

Digital Publications, changing the traditional web experience

[By Alex Boston](#)



As web technologies progress, the landscape for digital publishing is evolving and taking a form of a number of new and exciting platforms. A digital publication as developed and produced by krafthaus, is an exciting new medium for traditional magazine publishers to reach and engage a shifting consumer demographic, as mobile devices, such as iPads and smart phones, increase the demand for fast, exciting, accessible on demand media.

Digital Publications in the cloud

While there are a number of different e-magazine options out there for iPad and mobile, accessible through platforms such as 'Newsstand' in the form of 'Apps', these types of publications have seen a slow initial and return uptake and engagement vs. those visiting traditional media sites through the browser. Very few publishers have managed to provide for users on all devices, and lack sharability across social media networks.

At krafthaus we believe are changing that, with all our digital publications responsive, fully sharable in the web, and with each article being SEO optimized and allowing for inter-linking, each article is easily discoverable using Google.

Content is big and bright – using great photography to create an emotional response

Just as a traditional print can achieve a strong emotional response with large imagery and striking design, our digital publications with large retina ready imagery, custom typography and graphics, provide a modern magazine experience incorporating full screen video, animations, interactive polling, and interactive graphs and flowcharts.

Rather than users seeking information, a digital publication provides a more relaxed way of consuming digital media across all devices and platforms.

Predictive development – under the Hood

Predicting the users behaviour means we can preload the next sequence to provide the best possible experience

As we develop our digital publications we are creating technology that preloads the next page or sequence based on the probable user behaviour to provide them with a fast app style experience in the browser. For example in our latest RMIT digital publication for the Alumni, the next page is preloaded as soon as the user opens a page. In a traditional sense, this could be done using AJAX to load additional data on a single page, but in our case, we are actually preloading the next webpage, so it's ready to show in the browser. The concept is also coming to play in the console video game market with [Microsoft's Research's 'DeLorean' cloud gaming system](#) which in the next generation of Xbox's or gaming consoles will stream the video game from the cloud to the users TV, giving the best quality possible without local hardware restraints and instant game play for new games. Simply put, the platform prevents lag by predicting your next move in the game so it has the next sequence ready to stream. Google's predictive search text is another example where predictive computing has had huge efficiencies for users browsing the web, guessing the likely word the user will type based on collected data.

Future Prediction and where our digital publication is heading

In order to give the best browsing experience possible over all devices (Touch Screen TV, PC, Laptop, Tablet, Mobile) – our R&D has begun work on basic Artificial Intelligence (AI) that works out the user's most natural browsing pathway, based on aggregated recorded data, and creates a preload streaming buffer for that pathway. In its most basic example, based on user browsing history, if a user makes an action A, then based on users outcomes in the past of where they go next after reading a certain article, watching a video etc, the two most likely outcomes are preloaded in the background. This means as soon as the next action is clicked the user is presented with the content instantly no matter the size (High Definition) of the content.

Browser Push Notifications

Browser Push Notifications are coming (or should I say already here with the latest version of Safari on OSX Mavericks) and the upcoming standard for web push, is coming soon to Google Chrome and Firefox. This is going to enable users to remain easily engaged with websites they 'subscribe' to updates that are distributed to users at any time. This is another feature we will be rolling out in our digital publications in the near future.

Tracking for better content

As well as Google Analytics for engagement measurement, our publications can aggregate the mouse movements of thousands of visitors on a webpage. As a result we can create a comprehensive, visual representation of what visitors are looking at and focusing on within the page. Heat Mapping can be added to a digital publication to provide the journalist and editorial team with critical feedback on content that is engaging and common pathways through the publication. Independent research shows that there is an 84% to 88% correlation between mouse and eye movements. This allows the publisher to create high-precision heat maps based on just the users' mouse movements.

You can find more about krafthaus digital publications [here](#).