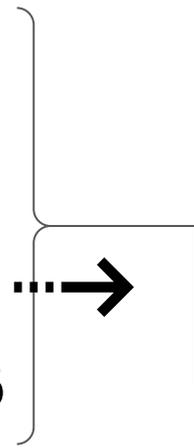
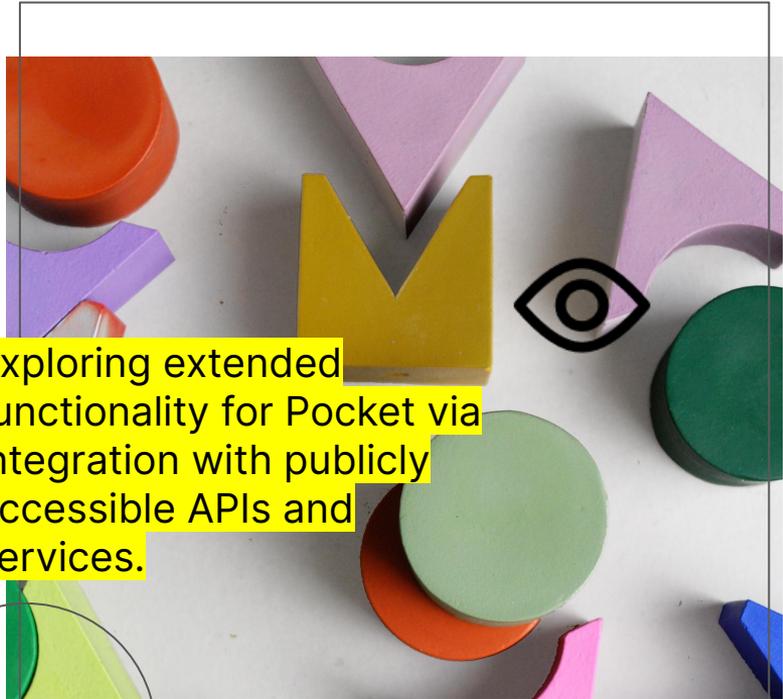


Pocket Incentives Prototypes



Exploring extended functionality for Pocket via integration with publicly accessible APIs and services.



[Web Link](#)



Goals

As part of the Pocket Incentives work, we wanted to understand the technical landscape a bit better.

Research how people currently interact with Pocket in relation to other apps.

Learn more about Pocket's technical infrastructure, and what existing functionalities might be extended to further the goal of reading.

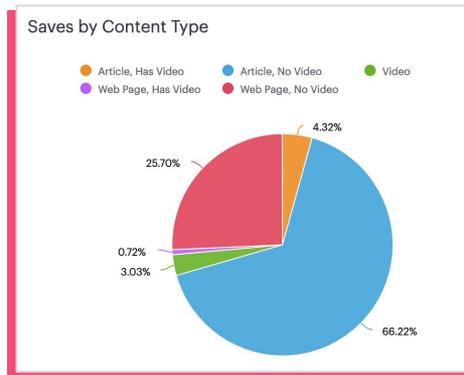
Explore opportunities for further engagement with the app by connecting users to tools they already leverage alongside Pocket.

Analysis

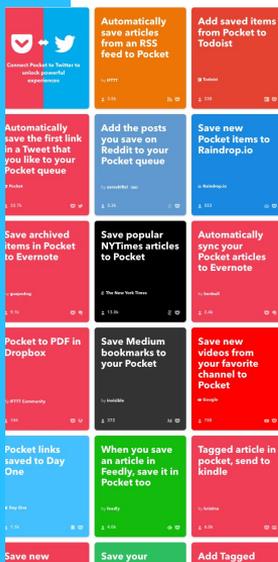


Insights:

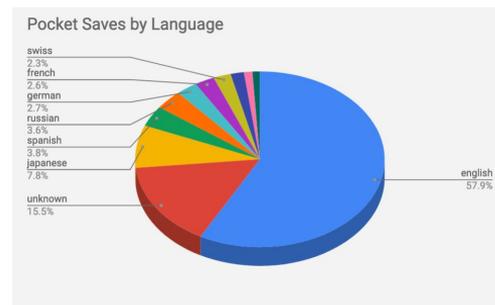
People save lots more than just articles to Pocket >



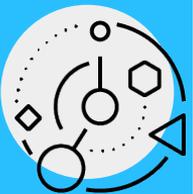
People use Pocket creatively in conjunction with other Apps <



Pocket has a large multilingual and international audience. v



Infra- structure



Required Permissions

In order to use the /v3/add endpoint, your consumer key must have the "x"

Adding a Single Item

To save an item to a user's Pocket list, you'll make a single request to the

Method URL

`https://getpocket.com/v3/add`

Parameters

Parameter	Type	Description
<code>url</code>	string	Required. The URL of the item to be added. Must be a valid URL.
<code>title</code>	string	Required. The title of the item to be added. Must be a valid string.
<code>tags</code>	string	Optional. A comma-separated list of tags to be associated with the item.
<code>tweet_id</code>	string	Optional. The ID of a tweet to be added to the user's Pocket list.
<code>consumer_key</code>	string	Required. The consumer key of the user to whom the item is being added.
<code>access_token</code>	string	Required. The access token of the user to whom the item is being added.

Example request (JSON):

```
POST /v3/add HTTP/1.1
Host: getpocket.com
Content-Type: application/json; charset=UTF-8
X-Accept: application/json

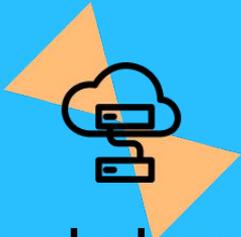
{"url": "http://v/pocket.co/v#ffga",
 "title": "Teaching the New Yorker How the iPad i
```

Learnings

Pocket has an extensive API used by all of its various components.

Some of that API is publicly accessible, and is already being leveraged by users for their own functionality integrations.

What if Pocket could facilitate a more interconnected technical ecosystem that made reading easier?



Prototypes

[Web Link](#) »

We built a series of prototypes to explore Pocket integrations that facilitate reading.

Auto-generated Slack Posts

When you give a saved item a specific tag in Pocket, add it to a Slack Channel.

Smart Speaker Briefing

Build a constantly updating feed of content from Pocket that can be read to you by a home assistant.

Calendar Reading Reminders

Given an estimated reading time for a saved article, schedule a reading reminder based on your availability.

Transcription & Translation of Videos

Extract the textual content of videos saved in Pocket, which can be read aloud and translated to other languages.

Similar Reads

Based on an item you've read, find similar items.

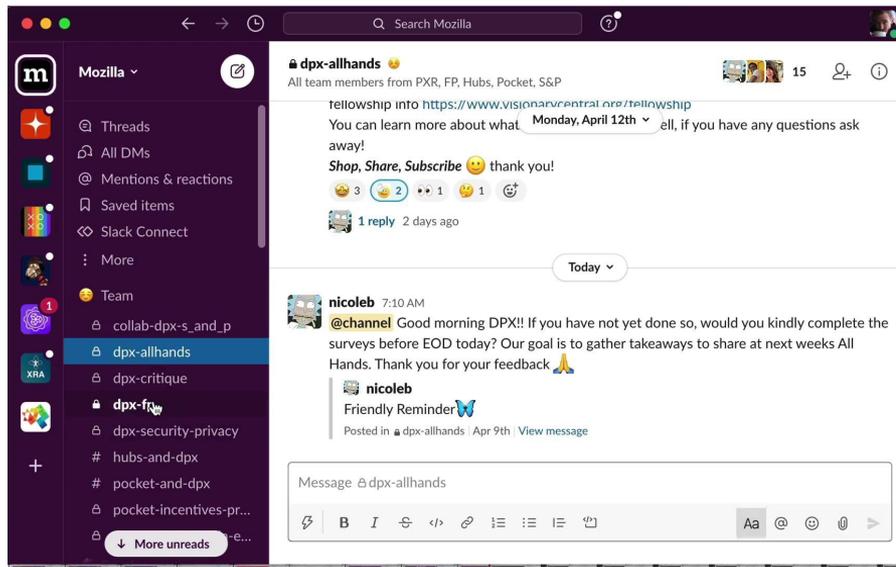
Reading Progress

Track your article and overall reading time in Pocket and measure against a desired goal.



Prototype: Auto-Generated Slack Posts

When you give a saved item a specific tag in Pocket, add it to a Slack Channel.

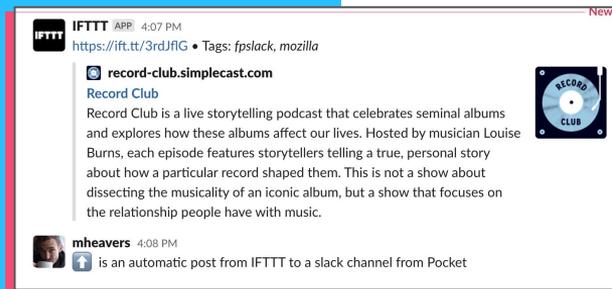


Technical Requirements

- IFTTT account
- Slack account
- Pocket API
- Authentication
- App Permissions

Opportunity

Ability to socialize your reads with a larger audience without requiring additional technical engineering from Pocket.



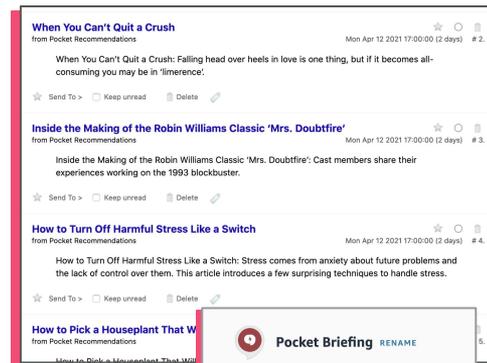


Prototype: Smart Speaker Briefing

Build a constantly updating feed of content from Pocket that can be read to you by a home assistant or smart device.



Opportunities
Hands-free listening to the latest pocket content anywhere in your home or on-the-go.



RSS Feed



Alexa Skill

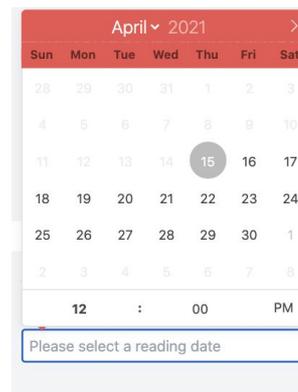
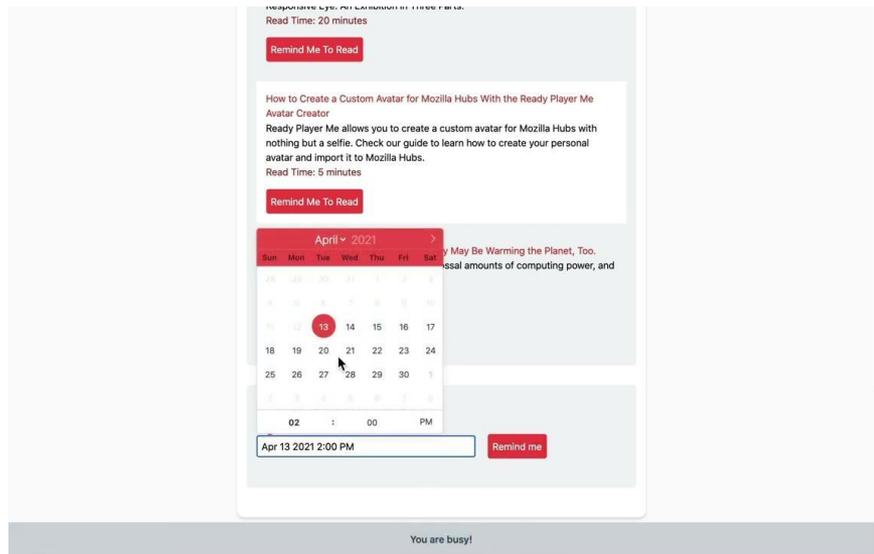
To-Do:

Test ability to choose an article from the briefing and read the full text aloud.



Prototype: Calendar Reading Reminders

Given an estimated reading time for a saved article, schedule a reading reminder based on your availability.



Technical Details

- Pocket API
- Google Calendar API
- User Google Auth
- User Permissions

Opportunities

Facilitates conscious commitment for Pocket users to read more, on a schedule that works for them.



Prototype: Transcription & Translation of Saved Videos

Take the videos you save in Pocket, and extract their textual content, which can be read aloud and translated to any available language.

Decolonizing Electronic Music Starts With Its Software

The Endless Life Cycle of Japanese City Pop

I have one of the most advanced prosthetic arms in the world — and I hate it

English

Play Audio

For locations in Edo-Tokyo frequented by multitudes of foreigners today, The third most popular is...! [3rd - Shopping] Treasure Hunting! Of course, it is a very famous place for the people of France! It has even been filmed in music videos! We're going there! Shibuya! - Shibuya?! Shibuya Center-Gai is in the third place spot for our ranking. - Wow, we got it right! Yay~ In the last few years, Shibuya has gone through a period of development, and several new buildings have opened in rapid succession. [Shibuya Hikarie, 2012; Shibuya Scramble Square, 2019] The city is continuously evolving over time, [Shibuya Stream, 2018] but in the always busy streets of Shibuya Center-Gai, the most sought after item

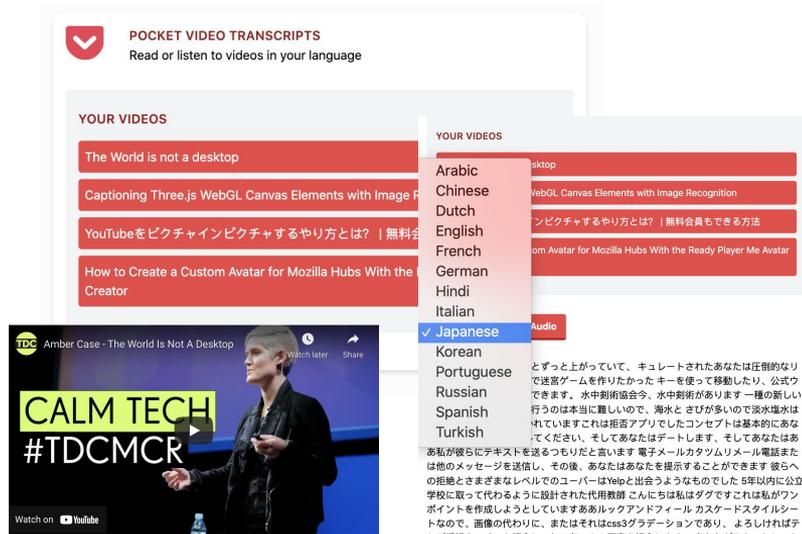
Transcript found

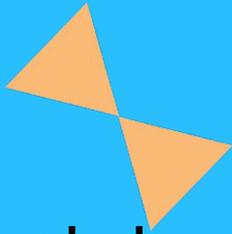
Opportunities

Cater to Pocket's large international audience and leverage its reputation as a reading app to extend reading functionality to the videos it saves. Could be integrated with a smart device.

Technical Details

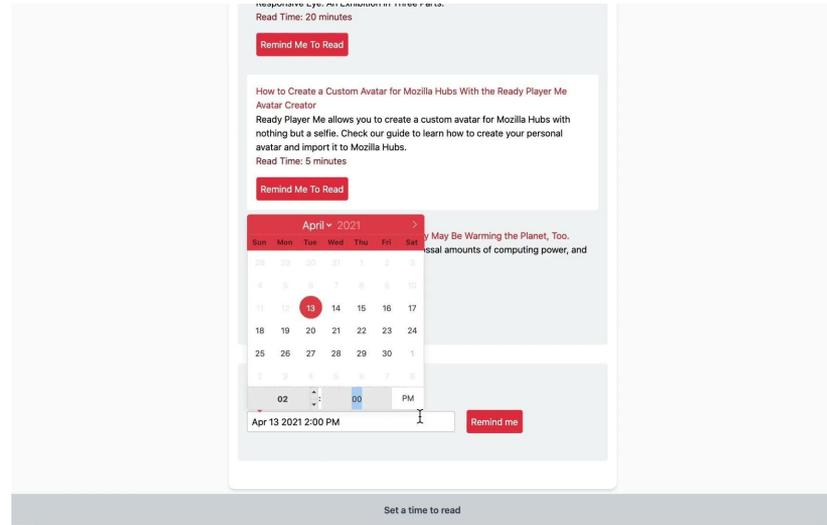
Pocket API
Youtube API
Amazon Polly TTS API (optional, better TTS voices)
No Youtube or Polly auth req'd





Prototype: Read Similar

Given an article in your
archive, find similar
content.

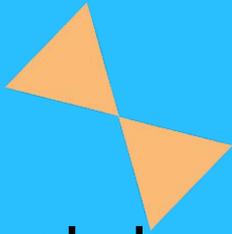


Opportunity

Help users find personalized
content

Technical Details

Pocket API
Rec-It



Prototype: Reading Progress

Track and visualize reading progress as you track toward an adjustable reading goal.

Opportunity

Facilitate users' reading goals and increase Pocket usage without storing additional data about the user.

Technical Details

Pocket API
Local Storage

READ PROGRESS

Est. Article Length: **7** minutes
Article Progress: **17** minutes
Overall Progress: **32** minutes
Reading Goal: **10** minutes

