

Product Backlog

Team 8 - Blue Pandas

User story priority justification

The user stories revolves around the following actors:

- Advertiser - ad agencies that display their ads on spotify and help anchor generate revenue. They are the customer
- Creator - Podcast creators who host their podcast. They are the users
- Audience - listeners who consume our podcasts and our consumers

The scope is divided into 5 parts

- User Research
- Moderation
- Technology Development
- Security
- Feature Marketing

Prioritization metrics

- Scale: 1 (Highest Priority) - 25 (Lowest Priority)
- Priority basis: The team has opted to prioritize user stories by functionality importance

User Story Flow

- We begin with stories that define the problem and understand the customer and user (advertiser, and podcast creators) expectations, bring the advertisers on board with our business plan, as well as the overall concept of defining hate speech to all stakeholders
- Following that, we will begin the development of ML algorithms as well as the moderation process, which will take place in parallel. We start with the most important stories from both the content creator's and the audience's perspectives. In this phase we also determine a launch date based as each of our stakeholders pass our acceptance threshold. We then add security features, and finally all nice-to-have features for the host and listeners
- We continue with the marketing initiatives until we receive a green signal from all our stakeholders, which is also measured by certain metrics and then we add additional patches based on feedback
- Finally, we include functionality for sponsors and product owners to conduct podcast analysis

Product Backlog

UX/UI - User Research		M - Moderation		T - Core Technology Development		FM - Feature Marketing		S - Security	
ID	Sprint	User Story	Priority	Acceptance Criteria		Story Points			
UI/UX	Sprint 1	As a user experience (UX) researcher at Anchor, I want to record user interviews so that I can revisit them in the future for additional analysis.	1	<ul style="list-style-type: none">UX researchers must be able to record, save, and organize their interviews through the Anchor UIWhen UX researchers review their past interviews, they will be able to annotate their recordingUX researchers will be able to replay, stop, and rewind recordings using a play and pause icon		2			
UI/UX	Sprint 1	As a podcast creator, I want to be able to understand what Anchor defines as hate speech so that I can take these standards into consideration when planning content	2	<ul style="list-style-type: none">When users review episodes flagged for hate speech they will be able to access an information icon that provides an explanation for Anchor's hate speech criteriaUsers will be able to navigate to a page with additional information detailing the legal definition of hate speech within their state/country as well as relevant compliance		5			
T	Sprint 1	As an audience, I want to be able to precisely avoid episodes that contain hate content	3	<ul style="list-style-type: none">The ML model must correctly identify the episodes which consist of offensive language directed towards an individual or groupThere should be no scope for false negatives – no episode with potentially harmful content should go unmarkedFalse positives – speech that gets wrongly classified as derogatory when it isn't, should be avoidedThere should be an accuracy threshold set for the ML model, e.g. it should meet the minimum requirement of 80% accuracy before launch		4			
FM	Sprint 1	As an advertiser, I should be excited about the new feature rollout and its potential benefits to business	4	<ul style="list-style-type: none">The advertiser community, especially the bigger partners must have engagements with the business team wherein a detailed analysis of their current viewership, impact is presentedAn incentive plan must be communicated to the advertisers, which highlights more targeted ad consumption, click rate than it's direct and certain indirect competitorsThe advertisers must be also notified of a potential increase in ad-rate charged by Spotify, after crossing the audience acceptance threshold and gather their consent on the same		5			
T	Sprint 1	As a podcast creator, I want to be notified if my recording is classified as hate speech and modify it accordingly	5	<ul style="list-style-type: none">The host should be given feedback few minutes after the recording is processed on whether it was classified as hate speech or notThis should be performed before publishing the episode and the host should be able to choose whether to publish or notThe host must have an option to re-record the podcast and make alterations in order to make any fixes		4			
UI/UX	Sprint 1	As a podcast creator, I want to be able to see which words are flagged as hate speech so I can avoid using them going forward	6	<ul style="list-style-type: none">Podcast creators will be able to navigate to a transcript of episodes with instances hate speech highlightedAudio will have instances of hate speech indicated with icons that mark thee start & end of inflammatory speech		3			
M	Sprint 1	As a coordinator, I should be able to schedule tasks for moderators ensuring zero downtime (Category: Operationalibility & Supportability)	7	<ul style="list-style-type: none">A coordinator should have the permissions and ability to schedule task adds for each moderatorWhen the coordinator schedules task adds there will be a system downtime for every moderator like temporary shutdowns but no modifications of existing system should be requiredA coordinator should only be able to schedule task adds prior to moderator working hoursThe moderator should be able to see the new tasks in their queue once added by the coordinatorIn case a schedule fails the current task queue of the moderator should not be affected		5			
M	Sprint 1	As a moderator, I should be able to view my completed and pending tasks in the Task Navigator screen to track the work and plan ahead	8	<ul style="list-style-type: none">Moderator should be able to view all their tasks in the Task navigation screenModerator should be able to view a summarized count of pending and completed tasksAll the tasks must have a completed, in-progress or pending tagsAll the tasks must whether completed, pending or in-progress must be clickable and editableA moderator can click on a dropdown which lists podcasts details (genre, length, etc.)Moderator should have the ability to remove a particular task from their list		3			
M	Sprint 1	As a moderator, I should be able to highlight potential hate speech content to add to the training database	9	<ul style="list-style-type: none">A moderator should be able to use their mouse to mark and capture potential hate speech contentA moderator should also be able to unmark the content if they make a mistake by clicking on the selected contentThe content marked as hate speech by the moderator will by default added to the database after the task has been submitted		5			
FM	Sprint 1	As a podcast creator, I should be made aware of a new feature being released and develop an eagerness to use it	10	<ul style="list-style-type: none">A detailed charter (notice) on the possibility of releasing a feature that addresses the relevant hate speech issue must be distributed to existing creatorsA compelling visual piece must be prepared in addition to a text notice that highlights the problem, the need for resolution, and the proposed solutionThe user would be given 90 days after the launch to sign the agreement in order to be eligible for future monetization		4			

Deliverable Details

- User/Customer research
- Feature Development Parameters
- Model Development & Model Training
- Moderation based MVP
- Advertising Plan

Sprint Summary

40

Story Points

10

User Stories

5

Deliverables

Product Backlog cntd.

UX/UI - User Research		M - Moderation	T - Core Technology Development	FM - Feature Marketing	S - Security
ID	Sprint	User Story	Priority	Acceptance Criteria	Story Points
S	Sprint 2	As a software tester, I want to be able to create hate speech podcasts in test accounts without being blocked	11	<ul style="list-style-type: none">Tester needs to test the words as we are going to create our own hate speech detection mechanismThe content in test accounts should not get published and we should add a rule in hate speech action handlers to not block these test accounts based on content	5
FM	Sprint 2	As an audience, I should form a position that supports any initiative taken by Spotify to combat hate speech	12	<ul style="list-style-type: none">To notify listeners on Spotify's new feature, use a fake door, featured flags, and external beta tests on the appLaunch a series of advertisements featuring popular creators and Spotify brand ambassadors that highlight the hate speech problem and Spotify's commitment to addressing itHold social media contests to reward the most innovative feature ideas for making Spotify more inclusive, conduct sentiment analysis on social mediaPlant media reports to foreshadow Spotify's possible response to the issue	6
T	Sprint 2	As an audience, I need functionality to report any episode which I wasn't comfortable listening to	13	<ul style="list-style-type: none">The tool must have a functionality to allow the audience to report any episode as 'offensive'. The audience should also be given an option to view less of such episodes on their feed and suggestionsThe algorithm should incorporate this feedback and tag such episodes as 'undesirable' to the audienceThe audience should be able to choose the reason for reporting, categorizing the episode as 'spam', 'promoting hate or violence' etc.	7
FM	Sprint 2	As a product owner, I want to analyze the sentiment of all my stakeholders and determine the best time to launch 'Spot-hate.'	14	<ul style="list-style-type: none">Conduct a sentiment analysis for all stakeholders in order to meet a predetermined acceptance threshold (70% contract acceptance for advertisers, 80% signups from creators, and a support score of 7 from listeners)Create a task force to ensure that creators' and advertisers' grievances are addressedPredict how long it will take the listeners to socially accept the feature idea and set a release dateTo avoid feature rollout delays, ensure that all marketing campaigns are on trackIncorporate feedback from external beta testing received 60 days before the rollout date	5
M	Sprint 2	As a moderator, I should be able to toggle/filter between podcasts to be moderated taking into consideration priority and release date	15	<ul style="list-style-type: none">There should be a podcast release date column associated with every podcast send for moderationA filter for release date should be provided on the Task navigation screenA task status filter must also be available to filter pending, in-progress and completed tasksA moderator should be able to adjust their Task navigation screen by filtering the podcasts by nearest or farthest release date	4
T	Sprint 2	As an audience, I want to be aware of the intensity of abusive remarks in the episode	16	<ul style="list-style-type: none">The NLP models must be able to rate how harsh the content is on a scale of 1 to 5General observations and casual remarks should be marked as 1, for e.g., "people from the east coast seem to be friendlier than folks from the west."Claims such as "men are way better drivers than women" should be given a 5	6
M	Sprint 2	As a moderator, I should be able to control the playback speed of the content	17	<ul style="list-style-type: none">A moderator should also have the option to listen to the podcast audio while moderatingA moderator should be able to select & control the playback speed of the podcast as per their preference using the forward, rewind, play/pause buttons	3
UI/UX	Sprint 2	As a podcast creator who is colorblind, I want to be able to identify whether an episode is flagged for hate speech so that I am aware of what is reflected to my audience	18	<ul style="list-style-type: none">Users will receive color, shape/icon, & auditory cues alongside their content to indicate that it has been flagged for containing hate speechUsers will be able to identify hate speech flags through differentiation in level of color values	4

Deliverable Details
<ul style="list-style-type: none">Feature TestingMLPFeature modifications and functionality testing (Podcast Creator & Moderator specific)Launch Plan

Sprint Summary
<div>40</div> <div>Story Points</div>
<div>8</div> <div>User Stories</div>
<div>4</div> <div>Deliverables</div>

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UX/UI - User Research		M - Moderation		T - Core Technology Development		FM - Feature Marketing		S - Security	
ID	Sprint	User Story	Priority	Acceptance Criteria			Story Points	Deliverable Details	
S	Sprint 3	As a podcast creator, I want the content of the podcast to remain the same and refrain from any malicious attacks	19	• A podcast creator must have secured content which cannot be hacked and updated by a third party. It must refrain from adding or deleting any hate speech content from third parties			6	• Security Patches	
S	Sprint 3	As an advertiser, I want to protect my brand from impersonators with hate speech content so that it does not damage my brand image	20	• Use the hate speech detection with impersonating accounts and take down impersonating accounts with hate speech immediately • Including a report button as well which will be followed by a survey to make sure which category of ate speech is this • At least reporting from 3 accounts will lead to removal of the account			7	• Maintenance & Service Plan • Analytical Feedback	
FM	Sprint 3	As a product owner, I want to ensure that the post-launch acceptance sentiment threshold is met	21	• Create dashboards for the internal team using live data compiled from planned data repositories, and keep track of the acceptance threshold for listeners • Maintain open lines of communication between advertisers and creators, and regularly share performance reports • Maintain the intensity of the marketing campaign until the acceptance criteria threshold is not met • In the event of a potential backlash or shift in sentiment immediately following the product launch, create a brand identity preservation plan			7	Sprint Summary	
S	Sprint 3	As a podcast creator, I should be able to enable 2F authentication so that 3rd parties can't hack my account and publish hate speech content	22	• A user should be able to enable OTP and authenticator app based 2F authentication for his account			5	40 Story Points	
S	Sprint 3	As a podcast creator, I should be able to reset my password with my spotify app so that I don't need to remember security questions	23	• A user with a logged-in spotify account should be able to validate himself in the spotify app and reset password on anchor without need of security questions to be answered			4	7 User Stories	
UI/UX	Sprint 3	As a sponsor, I want to be able to discover which podcasts have repeatedly been flagged for hate speech so that I can determine whether to initiate or continue a relationship with associated creators	24	• When sponsors log into Anchor they will be able to view which podcasts that have been published with hate speech on a real time updated dashboard • Sponsors must be able to view the percentage of episodes that have been flagged for hate speech when visiting a podcast "about" page			5	3 Deliverables	
T	Sprint 3	As a product owner, I want to perform analysis on the performance of podcasts	25	• The system must track important metrics over a time period such as: • Episodes marked as 'potentially offensive' Audience views on such episodes Subscriptions on the channels • Episodes reported by audience • There need to be dashboards built to visualize this information for a team of analysts to gain actionable insights • This functionality must be incorporated in the beta testing phase to perform analytics exclusive to each feature*			6		