

●●● Medium

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## What is Medium.com

As per Wiki Medium is an American [online publishing platform](#) developed by [Evan Williams](#) and launched in August 2012. Medium does not publish official user stats on its website. According to US blogs, the platform had about 60 million monthly visitors in 2016. In 2015, the total numbers of users was about 25 million. The content published on Medium is a diverse mix of short and long-form articles.

Stories usually have an estimated reading time indicated, which helps to give an idea of the length of the content.

Medium writers publish articles on almost any topic imaginable.

One can get a good idea about what topics people tend to read the most on the platform by looking at the tags that have the most followers.

### PROBLEM

The Total no. of Visits have seen no increase over last quarter and reduced the number of monthly active users of the product. The Bounce rate has increased with 73.27% and decreased avg time spent to only 1:55 min.



Ratings & Reviews  
4.6 ★ 222k Reviews



Ratings & Reviews  
4.8 ★ 12k Reviews

Total Visits  
**137.5M**

Bounce Rate  
**73.27%**

Pages per visit  
**2.01** pages

Problem

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What Survey Speaks, Who are the users, What do the users say about Medium.com

Name: Shashank

Age: 29

Profession : Co-Founder

Location : Gurgaon

Goals

- Stay updated with the industry
- Connect with like minded people

Pain Points

- Find the right articles to read
- Lacks focus on Content



Name: Shushmita

Age: 22

Profession : Student

Location : Bangalore

Goals

- Enhance knowledge on topics
- Reads for personal/ project work

Pain Points

- Blunt UI and Complicated English
- Mostly Paid content for we students who do not earn.



Name: Gaurav

Age: 36

Profession: Data Scientist

Location : Singapore

Goals

- Keeping connected with latest trends
- Time spend on new tech updates

Pain Points

- Long Articles, No filter on length/time
- Complicated language to attract start reading



Why Solve the problem now.?

- Huge Opportunity: Increase in the no. of users and user stickiness
- High Risk: 70% users leave the app as they do not find anything meaningful
- The Avg time spent on app is <2min

Value Generation for users

- Right Content delivers to users
- Easy discovery of relevant articles and authors
- Credible and high quality content for User

Value Generation for Medium

- More time spent on the Platform
- Reduced Bounce rate
- Increased Subscription
- Increased Revenue

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### Gamification

#### Gamifying the user experience

- Create a journey and scores for time spend in reading
- Sharing the Articles with friends and family giving them
- See your rating by people on your reading score
- Generating a reader/ writer score
- Engagement with others on articles via comments

### AI Recommendation

#### Recommendation Engine

- Based on Age, profession and most read articles with similar set of people and their read content
- Pushing Notifications on the most watched content with area and content Specific
- Quality of content (articles/blogs/essays)
- Increased Discoverability of topics

### Reading Cards

#### Short Swipe Reading Cards with Daily Target

- Short and crisp Content with relevant image and heading to the users.
- Swipe cards with option to like and comment to get better recommendations
- Set targets on daily/weekly/monthly reading levels and increase knowledge

RICE Framework	Gamification	AI Recommendation	Reading Cards
Reach	250	300	300
Impact	3	4	4
Confidence	80	85	90
Effort	4	3	2
Score	150	340	540

**Reading Card** comes out to be the right solution with major **Reach**, High **Confidence** for success and Prediction with maximum **Impact** with least amount of **Efforts**. Additionally: Users are getting used to short Content

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## Feature Description

Medium Cards is the new feature which enable the user to read the content in the most trendy fashion like never before

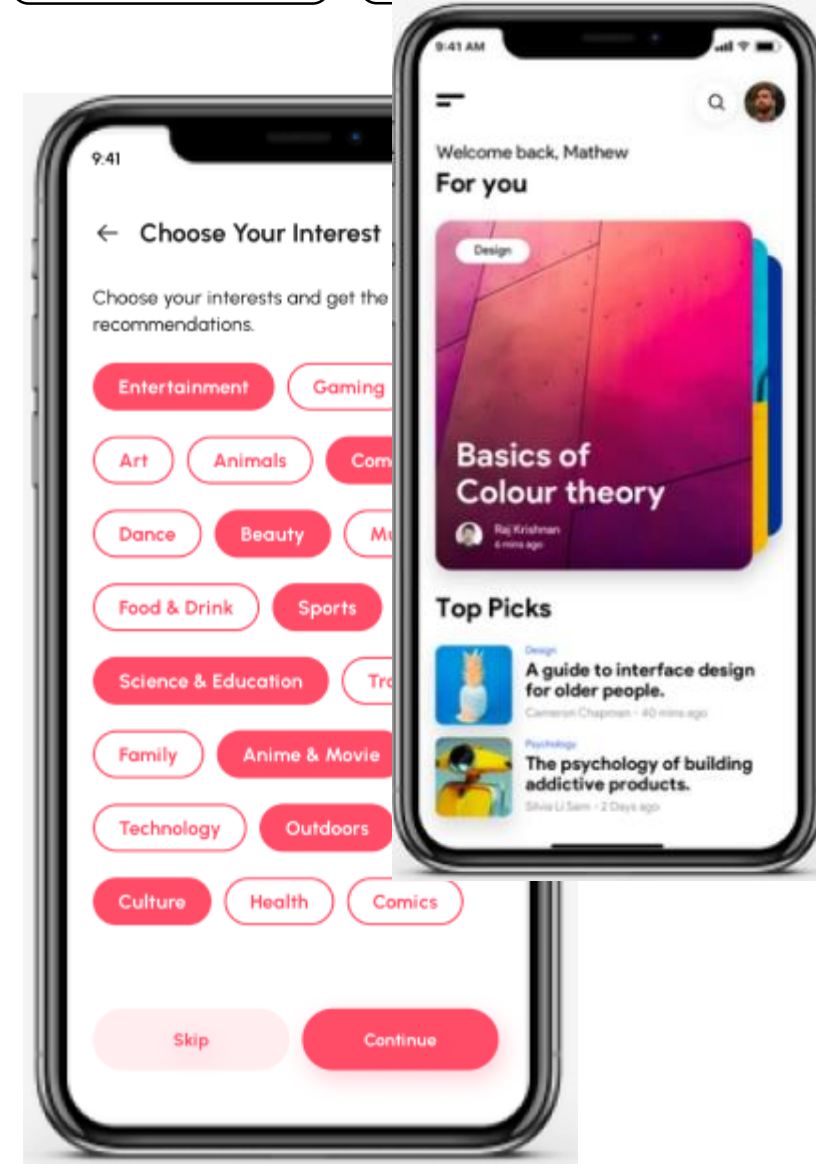
There are two ways to access the Cards functionality

- When user goes through the On boarding he/she can select the most interested topics you want to read for the first time and **select the cards style** you wish to read These preferences can be changed anytime.
- When you are already in the app you can change the layout through the profile section

The suggested Cards will be of three types

- Cards that match with user's Watch content and time spend on each card
- New cards that user is likely to love and has viewed before. This will be done by analysing what new trends of cards are being watched by the similar users having similar Likes and choices basis the training our ML model.
- This will help AI to show cards basis the interest and action, time spend on each category of the user.

The User can Swipe the cards Right if they like the Card and left if they didn't(not a mandatory action). They continue reading they click on the card and continue to read. Additionally the user always has an option to filter or search for the content he wants to read



Problem

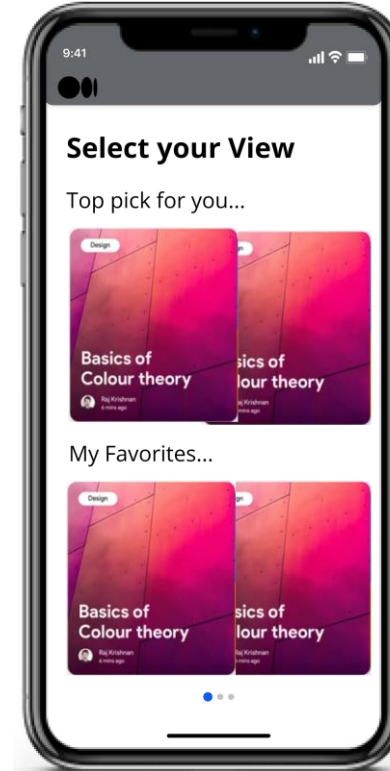
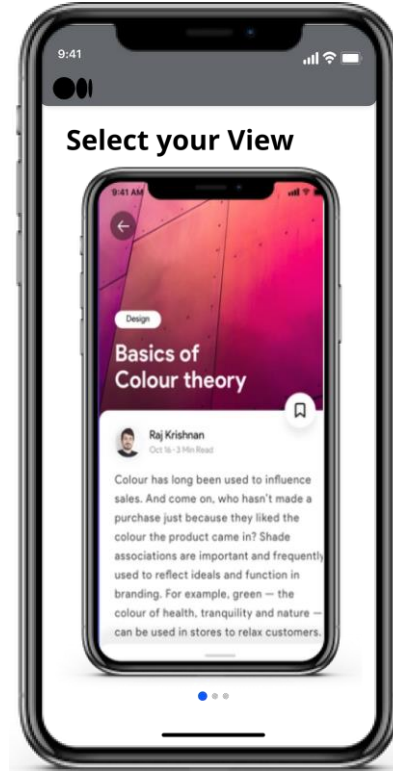
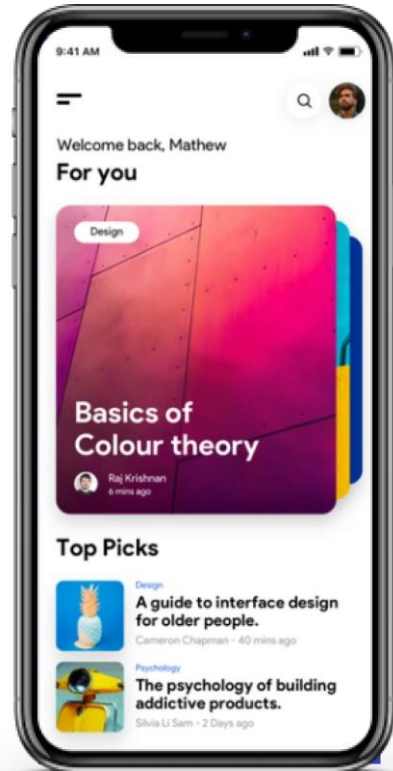
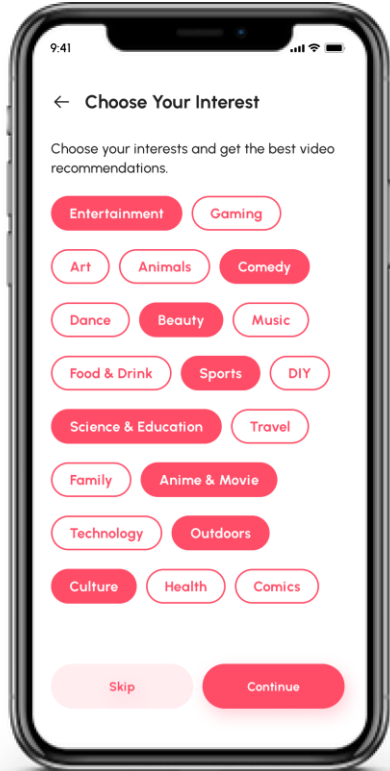
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User can enter his choices on content for content he wishes to read, the content will be auto updated basis the action and time spent on each card, category of card, location, most watched, etc.

User can choose the type of view he/ she prefers to read the content

User can set Daily limits on how much time he wants to spend in reading

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**Landing Page URL:** <https://anmoldixitmedium.unicornplatform.page/medium/?nocache=31346>



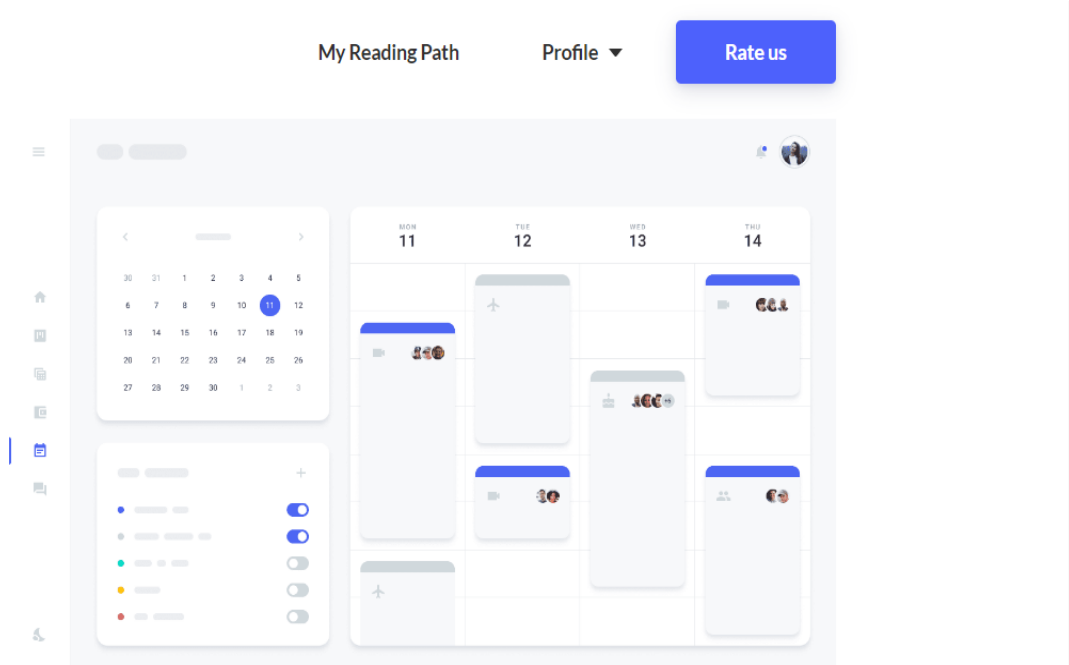
## Now Read in Your Style

Get powered by customizing your cards and reading material with the time and length of the article.

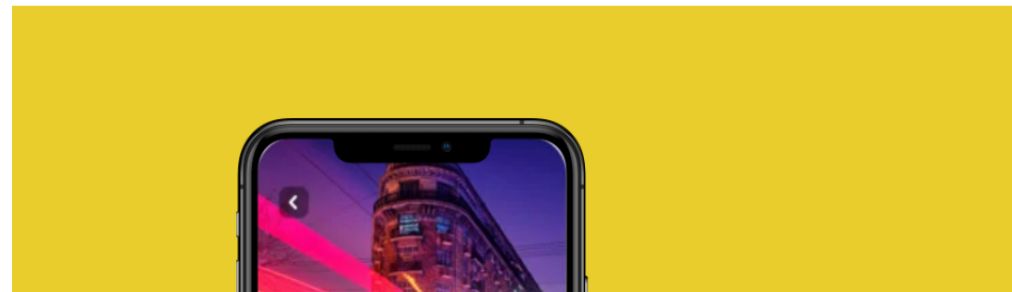
Set daily reading Targets and keep yourself updated

How it works

Schedule



Select your way of reading,



### Page Analytics

- 87 Page views
- 65 New users
- 10 registrations
- 43 Rated us
- 1:22s Average time engagement
- **Bounce Rate 58%**

### How it Helps

- This will help in more engagement
- This will make the user spend more time in the application
- It's latest Gen design



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**North Star Metric**

- Total number of minutes read daily

**Engagement Metrics : Measure the acceptance of the feature**

- Total amount of time spent on each card
- Total number of new topics
- Total minutes of daily targets completed

**Adoption Metric : Measure the conversion rate**

- Total number of users who selected the customized view
- Total Number of users who set their daily reading goals

**Performance Metric: Measure effectiveness**

- Average time spend by the user on each card and platform
- Average no. of cards read by the user

**Check Metric : Measure the drop offs of the user and Bounce rate**

- Total number of users who never returned after installing the application or have extremely low adaptability
- Total Number of users who set their daily reading goals and select the page views but rarely return through notifications and reminders



**Potential Pitfalls**

- The Users might not want to take the effort to choose any card style an might be accustomed to a design which is not very aligned to what they have not seen in the prior experience using the similar platforms

**Possible Solutions**

- A/B testing can be done to check the adaptability of the new card designs and accordingly a predefined template or design can be selected which will be the most opted version of the Application with some features

**Potential Pitfalls**

- The Users might be un aware of the content which he/she wants to read in the platform and wants to explore in the initial stages of the life

**Possible Solutions**

- User can be shown filtered content basis the categories he fall into, for Eg: age, sex, location, new reads, trending, etc. Basis the behaviour on all the topics of displayed content. AI bot can start showing the most watched content and triggering the Push notifications basis the time of reads.

**Future Scope :** Addition of gamification elements to make the user get involved and get rewarded basis the minutes of read and likes and shared he completes