bas bajna chahiye

g gaana

Aditya Soni

Gaana is a digital music, podcast, and video service that gives users access to millions of songs and other content from creators all over the world.
Business Model - paid subscription-only model **Revenue Model** - Subscription and Advertising

Problem Background

- Gaana App can stay on top of its competitors by focussing on increasing user engagement.
- Gaana App offers a lot offeatures to enhance user experience but a large portion of users remain oblivious to those.

User Perspective

- 50 % of users would like to be socially engaged on Gaana App
- 60% of users think that Gaana App can provide better Music suggestions.
- 70% of users are unaware about 3 out of 5 existing Gaana App features

Problem Statement

- The Problem Statement can be broken down into two parts -
- Increasing Engagement
- Enhancing UX

Name : Rahul Sharma
Working Professional
Location : Gurugram

Daily Ganna App usage time : 2 hr

Name : Asha Mathew
College student
Location : New Delhi

Daily Ganna App usage time : 4 hr

Attributes

- Enjoys crafting distinct playlists tailored to different activities
- Likes to utilize the app to its fullest by staying up to date on new features

Goals

- Constantly seeking fresh tracks to add to his playlists
- Desires a convenient way to stay informed about updates and new features
- Better music sharing

Pain Points

- Inability to add one song to multiple playlists in one go
- Investing time on manually exploring settings to discover the latest features

Attributes

- Loves listening to music while practicing her hobbies
- Suffering from Work Pressure and Anxity and takes music as a solution

Goals

- Requires songs that sync perfectly with her hobbies.
- Desires to explore fresh music to relax

Pain Points

- Difficulty finding music catered to her mood and hobby
- .No means to know which songs are currently better to relax and redure anxiety

Product Analyst – Aditya Soni   Figma Link : Link   Survey link- Link

gaana

Problem: Many people struggle with mental health challenges like stress, anxiety, or sleep problems.This can be a great market oppertunity

Solution: **Harmony & Focus** offers personalized music therapy experiences.

According to WHO, India accounted for nearly 15 per cent of the global mental, neurological and substance abuse disorder burden. A meta-analysis of community surveys estimate that the prevalence of depression and anxiety could be up to 33 per 1,000 persons.

Why this feature ?

Music therapy can reduce depression levels in children and adolescents by 20%.

Over 50% of people listening to music reported a significant decrease in feelings of stress.
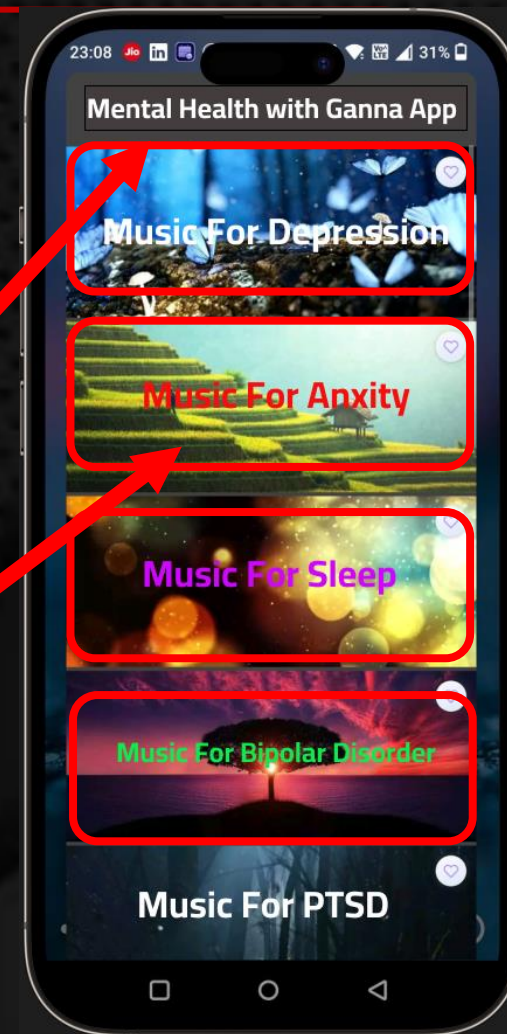
81% of people say that listening to music can influence their overall mood.

60% of surveyed dementia patients responded positively to music therapy

Find Your Zen: Personalized Music for Well-being

Specially Curated Music Instrumental for helping Depression , Anxity etc.

23:08

Mental Health with Ganna App

Music For Depression

Music For Anxity

Music For Sleep

Music For Bipolar Disorder

Music For PTSD

Solutions-Increasing Engagement

Trim Snippet of song you want to share

Share the snippet and the snippet from that timing will play on friend gaana app

Why this feature ?
50% of surveyed users desire and approve of Ganna App allowing them to share music with their friends on the app itself as 60% of them are heavily influenced by their friends recommendation to discover new music.
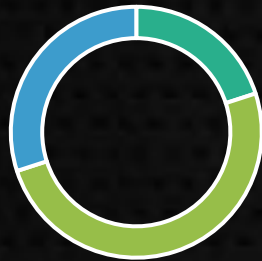
ABOUT
● Enables users to share a 10-second snippet of the song they'd like to share with their friends on Spotify
● Users can also recieve friends' snippets and hence discover new music
● Users can perform a range of actions at the Snippets interface

Action Item

● Introduce a new feature **"Snippet Share"** on the Music listen page.
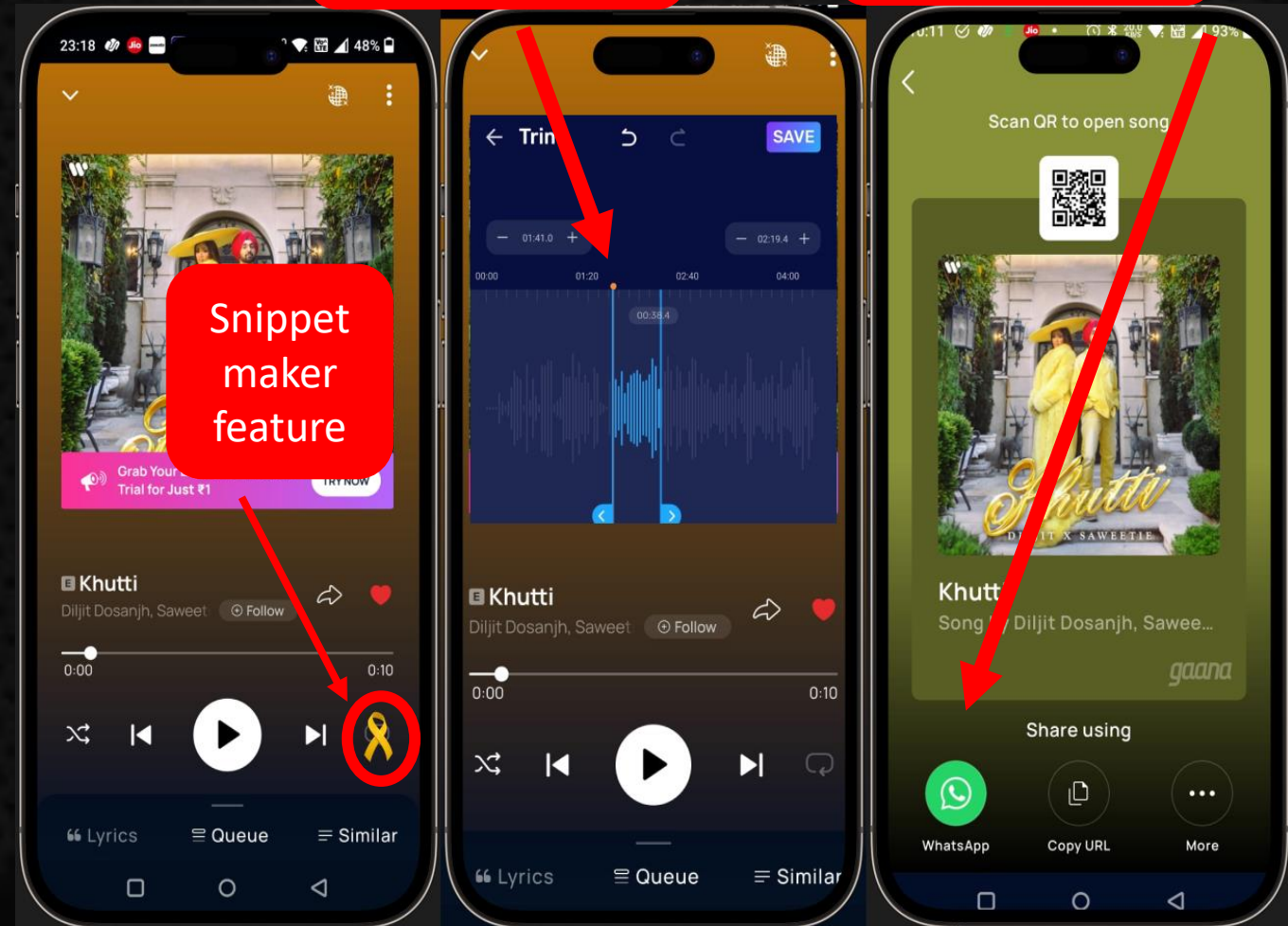
Music Shareing

■ Don't share ■ Satisfied with social media ■ Unsatisfied

Snippet maker feature

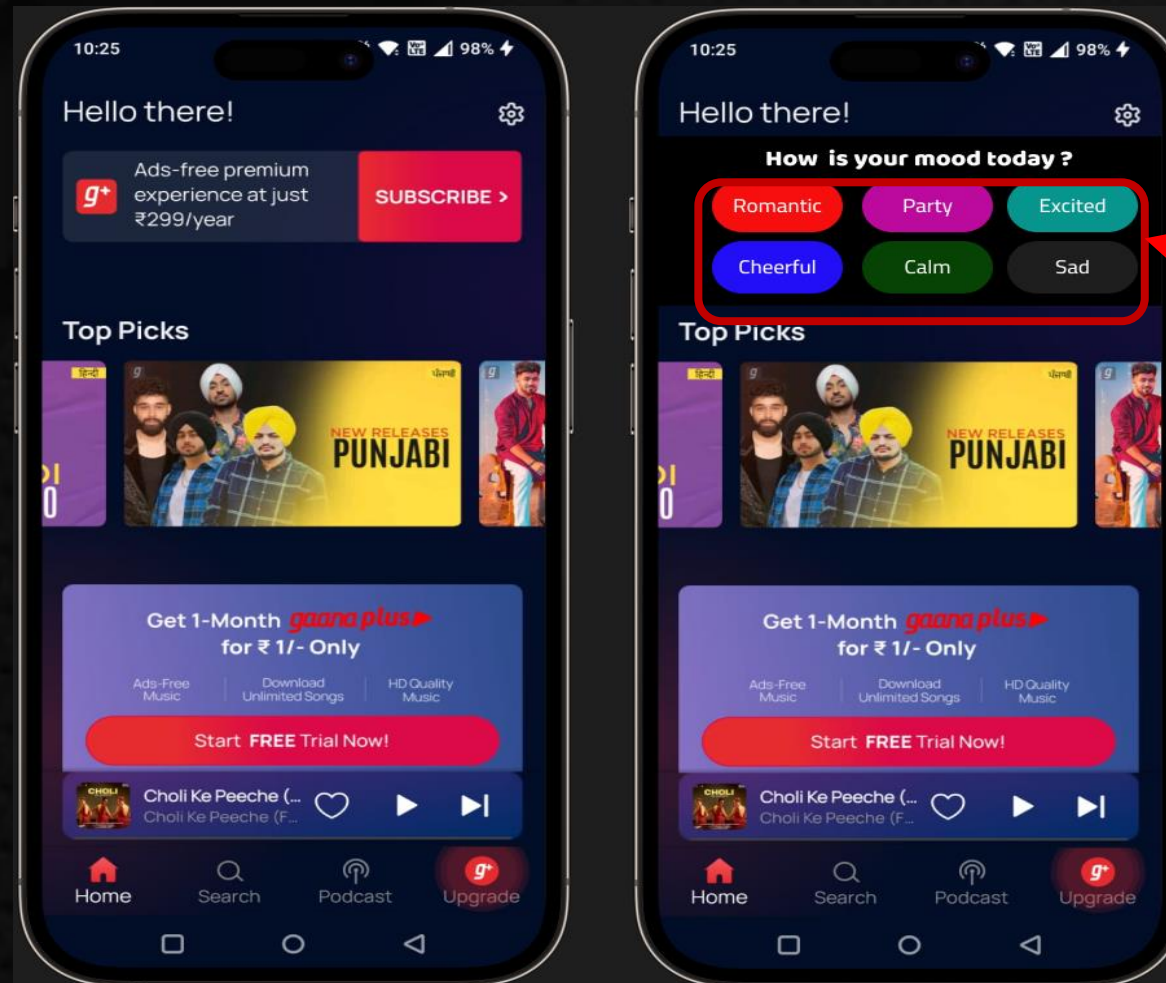## What's your mood today ?

Why this feature ?

● Mood - most influential in determining music choices for 90% of users surveyed
● Among them, only 40% were aware of the existing Mood Tab

Action Item

● Right Placement- Bring the Mood Tab to the Homepage

User is able to listen music according to their mood direct on the home page

## LISTEN MUSIC WITH 8D EXPERIENCE

Why this feature ?

●Gives impression of listening to live music 'with your brain' instead of your ears.

● 50% of users desire better music experience

Action Item

Equalization: Adjusts the balance of different sound frequencies.

•Panning: Controls how sound is distributed across audio channels, creating a sense of movement.

•Effects: Additional processing techniques might be used to further enhance the immersive experience
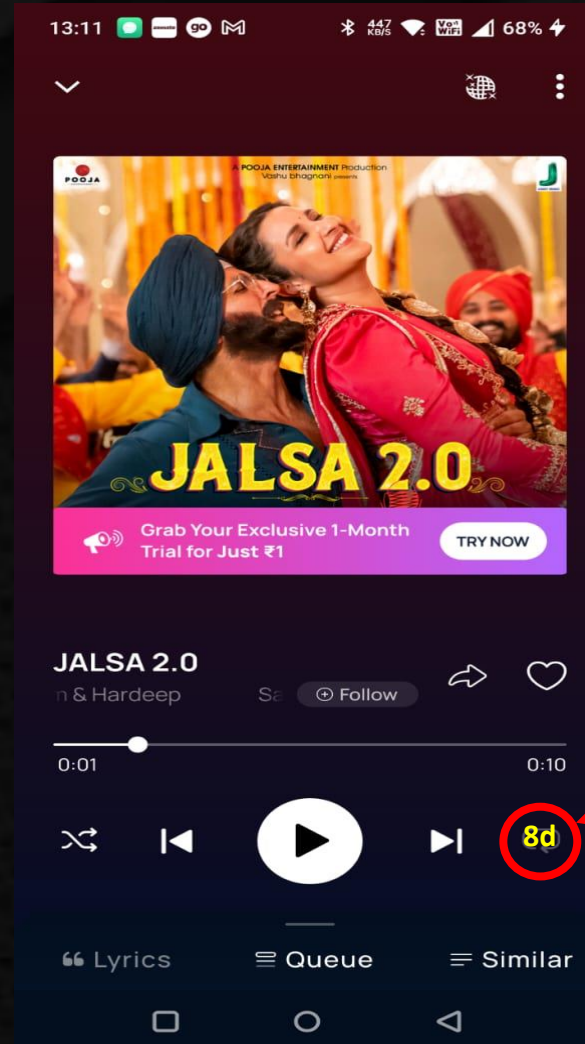
User can adjust Bass, jazz of music that give them taste of their own and provide with unique experience

Button that provide with 8D audio music
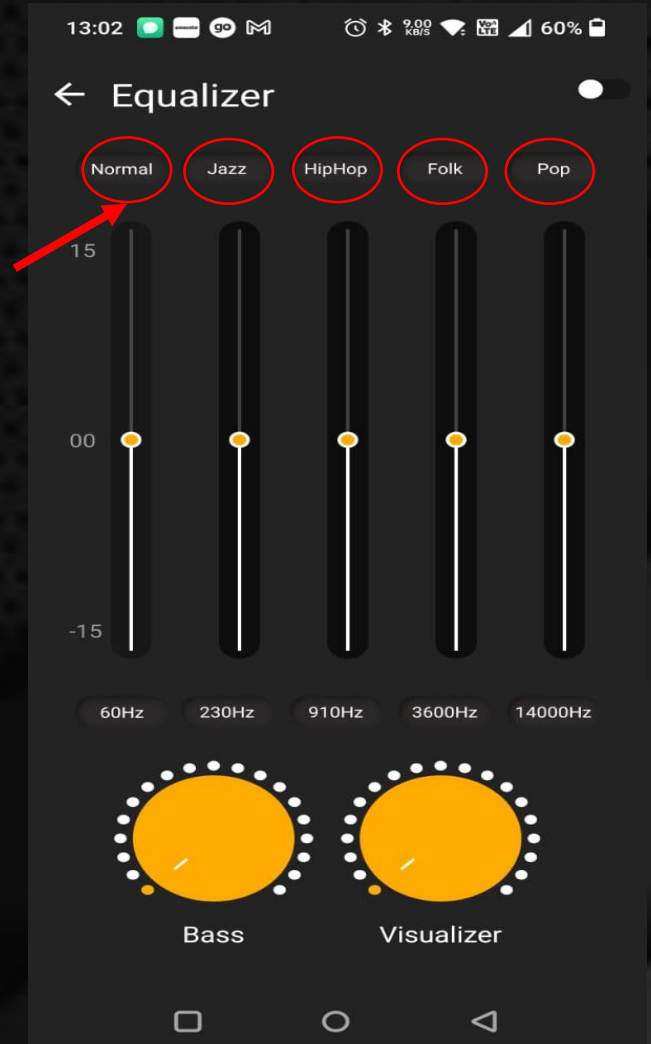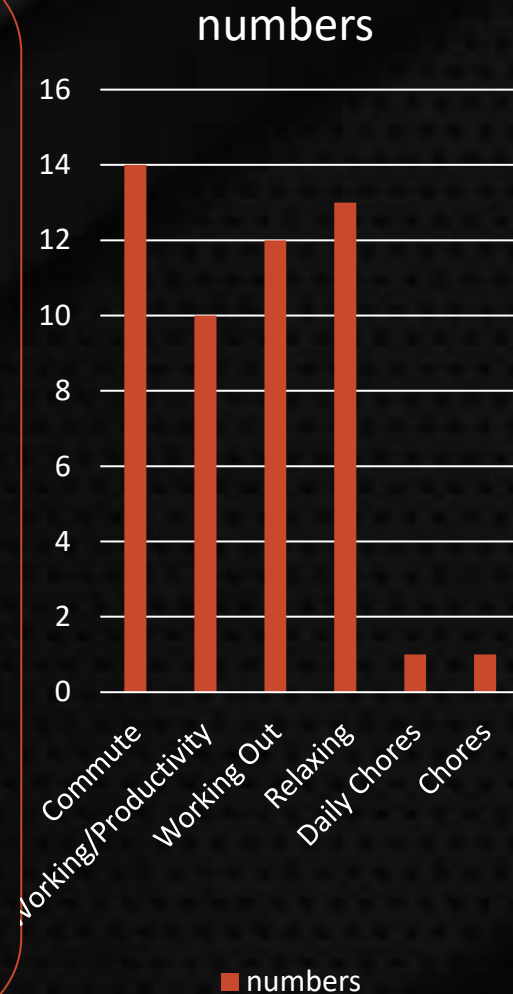
SOLUTIONS - ENHANCING USER EXPERIENCE

ACTIVITY COORDINATED SUGGESTIONS

Why this feature ?
● Users pair music with **activities** like commute, work, exercise, relaxing...
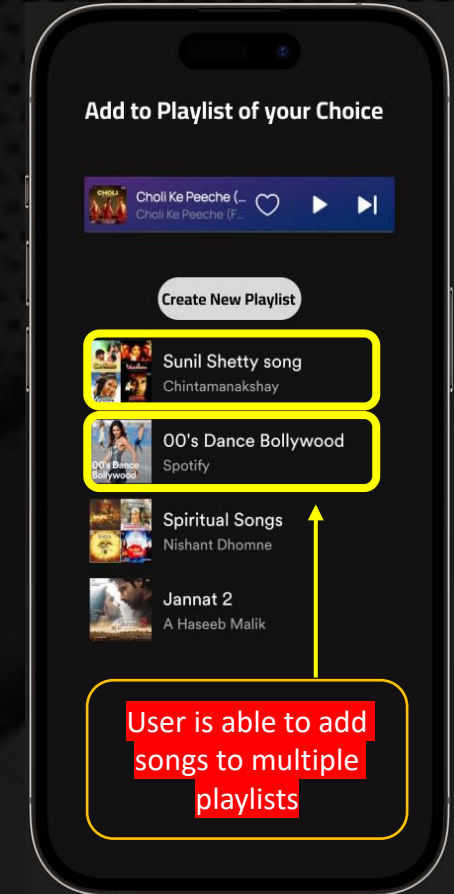● However, 50% of users desire better music suggestions

Action Item
● Right Placement- Bring the Mood Tab to the Homepage
● Analyse users' listening choices to identify activity patterns and suggest songs accordingly

numbers

Bar chart with vertical axis labeled 0 to 16 (increments of 2):
- Commute: 14
- Working/Productivity: 10
- Working Out: 12
- Relaxing: 13
- Daily Chores: 1
- Chores: 1

■ numbers

ONE SONG TO MULTIPLE PLAYLISTS

Why this feature ?

● Users can add multiple songs to one playlist, but can't add one song to multiple playlists.

● Users find adding songs one-by-one to distinct playlists tedious

● Include buttons for users to select multiple playlists after choosing a song

Add to Playlist of your Choice

Choli Ke Peeche (...
Choli Ke Peeche (F...

Create New Playlist

Sunil Shetty song
Chintamanakshay

00's Dance Bollywood
Spotify

Spiritual Songs
Nishant Dhomne

Jannat 2
A Haseeb Malik

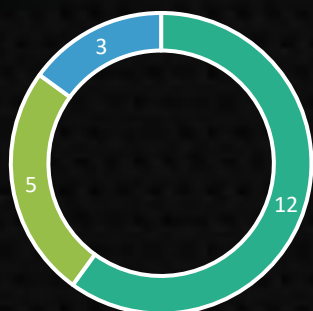User is able to add songs to multiple playlists

Why this feature ?

Action Item

● Only 15% users actually browse through Settings to discover a new feature
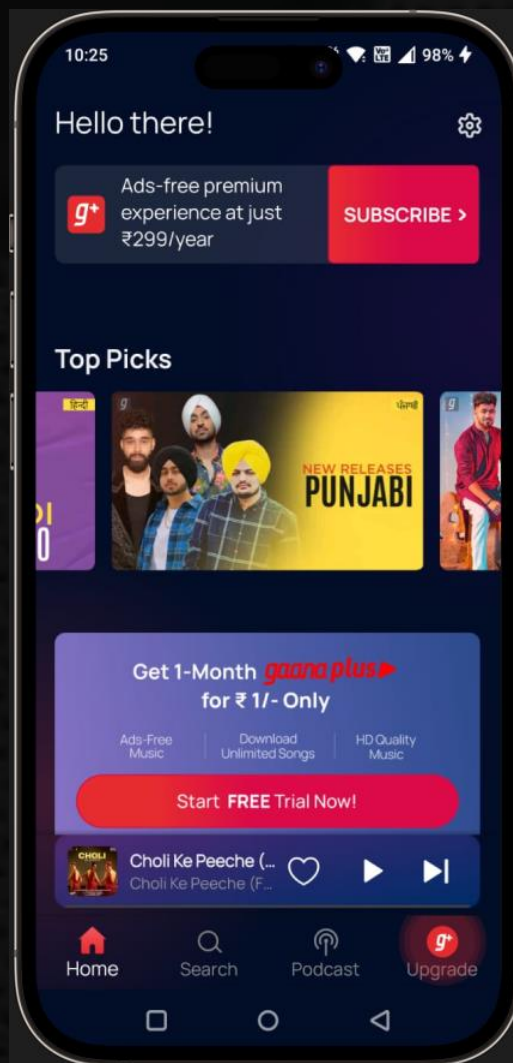● 60.0% of users don't explore updates by Themselves

● App Updates-add to What's New section which offers snippets for new features and allows enabling them at the end
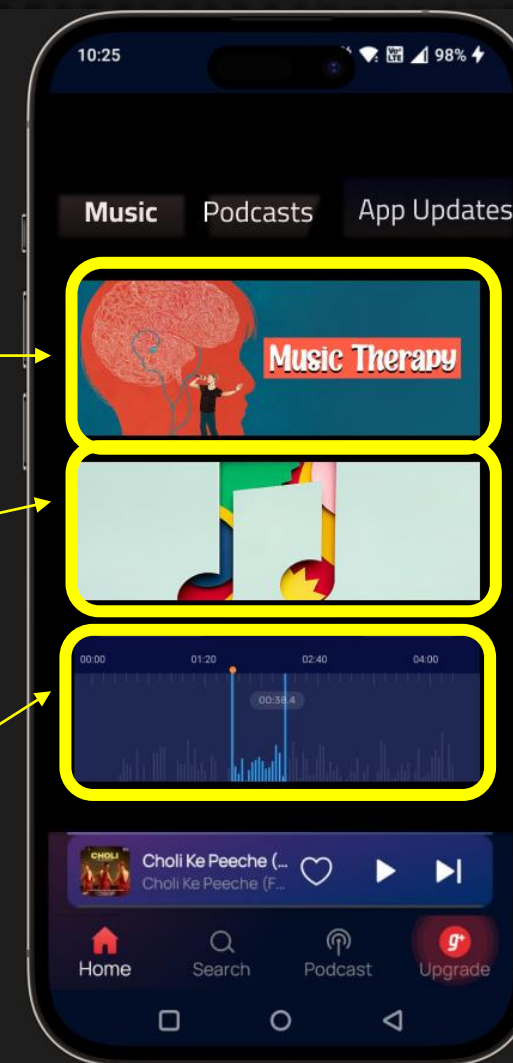
persons

3
5
12

■ Browose through Settings ■ Get to Know from friends ■ I don't ■

Health music Feature

Music Therapy

Snippes Feature

Product Analyst – Aditya Soni

Figma Link : Link

Survey link- Link

R.I.C.E

Feature	Reach	Impact	Confidence	Effort	RICE Score
Mental Health Music	Medium	High	High	Low	High
Find Songs by Humming/Snippets	Medium	High	Medium	High	Moderate
Improved Playlist Creation	High	Medium	High	Medium	Moderate-High
Updates walkthrough	High	High	Low	low	Moderate
ACTIVITY COORDINATED SUGGESTIONS	High	High	High	Medium	High
Experience music in 8D	High	High	High	Medium	High

Product Analyst – Aditya Soni   Figma Link : Link   Survey link- Link

North Star Metric

Free to Paid conversions

↓

Music Consumption Hours

↓

Monthly Active Users (MAU)

Solution	Acquisition	Activation	Retention	Revenue
Snippet Share	DAU landing on TuneTales	DAU posting their first Tale	User actions performed at Tales interface	> Monthly Recurring Revenue (MRR) > Average Revenue per User (ARPU)
The Mood Tab	Clicks on any mood tile displayed	Unique users playing songs from the Mood Tab	Time spent listening to chosen mood curations	> MRR > ARPU
Updates Walk-Through	Clicks on "App Updates"	DAU enabling new feature after watching walkthrough	Repeated users visiting post App Updates	> MRR > ARPU
Activity Coordinated Suggestions	Clicks on suggested playlist	Unique users playing suggested songs	Repeated users playing suggested songs	> MRR > ARPU
One song to Multiple Playlists	N/A	Users adding same song to multiple playlists for the first time	MAU adding same songs added to distinct playlists	> MRR > ARPU
Mental Health with gaana app	Listen to curated music	Unique users playing music	Repeated users playing curated music	> MRR > ARPU
Experience music in 8D	8-D music experience	Unique users playing 8-d curated Songs	Time spent listening to 8D curations	> MRR > ARPU

Marketing - Strategy

Objectives → • Drive newly acquired users to subscribe for the Gaana+ premium account, through lifecycle push campaigns. → • Keep bringing users back to the app, to listen to their favourite music based on their choice.

Strategy: Leverage lifecycle campaigns to increase premium subscriptions.

Campaign Goal: Encourage users to activate the 14-day free trial for the Gaana+ premium account.

Welcome campaign: Introduce the free trial upon user signup.

Results: Gaana observed a 120% increase in premium subscriptions using MoEngage notifications (which likely powered the automated campaigns).

Target Audience: New users on the app.

Campaign Type:

Automated follow-up campaigns: Remind users of the premium account benefits before the free trial ends.