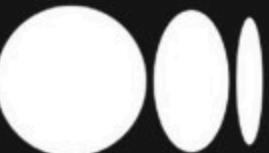




# onMedium

By Sapna

# Market Landscape

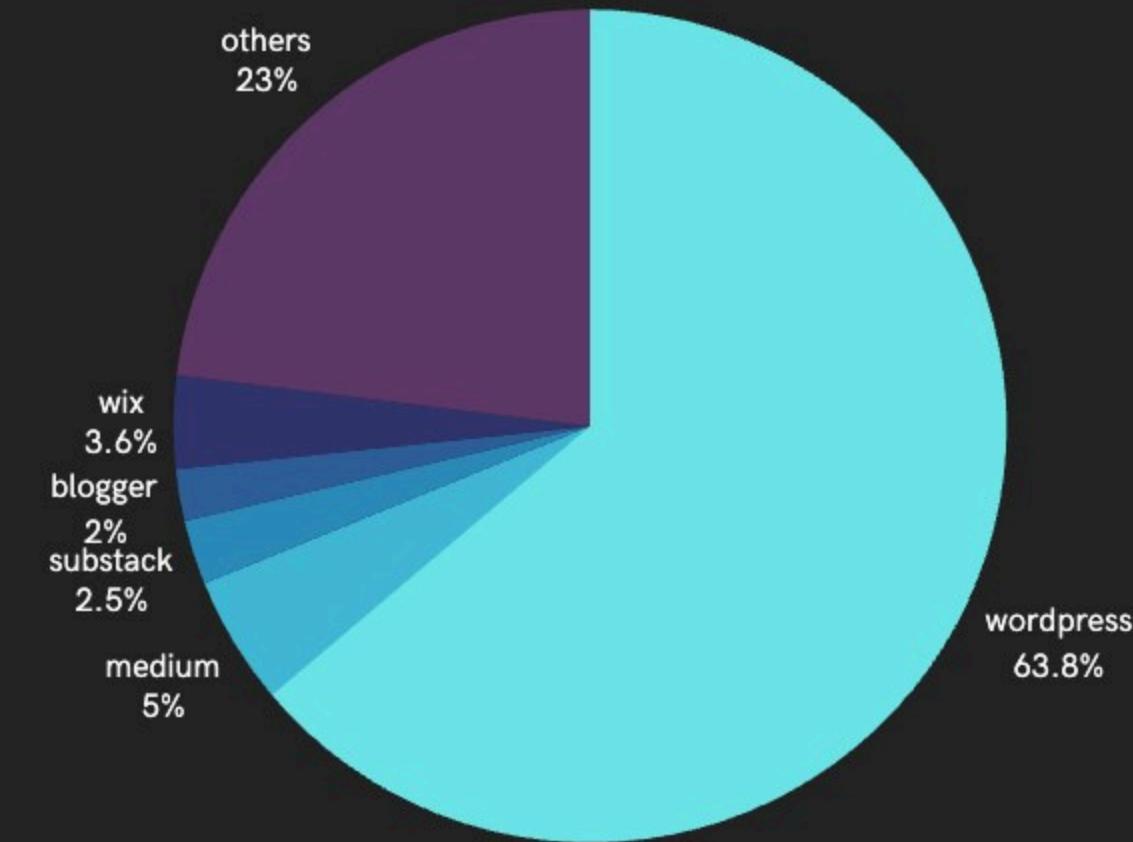


- Over **600 million** blogs are active worldwide, with over **31 million active bloggers** in the US alone.
- WordPress alone reports over 70 million new posts per month.
- Blogs attract over **400 million** readers globally each month.
- The global market size is worth over **\$500 billion** as of 2023
- The blogging market is growing at an estimated CAGR of around **10-15%** from 2020 to 2025

Comepetitors



Market Share





Simplified content creation and sharing

#### Platform focus

Versatile CMS for various types of sites

Subscription-based with premium content

#### Revenue Model

Open-source, monetized via hosting, themes, and plugins

Limited customization options

#### Customization

Extensive customization with themes and plugins

Built-in engagement tools like claps and highlights

#### User Engagement

Depends on plugins for engagement features



WordPress.com

## Medium Statistics

Monthly active users

**100 Million**

Avg daily reading time per user

**2-3 Minutes**

Avg posts added monthly

**1.38 Million**

Valuation

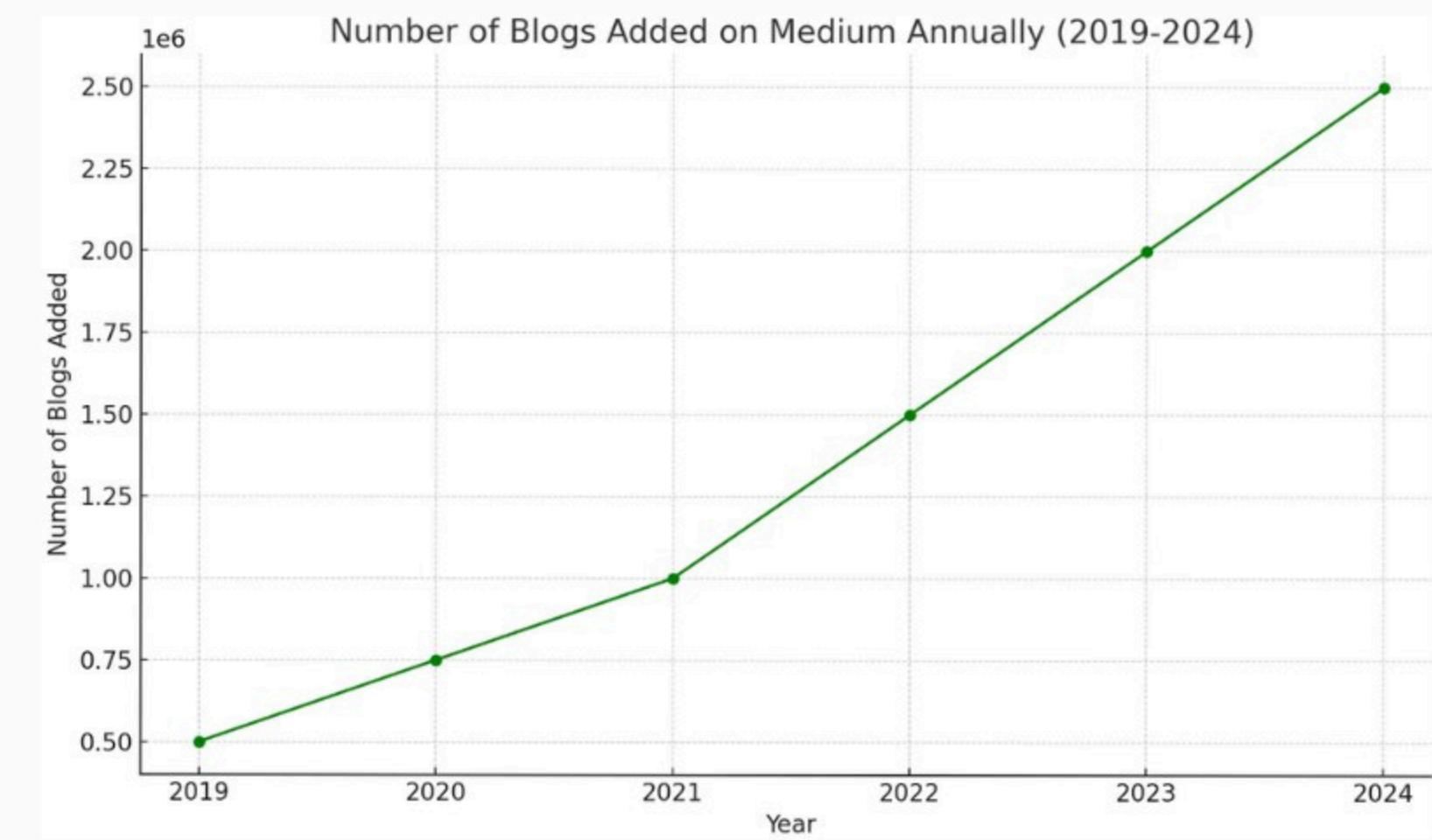
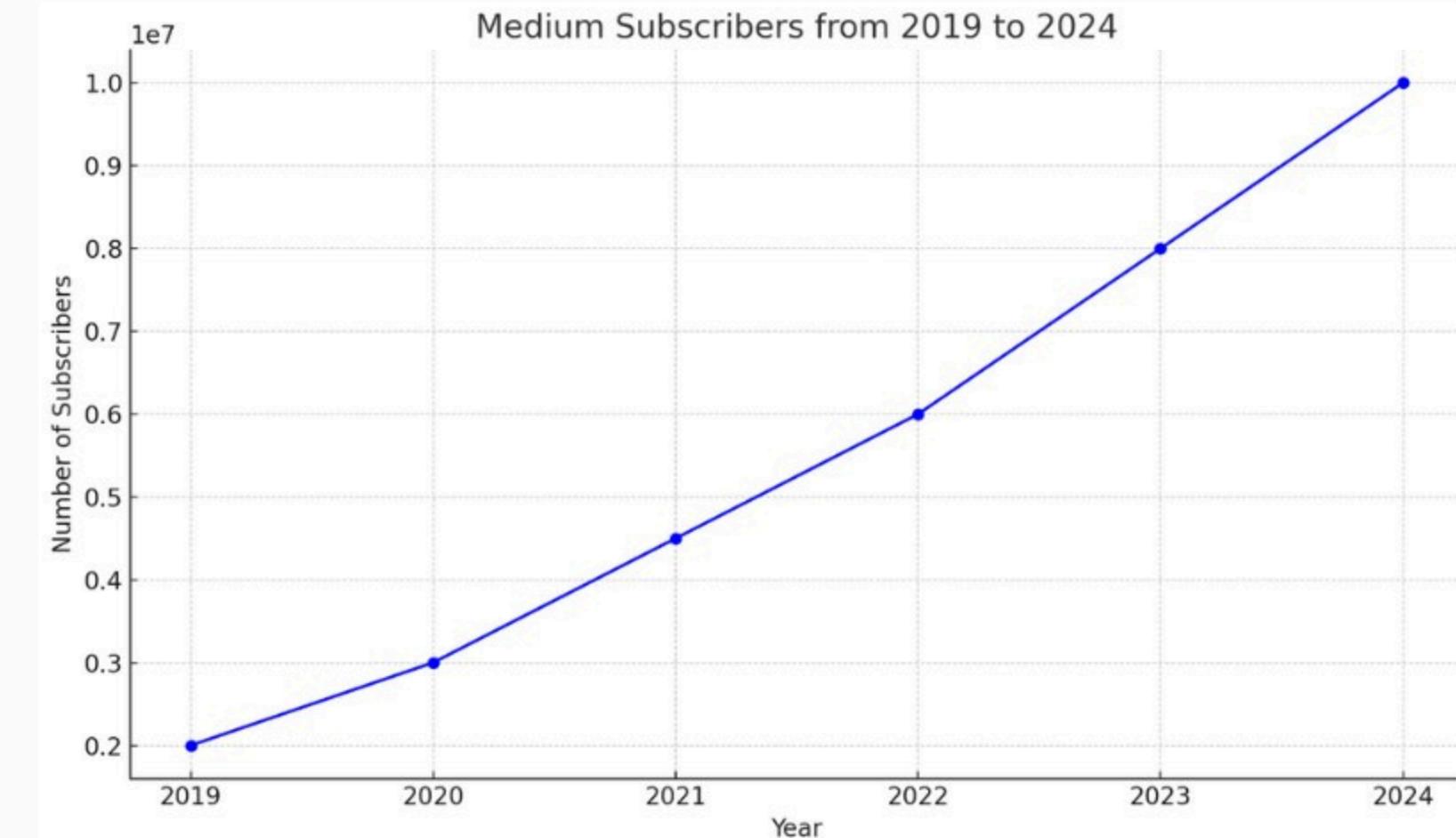
**\$ 600 Million**

App downloads

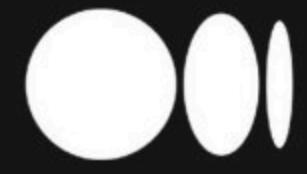
**10 Million +**

Mobile readers

**68%**



# USER PERSONAE



Ananya Sharma

28 YEARS OLD

MARKETING  
EXECUTIVE

CURRENT  
AFFAIRS

- Behavior: Ananya frequently reads articles on trends and issues. She enjoys **interactive content** and often engages in polls on apps.
- Needs: **Engaging content** that allows her to express opinions and get instant feedback.
- Goals: To stay updated with the latest trends and contribute her **views** on current topics.



Rajesh Patel

35 YEARS OLD

IT  
PROFESSIONAL

TECHNOLOGY

- Behavior: Rajesh reads articles during his breaks and is interested in related content.
- Needs: **Relevant suggestions** for further reading and **efficient content discovery**.
- Goals: To maximize his knowledge with **minimal effort**.
- To ask questions and receive **real-time feedback** from experts.



Priya Deshmukh

22 YEARS OLD

STUDENT  
(JOURNALISM)

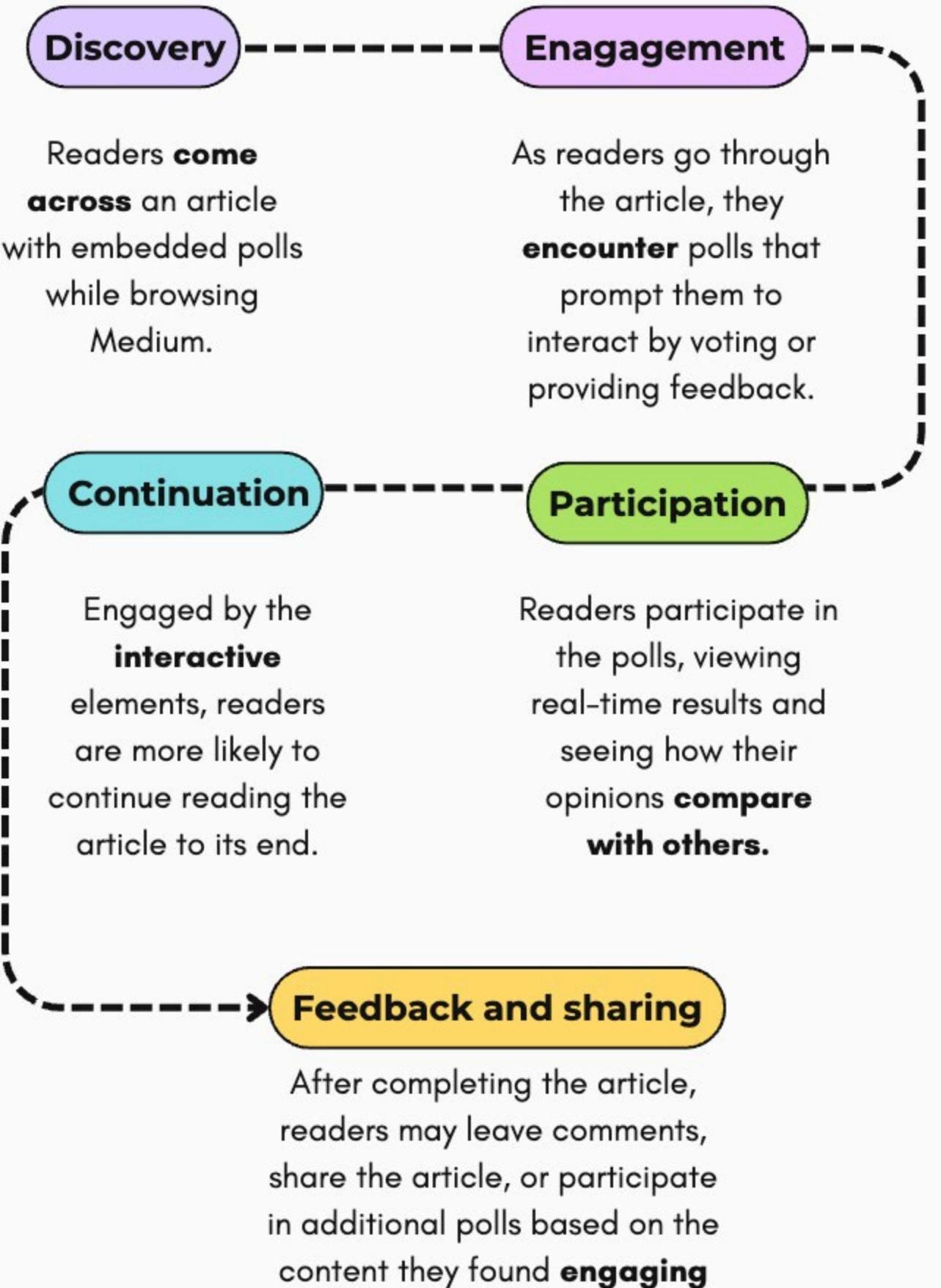
LITERATUR

- Behavior: Priya is passionate about writing and often **collaborates** with peers on projects.
- Needs: Platforms that support **collaborative writing** and community interaction.
- Goals: To **collaborate** with others on meaningful content and gain exposure.

# Features



## User Journey



## 1. Interactive Polls within Articles

### Description:

- Embed polls within articles that readers can **engage** with as they read. Polls could ask questions related to the content or gather opinions on the topic discussed.

### Impact:

- Engagement: By integrating polls, readers are more likely to **interact** with the content, which can lead to longer reading times as they pause to participate.
- Time Increase: Engagement through interactive elements can extend reading time, potentially increasing the average reading time by **10-15%**.

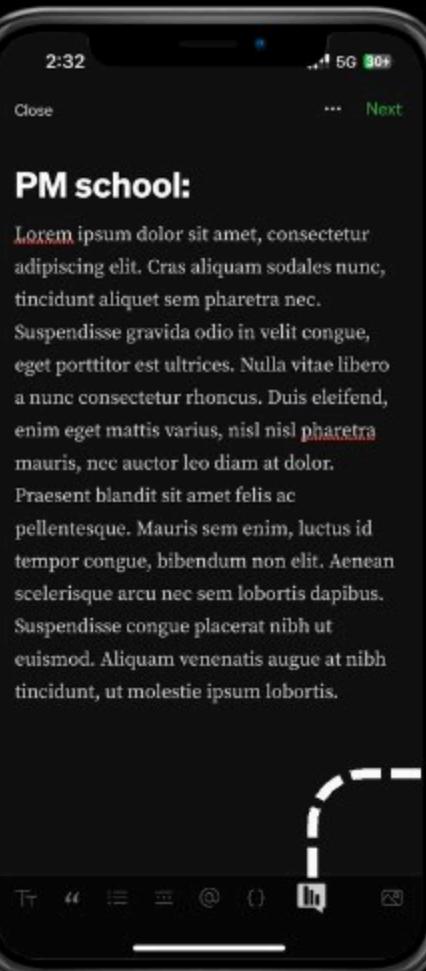
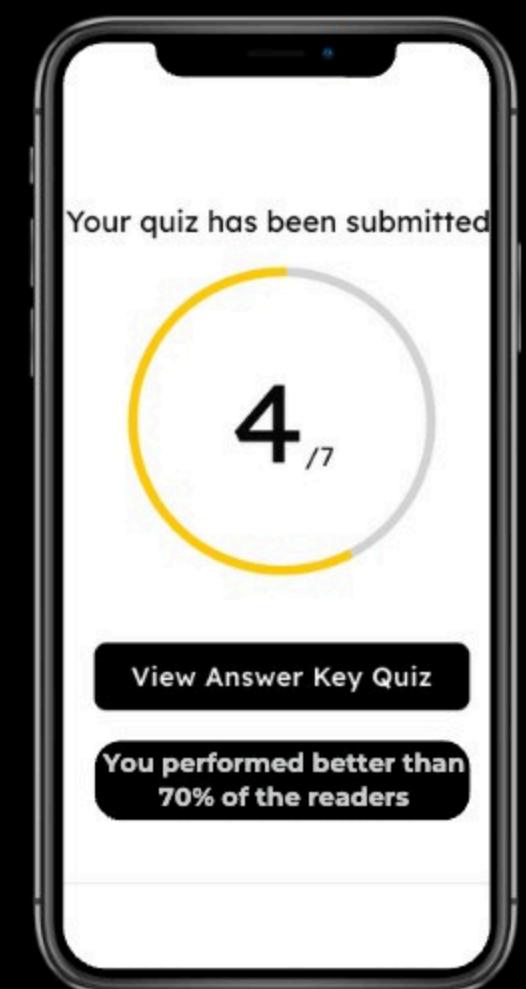
### targeted Pain Points

- Decreased Reader **Engagement**
- Low Interaction and Feedback
- Content Fatigue: Polls provide **necessary breaks** to re-engage readers.
- Lack of Community Interaction: Polls serve as **conversation** starters for reader discussions.
- Difficulty in Measuring Content Impact: Polls provide additional data points on reader engagement.
- One-Way Communication: Polls transform articles into a **two-way communication channel**.

# Key Components

## Poll Creation Tool:

An easy-to-use interface for authors to create and embed polls within their articles.



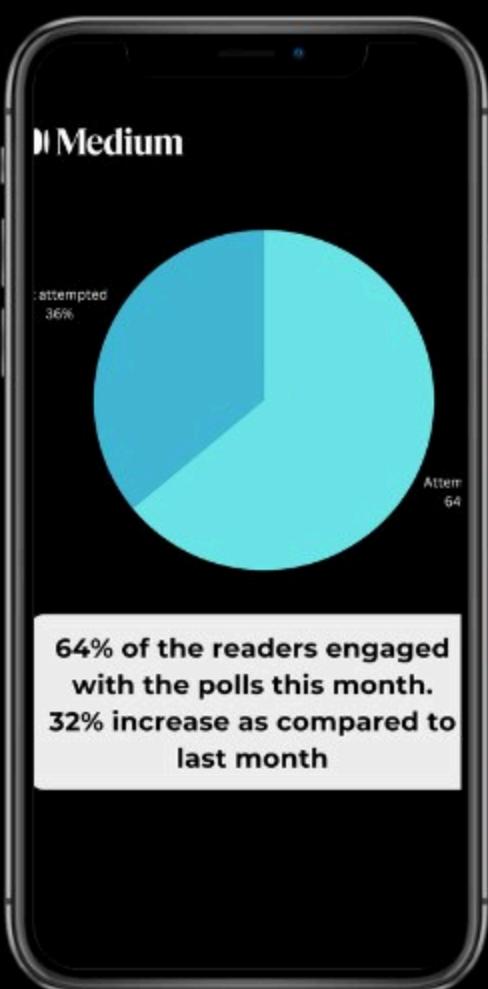
## Notifications:

Notify readers when new polls are available in articles they are reading or following, encouraging them to participate.



## Real-Time Results Display:

Display poll results in real-time to readers, showing them how their responses compare with others.

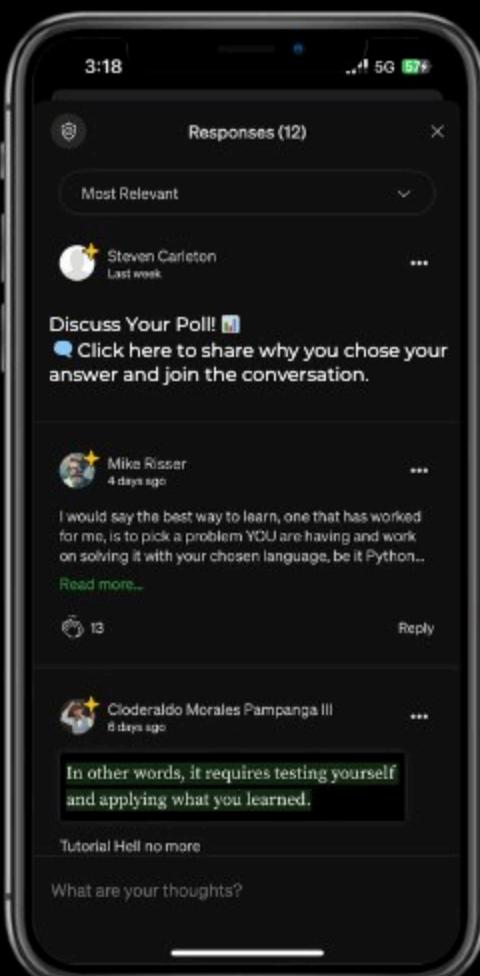


## Analytics:

Authors can access a dashboard to see detailed analytics of poll responses, helping them understand reader preferences.

## Integration :

Polls can be linked to the comment section, encouraging readers to elaborate on their responses and further discussion.





## 2. Collaborative Writing

### Description:

Allow users to **collaboratively** write and edit articles, similar to a wiki. This could be particularly effective for community-driven content.

### Impact:

- By enabling multiple writers to contribute to a single article, the feature encourages diverse perspectives and expertise, leading to richer and more **comprehensive content**.
- Articles created through collaboration can **attract more readers** as they may cover broader topics, offer diverse viewpoints, and present more polished content.
- Fosters a sense of community among writers, leading to **increased interaction and network-building** within the Medium platform.

### Targeted Pain Points

#### From the Author's Perspective:

- Isolation in the Writing Process: fosters **teamwork**, and **reduces isolation**.
- Lack of Diverse Perspectives: Collaboration enriches content with varied viewpoints.

#### From the User's Perspective:

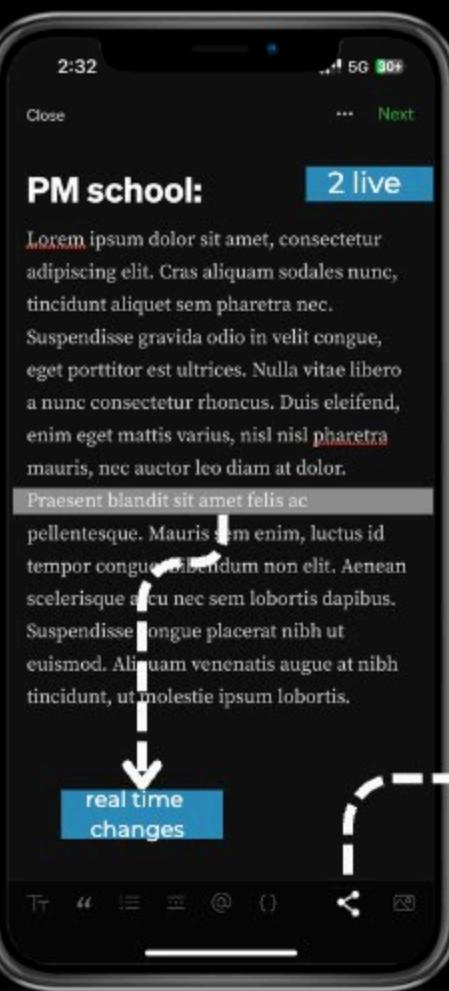
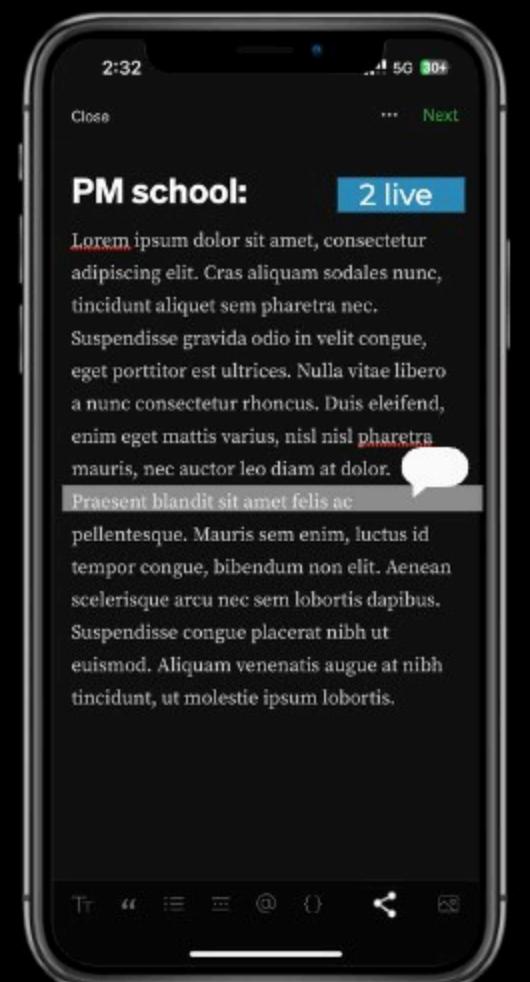
- Decreased Reader Engagement: offer **higher quality** and more **engaging** content.
- Content Fatigue: Diverse and dynamic content from multiple authors keeps readers **interested**.
- Difficulty Finding High-Quality Content: Enhanced content quality through collaboration ensures a better reading experience.

### User Journey



# Key Components

**Shared Editing Workspace:**  
Multiple writers can work on a single document, with real-time updates and visibility of changes.



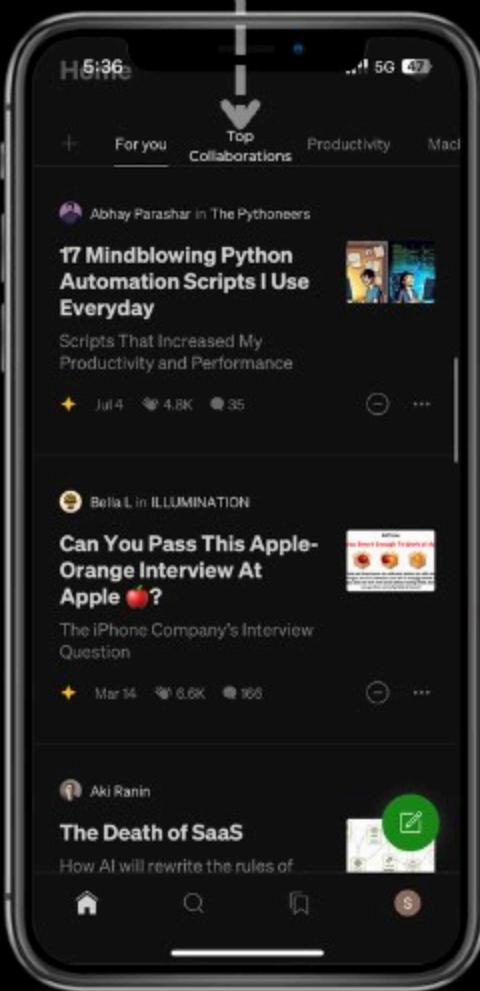
**Real-Time Comments and Suggestions:**  
facilitating constructive feedback and discussion on specific sections or ideas.

**Role-Based Access:**  
such as editors, co-authors, or reviewers, each with specific permissions (e.g., view-only, comment, or edit).



**Collaborator Notifications**  
Notify collaborators of changes, comments, or mentions through in-app notifications

**Content Integration**  
Seamlessly integrate collaborative articles with the existing Medium publishing and distribution tools



### 3. Live Q&A with Authors

#### Description:

- Feature live Q&A sessions with authors where readers can ask questions and get real-time responses.

#### Impact:

- Increased Interaction: Real-time engagement with authors can keep readers on the platform longer and increase their overall interaction with the content.
- Time Increase: Live sessions can significantly boost engagement and reading time, potentially adding another 15-20% to the average daily reading time

#### Targeted Pain Points

##### From the Author's Perspective:

- Lack of Direct Reader Interaction: offer a platform for **real-time interaction** with readers.
- Difficulty Gauging Reader Interest: Provides immediate feedback on reader interests and questions.

##### From the User's Perspective:

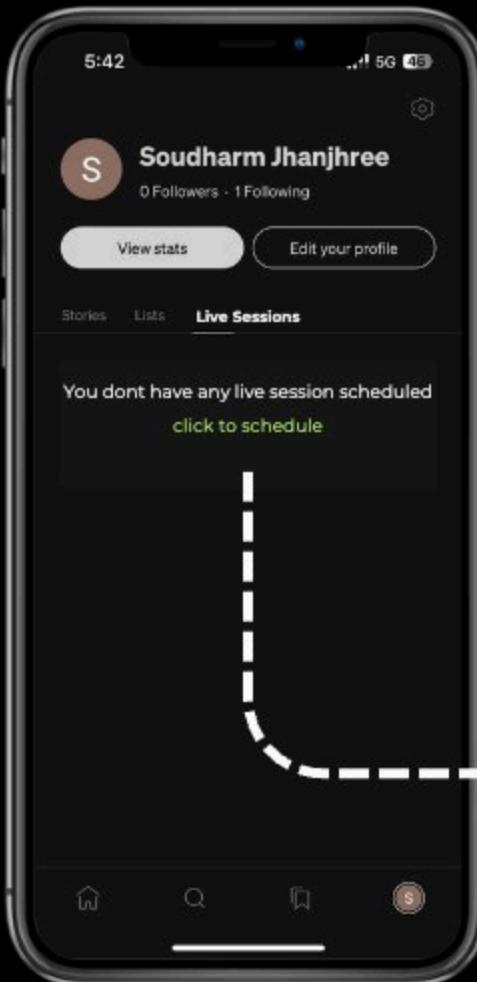
- Limited Author Accessibility: Live sessions provide direct access to authors for questions and interaction.
- Lack of In-Depth Content Understanding: Offers **deeper insights** into the content through author responses.
- Difficulty Finding Interactive Content: Increases opportunities for real-time, **interactive content experiences**.

#### User Journey

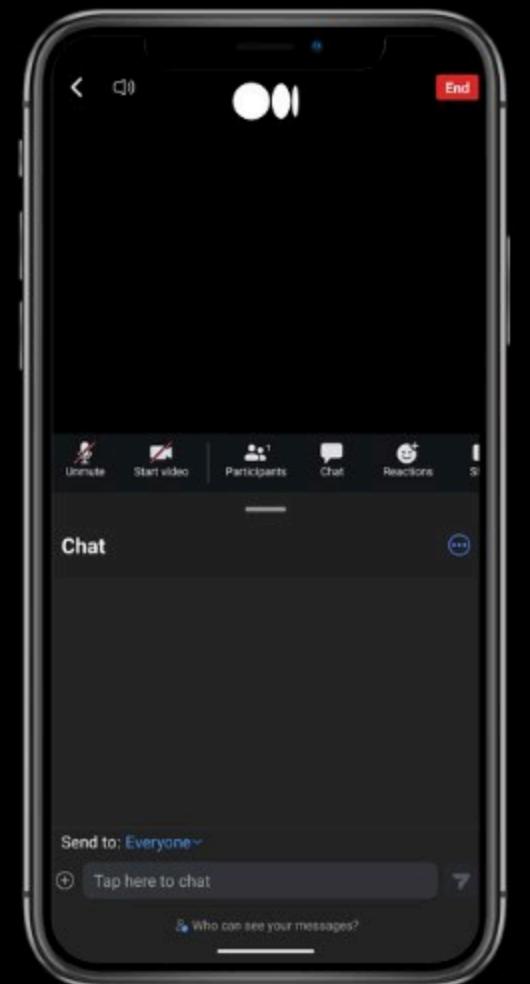


# Key Components

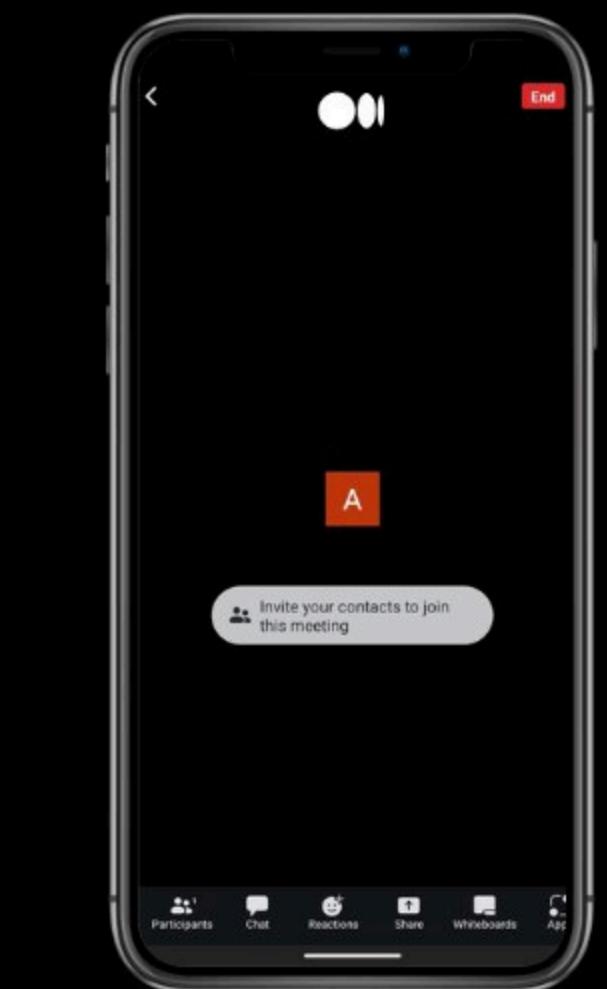
**Live Session Scheduling:**  
Authors can schedule Q&A sessions in advance, specifying the date and time.



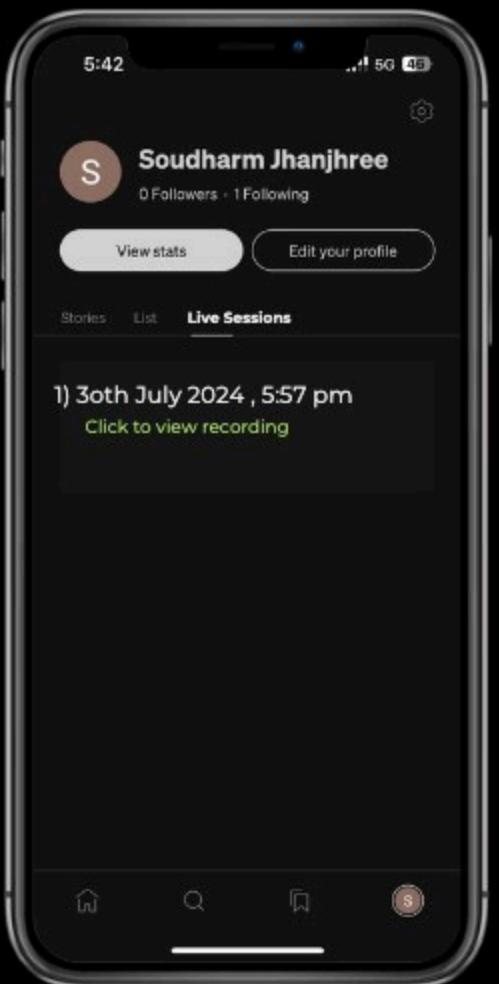
landing page



**Real-Time Interaction:**  
readers submit questions through a chat interface, and authors respond in real-time.



**Interactive Features:**  
includes live polls or reaction emojis to enhance the interactivity of the session and gather instant feedback from participants.

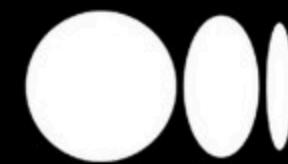


**Replay and Highlights**  
provide a replay option and highlight key moments or frequently asked questions for easy access.



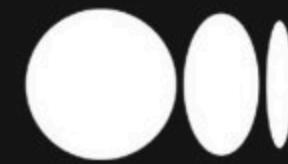
**Notifications and Reminders:**  
Notify users when a live Q&A session is about to start and remind them of upcoming sessions they have expressed interest in.

# Rice Prioritization



FEATURE	REACH	IMPACT	CONFIDENCE	EFFORT	RICE SCORE
INTERACTIVE POLLS WITHIN ARTICLES	How many users will this feature impact?	How easily will this feature solve the problem?	How certain are we about the feature's potential impact ?	How much time and resources will be required to implement?	(Reach×Impact ×Confidence)/ Effort
<input checked="" type="checkbox"/> INTERACTIVE POLLS WITHIN ARTICLES	6	7	8	5	134.4
<input checked="" type="checkbox"/> COLLABORATIVE WRITING	7	6	8	4	84
<input checked="" type="checkbox"/> LIVE Q&A WITH AUTHORS	6	8	7	6	56
DISCUSSION PORTAL	7	9	7	8	55.1

# Success Metrics



## 1. Interactive Polls within Articles



### 1) Article Completion Rate=

(Number of Articles Completed by Readers / Total Number of Articles with Polls )×100

### 2) Engagement Rate=

(Number of Poll Responses / Total Article Views)×100

### 3) Average Reading Time=

Total Time Spent on Articles with Polls / Number of Articles with Polls

### 4) Poll Participation Rate=

Number of Poll Responses / Total Number of Polls

### 5) Content Shares=

Total Shares of Articles with Polls

## 2. Collaborative Writing



### 1) Usage Rate=

(Number of Collaborative Articles Created / total Number of Articles)×100

### 2) Content Quality Score=

$\Sigma(\text{Ratings or Feedback Scores}) / \text{Number of Ratings or Feedback Scores}$

### 3) Writer Satisfaction Score=

$\Sigma(\text{Ratings from Writers}) / \text{Number of Writers}$

### 4) Reader Interaction Rate=

Total Comments, Shares, and Likes on Collaborative Articles / Number of Collaborative Articles

### 5) Publication Frequency Increase=

Number of Articles Published Post-Collaboration Feature / Number of Articles Published Pre-Collaboration Feature

## 3. Live Q&A with Authors



### 1) Participation Rate=

(Number of Participants / Total Invites Sent)×100

### 2) Engagement Level=

Total Interactions (questions, comments, reactions) / Number of Participants

### 3) Content Impact=

Post-Session Article Views / Pre-Session Article Views

### 4) Author Satisfaction Score=

$\Sigma(\text{Ratings from Authors}) / \text{Number of Authors}$

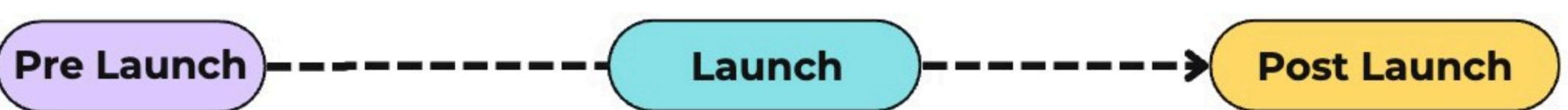
### 5) Replay Views

### 6) Highlight Views



# Go To Market

## Interactive Polls within Articles



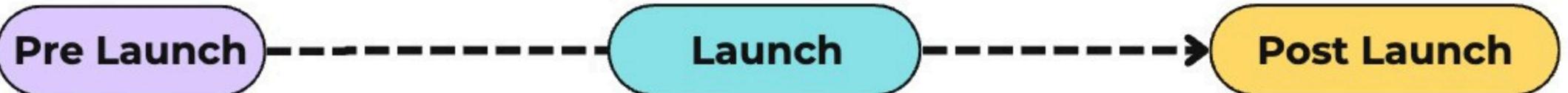
- Beta Testing
- Author Education
- Content Teasers

- Official Announcement
- Featured Articles
- Incentivize User

### Post Launch

- User Education.
- Feedback Collection:
- Ongoing Promotion

## Live Q&A with Authors



- Beta Testing
- Author Training
- Build Anticipation

- Official Announcement
- Featured Sessions
- Influencer Promotion

### Post Launch

- User Education
- Feedback Collection
- Ongoing Promotion

# Strategy

## Collaborative Writing

### Pre Launch

- Beta Testing
- Writer Education
- Build Excitement

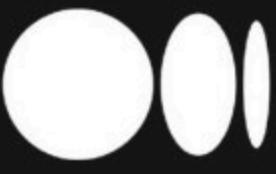
### Launch

- Official Announcement
- Highlight Collaborative Works.
- Launch Campaign

### Post Launch

- User Education.
- Feedback Collection:
- Ongoing Promotion

# Possible Pitfalls and Solutions



## 1. Interactive Polls within Articles



### 1: Low Engagement with Polls

- Solution: Encourage authors to integrate polls seamlessly into their articles and use engaging, thought-provoking questions. Provide best practices and examples to guide authors on effective poll usage.

### 2: Poll Fatigue Among Readers

- Solution: Monitor poll frequency and ensure a balance between interactive elements and traditional content. Offer diverse types of interactive elements, such as quizzes or surveys, to keep the experience fresh.

## 2. Collaborative Writing



### 1) Coordination Issues Among Collaborators

- Solution: Implement robust collaboration tools, such as version control and real-time editing, to facilitate smooth teamwork. Provide guidelines and tips for effective collaboration.

### 2: Quality Control Challenges

- Solution: Establish a review and approval process to maintain content quality. Encourage peer reviews and set clear guidelines for content standards to ensure consistency.

## 3. Live Q&A with Authors



### 1: Low Participation Rate

- Solution: Promote Q&A sessions well in advance using Targeted notifications, social media, and email campaigns. Highlight high-profile authors and popular topics to attract more participants.

### 2: Technical Issues

- Solution: Conduct thorough testing of the live platform and provide authors with a detailed technical guide. Have a support team on standby during sessions to resolve any issues quickly.