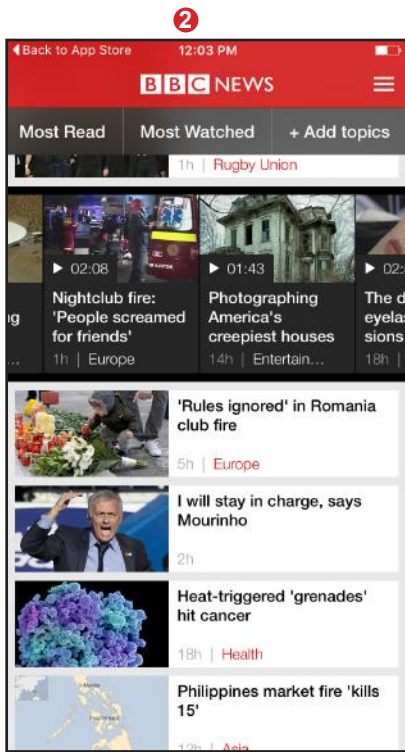
6 TIMELINE

Chronological order of the events is displayed in a clear and concise manner for the user. Hyperlinks are included in bold to allow the user to know more about the details.

7 RELATED STORIES

Secondary navigation in the article is guided by the related stories section. This section allows the users to view similar stories. It includes:

- Image
- Title
- Date
- Place



Competitive Analysis of CNN News

1 HOMESCREEN

The homescreen features latest news
It includes:

- Image
- Headline
- Time

2 Live TV

The user can view live TV
or Live Event through the
Live TV option. An icon is also
provided on the homescreen.

3 MENU

The menu displays the following options:

- Home
- Watch Live TV
- iReport
- Featured
- US
- World
- Entertainment
- Politics and so on

4 ARTICLE

The article includes the following:

- Video
- Headline in bold
- Author Name
- Date and Time
- Place
- Favorite
- Share
- Content

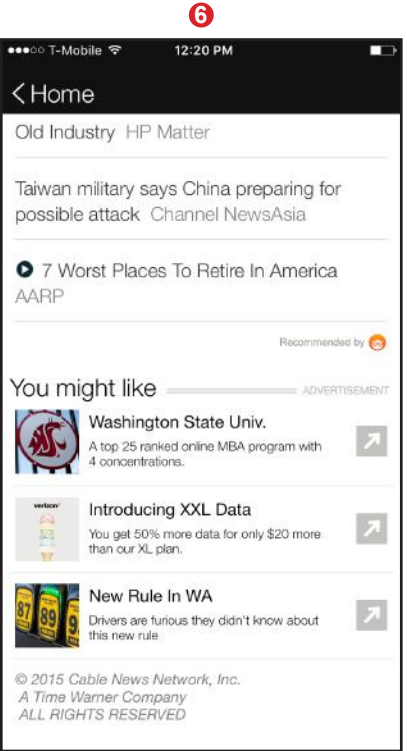
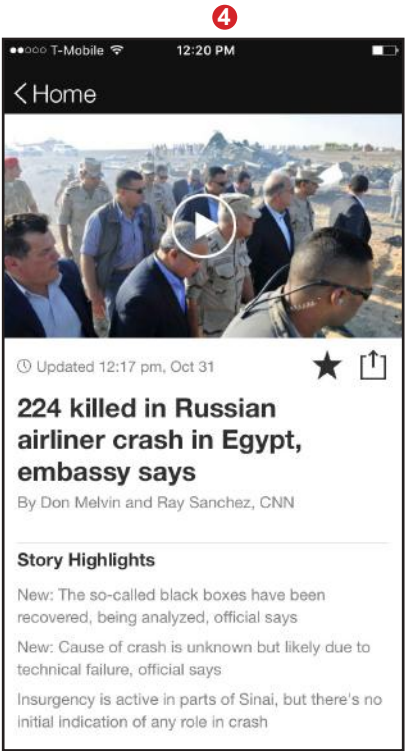
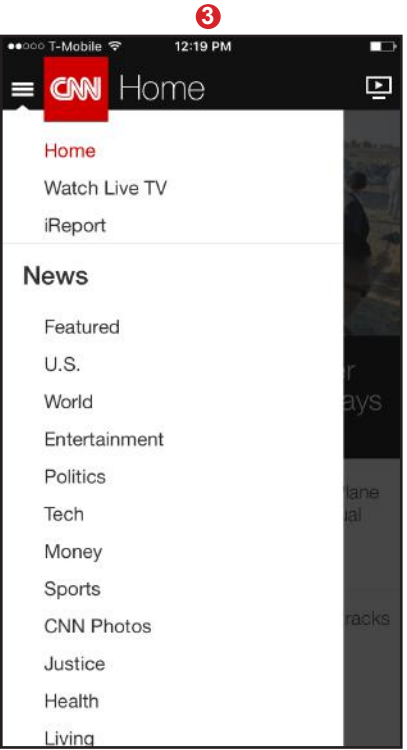
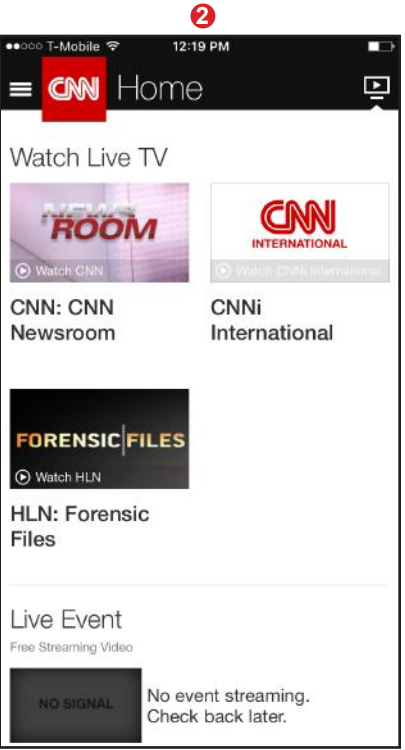
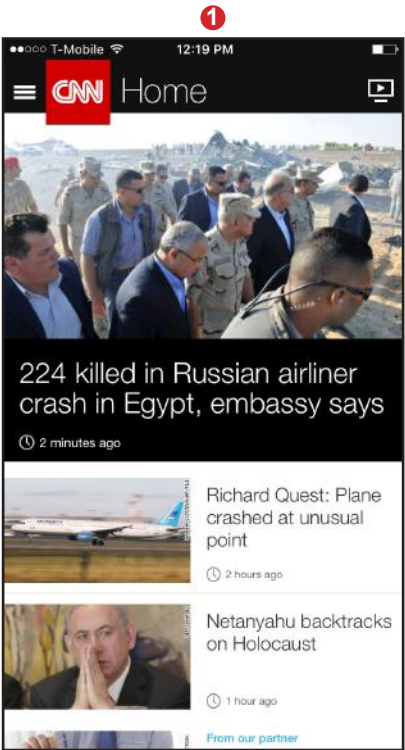
5 AROUND THE WEB

This section features
articles from around the internet.
It includes:

- Headline
- Source

6 YOU MIGHT LIKE

This section features news that
are customized for the user
according to his/her interests.



Competitive Analysis of Apple News

1 HOMESCREEN

The homescreen features latest news
It includes:

- Image (thumbnail)
- Headline
- Time
- Source

2 FEATURED POSTS

Featured post includes:

- Headline
- Source
- Time

3 FAVORITES

The favorites section displays
grid view of the user's favorite
journals and magazines.

4 EXPLORE

This section allows the user to
select suggested channels
and topics.

5 SEARCH

User has the option to search for
keywords that interest them

6 NOTIFICATIONS

Apple News send notifications on
the device homepage for quick
access to news

