

## ***“What Yahoo needs to do in Mobile”\****

*Yahoo has some really good mobile apps in news, sports, finance and email. They’ve added ads to Tumblr. When the new owner of Yahoo is determined, they will need to provide more cross mobile integration.*



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When Yahoo CEO Marisa Meyers declared that mobile would be one of the keystones that would play out across their strategic media outlets that included Search, Mail, Tumblr services and news, sports, finance and lifestyle content, I expected to see great mobile components in each of these services and content delivery apps. Further and perhaps more importantly, I expected to see each mobile app provide cross app integration.

But, unfortunately, that hasn’t happened. While Yahoo had done a great job of building native mobile apps, mobile access to Yahoo mail and enhance Tumblr (which was mobile to begin with but now includes advertising and a desktop version), they have not provided any

easy way to for any of these apps to talk to one another. I'll show you an example of what I mean but first, take a look at Figure 1 that shows the major strategic elements for Yahoo.



Figure 1. Yahoo’s three strategic services (search, mail and Tumblr) along with the four major resources of content (news, sports, finance and lifestyle)

From this, you can see their three main service components on the top row: Search, Mail, Tumblr and four sources of content below: News, Sports, Finance and Lifestyle.

In Search, Yahoo has made it work better in mobile. In Mail, Yahoo had greatly improved their mobile mail product by enabling it to be a solid mail client that can read mail from multiple sources such as Exchange, Yahoo itself, Gmail and POP/IMAP rather than just being a standalone email service. And, Yahoo has enhanced Tumblr, their micro blogging platform, to add advertising so that it now provides revenue for the company.

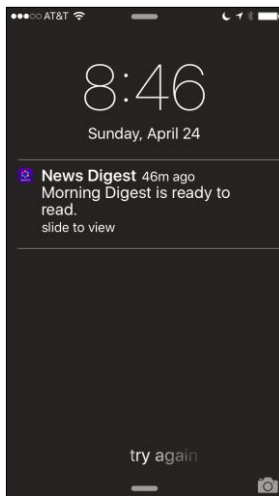
In the News, Yahoo has developed a very good News Digest app that provides news updates twice a day. The content is excellent and is clearly well curated by the Yahoo team. Yahoo Sports has grown to become one of the best offering for sports in mobile – right up there with Sports Illustrated and ESPN. Yahoo Finance has always been a solid source of financial content on the web but now has a solid offering in mobile. And, Lifestyle in mobile has also become a solid offering.

Now, if you look inside each of the mobile offerings, you’ll generally see that while the particular app/content or service is an excellent offering, they each operate more as a silo than as members of family. You know they are from Yahoo. You can see that the product is excellent by itself, but you’ll also notice that the mobile apps do provide any easy way to jump to the

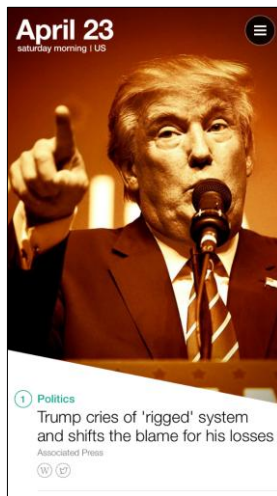
other Yahoo mobile apps (except for News Digest). However, these apps are not integrated from a content perspective that would make them more valuable. For example, when News Digest offers a top story in Sports, it doesn't highlight other sports stories and offer a way to drill down on them via a link to Yahoo Sports.

Figure 2 and 3 shows some of the sample screens from the News app. It's designed well. You can easily go from the overall titles to the detail with one touch. You can circle back and see what you have read and not read. And, you can slide from one story area to another with a slide to the right in the photo. Thus, this is a very cool, well-designed mobile app for News.

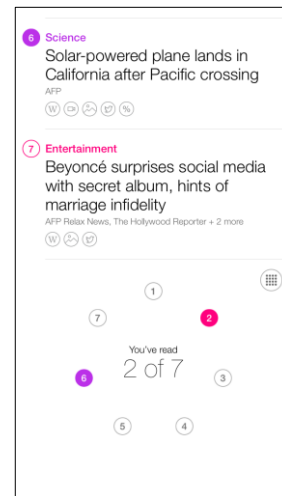
Figure 2. Yahoo News Digest provides a summary of news twice a day in 7-8 categories.



Yahoo News Digest generates an alert when it is ready.



"Front Page" leads with the most controversial story. Scroll up to see index of other stories.



Graphical image at the end indicates which stories have been read. Need to add capability to touch numeric icon & jump to story.

Notice, however, there isn't any advertising. Surely Yahoo could have integrated some advertising in an acceptable manner in the app. But, more important, notice that there's no dropdown menu anywhere to allow you to jump to, say, Yahoo Sports or to go to Yahoo Mail like the other Yahoo mobile apps provide. Even better would be to integrate a 'Breaking News' element in which a major story would flash in the News app that would, with one touch, take you to Yahoo Sports, Yahoo Financial or Yahoo Lifestyle.

Figure 3. Sample of full article plus history of what you've read and way to jump to previous day's stories.



Sample story always has photo at the top followed by curated story – short & easy to read.



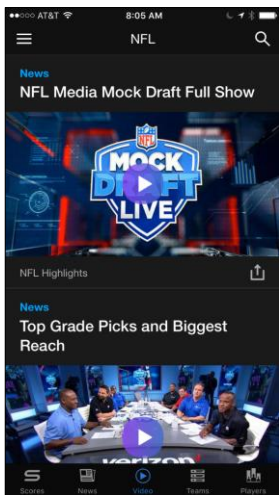
Graphical summary of what you've read; can't click on one of the circles & jump to that day.



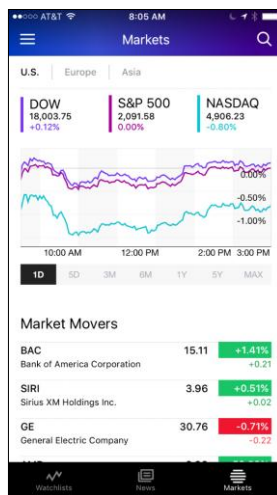
Status and ability to jump to a previous day is a bit hidden.

Thus, I would love for Yahoo to build a family of services and apps that are all great standalone (as they have done so far) but also add capabilities to go from one family member to another based on content not just a pulldown menu as shown in Figure 4. Notice that you can jump from Yahoo Sports to Yahoo News Digest but not back. I'm sure they will add that in an upcoming release. What would be great is to provide content based branching.

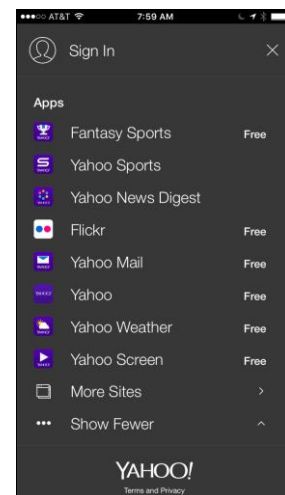
Figure 4. Yahoo Sports and Yahoo Finance plus pull down menu to easily branch to other Yahoo apps. .



Yahoo Sports has both text Stories plus video channel that is easy to scan.



Yahoo Finance has always been popular but mobile has been updated to be easier to use.



The pull down menu in Sports and Finance allows easy way to jump to one of the other Yahoo mobile applications.

Hopefully, as Yahoo migrates into (likely) new ownership, they will continue to build the mobile apps so that users will find them to be the best sources for content on mobile.

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