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Citizen TV Mobile





01. The Client

Citizen TV is the largest television news channels in eastern Africa. With a vision to provide unbiased news and be a leader in the media industry, Citizen target audience of all types including the economically affluent urban elite to the common citizen in Kenya who are socially and economically backwards. Citizen TV belongs to the largest media house in Africa, Royal Media Services Limited which also owns 14 radio stations.



02. The Requirement

Citizen identified the need to develop a mobile news app that will help them to deliver unbiased news to anyone with a smartphone and increase their market share.



03. The Solution

AlignMinds developed a mobile app that runs on Android, iOS and Windows to help Citizen to deliver unbiased news without any interruption and directly to the hands of anyone with a smartphone.



04. Features

Sticky top bar

The sticky bar located on the top of the homepage contains useful features such as the main menu, Citizen logo, Live streaming button and layout button.

Stories

Users can move from one story to another by just swiping left.

News settings

Users have the option to turn on/off news based on categories.

Live streaming

Watch news live by simply clicking on the streaming button.



04. Features

Offline reading

News articles can be saved for offline reading. This feature is very helpful for people who have connectivity issues or time constraints.

Favourite list

Users can add any news article to their favourite list.

Resize text

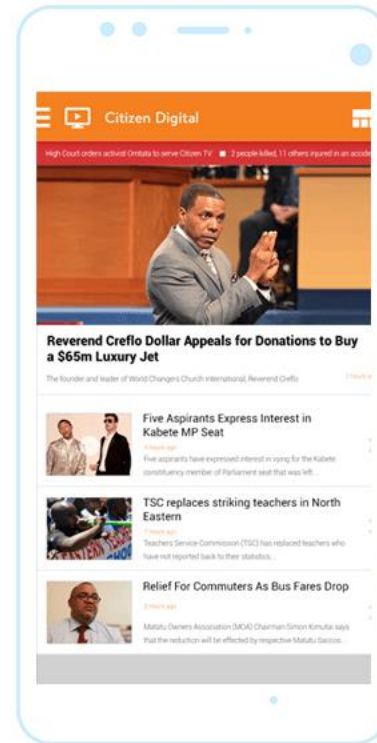
This feature is included as a way to improve visibility. Using this feature, users have the option to change the font size of every news article.

Ad integration

The app allowed Citizen to have an additional platform for income generation by enabling ad publishing.



05. Sample Screens



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