AI-Driven Project Proposal for Kuku FM

Title: VoiceMyMood - AI-Generated Audio Experiences for Every Moment

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Link for detailed explanation of the proposal: https://github.com/NAGAVAM/Aitool_proposal

Introduction & Objective

About Kuku FM Kuku FM is a rapidly growing audio OTT platform offering content in regional languages, ranging from audiobooks and stories to personal development and podcasts. However, like all OTT platforms, user engagement metrics such as daily active time and frequency of app opens are crucial for retention and monetization.

Problem Statement

Users often face decision fatigue while browsing content and may leave the app without listening, especially when they are short on time or unsure of what fits their mood or moment.

Objective

VoiceMyMood is an AI-powered, mood-aware audio content generator designed to: -

Instantly generate personalized audio clips (1-5 mins)

Align content with user's real-time mood and routine

Increase the average session duration and frequency of app use

This tool enhances user satisfaction by delivering emotionally resonant, context-aware content effortlessly

Integration of Ai in the Tool

Phase	Integration
Creation	Prompt generation from user data → pass to LLM → output script → pass to voice AI
Operation	Realtime generation or caching of content, tied with routines and behavior prediction
Continuous Learning	Feedback loop using user likes/dislikes, skips, and duration listened to fine-tune output

AI Tools, Features & System Architecture

Core Features

Mood-Based Audio Generation: Users select a mood or allow passive detection. AI then generates a mini audio episode aligned with it.

Routine Integration: Morning/evening routines trigger content automatically.

Voice Personalization: Users choose from a library of human-like AI voices.

Instant Access: 1-tap play from home screen or push notifications.

Technologies Used

Component	Technology
Script Generation	Custom-trained LLM fine-tuned on storytelling & podcast-style narration
Sentiment Detection	Emotion classification models using transformer-based encoders
Voice Synthesis	Advanced TTS models (e.g., Tacotron, FastSpeech, or commercial APIs)
Recommendation Engine	Collaborative filtering + behavioral analytics + metadata
UI/UX	Figma
Feedback System	Firebase

System Architecture Overview

User Input: Mood / time / behavior

AI Engine:

Emotion classification

Script generation

TTS voice rendering

Output: Personalized audio played in-app

Feedback Loop: Likes, ratings, and engagement metrics feed back to improve recommendations

Implementation Plan

Phase 1: Discovery & Ideation

- Conduct user research and identify mood-based content gaps
- Define user personas and usage moments (e.g., commute, workout)
- Shortlist best AI tools and APIs

Phase 2: MVP Development

- Design UI/UX in Figma (mood selector, player, feedback)
- Implement basic LLM + TTS pipeline
- Integrate with Kuku FM sandbox for testing
- Launch internal beta and gather insights

Phase 3: App Integration

- Sync with user profiles (mood history, preferences)
- Enable real-time content generation with daily triggers
- Add push notifications for "Your Daily AI Drop"
- Build analytics dashboard to track usage and behavior

Phase 4: Continuous Learning

- Use feedback to fine-tune scripts, timing, and voice tone
- Introduce dynamic playlists based on usage trends
- Enable custom voice cloning opt-in feature

Phase 5: Scale & Monetize

- Offer premium celebrity/regional AI voice packs
- Introduce gamified listening streaks and sharing features
- Launch creator marketplace for UGC-style AI audio episodes

Key Challenges & Solutions, KPIs, Strategic Impact

Challenge	Solution
Latency in content generation	Pre-generate common mood-content pairs + async rendering
Voice licensing or ethics	Use royalty-free or contracted voice packs only
Maintaining user freshness	Gamify audio suggestions + rotate tone/style dynamically
Privacy in mood detection	Ensure opt-in and on-device processing where possible

Metric	Goal (Within 3 months)
Avg. session duration	+25%
App opens per user/day	+1.5x
AI content listens/day	100K+
Content rating (avg. out of 5)	4.3+
User retention (30-day)	+20%

Strategic Impact

VoiceMyMood will enhance the user journey on Kuku FM, especially for passive, time-constrained, and emotionally-driven users. By offering low-effort, high-impact personalized experiences, it drives engagement, satisfaction, and platform loyalty.

PROTOTYPE/ MOCK UP OF THE PROPOSED SOLUTION