**Signal PRD**

* *What are we calling it?* 
  + Signal - notification system for exclusive 45s clips
* *Who’s writing this PRD?*
  + Product Manager

**Change history**

* *What changes have happened to this document*
  + Draft V1; September 10, 2020
  + Draft V2: October 5, 2020

**Overview**

**Intro and Goal**

*Our goal is to make Streamium the destination to share and discover new and innovative podcasts, from money management to lifestyle advice. Others in this space focus on providing a place where you can find a podcast, following more of a list-like model. Streamium is a community, a place to geek out about your favorite podcasts, interact with like-minded, enthusiastic people. We at streamium would like to foster this spirit by providing features and services that have never been offered before in this space.*

***Validation or business case that this a problem worth solving. Why should we work on this vs other stuff?***

*Consider the following information when putting together the background:*

* *Context: How does this fit with our company/product goals, metrics, vision, roadmap?* 
  + A podcast publishing platform and community that allows anyone to share their thoughts, connect with others, and discover interesting discussions on a variety of topics.
  + Monetization opportunities in advertising and in-app purchases
  + Signal gives podcast creators a way to connect with their followers. It also fosters loyalty with their followers due to the exclusive content it offers.
  + Signal feature allows users to interact with the content creators and other users. This builds a connection, helps in return-users.
  + Overall effect would be an increase in app purchases.

*What do internal stakeholders (various business teams, support, sales, etc...) think?*

* + CEO is working to raise Streamium next round of funding and wants to talk about this feature
  + Executive team is on-board with the product launch. They are looking forward to ramping up the roadmap to align with the funding cycle.
  + They want you to move up the launch from 2 months out to 3 weeks out.
  + The infrastructure team has noticed that these new sound clips are quickly putting a strain on servers and bandwidth, and you're racking up a really big infrastructure bill.
* *Product:* 
  + *What does our current feature look like?* 
    - Signal is a way for Podcast Creators to publish short audio clips of exclusive content available to their paid subscribers
    - Signal allows listeners to be notified via app notifications from their top followed podcasts that exclusive short audio clips are available
    - Signal allows users to interact with each other in the comment section of podcast episodes. Users can vote comments from other users by pressing thumbs up and thumbs down buttons
  + *Does it work as expected?* 
    - Signal is expected to increase user engagement and in-app purchases
    - Looking at the 3 month data, we can see that more users are using the features that leads to positive conversion with respect to in-app purchases
  + *What seems compelling and what areas seem ripe for improvement (screenshots help)?* 
    - Based **on the purchase conversion funnel weekly data from January to March 2020**, **there is a clear opportunity to increase Signal account creation**, as we saw an average of 38% of listeners did not create a Signal account in the same period.
    - Therefore, **if we increase the number of Signal accounts created, we will also see an increase in the number of successful in-app purchases** given that there is a clear correlation between the two actions.
    - **We will focus our efforts on increasing user account creation**. In our analysis of the data, we noticed a high percentage of visitors exiting the Creator landing pages.\* **We will aim to increase the success rate of attempted account creation by running an A/B test offering incentives such as free trials against in-app messaging showcasing the benefits of the Signal feature.**
* *Competitive: What are our competitors doing?*
  + Apple Podcasts
    - Launched in 2102
    - Accounts for approx. ⅔ of all podcast listening
    - 27M Monthly Active Users (MAUs) in the US
    - Pre-installed on all iPhones
    - Lacking:
      * native monetization;
      * in-depth analytics around listens
      * Demographic information
      * Attribution
  + Spotify
    - 9% of podcast market 207M total MAUs as of Feb’19
    - Competing on the basis of large existing user bases to whom podcasts can be cross-promoted
    - Use data around listening habit
    - Existing monetization capabilities (subs or ads),
    - High budget for exclusive content acquisition
* *Users:*
  + *Why is this important in helping our users win?*
  + *What do users who use this feature think (good/bad)?*
  + *What do those who don't use the feature say about why they don't use it?*
* *Metrics:*
  + *What is the current usage?*
    - *What % of users who can use the feature have adopted\* it?*
      * *double then in Google Analytics feature audit*
      * *How do you define adoption?*
    - *What frequency do users use the feature?*
    - *What % of revenue do those users represent?*
* *Analysis:*
  + *Is this a problem worth solving? If looking at a specific feature, consider if you went back in time, would you still consider building it?*
  + *Based on the information gathered, what problems should we be solving?*
  + *What further analysis do you need to or would you like to perform?*
  + *What are the benefits of solving this problem? What opportunities does it create?*

**Objectives**

* *Explicitly list our goals for this project*
  + Should be able to note a specific moment in time
  + Should be able to skim all notes at once
  + Should be able to organize notes in their own way (flow charts, formatting, etc…)

**Success Metrics**

*How will we measure if our solution is successful?*

* *What can we measure that shows users are using the feature in a manner that will help them win?*
* *How does this tie to our product / company metrics?*
* *What is the baseline?*
* *What is the target?*

**Messaging**

* *How will we describe this product/feature to customers?*

**Timeline & Release Planning**

* *Rough estimate from design & engineering*
* *Any important dates*

**Personas**

* *Tell us about the personas this product/feature appeals to. It’s OK to link to them if they’re elsewhere on your Wiki, but list the key players and call out key attributes.*

**Scenarios**

* *Explicitly write narratives describing how the different persona will use this product.*
* *Consider what they’re doing now, how they find this product, what they’re trying to accomplish, how they’ll use this product to achieve their goals, potential friction they’ll encounter, and what their world is like once they’ve addressed their problem.*
* *Generally have one user scenario per key product feature (epic task)*

**Features In**

* *Include individual features with details of how they work based on the design and discussions with engineering.*
* *Include content (exact wording) and optionally have it reviewed by stakeholders.*
* *Ideally include rough prioritization*

**Features Out**

* *Explicitly call out things you’re not doing and include why not*

**Designs**

* *User flows*
* *Wireframes*
* *Visual design / Mockups*
* *Prototypes*

**Open Issues**

* *What items do you still need to figure out/address?*

**Q&A**

* *What common questions have come up and what are your answers for those questions?*