System Proposal for IS4102
Group 8

Memoroid
Every story deserves a chapter by itself.

Lecturer’s score: 10/10

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**Executive Summary**

Technorati, one of the largest blog search engine, provided a report detailing on the demographics and psychographics in the blogosphere of year 2011. Of all types of bloggers, 60% comprises of personal bloggers who generate blog content out of interests. Because there are so many personal bloggers, personal blog content are disorganized, themeless and littered everywhere on the Internet.

The current state of personal blogging gave rise to three blogging industry gaps:
1) The Internet is littered with more and more content while Internet consumers appreciate some form of aggregation of blog content to be more coherent,
2) Worthy and quality user content from personal bloggers are difficult to search because the Internet does not understand natural languages,
3) According to Technorati’s survey, more than 50% of personal bloggers do not want their blogs to be cluttered with advertisements, thus the untapped potential of personal blogs.

To bridge the above market gaps, we intend to revolutionize the publishing platform with our advanced Content Management platform called Memoroid.

Memoroid’s unique selling point is to collect and harness the personal experiences of the masses into one theme and one place providing invaluable benefits to the platform’s users.

For the readers, it means maximizing reading pleasure and perspective because each blog entry is specific to a theme. For the bloggers, there is a public avenue for their public posts and a quick and easy way to build their audience and content. For the advertisers, brand owners and agencies, this means they are able to gather accurate and sizeable amount of consumer sentiments while being able to advertise on Memoroid **without causing cluttering or intruding of readers’ experience**.

Memoroid has a total available market of 37.6 million bloggers while realistically; Memoroid hope to attract 23.33 million personal and professional bloggers and will aim to gain a million users in the first three years of its public launch.

In the competitive landscape, Memoroid pits itself with major content management platforms such as WordPress, Blogger, Tumblr and Pinterest. Memoroid differentiates in terms of ease-of-use and community bonding attributes of such platforms.

As a blue ocean strategy, Memoroid builds on the idea that anyone regardless if they own a blog or which blogging platform they use can come into a common theme and place to contribute.

To reduce envelopment risks from other blogging platforms, Memoroid is positioned to complement other blogging platforms by being a one-stop public place for bloggers to share their personal experiences or audience-worthy creative content. We do not intend to poach bloggers to only use Memoroid.

More details and analysis supporting our above claims can be found in the following proposal.
Industry Overview: State of Blogosphere 2011

There are many types and functions of blogs such as gadget blogs for online brand advertising, edublog for instructional resources, mainstream blogs for political figures, and personal blogs as an online public diary.

60% of the Blogosphere are personal bloggers

In this well-connected world, sharing one’s views and airing one’s voice almost becomes second nature to digital natives. According to Technorati’s “State of the Blogosphere 2011” report (Technorati, 2011), bloggers are updating their blogs more frequently and spending more time blogging. The main type of bloggers consists of 60% “Hobbyists1” who blogs for interests, for diary keeping and usually do not expect any economic returns.

Among other blog types, personal blogs are the most disorganised in content and are usually themeless. Personal blogs started out similar to Facebook, a bragging tool for others to know who you really are based on the profile you have created. Similarly, almost every personal blog is meant for public viewing, perhaps to gain popularity or to garner sympathetic sentiments from their readers. (Higgins, 2012)

Original content is still king

In Technorati’s report, of bloggers using multimedia, slightly more create these assets themselves than repurpose them from other sites. Original content helps blogging remain as a popular platform for independent and creative voices to air opinions and newsworthy content where its readers truly value and participate in. Because of this unique position of blogging, it is not going to decline but rather it will become more intertwined with the fabric of online content especially with social media content. (Higgins, 2012)

Online blogging is not waning

Despite blogging alternatives such as Twitter and Facebook, blogging is still the ultimate tool for people to express more than 140 characters or if their entries are too valuable to be “edge ranked” in Facebook (Chaney, 2011). As WordPress founder Matt Mullenweg pinpointed, “At some point you’ll have more to say than fits in 140 characters, is too important to put in Facebook’s generic chrome, or you’ve matured to the point you want more flexibility and control around your words and ideas.” (Mullenweg, 2012)

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1 Also known as personal bloggers
Gaps in the current blogosphere

Information Chaos
Consumers of user-generated content appreciate some form of credibility and structure. A world of information without governance or categorization is chaos. Fortunately and unfortunately, the start of Web 2.0 has caused information overload at a greater speed and magnitude, with the Internet littered with more and more user-generated content. In Technorati’s report, most bloggers blog alone and not collectively, this contributes to more blog sites and less moderated/curated content published into the Internet.

Personal generated content off Netizens’ radar
Most personal bloggers are drowning beneath a stockpile of Internet web pages, corporate pages and social sites. It is often difficult to search for personal experiences of others by searching for a specific theme in search engines. Simply put, the Internet does not understand natural languages. For example, I would like to search for stories of people’s bad experiences or first loves. Doing such a keyword/phrase search will only retrieve sites from counselling services, movie titles or online teenage magazines.

Besides, personal bloggers (other than web-sensations) rarely have a sizeable audience simply because everyone has a limited network even with social networking services. This makes quality user generated content less visible and searchable online.

Untapped advertising potentials of personal blogs

Many personal bloggers (“Hobbyists”) do not want their own blogs to be cluttered by advertisements and thus very few advertising agencies can successfully target ads on most personal blogs.
Product and Service

Our Solution: Memoroid
In Memoroid, we collect and connect everyone’s experiences and creativity into one collective “chapter”. For example, a chapter is created with the theme “Another day in campus”. Anyone, regardless of contribution level to the blogosphere can share his or her daily campus experiences under a focused blog theme. In short, we want to collect and harness the personal experiences of the masses into one theme and one place.

Benefits

Readers
For the consumers of user generated content such as blog entries, Memoroid will ease readers’ frustration of searching blog entries related to specific themes otherwise not search-friendly in today’s search technology. In addition, a collection of all related blog entries maximizes reading pleasure and perspective because each blog entry is specific to a theme or a question such as “The worst experience in my life” or “Crazy things we do in the 60s”.

Bloggers
Existing or new personal bloggers can still keep what needs to be private in their own personal blogs and share interesting experiences or blog entries (in the form of essays, pictures, videos, songs) specific to a theme in Memoroid. In this way, personal blog entries will no longer be disorganised or scattered around on each personal blog site and every worthy blog entry attracts higher readership and like-minded audience. Serious personal bloggers will no longer need to spend great efforts in building up their audiences because Memoroid is a specific platform for all readers.

Advertisers, Brand Owners and Agencies
According to Technorati’s report, a large number of personal bloggers do not wish to accept advertisements cluttering their blog site because their blog entries are mainly out of interests and passion. With Memoroid, personal bloggers can publicly share their exquisitely created entries collected under one focused theme outside of their personal blog sites. For example, in Memorid, a blog theme is on “Google Nexus 7” and anyone from gadget enthusiasts to ordinary users can post a brief or detailed experience of using the tablet.

Other than readers able to get honest feedback easily from the blogosphere, brand owners and agencies are able to gather accurate and sizeable amount of consumer sentiments. For the advertisers, it means a more targeted advertisement to the right audience because each blog collection has its own unique theme, product or service.

A Win-Win platform: Anyone can share, be heard and be understood
No matter Memoroid users are readers or writers in varied levels of contribution, there is always a reason to share their experiences and thoughts. For advertisers, brand owners and agencies, they can better understand their consumers from the blogosphere through focused blog collections because personal bloggers do not blog for economic gains and are usually candid because they just want to be heard. Also, Memoroid helps in reducing search costs and costs in engaging web analytics companies to gather online sentiments and feedback.
**Memoroid Features/Functionalities**

Memoroid provides these core features: (Non-exhaustive list)

**Readers**
Readers are anyone from ordinary public to brand owners and bloggers.

- Keyword search for desired chapters.
- Comment on desired blog entries.
- Rate various blog entries.
- Share interesting blog entries or chapters to their social networks.
- Follow a blogger or chapter.
- Apply to become a contributor to a particular chapter.

**Bloggers**
Bloggers are any Netizen capable of creating content or repurpose content from the Internet.

- Advanced user experience in creating and managing new blog entries.
- Cross-platform compatibility: Simply submit personal blog entries into a Memoroid chapter by submitting the specific blog post’s Universal Resource Locator (URL).
- Create a specific theme board for contributions known as “Chapters”.
- Access rights control on who can post, edit and remove blog entries under a chapter.
- Allow bloggers to append and customize Creative Commons notices on their blog posts.
- Options to broadcast their completed entries on major social networking sites.
- Different design themes for bloggers to choose for the chapter’s look and feel.
- Manage quality of content: Owners and moderators of a chapter can curate user content.

**Advertisers**

- An ad-exchange bidding platform that facilitates advertising needs and target group.
  - Memoroid will match the most suitable chapter to advertising needs and target group and allow advertisers to bid for that chapter.

**General features for any role user play in Memoroid**
Integration with other major online accounts such as FB, Twitter and Google accounts.

**Revenue Model**

**Premium templates marketplace:** Memoroid will provide open API for designers and programmers to sell premium design templates available in Memoroid’s marketplace.

**Advertising exchange platform:** Advertisers do not bid directly on an ad space but specify what they want to feature, targeted keywords and demographics. Memoroid will find compatible chapters and post the advertisement as part of the chapter. **Advertisements will not be intrusive** as advertisements will be displayed as part of a post under a related chapter.
**Positioning**
Memoroid is positioned in the blogosphere as an advanced publishing platform and a one-stop community for readers to enjoy reading under a coherent theme.

**Market Evaluations**

**Total Available Market (TAM): 37.6 million bloggers in current blogosphere**
It is difficult to establish numerical credibility on the total number of netizens who use blogging technologies to express their thoughts and views either in writing, pictures or in video format (Helmond, 2008). However, it had been speculated that Technorati, an Internet blog search engine, is tracking 112.8 million blogs as of 2009 (Hopkins, 2009). Since bloggers maintain on average three blog sites each (Technorati, 2011), our total available market will amount to an estimated 37.6 million bloggers in the current blogosphere.

**Served Available Market: 23.33 million Hobbyists and Professional bloggers**
Currently, Memoroid is targeting 78% of the bloggers in the blogosphere where 60% are Hobbyists and 18% are Professional Part- and Full-time bloggers.

**Share of Market: Minimum 25,000 bloggers in the first year**
Memoroid intend to attract a minimum of 25,000 bloggers to use the service in the first year of public launch and from then on we believe we can increase our userships exponentially by investing in cloud-based services with capital from venture capitalists and angel investors.

**Targeted Segments: Hobbyists and Professional bloggers**
Although Memoroid is trying to reach 37.6 million bloggers in the total available market, we would like to address the publishing needs of 23.33 million bloggers. However realistically, we would like to reach 1 million users in the first three years of our business with current investments made into cloud-based storage, bandwidth and technology.

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2 Technorati reports have not been publishing real numbers of entire Blogosphere since 2010.
3 Hobbyist, Professional part-time and full-time, Corporate and Entrepreneurs.
**Competitive Landscape**

Being a new entrant in providing Content Management and in the blogosphere, it is hard for us to compete with current companies offering blogging solutions to the Internet users. Therefore, we need to analyse the strengths and weaknesses of major blogging platforms according to a few essential attributes before coming up Memoroid’s differentiating position.

**Attributes to a successful blogging platform**

To better position Memoroid, it is necessary to identify common attributes across all blogging platforms. This will allow us to have a better position as a start-up to compete with them. As such, we have identified four key attributes to a successful blogging platform.

**Social Integration:** It is important for users to share what they have written by enabling them to broadcast their work to their social networks. This is commonly seen among many if not all blogging platforms. Social integration also helps bloggers increase their readerships by connecting with other bloggers and readers.

**Ease-of-use:** In the environment of online publishing, learning curve of a blogging tool/technology cannot be too steep otherwise users will abandon the blogging platform. This is an important attribute that all platforms must be user friendly and easy to use. Users should go through an intuitive and simplified process during the creation and management of user-generated and repurposed content.

**Design Templates:** Being unique is another attribute that is important for bloggers. Blogging platforms usually allow users some form of customization to make their sites unique from the others; such as allowing users to design their own templates and theme for their blog layout. Design templates can be offered as premium and freemium in a templates market place found within each platform. The process of applying new templates without additional hassles and coding should be as seamless and possible.

**Community bonding:** Bringing people of the same interest together is still as important in the virtual world. Bonding features such as allowing readers or other platform users to like or comment on a blog entry help each blogging platform to grow their own loyal community faster and thus creating more public awareness of their services and offerings. However, at this point of writing, each blogging platform are still very exclusive because readers are only able to browse blog entries written in the same platform.
Major Blogging Platforms

Blogger
Blogger is one of the pioneers in blog publishing. It is a traditional blogging platform where users write on everything under the sun. Writing journal entries online became easy after the introduction of Blogger. Blogger has also changed its features over the years to keep up with the ever-changing blogosphere.

Social Integration: Blogger provides interactive tools such as allowing comments from any reader, Facebook Likes and the ability to share blog posts on Twitter and Google+.

Ease-of-Use: Blogger’s blogging platform provides limited text editing tools while providing text color change and images adding, similar to those used in Gmail for writing new email messages. Similar to Tumblr, users will need to upload their pictures before inserting the image in the blog post. Recently, Blogger introduced mobile templates and dynamic views for its bloggers to accommodate readers who are on mobile devices. Blogger made it easy for its users to target readers on mobile devices thus increasing flexibility and convenience for its users and readers.

Design Template: Due to its first mover advantage into the blogging industry, there are numerous professional and hobbyist designers who create blog design templates specifically for Blogger.

Community Bonding: Blogger has little community bonding except through the use of social media widgets on each blogger’s page. There is no re-blog or re-post features for users to share good articles they found within the platform. Therefore, this promotes less or no community bonding within the platform, making Blogger a little more dull and monotone compared to other platforms.
**Pinterest**

Pinterest provides themed pin-boards for its users to share their own or repurposed images on. Through this, users can get inspiration from others who have similar interests. Although Pinterest is not for blog content, its concept of sharing things found on the web into one theme board is somewhat similar to Memoroid’s features. Pinterest may be seen as an indirect competitor but there is much to learn from them.

**Social Integration:** Pinterest not only allow users to “pin” pictures on specific boards, it allows users to tweet the pictures (in form of a link), like a picture and broadcast into Facebook wall, email the picture to someone else or embed the picture into a blog post.

**Ease-of-Use:** Its easy-to-use user interface and experience brings together a large community of people sharing similar visual appetite and interests easily. Pinterest can be easily browsed without much hassle and viewers can enjoy it without reading anything. The weakness, also is one of its strengths, would be that with Pinterest’s easy-to-use and browsing mechanism makes it easy for anyone to duplicate Pinterest’s current offering as their own, making it to fall apart. (Baer, 2012)

**Design Templates:** Currently, there are no design templates for users to choose from as Pinterest’s main focus is a pin-board to consolidate images of the same theme. Therefore, the design template attribute is not applicable to Pinterest. However, with users browse different images posted under a specific category makes Pinterest unique even without any customizable design templates.

**Community Bonding:** As a saying goes, “A picture speaks a thousand words”, Pinterest offers visual-rich experience that anyone would enjoy browsing at. Users of similar interests can find and follow each other easily through these categorized pin-boards. However, Pinterest is largely not for lengthy expression. ‘Repins’ and ‘likes’ might be a small portion for interaction but in the long run, without conversations, Pinterest might face problems retaining its user base. (Baer, 2012)
**Tumblr**

Tumblr is like a mini blog and community, and is easy to use which makes it almost effortless to post and share anything from blog posts, images, quotes, videos, etc. (VentureBeatsProfile, 2011)

In the recent years just before Tumblr started, it is seen as one of the fastest growing community, almost on par with Twitter when it just launched (Rucker, 2010). Internet users see Tumblr as a combination of blogging and twittering.

**Social Integration:** With the integration of social media platforms, Tumblr makes it very easy for their users to share things around their social networks. Social integration is important to Tumblr because it helps create awareness for the bloggers themselves and as well as helping Tumblr to grow its community in the shortest time possible.

**Ease-of-Use:** One of its selling point and strength would be the ease of content aggregation. Tumblr simplified the blogging process by having 8 categories ranging from text, photo, quote, link, chat, audio, video and answered questions that users can blog about. (Moore, 2011). However, in terms of uploading photos, it is a hassle as users are required to upload their pictures into Tumblr before being able to publish the photos.

**Design Templates:** Tumblr has design templates for users to choose from, allowing a certain level of customization. However providing designing templates has developed into a norm for many blogging platforms and Tumblr proved to be adequate in design templates.

**Community Bonding:** Users can write posts, upload images like any other blogging platforms with an additional feature of re-blogging other interesting posts. (Ingram, 2011). This increases the community bonding within Tumblr community. With the combination of simplified content generation process and an easy to use distribution tool, Tumblr has an edge over other blogging platforms. (Ingram, 2011). Although many people have the choice of blogging and re-blogging posts from other users in Tumblr, it seems hard to measure the viral impact of a post being re-blogged if one is looking at analytics on how your content can impact the others, especially for an organization. (Dolan, 2011).
WordPress

WordPress had been increasing its popularity among internet users over the years. It has also a large community of bloggers, from professional bloggers, corporate bloggers to personal bloggers. WordPress is also crowned as one of the most feature-rich blogging platforms offering services such as traffic statistics, SEO (Search Engine Optimization) and attractive themes for customization.

Social Integration: It is connected with many social media where users can share their work on popular social media sites like Facebook, Twitter, Tumblr and LinkedIn, etc. This creates an opportunity to grow their community.

Ease-of-Use: WordPress had also expanded into the mobile space providing mobile apps for Apple, Android and BlackBerry, making it easy for users to blog at any location. Besides having just one platform in the form of WordPress, there are also other platforms for blogging users to use which are powered by WordPress. WordPress has a less intuitive tool for writing blogs which is similar with Blogger where users blog with minimal customization of fonts, layouts of pictures, etc. Furthermore, for e-commerce start-ups, editing the structure of the blog page requires them to understand at least HTML. (Quantum, 2011)

Design Template: Users can customize their own theme for their WordPress sites through a marketplace offering premium and freemium templates. One significant advantage of using WordPress is that a user changing from one template to another is just as easy as a button click. This helps users to be unique with different themes periodically without much hassle or knowledge about HTML.

Community Bonding: WordPress has site search where bloggers can tag-search for articles and topics by other users using keywords corresponding to these tags. This allows networking opportunities bringing users of similar interest under one platform together. Multiple platforms which include blog.com and blogetery.com also puts WordPress at an advantageous position in terms of growing the community of bloggers under one parent platform.
Conclusion
After analysing our major blogging platforms, we concluded that there is an opportunity for Memoroid to succeed in two important attributes of a blogging platform: Community Bonding and Ease-of-use.

Community Bonding: We will be revolutionizing community bonding in the blogosphere in the form of themed-boards where we call them Chapters in Memoroid. Any user is to contribute or repurpose user generated content based on interests on specific Chapters regardless where they have their personal blog sites are at.

Ease-of-use: Memoroid is easy to use with interactive and responsive drag and drop features allowing users to create their content without restrictions seen in other CMS. For example, users only have to drag a picture file from their desktops into their blog posts, similar to Gmail’s attachment feature. In addition, users in Memoroid can contribute with zero knowledge on HTML or web technologies.

Collecting all blog posts into one theme and one place is our Blue Ocean Strategy where anyone regardless if they keep a blog or maintains a blog with various blogging platforms can come into Memoroid to contribute. Besides, the audience of each blog post will not be restricted to the specific blogging platforms to or to the blogger’s own social networks.

Differentiation graph

<table>
<thead>
<tr>
<th>Social Integration</th>
<th>Ease-of-Use</th>
<th>Design Templates</th>
<th>Community Bonding</th>
<th>Theme board for anyone to post</th>
</tr>
</thead>
</table>

Enveloping Risk
Memoroid foresee an enveloping risk as its competitors may provide Memoroid’s functionalities as part of their platform to match our differentiated position. In business strategies for platform services, this risk will be more damaging if we are charging our users to use our service.

However, users (bloggers and readers) use Memoroid for free while we charge the advertisers. Our differentiated position for advertisers is that advertisements are targeted at a specific theme and advertisements are non-intrusive. To the bloggers, we are creating a sense of belonging and making personal blogging social.

Overall, Memoroid intend to complement other blogging platforms by being a one-stop place for bloggers to share their personal experiences or audience-worthy creative content. We do not intend to poach bloggers to only use Memoroid.
Bibliography


Appendix A: Mock up screen shots

My Chapters, My Stories
a place about a student’s life, Yurgene Lee

My first section and my first story
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By: Yurgene Lee

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By: Yurgene Lee

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My Chapters, My Stories
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My first section and my first story
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This is an ads and we are promoting the newesest as latest iPhone-like phone:
Galaxy S5
But, it doesn't feel like an ad right?
Appendix B: Use-case

Figure 1: Memoroid High Level Use-Case
Appendix C: Activity Diagram
Appendix D: Project Gantt Chart (Estimated)