



inshorts

IMPROVING NEWS FEED IN INSHORTS



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PROBLEM STATEMENT

- You've joined as a Head of Product at Inshorts.
- A constant feedback that you've been hearing from your users is that they felt they need to go through multiple irrelevant news articles and ads to arrive at the news they actually wanted to read.
- The news feed doesn't feel personalized enough and users switch to other news platforms or even social media platforms to get their daily news.
- You wish to improve the news feed keeping in mind the different users that come to your platform.

GOAL

- To improve the news feed by making it more personalized with new product features.





ABOUT INSHORTS

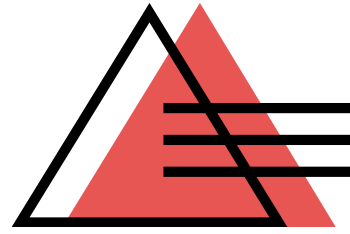


- Inshorts, is a Noida, India based app based product that sends out news stories in 60 word bites for busy and uninspired readers.
- Founded in 2013, has become one of the popular news app in India with more than **15M** downloads across Android and iOS and **3B** page views per month.
- All summarized stories contain only headlines and facts, no opinions, to help you stay informed of the current affairs.
- Available in Hindi and English as of now.
- User data
 - **86 screens (12 min)** per DAU per day
 - **42% DAU/MAU** Ratio.
 - High word of mouth (More than **70%** organic downloads.)





MARKET OPPORTUNITY



- 37% of the smartphone users read news on their smartphones
- What is keeping the rest 63% from reading news on their smartphones?

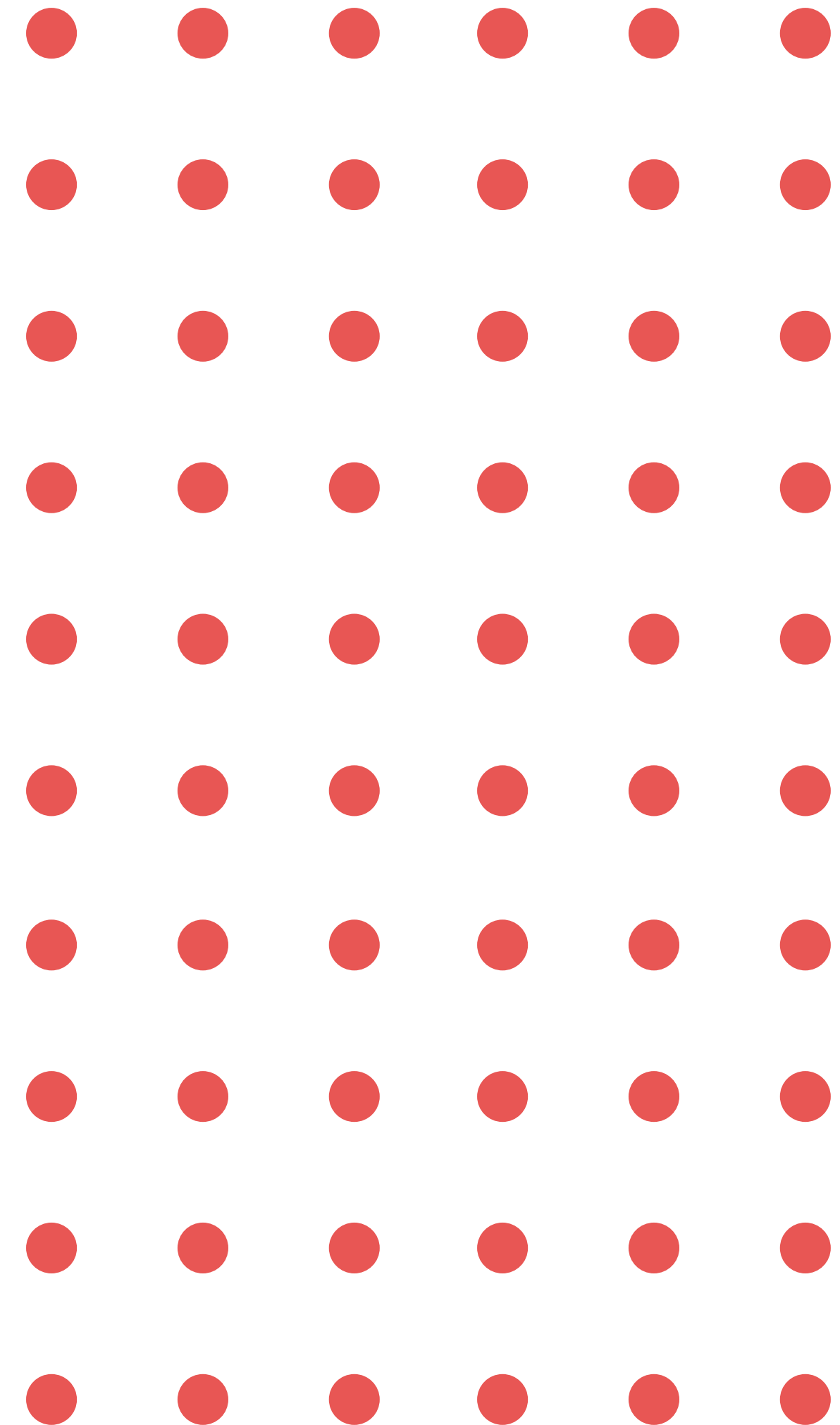
COMPETITORS



Times of India



Google News





USER PERSONA #1

KRITIKA SINGH

"I'm looking for an app that will simplify my news reading routine and general awareness process."

ABOUT

Age: 32 years

Archetype: The Planner

Occupation: Business Women **Household Income:** 90k P.M

Location: Mumbai, India

CORE NEEDS

- to spend less time searching for news that interests her.
- To expand the source of the news she gets
- To read as much as content as possible in fixed amount of time
- To see what her fellow businessmen's views are on specific topics.

PAIN POINTS

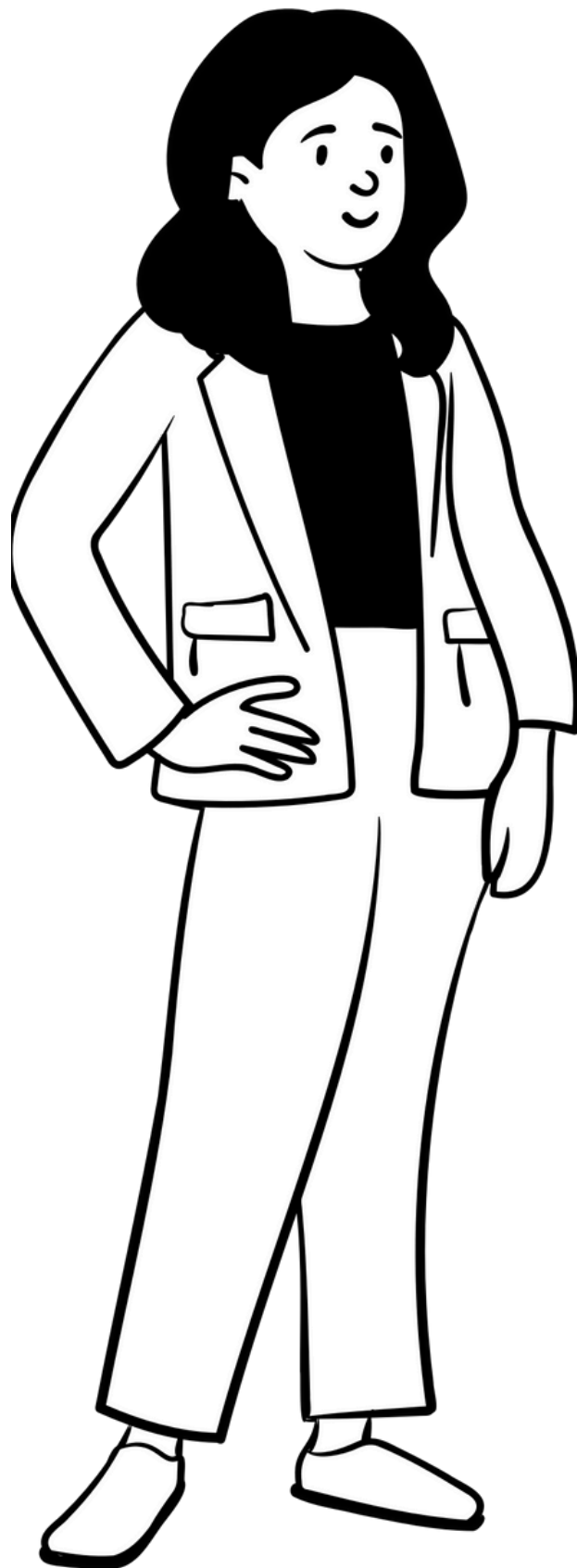
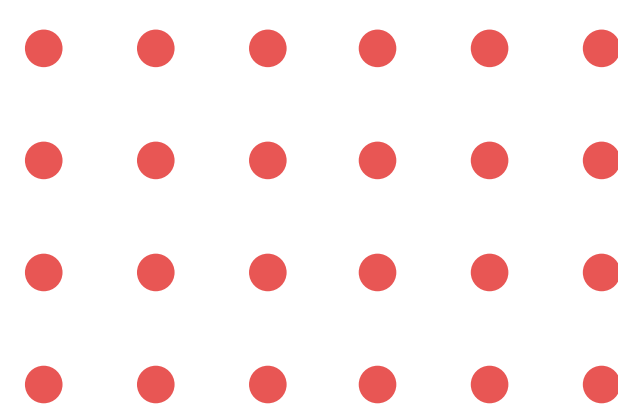
- Spending so much time going through wasteful and unwanted news articles to reach the news she actually wants to read.
- Too many ads.
- Want to have shorter process to get to the news.

HABITS

- Her mornings are super busy and therefore she barely gets time to go through the whole newspaper i.e, she only goes through the headlines.
- She is a planner and likes to keep aside only certain time for news reading.
- But she has a habit of being sure about whatever she likes, mainly her business and therefore likes getting news about it from all sources.

SOLUTIONS

- Introduction of new Categorization of News feature in which user can sort or choose from various categories of news like sports, business, Political, etc.
- Subscription Model for removal of ads (User such as kritika can pay a certain amount of money to save their time.)
- A option at the bottom of news to see how the experts and known people in that specific field are reacting to that news.





USER PERSONA #2

RAHUL REDDY

"I'm using Inshorts to keep myself updated on daily news and current affairs."

ABOUT

Age: 22 years

Occupation: CA student

Location: Pune, India

Archetype: The Everyman

Household Income: N/A

CORE NEEDS

- To get relevant news which interests him
- For example, as he is a commerce student he loves reading finance related news.
- To access the news in quickest and simple manner.

PAIN POINTS

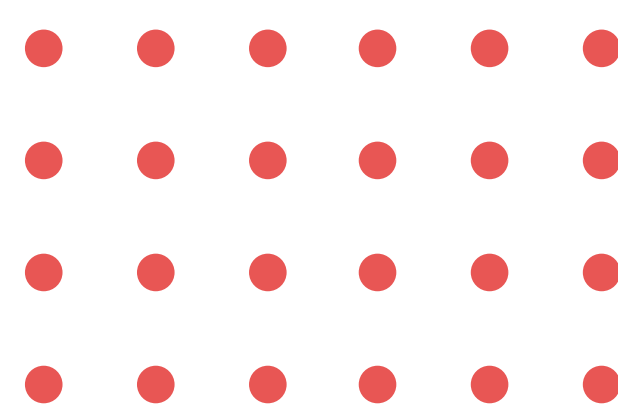
- He found out that his maximum time is getting wasted on scrolling down on unwanted and irrelevant news.
- Too many ads are popping up.

HABITS

- He studies in mornings and travels to coaching class after study in the morning.
- He hates reading those conventional big articles in the news paper.
- But want to keep himself updated so he utilizes his traveling time for reading news on the application.

SOLUTIONS

- Introducing new Feature as Personalize my feed, which will let him personalize his order to see news for example, he want to read finance related news first so he will get finance related news on top of his feed after he personalizes the feed.
- Subscription model for Ads removal.





USER PERSONA #3

RITESH BAJAJ

"I'm looking for an application that will give me daily news update in simple and short manner."

ABOUT

Age: 27 years

Occupation: Software ENGINEER

Location: Bangalore, India

Archetype: The Everyman

Household Income: 50k P.M

CORE NEEDS

- Loves reading about new tech related news from all over the world
- Also have interest in Political and sports related news.
- Wants to know how people around world react to specific news he reads.

PAIN POINTS

- He is not been able to get all kinds of news he wants to being updated on.
- Want news to be in short and simple form.

HABITS

- He works in It sector as software engineer, goes office by morning so don't get time to read newspaper.
- Want to utilize some of his free time during lunch break and after office hours for reading news.
- Doesn't like reading that much so want to consume news in short and simple manner.

SOLUTIONS

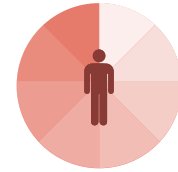
- Introducing new Feature as Personalize my feed, which will let him personalize his order to see news for example, his feed will show the specific categories of news he choose in a specific manner as he preferred .
- Reviews/Reactions feature at the bottom of the news article will show all reactions by the well known and expert people from that category.





FEATURE #1

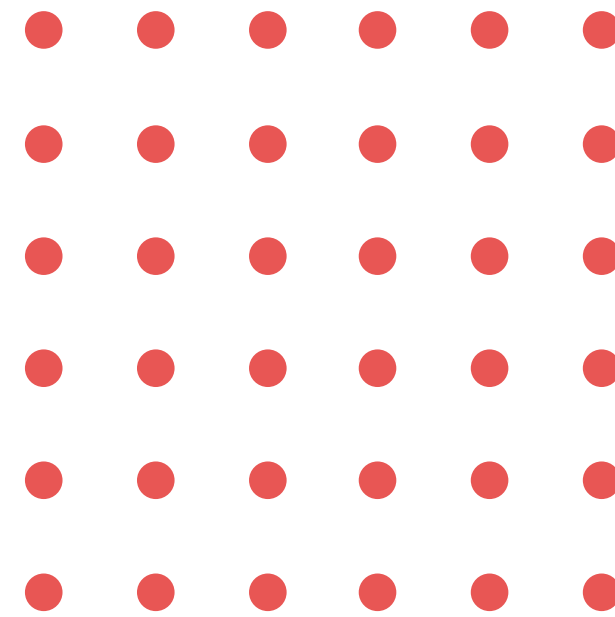
PERSONALIZE MY FEED



Personalize My Feed option in the settings of the application will allow users to personalize their feeds according to the category of news they want to read and avoid which they don't and with this feature the user will also be able to set the order in which they want to read their news, for example if user sets his preference as [Sports-Political-Business], then the application will show news in this order only whenever user opens the app i.e., first from the Sports category then from Political and after that Business.

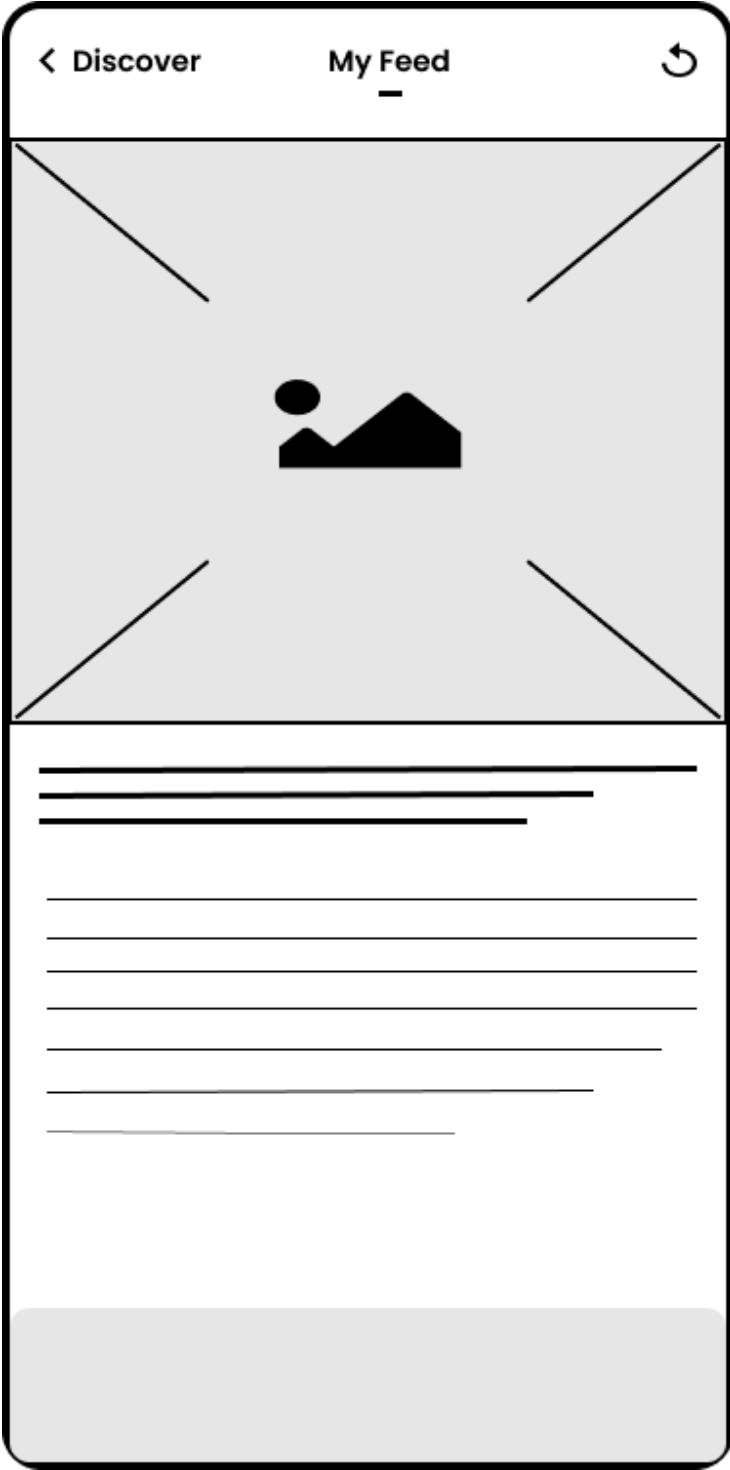
“BENEFITS”

- The problem of going through multiple irrelevant news will be solved.
- Process would get shorter, simple and less time consuming which will result in retention of customers.



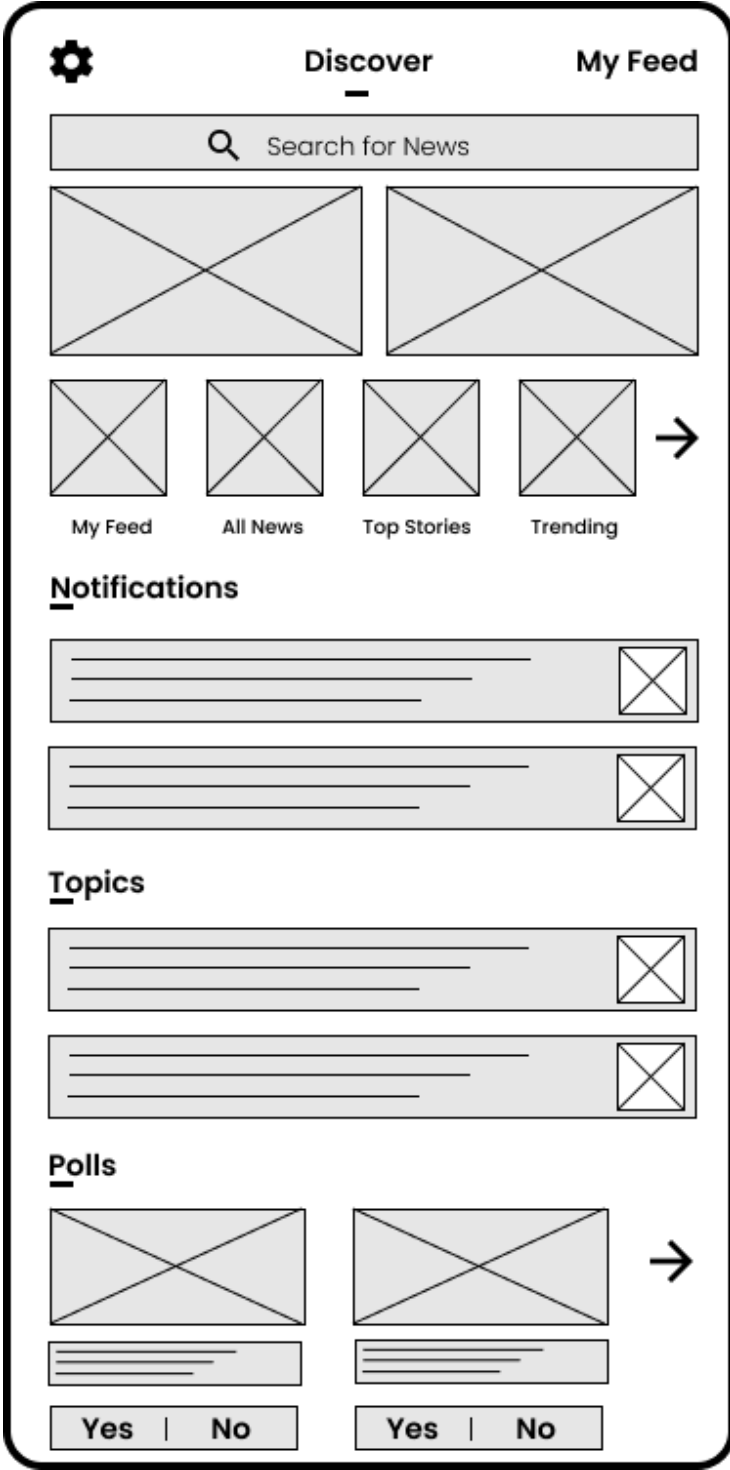


WIREFRAMES

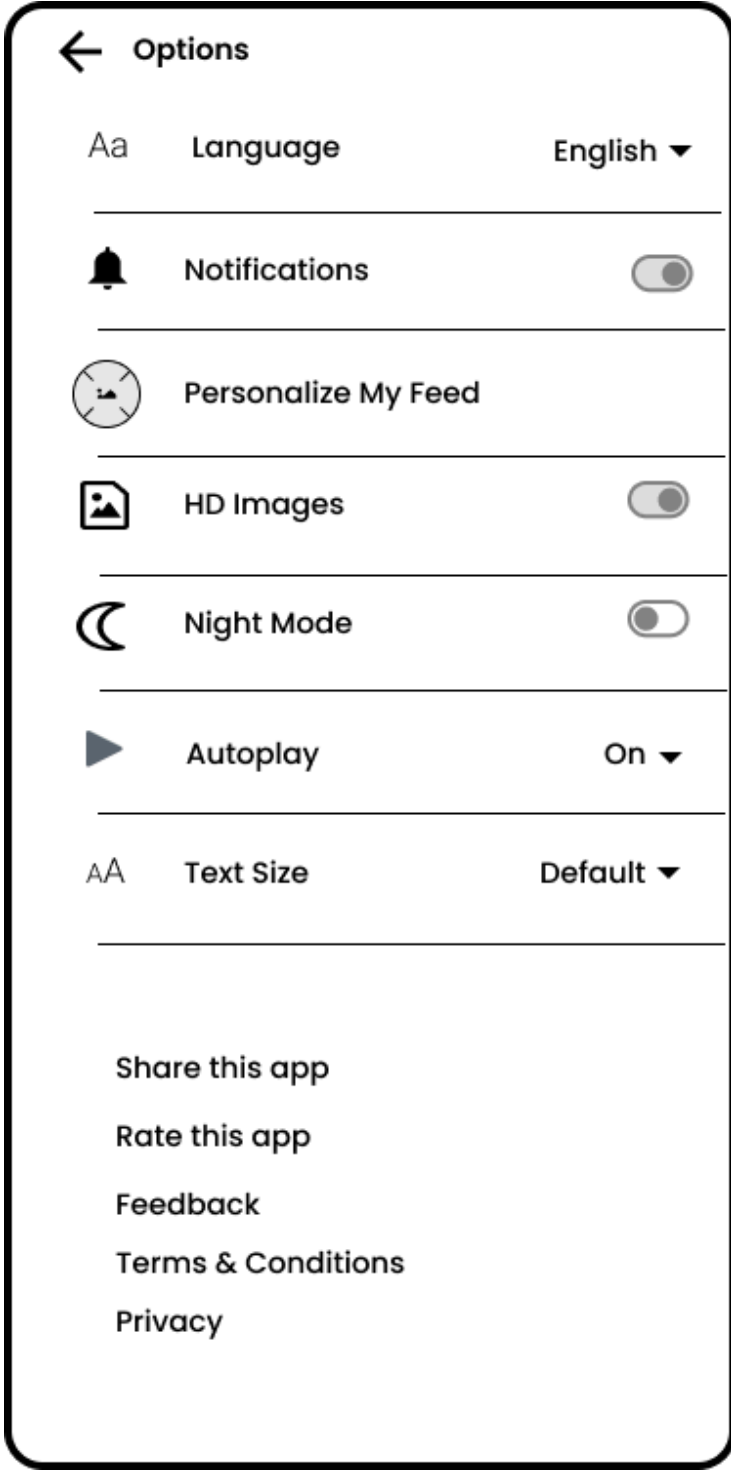


First Page

Slide Left



Settings





←

Personalize My Feed

Select the categories of news that interests you

Politics

Education

Business

Entertainment

Sports

Technology

Automobile

International

Startups

Fashion

Browse other categories

→

Next

→



←

Set Your Preference

Category	Preference
Politics	1
Sports	2
Business	3
Entertainment	4

Next

→



**Updated
News Feed**

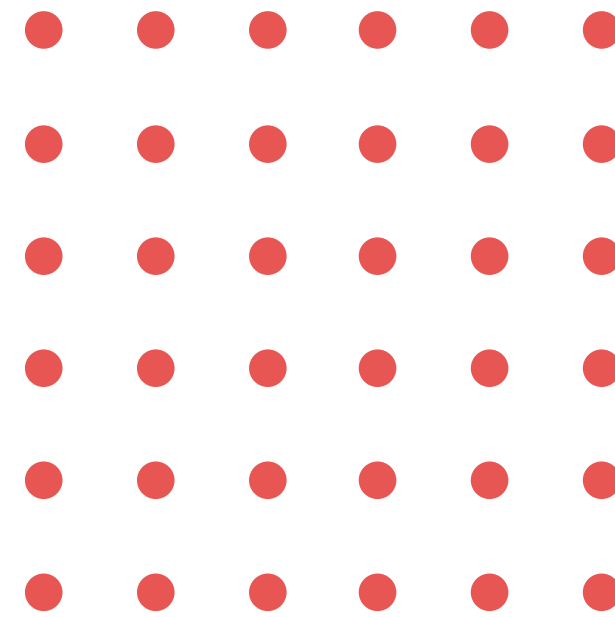




FEATURE #2

REACTIONS

Reactions option at the bottom of the news article will allow users to read how the experts and well known people from that particular area are reacting to the news or what are their views on the specific news. For example, If user is reading a political news then the reactions option will show the user how the political leaders are reacting to that news and what are their personal views on the news.



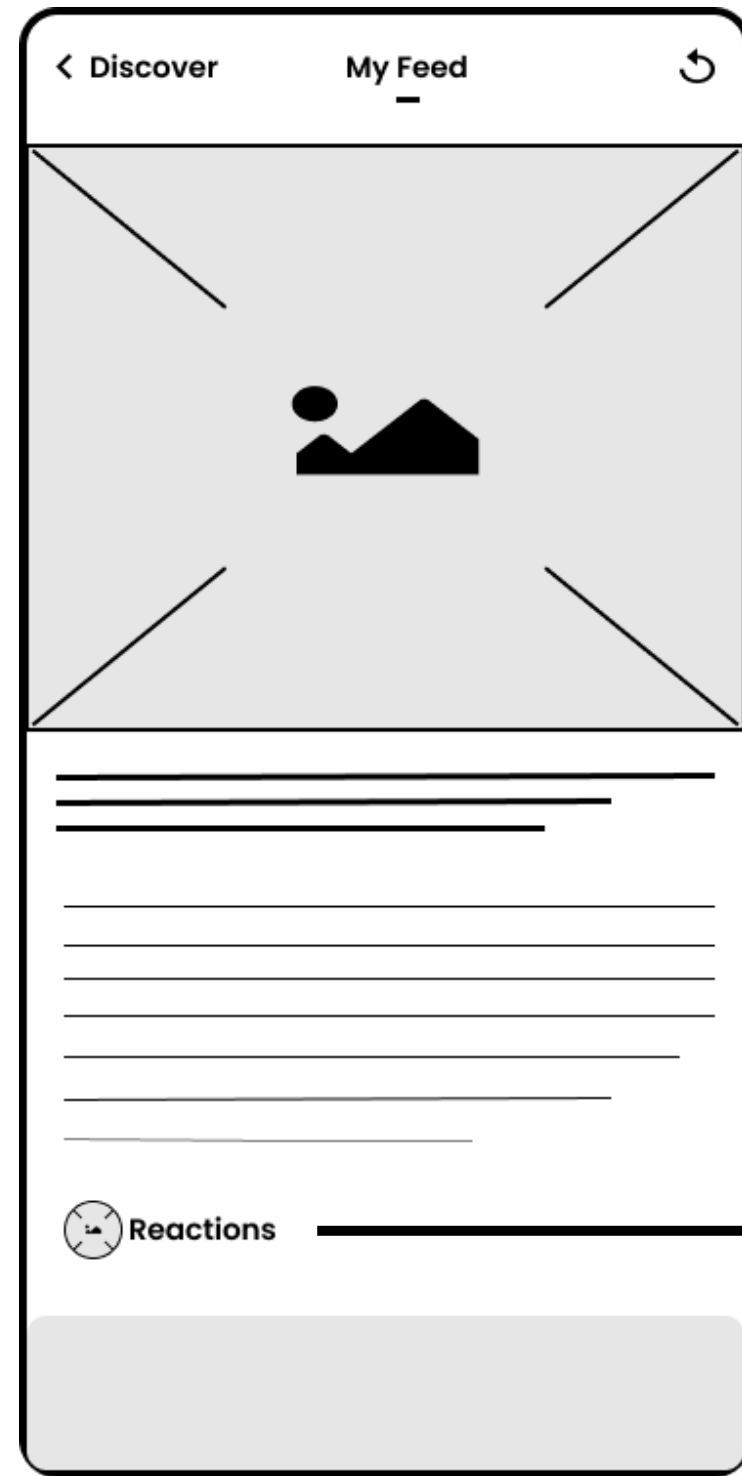
“BENEFITS”

- More user engagement will happen resulting in more customer retention.
- Customer will derive more value from product.

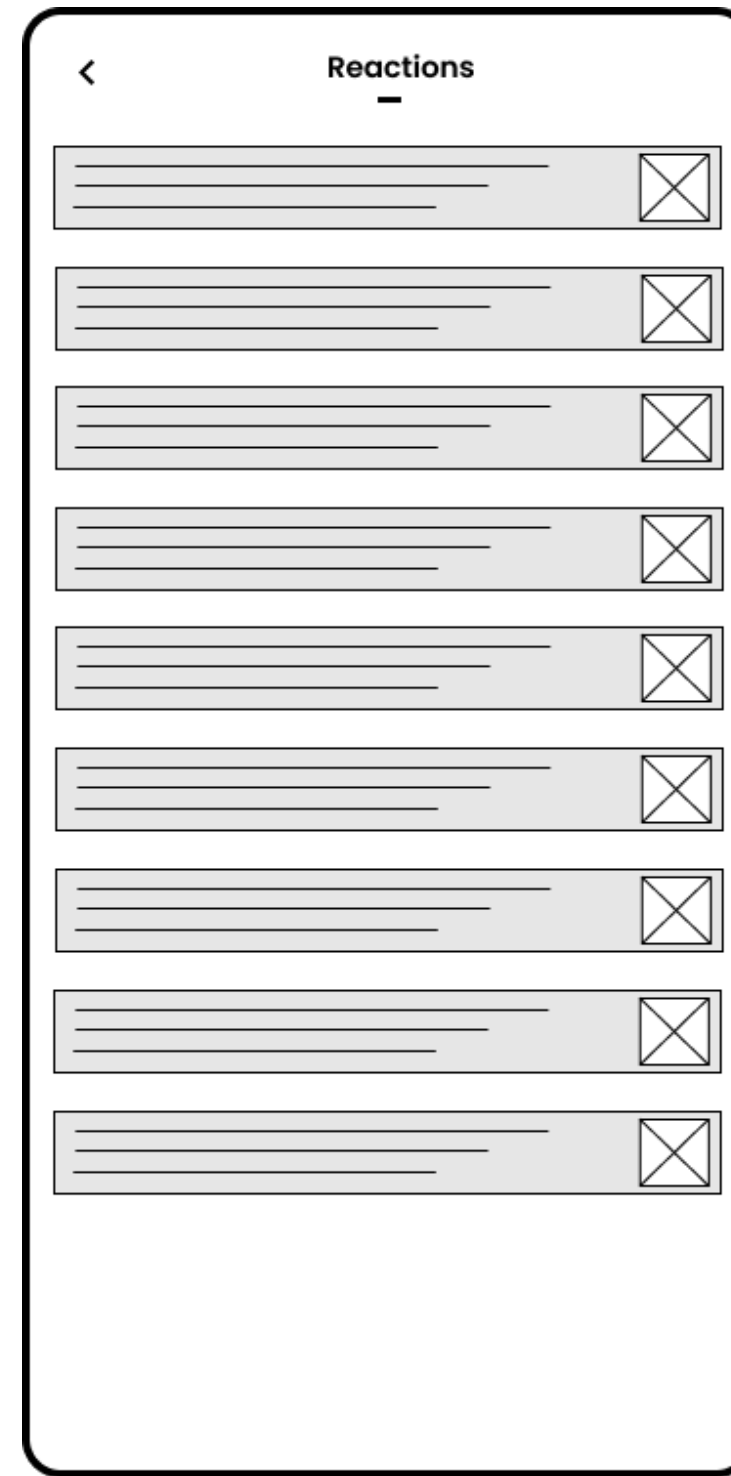




WIREFRAMES

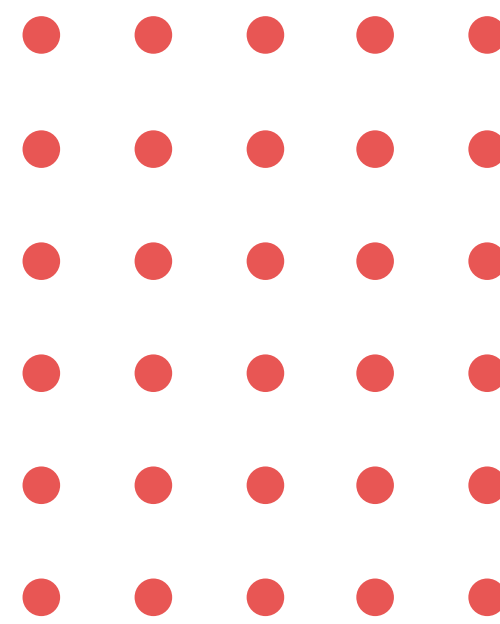


News Page



Reaction Page

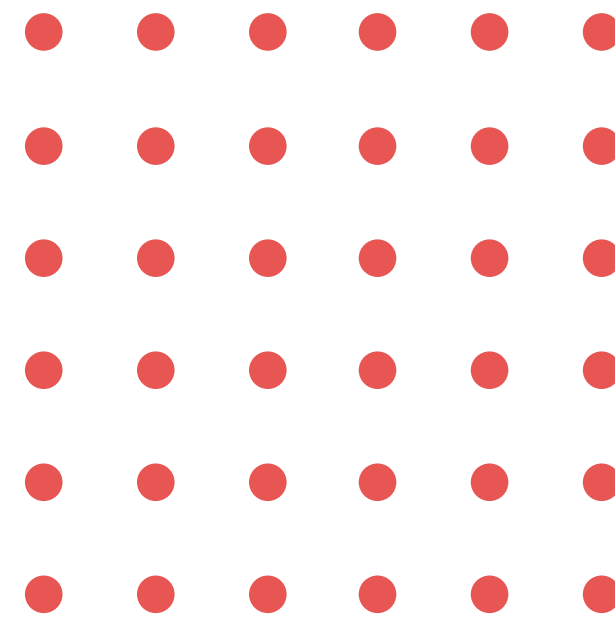
→ Reviews/
Reactions





FEATURE #3

SUBSCRIPTION

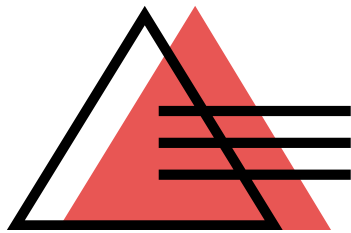


As users are facing problem of having too many ads on the application, we cannot remove ads completely from the application as its a source of revenue for the company but we can introduce a subscription model at a convenient pricing considering all types of customers which will be a solution for ads.

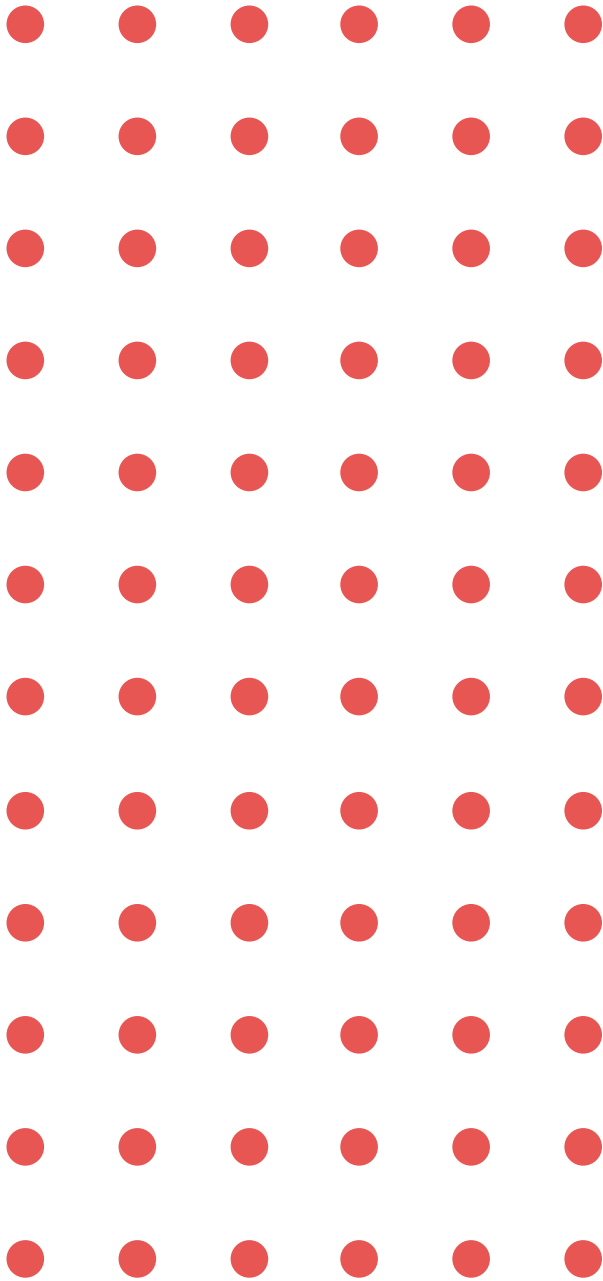
“BENEFITS”

- Revenue generation.
- Customer satisfaction.
- Increase in loyal customer base





FEATURE SUCCESS METRICS

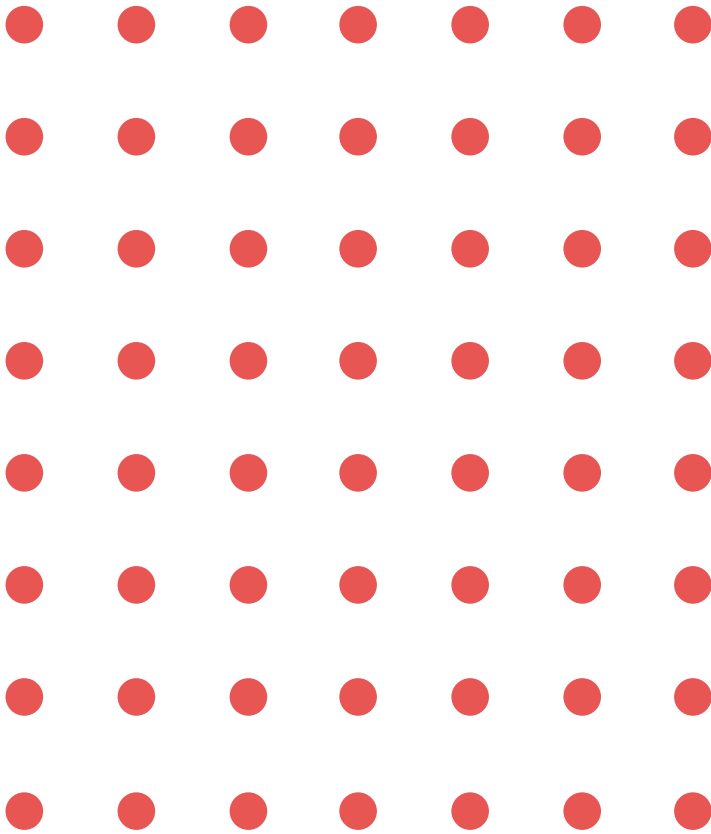


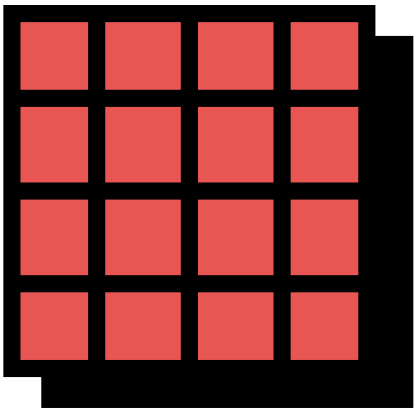
Feature	Metric
<u>PERSONALIZE MY FEED</u>	1.Number of people using the feature. 2.Increase/Decrease in DAU and MAU (daily active users). 3.New sign ups after feature launch. 4.Average daily sessions per DAU.
<u>REACTIONS</u>	1.Number of users using the feature in a fixed timeframe. 2.Average session length per user.
<u>SUBSCRIPTION MODEL</u>	1.Daily Subscribed Active Users. 2.Monthly recurring revenue.



PRIORITIZATION

Feature	Reach (per 100 customers)	Impact (1-5)	Confidence (%)	Efforts (person-months)	Final score
Personalize My Feed	85	4	90	5	61.2
Reactions	80	3	50	4	30.0
Subscription	75	3	70	6	26.25





GO TO MARKET STRATEGY

1.FEATURE DEVELOPEMENT

For all of the feature after doing extensive user research and analysis we will start features development and technical development



2.PRE-LAUNCH

We will release features for 1% of customers and company employees, where we will get honest reviews from them and evaluate features.



3.BETA VERSION LAUNCH

We will launch the features after complete evaluation after prelaunch to 10% of our early customers

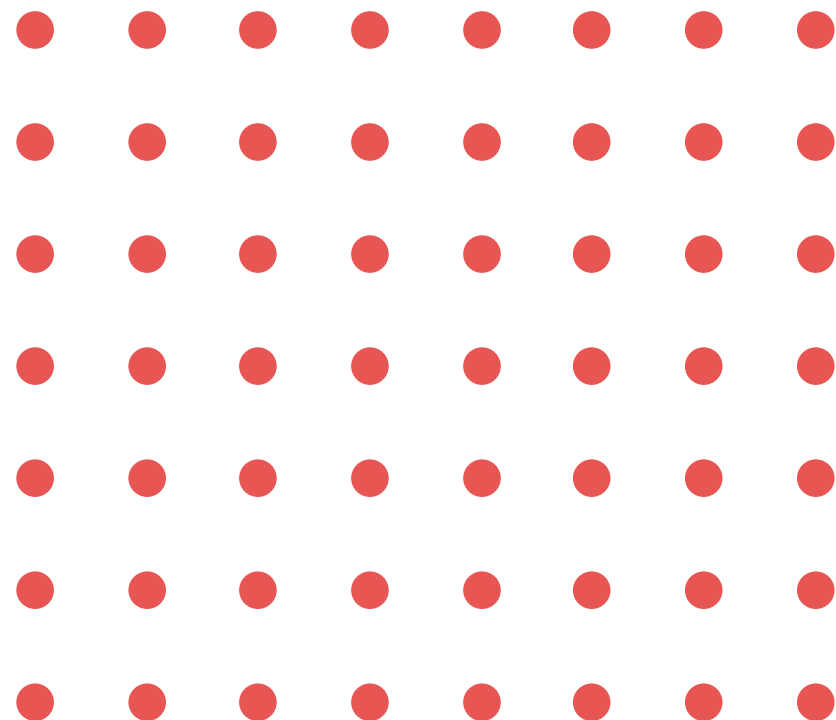
5.RELEASE

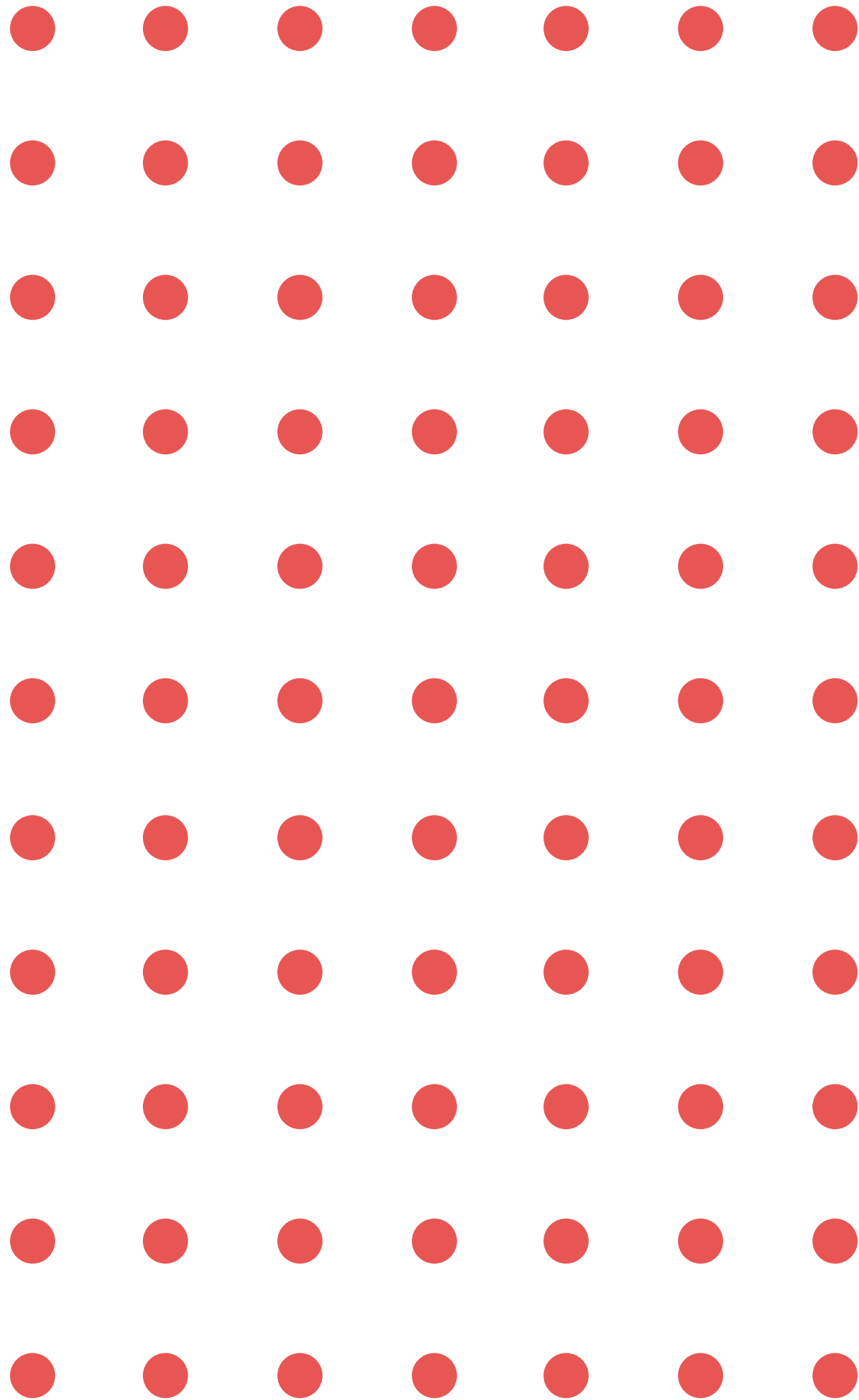
After making changes and improvements as per user reviews and feedback we will rollout final version of features.



4.EVALUATION AND FEEDBACK

We will get reviews from the customers through rating and interviewing some of the users and we will do improvement if anything found to be improved.





**THANK
YOU** ■ ■ ■

