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Kuku Companion – Your Personalized AI Audio Companion

◆ **Objective & Direct Benefit to Kuku FM Users**

Objective:
To increase daily user engagement and app opens by introducing *Kuku Companion* — a personalized, generative AI-powered content creation and recommendation feature that crafts bite-sized, daily audio digests and stories based on user preferences, moods, and routines.

User Benefits:

- Hyper-personalization of audio content.

- Dynamic AI Narratives – new every day, generated on-the-fly.

- Users develop a habitual routine of checking the app (e.g., morning digest, bedtime story).

- Appeals to short-attention users who prefer 5-10 minute sessions.

◆ **Generative AI Tools, Techniques & Data Sources**

AI Tools/Techniques:

- LLMs (e.g., GPT-4/Claude): For generating daily content scripts.

- Text-to-Speech (TTS): Realistic AI voice synthesis using tools like ElevenLabs or Google TTS.

- Mood Detection Algorithms: Based on time of day, listening history, genre interaction.

- User Profiling Models: Trained on listening behavior, genre preference, skip/play data.

Data Sources:

- Listening history and genre preferences.

- User-submitted prompts or keywords (optional).

- Real-time news APIs (for digest content).

- Kuku FM internal metadata.

◆ **AI Integration: Creation, Operation, and Analysis**

Creation:

- Generate short content daily (motivational bytes, news snippets, bedtime tales).

Operation:

- Display in "Daily Kuku" tab with user-set time-based delivery (e.g., 8 AM digest).

Analysis:

- Reinforcement learning-based content improvement.

- Feedback loops from skip/play data.

◆ **Implementation Plan**

Initial Launch:

- 3 categories: Motivational Bytes, News Nuggets, Kuku Bedtime.
- Daily notifications personalized to user activity.

Engagement Strategy:

- Gamification: Streaks, badges.
- Share & Earn system.
- Prompt-based generation: e.g., "Tell me a story about a dragon in Mumbai."

Prototype Tools:

- Figma/Canva for UI mockup.
- GPT + TTS API for demo functionality.

◆ **Key Challenges & Solutions**

Challenge	Solution
Voice quality consistency	Use premium AI voice tools (e.g., ElevenLabs).
Short-form content creativity	Prompt engineering + human curation initially.
Personalization at scale	Cluster users and use hybrid recommendation systems.
Notification fatigue	Let users customize frequency and time of digest.

◆ **Metrics & KPIs to Measure Success**

Metric	Target
Avg. Daily Session Length	+20% post-feature launch
Frequency of App Opens	Increase to 3–4x daily
Feature Adoption Rate	40% of DAUs within 2 months
User Retention (Week 4)	15% increase
Digest Completion Rate	>70% listen-through rate
Net Promoter Score (NPS)	>50 for AI Digest Feature

Kuku PersonaCast – Personalized AI-Powered Audio Story Generator & Kuku VoiceVerse – Create Your Own Audio Show

Feature 1: Kuku PersonaCast – AI Personalized Audio Daily Series

Objective: Introduce a hyper-personalized, gamified audio experience using generative AI dailey. S.AD Personar set" crader /immersive. uszr/specific audio stories or daily episodes.

Direct Benefits to Kuku FM users

- Callored audio eyisodes based on uszin GPT-4-Turbo or LLaMa for generating personalted nematives, voice synthesis,
- Boice srierizes /Amoran Poily, Eleven(abs; for generating audio in luntij tedes onur languagez)
- Pine arted emotion mod analysis models from user interaction and listening histork
- Content nterieg 4 to ensure family friendlines and regional compliance

Direct Invesarion

- 'Generate a new 5 minute episode daily per uset, based on mood is "story theme: (Poaductivity Pep Tulk, Pairvsr) (szaps, erel-Relationship React)
- Beckens pipelive pulls uioer datar matching narrative, arehetypes – freds to LLM--ronverts to tudia--and cotigricdio optimization
- Continows opniration from user skips, completions, ratings or engagement loved

Implementation plan

PHASE 1: MVE-14
- Invite only revease to top listeners + sturun treatos
- Using genne basen templators
- Lauridi mood tracker B-daily promt
  Rackenai GPT-+-turbe-+ ElevenLabs u or Polly.

Implementation plan

MVF Launch	Beta

- Invier only release to top listeners+ Cleuent, exceiver
- Limit duration to 50 sex use tens--riporto
- Base templatsr"Cwiy Thought", 'Hiset. "Short Storp"
- Receive" AI Eestback on engagement.

Feature 1: Kuku VoiceVerse

Implementation plan

PHASE 1, Bata
- Invite only retease to top listence / +student creators
- Limit uuration to 50 seconds
- Templates/"Daily thought", "Life Hock /Shoit

Feature 2: Kuku VoiceVerse—Create Your Own Audio Show

Allow users to create and publish their own short-format audio content or mini podcasts using AI-resteted tools, including script writing, voice generation, and background music

Direct-Charges Saryile

- GPT-4 turbe for serit ideation, editing, anpersonna lization
- Emotion-sware voice cloning (ElevenLabs; Resgle TTS, or simitai)
- AI music bed generation (LALA), or Mubert APIs)
- Community tagging, and voice avotar creation via GANs for personalization

AI integration,

- Usce stfection "e" lab–+ irpultt at lop(cimpgqq+AI gen-- evotes a short stript or lest them pr from esgrestivp ens
- AI clones than soice (with corsem) or lets them/piox from enpression, TTS voices.
- Feedback-loop / issenets ranjngeangient –+AI analyzes top formats and suggests improvements