

# What is **STRIDR?**

STRIDR looks at everything you like on social media, and suggests more of it; cross platform, all in one place.

How is **STRIDR** different from existing social media?

Most social media platforms limit content discovery to their own platform. *STRIDR* suggests content from many platforms including Facebook, Twitter, Instagram, Pinterest, Tumblr, and more.

### **Contents**

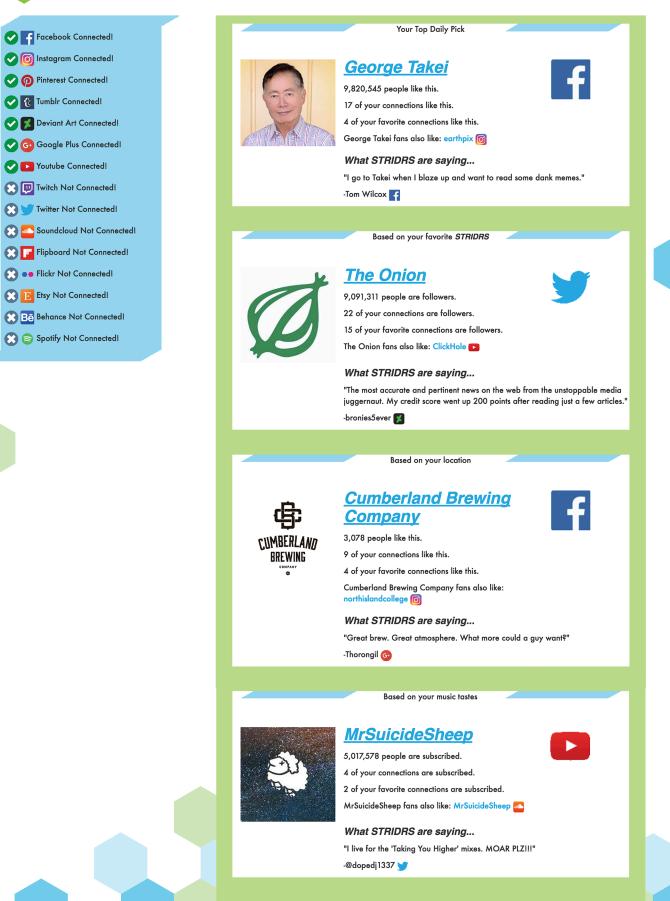
Wireframe of STRIDR Web Application
Customer Segment Profiles (Summarized)
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In short, YOUR SOCIAL DISCOVERY ENGINE.

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## STRIDE

Discover Account Settings



# **Customer Segments**

### Social Platform: Vanja Josifovski (Pinterest)

\*Fictional Profile based on actual person.

anja has a heavy load to carry; tasked with taking one of the largest social media sites in the world (Pinterest) and making it *the* largest social media site in the world. He knows how the industry works, and he knows how to identify potential engines of growth.

### Vanja continually works with other companies to stimulate growth even if these companies are potential direct/indirect competitors. This creates more work for him, as he continues working relationships with partners that assist in Pinterest's growth.

In a perfect world, he would like to establish a contract of this sort that requires as little negotiating and hand-holding as possible, with, of course, substantial returns on investment.

### **INTEREST**

### **ONBOARDING**

Vanja keeps an eye on traffic generated by Stridr. As Stridr grows, so does the traffic driven to Pinterest. Pinterest's metrics show a visible spike in account creation and hours spent on their platform, with a sizeable portion linking back directly to Stridr.



Vanja is always looking for new and innovative ways to grow Pinterest's user base. He believes Stridr could potentially be an engine that would help do that.

#### DESIRE

Vanja wants as many engines of growth as possible, and he thinks he'll be able to work out a deal with Stridr that could be of substantial benefit to Pinterest.



## **Customer Segments**

### **STRIDR User: Brittany King**

rittany is by no stretch a savvy social media user. She uses Facebook and YouTube. She spends less than an hour per day on Facebook and has YouTube music videos playing in the background while she works.

Brittany doesn't see the value in other social media platforms. She tried Twitter and Instagram, but in her words, "I just don't get it." She doesn't purposefully seek out new content on the platforms she uses, but she would be interested in doing it if there was an easier way to do it.

### **INTEREST**

Brittany wants to know about social media things that are out there even if she doesn't particularly find them interesting. She can, at the very least, know what someone is talking about if they mention it.

### DESIRE

Brittany wants to be more informed about various social platforms, and it seems like Stridr may be an avenue to help her better understand social media, and maybe she'll find some interesting things along the way if she checks it out.

**ONBOARDING** 

After connecting her Facebook

and YouTube accounts, Britta-

with a feed customized for her

based on her likes and friends

ny is immediately presented

on Facebook, as well as her

subscriptions on YouTube.

makes to Brittany is a Pin-

her through Stridr.

terest user that pins links to instructional tips about yoga poses. She found a few of the tips to be useful and was pleasantly surprised that she found something useful to

One of the suggestions Stridr



Justin enjoys the fruits of his blogging on Facebook. He puts a lot of work into well-researched pieces, and he has garnered a sizeable following. His blogs can come off as strongly opinionated, which creates significant fluctuations in his following.

Justin has spent money on Facebook to advertise his blog, but he did not get the response he was hoping for. At this point, he feels the only thing he can do is to continue to write meaningful, well-researched posts.

#### **INTEREST**

Typically, any attention Justin gets is usually solely through Facebook. He rarely hears about people discovering his blog from any other source. He wonders what Stridr is and why/ how people are connecting to him through it.

### **ONBOARDING**

While familiarizing himself with the layout, Justin notices there is a tab for content creators such as himself. After following the link, he notices Stridr has its own metrics of traffic for people that have connected with his blog through Stridr. He sees the option to customize what his Stridr profile looks like so that he has more control over what users see when they're about to discover his blog.

**Content Creator: Justin D. Whitehead** 

#### DESIRE

Justin would like to gather a larger following so that one day he may be able to make a living from his blogging. If there is a new source of creating a larger following for him, he would like to understand it better to see if there is any additional advantages to be gained.



# **Business Model Canvas**



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*Contact* lan McKenzie

*Phone* (250) 204-8402

*Email* ian@stridr.social

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STRIDR

