

# AI-Powered Social Listening via “Fusion”

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## 1. Understanding the Problem

### *The Issue at Hand*

Kuku FM, like many audio platforms, excels at individual personalization but lacks social interactivity. Today’s digital audience craves more than just algorithms — they want shared discovery and emotional engagement, especially when it comes to content that aligns with their values and moods.

However, current recommender systems:

- Are opaque in how suggestions are made.
- Ignore ethical issues like bias or privacy when using social data.
- Fail to build networked experiences that retain users long-term.

### *Real-World Impact*

- Isolation in Listening: Users lack shared experiences that drive retention.
- Ethical Blind Spots: AI recommendations may overrepresent dominant cultures or demographics.
- Data Privacy Issues: Social AI features often default to data sharing without granular consent.

### *Why This Matters Now*

- 71% of Gen Z prefer interactive and shareable listening experiences.
- Social features can boost app engagement by up to 30%, yet most AI tools aren’t designed for ethical social discovery.
- Personalized AI must evolve to respect diversity, privacy, and user control.

## 2. The Smart Solution

### *Introducing the AI-Powered Social Discovery Engine*

“Fusion” is an AI feature inside Kuku FM that allows users to pair with friends, merge listening preferences, and enjoy AI-generated joint playlists, insights, and social sharing — with strong ethical safeguards.

## Key AI Features

Feature	Description
<b>Taste Embedding Model</b>	Calculates similarity between two users' listening histories
<b>NLP-Based Content Clustering</b>	Groups content thematically using genre, mood, and cultural tags
<b>Generative Language Summarizer</b>	Auto-creates smart playlist names, captions, and storycards
<b>Recommender Engine</b>	Blends collaborative filtering with ethical AI checks

## Ethical Layer

Ethical Concern	Fusion's Safeguard
<b>Privacy</b>	<i>User controls what is fused &amp; visible, with opt-in toggles</i>
<b>Bias</b>	<i>Model trained on diverse content from regional and marginalized creators</i>
<b>Transparency</b>	<i>Every recommendation comes with an explanation text</i>
<b>Accountability</b>	<i>Users can view a history of AI suggestions &amp; manually provide feedback</i>

## Feasibility

- **Technologies:** Sentence-BERT, GPT-3.5 for summaries, Python backend, MongoDB for preferences
- **Integration:** Built on top of Kuku FM's existing personalization APIs
- **Edge Computing (optional):** On-device data processing for premium users

## 3. Point Business Pitch: "Fusion" for Kuku FM

### Problem Worth Solving

Today's audio platforms lack emotional, social experiences. Users get isolated recommendations but no shared discovery, causing disengagement. At the same time, AI systems behind suggestions are often opaque and ethically questionable, risking trust and long-term retention.

Fusion solves both: it makes listening social, explainable, and ethical — redefining what "personalization" means for the next-gen audio audience.

### Why Now? Market Timing & Fit

- India's audio OTT market is booming — projected to hit ₹10,000 Cr by 2026.

- Gen Z users now expect Spotify Jams-like features with AI flair.
- Data privacy and algorithmic bias are under regulatory and social scrutiny — ethical AI is no longer optional.

Kuku FM can lead the wave by being the first to blend generative AI with ethical social discovery.

### *Why Us? What Makes Fusion Unique*

- **First in the Market:** No other Indian app offers AI-powered joint listening with explainable recommendations.
- **Viral by Design:** Taste Match + shareable storycards = instant social hooks.
- **Privacy-Aware & Transparent:** Full user control, no hidden algorithms.
- **Retention Rocket:** More engagement, longer sessions, stronger network effects.

## 4. Wireframes & User Experience Flow

### *Fusion UX Flow*

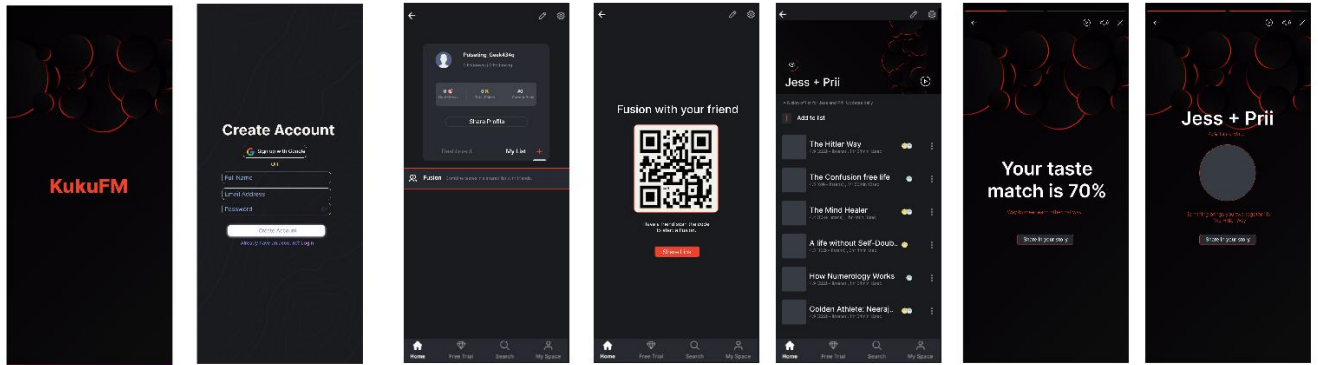
1. **Onboarding:** User selects “Start a Fusion”
2. **Invite Friend:** Via QR code, username, or contacts
3. **AI Generates Playlist:** Based on common interests
4. **Taste Match Score:** Displayed with mood boards and top genres
5. **Share Highlights:** AI-curated storycard preview
6. **Weekly Updates:** New episodes, mood recaps

### *Wireframe Pages*

- Fusion Onboarding & Consent Page
- QR Code Sharing Screen
- Shared Playlist Viewer
- Taste Match Analytics Panel
- Storycard Sharing Page

### *Design – I use Figma for wireframe part*

*Link- <https://www.figma.com/design/5TzEXetFJ7RaAPNOzImKUO/Untitled?node-id=0-1&t=aamrZJpedCIYpFDk-1>*



## 5. Prototype

**Hyperlinks-** <https://audio-taste-fuse.lovable.app/auth>

*Tool Used: Figma*

Overview: Simulates the full user journey of the “Fusion” feature in KukuFM — from account creation to shared playlist and social story.

### 1. Splash Screen (KukuFM Branding)

- Welcome screen with KukuFM logo and black-red theme
- Sets the visual tone for the app experience

### 2. Account Creation Screen

- Sign up using email or Google
- User enters full name, email, and password
- Simple & intuitive onboarding before accessing Fusion

### 3. Fusion Dashboard (User Profile)

- User profile page with “My List” section
- Fusion feature clearly visible under profile
- Entry point to access shared listening feature

### 4. QR Code Sharing Screen (Start Fusion)

- User can generate a QR code to invite a friend
- Share Link option for remote invites
- Fusion begins only after mutual consent

### 5. Shared Playlist View (Jess + Prii)

- Curated playlist from both users’ preferences

- Audio titles are shown with durations and icons  
Each title can be tagged or explained by the AI (future scope)

## **6. Taste Match Score Screen**

- Large text: “Your taste match is 70%”
- Encouraging message with "Share in your story" button  
Gamification and social interaction made easy

## **7. Story Sharing Preview**

- Fusion name and top matching audio title shown
- “Share in your story” CTA button  
Nothing is shared without user permission

### *What This Prototype Shows*

- Smooth UX flow from onboarding to social sharing
- Privacy-respecting & consent-based design
- Functional layout for ethical AI-powered social listening

## **6. Final Thoughts**

Fusion transforms audio from a solo activity to a shared, ethical, AI-guided journey. By prioritizing engagement with transparency, Kuku FM can lead India’s audio space into a new era of socially intelligent platforms that feel human, inclusive, and responsible.