



Increase Average Time Spent per User on Wynk

By Subin T. Sudhakar

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1.Proposal in a Nutshell

Premise

India's audio streaming market is dominated by Gaana, with a 30% market share, followed by JioSaavn (24%), Wynk Music (15%), Spotify (15%), Google Play Music (10%), and others (7%) according to a study by Kantar and audience measurement and analytics company VTION this January.

Trend:

Spotify saw a 37% increase in listeners using the desktop version of the app, while there was a 55% increase in listeners using the app on their tablets. Additionally, TV and gaming consoles listening grew more than 55% globally.

Goal

- Increase the average time spent per user on the Wynk platform and thereby increase the ad revenue per user.
- Increase the market share by increasing the Daily Active Users of the desktop app.

Problems addressed

Adoption

1. Sharing is not optimized for desktop users
2. Sharing reduces app stickiness by directing users outside Wynk app

Retention

3. Low cost/effort of switching apps

Solution

- Share on Wynk - Share within Wynk using synced phone contacts
- Share Box - A place where all shared songs/podcasts are stored

Roll out target date: 01 Dec 2021

Success (After 2 months)

- 15% Increase in Average Time Spent per User
- 20% Increase in Daily Active Users of desktop Users
- 10% Increase in Average Ad Revenue per User

2. Approach to Solution

2.1. Audience

Teenage students (Age 12 to 17) & Young professionals

- who like to share new songs and new finds
- who like to express themselves to their loved ones
- who like to share what they are listening to

2.2. Psychology behind sharing

Sharing gives happiness

Songs invoke feelings. Human beings have an intense urge to share their feelings. Wynk is an online music streaming platform where users can listen to songs and podcasts. When a user is engaged in listening on Wynk, she/he is invoked with various kinds of feelings which the user would like to express to her/his loved one.

Feeling Special

We, humans, feel special if someone does actions especially for us.




Sense of Gifting

Relationships are strengthened with acts of love and time taken to do things for another person. The very act of sharing songs gives the sense of taking time to make someone feel special.

Instant Gratification



We feel good when people appreciate or react positively to the effort we have put in.

2.3. User Journey and challenges - user sharing a song

	Urge to Share (Mobile app users)	Urge to Share (Desktop app users)	Receive appreciation
User Goals	Listens to songs. Wants to Share the song with a loved one.	Listens to songs. Wants to Share the song with a loved one.	Want to receive appreciation on the Share
Expectation	Share instantly	Share instantly	Quick reply / reaction
Process	<ul style="list-style-type: none"> Clicks on the share option Then chooses social media Then chooses the person to Share with 	<ul style="list-style-type: none"> Sees no share option Copies the link Opens social media Goes to chat Pastes the link 	Just wait till the user gets a feedback
Experience	Frustrated with the time and effort	Frustrated with the time and effort	Gets disappointed
Frustration Level			
Pain Points	Long process. Goes outside the app	Long process. Goes outside the app	No instant gratification

2.4. User Journey and challenges - user listening to Shared song

	Urge to listen	Expresses her liking
User Goals	Remember someone. Finds song/podcast Shared by them.	To let the person know that she liked the song sent by that person
Expectation	Searches and finds the song quickly	Express instantly
Process	<ul style="list-style-type: none"> Goes to the social media of the person the user shared to 	<ul style="list-style-type: none"> Go back and search for the song again

	<ul style="list-style-type: none"> • Scrolls till he finds it • Plays it. 	<ul style="list-style-type: none"> • Reply in the chat of that social media
Experience	Frustrated with the time and effort	Again time and effort consuming
Frustration Level		
Pain Points	No quick way to find shared items	No easy way to share feedback

2.5. Pain Points

Effort taking sharing experience

Wynk has only one sharing option, which is to share a song externally. The process involves more than 3 steps. Desktop users need to copy the link and paste it on the chat of the social media app to share any song.

Users redirected outside

Sharing of songs/podcasts will provide the link to the outside app. This will take the user outside the app thereby reducing the time spent by the user on the Wynk app. Users are not incentivized to return to the app.

Difficulty in searching the shared songs

The users find it difficult to search for songs that were shared days / weeks before. The users have to scroll or find the using the name of the link which makes it an unpleasant experience.

2.6. Main user stories

- As a user, I would like to share songs/podcasts easily with a single click
- As a user, I do not want to go out of the app while sharing a song/podcast
- As a user, I like to view all the shared songs/podcasts on a single page
- As a desktop user, I would like to share the songs the way I do on an app
- As a user, I would like to acknowledge the songs/podcast shared

2.7. Solutions

Direct sharing within the app

Users can share a song/podcast directly with other users using Wynk inside the Wynk app. The user does not have to go out of the app to share the song/podcast. Senders and Recipients can see the content sent and received respectively inside the 'Share Box' / 'Suggestion Box'. The recipient can give feedback by liking the shared content. This can allow desktop Wynk app users also to share the songs.

A dedicated page to access shared songs

Users can now see the list of shared songs and received songs on one single page. This will eliminate the need to search in the chat content of the social media apps. The songs will be arranged in the reverse chronological order of date.

Personalized sharing with lyrics

Users can share their favorite lyrics with their loved ones. Here the users will be allowed to customize the font of the lyric, the picture of the background, and add effects to personalize the sharing experience. This will give the sender a perceived identity in the mind of the receiver and thereby creating a deep impression.

Real-time sharing and listening request

Users can share a real-time song while they are hearing. The recipient can join the user by clicking on the link. This will provide a shared experience for both the sender and the recipient. The feature can be extended to a group where each user can add the songs in queue and hear them remotely in real-time.

Song sharing with any video clip

Users can express the song by uploading a video clip along with it. This can maximize the creativity of the sender and also exactly capture how she/he wants to express her/his feelings. The clip shall be of a maximum of 15 seconds to reduce the data load. The video can be trimmed and customized with added effects.

2.8. Prioritization of Solutions using RICE framework

- Reach: Potential percentage of users this solution will have an impact on.
- Impact: 0.25- Minimal ; 0.5- Low ; 1- Medium ; 2- High ; 3 - Massive
- Confidence on the solution: 50%- Low ; 80% - Medium ; 100%- High
- Effort in man months : 1 for low effort items, 2 for medium effort items, 4 for high effort items

RICE Score as = Reach * Impact * Confidence /Effort

Solution	Reach	Impact	Confidence	Effort	RICE Score
Direct sharing within the app	80 Most of the user shares songs they listen to	High The solutions decrease the number of steps for sharing from 4 to 2.	80% There is 50% effort the user will gain	Medium Users need to use the internal resources	64
A dedicated page to access shared songs	80 Almost every user who Shares songs and receives songs go through the trouble of viewing past Shared songs	Massive Searching for a song on the chat will take 5 minutes. Searching the song on the 'Share Box' / 'Suggestion Box' will take 1 minute maximum.	100% Reduces human effort by 4 minutes	Medium An extra page needs to be made. The effort will be to segregate links of songs shared	120
Personalized sharing with lyrics	75 Only youth will use this feature with their loved ones	High Personalization is similar to gifting someone. It makes the receiver special.	80% Not all users will have the time and people to personalize songs	High Extra app functions like customization of font, effects need to be added	30
Real-time sharing and listening request	50 Mostly only couples in long-distance relationships will use the feature to get the feeling of togetherness	Medium Lags and network issues can spoil the experience	50% The likelihood of 2 users dedicating the same time is less	High Requires high amount of bandwidth and low latency so that songs sync well	6.25
Song sharing with any video clip	50 Only creators of short video format will use it	High The image communicates more than sound thus creating an added effect	50% User needs to put effort into downloading and editing the video	High Videos will require more space and different expertise	12.5

Solutions prioritized

- Direct sharing within the app
- A dedicated page to access shared songs

3.Implementation

3.1. What are the things there - feature/glossary

- 'Share on Wynk' button - A button that will let users share to contacts within Wynk directly
- 'Share to contact' box - A box that pops up where the user can choose the Wynk user to who he can share a song to
- 'Share Box' / 'Suggestion Box' - A page where the user can view all the songs shared and received.
- Feedback button - a button near the shared song on the 'Share Box' / 'Suggestion Box' where the user can send feedback acknowledging the shared song/podcast

3.2. What

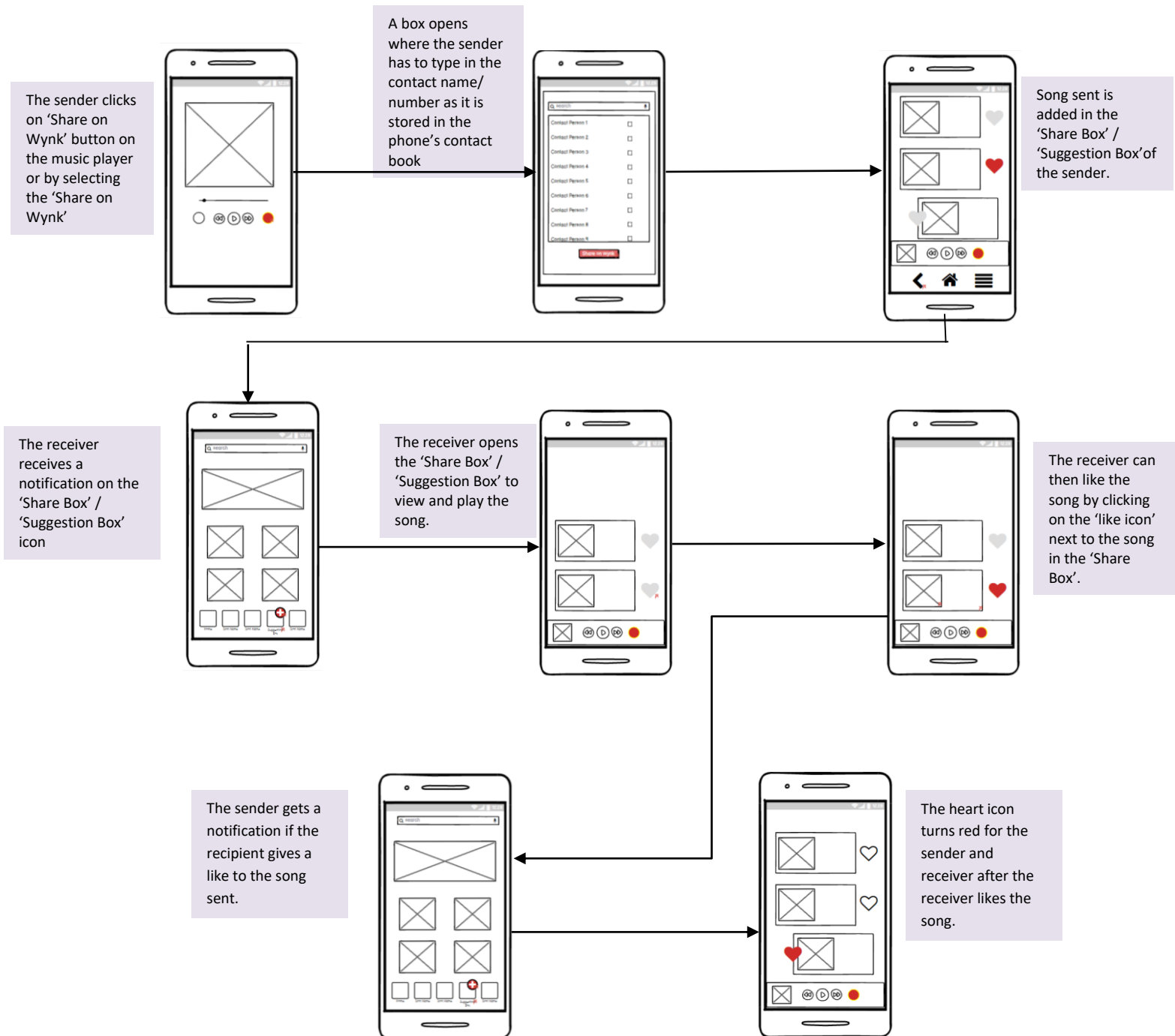
1. The music player will have 'Share on wynk' button.
2. Upon clicking it, the user can type in the name/mobile number as it is stored in the contact book.
3. The receiver will be notified after the song is shared. The notification will open a 'Share Box' / 'Suggestion Box' that where all the songs/podcasts shared received can be seen.
4. The receiver can give feedback by liking the heart icon next to the song shared, which will be notified to the sender.

3.3. User feelings

- The user has to feel like gifting a person while sharing a song for another user
- The user has to feel special while a song is shared with them
- The user should feel happy while seeing the number of songs/podcasts shared on the 'Share Box' / 'Suggestion Box'

3.4. Wireframes (for both Mobile & Desktop)

[Link to wireframes](#)



3.5. Phase wise implementation

'Share on Wynk' icon on the music player screen.	Phase1
'Share on Wynk' option on the kebab menu next to every song.	Phase2
Contact Selection box that opens when the user clicks on the 'Share on Wynk' icon.	Phase1
Integration of contact book on the phone and selection of contacts.	Phase1
'Share button' that shares the song with the selected contacts	Phase1
'Share Box' / 'Suggestion Box' to be added home page among navigation buttons	Phase1
Display of songs/podcasts that are shared (on the right) and received (on the left).	Phase1
Prompt via notification when the song that is shared is liked by the recipient.	Phase2
Prompt via notification when the song is shared with the recipient.	Phase1
Songs/podcasts shared must be taken to the music player when clicked on it.	Phase1
Heart button next to the received song/podcast for the recipient to like.	Phase2

3.6. Notes for Engineers

- The contacts stored on the phone are used as a directory. This needs to be translated onto the desktop app also.
- The contacts need to be verified if they are Wynk users
- The contact must show only if they are Wynk users

3.7. Fields

Contact Selection Box

- Field to enter name
- Show the contacts selected
- Send Button

Shared song

- Display a picture of the song
- Song name
- Album Name, Artist Name
- Sender name

3.8. Launch requirements

- Usability — The user must be able to share a song/podcast within 5 seconds
- Reliability — The success rate has to be 99 percent
- Performance — The recipient of the Shared song has to be notified and the link to the song has to be delivered into the 'Share Box' / 'Suggestion Box' within 2 seconds after the song is shared.
- Supportability — In case of any glitch, a notification requesting help needs to be popped up with the option to choose the problem faced. The feedback is sent to the technical team at Wynk.

3.9. Roll out Timeline

Phase1

Nov 23rd, 2021 - Testing for bugs

Nov 30th, 2021 - If there is no bug, then testing for user adoption

Dec 05th, 2021 - Launch if there is desired adoption

Phase2

Dec 10th, 2021 - Testing for bugs

Dec 15th, 2021 - If there is no bug, then testing for user adoption

Dec 25th, 2021 - Launch if there is desired adoption

3.10. Success Metrics

Focus metric: Increase in 15% Average Time Spent per User after 2 months of launch

Input tracking metric

- Increase in 20% Daily Active Users on Desktop Wynk app
- Increase in 15% Number of songs played per user
- Increase in 10% Average Ad Revenue per User
- 30% Number of Shares on Wynk per month / Total No of Shares per month

Check metric

- Decrease in new songs played per user

3.11. How to educate users

After the rollout of the feature, the user would be notified about the new 'Share on Wynk' feature with a pop-up notification.

For sharing a song/podcast, there will be 3 steps to guide the user through the 'Share on Wynk' process

When to guide	Message	Nudge
When the user is playing a song	'Try the new 'Share on Wynk' feature to Share songs quickly to your loved ones who are on Wynk'	An arrow mark pointing to the 'Share on Wynk' button
Once the user clicks on the 'Share on Wynk' button, the user is taken to the 'Share to contact' box	'Type in the name/names of the person/contact number as stored on your contact list.'	The user receives a message
After the user selects the contact name/names whom the user wants to Share	'Click the 'Send' button'	A pop-up notification prompts with an arrow mark pointing to the 'Send' button

For receiving a song/podcast, there will be 2 steps to guide the user through the ‘Share on Wynk’ process

When to guide	Message	Nudge
Once the user receives a song	‘Your friend has shared something special for you’	A notification is prompted with an arrow pointing to the ‘Share Box’ / ‘Suggestion Box’ icon.
After the user opens the ‘Share Box’ / ‘Suggestion Box’ to view the song/podcast.	‘Hit the ‘Like button’ to let your friend know that you are happy with the shared song/podcast.’	A notification is prompted.

3.12. Summary

Wynk has been a major player in online music streaming. With the increase in competition from the global players and Indian players, the competition has become tight. The ‘Share on Wynk’ feature will be one of the many steps from Wynk towards providing a socializing experience. This will create stickiness among users that will ensure a higher market share in the industry.