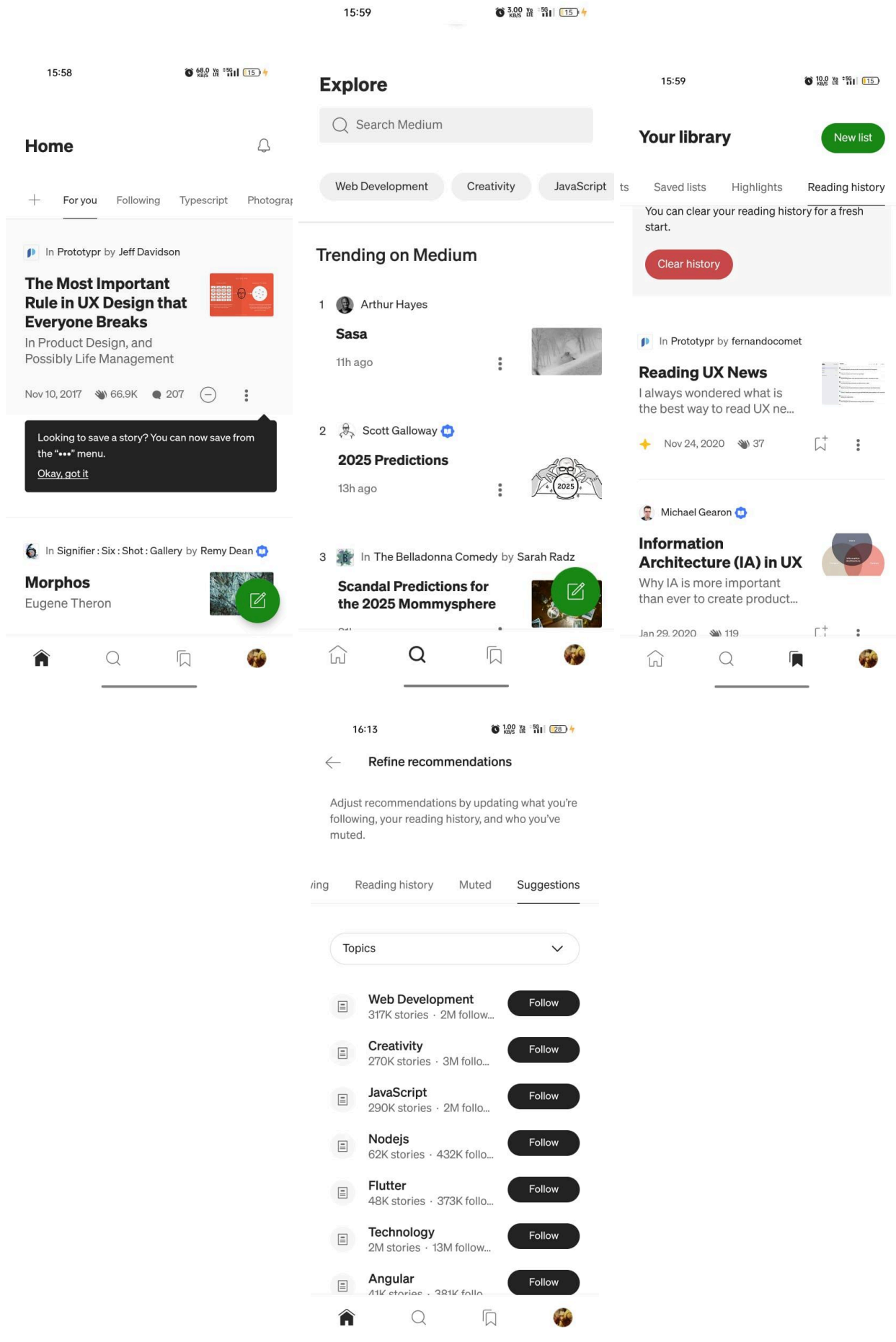


Medium Application



Group-11

Meet Mahaliya

Praneel Vania

Sahil Pandavadara

Time:

Reading articles on Medium is quick, with minimal effort to start, and the UI supports easy skimming with headings and a progress bar. Publishing content is also fast due to a simple editor, although it may take longer for complex pieces.

Money:

Users can read a limited number of articles for free, but 199 INR per month (medium members) and 1450 INR per month (Friend of medium) premium subscription offers unlimited access. Publishing articles is free for creators, making it accessible for new writers.

Physical Effort:

Reading requires minimal physical effort due to organised navigation, while writing is easy with drag-and-drop functionality. Mobile typing may be more labor-intensive but it is a hardware limitation rather than an app design issue.

Brain Cycle:

Casual browsing demands low mental effort, while in-depth reading may require more focus. The writing editor reduces cognitive load with clear tools, though creating quality content is still mentally demanding.

Social Deviance:

Reading and sharing on Medium is widely accepted and aligns with modern digital habits. Publishing is seen as a creative activity, though niche or controversial topics may elicit mixed reactions depending on the content.

Non-routine:

For readers, Medium fits well into daily routines, resembling social media browsing. Writing may disrupt casual users' routines but aligns with workflows for professionals, aided by the app's simple publishing tools.

Conclusion:

The Medium app offers a seamless experience with minimal time, effort, and cost for both readers and writers, integrating well into daily routines while maintaining social acceptance; however, it could improve by enhancing content discoverability, offering more offline options, and reducing its reliance on subscription models for full access.