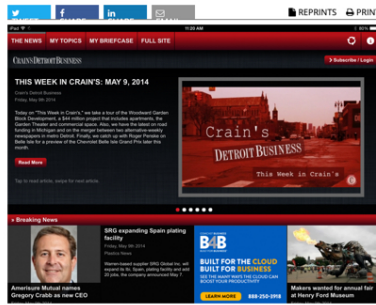


Q&A: Crain's Web-based app and how it works

NANCY HANUS Digital



Crain's Detroit Business has created a Web-based reader that allows users to browse news and blogs quickly on a tablet device. Here are answers to some questions you might have about viewing stories online and via the new app. We've also suspended all metering and paywalls on the website this week, so readers can explore the app fully without having to sign in or subscribe.

If you are on your tablet already, and want to view news on the Web reader, click [here](#).

You call this a 'Web-based reader' What does that mean?
A Web-based reader is just an alternative view of the website. Unlike a native 'app' downloaded from the iTunes or Google Play store, this 'app' is not separate from the website but rather a way to view the content in a different way. This reader is designed to be viewed well on tablets. Because 88 percent of our users who visit our site on tablets do so on iPads, this reader is optimized for that device in particular.

What's the advantage to viewing content on this reader?
Clicking, swiping and scrolling are easy ways to browse and interact with content on a tablet device. This view of crainsdetroit.com makes news stories and blogs easy to browse and read.

In addition, the web reader offers Crain's subscribers an exclusive benefit: A 'briefcase' to store articles can be read off-line. Heading out of town by air? You can download stories to the briefcase while at the airport, then retrieve them when you do not have Internet access.



The 'My Topics' area allows you to customize your feeds. Choose the subjects that interest you the most – and your streams will be customized for easy reading.

The reader also offers topic-based customization. If you are specifically interested in real estate or manufacturing, you can set up feeds that segment that content for you. Just go to the MY TOPICS tab and click the check marks for the topics that interest you. Edit your topic choices at any time.

Where can I find the Web reader?

If you go to crainsdetroit.com in your tablet browser or clicking from a newsletter link, you should be taken to a page that gives you the option to view the app. Once you chose 'Try the app' you'll be taken to it.

If you are on your tablet right now, we'll help. [Click here to access the app.](#)

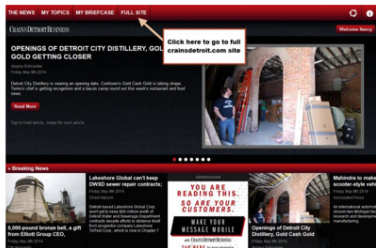
Once you are viewing the app, you can save it to your tablet desktop by clicking the icon at the top of your device, then click the 'add to home screen' button to add an icon to your tablet home screen. That will allow you to access the Web reader at any time.



I'm viewing the Web reader, but it doesn't seem to be updating

Do you have Internet access? If you don't, you won't get updated stories on the app. Because it's a Web-based reader, it is in constant contact with the servers that deliver updated content to the website. Essentially, you can see content via the reader anytime you have Wi-Fi or Internet service that allows you to view email or web content.

When you are 'off-line' you can still read stories that you've stored in your 'briefcase,' but you won't be able to get and updated feed of stories until you have Internet service again.



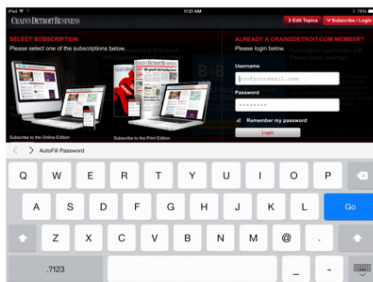
Can't find something? Want to search, add an event or comment on a story? Just click to the full website here.

It's not meant to be a replica of the website, however. If you are looking for awards, events, special features or to search for something specific, we've placed an easy-to-find FULL SITE tab in the top navigation. Just click and you'll be at the full crainsdetroit.com website.

How do I get back to the app from the full site?

If you've clicked on a special feature or a link on the full site, or gone to the site to add a comment, you may be wondering "How do I get the app view back?"

There are a couple of ways. Remember, you bookmarked the app on your tablet home screen, so you can go to that icon and click. Or, you can simply type 'crainsdetroit.com/app' in the address bar of your browser, and you'll be back to the app view.



After reading several stories, I'm told I need to register. What now?

Most of the time, crainsdetroit.com is set up as a metered site. We allow unregistered users three article views a month before we ask them to register. Registered users have access to 12 additional stories in a month. If you'd like to view more stories, or enjoy the benefits of being a subscriber, you can subscribe to either a print + digital subscription or a digital-only subscription.

May 11-18 you shouldn't see this messaging, we've suspended the metering and paywall so that all readers can adjust and try out the app (and all of our content on all devices) without hindrance.

We'd love to hear what you think

We have worked quite a bit to make this Web reader as reader-friendly as possible. But as with anything new, we are sure there are improvements we can make or bugs we haven't detected. Please let us know what you think, either in the comments below or by emailing me at nhanus@crain.com. There's also a place for feedback on the app, under the 'f' button (for information).