KOMPAKT.
News on the go.

For iOS and Android.
Made in Berlin by WELTN24
KOMPAKT. The concept.

We already had several news apps for smartphones. But we thought they were lacking one thing: true mobility.

In terms of form and function, evolution has been pretty fast in the last few years. There’s loads of great apps. On the other hand, most news apps (including our own) still largely provide users with content that has been made for websites, meant to be read on larger screen.

We wanted to cater to a specific demographic – younger users – and a specific use case: news on the go. In between. When commuting. When idle for some minutes. While you’re waiting. When you’re bored – the very situation you’d switch on your phone and play a round of „Two Dots“, „Crossy Street“ or any other casual game, check your email, Facebook or Twitter, send a message via WhatsApp.

KOMPAKT tries to fit news to this kind of behavior. With a specific form and functions and content that’s made for mobile.
KOMPAKT has news (= hard news) and entertainment (including, but not dominated by, cat content). As KOMPAKT works with a card based system, KOMPAKT’s dedicated editorial staff has to work and write differently.

Each story is split into several information bits. One bit = one card = one screen: a text, a picture, a map, a tweet, a youtube video. Texts are pretty short, 294 characters max.

The idea is to feed users one aspect of a news story a time. Feedback suggests that this makes it easier to digest the information. Some have spoken – some critically – of „snackable news“. We like that.
KOMPAKT has a starting page and stories. That’s it. Users simply swipe to the left to navigate through the day’s worth of news.

It’s easy to get the gist of what’s happening by simply swiping horizontally along those story title cards. This is a behavior often seen with homepages of news websites, or Facebook, or Tinder: KOMPAKT works like your social network stream.

With stories of interest, it’s one swipe to the top to read all about it. It’s simple and made for being used one handed, just with your thumb.
User can comment on stories in KOMPAKT – with one word, so they complete the sentence: „I think this is [blank]“. It's to the point, simple, fun.

Answers are fed into a system that determines if the comment is positive or negative; the words get color coded. The more users comment, the more suggestions you get, and you can still put in your own.

After giving your thought on the topic, the app comes up with a pictures: your comment vs. the majority’s opinion. This can be shared on Facebook (that's why it looks a bit like a meme).

When users do so, a link is included that leads to KOMPAKT’s website. Even without the app you can read the story that may have found it's way into your Facebook timeline because someone shared one of those KOMPAKT comment picture.
But see for yourself. A day in the life of KOMPAKT: http://youtu.be/At5rXhiW17Q.
KOMPAKT.
Some results.

KOMPAKT's users are mostly male (round 70 percent) and mostly millennials (about 50 percent are under 30). This is a demographic Die WELT succeeded to reach with the fresh, digitally minded and tabloid formatted variant of its daily newspaper ten years ago – a generation that seemed lost for newspapers, but wasn't for „WELT kompakt“.

Now KOMPAKT is aiming for something similar, only digital.

Users love KOMPAKT. KOMPAKT started as an iOS-only app in May 2014. Since then it has accumulated more than 1400 reviews in Apple's AppStore and has a rating of 4,5 stars (out of five).

Apple selected KOMPAKT as one of the best apps in 2014. An Android version is available since Christmas.

KOMPAKT has a dedicated editorial staff that works with their colleagues in WeltN24’s newsroom, seven days a week. They start early. We thought traffic would peak early in the morning and late in the evening. And that's what happened. But did not expect that people would use KOMPAKT all over the day, whenever they have a bit of spare time. But they do.