

nextLeap: Graduation Project

Task: **Growing the number of monthly active users** of the Medium. **Solve this problem** as a PM by addressing **problems for the users** while being able to **generate business value**.

Monthly Active Users: No. of users that have done something meaningful in your product in the last 1 month.

About Medium

[Source](#)

- Online publishing platform
- Our purpose is to **spread ideas and deepen understanding of the world**
- Support nuance, complexity, and vital storytelling **without giving in to the incentives of advertising.**
- Open to everyone but promotes **substance and authenticity.**
- Where deeper **connections forge between readers and writers** can lead to discovery and growth.
- According to Medium, Medium.com attracts more than **100 million readers per month** to their website, mobile app, and newsletter.
- Medium makes money from subscription **revenue from membership** (\$5 per month OR \$50 per year).
- **Note:** Of the more than 100 million monthly readers, Medium does not make public how many of those are paying members.

Key Insights : Secondary Research

Traffic Derived From (On Desktop, Worldwide)

- Search 59.37%
- Direct 25.65%
- Social 6.50%
- Referrals 6.37%
- Email 2%

Geography & Country Targeting (On Desktop, Worldwide)

- United States 25.80%
- India 7.51%
- United Kingdom 4.02%
- Canada 3.03%
- Brazil 2.89%
- Others 56.74%

Traffic Share

- Mobile 68%
- Desktop 32%

Total Visits (On Desktop, Worldwide)

- June 138.7M
- July 136.1M
- August 137.5M
- Last Month Change +1.02%

Avg Visit Duration : 00:01:55

Total Subscribers (Acc. to Axios)

725K Subscriber in March 2021

<https://www.similarweb.com/website/medium.com/#geography>

<https://whatisthebusinessmodelof.com/business-models/medium-business-model/>

Key Insights : Primary Research

From Survey [Link](#)

- 62% Prefer Medium for Posting & Reading Articles.
- 2.5x Users access Medium via Website as compared to App.
- 92% of Users use Medium for Reading (Only 4 out of 50 users use Medium to publish articles).
- 19% Users does not rely / trust on Medium articles.
- 78% Users dislike Medium due to Subscription plans/Limited articles as free user.

Total Responses: 50

Age group: 18 to 30 Years (Indian)

88% Working Professionals

User Interviews (5 Participants)



SHRIRAO SHIVAM

Working Professional, 22 Years

“

I have difficulty picking which article to read because I have to rely on Medium search results / recommendations (which do not display Claps or anything else to help me decide)



PARASHAR DHRUV

Working Professional, 26 Years

“

Why limit free users when I can view any article in private browsing ? and why can't I access my saved articles offline ?



SINGH ABHINAV

Engineering Student, 20 Years

“

I don't get motivated to open app and read articles. Sometimes articles are too long.

User Pain Points

- Difficulties in choosing articles
- Trust on content (of Articles)

- Less amount of free articles

- Not Motivated to comeback

- Can't access saved articles offline

Opportunities

- Help the user in discovering relevant article for them, on which they can trust (quality)

- Provide some way to read more free articles without impacting the business (revenue)

- Gamify to motivate the user to comeback

- Make saved articles accessible offline

How can we bring value to the business as well

We are solving for "**Growing MAU**"

MAU = "Who come back every month" + "Newly Signed Up" + "Inactive Users who comeback after a long time"

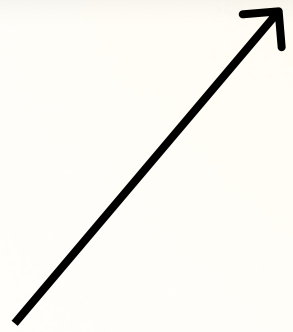
We should focus on **Engagement (Primarily), Acquisition (Without Marketing) & Retention.**

Assumptions

- Solving **primarily** for Reader, not Publishers as major user base on medium is of readers. Solutions will be based on the insights of the research done from Indians (18 to 30 years age group), primarily Business Professionals.

Solutions

Email (Not Phone no.) because Medium currently registers users via Email.



1. Medium Circle

- User can create a **Circle** (of friends) & **share stories/articles** with each other. (Engagement ↑)
- User can add **Existing Medium Users** (Retention ↑) & **Invite New Users** (Using Email) (Acquisition ↑).
- User will be **rewarded** with **Credits** for **Inviting** New User & also when his/her friends **reads** the story he/she shared. **Free user** can **redeem** those credits to read additional locked stories (apart from monthly limit), Whereas the existing subscribers can use those credits to extend their membership (**with some defined limits to prevent misuse**). (Gamification to motivate the user to comeback to the app, hence increase engagement ↑)
- This will also help **publishers** as their articles/stories will get more reads, hence more income ↑.
- Each **story/article card** will also show **share button** & **count of shares**, so that it becomes easy for the user to make a choice. Currently,, Medium has claps, but they are just shown at the end of the article/story (when the user has already finished up reading). **This will ease up the decision making process when a user is trying to choose an article/story to read.** ↑
- Apart from this, Medium can have Subscription plans of 3 Months & 6 Months too, as 12 months of subscription is a big commitment, and users might not go for it. **This will increase total subscriptions.**

2. Medium Snippets

- A new **feed** of **short articles/stories/facts/ideas** (upto 280 characters).
- User can clap if he/she likes it.
- Feed will be based on users interest & following.
- Users will find this more engaging because they will learn new and fascinating things in a quick amount of time, allowing them to visit the platform numerous times throughout the day because they are not required to devote much time in each session.

3. Medium Shorts

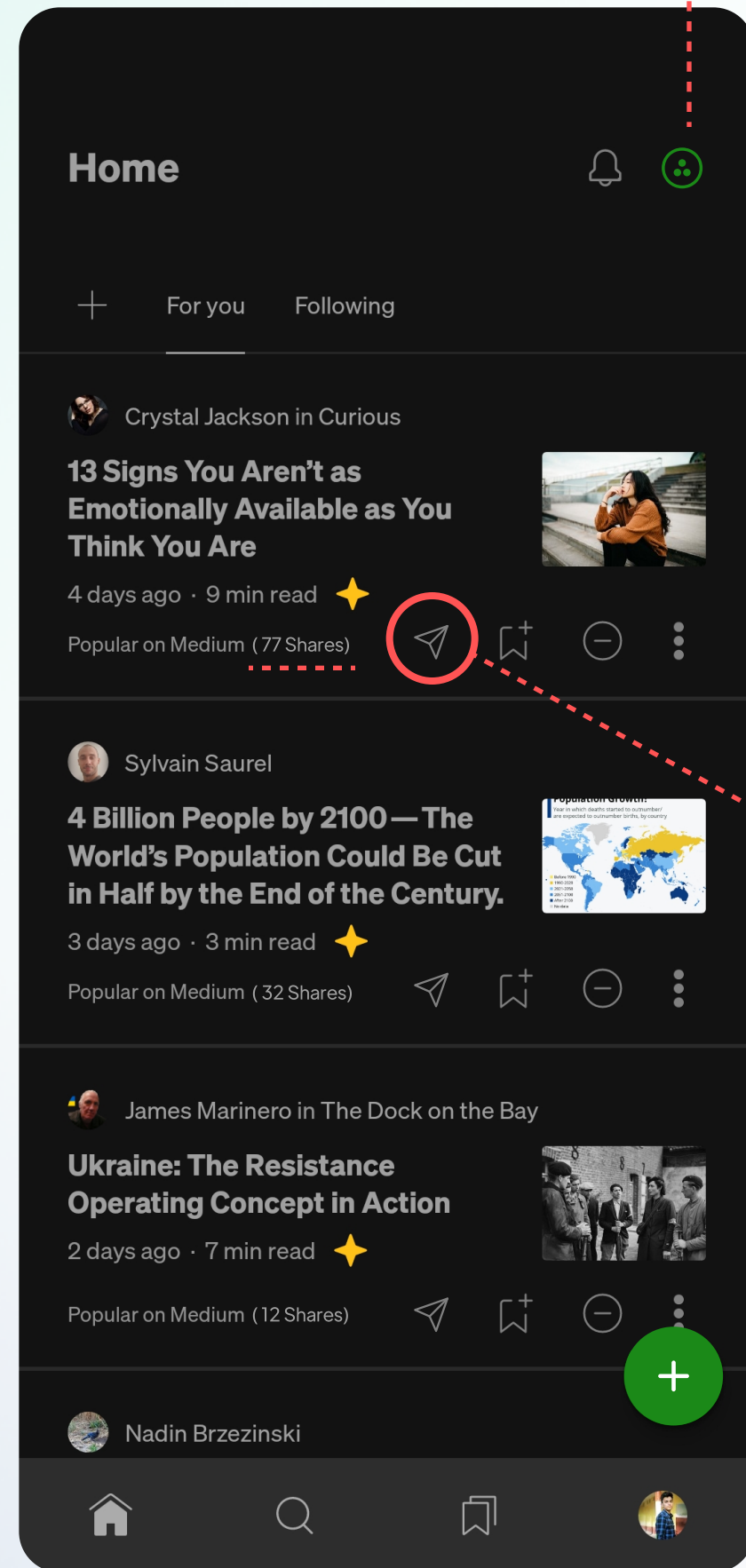
- A new **feed of short videos (Upto 30 sec) of Facts, Ideas, Innovations etc.**
- Feed will be based on users interest & following.
- Users will find this more interesting because they will learn new and informative topics in a short period of time, allowing them to visit the platform multiple times throughout the day because they will not have to dedicate much time to each session.
- Ev Williams (CEO of Medium) once mentioned “There’s no reason for Medium to be limited to reading and writing”
[Source](#)

Prioritization

(Considering I have infinite tech bandwidth & solving primarily for Engagement)

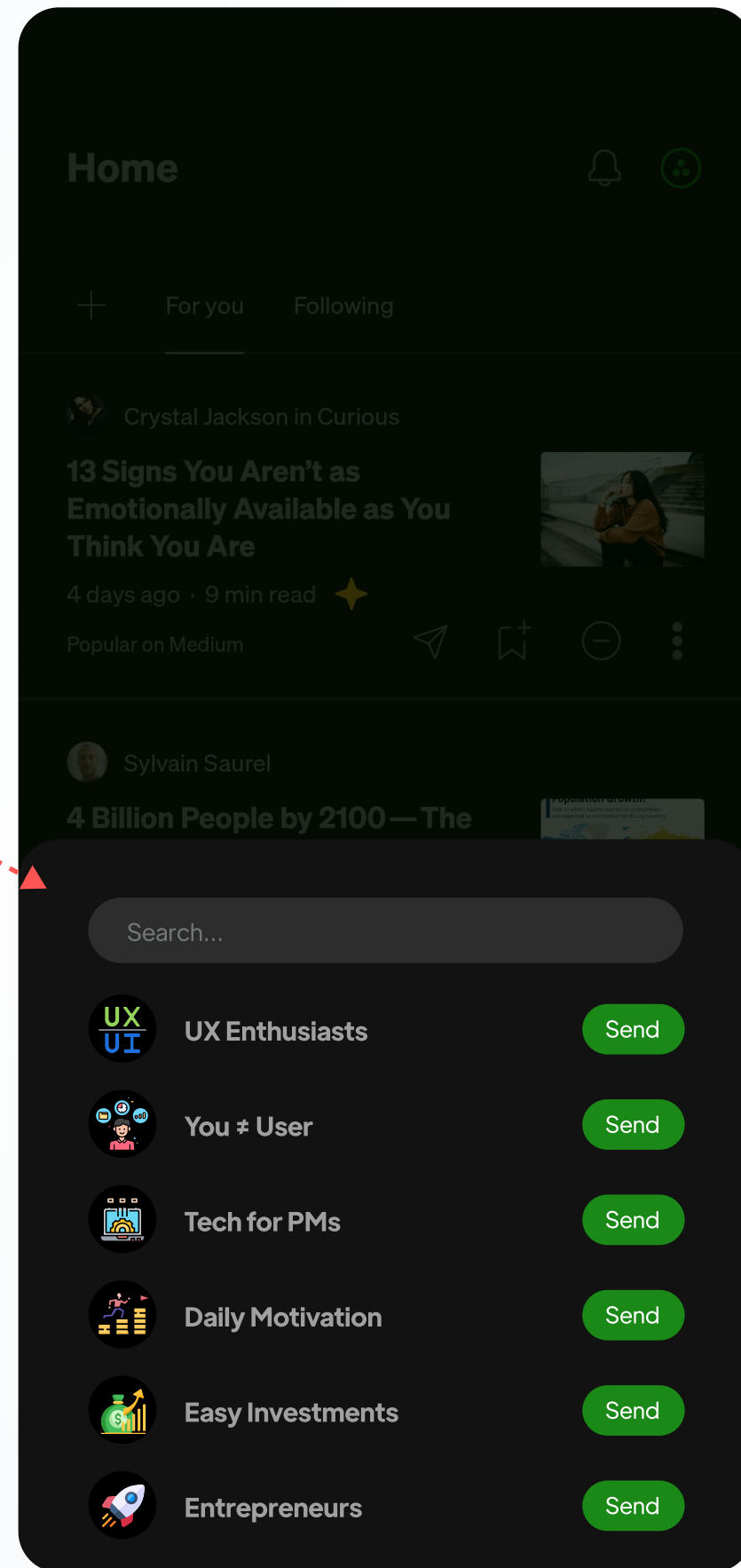
Solution	Engagement	Impact	Confidence	Overall Priority
Circle	High	High	High	High
Blink	Medium	Medium	Low	Low
Shorts	Medium	Medium	Medium	Medium

Home Screen



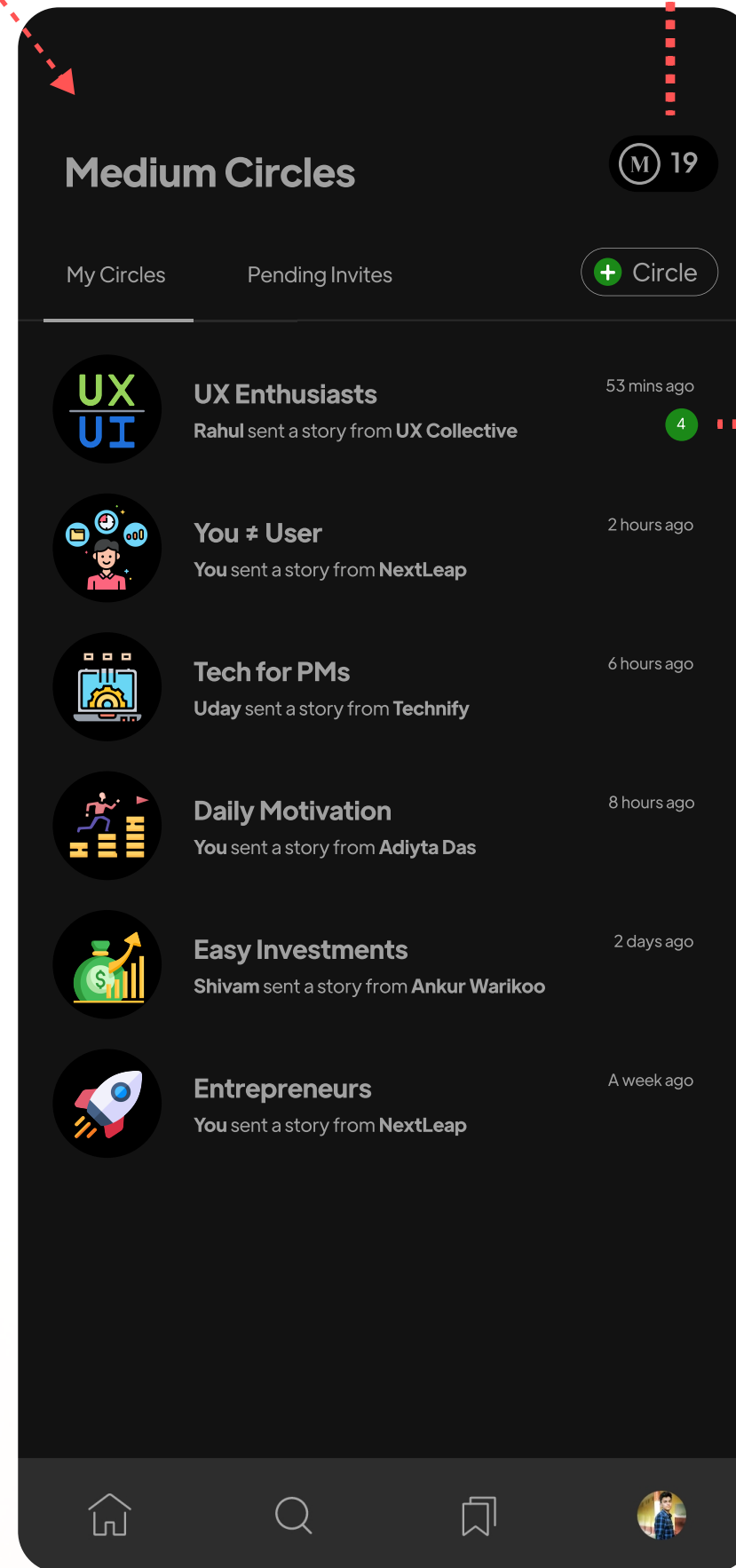
- Button to access **Medium Circles** page at top right.
- Each Card has an additional **share button** to share it to the Circles.
- User can also see **how many times a story has been shared**, hence it will be easy for him/her to decide which story to read.

Share to Circles



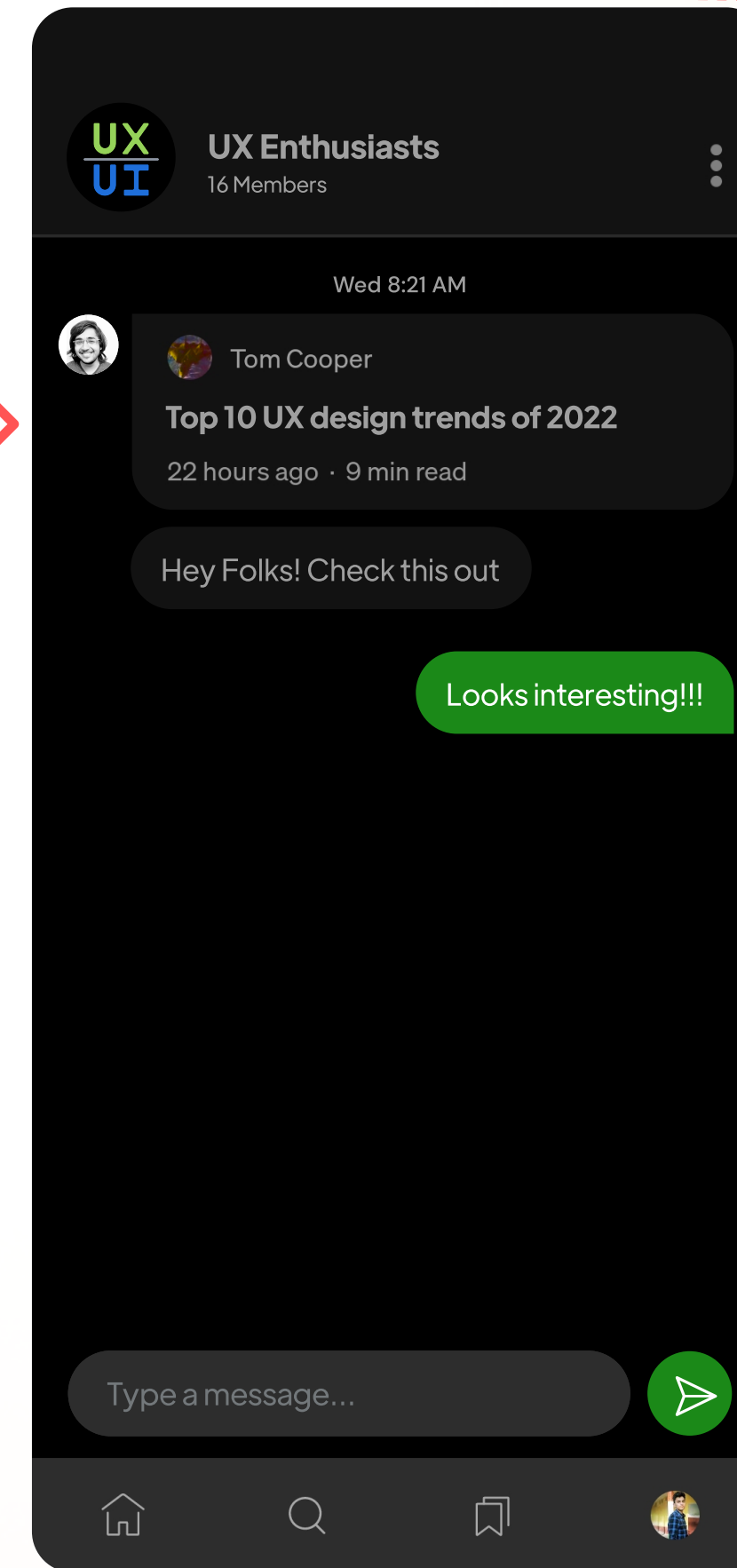
- This screen pops up when the user clicks on share button of any story card at home screen or search results screen, OR the share button at the end of any story.
- This screen lets the user **quickly send the story** the desired circle.

Medium Circles



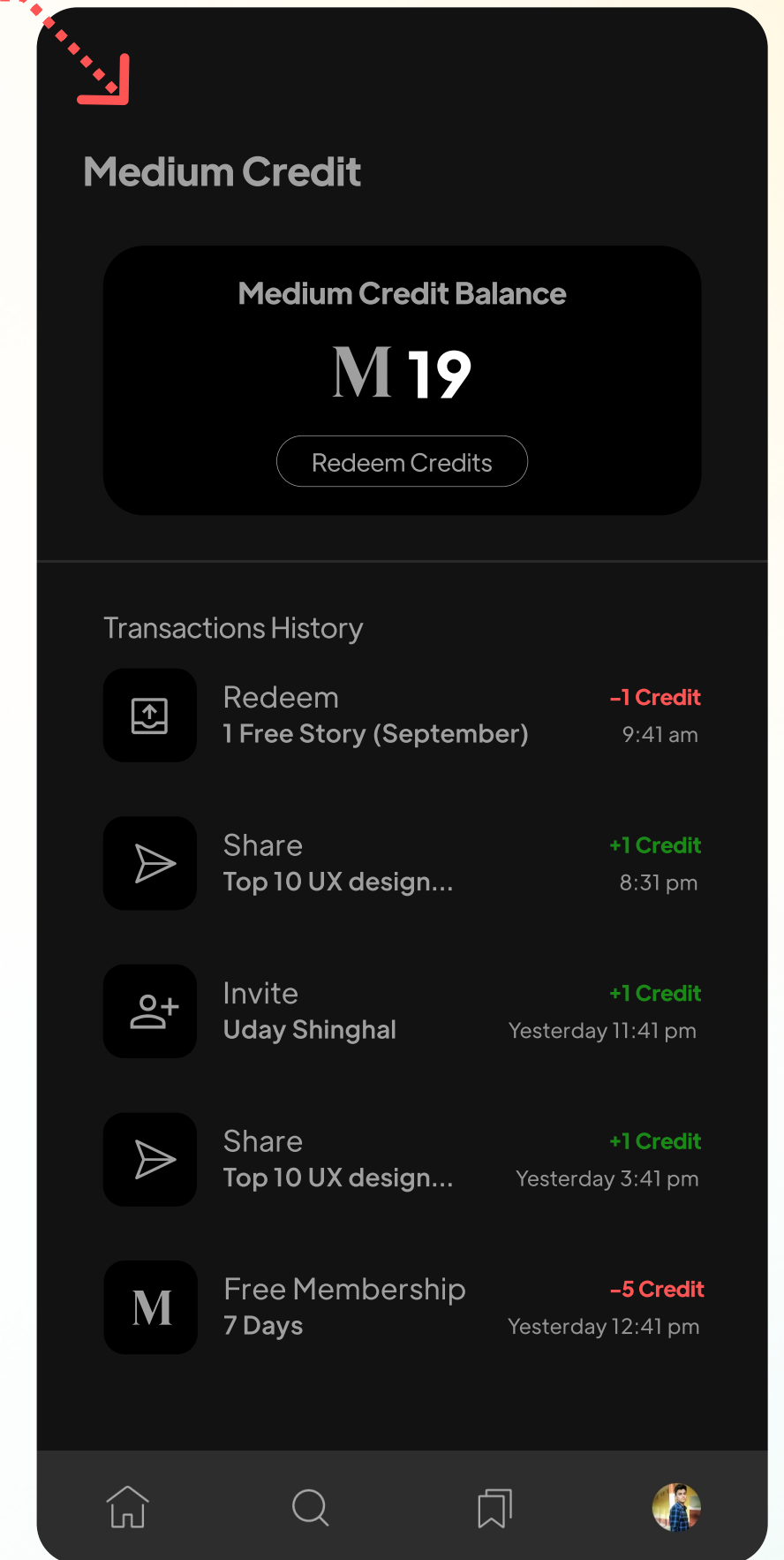
- Here the user can see all the circles he/she is part of.
- He/She can **create a new circle, invite friends**. Also, he/she can see the **pending invites** of other circles.
- Here the user also sees his **credit balance** (to motivate him to share more & earn more).
- User can check more about the credits by clicking on the button.

Circle Chatbox



- This is the **chatbox** of any Medium Circle.
- Members can **chat, share stories/** articles and talk about interesting ideas.
- Additional **actions** here will be
 - Add/Remove Members
 - Delete Circle
 - Notifications Settings of the circle.

Medium Credits



- Medium Credits details are visible here.
- It has the **balance** and **transaction** history of the credits.
- Credits will be **added** when:
 - Any **shared article is read** by any member of the circle.
 - On **successful invite** of new Medium user.
 - These will be a **limit** of getting credits as reward so that it cannot be misused.
- Credits will be **used** to:
 - Extend **Membership**
 - Get a **free** story
 - These will be a **limit** of spending credits so that it cannot be misused.

[Figma Link](#)

Future Enhancements

- Users can import contacts, connect with them and share stories/articles.
- Leaderboard of friends for
 - i. Most number of Shares
 - ii. Most number of Stories/Articles Read
 - iii. Most number of Stories/Articles Published
- Avatars and badges for different achievements from above leaderboard. There can be different levels to win badges.
- We can create a mini-store where **subscribers** may redeem Medium T-Shirts, Bottles, and other goodies. As a result, they will receive something in exchange for their loyalty and will serve as Medium's **Ambassador**.

Pitfalls

- People can spam with the emails invites to earn more credits.
- People may use their different emails to share/invite and earn credits.
- Current subscribers may not re-subscribe because they'll get an alternative way to increase subscription/free stories.

Metrics

Metrics Type	Example Metrics for Medium Circle
Output Metrics	MAU, DAU, Time spent per user per day
Driver Metrics	Number of Circles created, number of stories read per user
User Satisfaction Metrics	NPS, Time spent per day, number of stories ready per day
System Health Metrics	Latency, Uptime, Error rates, Cost
Feature Launch Metrics	MAU, % Session started through Circles, Share button Clickthrough Rate (CTR)

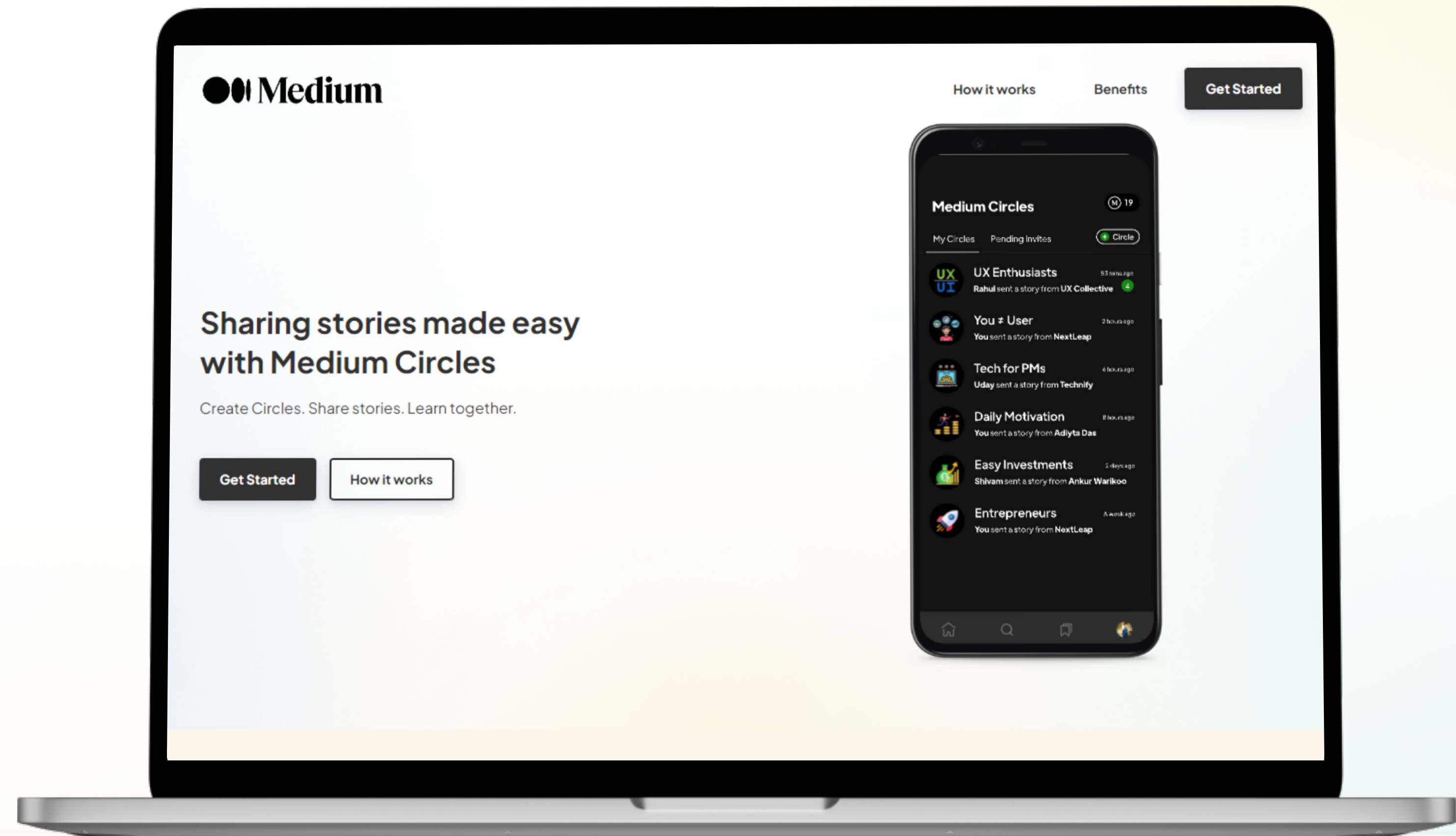
Landing Page

UnicornPlatform, a no-code platform, was used to create the landing page. Google Analytics was integrated to track insights.

The following sections were included to the landing page:

- Value Proposition and CTA in the **Hero Section**.
- **How it Works:** To demonstrate how the features help people solve an issue or give a desired advantage.
- **Why Medium Cirlces:** Users will be interested in learning how the feature adds value and will want to learn more about the product. T this section explains it.
- **Testimonials:** The purpose here is to encourage our visitors by telling them experiences about your previous customers. (Show Social Proof.)
- **FAQs:** Users may have a unique problem that they are unsure we can handle. In that situation, FAQs come in handy.
- **Closing Argument:** As our landing page draws to an end, here is your last chance to explain the value of what we offer. This validates our primary value proposition.

[Landing Page Link](#)



Total Views: 29

Average engagement time : 0m 33s

Engaged sessions per user : 1.5