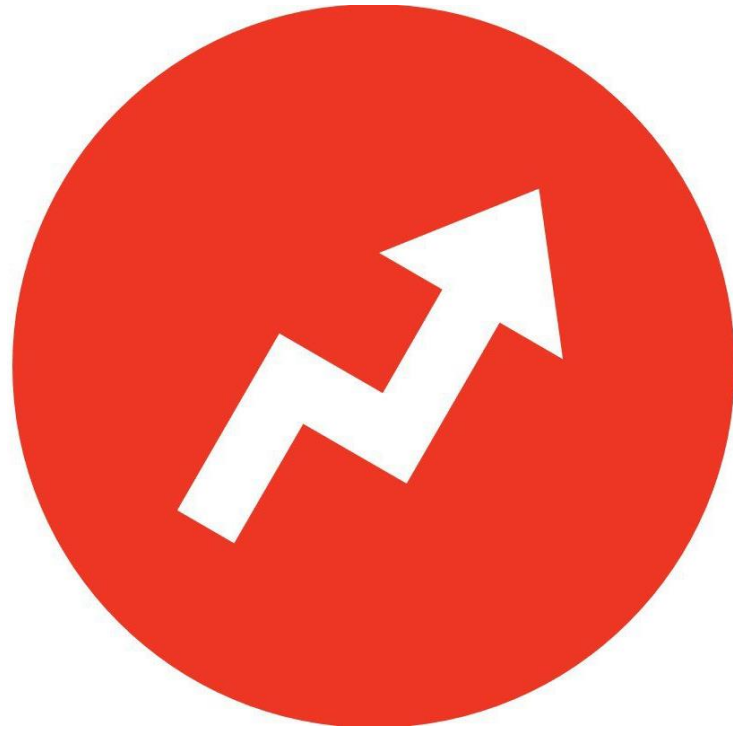


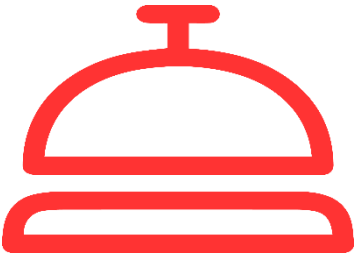
Buzzer



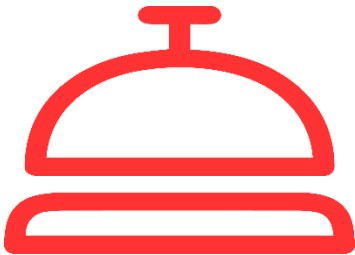
BuzzFeed

2 User Story

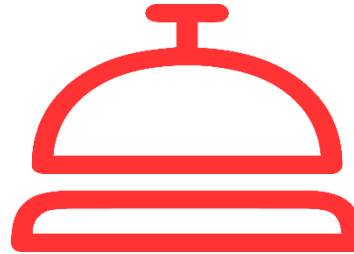
What's Buzzing.



Jess: I think a buzz bell for me to like an article on BuzzFeed will make me want to read more articles.

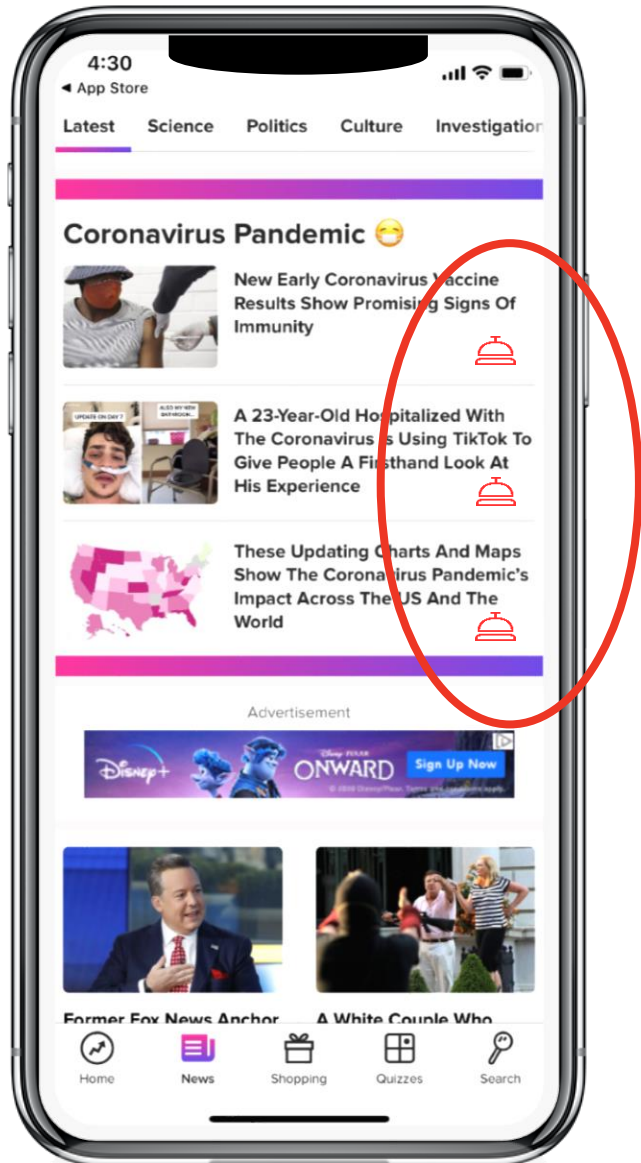


Avy: I think it would be nice for me to go to my BuzzFeed profile and see some of the articles that I have buzzed over the years.



JD: I would like to see a section for most buzzed articles of the day in BuzzFeed.

3 Solution



Buzzer icon for readers to get buzzed.

Personal

Connect users with BuzzFeed.

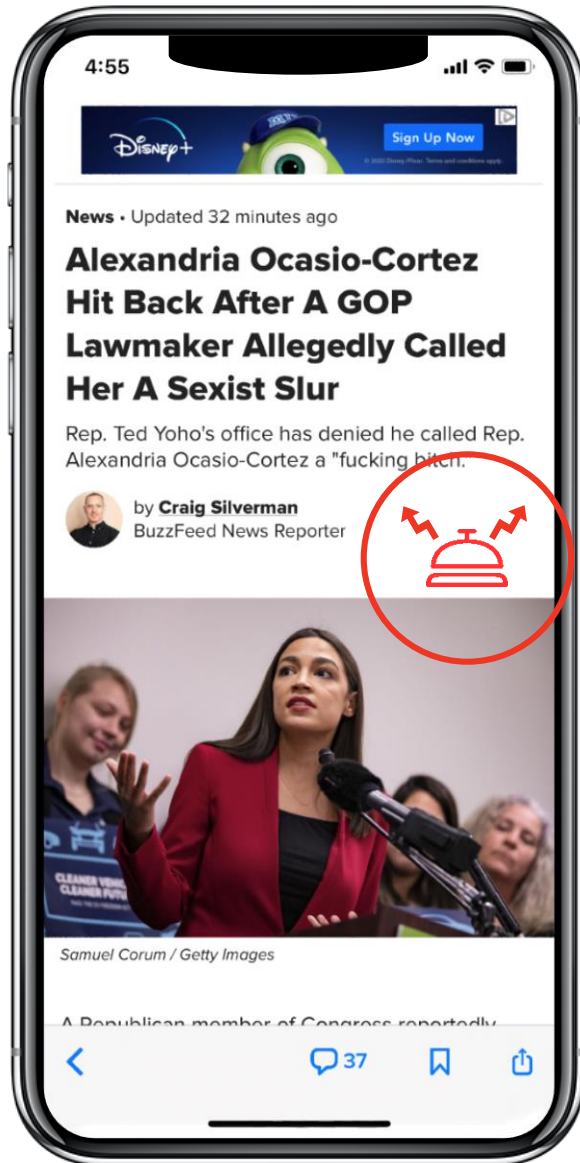
Popularity

Buzz score can be the next IMDB score.

Interactive

Recommend more similar articles that user buzzed.

4 Feature

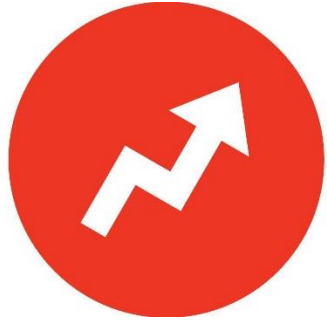


Buzzing

Readers are able to interact with buzz bell, and see all articles' buzz score.

6 Acquisition Strategy

How buzz is buzzed.



User Incentive

1

Fun

Users are able to interact with articles.

2

Personal

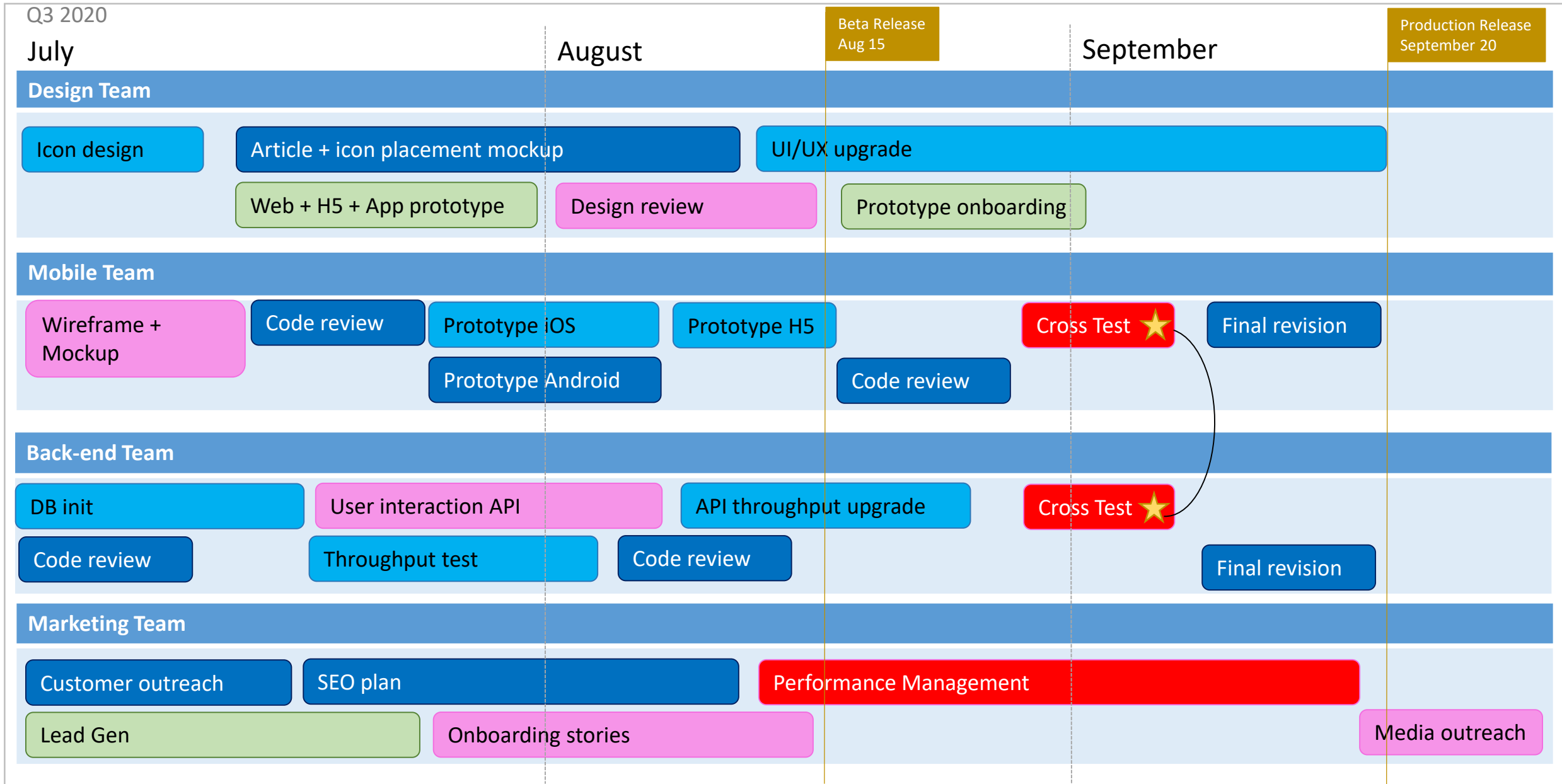
BuzzFeed will recommend related news by which users buzzed.

3

Trending

Users could sort articles by buzz score.

7 Product Roadmap



9 Abstract

Overview

- Buzzer icon for readers to 'like' articles.
- Project Duration: 3 months.
- Budget: \$200,000.
- Departments: Engineering, Design and Marketing.

KPIs

- MRR: N/A.
- Additional 1 million users 6 months after launch.
- Initial CAC: \$1.03.
- NPS: 55+.
- 30%+ user retention 6 months after launch.

Team



Software

Graphic Designer x 1
UI/UX x 1
iOS Developer x 2
Android Developer x 2
Server-side Engineer x 2
Database Engineer x 2



Management

Product Manager x 1
Software PM x 2
Marketing Manager x 1
UA Manager x 1

Marketing

Content Writer x 1
Content Designer x 1
Account Manager x 2

