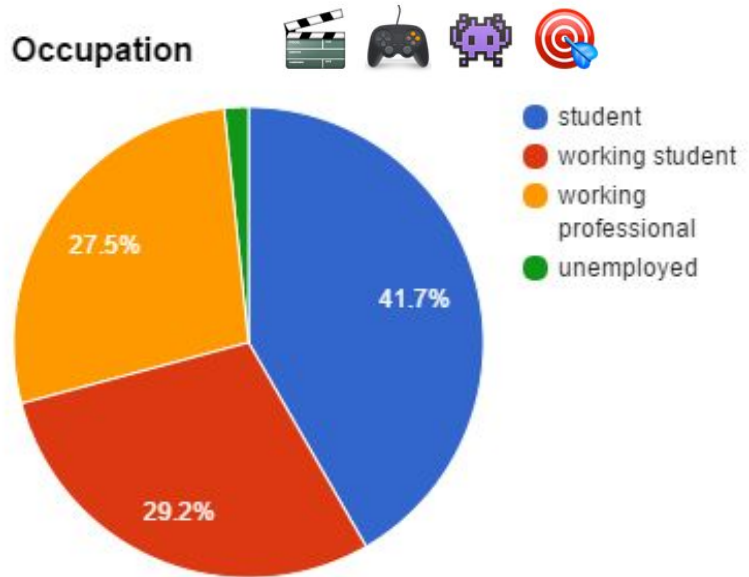
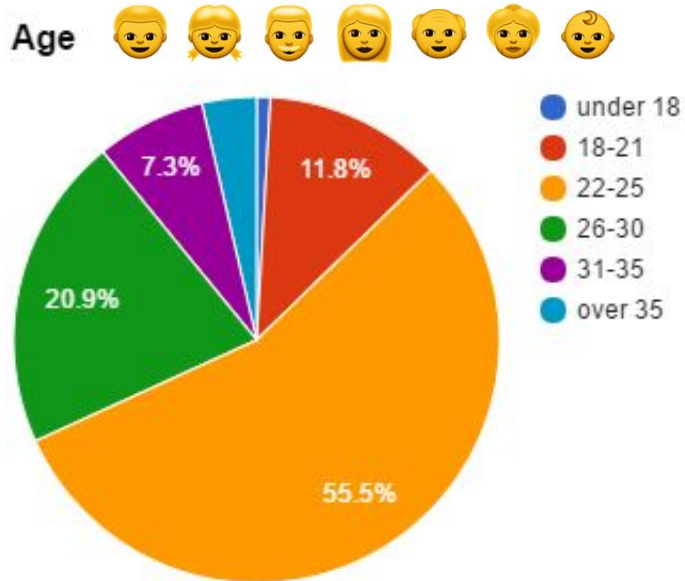


Sprint 2 - Results

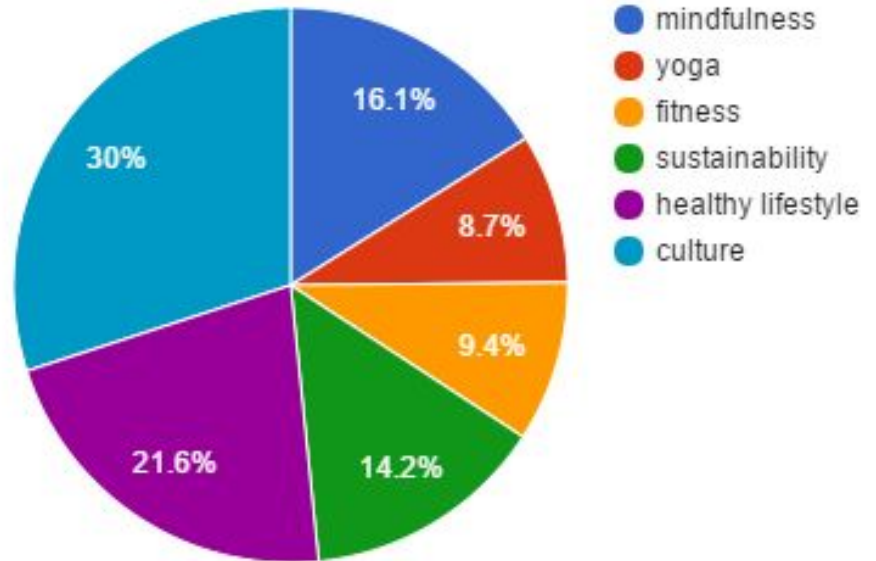
PublishingLab - Mutating the Medium for Millennials

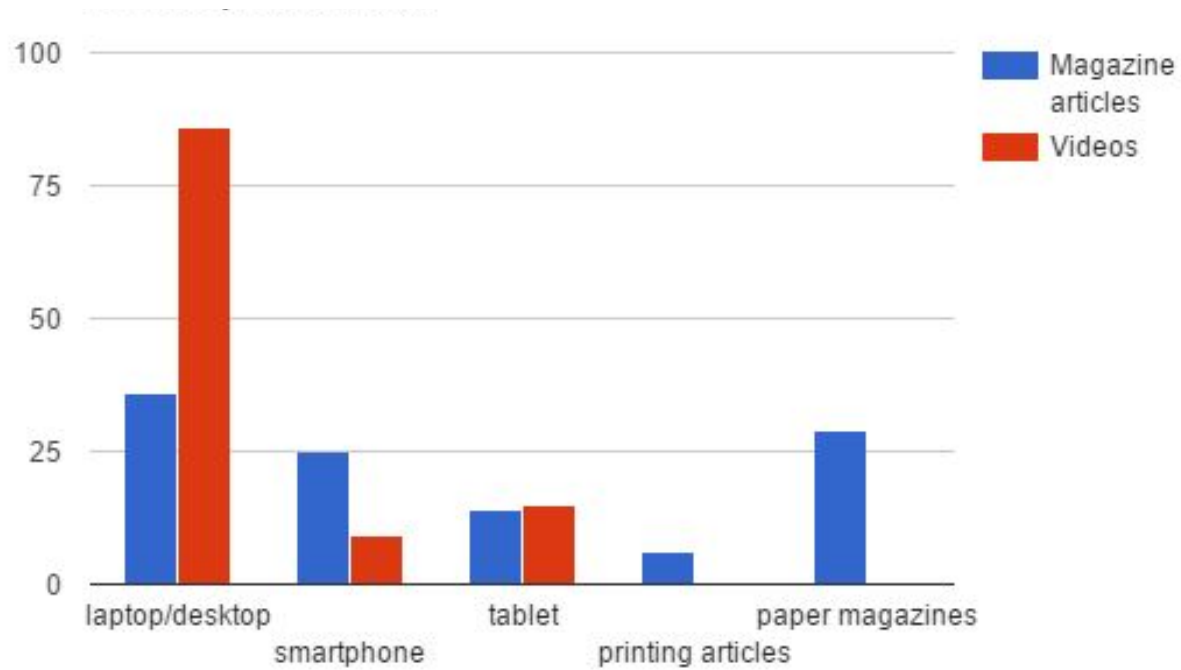
Preliminary results of the survey

Statistics



Topics of interest

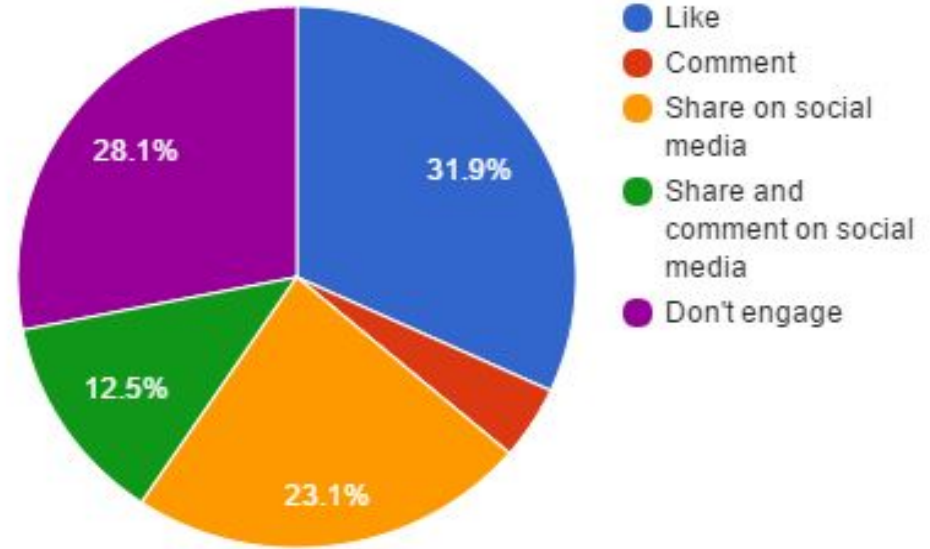


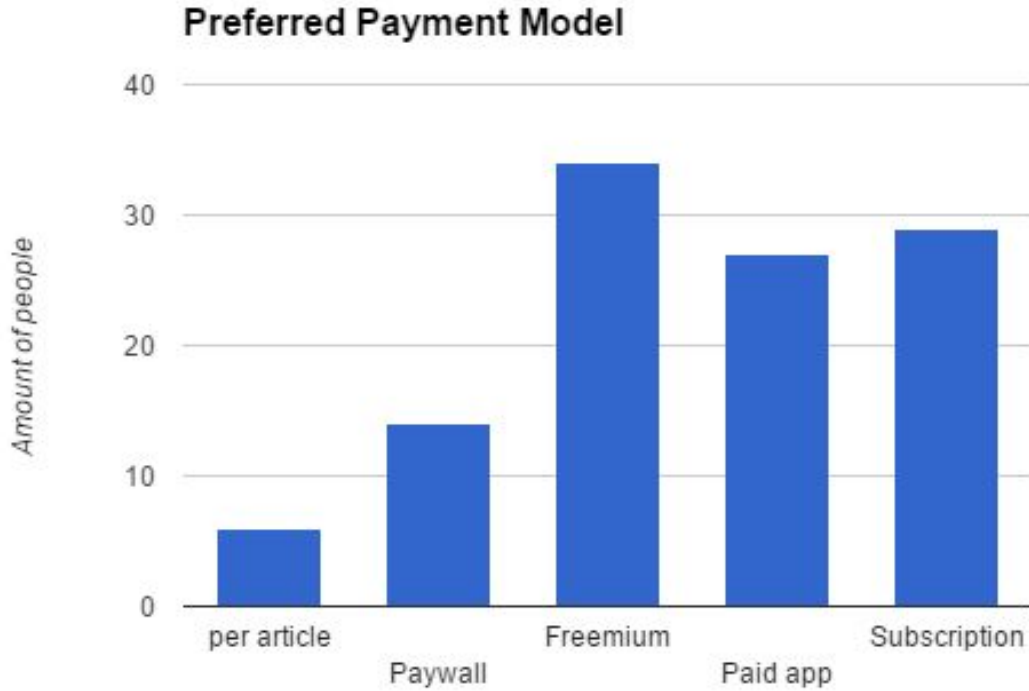


Device preferences



Engaging with digital content





Monetization models





SWOT analysis: Monetization models

	Strengths	Weaknesses	Opportunities	Threats
Subscription	Stability of the revenue	Untrustworthy	Preferred model	Competition
Micropayments	Monetization of every view/read	Taxing every payment	Alternative ways to pay	Distrust the online payment
Paywall	Incentive to pay	Alienate readers	Combining with advertising	More competition
Freemium	Wider audience	Disturbing the reading experience	Working well with advertising	Distrust the online payment

Concept 

Create a new
brand uniting the
magazines:

- Yoga
- Happinez
- Psychologie

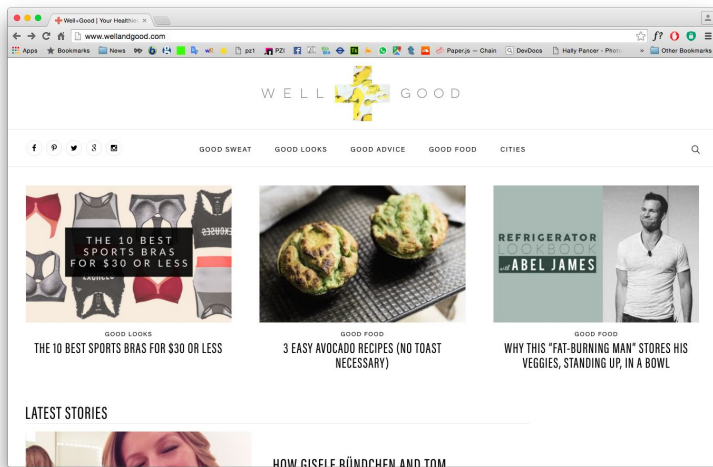
Balance



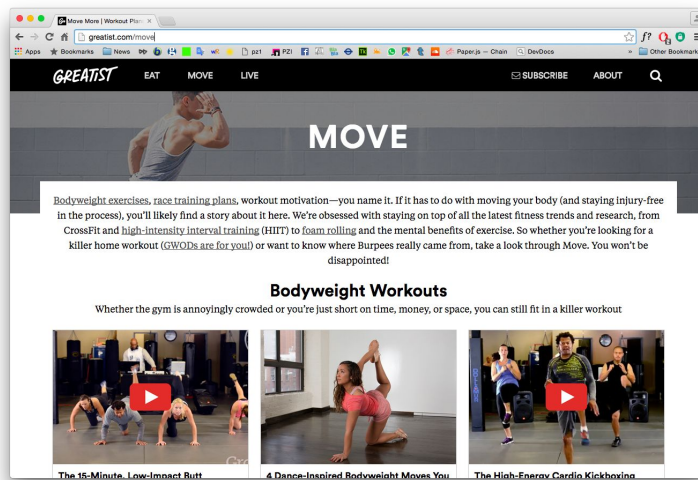
Examples of healthy lifestyle platforms



Well+Good wellandgood.com



Greatist greatist.com



Ideas for Additional Features

Bubble burst by deduction of users a choice of topics it will pick out something new



Print version redesign of text - pdf, video - print storyboard or flipbook



Microposts facts, small remarks, quotes, cartoons



Balance tracker a feature that might ask you a few questions everyday and might help you balance your life



Sustainable notifications lets you know what's on the market and sends initiatives



Guided meditation audio sessions



Aim for next sprint:

- Paper **prototyping** / skeleton / structure for **Web** (responsive, mobile version) + **app**
- Create a **visual identity** based on main **theme**: logo, colours, typography...
- **Content** - we will gather examples of existing content that will suit the platform's values and views.



Points of discussion



Website as main section of platform – app as an extra feature

Monetization – freemium + advertising

Concept – Balance