

# THE NEW YORKER



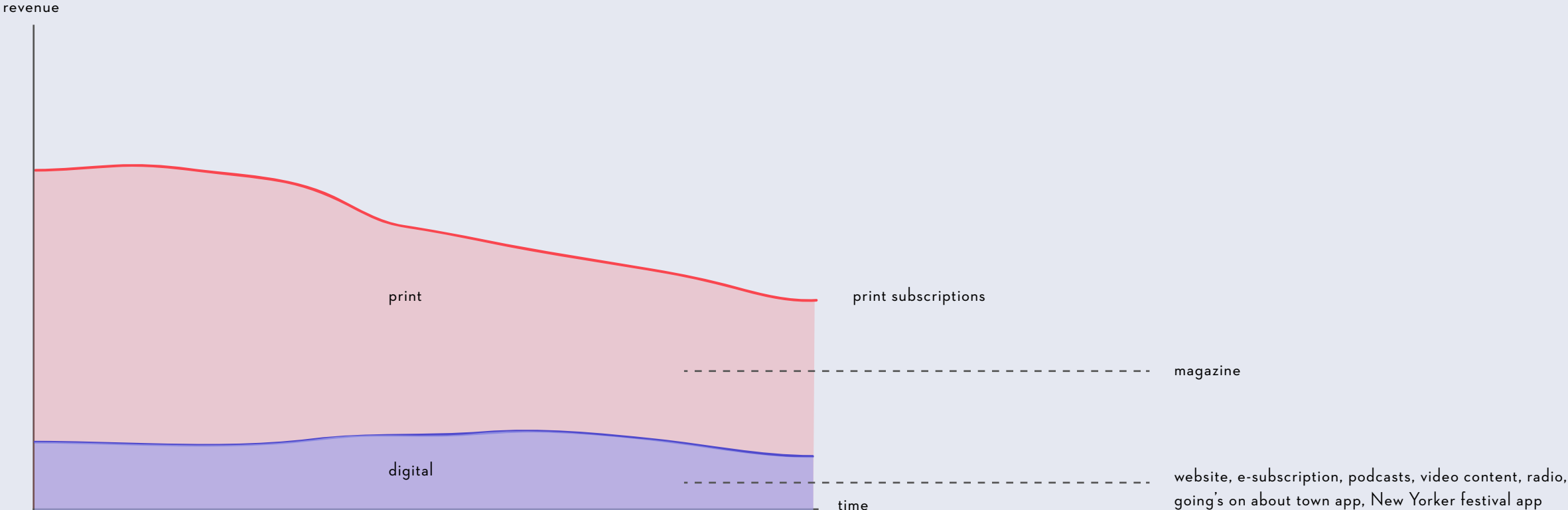
# PRESERVING TRADITION

a magazine that specializes in culture commentary and they're known for their wit, humour and deep understanding on cultural matters around the world.



# BUSINESS PROBLEM

with print subscriptions on an industry-wide decline, the New Yorker's current revenue model relying on print revenue is unsustainable for the future



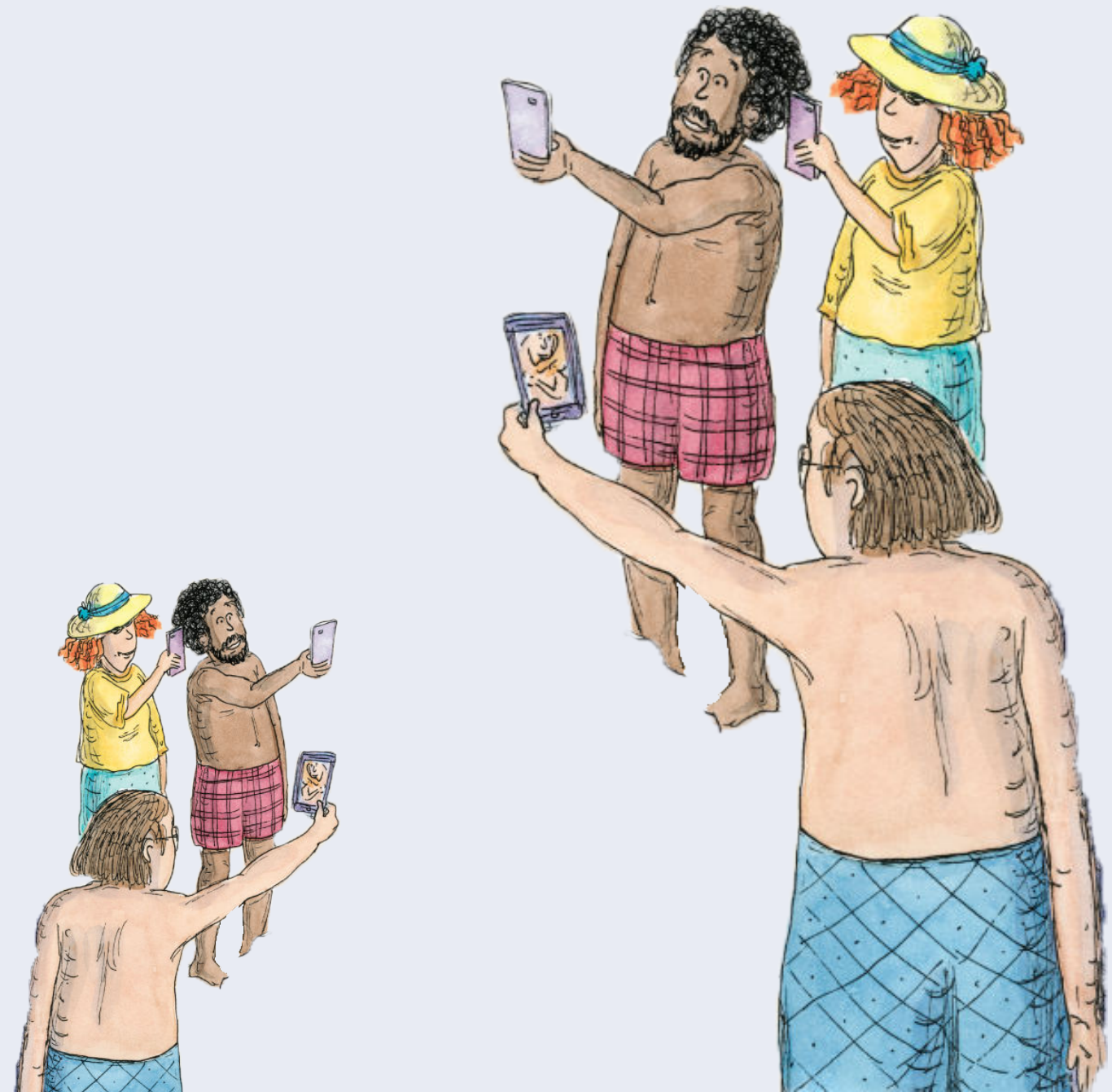
# PROPOSAL

developing a mobile-first application aiming to help readers spend less time looking and more time knowing, through lifting value of existing content through videos to encourage readers to dig deeper.



## WHY VIDEO?

video is the most persuasive, accessible medium so far. It caters to the brain's visual and auditory systems, which pick up on cues like body language, facial expressions, imagery and music. It elicits an emotional bond and works wonders in developing trust and loyalty for a brand.





PERSONA: FRED JACKSON



**STAGES**

Pre-Awareness      Awareness      Download      First Use      Continued Use      Reflect & Discuss

**ACTIONS**

Users familiar with The New Yorker:  
 Reads the New Yorker online or in physical form  
 Have friends who read the New Yorker  
 Have heard of the New Yorker

Users new to The New Yorker:  
 Knowledge/exposure about other competitor magazines  
 Knowledge on how to use video  
 Knowledge about issues discussed within The New Yorker

Research into the app:  
 Search online  
 App store reviews

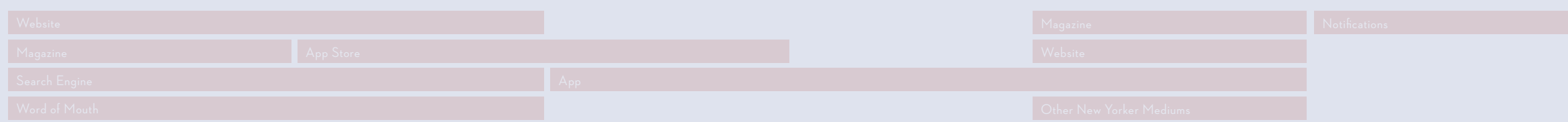
Open app store  
 App store reviews  
 Download

Open the app  
 Go through on-boarding

Open the app  
 Choose content  
 Watch/read content  
 Save Content  
 Share Content

Forming own opinions on content  
 Share content  
 Commenting on content  
 Converse about content

**TOUCHPOINTS**



**NEEDS**

Opinionated Content      Information about the app      The app      Instructions on "how to use"      Valuable Content: spending less time looking and more time knowing

**WANTS**

Ease of Finding Value      A visual representation of the app  
 How it's different from other apps  
 Opinions from past users      Quick download      Easy to Understand  
 Enjoyable      Engaging content  
 Relevance  
 Time-sensitive information

Speed: getting to the content as soon as possible

**THOUGHTS**

Existing Users:  
 I have a lot of magazines...  
 These are good articles but there's so many articles  
 I don't have the time to read through everything

New Users:  
 Where do I start?  
 Is this the same as the NY Times?  
 What is this? Is it news?

How is this different from other apps?  
 Is it free?  
 Is it worth my time and effort to download?

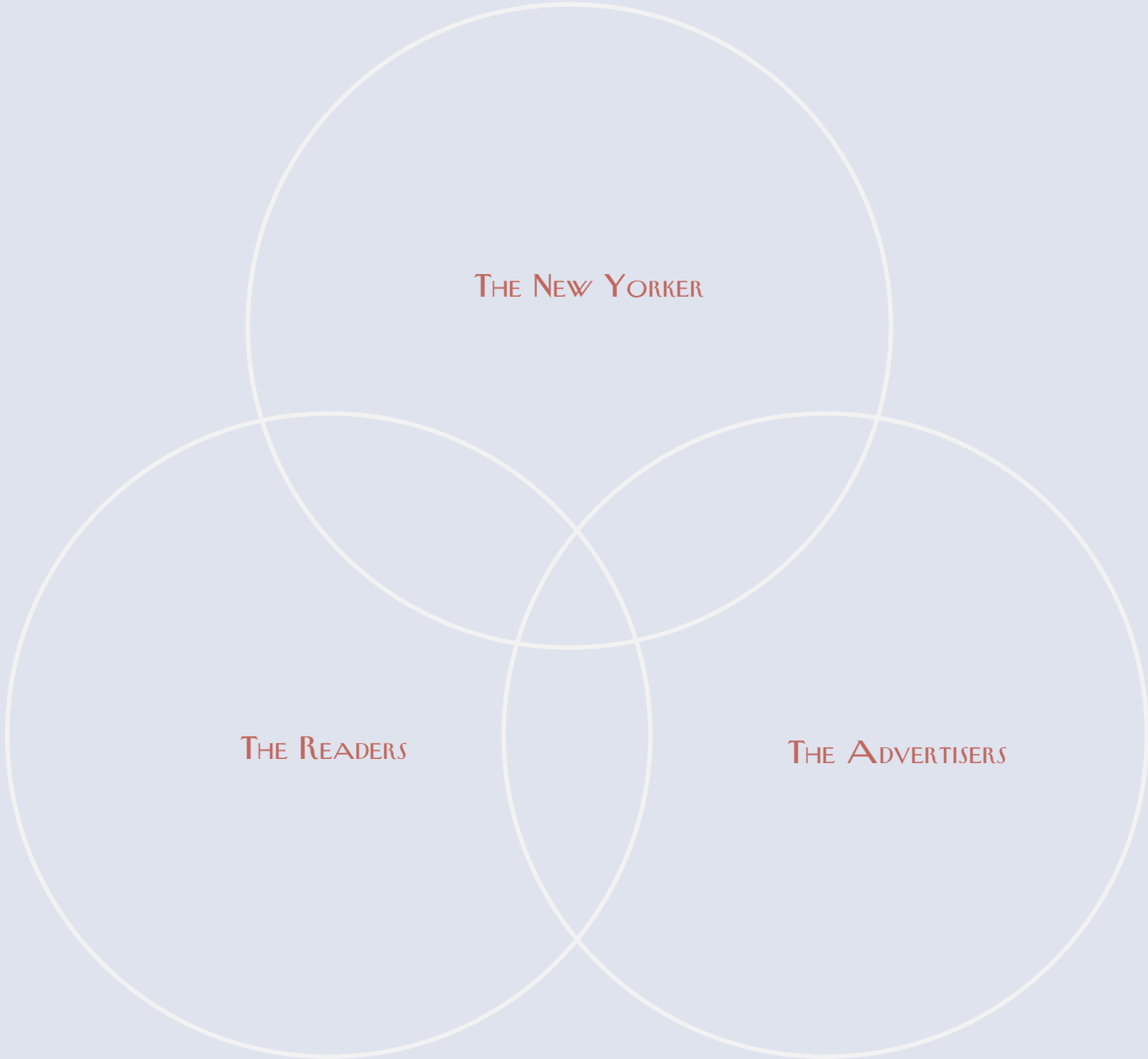
How long is this going to take?  
 Will I need to make an account?  
 How much space on my phone is this going to take?

I hope this is useful

How do I share this?  
 How do I save this?  
 How do I read this later?  
 Is what I expected to read what I actually read?

Do I still want to know more or am I satisfied with what I know?  
 What do my friends think?  
 Will people like what I shared?  
 Do I feel more knowledgeable about the world?

# VALUE ACROSS ALL STAKEHOLDERS



**The New Yorker**  
A future-relevant medium  
Addressing decreasing attention spans  
Scalability  
Increasing engagement  
Building upon existing competencies  
Reaching a new audience while still providing value to existing users



**The Readers**  
New Readers:  
Trustworthy content  
Existing Readers:  
a lighter reading experience  
Engagement  
Ease of Sharing



**The Advertisers**  
More effective placement of ads  
More targeted ads  
Increase in desired ad responses

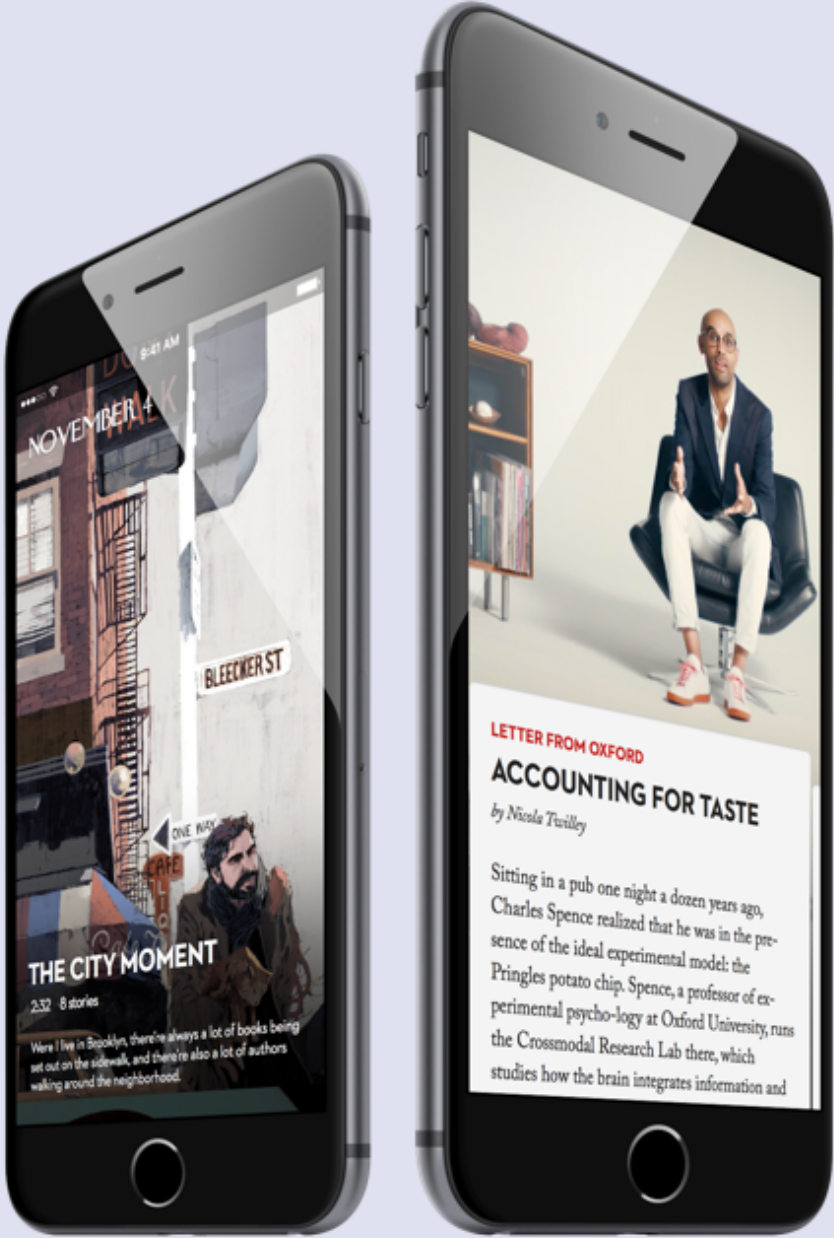


# INTERACTIONS

create an experience that was reminiscent of the print magazine

seamlessly integrate video and text content

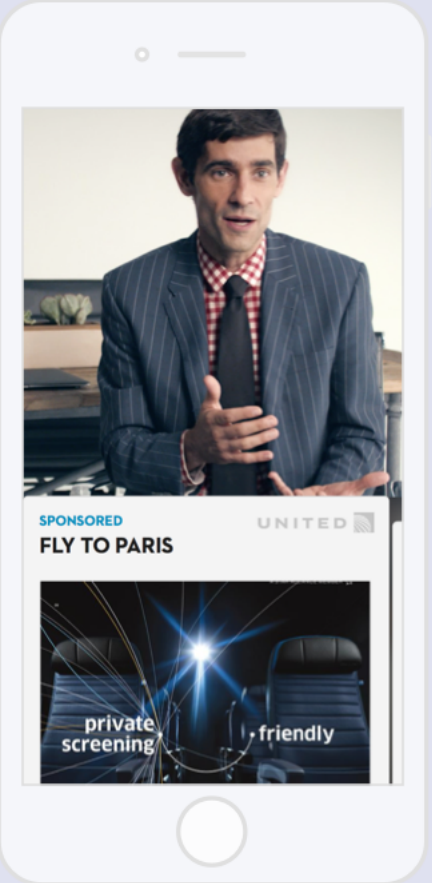
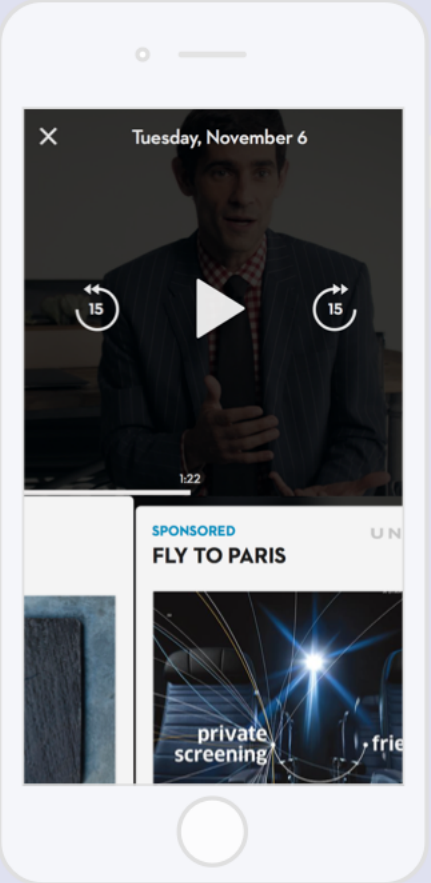
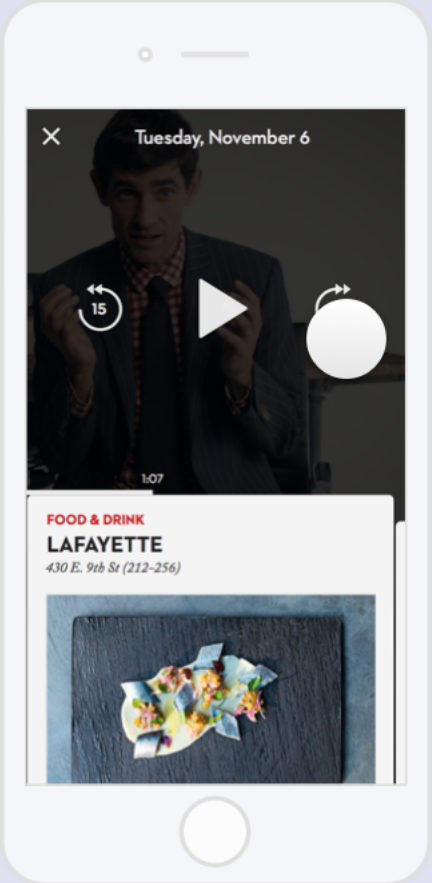
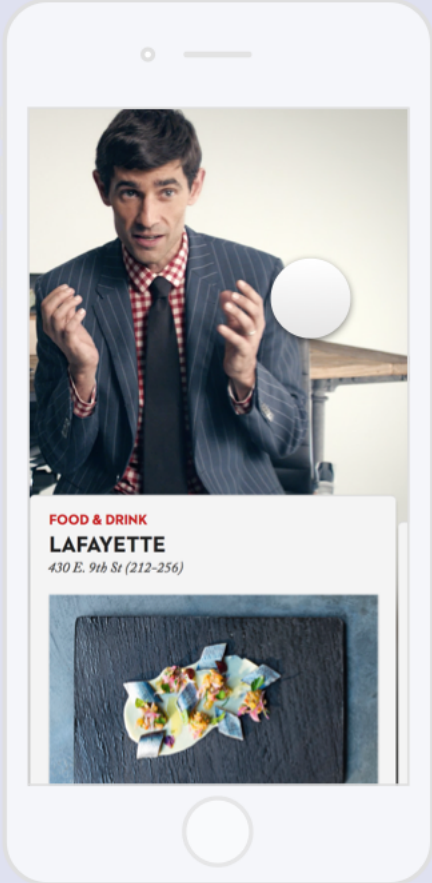
always maintain context



# INTERACTIONS: LAYERS



INTERACTIONS: VIDEO



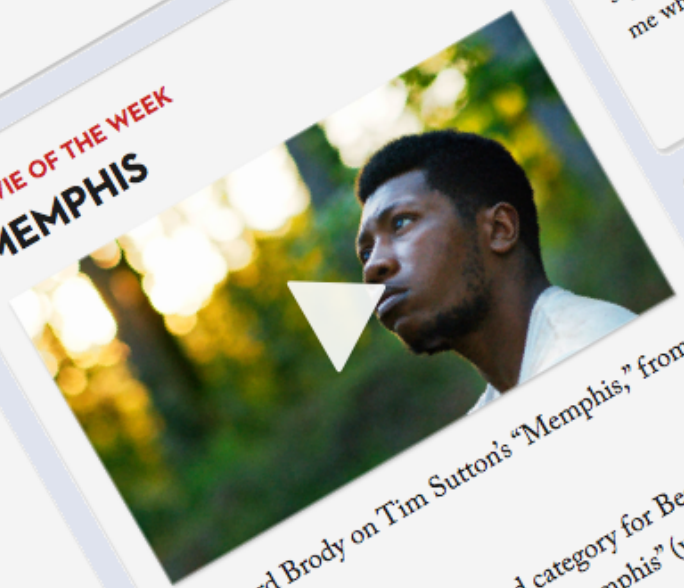
ON

from an unexpected  
In 2007, after a "very  
social worker, Ilonka—who  
d in Port Maitland, a small  
mouth, in Nova Scotia—  
ail, a photo of her great-  
gravestone. Her great-grandfather  
sopher Bernard Alexander, and his  
t know that anyone on her father's side of  
y in Budapest, it turns out, in the Jewish  
family was Jewish, she told me over the phone.  
Franz's father's grave arrived in her inbox courtesy  
of a friend, Julia E. Gunn.



Anna Laforet is the author of  
*Vanishing Skies*

### MOVIE OF THE WEEK MEMPHIS



Richard Brody on Tim Sutton's "Memphis," from  
2013.

If there were still an award category for Best  
Musical, Tim Sutton's film "Memphis" (which I  
discuss in this clip) would have deserved it when  
it was released last year. The movie is filled with  
on-screen performance, sometimes  
background, which are done  
of imagination cued to  
character and  
the music

### PROFILE KEY PLAYERS OF COUTURE



...ion with  
of the New

I am who I am," Donald J. Trump said in August, on the  
eve of this season's first G.O.P. Presidential debate, and  
what he meant by that was this: "I don't have a pollster."  
The word "huckster," when it was coined, was meant as a  
slur, like "pollster." That's the way Trump uses it. Other  
candidates have pollsters: "They pay these guys two  
hundred thousand dollars a month to tell them, 'Don't  
say this, don't say that.'" Trump has none: "No one tells  
me what to say."

### AMERICAN CHRONICALS THE NEW MACHINE



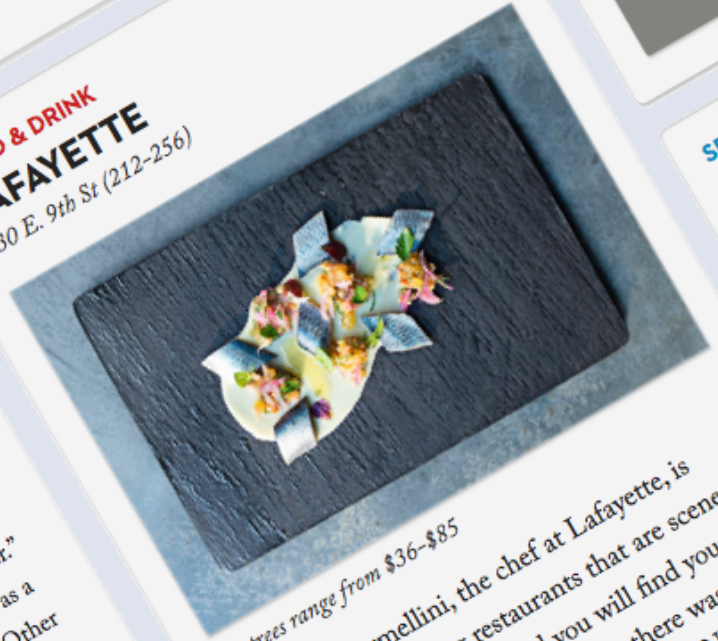
Men's Patagonia Supercell  
\$473, Supercell pants \$299.

SHOP NOW

"We're trolling  
year or more can be sp  
lunch with the head of Spo  
The title of the investiga  
refers to the head of the B  
The main action begins in 2001, with the arrival of  
new editor, Marty Baron (Liev Schreiber), lately of the  
Miami Herald.

### FOOD & DRINK LAFAYETTE

430 E. 9th St (212-256)



Andrew Carmellini, the chef at Lafayette, is  
famous for creating restaurants that are scene-y,  
but which also serve food you will find yourself  
telling your friends about. First there was A Voce,  
near Madison Square Park, at which New Yorkers  
seemed to discover ricotta for the first time, and  
then a similar thing happened at the Dutch.

OpenTable  
RESERVE TABLES

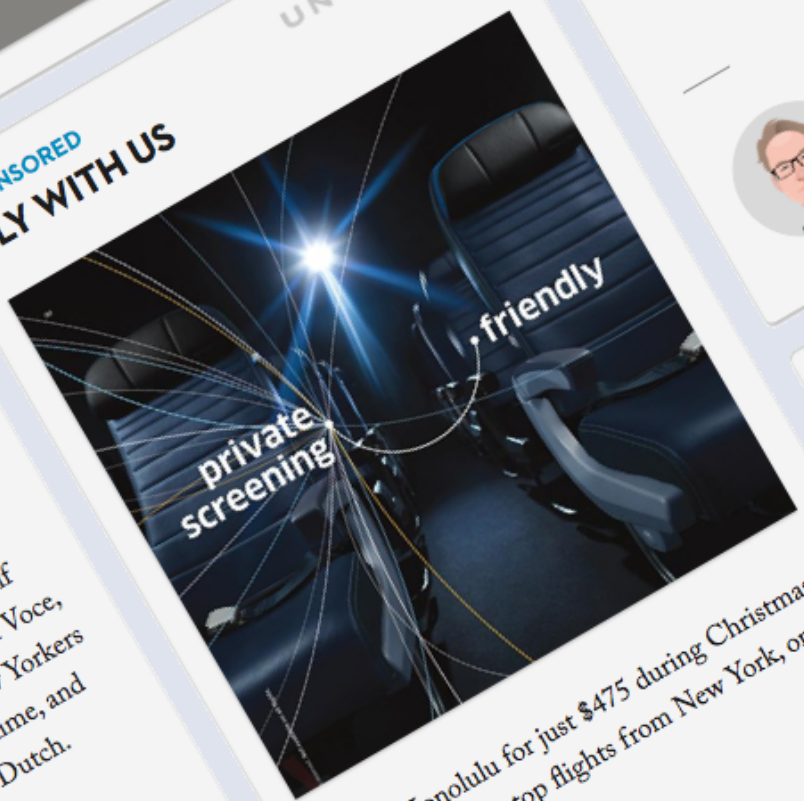
### OUT LOUD PODCAST BEYOND CITIZEN KANE



THE NEW YORKER  
OUT LOUD

Ross and Richard Brody join Amelia Lester  
Haglund to discuss the particular  
Welles, and his evolving legacy.

SPONSORED  
FLY WITH US



Fly to Honolulu for just \$475 during Christmas.  
The most non-stop flights from New York, only  
from United.

### PAGE-TURNER THIS WEEK IN FICTION

by Nicola Twilley

The book got its final push from an unexpected  
revelation about the past. In 2007, after a "very  
successful" career as a social worker, Ilonka—who  
lives with her husband in Port Maitland, a small  
town outside of Yarmouth, in Nova Scotia—  
received, via e-mail, a photo of her great-  
grandfather's gravestone. Her great-grandfather  
cemetery is located, it turns out, in the Jewish  
did not know that anyone on her father's side of  
the family was Jewish, she told me over the phone.  
Franz's father's grave arrived in her inbox courtesy  
of a friend, Julia E. Gunn.

DAILY CARTOON  
FRIDAY, NOVEMBER 25



"My child has special ne  
— Amy Huang



Steve Platt is the managing editor  
of *The New Yorker*

ADD TO CALENDAR



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