

An engagement app that gave a publisher a daily reader-sentiment signal no feed could

Reach plc — Full-Stack Developer

Reach wanted deeper reader engagement than scroll-and-bounce. I helped build Mood of the Nation, a fast, tap-to-react app that turned millions of reader signals into a live national mood, giving editorial a daily data feed no article product could produce.

1.4m

REACTIONS / WEEK

+38%

DAY-7 RETURN RATE

Daily

SENTIMENT FEED FOR
EDITORIAL

<200ms

REACTION RESPONSE

THE CHALLENGE

Reach plc wanted a different kind of engagement product: not another article feed, but a way to capture and reflect *how the country feels* about the day's news. The business goal was two-sided: give readers a reason to come back daily, and give editorial a genuinely new data signal, reader sentiment in aggregate, in near-real-time, that a standard feed simply couldn't generate.

WHAT I DID

- Reaction-first UX. See a story, tap how it makes you feel. Near-instant, applied optimistically in the UI and reconciled with the backend afterwards.
- Redux Toolkit state. Reactions, feed and the user's own history in one store, keeping the optimistic-update logic predictable.
- Sign-in with LoginRadius. Reader accounts and SSO ran through LoginRadius, so sentiment could be attributed and de-duplicated without building auth from scratch.
- Aggregation and analytics. Firebase Analytics tracked engagement while the backend rolled reactions into the live national picture surfaced back to readers and editorial.

OUTCOME

Mood of the Nation shipped a novel, reaction-driven engagement product to a national audience and gave Reach a live daily sentiment signal on the news: a new data feed for editorial that no article product could produce, and a reason for readers to return each day.

STACK