

Dynamic Website Personalization (DWP) offers us a way to provide relevant content tailored to a specific user's interests or desires. By tracking website behaviour, actions and providing a dynamic tagging protocol we aim to offer our audience more control than ever before over the content they view.

Our goal is to create a world where users will WANT to stay and read, view and interact with content. Tailoring users content streams ensures they are only receiving information that actually matters to them and will therefore create a deeper connection with the individual. It also provides us with a way of adapting quickly to viewing trends so we can tailor our original content to meet demand.

The technology is not exactly new, MailChimp for example; employs a similar concept by segmenting emails based on interests, industry, location etc. They reviewed their customer base and saw a 14.4 percent increase in open rates and a 14.9 percent increase in click-through rates.

We want to stand out by developing a platform that is about networking, sharing and collaborating. Where users don't just have a personal experience but have a social one too and in the current digital landscape, personalized content is becoming more and more expected.

Questions

- Why hasn't this been done before in a fashion, art, design, culture, music, media format?
- How do we create a DWP system. Is a DWP Algorithm difficult to create?
- What are the downfalls of a system like this?
- How can I present the idea to investors/advertisers in a unique way that will secure their support.
- If there is no way of claiming rights to the idea then how do we prevent other media outlets doing the same thing and taking a portion of our audience?
- Why does it seem like this has only been utilized in the realm of advertising, marketing or e-commerce?

Disclaimer

Please ignore the quick design mockup - Visually, it in no way reflects the desired outcome. It is just to demonstrate the concept.

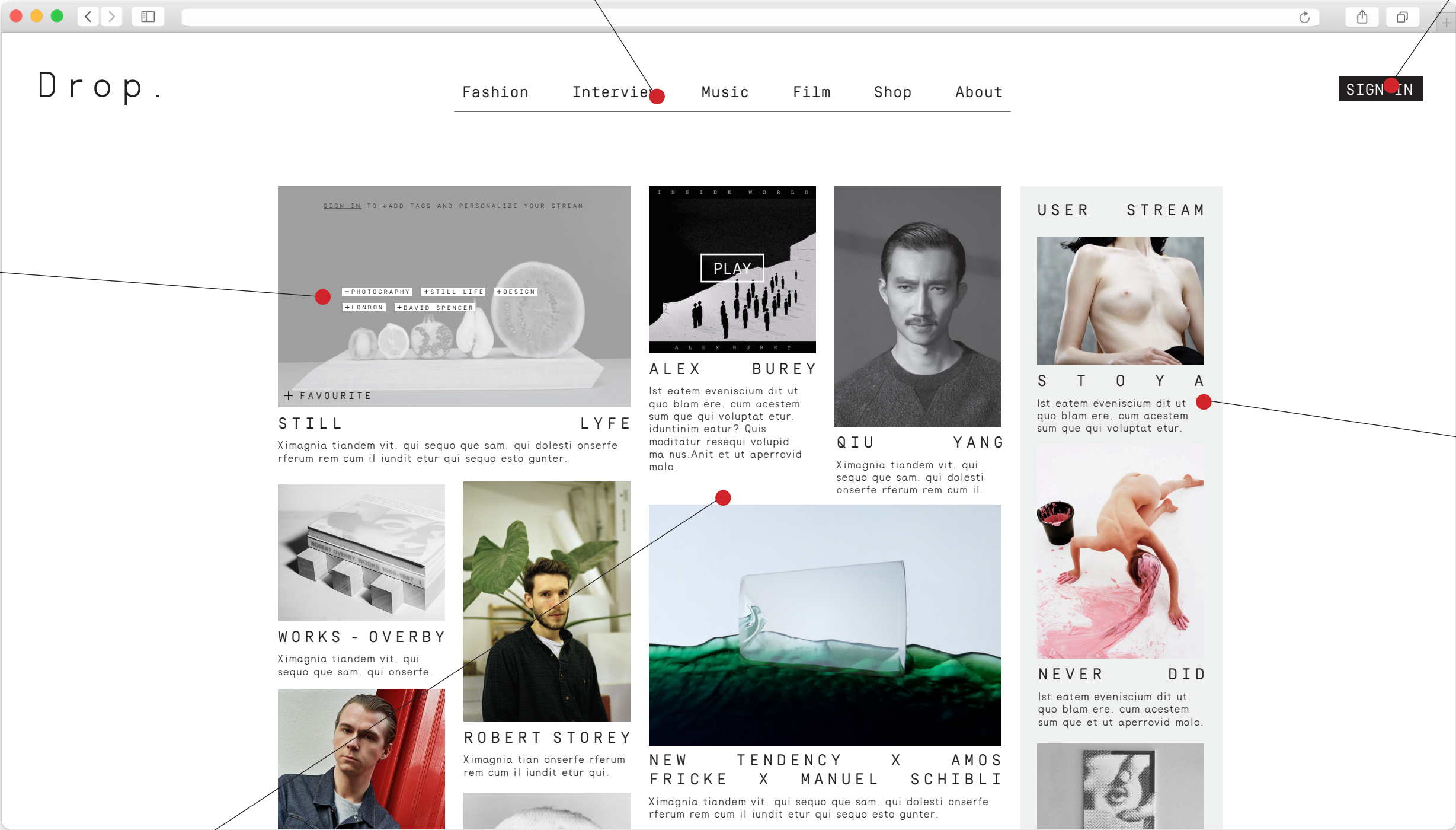
Hovering over thumbnails reveals tags.

If signed into a Drop account users can add tags they would like to follow, or favourite an article.

If they do not have an account they are able filter content by clicking on a tag.

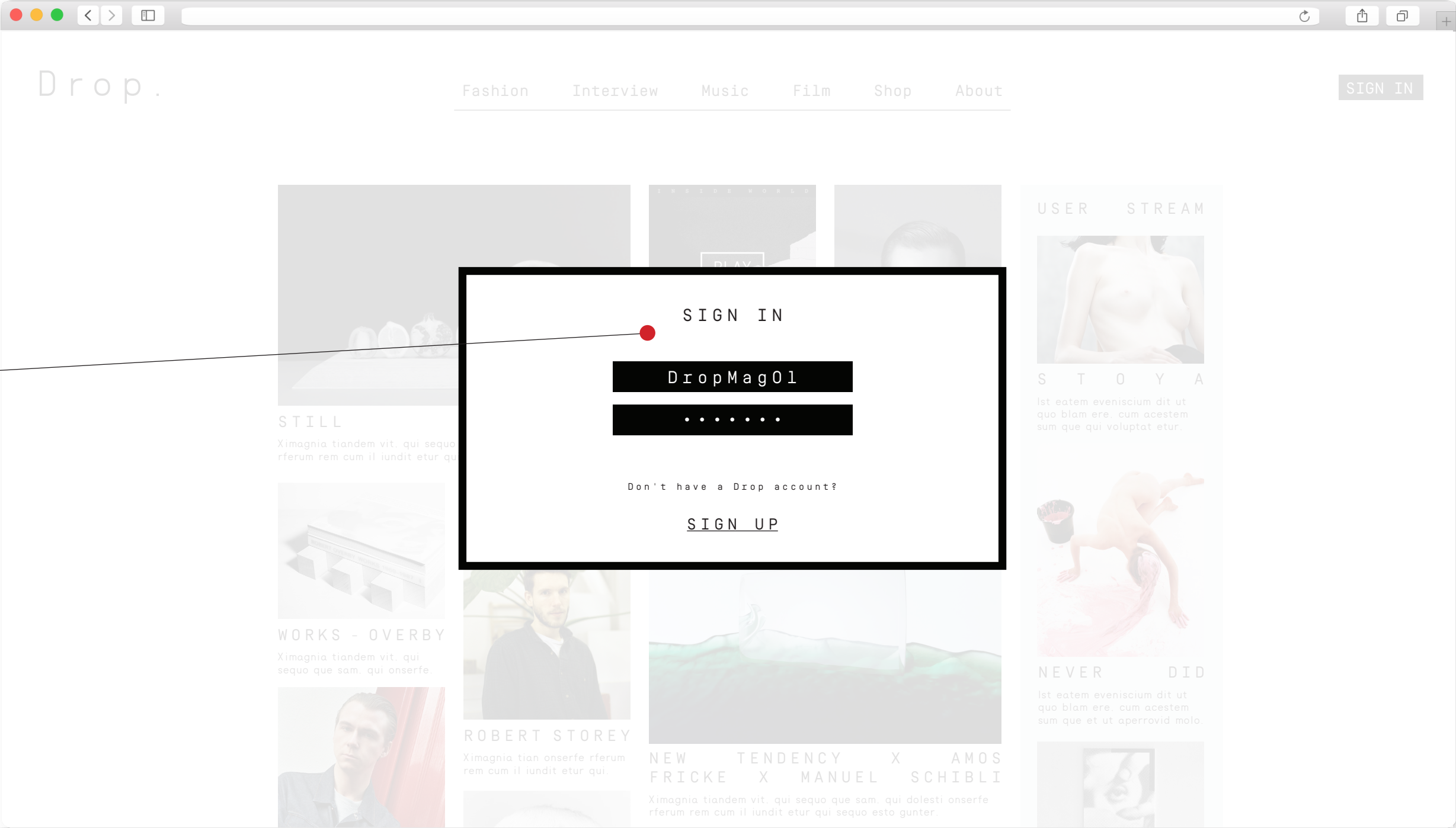
Users can explore content via the navigation menu.

Users can sign in or create a new Drop account.

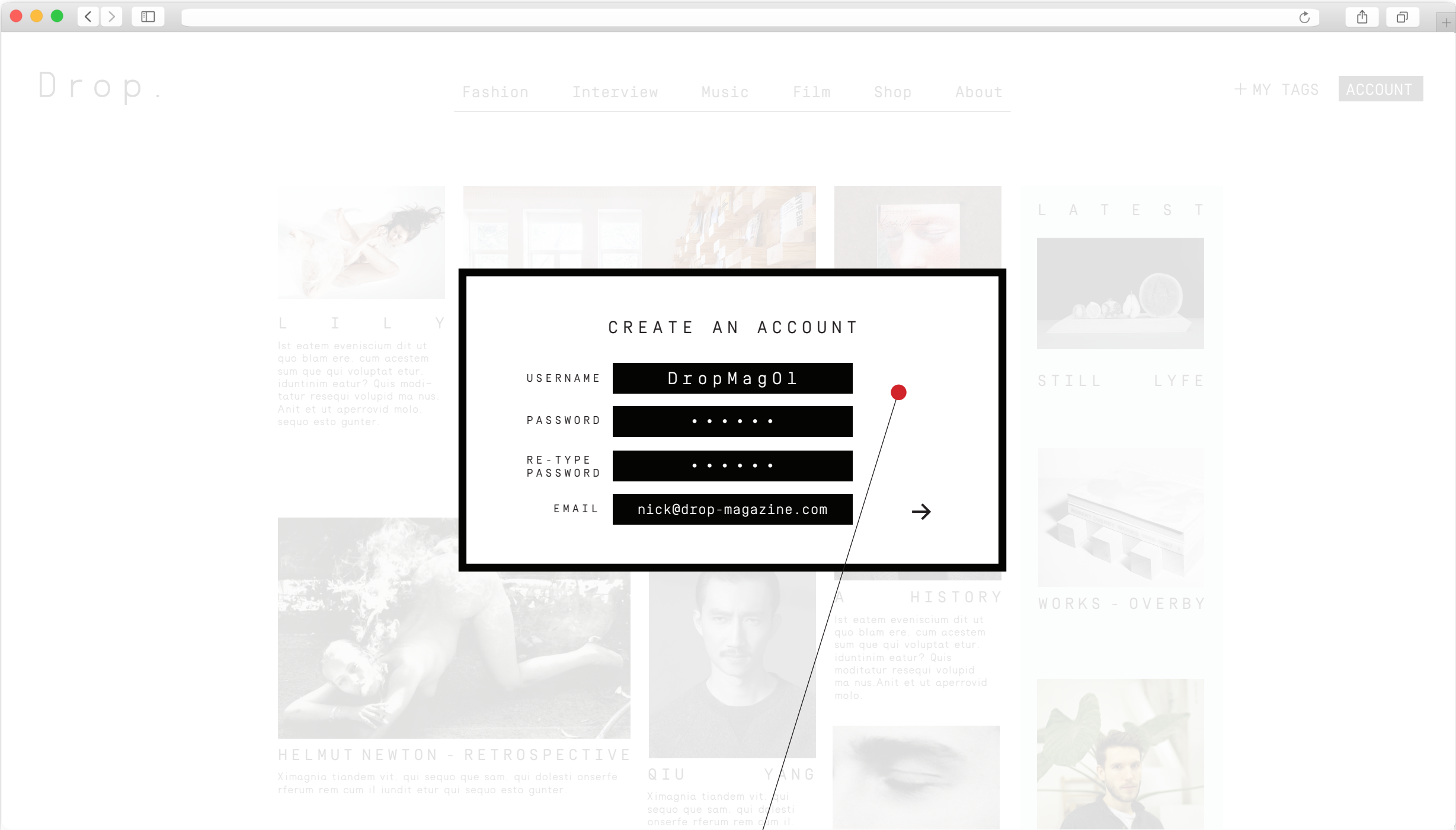


Users are greeted by the home page displaying a stream of the latest original Drop content.

The User Stream displays a curated selection of the best user uploads from the Drop network.



Sign into a Drop account
or sign up for one.



Users sign up to create a Drop account.

Profile information such as age, location, sex and occupation can be used to tailor content to individuals.

Drop.

FashionInterviewMusicFilmShopAbout

+ MY TAGSACCOUNT

CREATE YOUR PROFILE

INFO

NAME

AGE

SEX

LOCATION

OCCUPATION

WEBSITE

BIO

PROFILE PHOTO

SOCIAL MEDIA

Sync your social media channels to share more of what you love with your followers.

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READ OUR [PRIVACY POLICY](#)

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HELMUT NEWTON - RETROSPECTIVE

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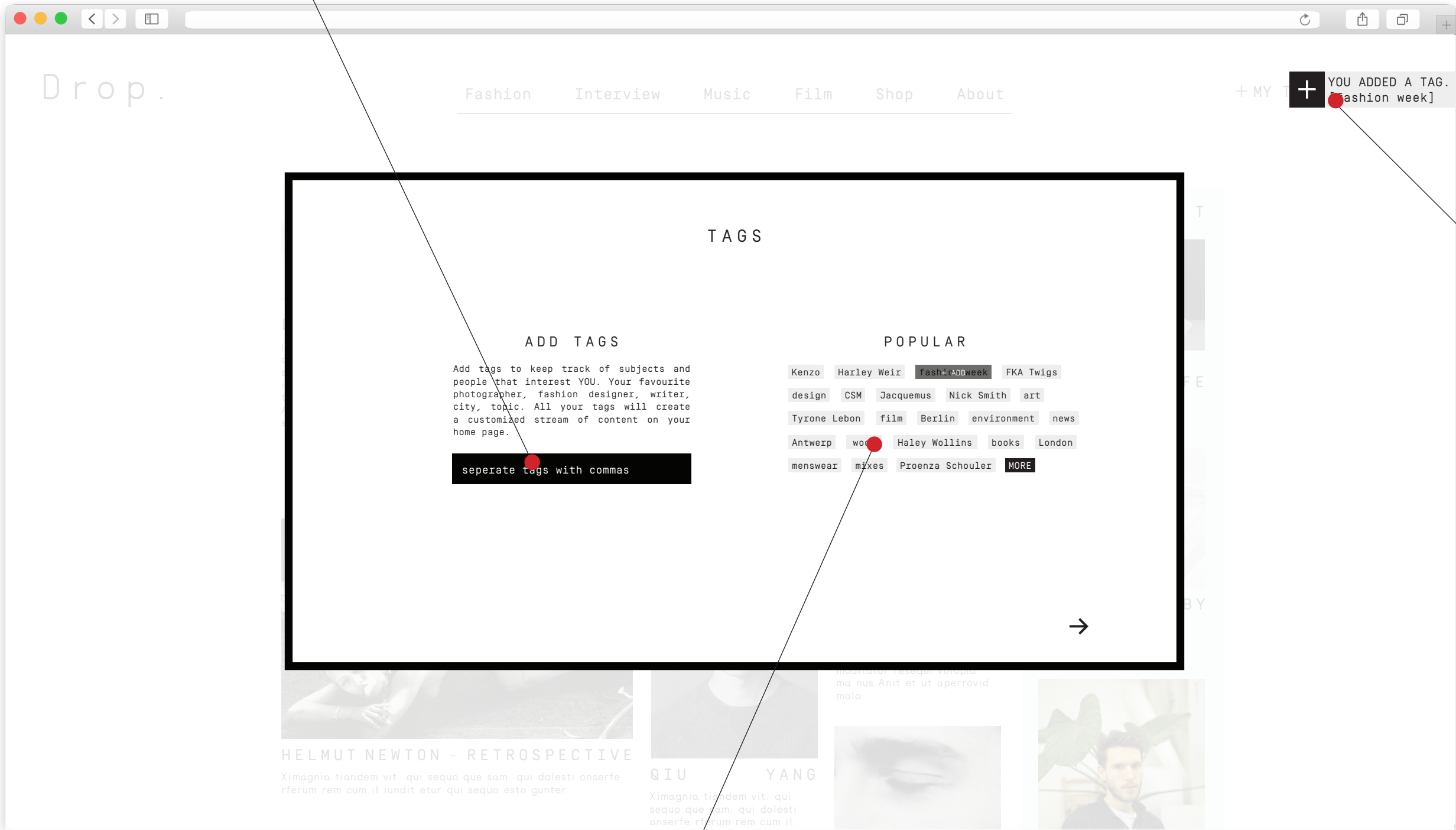
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Users can sync social media accounts such as Soundcloud, Youtube, Instagram etc. which are displayed on their profile page. Other users can view people they follow's musical likes, what they're watching, posting on instagram etc without having to individually following them oon different platforms.

Users can search for or add tags that interest them to create a tailored stream of content on their home page.

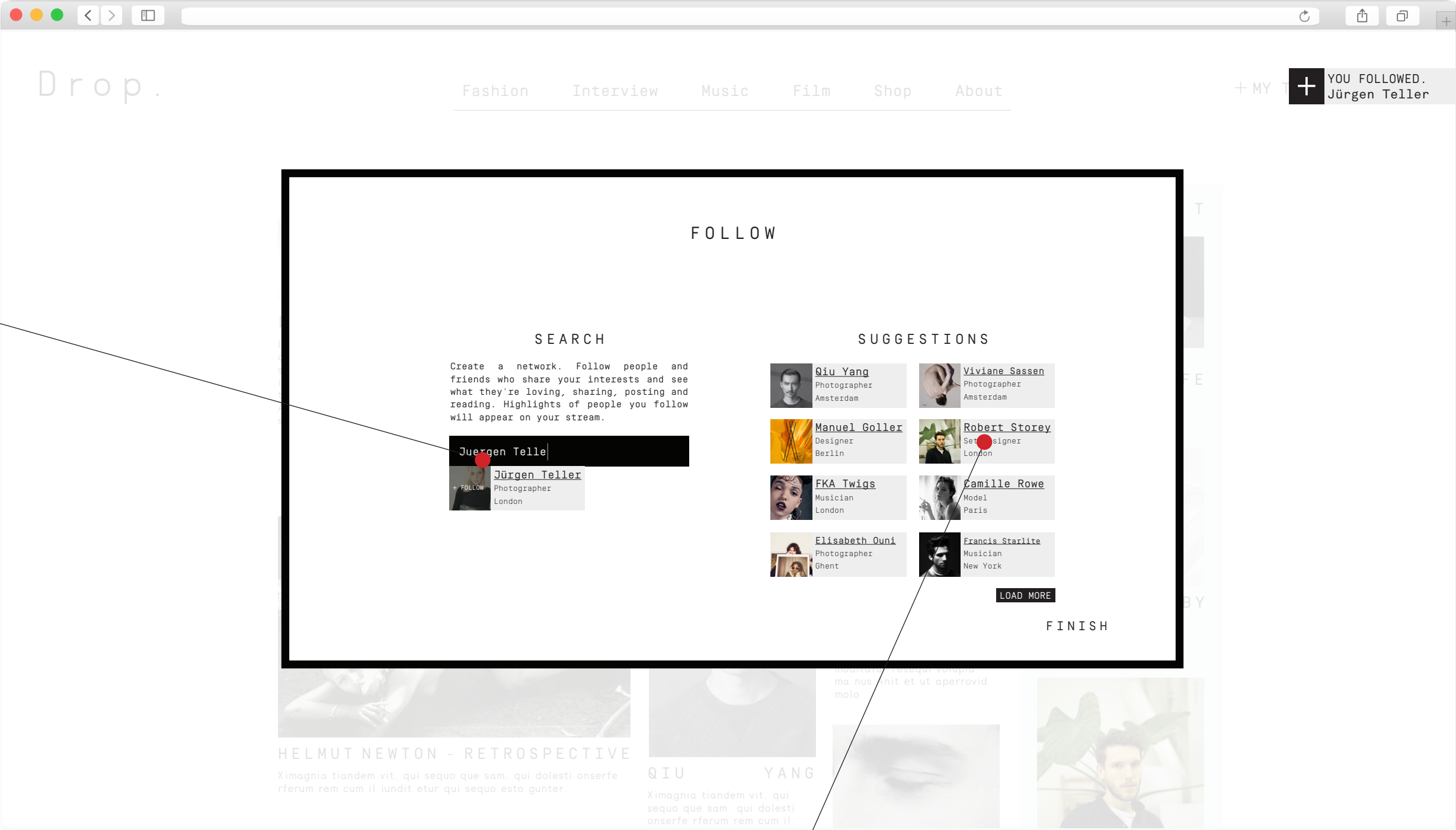
*In addition to key demographic information such as age, location and sex; advertisers can better target their desired audience based on the tags their audience are interested in.



Users will recieve a pop-up notification when they add a tag, follow a user or favourite an article. When new content is posted with any of the tags they follow they'll also see a pop-up informing them.

An ever evolving/updating list of popular tags can provide inspiration or help users to get started following the topics or people that interest them the most.

*By being able to view which tags are currently popular or trending we can quickly adapt our original content production to meet the damands of our audience.



Users can create a network of: people who have similar tastes, friends, or people they admire and be able to view what those users are reading, favouriting and the tags they follow.

A small amount of content from people a user is following will appear on their main stream.

A list of suggested people to follow is available based on users interests and user popularity (followers).

Once signed into their Drop account users are taken to an alternate stream of content tailored to them by using a series of tags that users have personally selected.

Drop.

Fashion

Interview

Music


Film

Shop

About


+ MY TAGS

ACCOUNT




L I L L Y

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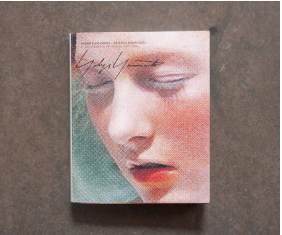
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A HISTORY
OF FILM


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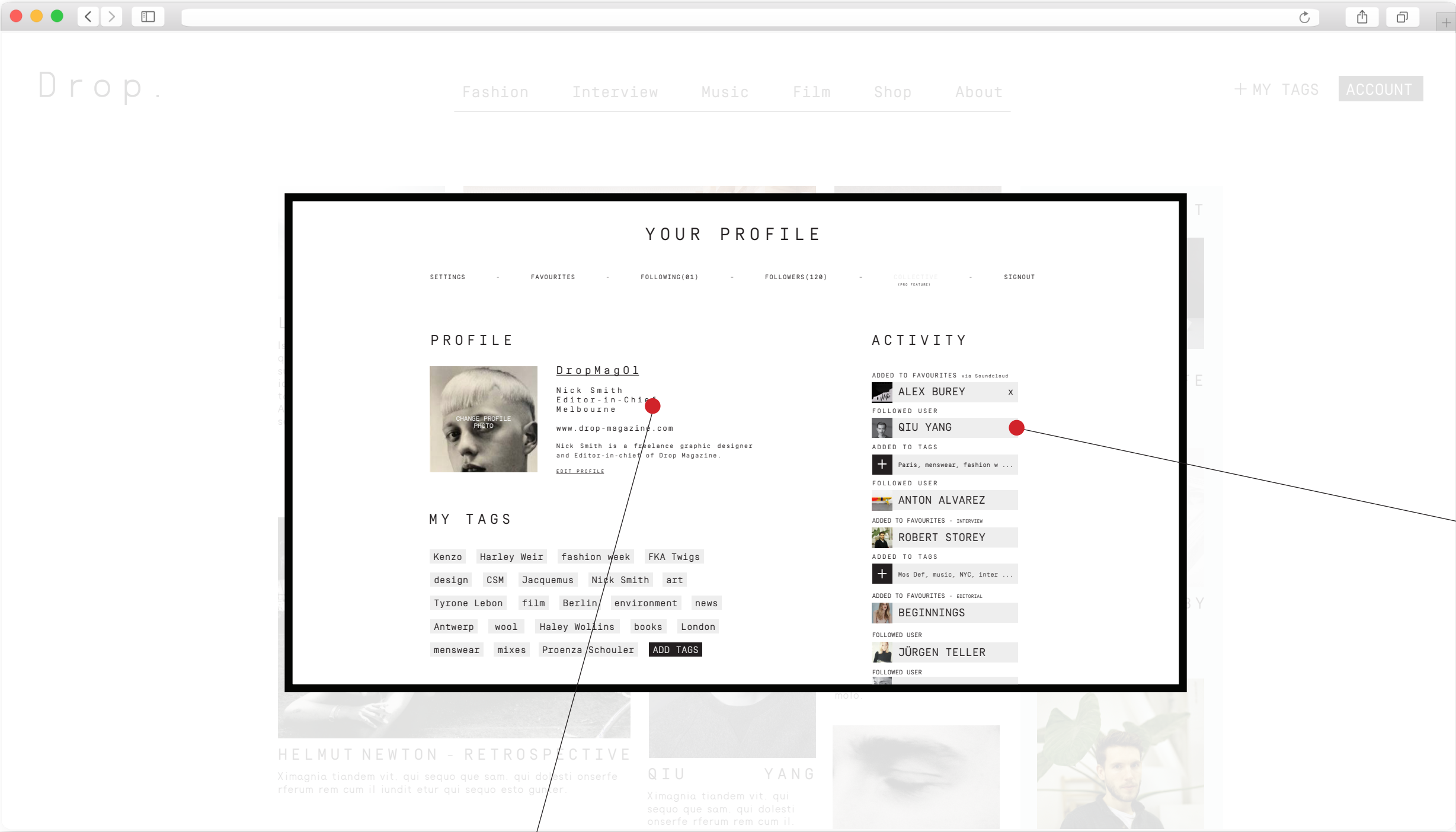


WORKS - OVERBY



The main content stream is now displayed in a side panel which utilizes live updates.

If users find an article that has been suggested is not something of interest to them they are able to hide content by clicking on a small (x) which will re-shuffle the feed and will provide viewing trends that will assist in further refining the viewers stream.



The profile page displays user information and bio and any tags currently being followed.

An activity stream showcases users likes from social media sources, user follows, tag follows and favourite articles.

- REQUIREMENTS -

What do we need for this to be viable?

- Large (LARGE) amounts of seed investment.
- Diverse revenue stream.
- A much larger team to handle: increased content, marketing, design, content management (CMS) team, statistical analysts (?) + more.
- Rapid user growth.
- Launch before other competitors do, employing a get big fast model to massively increase share of audience who'll find it difficult to leave (i.e Amazon)
- Once audience is large find engaged users who will be willing to pay for additional features and introduce them. (Platform to showcase personal work? Increased networking capabilities? Advertisement free?)
- Remove any obstacles to adoption. Anything that might become a reason NOT to use Drop has to be eliminated.
- Maintain varied content that appeals to many geographic locations, ages, sexes and interests.
- Maintain quality of content and aesthetic values of Drop.

- FOOD FOR THOUGHT -

- "Since the essence of our magazine lies in it's genuine character and design, we have always rejected any type of traditional and standard advertising. Thus we strive for innovative and authentic integration of beneficial and customized content from brands and partners we like and which make sense and create added value in our environment and network."
-Frederik Frede
- Investors - Will we lose control of Drop's direction and sacrifice ideals if we are funded heavily by investors?
- Are the huge costs of maintaining a platform such as this likely to scare away investors who won't see the benefit in something that has a lower ROI?
- Constantly adapting to digital trends and technological advancements is imperative.
- It will still be difficult to convince creatives and fashion brands to contribute to a digital publication but hopefully if it is more of a network and proves to be valuable to many they might change their perspective.
- Syncing with social media networks such as Soundcloud may be difficult/impossible due to their not being any perceivable benefit to them.