



NEXTLEAP

PM FELLOWSHIP

LIP CHALLENGE

PRODUCT TEARDOWN

New User Journey Teardown (3/10)



inshorts

stay informed

A Teardown on Inshorts' New User Journey

By

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7 minutes read



User Persona & Use Case



User Journey Map



User Experience



Key Metrics

Arti Agarwal

Female, 23

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Demographics

Gen Z | Unmarried | SDE | Technology comfort | Tier 1 city

Needs and Goals

Wants herself to keep-in-the-know for the major happenings in and around the world. Cannot be left behind because of the busy schedule. Need short and crisp headlines.

Pain points

Do not have time to watch TV or YouTube for more than 30 minutes to get the news bulletin. Cannot afford to read newspaper for hours.

Sanjay Kumar Singh

Male, 54

[Know more ▶](#)



Demographics

Gen X | Married | Mining Engineer | Technology uncomfortable | Small town

Needs and Goals

Get hold of breaking news anytime anywhere. Wants news in Hindi. Needs quality news and headlines and not waste his time on stupid news or articles.

Pain points

Have moved away from the TV and wants news on his phone. Irritated by browser notifications for interesting news which turns out to be hoax. Spend time on long articles.

Inshorts is currently used for -

- News headlines and bite-sized articles (60 words)
- Customizing topics and areas of interests as per users needs
- Live updates through push notifications to the users
- Share relevant news with your friends with a single touch
- Solve puzzles and go for quote of the day



“ I do not have time to watch TV News where I have to wait till the end of the program to know what the headline meant. Same goes for newspapers. I do not want my English to be improved. I just want news – relevant news to keep myself updated on what is going in and around the world. **”**

“ Everything today is at a palm away with smartphones. We can do anything with it – watch movies, shop online, book tickets, and what not. With news, I do not want to read long articles on the internet, and I don't want to choose what to read. It should be personalized. **”**



User Persona & Use Case



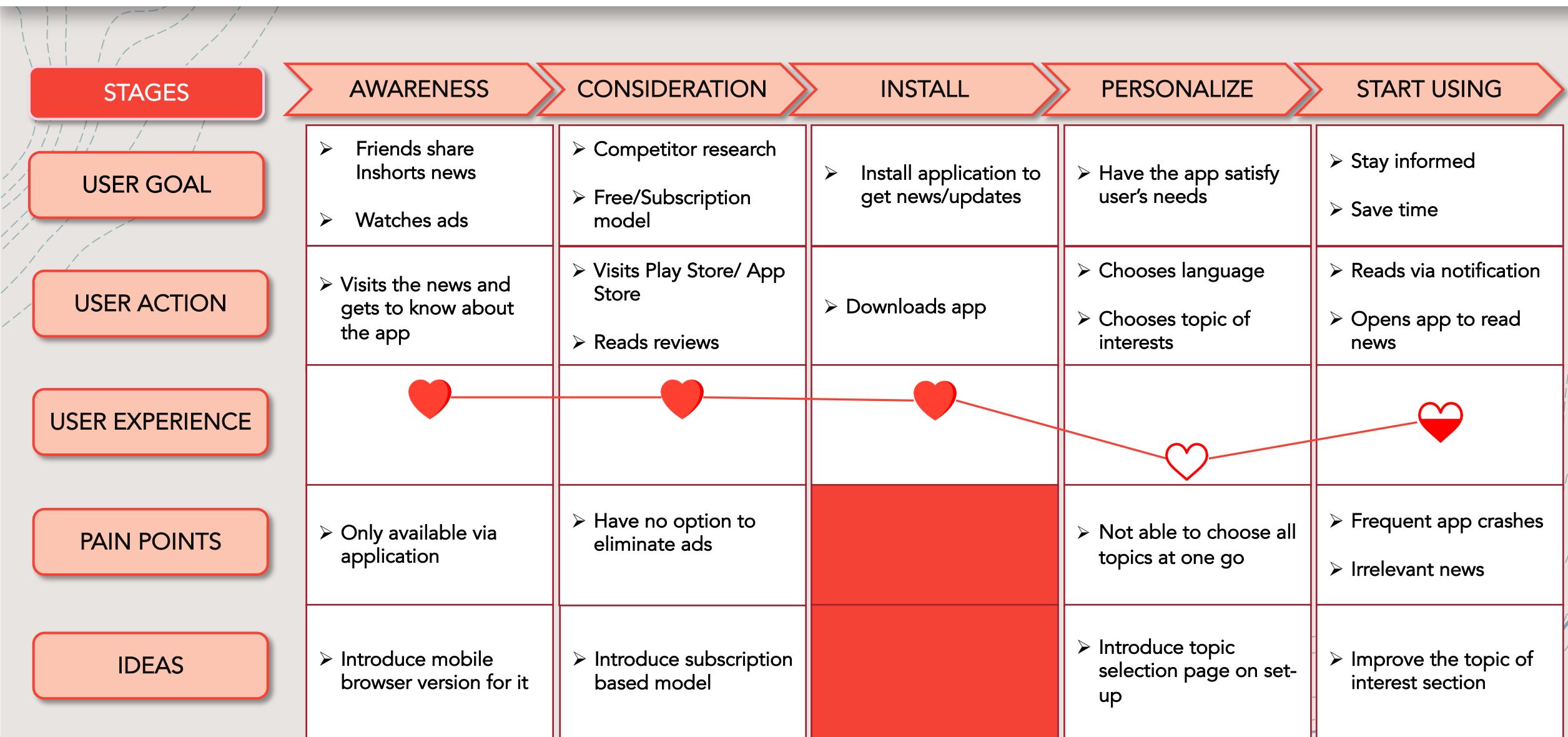
User Journey Map (1/4)



User Experience



Key Metrics





User Persona & Use Case



User Journey Map (2/4)

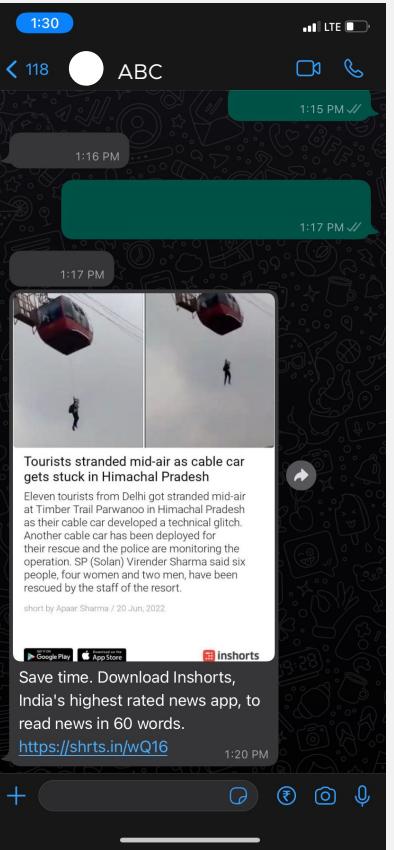


User Experience



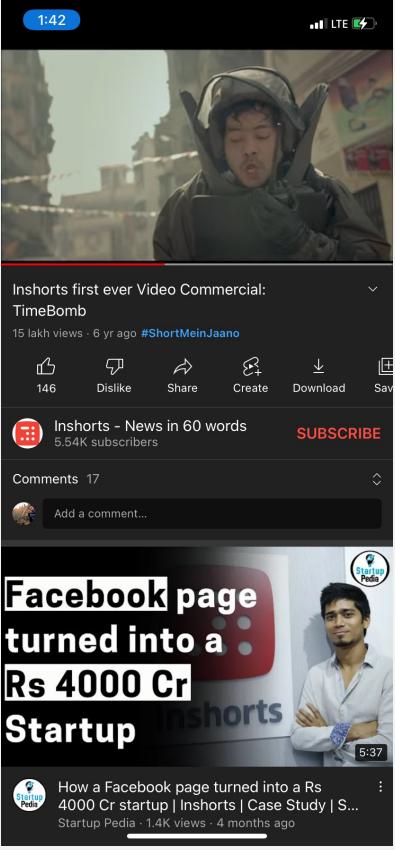
Key Metrics

AWARENESS



WhatsApp

Contacts shares news



YouTube

Users watch ad while video streaming

CONSIDERATION



Talks to friends/family members

Users often reach out to friends and family members to know about the app, the business model it has – Free/Subscription based and whether it is sufficient as per their needs.



Browses online to know more

Some users prefer to find it out on their own to calm down the tickles in their curiosity bone. They simply google what this app is about, the use cases and the Unique Selling Proposition this app promises.



Visits Play Store for reviews

They visit the Play Store (Android) or App Store (iOS) to see what the rating for the app is, the size and the reviews of the existing user. Despite being free to use, they are wary of the value they will get from the app.



User Persona & Use Case



User Journey Map (3/4)

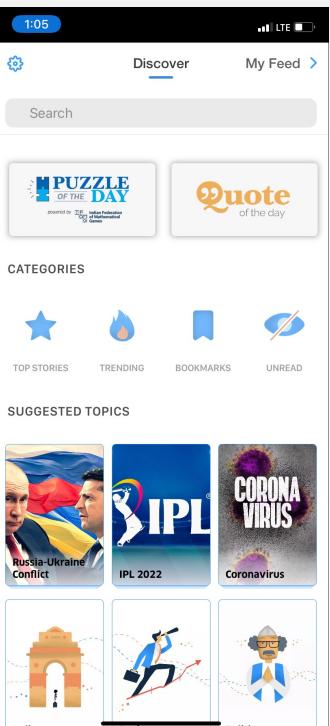
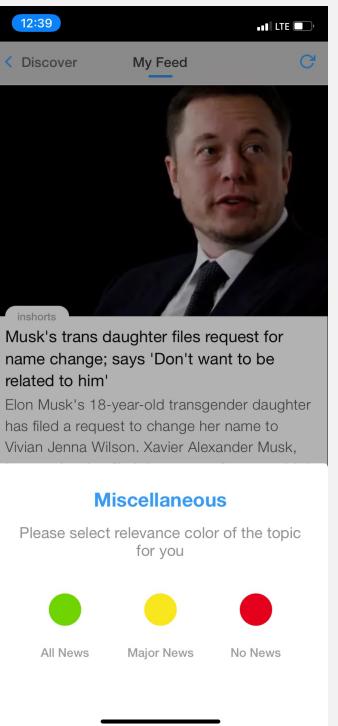
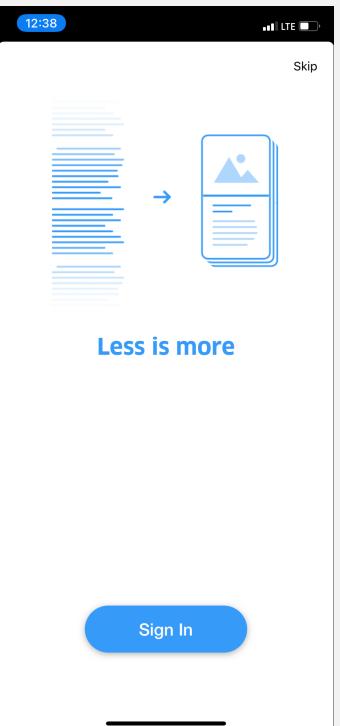
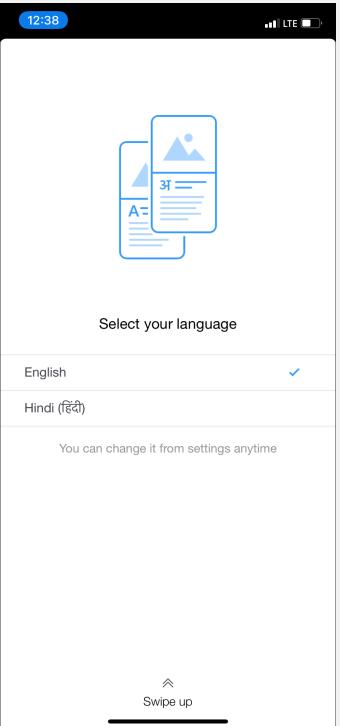
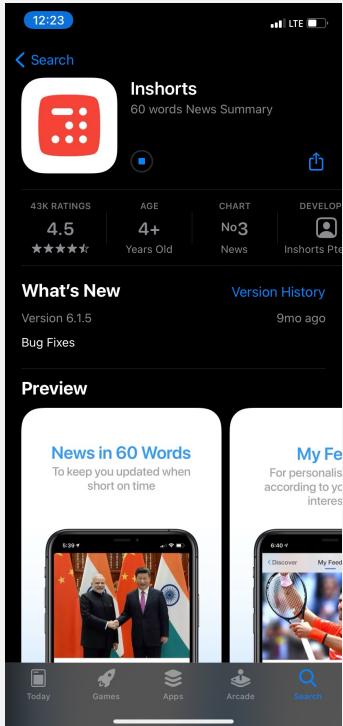


User Experience



Key Metrics

INSTALLATION



PERSONALIZATION

1. INSTALLATION

User visits play store to install the app

2. LANGUAGE

Language option for user convenience

3. SIGN IN (Optional)

Optional sign-in for fast onboarding

4. NEWS FEED

Landing page explaining relevant color

5. RELEVANCE

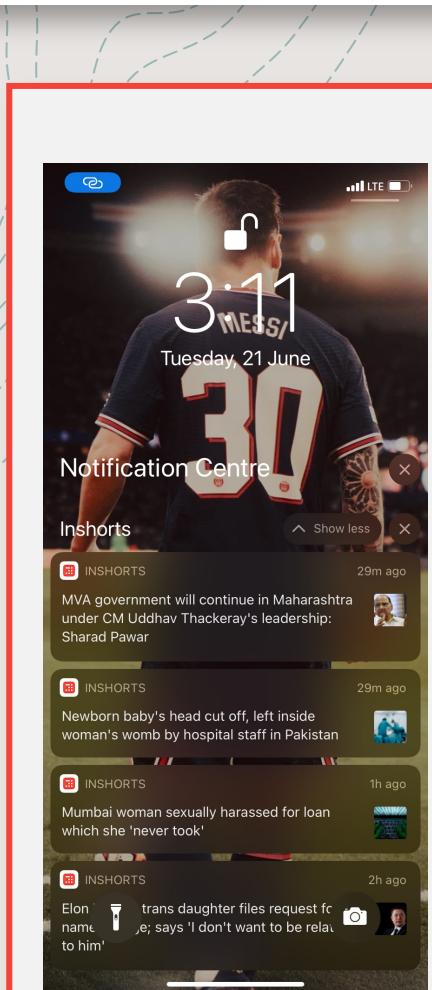
Choose relevant color to know preferences

6. DISCOVER

Home page with several categories and topics



User Persona & Use Case



1. NOTIFICATION

User gets notifications for news – Short Headline



2. CLICKS TO READ

Curiously, user opens app to read it in 60 words

User Journey Map (4/4)



User Journey Map (4/4)



3A. DETAIL READ

If user is interested to read full story, swipes to get to source



3B. OTHER NEWS

If he is satisfied with the previous news, swipes up to get to the next news



User Experience



Key Metrics

RATINGS

Purpose Served



Delivers news perfectly in 60 words.

Easy Onboarding



Seamless onboarding, hassle-free login, language options, etc.

In-app Experience



Can be improved, few important categories are not visible.

Relevant News

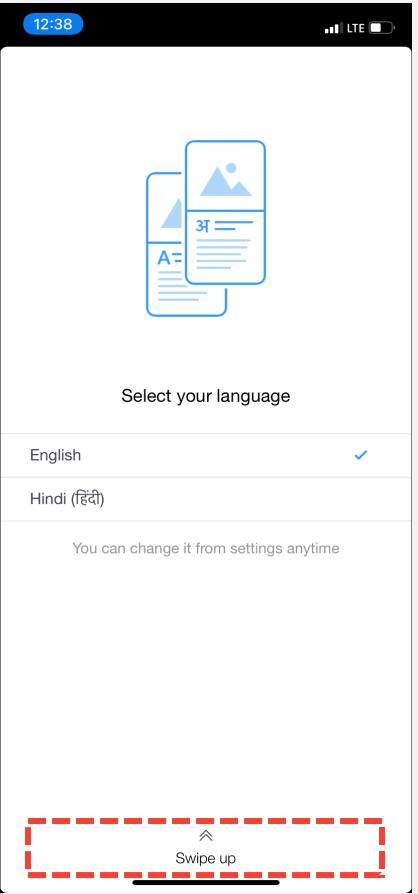


Issues in news delivery - choosing preference is not user friendly



THE GOOD

START BY SWIPING UP



Possible hypothesis for building this:

- The news is changed by swiping up. This is how the app was built. The possible reason why the first page shows swipe up is to acclimatize users on how the app works
- Usually, apps have the option to swipe left or right. Users do not swipe up often. Additionally, most of the users choose not to have a tour on how the app works. Possibly, Inshorts wants its users to learn by doing

The X-Factor

Wonderfully enough, Inshorts opens the first page with an option to choose the language and then proceed further by swiping up – the same action users would do eventually while reading the news in the app. Learn-By-Doing.

OPTIONAL SIGN-IN

12:38 LTE

Skip

Less is more

Sign In

Possible hypothesis for building this:

- Users are sensitive about giving out data privacy like email ID, mobile number. It is possible that Inshorts want to earn the trust of the users by not asking email ID/mobile number because their product delivery does not depend on login credentials
- The app is free, and there is no plan for subscription-based model. Assuming the accounts will not be shared, and personalization is taken care of through AI and ML, asking for email ID is redundant.

The X-Factor

As a user, it feels like 1 less step. Users want to do less and achieve more, make the process easy and less time consuming. Inshorts give this to users.



THE BAD

GAME OF RELEVANCE

Inshorts
Musk's trans daughter files request for name change; says 'Don't want to be related to him'
Elon Musk's 18-year-old transgender daughter has filed a request to change her name to Vivian Jenna Wilson. Xavier Alexander Musk,

Miscellaneous
Please select relevance color of the topic for you

All News Major News No News

Topic Relevance Selection

- Inshorts asks for the relevance of the news topic basis which they will be curating the news for the users. But **selecting it one by one for different topics** that pop-up are extra steps
- It might give a **bad experience** to a user who is new to the platform to directly start with a news, she/he is not interested in.
- Repeating actions becomes boring

Suggestions for improvement

- Having preference page while setting-up can help users select the topic of interest in a single go. That might also help in improving the first experience with the news a user is flashed with in the beginning
- Introduce press and hold to open preferences to edit them whenever user wants to

HIDDEN FEATURES

CATEGORIES

- TOP STORIES
- TRENDING
- BOOKMARKS
- UNREAD

CATEGORIES

- MY FEED
- ALL NEWS
- TOP STORIES
- TRENDING

Unread/Bookmarks

- A lot of users are complaining about losing the bookmarked news, or starting from the same page on the news feed
- It is difficult for a user to find some buttons on the discover page. There are no instructions which ask users to **swipe to access 2 more buttons**

Suggestions for improvement

- Having all the 6 icons in two rows might give the visibility to the last two icons
- Have a small arrow after “Trending Icon” to showcase there are more icons waiting to be explored
- Have a pop-up asking users to start from the last unread news to seamlessly ensure that they haven’t missed any update



User Persona & Use Case



User Journey Map



User Experience



Key Metrics



North Star

Retention

- DAU/MAU will help gauge the stickiness of the app
- Are users coming back after downloading the app?

L1 Metric

Net Promoter Score

- Users promoting the app to their friends or family members or giving out the word of mouth

L2 Metric

Click-Through Rate

- Users launching the app via notification – Main motivation to open the app

App Specific

Screen Flow

- Time spent on the app
- When and where the user exits the session to find the why

Reports/Crashes

- Number of times the session ended due to crash issues

Session Frequency

- How often are users coming back for more and from where – Notifications / Independent app launches