OKRS, HYPOTHESIS, & TESTING

Team Blue Pandas

Anchor®

OBJECTIVES & KEY RESULTS

OBJECTIVES	We will make Anchor a platform users can learn from.	We will make Anchor a platform built on trust.	We will make Anchor the ideal content creation destination.	We will make Anchor a space where connection happens.
KEY RESULTS	• Increase user engagement with analytics by 30%	• Increase user retention by 50% within the next year • Increase the number of positive ratings by 55%	• Increase user base by 25% within the next year • Build a market share upwards of 70%	• Expand the user network by 45% • Increase the number of shows hosted on the platform by 33%
GOALS	• Current State: 800,000 users engage daily • In 1 Year: Over 1 million users engage daily	• Current State: Retention rate of 85% & 100,000 positive ratings • In 1 Year: 93.5 % retention rate & 155,000 positive ratings	• Current State: 1.3 million users & 45% market share • In 1 Year: Over 1.6 million users • In 3 Years: 72% of market share	• Current State: 1.3 million users & 2 million podcasts • In 1 Year: Over 2.6 million podcasts • In 3 Years: Over 1.8 million users

IDEA COMPARISON CHART

OBJECTIVES / PRODUCT IDEAS	TECHNICAL ENHANCEMENT	USER RETENTION	INCREASED ANALYTICAL SUPPORT TO USER	ENHANCED USER INTERCONNECTIVITY
Hate Speech Detection	Focus on novel technology	Feature addresses current social issues	May support analytics related to audience reaction	Focused on user concerns rather than user interconnectivity
Embed Podcast & Text-to-audio conversion	Technology Aligned	Dedicated to simplify user actions	Can be leveraged to analyse user preference	No user inter-connectivity aspect
Collaboration Recommendation	Focus on trending technology	Unique feature supporting new & current users	Primarily supports user networking & collaboration	Promotes user interconnectivity
Keyword-Tag Categorizatoin	Technology Aligned	Platform focused, enahnces user recommendations	Analyzes keyword to generate category tags	No user inter-connectivity aspect
Voice Integration	Technology Aligned	Unique feature supporting new & current users	Questionable analytical feasibility	No user inter-connectivity aspect

OUR PRODUCT IDEA FOCUS: HATE SPEECH DETECTION

Customer

This feature will provide brand sponsors and advertisers, Anchor's primary customers, with greater information regarding podcast creators' content and whether it aligns with the ideals and values they are trying to promote. This will also make avoiding potential public relations risks that can arise with popular yet problematic shows much easier.

Technology

Our hate speech detection feature ventures into the developing realm of AI and machine learning. Like its parent company, Spotify, Anchor will employ the use of algorithms to enhance the overall user and customer experience. In doing so Anchor will be a leader in integrating this novel, emerging technology into its platform within the podcast recording market.

Business

This feature will be unique to Anchor as well as the podcast market. It aids podcasts creators to ensure a safe environment while addressing current pressing social needs. This enforces trust between Anchor, podcast creators as well as podcast listeners which ultimately leads to attracting new users, user retention, company growth & competitor advantage.

HYPOTHESIS

Assumptions	Why	Implementation	Testifying
Creators have the freedom to create podcasts without restriction	To relish as well as consume content that provides accurate information	There will be no restriction on the topics/ genres from artistic and creators point of view	Users still using the app without feeling robbed of their expression of speech
Offensive content needs to be flagged	To prevent cyberbullying, lynching, and the spread of prejudice against minorities	On newly created podcasts, a system will flag and curate potentially offensive content.	Audience refuse to hear podcasts marked as hate speech
Need of AI/ML algorithm to track hate speech/cuss words	Detecting potential hate speech for a large volume of podcasts needs automation	Using a robust Natural Language Processing model to detect sentiment and potential hate speech and flag it	Increase in the efficiency and accuracy of hate content classification after automation
Users and the audience need to be more aware of hate speech and offensive language.	A discouraged audience can have an impact on business and product consumption.	A hate speech awareness course that creators must complete before they can resume creating podcasts.	Significant decrease in the number of episodes flagged as potentially offensive..

MVP STRATEGIES

	Wizard of Oz	The Fake Door	Target Practice	Concierge	Piece of Cake
Description	As it will take a while to develop and implement a perfect algorithm, this MVP will hire a panel of content moderators to flag hate speech initially.	Here we add a button or a prompt to take the creator's consent for auditing the podcast for potential hate speech or offensive content.	The idea is to target only new users who are likely to be more receptive of the new feature as compared to the existing users who may have apprehensions.	Similar to the Wizard of Oz but the panel of moderators will work with the users and target audience or listeners to flag out remarks which they find derogatory.	We implement a basic Natural Language Processing model that identifies a list of abusive or cuss words without considering the context or sentiment.
Investing in	Product Experience and its Outcome	Relevance of Idea and Consumer Interest	Single Consumer Segment	Human Interaction and Service Provided	The Essentials of Product Experience
Minimizing	Operations and Technology	Technology and its Implementation	Overall Acceptance and Scalability	Operations and Technology	Scope and Scalability
Rationale	This will allow us to gauge whether we have user and customer buy-in before we invest large amounts of money in developing new tech.	Giving the users a flavor of what the feature experience will look like in order to gauge their response whether they adopt it or no	Since the existing users are new to the feature, they might question whether it will rob them of their right to freedom of speech.	The audience is the best judge of the product or service and can better educate on what classifies as hateful or offensive speech.	Since the feature is multi-layered, implementing only a portion of it will assist creators in addressing their concerns about hate speech.

WHY WIZARD OF OZ?

STRATEGY RATIONALE

CUSTOMER

Content which human customers find offensive can be better classified as hate speech by human moderators as opposed to machine involvement at a primitive stage

BUSINESS

Advertisers and customers, as the key stakeholders, have the ability to impact the business if hate speech is incorrectly classified using technology that is still in development, making human moderation critical at the MVP stage.

TECHNOLOGY

Natural Language Processing Algorithms can spend a long time to achieve the accuracy required to successfully identify hate speech, which is not feasible at the MVP stage.