

# ●○○ Medium

Increasing Average Reading  
Time on Medium



## About Medium

Medium is an online publishing platform for both amateur and professional writers to publish their works. This can include articles on a variety of topics or it can also be a personal essay. This platform is best known for its minimalistic design that hosts content on diverse topics. It also allows its users to appreciate the content of the author through comments, highlights and “claps”. As of November 2023, the platform had **100 Million** monthly active users.

Medium generated a gross Annual revenue between

**\$42.5 million**

-

**\$51 million**

Total posts published on Medium was approximately

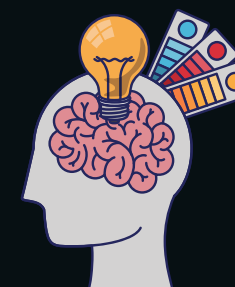
**16.5 million**

Total users who subscriber

**900k subscribers**

## Problem Statement

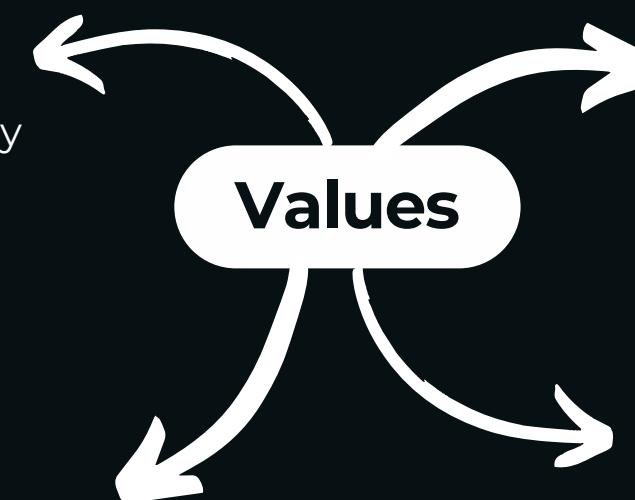
The rise of social media platforms has significantly decreased people's attention spans, which has adversely affected your readers on Medium. To address this, you aim to introduce new features on the platform to encourage users to spend more time reading content. This increase in engagement will motivate content creators to create and write more blogs and content, ultimately boosting your revenue. Our goal is to launch these features and achieve a 50% improvement in average reading time by the end of March 2025.



Creativity and story telling



Trust and Integrity



Open Communication



Community and Engagement



Problem

**Market**

User Personas

Features

Prioritization

Metrics

GTM

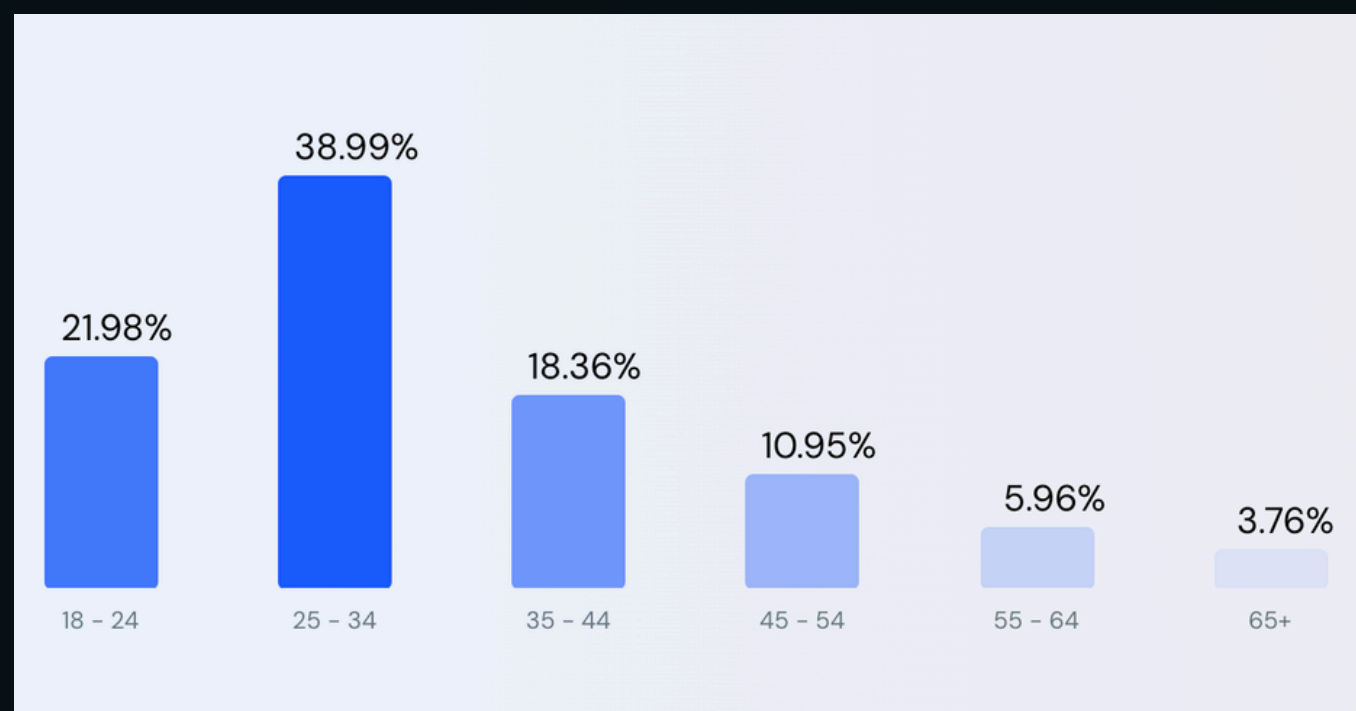
## Features offered by Medium

- Content Creation for authors
- No limitation on the length of articles
- Monetisation for authors of articles
- Personalized Recommendations
- Analytics on published content
- Cross Platform access

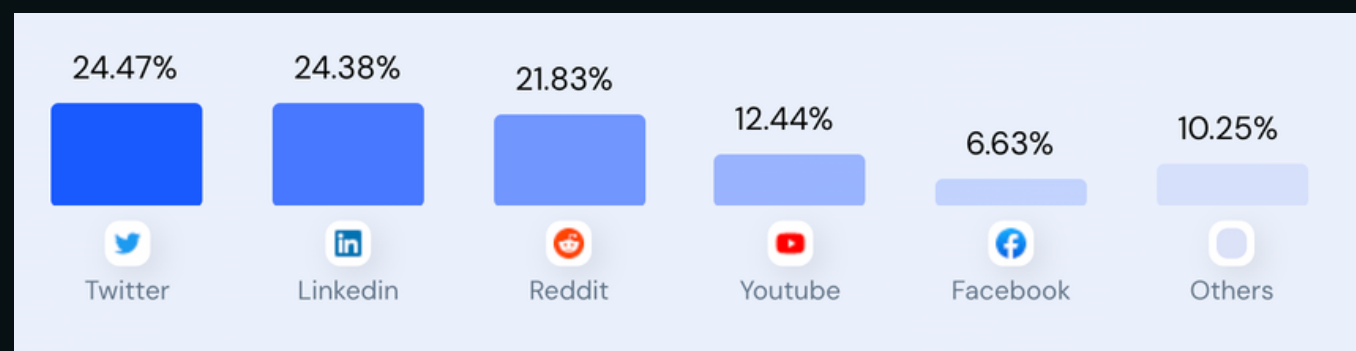
## Competitors



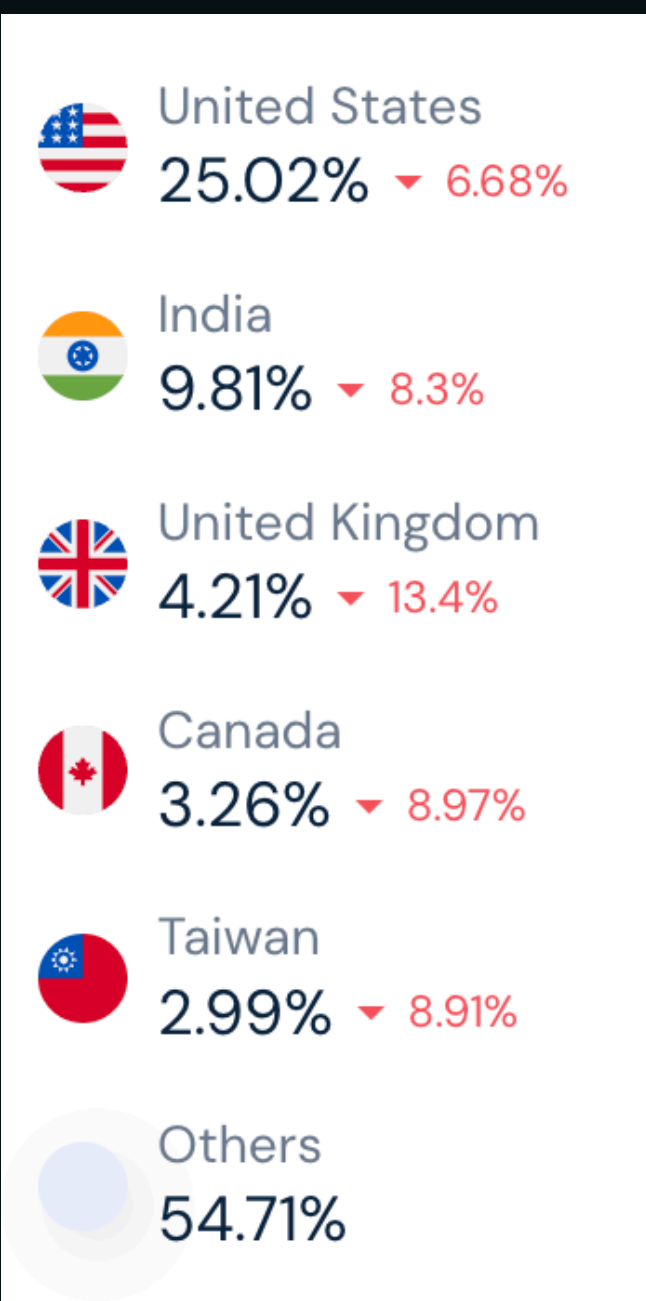
### Age Distribution based on usage



### Source links leading to Medium



### Usage based on Country





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**John Bringham**

27, Male

Software Engineer

California | US

**Usage:**

John is an occasional reader who seeks inspiration from posts to get creative ideas for his projects but also follows a diverse set of topics of interest, such as: Photography, Nature, Travel Experiences and many more.

**Pain Points:**

**Engagement Fatigue:** The need to constantly comment, clap or interact in some form to make the most of his usage of the app. Not being able to express how he feels

**Limited Customisation:** As an occasional reader, the app does not provide him the ability to customise the reading preferences



**Sarah Wilmington**

30, Female

Marketing Strategist

New York | US

**Usage:**

Sarah is a curious learner who reads daily about insights and trends in digital technology to remain updated in her field of work. She saves articles for later use, shares the insights and often writes articles about different marketing strategies in her free time.

**Pain Points:**

**Content Overload:** The sheer number of articles about a certain topic can be overwhelming leading to her disengagement from the app

**Notification Overload:** Excessive notifications on the mobile phone leading her to turn off all notifications. This in turn leads to disengagement



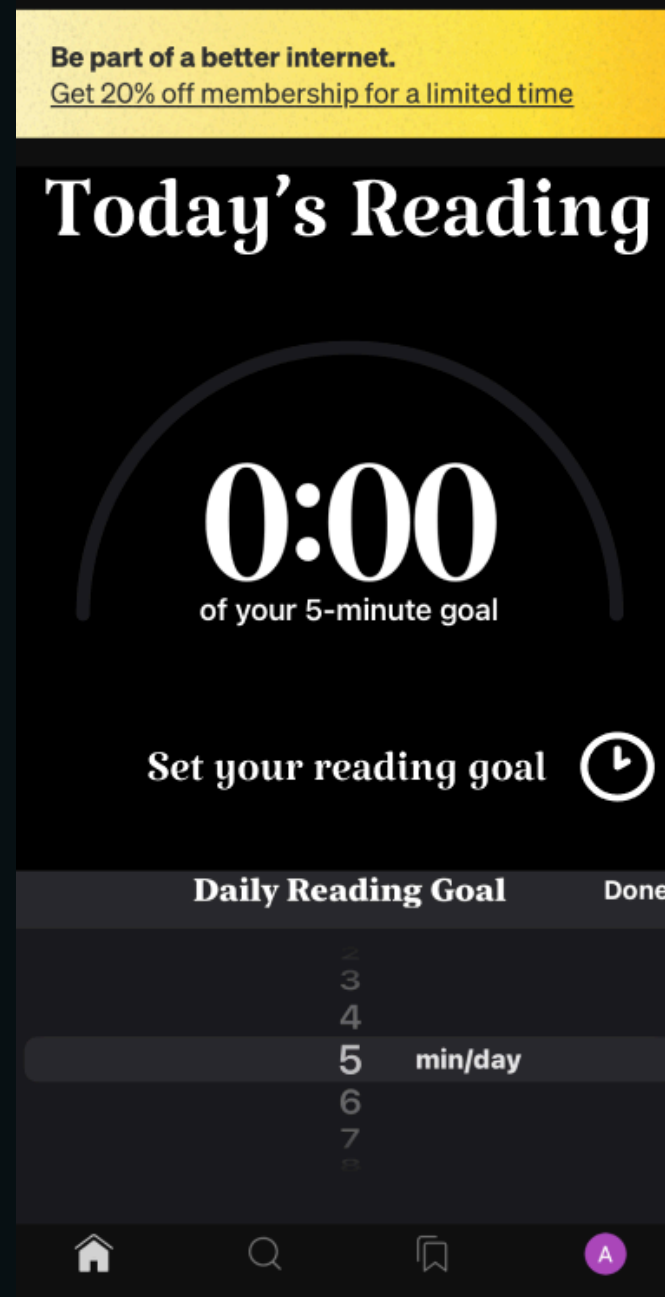
## #1 Gamifying Reading time per day

### New Feature:

Allowing a user to set a reading goal for a day (In minutes) and reminding the user everyday at periodic intervals until the goal is met. Once the goal is met, a user is given 2 points. Once the points hit 500, a user can redeem 5% off on medium subscription.

### Important Metrics:

- Number of days a user has met the goal
- Total points accumulated per user at the end of each month



## Rewards

Every time you read and meet your goal, you get 2 points!

More points = More discounts on

Medium Subscription! 🏆

What are you waiting for? Get Reading!

500 points	5% Discount
1000 points	7% Discount
5000 points	15% Discount
10000 points	20% Discount

Gamification makes users more willing to try something out. An incentive provides a reason for a user to do something. In this case, it is increasing reading time to eventually get discounts!

In order for this to work, reminders at intervals of 4hrs per dau is needed to remind a user to attain their reading goal.

The smaller the reading goal value, the more a user feels like they can achieve it.

This feature will ensure engagement time per dau increases while also allowing a user to gain satisfaction from completing a goal.





## #2 Better Engagement through reactions

### Existing Feature:

Currently, engagement between the author and the reader is through claps. While this captures appreciation towards the article, it does not capture the emotion of a target end user. There is no other way a user can appreciate articles or posts apart from Claps.

### New Feature:

As humans, we are expressive in nature. Reading different materials allows us to experience a variety of emotions. Using this as an inspiration, allowing users to express how they feel via "Reactions" will improve engagement on a given article and also improve read time on a given article.

### Problems Solved:

- Engagement of an article by a user
- Lack of more options to react to an article

### Important Metrics:

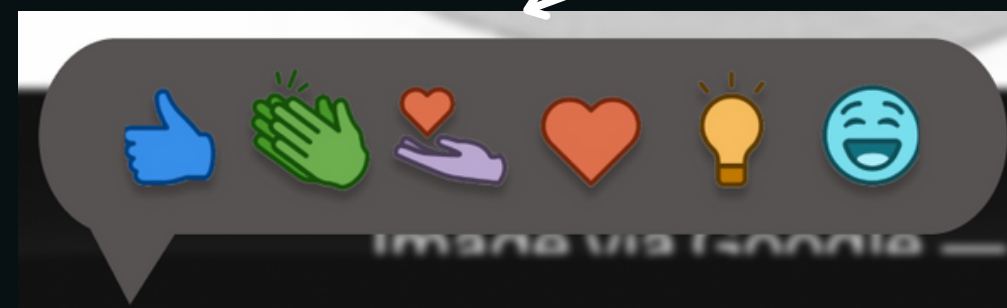
- Number of "Reactions", Segregated by type
- Number of users that read the article vs Number of users reacted to the article

*Each Reaction signifies an emotion that will help an author identify how he/she can curate articles that cater to a specific emotion*

### Reactions:

*Users can now react to articles/posts by:*

- Liking
- Clapping
- Showing Love
- Loving
- Insightful reaction
- Smiley reaction





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### #3 Improving reading conditions by customizations

#### Existing Feature:

Currently, a user can only zoom in or zoom out and adjust font family to OpenDyslexic from Default while also being able to change the Appearance.

#### New Feature:

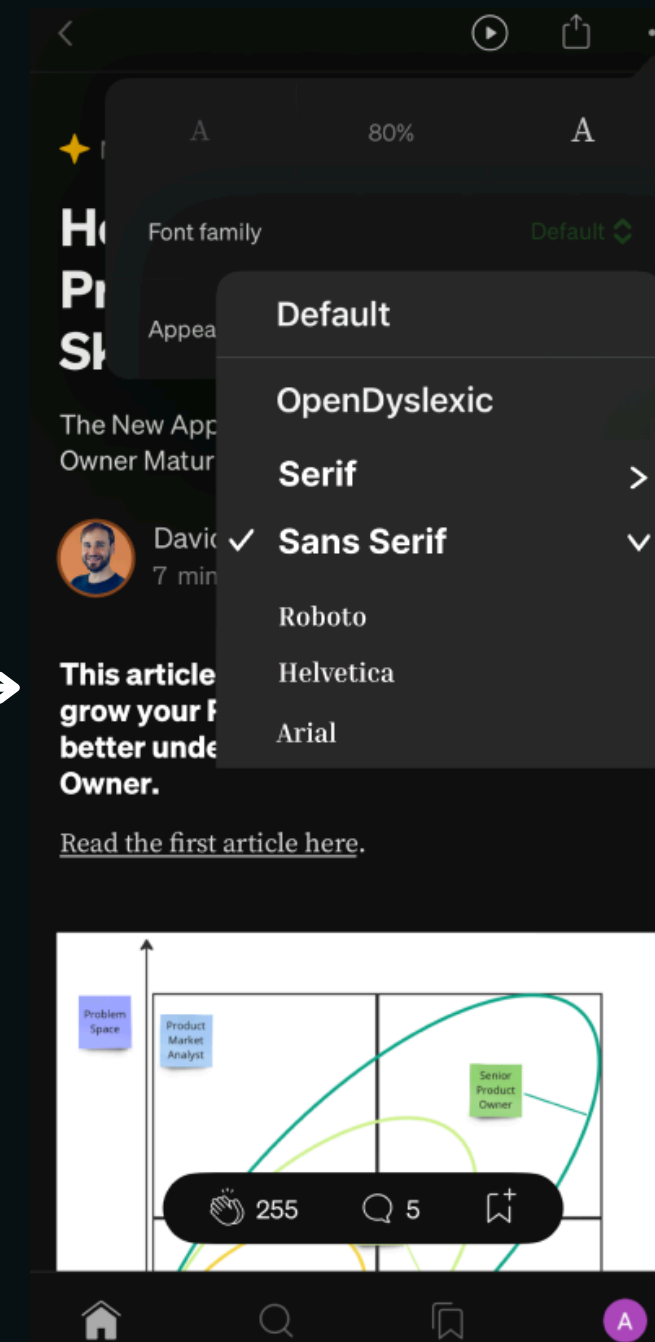
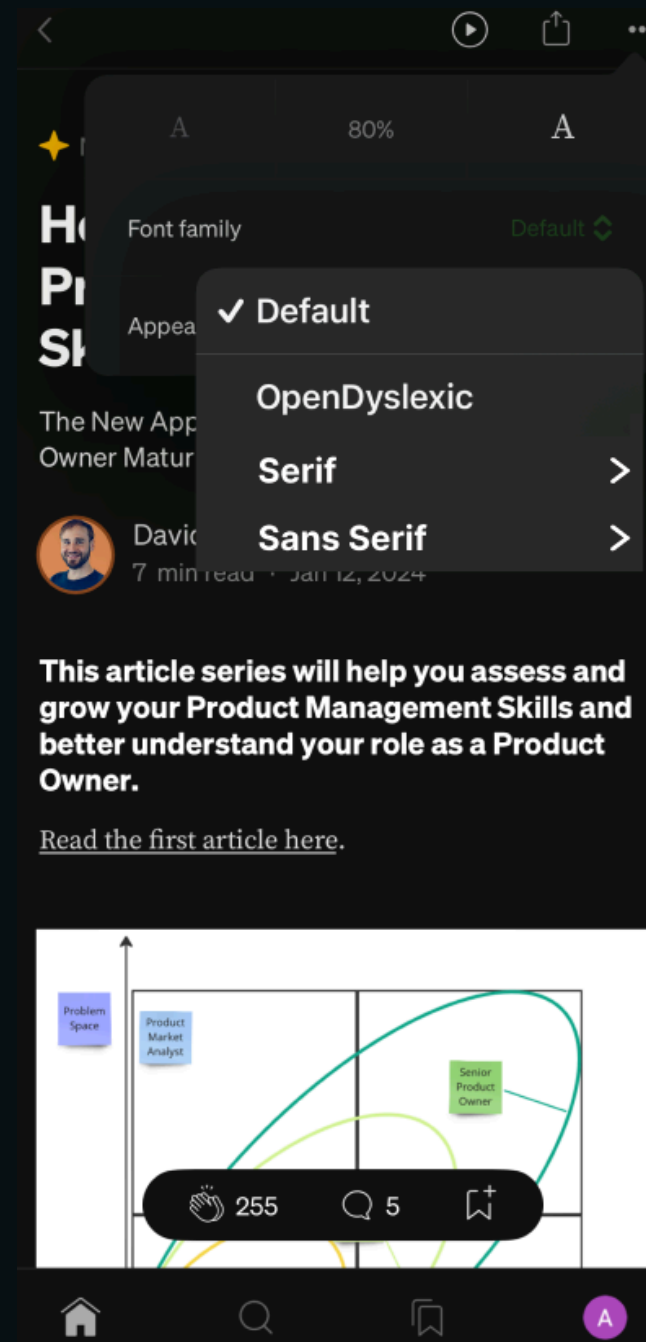
Allowing a user to modify font family will allow a reader the option to read an article in their preferred font. Giving a user the option and freedom to explore increases engagement with said article.

#### Problems Solved:

- Engagement of an article by a user
- Limited fonts to read an article

#### Important Metrics:

- Number of users who change font from default to new font
- Average reading time of an article once the font has been changed



Allowing users to select from the most commonly used font families gives them the freedom to read as they please

Most commonly used font families are Serif and Sans Serif. We can add more in future updates based on the usage of this feature



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Using the R.I.C.E Framework

	Reach (Number)	Impact ( /3)	Confidence (%)	Effort ( /3)	Rice Score ( /100)	Priority
#1 Gamifying Reading time per day	150	1	75	2	5625	2
#2 Better Engagement through reactions	200	2	85	3	11333	1
#3 Improving reading conditions by customizations	100	0.25	40	1	1000	3





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## #1 Gamifying Reading time per day

### Monthly usage

- Total days in a month the user has met the goal needs to be measured
- **Target:** 15 days/month

### Total points accumulated/user

- Total points/user/month needs to be measured to foresee probable number of users to receive discounts by meeting the points criteria
- **Target:** 40 points/user/month

### User Feedback

- Collect feedback on whether the users find the goal setting useful
- Whether the reminders in a day helps them stay motivated to achieve their reading goals

## #2 Better Engagement through reactions

### Number of "Reactions"

- Total reactions/type/user/month must be recorded to analyze end user behavior and the same analytics must be made available to authors
- **Target:** 30 reactions/user/month

### Read vs Reacted

- Total users/month who read the article vs Total users/month who reacted to the article must be captured to understand whether users use the "Reactions" feature
- **Target:** 200 users read articles/month vs 500 users reacted to articles/month

### User Feedback

- A quantitative poll can be conducted to understand how users rate the Reactions feature (On a scale of 1 - 5)

## #3 Improving reading conditions by customizations

### Number of users who change the font

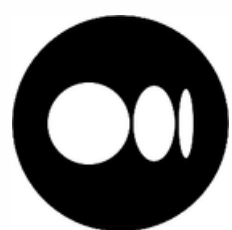
- Total users/month who change font needs to be captured
- **Target:** 5 font changes/user/month

### Average Reading Time

- Total time spent reading an article once the font is changed needs to be captured.
- If the font is changed back to default, the average reading time should also be captured
- **Target:** 7 mins/user/month once the font is changed

### User Feedback

- Qualitative feedback about whether the font changes impact the reading experience of a user needs to be collected in the form of surveys



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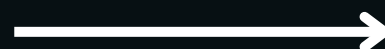
**GTM**

## Go-To-Market Strategy

1



2



3



4



### Pre-Launch Tests

- *Create smaller groups targetting defined user personas*
- *Beta test features to understand initial user feedback*
- *For regular users of medium, onboard and allow them to beta test features*

### Soft Launch

- *Target Tier-2 cities for soft launch*
- *Create a pop-up describing new Reactions feature with a “Skip” option*
- *Gather feedback and analytics*

### Launch

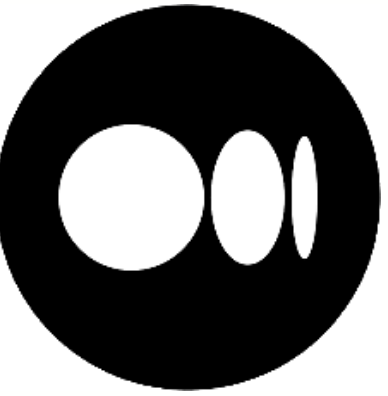
- *Launch Reactions feature across all regions*
- *Ensure deployment is only done once the infrastructure is in place to handle the load of users*
- *Market the new features via X.com, Instagram, Reddit*

### Scaling and Maintenance

- *Monitor usage of feature over the month and report on the same*
- *If pilot month successful, partner with influencers to market their usage of the new medium features*

# Press Release

Hi there!



We know how important articles and posts on medium are to you. This is why we bring along a new way you can interact with posts!

Introducing Reactions!

Now you no longer need to just clap at an article if you found it interesting. Reactions will now allow you to react to a post by Liking/Clapping/Showing Love among many more!

We thrive to help you build a deeper connection with the content you read and we sincerely hope that this feature will help you connect with the author and their articles in a better manner.

- *Medium Team*

# Thank you!

~ Ananth Dharmavaram



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