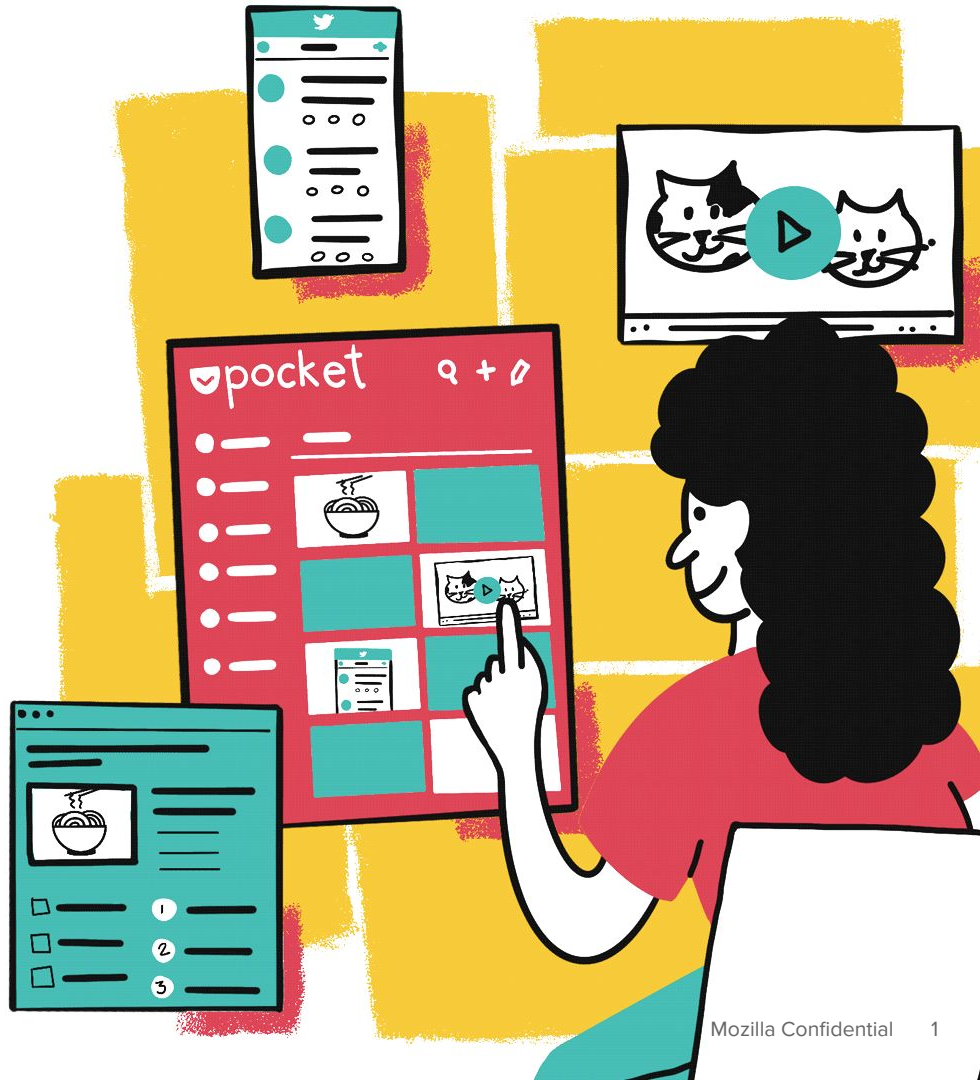




Following handoff

Jesse Woghin, 3/31/2022

moz://a



Research approach

Purpose and goals

*Will **Content Connoisseurs** find value in a product that allows them to follow topics, writers, & curators all in one place?*

Understand how they discover content,
what's working/not, content types desired

Create a clear picture of our approach



What is a Content Connoisseur?

Our target persona

Highly connected, engaged with content

Uses apps for content discovery, reading

Willing to pay for services that add value to their experience



Top takeaways

Standout trends

From the survey

Biggest Concerns

“Fake news”

Being tracked

Giving away data for
personalization

Desired Features

Saving content

Control over personalization

Secure preferences

Content Preferences

Topics

Explainers

“help me understand big news”

Newsletters/Writers

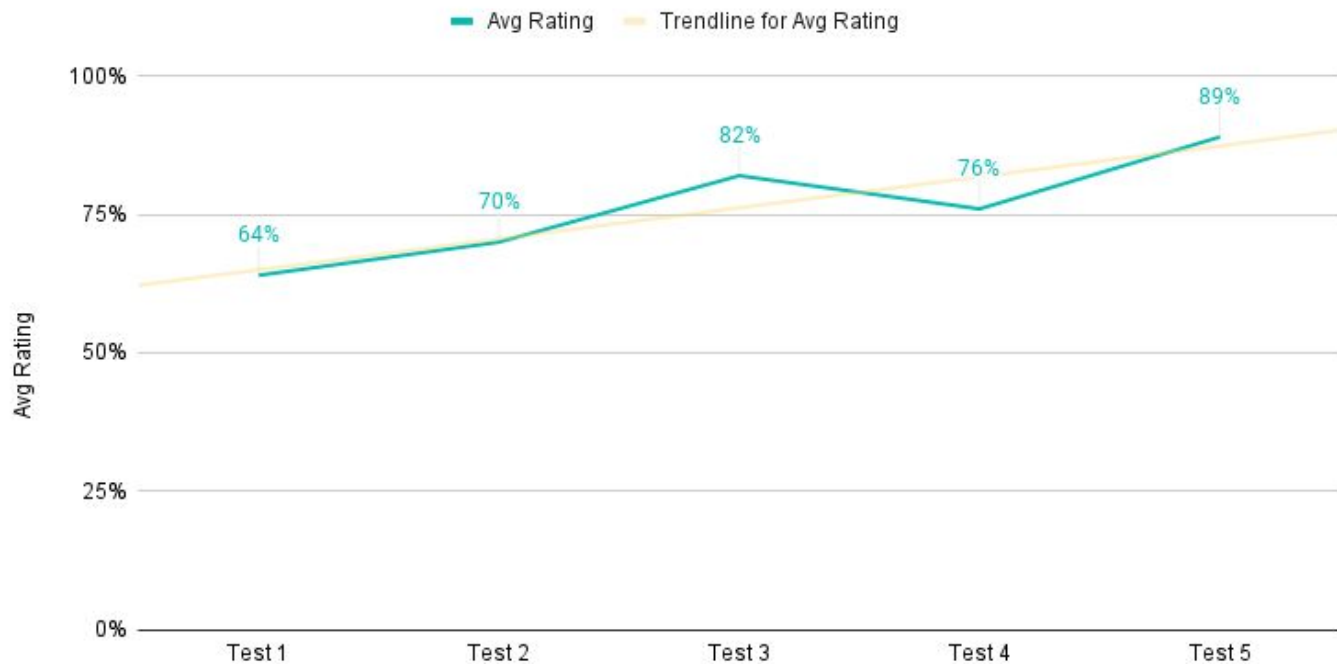
Testers wanted to follow 3 things

Publishers 47%, newsletters 30%, and other people 13%



Users finding value in prototypes

... and increasing over time





**"A curated way to simplify
your article and news
reading."**



A test user

Describing our Following prototype

Home

My List

Collections

Following

Following

Business

Parenting

Science

Career

Education

Entertainment

Food

Gaming

Health & Fitness

Personal Finance

Politics

Top Writers in Business

Follow your favorite writers and thinkers in Pocket to be notified when they publish something new.

Explore Writers & Thinkers

Anne Helen Petersen

Business

Follow

'I made \$100,000 in passive income—in one day': This 28-year-old quit her job and ...

CNBC · 19 min

Save to My List

What If You Could Do It All Over?

The New Yorker · 19 min

Save to My List

How to crack the code to happiness in the second half of life

NPR · 10 min

Save to My List

The Rise Of The Appuccino: How TikTok is Changing Starbucks

BuzzFeed News · 3 min

Save to My List

The SPAC King Is Doing Just Fine Even as the Bubble Starts to Burst

Bloomberg · 1 min

Save to My List

How an Excel TikTok manifested her way to making six figures a day

The Verge · 5 min

Save to My List

Top Writers in Parenting

Follow your favorite writers and thinkers in Pocket to be notified when they publish something new.

Explore Writers & Thinkers

Nikole Hannah-Jones

Parenting

Follow

The Age of the Unique Baby Name

The Atlantic · 4 min

Save to My List

Why Are Letters Shaped the Way They Are?

Vice · 13 min

Save to My List

Secret Life of a Children's Party Princess

Bloomberg · 1 min

Save to My List

What My Korean Father Taught Me About Defending Myself in America

GQ · 6 min

Save to My List

Policymakers Used to Ignore Child Care. Then Came the Pandemic.

BuzzFeed News · 3 min

Save to My List

I help people decide if they want to have kids. Here's my advice.

VOX · 9 min

Save to My List

Following

Business

Parenting

Science

Career

Education

Entertainment

Food

Gaming

Health & Fitness

Personal Finance

Politics

Anne Helen Petersen

Following

Stories to fuel your mind, curated by Anne.

See All Articles

'I made \$100,000 in passive income—in one day': This 28-year-old quit her job and ...

CNBC · 19 min

Save to My List

'I made \$100,000 in passive income—in one day': This 28-year-old quit her job and ...

CNBC · 19 min

Save to My List

What If You Could Do It All Over?

The New Yorker · 19 min

Save to My List

How to crack the code to happiness in the second half of life

NPR · 10 min

Save to My List

Home

Business

Parenting

Science

Career

Education

Entertainment

Food

Gaming

Health & Fitness

Personal Finance

Politics

My List

Collections

Following

Your Writers

Today's best from across the web — curated by our editors and tailored to you.

Explore Writers & Thinkers

'I made \$100,000 in passive income—in one day': This 28-year-old quit her job and ...

CNBC · 9 min · Anne Helen Peter...

Save to My List

'I made \$100,000 in passive income—in one day': This 28-year-old quit her job and ...

CNBC · 19 min · Anne Helen Peter...

Save to My List

What If You Could Do It All Over?

CNBC · 19 min · Anne Helen Peter...

Save to My List

How to crack the code to happiness in the second half of life

NPR · 10 min · Anne Helen Peter...

Save to My List

Writers You May Like

See stories from your favorite writers and thinkers, all in one place.

See All Writers

Jim Collins

Substack

Follow

Tressie McMillan Cottom

Substack

Follow

Ed Yong

The Atlantic

Follow

Arthur Brooks

The Atlantic

Follow

Nikole Hannah-Jones

NYT Magazine

Follow

Jim Talentino

NYT Magazine

Follow

Business

Stories to fuel your mind, curated by our editors.

Explore Business

al 9

Visual design is a hit, too

What users loved

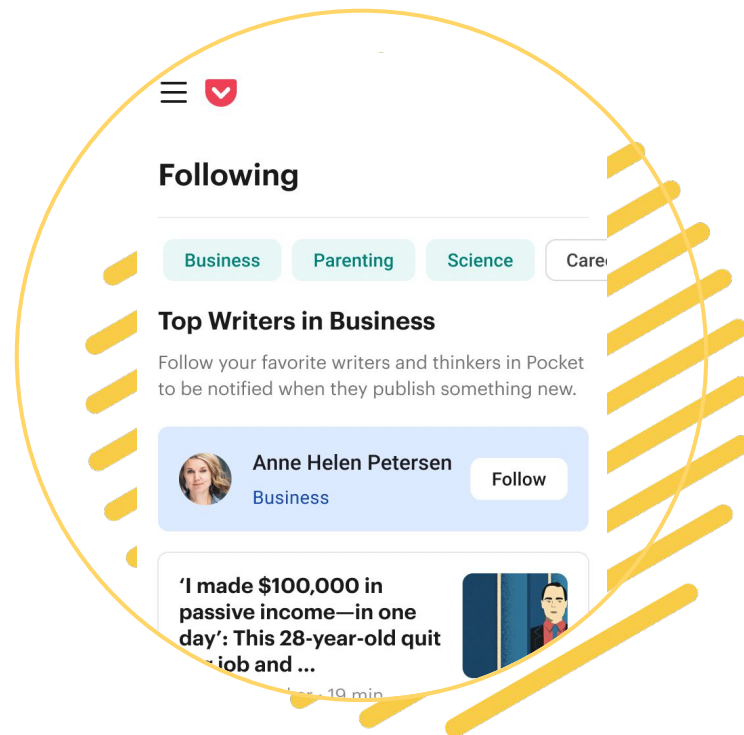
Clean, intuitive UX/UI

Easy-to-use redesigned nav & sidebar

Color-coding, imagery

Reusable patterns for recs, follow

New features that move beyond utility



Research & discovery

Where we're at

Recommendations

Tactical next steps

Competitive analysis of top content-discovery apps (Google, Apple)

Continue core UX/UI design validation; collaborative ideation with engineering

Create live-data prototypes; use for qualitative interviews (current & non)

Create privacy language for personalization w/Marketing

Other things of note

Strategic thought-starters

CCs are excited about a product that can “filter the web for them”

Creating specificity fast + a UX that improves over time can differentiate

Writers, newsletters can function as a proxy for specificity

Simplicity will be key; don't overwhelm

Topics are helpful setup context, but we need to take them further

HMW use ML to differentiate?

Extension is likely a piece of the puzzle

...as is “search”



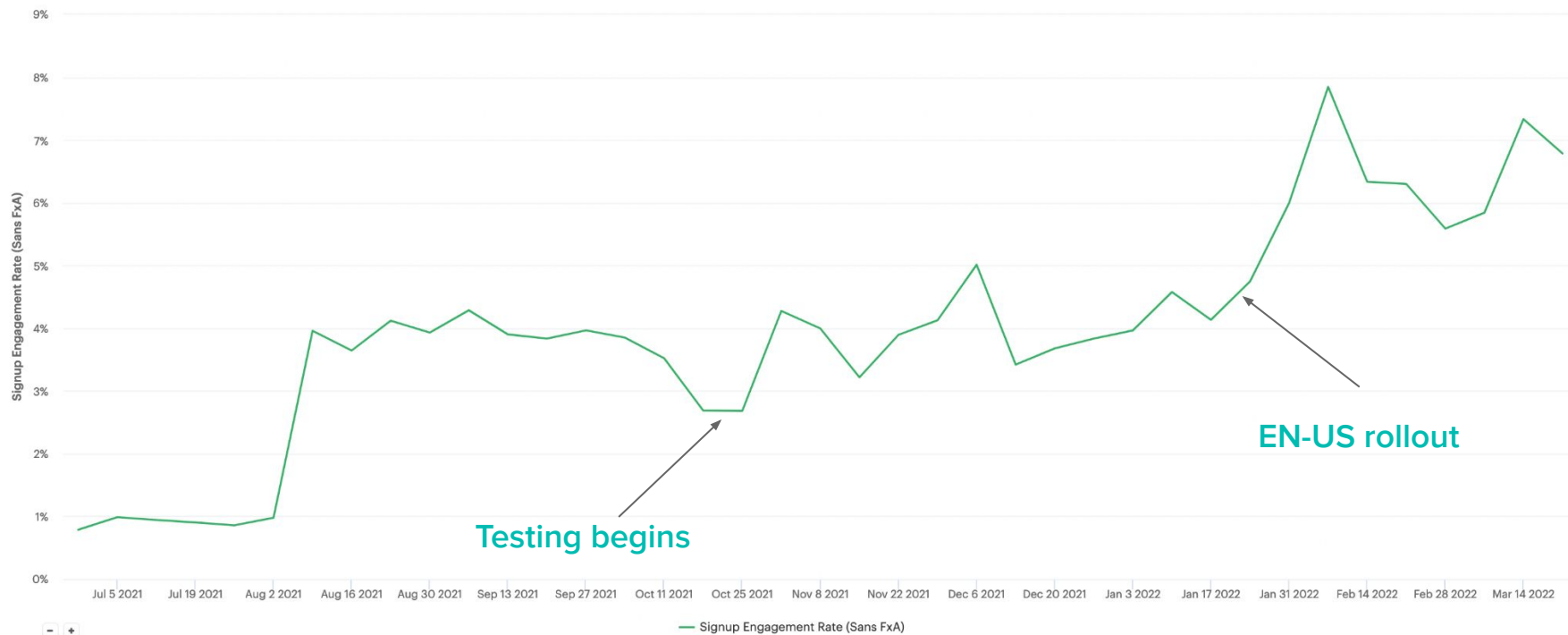
Thank you!

[#team-web](#)

[#p-following](#)

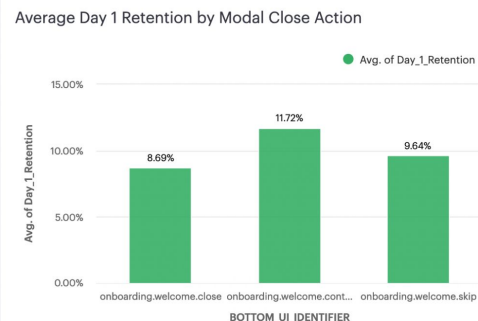
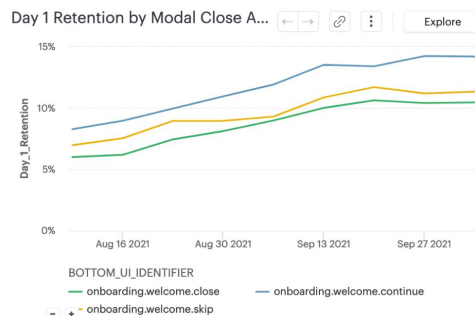
Appendix

Home Engagement rate over time, non-FxA users



A rough idea of the impact of Web Onboarding on engagement w/recs = 2.5x

Onboarding impact on early retention

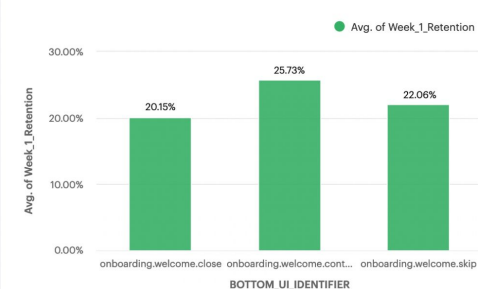


Week 1 Retention

Week 1 Retention by Modal Close Action over time



Average Week 1 Retention by Modal Close Action

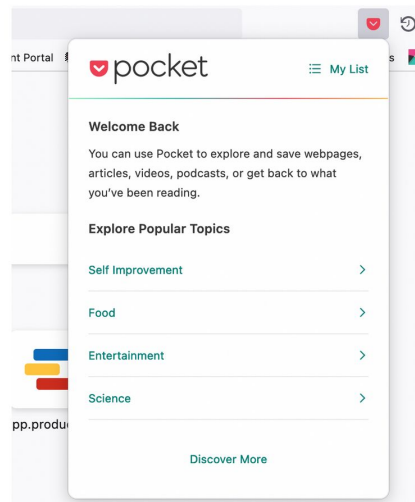


Certainly some selection bias, but users who engage immediately were more likely to retain

We can deepen engagement with the extensions in other meaningful ways beyond the save [PRD]

TBD/Needs further exploration

- Can we support migration from <http://getpocket.com> to <http://pocket.com> ?
- Update extension to be contextually aware, e.g., how the save-to-pocket button behaves on New Tab or how [Grammarly's extension adapts its tone](#) based on the site a user is writing on. Sites to consider (need to analyze any available data first): <http://getpocket.com> , Gmail and any other heavily used email clients, Twitter, Medium, Substack.
- Explore secondary goal actions that better allow us to engage our customers where they are, e.g., a tie-in to customization, starting with the Pocket Hits newsletter; use ML to surface a similar article in My List for this save; send users to the reader view for the current save; additional states to drive engagement.
- Does [this news](#) make updating Safari easier?
- Do we want to explore extensions for mobile Safari, too?



Some ideas potentially worth exploring; [extension dashboard](#)

Docs

- [Following - User Test Insights](#), Miro
- Following studies: [One](#), [Two](#), [Three](#), [Four](#), [Five](#) on usertesting.com
- [Oli's Figma](#)
- [Following survey segmentation](#)