InfoRead Case Study

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India

InfoRead

https://infonesta.com/

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Overview

The InfoRead application is a digital platform designed to provide users with a comprehensive reading experience, providing the facility to access a wide range of articles and content as per individual preferences. The platform is available for web and mobile applications, Android and iOS, aiming to enhance the user experience, providing to a diverse range of readers. The InfoRead application aims to provide users with a rich and personalized reading experience, empowering them to discover, engage, and enjoy a wide range of content as per their interests and preferences.

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Key Feature

User Interface

The Inforead application provides an interface that allows users to navigate through the application effortlessly. Features such as bold formatting for important information and highlights of features of the application provide a user-friendly experience.

User Registration and Authentication

A registration process for authors and readers using their unique Email IDs provides secure authentication to ensure data privacy and integrity. After activating the registered email IDs, the user can access the application and get a great reading experience.

Dashboard

After logging in, users are greeted with a user-friendly dashboard that displays their reading goals, reading progress, and personalized recommendations. The dashboard is designed to be easy to navigate, providing users with a great browsing experience.

Article Recommendations

The Inforead platform offers personalized article recommendations based on user interests, reading history, and topics of interest. This feature ensures that users are presented with content as per their preferences.

Email Notification

The application provides an email notification system, allowing users to receive daily or weekly updates on new articles and recommended topics. Users have the flexibility to customize their email preferences, choosing the frequency and type of content they wish to receive.

Cross-Platform Accessibility

With support for both web and mobile interfaces, the platform ensures cross-platform accessibility, allowing users to access content across a variety of devices and operating systems. This flexibility improves user convenience and expands the reach of the platform to a larger audience.

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Settings

A separate settings tab allows users to manage their account preferences, including email notification settings, and profile information. Users can adjust their reading goals, and choose their preferred email notification frequency.

Client Profile

The client is in the IT and software industry, based in Canada. The client is a software professional, who is working for their organization and wants to transform their ideas on digital platforms.

Challenges

Personalized Accuracy

Developing a feature to accurately personalize content recommendations based on user interests and reading history is challenging. Ensuring recommendations are relevant as per the user's interest.

Email Management and Delivery

Ensuring that email notifications are delivered to user's inboxes and do not end up in spam folders presents a challenge. Maintaining user engagement with email content is vital to prevent users from unsubscribing or marking emails as spam.

Cross-Platform Compatibility

Creating a smooth user experience across web and mobile platforms requires proper work regarding differences in screen sizes, operating systems, and device capabilities. Consistency in features and user interface design may take a lot of work to achieve.

User Preferences

Managing and accurately applying user preferences, such as reading goals and email notification settings, presents data storage, retrieval, and synchronization challenges across devices.

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Benefits

User Experience

The application provides personalized article recommendations based on user interests and reading history, leading to a more fulfilling reading experience.

Efficient Search Feature

The platform's recommendation, search feature, and topic-based filtering make it easier for users to discover new and relevant content as per their interests. The user can search articles based on topics and also filter the articles based on Topic, creation date, popularity, reading time, etc.

Flexible Reading Goals

Users can set and modify their reading goals easily. The ability for users to customize their reading goals, and achieve the rewards after completing the reading target improves the user's interest in reading the articles. This is beneficial for the application's popularity.

Custom Groups & Favorites

The platform allows the reader to create groups as per their interested topics and access the group of articles efficiently. The reader can add or remove articles from the group, or delete the group, with the facility to share an article from the group. Also, the platform allows users to mark an article as their favorite article.

Technology Used

- Angular Version 8 - Web
- Flutter - Android & iOS
- Spring boot - Backend

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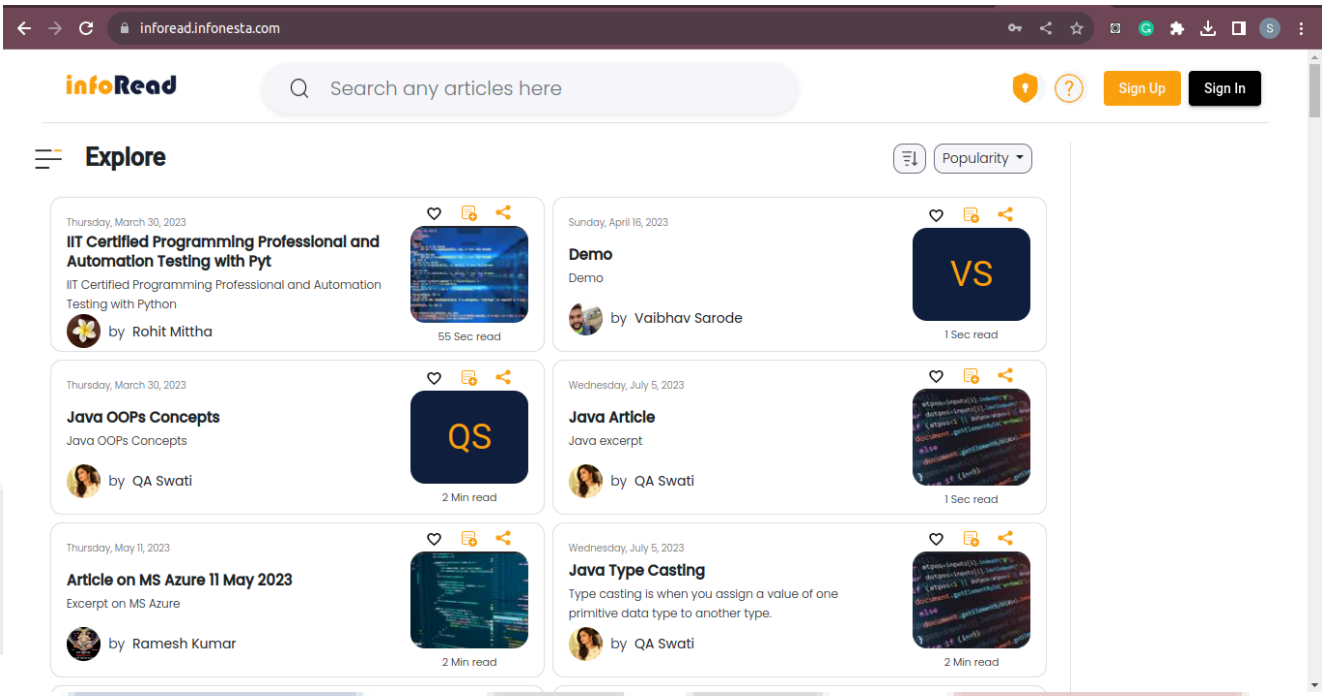
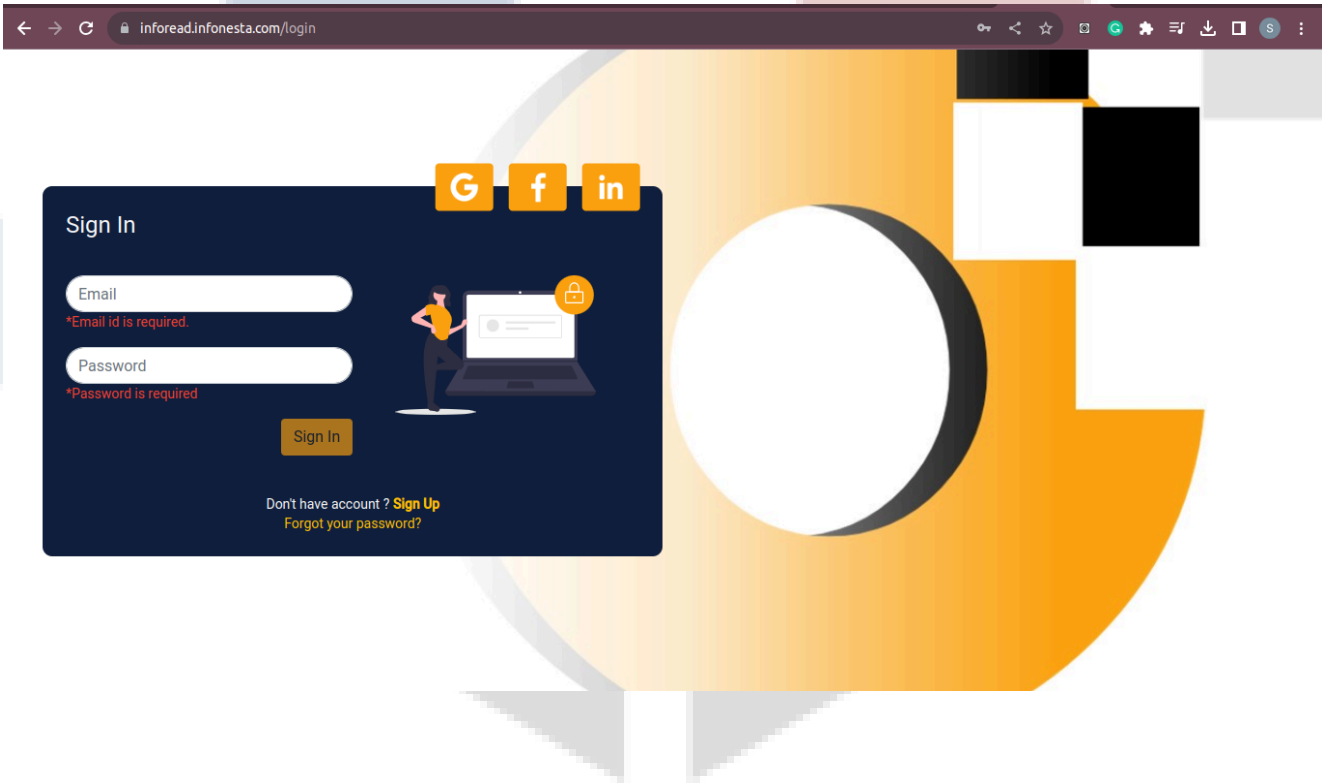
Screens





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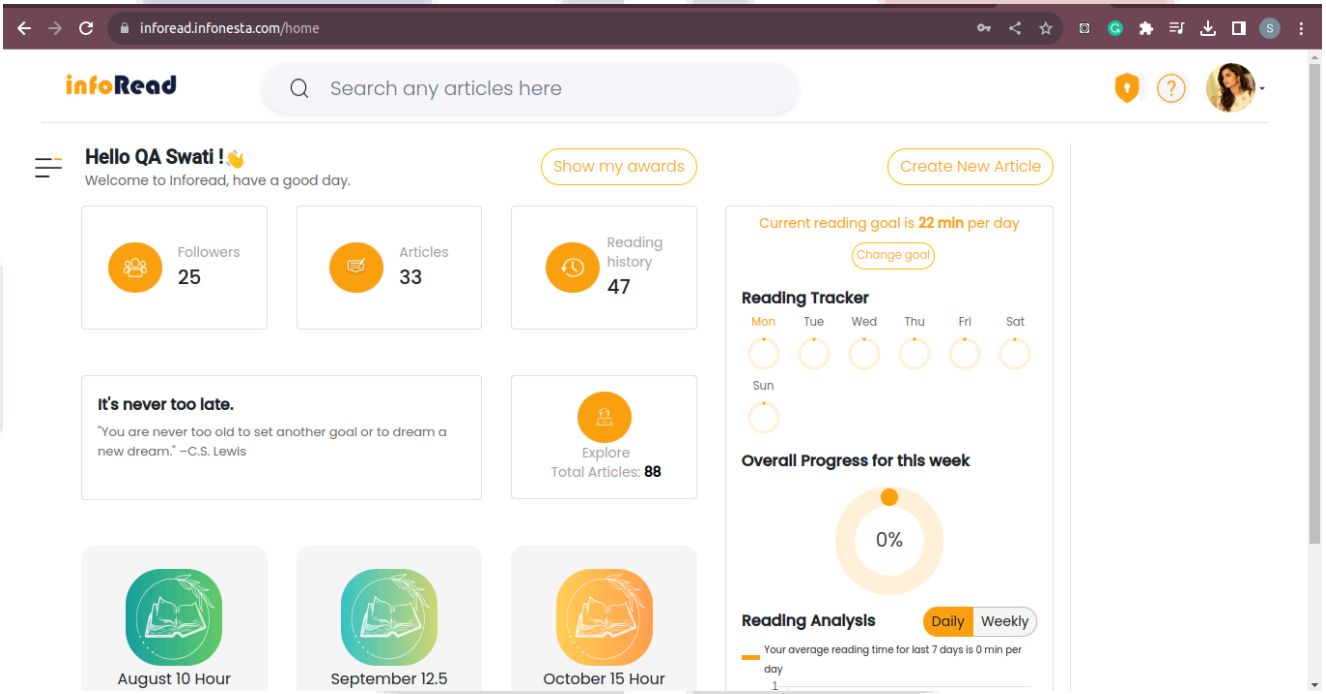

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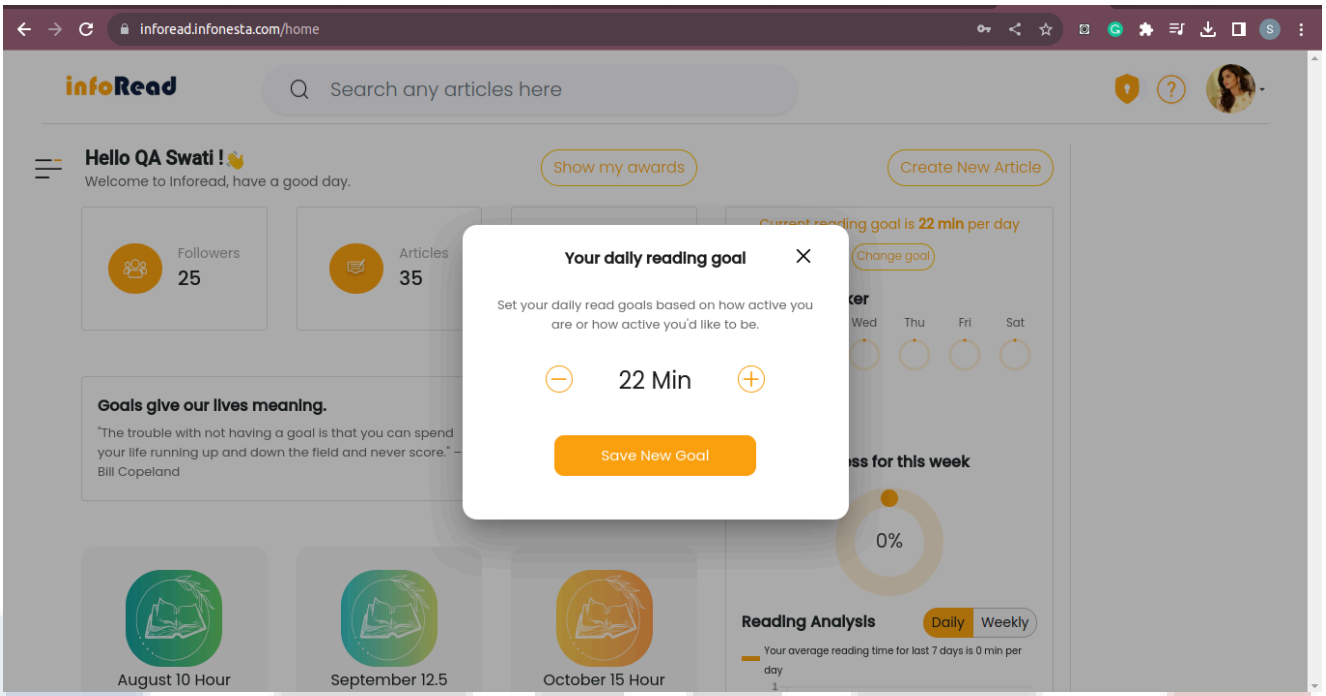

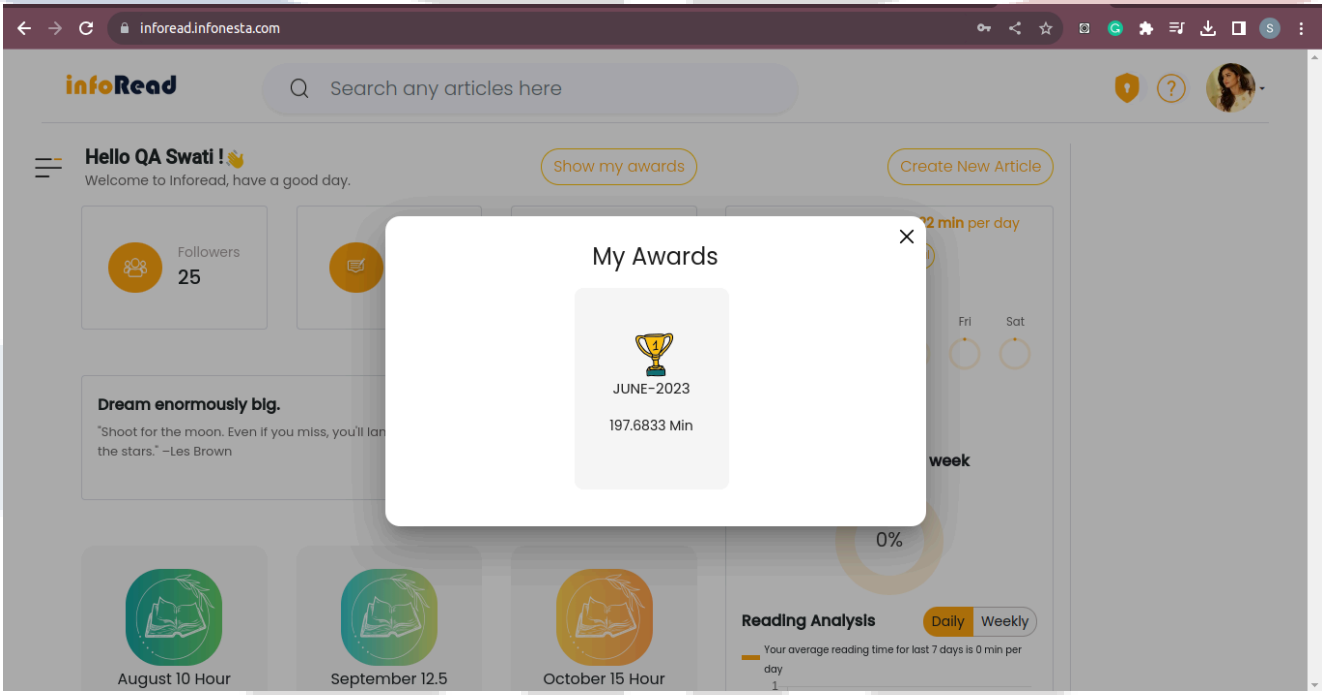

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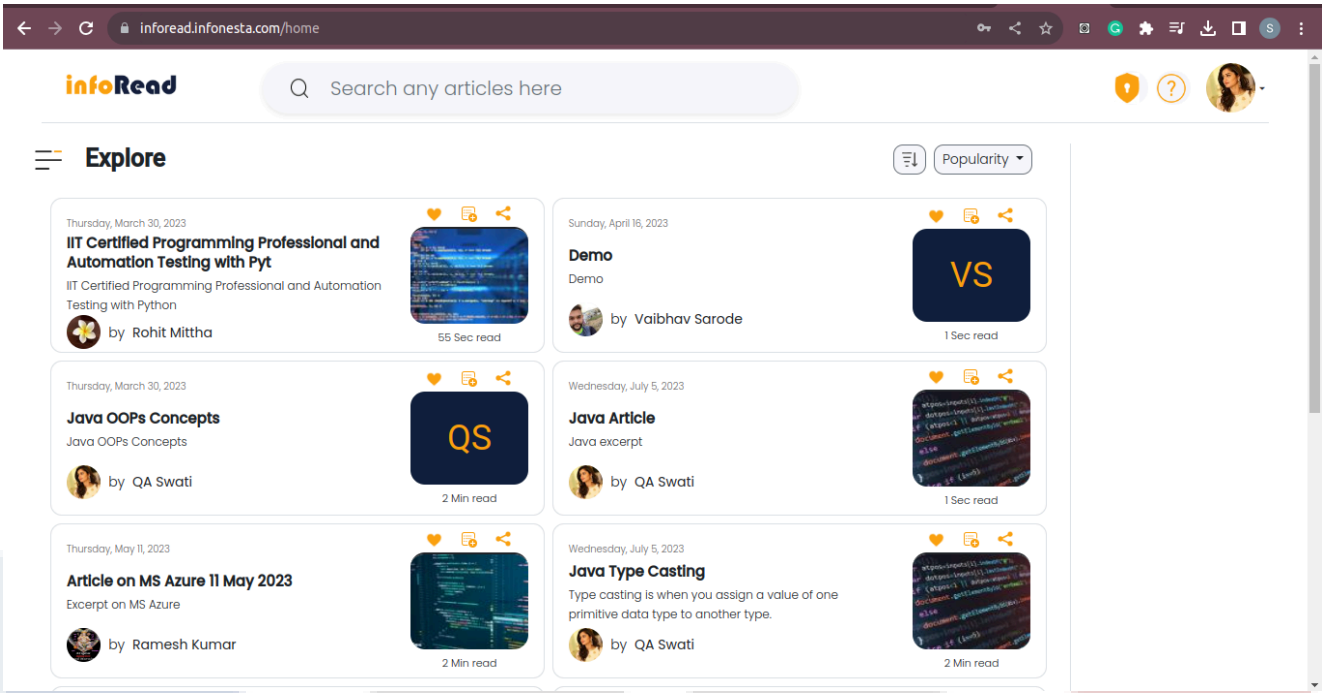

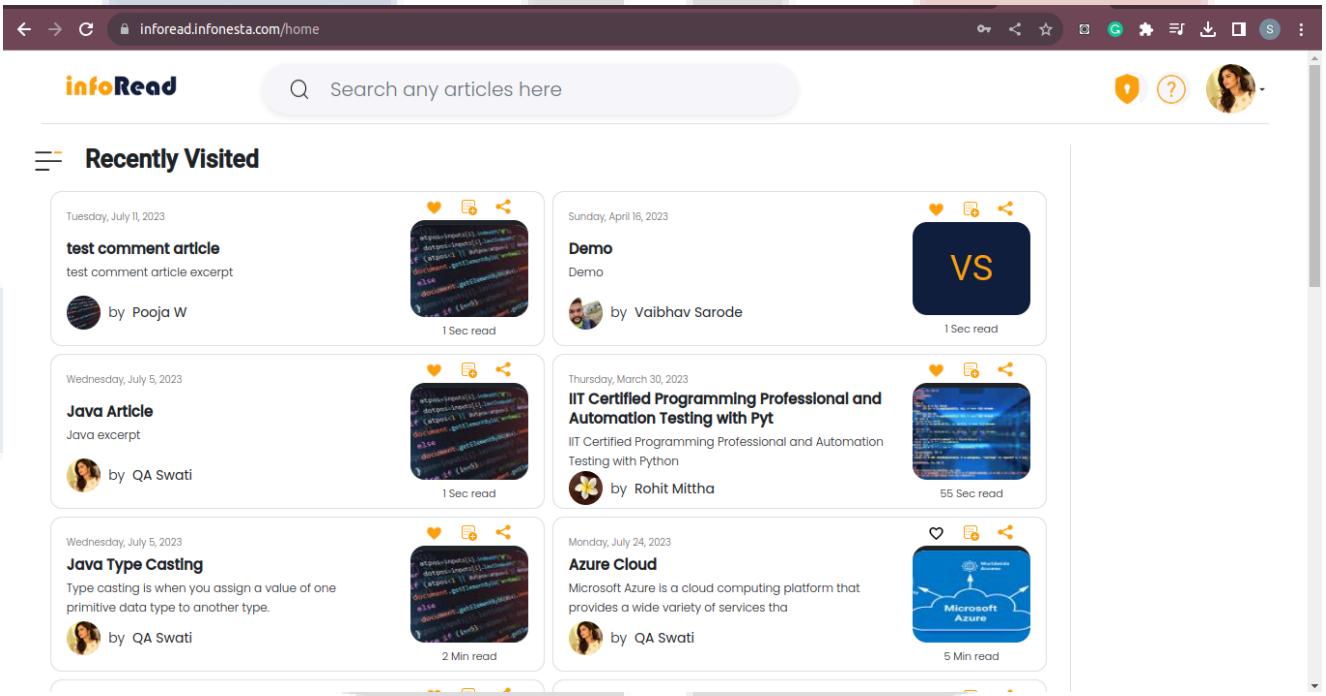

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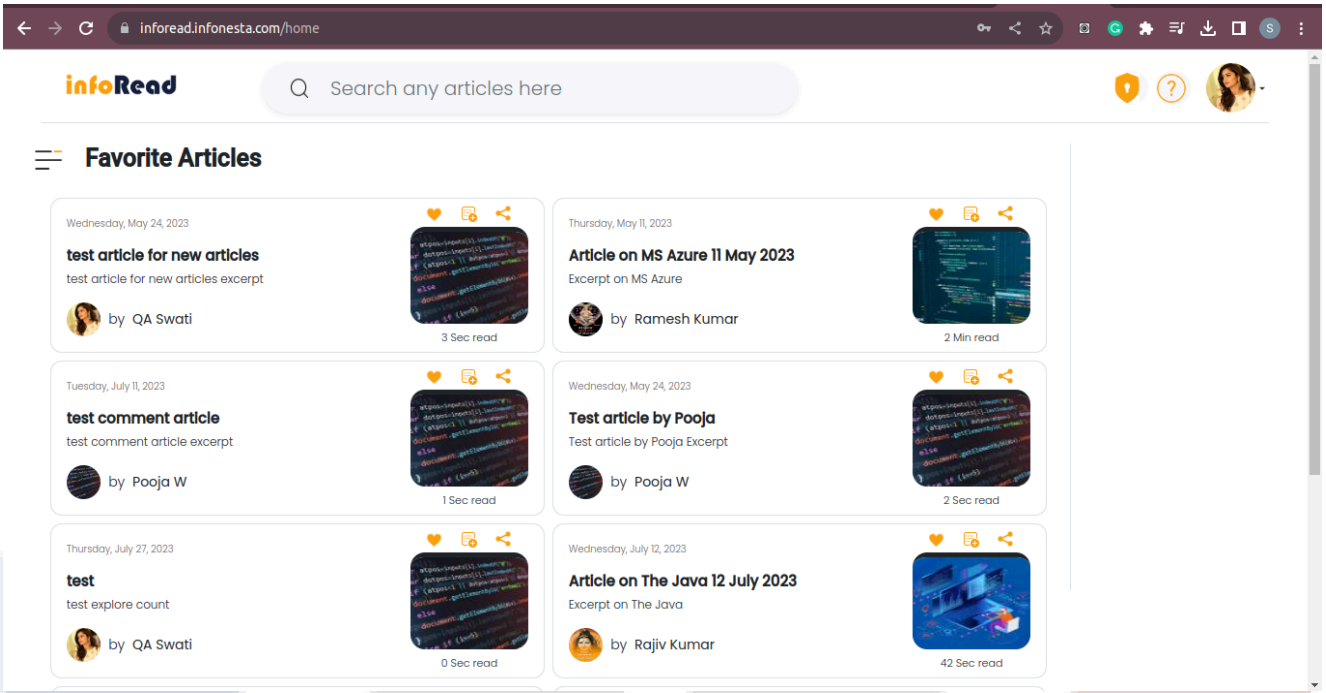

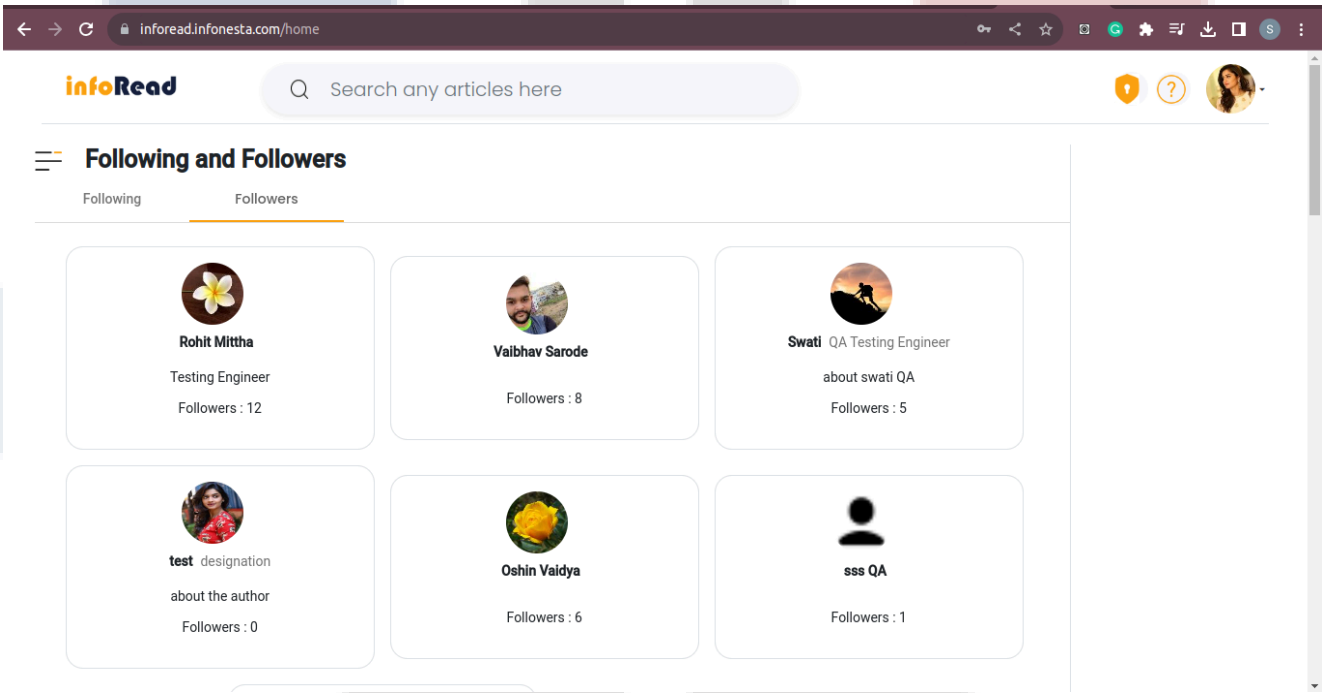

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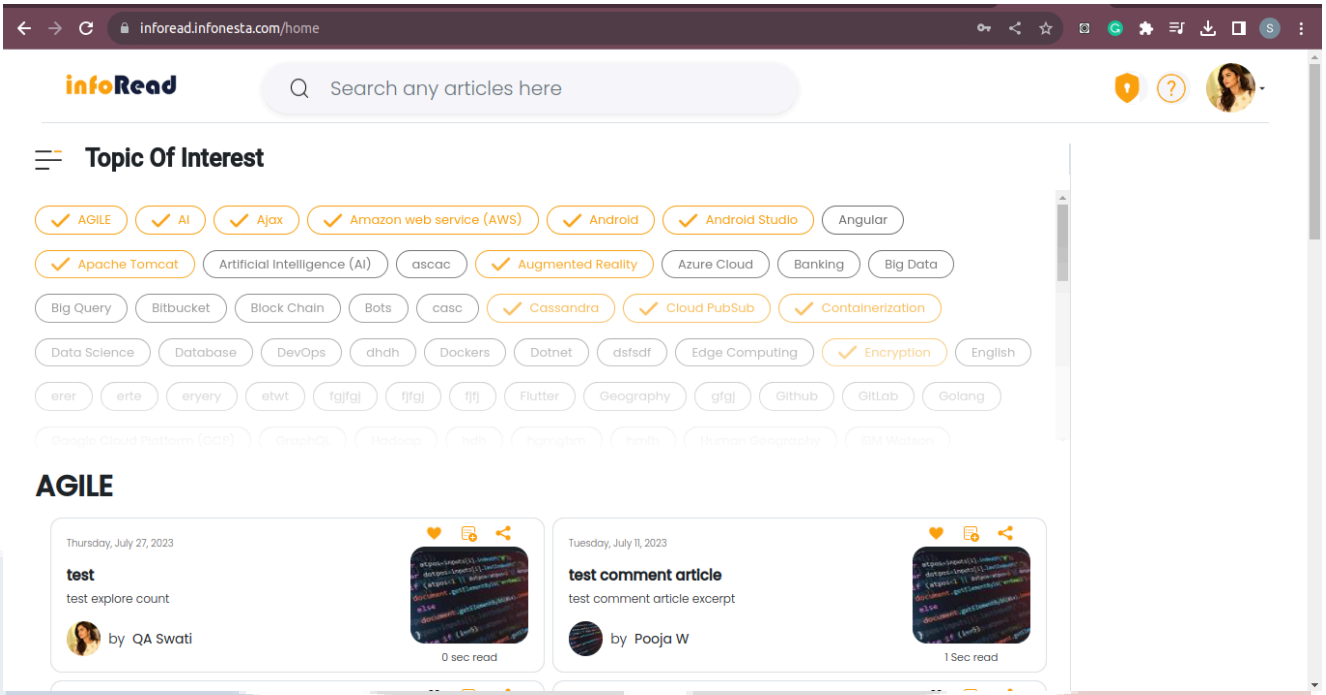

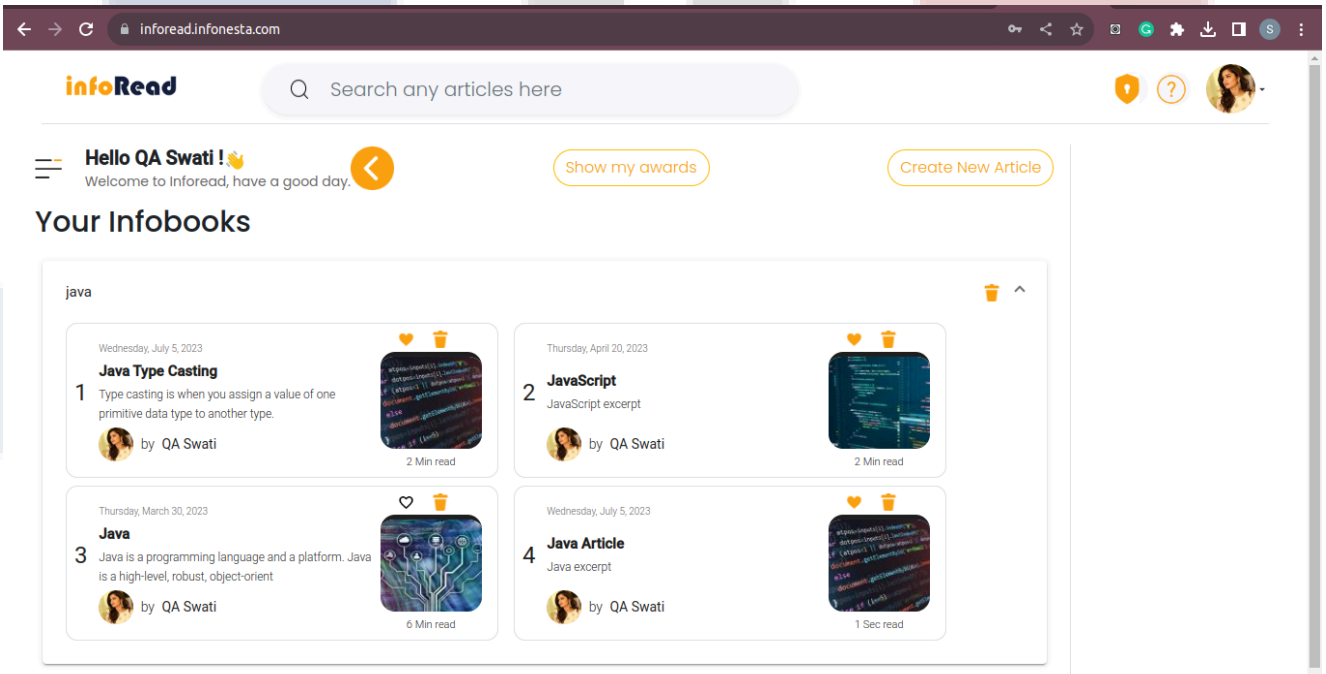

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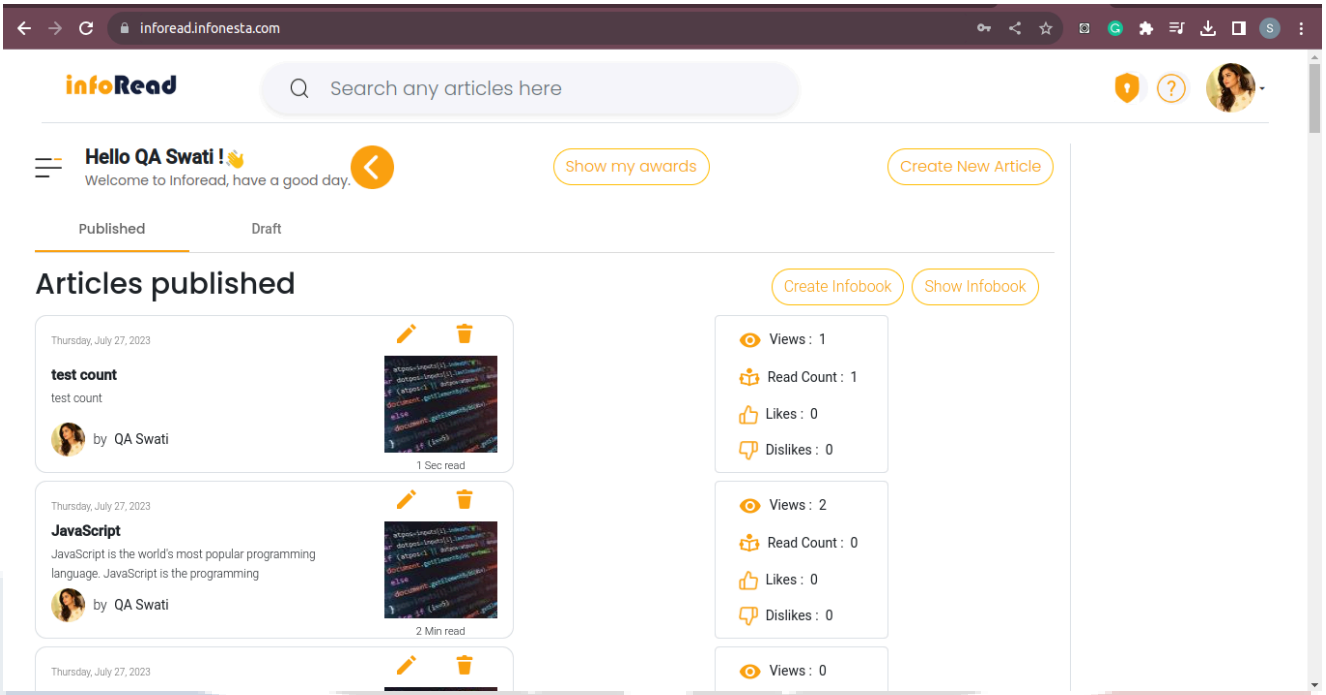

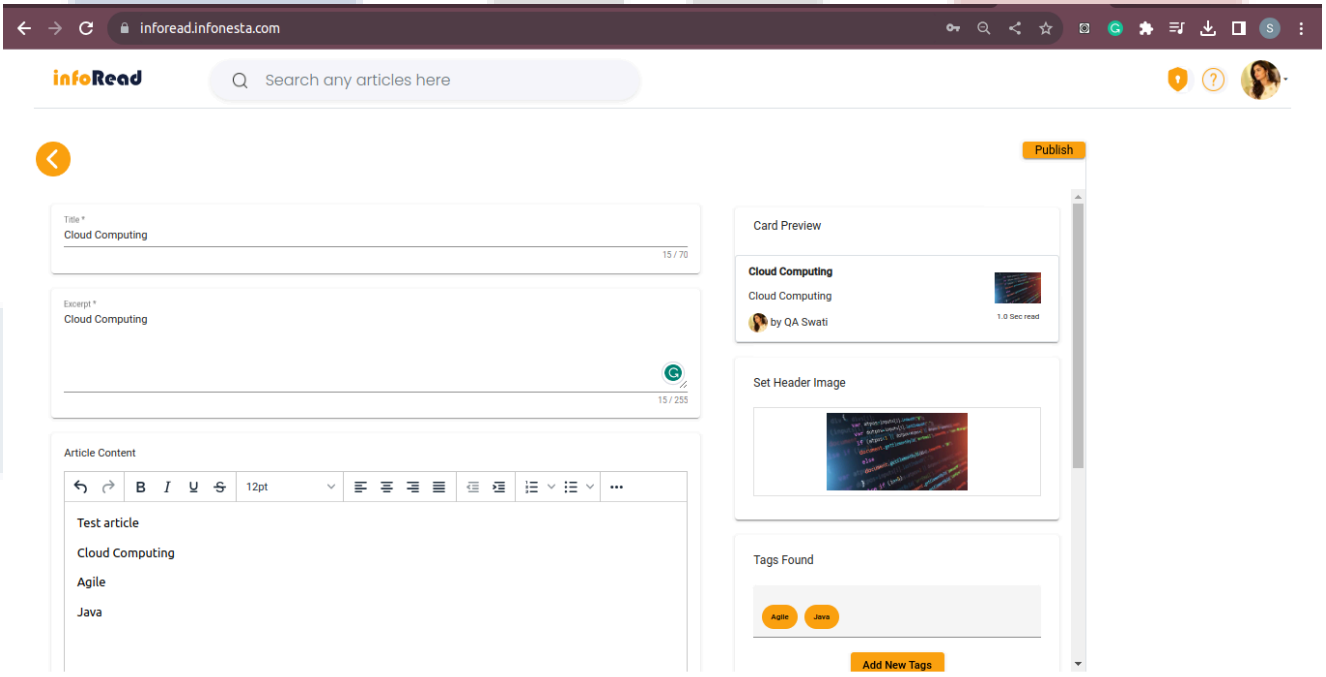

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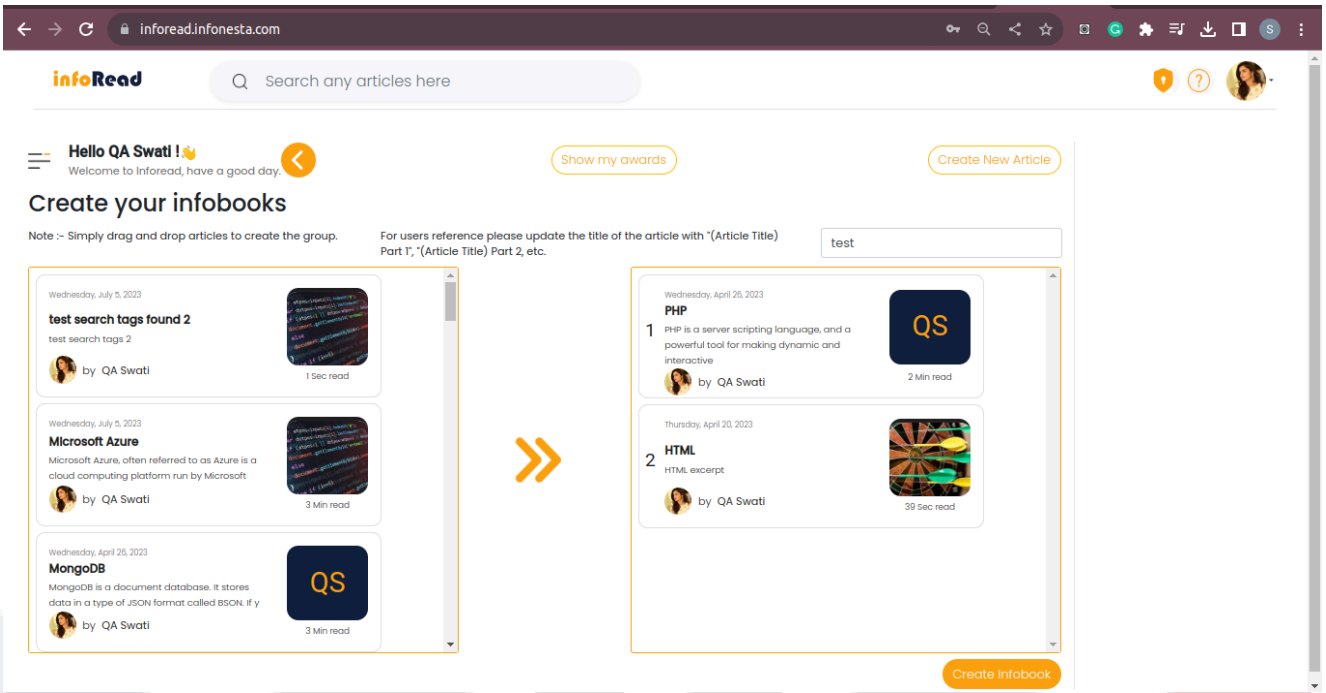

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