A/

Discovery Findings

Scientific American

Preface

Scientific American is a **trusted resource** for a wide audience — including science enthusiasts, policy and business leaders, educators and researchers.

You have a mission for **promoting how science can change the world**, providing deep insights that underpin solutions to key global challenges.

You promote curiosity to inspire a better informed population, and **champion science** as an engine of human prosperity.

These aspirational values are fundamental to Scientific American's unique personality. The redesigned website must work in concert by reflecting that same mission and adopting those core brand principles.

Scientific American's print publications are currently more closely aligned to your finely cultivated brand personality.

However, there is an opportunity for the website to elevate the brand's digital presence by leveraging the unique affordances of dynamic content — while maintaining parity with the companion print magazines.



continuous engagement

The website can further that mission by crafting an experience that not only informs, but more importantly surprises and delights.

It needs to be designed with efficiency and utility in mind, yet appeal to a wide readership as an authentic proponent of pioneering human endeavor.

Areas of Opportunity



What We've Heard

"Our reader likes to be the smartest person in the room."

Senior Stakeholder

"We are a trusted source ... Content should lead the design."

Senior Stakeholder

"We're not interested in designing for design's sake."

Design

What We've Heard

Scientific American is a premium offering.

Yet the brand doesn't present itself as such digitally.

But as an authoritative brand with a sophisticated personality, it must **strive to be more accessible** — without falling into a convention that is derivative, trite, or cute.

Current Online Brand Positioning

The existing brand construct isn't aligned with the larger Scientific American ecosystem or accurately reflect the desired brand perception.



Desired Online Brand Positioning

Extend the brand's visual presence and content engagement by reaching towards a more accessible and aspirational offering.



It should follow the lead of brands that are equally relatable and trusted.

NEW YORKER the Atlantic



With a focused competitive landscape, Scientific American is well-positioned to carve a compelling niche at the intersection of storied tradition and contemporary appeal.

What We've Heard

	SITES Ø	AFFINITY INDEX 🚱	MONTHLY OVERLAP 🔞
1	newscientist.com	76.7x	4.6%
2	phys.org	56.8x	6.4%
3	technologyreview.com	54.1x	2.9%
4	smithsonianmag.com	50.6x	4.5%
5	dailynewsnow.com	48.4x	1.2%
6	ycombinator.com	47.1x	-
7	sciencedaily.com	46.9x	6.7%
8	psmag.com	46.4x	1.4%
9	popsci.com	46.0x	3.7%
10	bigthink.com	45.5x	1.8%

Source: Quantcast

Competitive Landscape

 Top 10 other sites more likely visited by a Scientific American visitor. Unsurprisingly there is a heavy overlap in science and technology.



The success of Scientific American's website will be defined by the nuanced alignment of user and business needs.

Ultimately, to engage users we must balance highly relevant and engaging content with actionable marketing initiatives.

Scientific American is interested in attracting a wider audience by appealing to professionals and tapping into an emerging younger demographic, while not alienating its current audience.

Site performance in the last month (12/11/14 - 1/9/15), globally:

- 11,467,863 page views
 - 5,758,227 from mobile web
 - 5,709,636 from online web
- 5,693,199 uniques
 - 1.8 page views/unique from mobile web
 - 2.5 page views/unique from online web

Note: was quieter over holiday break than typical traffic use



Source: Quantcast

Demographics Summary

 Based on high-level composition, the typical Scientific American audience is more likely male, age 25-44, caucasian, with no kids, 0-50k HHI and a college education level. However there is a need to further differentiate user needs beyond age ranges.

			Index				Index
† †	Male Female		125 76		No College College Grad School		65 108 186
☆ ² <u>2</u>	< 18 18-24 25-34 35-44 45-54 55-64		72 123 130 105 90 85	S	Caucasian African American Asian Hispanic Other		104 63 130 87 99
÷ ŤŤ †	65+ No Kids Has Kids		88 104 96	BETA	Republican Democrat Independent		62 107 115
2 .	\$0-50k \$50-100k \$100-150k \$150k+	US Average	96 103 97 115	BETA	Active Somewhat Active Inactive	US Average	115 105 78

Source: Quantcast

 Compared to the average site:
 The Scientific American audience is notably more Male, Millennial, 18-34, of higher education (grad school), Asian, slightly more HHI, and Democrat or Independent.

	UNIQUES (COOKIES) -	UNIQUES % 🗘		IMPRESSIONS % 🗘	IMPRESSIONS INDEX \$	CITY \$	UNIQUES (COOKIES) -	UNIQUES % 🗘		IMPRESSIONS % 🗘	IMPRESSIONS INDEX \$
United States	3,205,152	60.74	93	55.62	113	new york, NY (US)	62,329	1.18	221	1.71	277
United Kingdom	336,611	6.38	175	5.02	121	toronto (CA)	41,170	0.78	318	0.87	247
Canada	323, 417	6.13	221	6.41	153	los angeles, CA (US)	40,195	0.76	47	0.76	131
India	175,680	3.33	214	2.67	168	chicago, IL (US)	37,975	0.72	134	1.14	223
Australia	160,005	3.03	240	2.29	130	san francisco, CA (US)	32,681	0.62	272	0.59	271
China	49,243	0.93	130	2.32	788	seattle, WA (US)	30,849	0.58	236	0.56	217
Germany	48,482	0.92	58	1.24	64	singapore (SG)	30, 344	0.58	197	0.54	131
Philippines	43,921	0.83	190	0.80	75	houston, TX (US)	29,184	0.55	110	0.51	101
Netherlands	38,937	0.74	139	0.86	119	brooklyn, NY (US)	28,764	0.55	163	0.53	124
Brazil	34,636	0.66	38	1.05	19	bangalore (IN)	26,017	0.49	269	0.43	237

Source: Quantcast

- Top 10 sources of traffic by country:
 Majority of traffic, by a landslide, from the US.
- Top 10 sources of traffic by city:
 Outside the US, Toronto and Singapore rank high.

User Survey Findings



Note: based on entire user survey, emphasis on more frequent users

User Survey Findings cont.



Note: based on entire user survey, emphasis on more frequent users

User Survey Findings cont.



Note: based on entire user survey, emphasis on more frequent users

Younger Demographic Breakdown:

- Mostly digital subscriptions (vs. print).
- Primarily male, single, middle class, educated, all age ranges.
- Access site mostly more than 1x week.
- Weekend and week days of equal usage.
- Top content is longer in-depth articles, followed by shorter news pieces.
- "Somewhat likely" to "Extremely likely" to share content.
- Majority are followers of Scientific American on social.
For the last year:



For the last month:



Source: Webtrends

Overall Performance

 Aside from page views, visits, and new visitors, last month metrics mirror those of the last year; average visitors/day, average time on site, and bounce rate.

Visit Duration in Minutes (61)		Visits -	Views
1 0-1	62,055,716		66,235,846
2 1-2	1,550,889	I	4,479,479
3 2-3	1,036,409		3,316,250
4 3-4	763,744		2,633,085
5 4-5	587,236		2,161,313

Number of Visits (10)			Visitors	•
1 1 visit	48,048,531			
2 2 visits	4,352,045			
3 3 visits	1,092,347	I		
4 4 visits	443,254			
5 10 or more visits	231,706			

Number of Pages Viewed (101)			Visits	•
11	58,817,500			
2 2	6,034,786			
3 3	2,184,292	I		
4 4	981,840			
5 5	595,417			

Source: Webtrends

- In the last year, majority of visits lasted within the 0-1 minute range, viewing one page only, and visiting only once in frequency.
- There is a clear opportunity to get people to spend more time on the website, view additional content, and return.

Mobile Trend:

- From August 2014, mobile traffic is 50%.
- Traffic from mobile web is now on par with, or slightly higher than, that from online web.
- If that is the rate for 6 months likely be heavily mobile moving forward.
- 57% iOS / 40% Android usage breakdown.
- Within iOS, majority of views (71%) are coming from an iPhone.
 Android is not far behind iOS, though, with 40% of page views coming from an Android OS.

Uniques (Global) per Day I Week I Month



E	Browsing Hour (25)		Visits •	•	% of Visits	Page Views
1	21:00	5,287,951			6.12	7,569,022
2	2 20:00	5,017,209			5.80	7,181,939
14	22:00	4,973,009			5.75	7,097,41
4	14:00	4,855,150			5.62	7,196,170
Ę	5 13:00	4,836,348			5.59	7,162,482
6	§ 11:00	4,810,011			5.56	7,174,864
7	/ 12:00	4,802,200			5.55	7,138,919
8	3 15:00	4,739,960			5.48	7,048,305
8	16:00	4,730,823			5.47	7,024,399
1	0 10:00	4,719,222			5.46	7,036,679

Mobile Web Online

Day (7)	Visits -	Hits
1 Wed	11,781,016	17,880,497
2 Thu	11,294,161	17,197,003
3 Tue	11,116,327	16,981,651
4 Mon	10,365,353	15,906,293
5 Fri	9,586,404	14,432,027
6 Sun	8,460,783	12,655,802
7 Sat	7,630,295	11,354,190
Totals	70,234,339	106,407,463

Source: Quantcast, Webtrends

Visite - % of Visite

User Patterns

Traffic highs are during mid-week, Tuesday -Thursday, with consistent lows at the weekend. Highest browsing activity around evening and then afternoon.

Top browsers used, ranked by device:

Browser (212)		Visits -	Hits
1 Safari	25,513,844		35,659,611
2 Google Chrome	23,902,486		37,971,628
3 Firefox	10,430,659		17,069,297
4 Microsoft Internet Explorer	8,652,869		16,215,844
5 Chrome Mobile	8,015,599		10,670,949
6 Android Browser	5,691,838		7,924,836
7 Opera Mini	773,956		1,031,255
8 Internet Explorer Mobile	530,214		779,745
9 BlackBerry Browser	228,094		303,100
10 Internet Explorer	202,211		381,807



Source: Quantcast, Webtrends

 During weekends, more are turning to mobile, as the gap in traffic from mobile vs. online increases Saturday and Sunday.

Most traffic is from social (~34%) and search (~32%) as measured on 1/11/15 for last 30 days with Google and Facebook being the top referring domains.

Source: Chartbeat

Your users are often **skeptics**. They want evidence to support the value proposition that they're the smartest people they can be.

User Archetypes









"I'm still not getting the whole 'time and distance'-thing in velocity. Doesn't anyone have a way I can visualize this?" "I don't have a degree in "They want me to start science; I was a phys-ed major. following the NGSS; but they I need to understand this stuff haven't told me how. Where can before I can teach it to my I find resources that I can use 4th grade students..." in the classroom?"

Educators & Students







AREA 17 for Scientific American

Top 10 search	phrases used to	refer to Scientific	American in the last year:
---------------	-----------------	---------------------	----------------------------

Phrases (1159)		Referrals -
1 In Search phrase not provided	32,995,013	
2 scientific american	189,217	
3 ▶ 科学美国人	31,309	
4 ▶ why do cats purr	22,551	
5 http://links.email.scientificamerican.com/ctt links.email.scientificamerican.com/ctt	20,526	
6 stephen hawking	16,085	
7 Iactic acid	13,648	
8 60 second science	13,078	
9 ► http://www.scientificamerican.com/article.cfm www.scientificamerican.com/article.cfm	12,991	
10 ▶ scientific america	11,085	

Source: Webtrends

Traffic Sources

After "Scientific American" few of the top referral phrases are very specific to content, (i.e. "cats", "Stephen Hawking", "lactic acid").

Overall: 5% recirculation, 0:37 engaged time Top 3 pages, as measured by 'concurrents':

1,361	Giving Birth To A Tropical Parasite [Video; Not For The Squeamish] Compound Eye, Scientific Americ	0:19
119	The Secret to Raising Smart Kids - Scientific American	0:46
58	Science News, Articles, and Information - Scientific American	

From desktop access: 9% recirculation, 0:52 engaged time Top 3 pages, as measured by 'concurrents':

From mobile access: 1% recirculation, 0:21 engaged time Top 3 pages, as measured by 'concurrents':

872	Giving Birth To A Tropical Parasite [Video; Not For The Squeamish] Compound Eye, Scientific Americ	
52 110	The Secret to Raising Smart Kids - Scientific American	1:23
26 53	Fat Is a Health Issue, in Unexpected Ways - Scientific American	0:40

From tablet access: 3% recirculation, 0:22 engaged time Top 3 pages, as measured by 'concurrents':

365 1,248	Giving Birth To A Tropical Parasite [Video; Not For The Squeamish] Compound Eye, Scientific Americ	0:44	133 Giving Birth To A Tropical Parasite [Video; Not For The Squeamish] Compound Eye, Scientific Americ 1,387	0:09
58	Science News, Articles, and Information - Scientific American	0:08	 8 Dyslexia Can Deliver Benefits - Scientific American 30 I 7% 	
47	The Secret to Raising Smart Kids - Scientific American	0:47	 Five Things Being A Zumba Instructor Has Taught Me About Science Communication I PsySociety, Scienti 12% 	0:14

Source: Chartbeat

 Best recirculation and engagement time comes from desktop access vs. mobile and tablet access. No notable differences in top pages by device.

People find Scientific American successfully through social and organic search, but there is a lack of engagement for the majority of users. The website doesn't do a good job of accurately presenting the brand.

Web Traffic Frequency



United States



Source: Quantcast, Quantcast

- Sizable set of regular users (use the site more than once a month but less than 30 times) but still only account for ~40% of site visits.
- Instead, majority of users are passers-by and they account for the bulk of site visits with ~58% of all site visits coming from them. Presents an opportunity to get regulars to visit more and convert passers-by into regulars.





Source: Chartbeat

- In accordance with prior data around few regulars, Chartbeat data shows a similar breakdown in visitors, emphasizing new and showing the opportunity to grow "loyal" visitors.
- Aligned with visitor frequency and overall performance data, Chartbeat data shows majority at one visit per person, per week and only one article read per person, per week.
 People aren't staying or returning for content.

Ecosystem

The publication must feel as compelling online as it does offline, helping to promote increased subscriptions and a larger readership base.

Your readers expect the brand to deliver consistent value across all content platforms, in turn enhancing brand equity and crafting sustainable experiences.

This holistic approach also applies to content on the website itself.

However the current website offers a fragmented experience with cluttered organizational principles and inconsistent hierarchies.

The current information architecture is far too limiting, siloing content in granular buckets that are not intuitive and present barriers to entry.

Ecosystem - Current Site Map





The complete digital ecosystem must be taken into consideration. Editorial strategy and product offerings need to work in tandem to establish connected narratives and drive sustainable engagement.



Registration wall and premium paid content.

The website provides two distinct offerings, however they are not mutually exclusive. Content consumption should help promote product conversion, and conversely existing subscribers should be compelled to explore and purchase new content.

Ecosystem



Consolidate navigation hierarchies to differentiate product offerings from editorial content.

Ecosystem



Yet, through in-page contextual placement, editorial and product can intersect – with articles promoting related product offerings.

The information architecture also needs to be oriented towards the user, not institutional conventions or editorial workflows.

Ecosystem - Proposed Digital Ecosystem



Content should be structured around focused topics or thematic channels, as opposed to internal sub-brands and specific content types that make less sense to end users.

SEGMENT NAME \$		US UNIQUES % 🗘	GLOBAL UNIQUES -	GLOBAL UNIQUES % 🗘	SEGMENT NAME \$		US UNIQUES % 🗘	GLOBAL UNIQUES -	GLOBAL UNIQUES % 🗘
Topics (77)	1,528,112	46.3%	2,652,065	48.3%	More Science	415,491	27.2%	742,860	28.0%
News and Features	879,309	26.6%	1,514,641	27.6%	Mind and Brain	371,535	24.3%	667,300	25.2%
 Blogs Network (2) 	453,339	13.7%	789,228	14.4%	Health	336,515	22.0%	539,945	20.4%
SA Magazine	153,173	4.6%	274,123	5.0%	Space	184,129	12.0%	313,605	11.8%
SA Mind	106,644	3.2%	199,752	3.6%	Energy and Sustainability	139,249	9.1%	232,406	8.8%
 Videos and Podcasts (2) 	63,624	1.9%	121,345	2.2%	Evolution	77,092	5.0%	127,129	4.8%
More Science	21,897	<1%	44,225	<1%	Technology	57,473	3.8%	110,288	4.2%
 SA Espanol (2) 	1,368	<1%	22,431	<1%	Education	57,591	3.8%	87,476	3.3%

Content Performance

 "Videos and Podcasts" and "SA Espanol" account for minimal traffic. Of all "Topics",
 "More Science", "Mind and Brain", and "Health" rank highest in traffic, as measured by uniques (US and Global).
	US UNIQUES \$	US UNIQUES % 🗘	GLOBAL UNIQUES -	GLOBAL UNIQUES % 🗘	SEGMENT NAME \Rightarrow	US UNIC
Topics (77)	1,528,112	46.3%	2,652,065	48.3%	More Science	41
News and Features	879,309	26.6%	1,514,641	27.6%	Mind and Brain	37
 Blogs Network (2) 	453,339	13.7%	789,228	14.4%	Health	33
SA Magazine	153,173	4.6%	274,123	5.0%	Space	18
SA Mind	106,644	3.2%	199,752	3.6%	Energy and Sustainability	13
 Videos and Podcasts (2) 	63,624	1.9%	121,345	2.2%	Evolution	7
More Science	21,897	<1%	44,225	<1%	Technology	E
 SA Espanol (2) 	1,368	<1%	22,431	<1%	Education	Ę

SEGMENT NAME \$	US UNIQUES \$	US UNIQUES % 🗘	GLOBAL UNIQUES -	GLOBAL UNIQUES % 🗘
More Science	415,491	27.2%	742,860	28.0%
Mind and Brain	371,535	24.3%	667,300	25.2%
Health	336,515	22.0%	539,945	20.4%
Space	184,129	12.0%	313,605	11.8%
Energy and Sustainability	139,249	9.1%	232,406	8.8%
Evolution	77,092	5.0%	127,129	4.8%
Technology	57,473	3.8%	110,288	4.2%
Education	57,591	3.8%	87,476	3.3%

Source: Quantcast

 "Topics" and "News and Features" rank highest in traffic, together accounting for roughly 75% of uniques (US and Global). Of all "Topics", "More Science", "Mind and Brain", and "Health" rank highest in traffic, as measured by uniques (US and Global).

Ecosystem

154	The Secret to Raising Smart Kids - Scientific American 45%	1:00
101	A Dog Rolling Over During Play Is a Combat Tactic, Not Submissio 14% 43%	0:53
82	Newfound Exoplanets Are Most Earth-Like Yet - Scientific American 88%	0:38
78	Science News, Articles, and Information - Scientific American	0:16
35	The Secret to Raising Smart Kids - Scientific American RETAINING 66%	1:06

6	Does Thinking Really Hard Burn More Calories? - Scientific Americ	9:54		
3	Mythbusting 101: Organic Farming > Conventional Agriculture Scie	8:01		
3	Being Suicidal: What It Feels Like to Want to Kill Yourself Bering in	3:49		
3	How Gut Bacteria Help Make Us Fat and Thin - Scientific American	3:45		
3	Study shows gender bias in science is real. Here's why it matters.	3:24		
10	Making Evolution Make Microbes Make Products - Scientific Ameri	2:46		
3	What causes a volcano to erupt and how do scientists predict erup	. 2:43		
5	5 Weird but Effective Health Trackers - Scientific American	2:37		
3	Deforestation and Its Extreme Effect on Global Warming - Scientific	. 2:28		
		Source	e: Chartbe	eat

— As of 1/11/15:

Top pages sorted by "concurrents".

- As of 1/11/15:

Top pages sorted by "engaged time".

Topical channels maintain focus by harnessing restraint. The information architecture then becomes **"content type" agnostic**, with the exception of key branded products.

By curating content around topical collections and themes, we will help users sort relevance that spans the entire website.

Current Content Organization

There are currently too many options presented to users by integrating content types and internal distinctions (i.e. "Fact or Fiction", "Interactive Features), with topical content (i.e. "Evolution", "Space").



Proposed Content Organization

Structuring content around clear topics that are relatable to users. Streamlining information will heighten discoverability and facilitate connections between sections across the site.



Ecosystem - Editorial





User experience and content cannot be separated. How the content is delivered is as important as the content itself.

But your content is the workhorse. The platform must promote flexibility, but never get in the way of delivering intuitively engaging content.

The site needs to encourage a positive reading experience and win over readers. They are the heroes.

Editorial

Scientific American takes pride in the content it publishes, but that great content is often buried and lost on the reader.

As a result, users are not dedicating substantive time once on the site.

Recirculation Performance:

- On 1/5/15, front page: 20-30% CTR, with ~1,250 views/hour and ~350 clicks into content/hour.
- 12% recirculation (% of audience clicking from one page to the next within visit).
- Majority of visitors staying on the site less than one minute, view one page only, and only visit that one time. This represents the average only not the loyalists.
- Aligned with visitor frequency, data shows majority (approximately 83%) at one visit per person, per week and only one article read per person, per week. People aren't staying or returning for content.

Source: Quantcast, Chartbeat, Outbrain, Webtrends

As of 1/13/15, top stories as ranked by total engaged minutes:

1 37,95 ✓ down 42	The Secret to Raising Smart Kids - Scientific American TOP REFERRER: MISSED OPPORTUNITY Image attracted many new visitors to your site	0:59 452 Concurrents
2 25,5 8	A Dog Rolling Over During Play Is a Combat Tactic, Not Submission Dog Spies, Scientific American B TOP REFERRER: m.facebook.com MISSED OPPORTUNITY STRONG SOCIAL	0:47 182
3 23,44 ~ down 12	China Spacecraft Enters Orbit around the Moon - Scientific American TOP REFERRER: news.google.com MISSED OPPORTUNITY This page attracted many new visitors to your site Links from other sites were the dominant source of traffic for this page	0:46 306
4 7,6 ¹ ∽ down 57	The Secret to Raising Smart Kids - Scientific American TOP REFERRER: m.facebook.com MISSED OPPORTUNITY BISTRONG SOCIAL	0:51 69
5 7,50 ~ down 47	Strange but True: Drinking Too Much Water Can Kill - Scientific American fop REFERRER: This page attracted many new visitors to your site	0:51 31

Source: Chartbeat

- Across all top engaged stories, consistently "missed opportunity" with very few users visiting these pages clicking through to and spending time on other pages.
- 3 of the top 5 showed "social" as the dominant source of traffic.

This month - JAN 1 st -31 st , 2015 / COMPARE ©		* •
http://www.scientificamerican.com/ Style	Infrared + Density 60 +	Update
	. (i.
and the second sec		

Source: Webtrends

- Heat map corresponds largely to where
 Scientific American content is concentrated,
 where vertical strip feed of articles are listed,
 and top content bar is.
- Highlights the opportunity to take advantage of other real estate on the page with content they care about, vs. what's currently there and not engaged with: "More from Scientific American", "Follow Us".

Action (89)	Visits -	Clicks
1 NavBar	503,337	741,985
2 Homepage: Latest Headlines article click	249,419	326,391
3 Homepage: Science Agenda clicks	233,041	272,273
4 RightNav: Latest Headlines article click	102,809	126,082
5 Article: Related article click	68,684	88,685
6 NavBar_Persistent	67,541	80,160
7 Homepage: Blogs article click	64,158	77,651
8 RightNav: Latest Blogs article click	57,969	65,969
9 ecom_landing page_subscribe	53,326	82,141
10 Search: Page Number	37,736	105,778

Source: Webtrends

On site links used with most frequency:
 Largely looking for navigation, particularly navigation to headlining content.

 However, over-reliance on navigation is probably due to information architecture deficiencies – cluttered messaging, unconsolidated hierarchies, and limited in-page or contextual navigation.

We must significantly heighten **discoverability** across the entire site.

This compromised discoverability is partly due to the lack of structural clarity — hidden content, an inaccessible navigation vernacular, and disparate sub-branded collections.

However the primary factor is **limited recirculation opportunities** across the entire site.

Having great content isn't enough. You need to keep content engaging by leveraging your extensive content repository and targeting relevant use cases.

Your core tenant of "our reader likes to be the smartest person in the room" will be a direct consequence of improved circulation models.

Their **curiosity** and **anticipation** are key to crafting memorable experiences and driving sustained engagement.

Using clear way-finding signals won't overwhelm users with too many options of what to read next, instead employ restraint with focused modes of re-circulating content.

Editorial



Landing (Browsing)



Sections (Deep navigation)





Article level (Circulation)

Navigation from the nav bar.

Editorial



Landing (Browsing)

- Multimedia Content
- Related Content / TagsArticle Content



Article level (Circulation)





Article level (Circulation)

Contextual in-page navigation.

User Journey

Users are circulated through related content and given an impulse to both explore across topical channels and come back for related content.

By being more contextual, Blogs (and Archive) can be better integrated into the reading experience.

Users don't rely on end-of page features by presenting circulation options higher up the page alongside article content.



To drive awareness, we also need to create content tailored for distribution across social platforms — with clear, accessible headlines and concise digestible storylines. This will help increase both readership and user engagement.



As measured on 1/11/15:

As measured on 1/13/15:



As measured on 1/13/15:



Source: Chartbeat

- Most traffic from social. (Facebook is key referrer) Search also accounts for a solid half of traffic.
- When accessing from desktop platforms, traffic sources largely mirror that of the site overall. However, when accessing from mobile platforms, social accounts for majority of traffic, with "internal" accounting for a solid half of traffic; traffic is coming in significantly less by way of search.

Social integration needs to be better considered. Given 3 out of 5 of the top performing pieces of content showed social as the dominant source of traffic, paired with social's dominant impact on mobile traffic.

Sharing tools need to be easy to find and use, threading community involvement through out the site and packaging sharable content.

Tweet This oppose "There is a big part of this collection that needs to keep this company going. Or else there will be nothing."

Phillip Lim

Another Swarovski award, for menswear, followed in 2012. In June, Lim

To encourage mobile engagement and sharing, immediately digestible short form content needs to be balanced with longer form articles.

Consistently Top Performing Articles Across Varying Metrics:

- The Secret to Raising Smart Kids
- A Dog Rolling Over During Play...
- Five Things Being a Zumba Teacher...
- What Really Happens When Lightning Strikes Sand...
- Giving Birth to a Tropical Parasite
- Can Pigs Empathize...

Source: Outbrain

Content with Greatest Reach on Social:

- What Can Mindfulness Meditation Do For Your Brain
- The Wonderfully Messy Minds of Creative People
- On Stephen Hawking... the Myth of the Lone Genius

Source: Outbrain

Content with Lowest Reach on Social – Vague Titles and Promotional in Nature:

- Want to Stay Ahead of the Curve? Learn from the best (NYU and SciAm education course info)
- There is still time to get one of our one of a kind 2015 Hubble Telescope Calendar
- Roundup: Distinctively human

Source: Outbrain
Scientific American should keep in mind social and mobile friendly headlines, as the brand establishes a more comprehensive presence with those audiences.

You must publish content regularly to ensure readers can follow narrative arcs and support recirculation efforts. The number of topics and branded channels should also be consolidated to focus user engagement.

Storytelling

Content on scientificamerican.com must be premium — presented within a clean, design-driven, and uncluttered viewing experience.

Additionally, there is a broad range of available material – from temporal to evergreen articles – without clear distinctions being made between shorter form news and in-depth features.

By accommodating visitors' behavioral patterns, we can better align this content with readers' habitual routines.

Digestible Sharable Stay informed	Pace			Depth	
Short Form News Explore	Pa	се	Depth		
Featured News Content Deepen	Pace		Depth		

There needs to be clear differentiation and a gradation of engagement in how users relate to short (news) versus long form (in-depth feature) content.

Surfacing time cues can help set readers' expectations on content engagement.



Pen and paper. Then the typewriter. Now Medium. Tell your story. More about Medium

Scientificamerican.com can better highlight trending topics, live storylines, and breaking news – allowing for more content to be efficiently previewed and consumed in-line.

You need to have the affordance to easily elevate a story's presence on the site or as easily have it recede (i.e. Ebola as recent news, versus three weeks later).

Grounding the present tense within larger, developing narratives provides a sense of purposeful "now" – delivering storylines that your visitors genuinely care about.

Sorting Relevance Bridges Expectation and Retention



It is also integral to capitalize on growing video and podcast contributions by highlighting those media and threading them across all sections of the site.

Although video integration needs to be scaled and further defined (with topical organization, dailies, and evergreen content) – even the currently modest video presence drives an impressive 75% engagement.

The "60-second" series has the highest podcast engagement, and drives enough awareness to be within the top ten searched items on the site over the past year.

Finally, your network of blogs provide an opportunity to interject relatable personality into the brand.

To heighten popularity by adopting a loyal following, even the blogs should be more topical and packaged into series — as opposed to internal distinctions such as "staff blogs".

Scientific American Staff					
Anecdotes from the Archive	SEGMENT NAME \$	US UNIQUES 🗘	US UNIQUES % 🗘	GLOBAL UNIQUES -	GLOBAL UNIQUES %
@ScientificAmerican	Network	202 524	44 79/	252 002	44.69
Dark Star Diaries		202, 324	44.770	552,055	44.6
Observations	Beautiful Minds	38,448	19.0%	70,763	20.19
SA Visual					
Streams of Consciousness	Extinction Countdown	19,114	9.4%	31,045	8.89
Talking back	Total Total Total	17.050	0.0%	20.244	0.00
AIND Blogs	l etrapod Zoology	17,950	8.9%	29,344	8.37
Beautiful Minds	Cocktail Party Physics	14,907	7.4%	28,734	8.29
Dog Spies					
Illusion Chasers	PsiVid	15,868	7.8%	28,582	8.19
MIND Guest Blog					
Not bad science	Dog Spies	18,746	9.3%	25,969	7.49
PsySociety	Running Ponies	14,312	7.1%	23,909	6.8
Anthropology in Practice					
The Artful Amoeba	Symbiartic	13,221	6.5%	23,655	6.79
Budding Scientist					
Cocktail Party Physics	Roots of Unity	10,806	5.3%	20,457	5.89
Compound Eve	Octopus Chronicles	10,177	5.0%	17,586	5.09
Cross-Check					
Expeditions	 Staff (12) 	179,026	39.5%	313,241	39.79
Extinction Countdown	Guest Blog	74,498	41.6%	139,997	44.79
Food Matters	Cities: Diog	14,450	41.0%	100,001	44.07
Frontiers for Young Minds	Observations	79,083	44.2%	130,084	41.59
Guest Blog					
Life, Unbounded	Voices	7,457	4.2%	12,059	3.89
Plugged In	Talking Back	6,686	3.7%	11,465	3.7
Roots of Unity	g				
Rosetta Stones	Brainwaves	6,407	3.6%	11,041	3.5
Running Ponies					
Symbiartic	Streams of Consciousness	3,234	1.8%	5,606	1.8
Tetrapod Zoology	Expeditions	2 (20	1 /1%	5 010	1.6
Unofficial Prognosis	Expeditions	2,420	1.470	5,019	1.0
The life of the life					
The Urban Scientist	Anecdotes from the Archive	2,397	1.3%	3,638	1.2

 Blogs Network performance breakdown:
 "From our Network" blog category outperforms
 "Staff" blog category in traffic, but may have to do with greater amount of content and options from "Network". Within network, "Beautiful Minds" largely outperforms other blogs. Within staff,
 "Observations" largely outperforms other blogs. However, measuring by global uniques,
 "Guest Blog" outperforms all with ~140k, over "Observations" with ~130k.

Scientific American offers many compelling, qualified writers. You should leverage your contributors as valuable resources that can be better surfaced via the blog network.

Products

Scientific American has a wide and differentiated product offering. To bolster monetization initiatives, calls to action and paths to conversion need to be simplified and made more intuitive.

Product SKU (1352)		Revenue	•
1 SAD	184,393.89		
2 SCA-ALL-US	95,436		
3 SCA-ALL-INT	60,192		
4 SCA-US	34,436.22		
5 MND-D-1	27,966.01		
6 MND-PD-US	21,982.67		
7 SCA-PD-US	20,355		
8 SCA-INT	18,920		
9 MND-PD-INT	11,840		
10 SCA-ALL-CA	10,296	1	

Product SKU (1352)	Visits	Product Views		Orders	-
1 SAD	26,191	0	4,607		
2 SI-SCA-20141101	6,290	0	1,546		
3 MND-D-1	7,419	0	1,399		
4 SCA-US	5,345	0	1,378		
5 SCA-ALL-US	9,378	0	964		
6 NPG-2014-BOOKS-AND-ARTS-SPECIAL-N1-1	2,378	0	946		
7 SI-SCA-20140901	4,225	0	932		
8 MND-PD-US	2,953	0	733		
9 SCA-ALL-INT	7,383	0	608		
10 SISCEB-23-3s-1	2,268	0	589		

Source: Webtrends

Product Performance

 Top 10 product SKUs by revenue and order number.

New and Repeat Buyers (2)	Orders 👻	Revenue
1 ⊫ New Buyer	21,566	547,875.00
2 ▶ Repeat Buyer	1,947	42,007.17

New vs. Returning Visitors (3)	Orders -	Revenue
1 Returning Visitors	12,164	309,646.88
2 ► New Visitors	11,218	277,040.54

Source: Chartbeat

 Majority of product orders from new buyers, not repeat buyers; while visitors are new or returning doesn't have nearly as large of an impact on orders and revenue.

While mobile represents 28% of page views, mobile only translates to 1% of purchases. Based on the average order price for mobile, mobile users are primarily purchasing single issues.

Products



* SA Briefings, SA Chronicles, SA Live Video Lectures, SA Classics & Specials, Nature Branded Products, Gifts, Books

Products

		All Access	Digit Print	Digit	Print
SA Briefing	Digital	* full archive access	* limited archive access	* limited archive access	
SA Chronicles - WWI	Print / Digital				
SA Live Video Lectures	Digital				
SA Classics & Specials	Digital				
Nature Branded Products	Digital				
Gift	Print / Dgital				
Books	Print / Digital	Store (Amazon, Apple, B&N)			

Key conversion areas.



Increase registration with clearer presentation of subscription plans.



Minimize paywall and disperse product offering as barriers to entry for featured content.



Streamline eCommerce experience.



Subscriptions remain the primary source of revenue and visibility shouldn't be compromised, but they need to be better aligned with user needs.

Capitalizing on integrated consumption experiences – tiered subscription-oriented models should provide clear means of comparison.

Products

There needs to be a clearer, focused presentation of core product – especially as it relates to comparing subscription plans. Single issue content should also be more contextually populated sitewide.

PRODUCT TYPE

	PRINT SUB	DIGITAL SUB (ARCHIVE)	ALL ACCESS P/ D/T (ARCHIVE)	TABLET SUBSCRIPTION* (ARCHIVE)	PRINT + TABLET (ARCHIVE)	PRINT + DIGITAL (ARCHIVE)	DIGITAL SINGLE ISSUE/CONTENT PRODUCT	TABLET SINGLE ISSUES	PRINT SINGLE COPY SALES	NON-CONTENT PRODUCT
SCIENTIFIC AMERICAN MAGAZINE	YES	YES (4 YEAR OR FULL)	YES (FULL)	YES (CURRENT TERM)	YES (CURRENT TERM)	YES (4 YEAR)	YES	YES	YES (CDS & TBD SW)	NO
SCIENTIFIC AMERICAN MIND MAGAZINE	YES	YES (1 YEAR)	NO	YES (CURRENT TERM)	YES (CURRENT TERM)	YES (1 YEAR)	YES	YES	YES (CDS & TBD SW)	NO
BOOKAZINES	NO	NO	NO	NO	NO	NO	YES	NO	YES (CDS & TBD SW)	NO
SA CLASSICS	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
SPECIAL EDITIONS	NO	NO	NO	NO	NO	NO	YES	NO	YES (CDS & TBD SW)	NO
BRIEFINGS	NO	YES (30 DAY)	NO	NO	NO	NO	NO	NO	NO	NO
WW1 ARCHIVE	NO	YES (WW1 ONLY)	NO	NO	NO	NO	NO	NO	NO	NO
SA EBOOKS	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
NATURE PRODUCTS	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
FSG BOOKS	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
NATURE EDUCATION EBOOKS	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
SA LIVE LECTURES, WEBINARS, EVENTS	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
SA CUSTOM MEDIA MAGAZINES	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
NYU POLY COURSES	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
SA MEDICINE, SA SURGERY	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
SA CONSUMER HEALTH	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
INSIGHT CRUISES/TRAVEL PACKAGES	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
MERCHANDISE	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
SPANISH EDITIONS	YES	YES (FULL)	NO	NO	NO	NO	YES	NO	NO	NO

PLANNED IN 2015

In particular, it should be more prominent that subscriptions can provide access to the archive — an invaluable resource.

Scientific American offers too many product options, with minimal differentiation between the choices presented – for example, what is the difference between a tablet and digital subscription?



There is general confusion from a user experience perspective around product offerings. For example, the extensive archive not prevalent and what an "All Access" subscription provides.

Your most valued content is currently gated by an alienating paywall.
We should **connect free and paid content**, building sustainable engagement and customer loyalty.

We should look to further package custom digital content that is thematically related.

Note: needs to align with ASME guidelines

Better surfacing custom programs, branded anthologies, archive collections, and building towards content merchandising.

When readers engage with articles, we should soften paywalls by easing on-boarding with contextual purchase opportunities.

Products - Contextual Conversion

	Paid Feature	
Article to archive tout	Article to in-depth feature	Article to related collection

Circulation surfaces products that are otherwise buried. Users are progressively brought to product options via related interests.



- Editorial Content
- Product Related









Actions

- User browses SA Twitter feed
- User clicks on an article link

Actions

- User reads article
- User clicks on a suggested or related article

Actions

- User reads article
- User clicks on a product related

Actions

- User browses SA Archives section

With an active interest in topical-based packaging of evergreen content, your archive specifically must be made considerably more prominent and searchable.

We need to embrace the simple notion that the archive is evergreen, and the digital archive as product is a key value proposition to users.



There isn't a clear destination for shopping. Instead there's a scattered and inconsistently treated experience across the site.

Scientific American needs to introduce a defined shopping section that follows established eCommerce conventions — to provide immediate, purposeful utility and establish brand relevance.

Introducing both chronological and topical browsing will help unify a fractured store experience.

With improved product differentiation and harnessing both contextual and storefront product placement, we can alleviate the dependance on only "premium" content driving marketing and sales.

Advertising

Even with only 15% of revenue directly from ad sales – the rest relying on direct product sales and royalties – there needs to be more successful, bespoke ways to integrate advertising.

Better segmentation in advertising is critical, with ad placement that plays off content and speaks to audience-specific interests.

Avoiding right rail blindness by increasing viewability that isn't destructive to the experience.

Bespoke Advertising

Leveraging an entirely new design, the website can move between standard and custom display units that both feel unique to Scientific American.





Note: needs to align with ASME guidelines

The current site structure also limits how Scientific American can integrate native and third party content.

Scientific American can capitalize on editorial anthologies by pairing them with targeted sponsored content opportunities.

Your rising commitment to video will allow for additional opportunities to seamlessly accommodate sponsored content.

Design

Scientific American is afforded the luxury of working with compelling illustrative material. **The website re-design must be more visual**, selectively bringing those elements to the forefront as defining brand characteristics.

We must balance an open, breathable layout that enhances the reading experience with elegant, immersive visuals.

Clean typography has to complement interactive features such as enhanced browsing and exploring infographics.

The design needs a timeless aspiration, avoiding trending innovations that are transient and may detract from the content itself.

Again, with your online traffic increasingly coming from mobile, it is imperative that we craft a platform built with accessibility in mind.



Source: Quantcast

 Mobile web is on par with or slightly outperforming online web, although recirculation is currently much more likely on desktop (v.s tablet/mobile). Scientific American has more mobile web page views from iOS than other operating systems for mobile web globally. Android is not far behind.
On the iOS platform, the iPhone still accounts for the majority of page views, though a good 29% of page mobile web page views come through an iPad.

Efficient use of space will enable readers to quickly scan headlines and drill to their preferred topic-area.

Ensuring the responsive website works beautifully on devices of all shapes, sizes, and capabilities, **anticipating mobile-first thinking** at every step of the design process.

Summary

Areas of Opportunity



The Platform Needs A Clear Breakdown:



Summary

User-focused

Topical based organizational principles will elevate engagement by orienting content to readers, as opposed to internal workflows.



Establish a singular brand construct that highlights both connection and differentiation between editorial and product.

Discoverability

Intuitively connect related content pieces to allow visitors to craft their own path through the site. Well-considered circulation models can deliver timely, relevant content and an impulse to return.
Contextual

Embrace rich storytelling by defining context as a means to reorganize and prioritize content. Context is much more than a device. It is temporal, spatial, and highly personal. The website can inform and draw attention to things people take for granted.

Consolidated

Content consumption must be aligned with buyer expectations. Clear product presentation and a streamlined catalog can promote registration and help increase conversion opportunities.

Premium

Blend form and function to design a thoughtfully focused, legible reading experience. A consistent brand construct will be crafted by harnessing restraint and championing compelling visuals.

Next Steps

It should be an agile, **modular system** – able to be broken down and re-configured to create a platform that adapts to shifting contexts.

Phase 1	Global	Navigation Footer Social Search & Search Results Recirculation Modules Monetization Membership
	Store / Subscription	Landing
	Homepage	Modules TBD
	Editorial	Topic landing - Variations (Sponsored / Video / Podcast / Blog) Article detail - Modules - Variations - Global Reuse Slideshow/Gallery Video/Podcast
	Education	Landing Judges Course Instructor
	Magazine	Landing / Archive Issue Landing Sorting/Filtering or Search Global reuse
	Tertiary	Footer Pages Newsletter RSS

Phase 2

Global	Espanol Site	
Store / Subscription	Product Listing Single Product Detail Checkout Shopping Cart	
Editorial	Blogs Contributor Network/Author	
Education	Landing Judges Course Instructor	
Press Room	Press Room Landing Expert Directory (Bios) About Us Rights & Permissions Press Inquiry Information	
Tertiary	Mobile Apps Newsletter	

Key Upcoming Meetings

- Requirements: Process and Key Items (1/27)
- Development: Integration Process (1/29)
- UX/IA: Checkin 1 (1/30)
- UX/IA: Checkin 2 (2/06)
- UX/IA: Checking 3 (Final) (2/13)
- Art Direction: Round 01 Presentation (2/16)

Next Steps - Scientific American

Requirements

The next two weeks will focus on gathering requirements for SEO, Advertising, and Content, with the final requirements due next Fri (2/06):

- Confirm preferred integration approach after call with A17 by EOD Fri (1/30)
- Provide advertising requirements across devices for native + custom solutions by EOD Fri for A17 review (1/30)
- Provide SEO guidelines and specs by EOD Fri for A17 review (1/30)
- Provide content requirements for feature sets + website templates by EOD Fri for A17 review (1/30)
- Approve final requirements by EOD Fri (2/06)

UX & Design

Provide feedback on material from UX/IA Checkin 1 Feedback (2/03)

Next Steps - AREA 17

Requirements

• Requirements: provide spreadsheet to gather requirements by EOD Tues (1/27)

UX & Design

- UX/IA: prepare material to share with SA for Checkin 1 on Fri (1/30)
- Art Direction: kick-off research and exploration on Mon (2/02)

Clarification on which marketing initiatives to prioritize:

- Display advertising
- Mobile advertising
- Audio / video advertising
- Tracking support
- Email newsletters
- RSS feed advertising
- Podcast credits

Project Timeline: Overview

* Green bars identify SA involvement



A/

Thank you. Merci.

Nikhil Mitter nikhil@area17.com

Dina Murphy dina@area17.com

Contact Name New York +1646-123-4567 email@area17.com