PM Challenge

Increasing Average Reading Time

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About Medium

Everyone has a story to tell. Medium is an online publishing platform where **over 100 million people** connect to share their thoughts, ideas, and stories. It's known for its clean interface and focus on long-form content. It is an **open platform** where anyone can publish and share knowledge online without following anyone or creating a mailing list. Readers can clap, comment and share articles fostering **community** engagement. It has a **Partner Program** where the authors can earn a portion of the reader's membership fee. Medium is supported by the growing community of members who believe in quality over clickbait.

Medium Model

- Largest bundle of original content
- Ideas and stories from everyone is welcome
- Helping uplevel the original content

- Partner program for publishers
- Personalized content for each user
- Streamlined and beautiful user experience

Competitors

Feature				
Platform	Open platform	Subscription-based	Self-hosted	Community-driven
Focus	Long-form content	Newsletters, long-form content	Blogs, long-form content	Technology, startups
Monetization	Subscription, advertising (potential)	Subscription	Subscriptions, advertising (optional)	Donations
Community	General audience, reader engagement	Direct relationship between writer and subscriber	Depends on individual blog	Tech-savvy audience, voting system
Customization	Limited customization	Limited customization	High customization	Limited customization

Market Growth

Market Growth of ePublishing Worldwide in the Next 3 Years

US $54.87 Bn
FY24

→ 2.07% CAGR →

US $58.35 Bn
FY27

- By 2027, the number of readers in the ePublishing market is expected to reach 1.6bn users.
- The user penetration rate in the ePublishing market is projected to be at 18.9% in 2024.
- The average revenue per user (ARPU) is expected to be US$37.49

Average Revenue Per 1000 Views

On average, a blogger on Medium earns between $10 to $99 per 1000 views. However, the average number depends on other factors also.
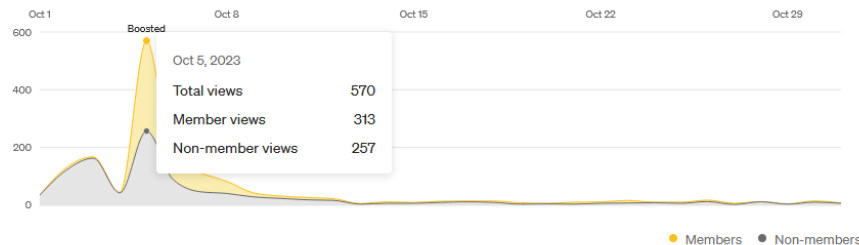
Views
People who visited your story's page

1.6K	603
Total views	Member views

1K
Non-member views

Oct 1 | Oct 8 | Oct 15 | Oct 22 | Oct 29

Boosted

Oct 5, 2023
Total views	570
Member views	313
Non-member views	257

● Members ● Non-members

Lifetime
Oct 1, 2023 – Today · Updated daily

$89	1.6K	836	50%	↗
Earnings	Views	Reads	Read ratio ⓘ	Boosted ⓘ

- Medium has a market value of $600 million - making it the most competitive platform in the blogging market.
- 54 million people use Medium worldwide.
- 26.28% of all Medium users are Americans.
- 55% of Medium users are men, and 71% of readers are Caucasians.
- 70% of Medium writers earn through the Medium Partner Program paywall.
- 47,950 Medium writers make over $100 through Medium Partner Program.

Targeted User Personas

Riya | 20 | Student | Delhi

Demographics:

- Age: 20
- Income: Upper Middle Class (No Income)
- Location: Delhi

Behavior:

- Uses Medium to supplement academic research
- Follows topics related to the field of study
- Share articles with classmates
- Engages through comments and claps

Needs:

- Easy-to-understand articles
- Clear citations
- Opportunities to connect with students and experts
- Access to academic resources.

Strategies:

- Affordable or free student plans
- Academic partnerships
- Curated content for students
- Students writing contests

Bhavana | 24 | Aspiring Writer | Mumbai

Demographics:

- Age: 24
- Income: Medium to High Income
- Location: Mumbai

Behavior:

- Actively engages with Medium community
- Follows writers in niche
- Experiments with writing styles
- Uses analytics to track the audience

Needs:

- Tools for writing improvement
- Opportunities to connect with editors and publishers
- Audience Insights
- support from the writing community
- Monetization opportunities.

Strategies:

- Writer development programs
- Monetization tools
- Publication opportunities
- Community building

Anirban | 35 | Professional Writer | Bangalore

Demographics:

- Age: 35
- Income: High Income (Upper Class)
- Location: Bangalore

Behavior:

- Uses Medium to showcase expertise
- Engages in industry discussions
- Collaborates with other writers
- Explores new writing opportunities.

Needs:

- In-depth industry analysis
- Tools for managing writing projects
- Opportunities to connect with clients
- Support for freelance writers.

Strategies:

- Enhanced search functionality
- Personalized recommendations
- Mobile optimization
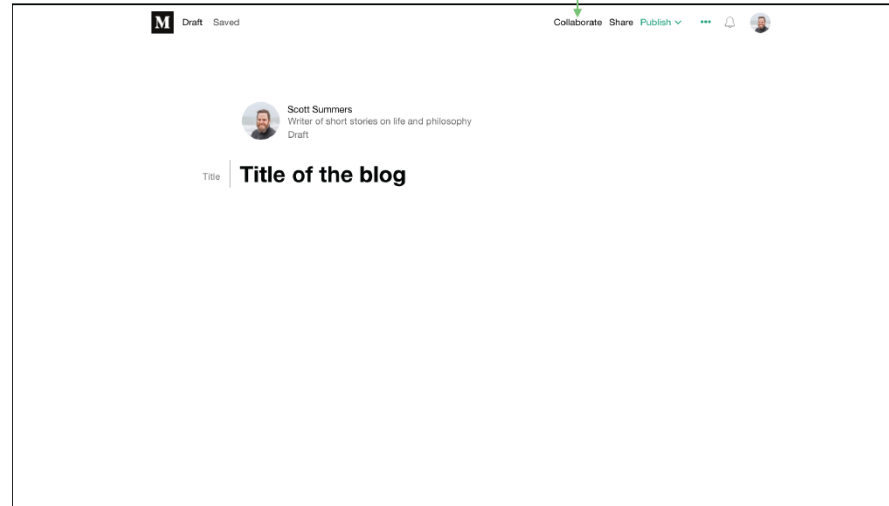- Strong community
- Data privacy & security

Feature 1

Draft Review:

A community for the members of medium partner program where the members can **share their draft and get it reviewed** by fellow members.

This feature will foster a sense of collaboration among the community. Also, this can be later given as a monetization option to the members
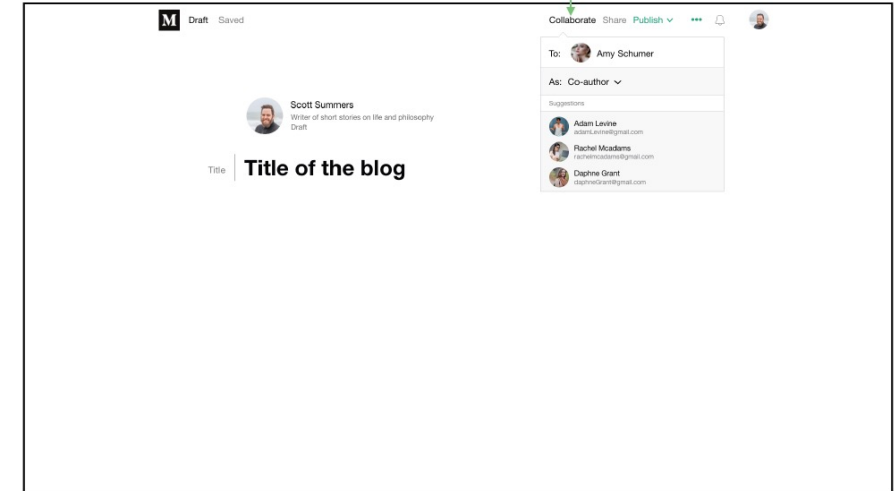
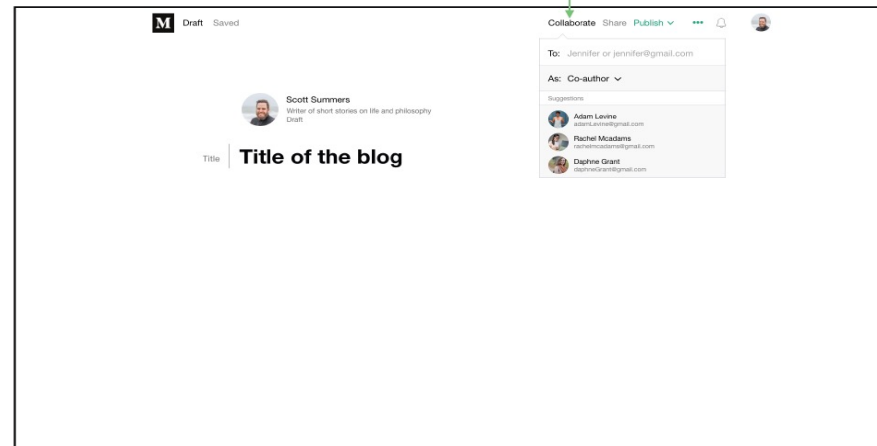**1** New Feature Button to Send Invitation

2 Searching and Selecting collaborator for your story
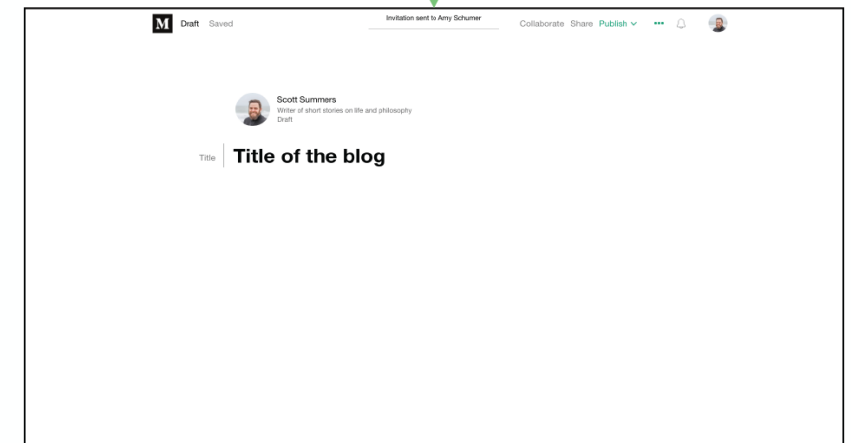

3 Selected collaborator as Co-Author

4 Notification of Collaboration Invitation Sent

Feature 2

Checklist :
Collaborators can create private checklist within the blog draft to track and manage their tasks. These checklists are hidden from public view once the blog is published

This feature will help the authors not miss on any of the items in the document and result in quality content

Feature 3

Gamification :
- Reading challenges and rewards: Implement gamification elements to motivate users to read more.
- Badges and achievements: Recognize user accomplishments and create a sense of progression.
- Leaderboards: Foster competition and encourage users to engage more with the platform.

Feature 4

Student Plan:
Attract student users and generate additional revenue.

- A free tier with a daily article limit.
- "Buy Me a Coffee" integration for supporting writers.
- Clear explanation of the plan and its benefits.
- Options to upgrade to a Premium plan for unlimited access.

Feature 2

Most Clapped Option:
The new users, upon logging in to the option, will be prompted to view the most clapped articles.

As they will read these articles they will feel more intrigued as it is the readers favourite and hence try to explore other articles on the application

Prioritization of Features

RICE Framework – It is used for product prioritization. It is a decision-making tool

Feature	Reach *How many users will use this feature at a given period?*	Impact *How much does this feature affect users?*	Confidence *How sure are we about the effect and score we achieve?*	Effort *How long will these strategies take to implement?*	Total
Draft Review	9	8	9	9	72
Checklist	7	9	7	7	63
Gamification	6	7	6	9	28
Student Plan	8	9	8	6	96
Most Clapped	9	6	5	8	33.75

$$\frac{Reach \ x \ Impact \ x \ Confidence}{Effort} = R.I.C.E \ Score$$

Metrics to Measure

Average reading time per user: Indicates how much engagement a user has with the application

User engagement: Time spent on the platform, page views, sessions per user

Content consumption: Articles read, shares, Claps, comments

Community growth: Number of active users in the Medium Partner Program Community who actively help fellow collaborators.

Monetization metrics: Revenue generated from subscriptions, advertising, and other sources