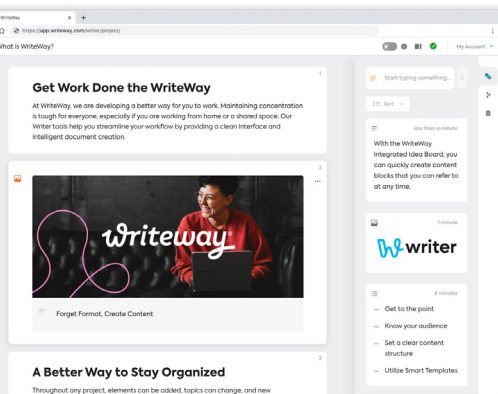


WriteWay is developing a new productivity suite to rival the antiquated Office standard



Living Sky Technologies recently announced the launch of their debut product. The WriteWay Writer app is the first piece of a suite of applications that will empower content creators by removing persistent distractions and streamline their workflow.

The Writer app improves upon traditional word processors, such as Microsoft Word, by focusing on the features users interact with the most. All of WriteWay's products will have a minimalist design aesthetic while maintaining functionality. No more getting lost in menus and getting distracted by a bloated Office interface. As a result, users will be able to do more than on a simple Notepad, but with all the same editing tools they know and love.

As society moves away from traditional office and learning environments, Living Sky is developing productivity software to meet this new normal. When your workplace is littered with pets, kids, or a shouting barista, your software shouldn't add to the distractions. Perfect for students taking and reviewing notes or business users creating marketing documents. Professional or aspiring writers and academic researchers alike can also take advantage of features such as Integrated Idea Boards for research gathering and note taking.

The current productivity suite landscape is cluttered with bulky one-size-fits-all solutions like Microsoft Office, or small niche products with limited use cases like Scrivener. No more using multiple disparate pieces of software to get a single task done. WriteWay is trying to bridge the gap between form and function by providing the features people want but with a natural user experience.

When asked about the state of the productivity software market, Gabriel Jiang, Lead Researcher for Living Sky said: "Des-

pite advances in technology, how we develop, research and create content has stayed the same for generations. By looking at creative workflows across a wide range of industries, we want to use AI to improve the way everyone works."

The development team worked with general software users, professionals, researchers, and experts in artificial intelligence to design a workflow that functions the same way as a human mind. The team observed what people regularly interacted with when using productivity software, and what they didn't. But more importantly, they looked at what features users accidentally used. With this data, they were able to streamline WriteWay UI design.

Since mobility is essential for a modern work environment, WriteWay is built with accessibility in mind. All systems are saved and synced automatically to the cloud for instant access from anywhere. Whether you're on your phone or signing into a different device to show work to a colleague, rest assured that all your data is safe and sound.

WriteWay's inception grew from the frustration of traditional productivity software menu systems. Unless you grew up using something like Microsoft Office, there is a significant learning curve for something as natural as writing. Even if you are a Microsoft Word expert, most people only use a fraction of the software itself.

The Living Sky developers understand the inherent shortcomings of traditional productivity software. Therefore, the Writer app was designed from the ground up to be as user friendly as possible. While looking at competitor solutions, Simon Tang, Chief Product Officer at Living Sky, in a statement said: "Traditional productivity suites lack the intuitive functionality modern users search for in the products

Key Points:

- WriteWay is an innovative new productivity suite by one of the founding members of Alibaba.
- The WriteWay Writer App is a cloud-based word processor and is the debut product from Living Sky Technologies.
- WriteWay products follow a minimalist approach in order to eliminate user interface distractions found in traditional software.

they interact with on a daily basis. With WriteWay, we are developing innovative software designed with the user in mind.”

Living Sky envisions software that guides content creators down a clear and productive path with the tools and knowledge to unlock creative potential. In a world surrounded by distractions which lead to procrastination, WriteWay’s goal is to facilitate focus without sacrificing features.

No matter what your work is, it usually becomes a reality when you first write it down. But getting started on a project tends to be the hardest part. The search for the right way to get ideas off the ground is how WriteWay got started. Creating an intuitive word processor as Living Sky’s first application made sense because everyone can write and writing is where ideas are formed. But the Living Sky team didn’t want to make just another word processor.

Taking a concept as ubiquitous as writing and improving on the experience took a lot of research and feedback from writing communities. WriteWay development difficulties came from restraint to not reinvent the wheel. As a result, by stripping away the fat of other word processors on the market, WriteWay was able to refine a new but familiar way to write.

Thanks to a successful pilot program that resulted in valuable user data, Living Sky discovered the genuine need for alternatives in the writing space. Through one-on-one discussions with participants, WriteWay users are the ones that shaped what the Writer app is today.

In a statement on the Writer app market research, Elizabeth George, the Marketing & Strategy Officer at Living Sky Technologies said: “We discovered that whether it’s a creative outlet or productivity tools to make a job a lot easier, people want new and efficient ways to express themselves. Therefore, we want to position WriteWay as a natural extension to your everyday tasks.”

Julie, an Instructional Designer and WriteWay Pilot Program Participant had this to say: “WriteWay gave me a unique writing experience. I was able to organize all my scattered inspirations using the Idea Board, a great space for brainstorming and seeing all my notes as I wrote my drafts. I liked that I could use the cards to easily move around my paragraphs and then pick the order that worked best.”

WriteWay was built upon the belief that anyone can write. This is what founder and Living Sky Technologies CEO, Michael Zhou believes in. As a founding member of the Alibaba Group, Michael was one of Jack Ma’s students during their University years. As an accomplished Java Architect, Michael was instrumental in creating Alibaba, the Amazon of China, one of the largest commerce and technology companies in the world.

Michael now takes his vast knowledge of software and web application development to empower creators through innovative new technologies.

About WriteWay Writer:

Discover a new writing experience designed to feel familiar while streamlining your existing workflow. WriteWay Writer (<https://writeway.com>) provides a clean and minimalist interface that reduces on-screen distractions to help improve productivity. The cloud-based system ensures constant connectivity, security, and collaboration with others. WriteWay uses an intuitive Drag & Drop system to help shape your content and includes all the traditional word processing features you know and love. Sign up for WriteWay Writer today and start your 7-day free trial.

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Forget
Format,
Create
Content
writeway™

“Innovation happens when boundaries vanish, the skies clear, and inspiration is given space to exist. Our software is able to establish patterns from the seemingly random nature of drafting, formatting, and editing to enhance the writing and content creation process.”

— Michael Zhou
CEO, Living Sky Technologies