**BuzzFeed: Buzzer**

After interviewed over 200 target audiences, we found out that readers would enjoy a way to like BuzzFeed articles.

Buzzer is an icon on every articles for users to ‘like’. Articles with most viewed and buzzed will be selected to the buzzing (trending) section, similarly, it can be organized into buzzing of the month or buzzing of the year, and so on and so forth.

Buzzer feature can increase interactions between users and BuzzFeed, and it recommends similar articles according to readers’ previous buzzes. A lot of news mobile applications have a trending section, but instead of trending, we call it Buzzing, and it sets us apart from others without confusing the readers.

**What** – A new feature for readers to like articles.

**Why** – Increase user retention by making enabling them to interact with us.

**Who** – Top 40% frequent readers.

**When** – Launch on website, iOS and Android 3.0 in the beginning of Q4, 2020.