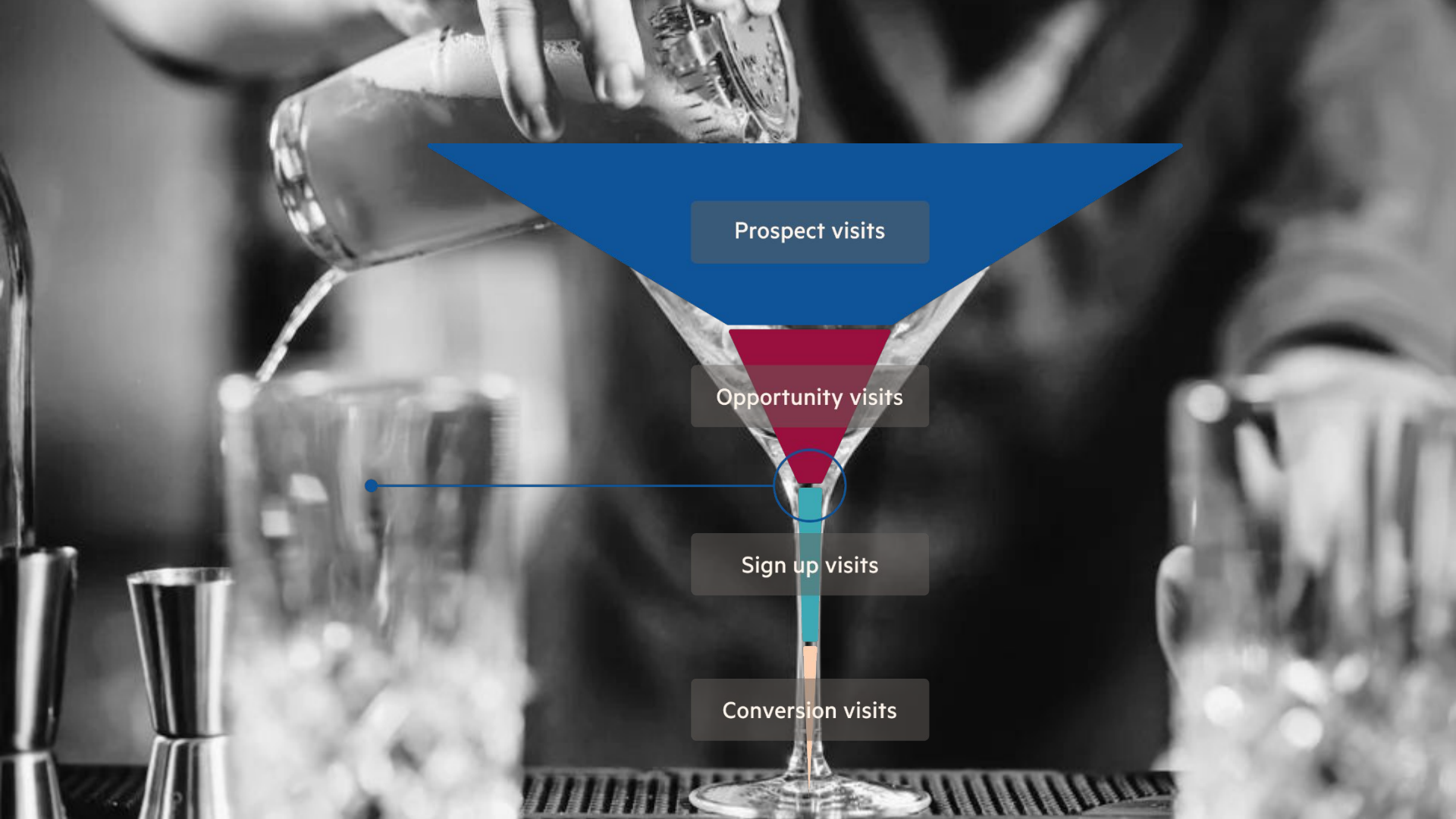
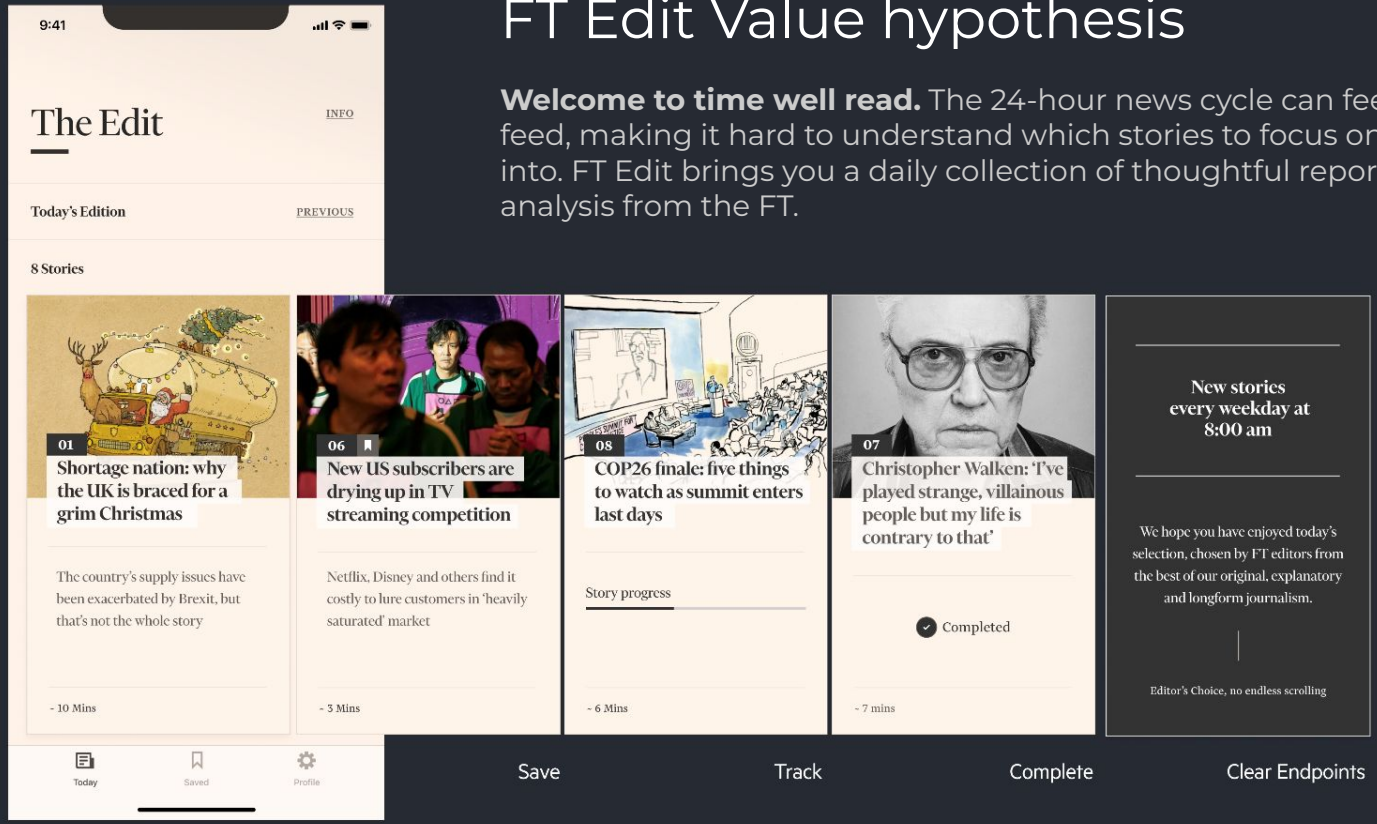
FT EDIT
Building a product for an adjacent audience of FT readers


Prospect visits
Opportunity visits
Sign up visits
Conversion visits

FT Edit Value hypothesis

Welcome to time well read. The 24-hour news cycle can feel like an endless feed, making it hard to understand which stories to focus on and dive deeper into. FT Edit brings you a daily collection of thoughtful reporting, reads and analysis from the FT.



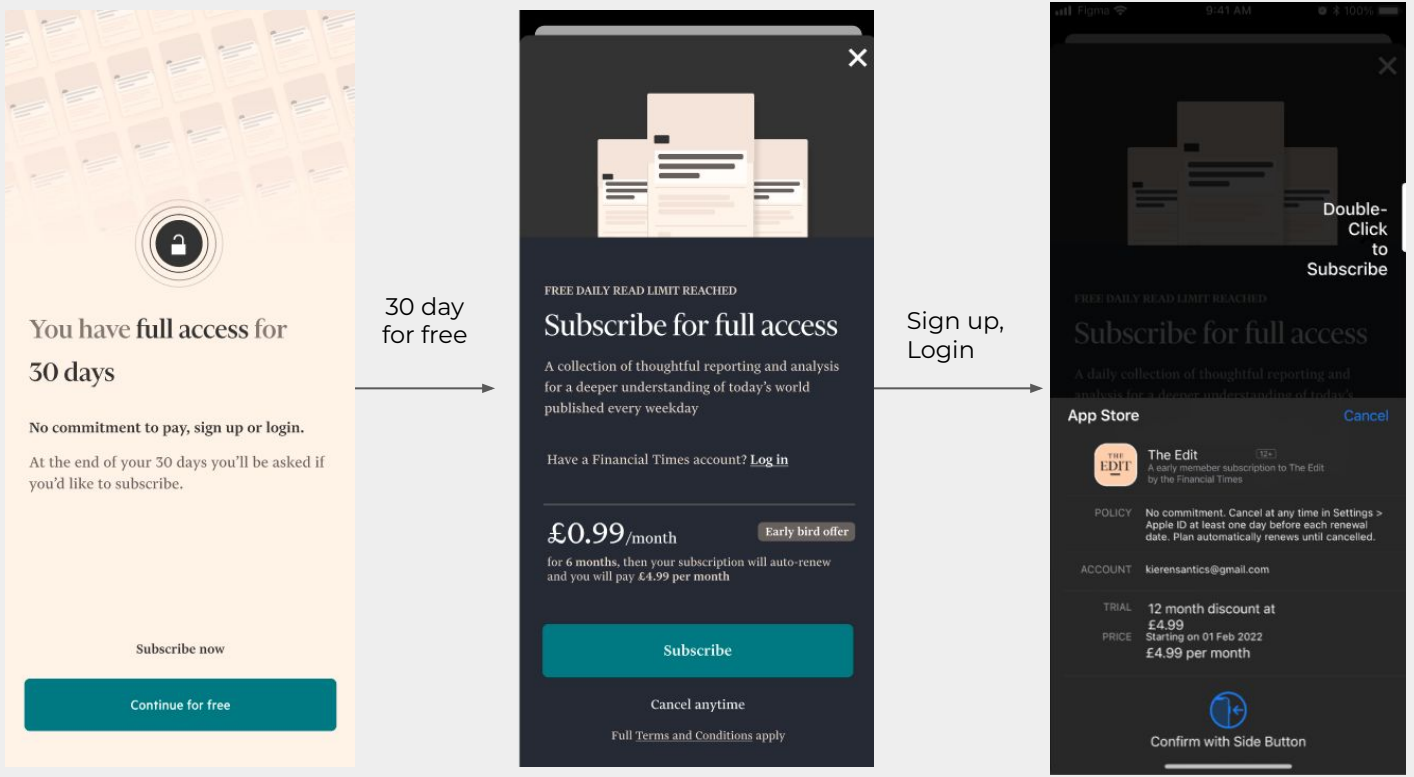
What we launched:

After iterations, we landed on our principles

Designed from the ground up with these in mind

Product Principles

Paywall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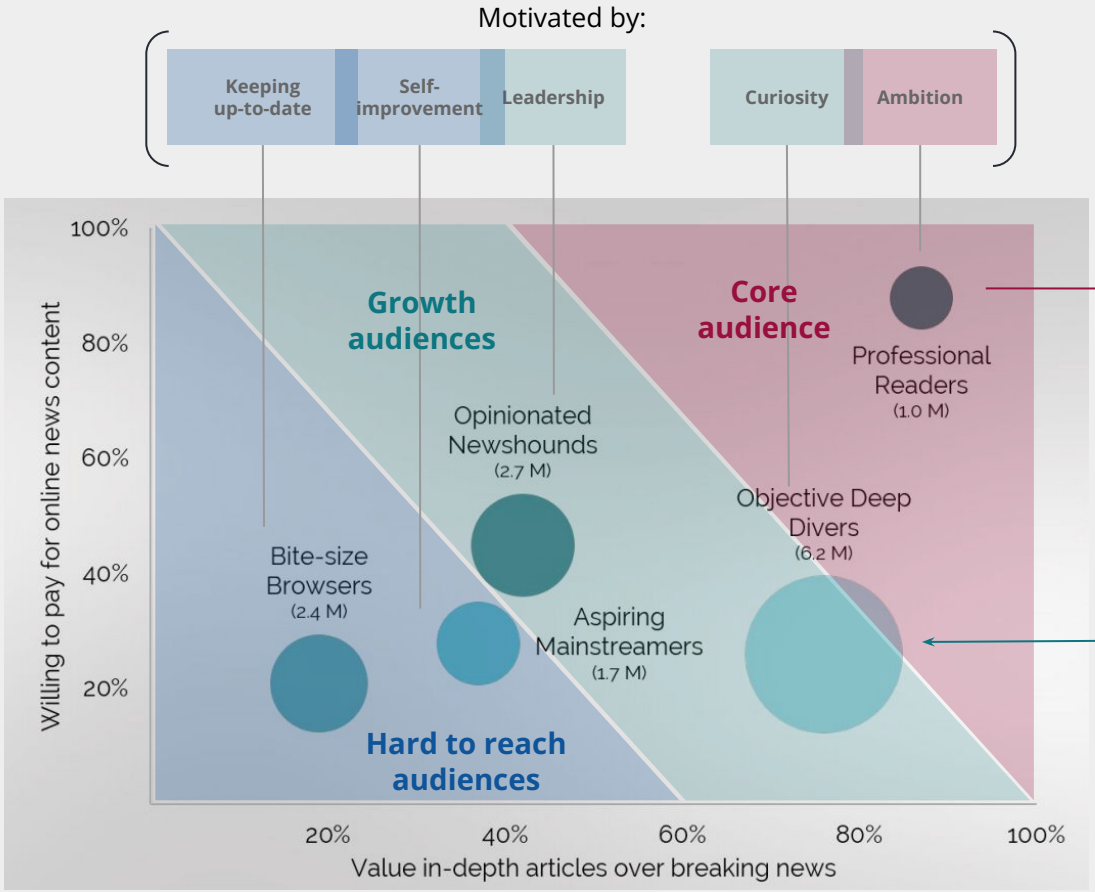
Who is the next best audience to go after?

Starting with **audience segmentation**



Std/Prem FT.com audience: Professional Readers
Motivated by a desire to be professionally successful

FT Edit target audience: Objective Deep Divers
Motivated by a desire to understand complex global issues in depth

Source: "Phoenix" audience segmentation

Needs and problems **unique to Objective Deep Divers**

Information overload

Print preference

Focused reading

Pace

Lack of depth, wider context, analysis

Less news, more storytelling

When do we know it’s the right time invest in a new audience?

A choice to make

Low risk - Lower investment - Low(er) return

Professional Readers [core]

Enhance the value proposition by launching new features to appeal more to a core audience

Improve growth levers by improving acquisition or retention funnels to maximise on the current audience

Scaling to new markets with the same audience

High risk - High investment - High(er) return

Objective Deep Divers [new]

Understand user needs and problems to identify a unaddressed gap in the market

Validate product-market-fit for this new product. Learn, pivot, kill ideas fast

Learn how to advertise and **market in new ways**

Identifying, validating and mitigating risks of launching a new product

Identifying the risks

Assumption mapping document

List of assumptions that **must be true** for the business to succeed.

FT Edit risks:

- **Reading long on an app**
- **Cannibalisation**
- **Discoverability**
- **...**

Identifying the risks

Value risk
(whether customers will buy it or users will choose to use it)

Feasibility risk
(whether we can build and delivery what we need with the time, skills and technology we have)

Business viability risk
(whether this solution also works for the various aspects of our business)

Usability risk
(whether users can figure out how to use it)

Marty Cagan's four risks

Mitigating **the “Value” risk**

Would users chose to use it / buy it?

Mitigating **the “Value” risk**

Would users chose to use it / buy it?

⬆️ **Time** ⬆️ **Risk** ⬆️ **Confidence**

Audience segmentation and user needs research done

1 month — 2 months — 7 months — 9 months

Diary study

to validate the curation

Prototype testing

to validate if users know how to use the product

Minimum Viable Product

to Friends and Family launch and Early adopters

Paywall release

to test propensity to pay for the app

Mitigating **the “Feasibility” risks**

Do we have the capabilities to deliver it?

- **Content production capability** already exists. Opportunity to re-use existing content;
- **Reusable technology** - ways for people to login, purchase a subscription etc;
- **Brand** - recognised for in-depth journalism and reporting

Mitigating **the “Business viability” risks**

Does it work for the various aspects of our business?

Low cannibalisation by design

Existing independently

Opportunity to save lapsed or upsell to full FT.com

How do we know if we are successful?

Measuring Product Market Fit

Cost per acquisition

Is there demand for this proposition?

Weekly active users

Would people stick to the app?

Paywall conversion rate

Are people willing to pay for this app?

TEAM

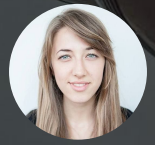
AUDIENCE

PROBLEM

LAUNCH, LEARN, ITERATE

THANK YOU

Time for questions



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