



|Product Case Study



Problem Statement

You are a PM @ Cricbuzz.

As a Product Manager at Cricbuzz, you have identified that while the platform has a loyal user base, there is a need to attract and retain new users. Additionally, you have noticed that users are spending less time on the platform compared to other social media platforms.

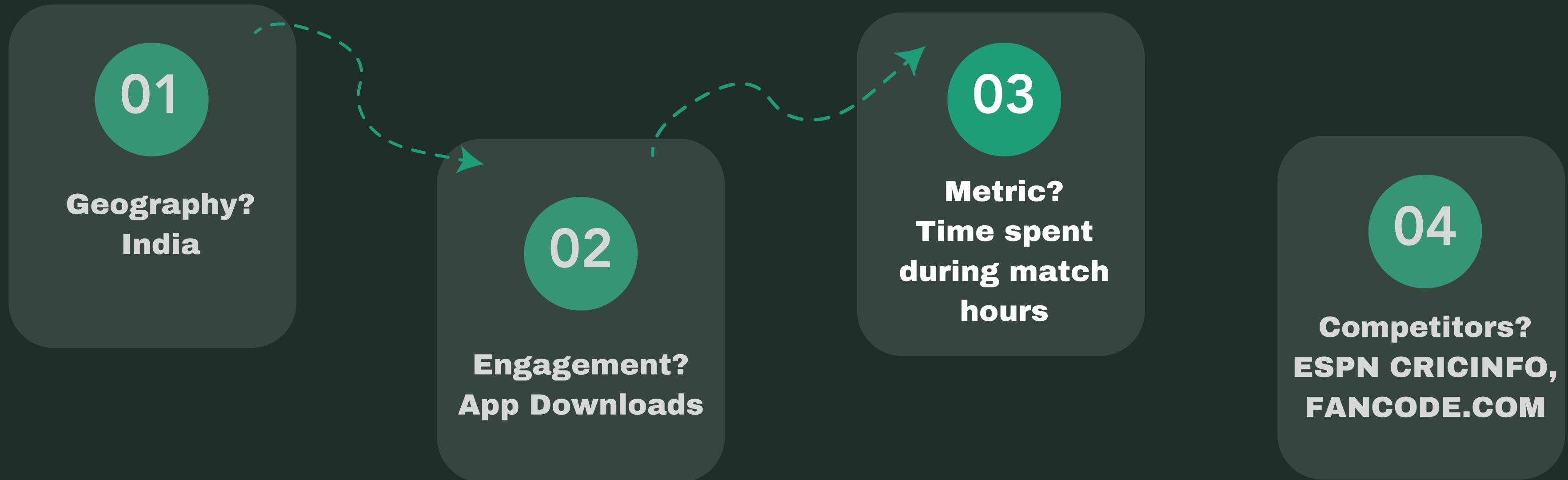
The challenge is to come up with a plan to improve user engagement and retention on the platform.

About cricbuzz

Cricbuzz is an Indian cricket news website owned by Times Internet. It features, news, articles and live coverage of cricket matches including videos, text commentary, player stats and team rankings.

It is a leading sports media platform that provides live scores, news, and commentary for cricket matches around the world. It has a user base of over 100 million monthly active users.

Clarifying Questions



User Personas



Motivated MANNU

- Age: 12-18
- Watches score on every ball
- Wants to become a cricketer by improving his knowledge
- Involve himself in all sought of discussions, competitively



Critic RAJU

- Age: 18-25
- Busy in college life
- suffers from really small attention span
- Huge cricket entuhusist



Predictor PRIYA

- Age: just a number
- Wants to make a career in cricket through her analysis skills
- Wants statistics of the players at a single place
- Shares cricket scores and milestones regularly on her social media



Bored BHOLU

- Age: 25+
- Not at all interested in reading the scores, only wants to watch wickets and boundaries

Painpoints

- Needs expert insights to increase his knowledge.
- Needs live field report throughout the match.

Painpoints

- Needs an audio version of the stories, summary and news to watch and listen to during gym.

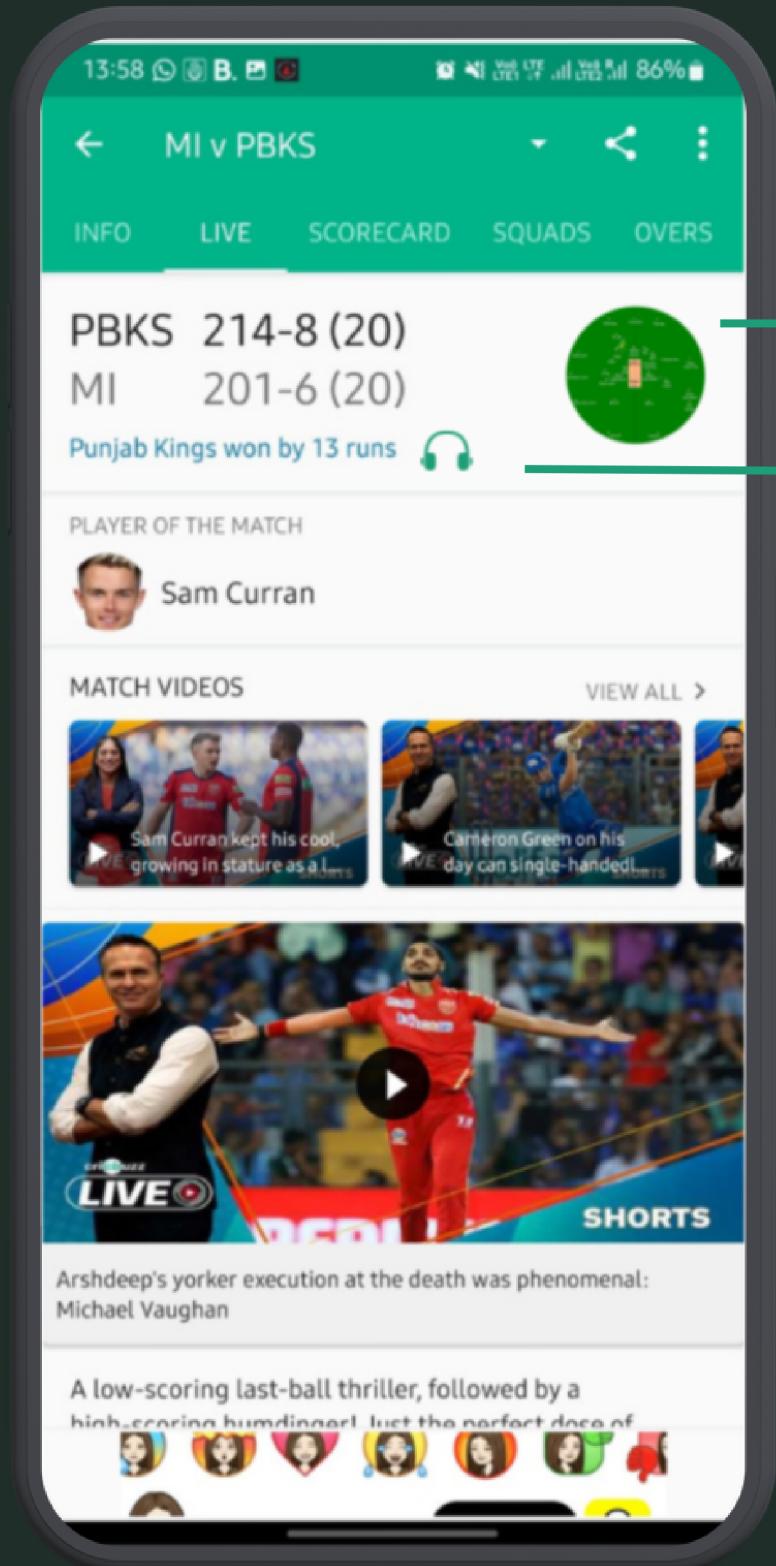
Painpoints

- Needs a shareable format of scorecards and milestones

Painpoints

- Needs the highlights of only major match events like boundaries and wickets.
- Needs commentary in regional language.

Features



CricLive

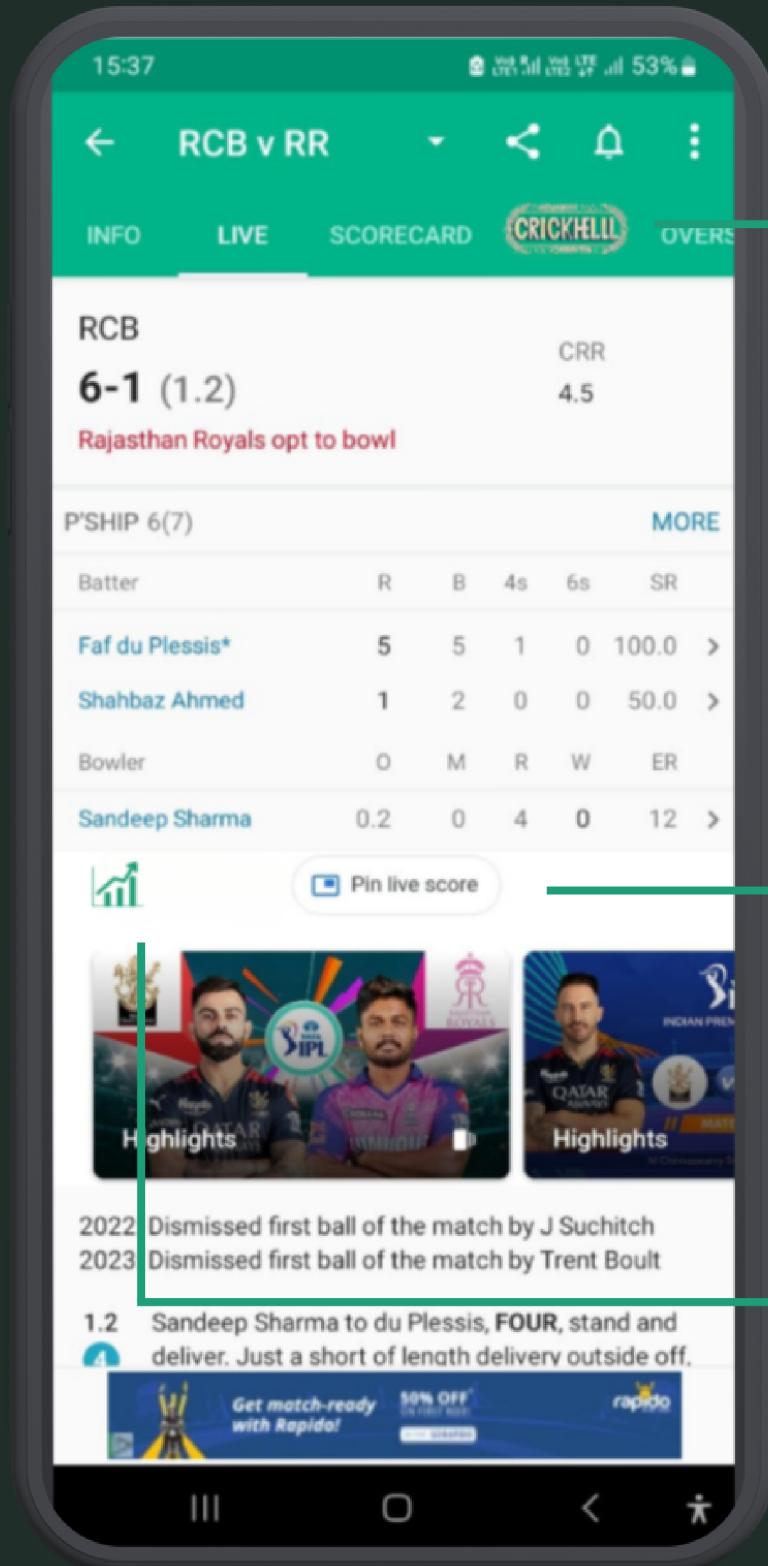
Live field placements and real-time movements of players along with proper description of fielding positions for better understanding of the game and make the user experience more dynamic.



CommBox

Live audio commentary of the match, with expert insights available to CricBuzz+ users.

Features



CricKhelo

A gamification feature to enhance user engagement with awards including as free CricBuzz+ Subscription and leaderboard shoutout.

PinScore

A feature to pin the score of live matches onto your notification bar will help busy users to follow the match even without engaging with the whole application.

CricStats & Highlights

Live stats of all active players on the field. Busy users can only see the match highlights on the app directly, which can also be posted on platforms such as youtube and Instagram in short video format.

Prioritizing Features

Sl no.	Solutions	Reach (% as per 100 users)	Impact (1-5)	Confidence	Effort (1-5)	Rice Score	Priority
1	CricLive	75	3	85%	4	0.4781	5
2	CommBox	95	5	95%	4	1.13	2
3	CricStat	80	4	80%	5	0.512	4
4	CricKhelo	85	4	85%	4	0.723	3
5	Pin Score and Highlights	90	5	90%	2	2.025	1

Success Metrics & Pitfalls

Metrics

- Increase in user engagement metrics such as time spent on the platform, number of sessions per user, and user-generated content.
- Increase in user retention rate, measured as the percentage of users who continue to use the platform over a specified period.

Pitfalls

Implementation Cost: The cost of implementing these features and improvements can be significant and may not be feasible within the existing budget.

User Privacy: Personalizing content based on user data can raise privacy concerns and may need to be addressed through appropriate measures such as opt-in/opt-out options.

Competition: The competition from other social media platforms and fantasy cricket platforms may limit the effectiveness of these solutions, and Cricbuzz may need to continuously innovate and improve to stay ahead.

Thankyou

