

Thesis Project

WNM 643 - Interactive Design & Concepts

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The Egyptian scholar Abbas Mohmood Ala'qqad once said " I don't like to read so I can write, I read because I only have one life, and one life is not enough for me. Reading is the only way to give a person a chance to live and makes life more depth". Reading is the mind practice for the mind and these days we have a lot of alternatives that weaken our minds like movies, video games.. etc. In my thesis project, I'm looking to build a tablet application to aid users to read more with an esthetically pleasant design.

My application is targeting online newspapers and articles in Saudi Arabia. Basically, This application will give the user a chance to read articles' of their favorite writers, instead of going from newspaper to another seeking for good articles. For example, The user will confront a list of top article writers in Saudi and he/she will pick writers from Alriyadh, or aljazeera newspaper. All writers in one application to save time and enjoy reading articles instead of encountering different unpleasant design style. In addition, This application will provide all official and available social networking account for the writers to follow their tweets or see their Facebook posts. Let say that the user do not know many article writers, then he/she could choose a field or category to read about. Articles about Technology, Politics, Economics or Lifestyle will be provided. Another feature in this application is availability to quote from certain writer and share in social media or E-mail. This application is mainly targeting Tablets devices due to the visual effect that on the user with larger screens and the growth of tablet selling in the past three years. This application is going to be extraordinary especially with such market in the Middle East that requires this kind of application.

Why do we need this kind of applications? Well there are a couple of reasons that answers this question. First, Arabs average reading both books and news is extremely low and continuing to decrease due to video games and music industry. We need to exceed these shameful numbers by providing effective ways to make arabs read more. Articles are mostly informative, valuable and short, comparing to books, but it will be a bridge to more reading and heading to read books. Moreover, we have seen a numerous increment in middle east users in the last 10 years. 2,500% is the growth of the Arabic language on internet int the last ten years. Therefore, This application will target a multitude of users. In addition, browsing newspapers online is totally free, Therefore, combining the articles of these newspapers is only redistributing content in a more appealing design. Alriyadh.com , is an example, of one of the most successful news website in Saudi Arabia. In Aug 2013, Alriyadh website has 249,142 daily online visits for articles to 2,354,145 of total website visits. Those numbers low and let people engage more in major events and intellectuals ideas.

This application is affecting millions of Arabic users generally who will enjoy reading articles and save time in browsing daily newspaper websites. Furthermore, It is going to be another step in revolutionary step in the improvement of Arabic content on the web. As Saudi, I believe that I'm responsible of improving my country's image in the technology field, and that's what is going to happen.