DASTHOON
Product Teardown

Agenda

1. Introduction
2. Market & Competition
3. Product & Business Model
4. User Journey
5. User Journey (Contd..)

6. User Personas
7. User Research & Problems
8. Solutions
9. Metrics & Future Scope

Purab Gupta

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For the purpose of this study we have considered only the comic consumer app.

WEBCOMICS MARKET

Webcomics are episodic graphic novels created on the web and typically consumed in short bursts in the. They offer a fast-paced, visual storytelling experience with a shorter timeline than traditional comics. This makes them perfect for mobile devices and other on-the-go platforms. Webtoons offer a tailor-made experience for each individual reader, making them an increasingly popular choice among consumers everywhere.

Global webcomics market is valued at USD **3.65 Bn** in 2021, and is anticipated to attain a value of USD 28.44 Bn by 2028, at a CAGR of **33.9%**. In 2021, **47%** of all global internet users were estimated to be readers of webcomics, up from just **12%** in 2007. The main drivers of this growth have been because of engaging and convenient way to read comics & more opportunities for creators for monetization do due to their shorter duration and higher frequency of updates.

Challenges that could impede the growth of the webtoons market include competition from other digital entertainment formats like games; & a slowdown in global economic growth, which could reduce spending on discretionary items such as entertainment.
The US market is relatively fragmented and is still evolving, which makes it difficult for creators to reach a wide audience and produce content that is successful.

COMPETITORS

	WebToon	Dashtoon	Tapas
User segment	Young adults below 24	American Kids and Adults	Women aged 18-24
Pricing	Microtransactions (Rs. 99 -4999)	Microtransactions (Rs. 29-Rs. 699), Freemium	Microtransactions (Rs. 99-Rs. 1999), merchandise
Strengths	Large User Base, Brand Value, Variety of genres, Fair pricing, Translations available	Continuous engagement, uncomplicated UI, Personalisation	Loyal & large user base, Extensive Library, Good quality content, Personalisation
Weakness	Too many pop ups/ad Cluttered UI, Limited free content, No personalisation	Small library of content, No rewards, Bugs, content is short	Relatively expensive, Lesser Rewards, Less user engagement, Complicated UI

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WHAT IS DASHTOON?

A digital marketplace where users create and consume web comics positioned as *"Globalised Manga and Manhwa"* across different genres.

App Store Rating
4.6

Downloads
50K+

Amount raised
$5 Mn

Launch Date
May '23

Monthly Active Users
<30K

Business Model

Key Partners
- Content Creators
- Third party Licensers
- Technological partners (servers)

Key Activities
- Developing and maintaining the platform
- Marketing and promotion
- Community management
- Customer support

Key Resources
- Technology
- Talented & experienced leaders
- Intellectual property
- Community

Value Propositions
- Build comics using **quickly** using Generative AI
- Westernised versions of Asian style comic books

Customer Relationships
- Strong Community
- Social Media presence
- Customer Support

Channels
- iOS/Andriod App for consumers
- Website for creators
- Social Media

Customer Segments
- Comic readers: People of all age with interest in comics, mainly from the US.
- Comic creators

Cost Structure
- Server & Infrastructure Cost
- Employee Cost
- Content Lincensing
- Bug fixing program
- Marketing

Revenue Streams
- In app purchases
- Subscription Fee
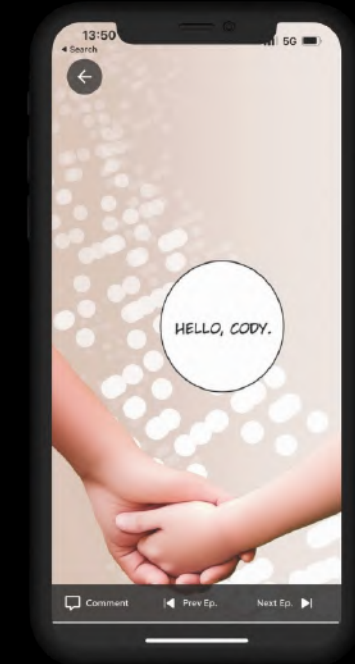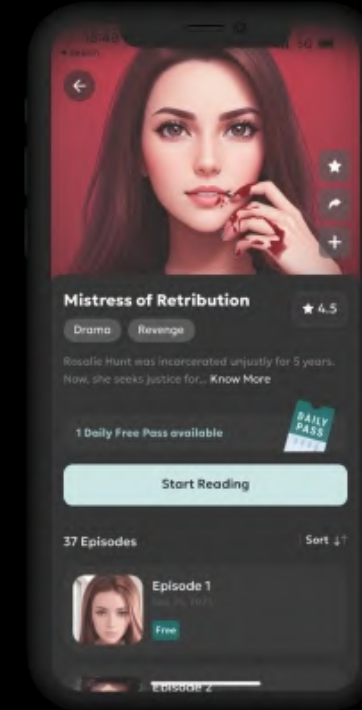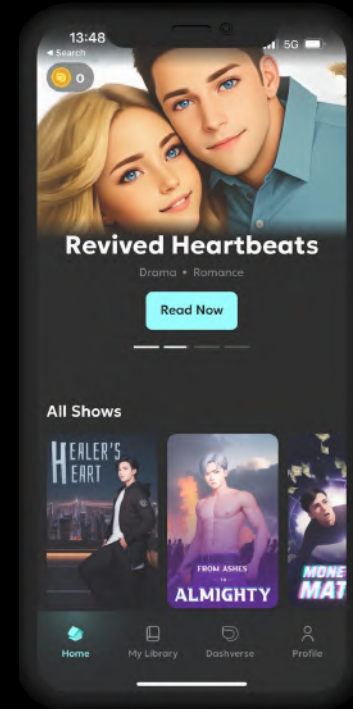- Partnerships

WHAT DOES THE USER JOURNEY LOOK LIKE?

STAGE	EXPLORATION	DECISION	ACTIVITY

SCREEN

|	EXPLORATION	DECISION	ACTIVITY
GOAL	Find a comic of interest as soon as possible.	To take an action with the comic chosen	To read comic in peace with ease of navigation and no distractions.
ACTION	Scroll through different comics under categories like All, New, Grossing, & Best.	Click on any of the available buttons to perform our task of choice, in this case reading comic.	Scroll through different pages of comic. Options to comment/ switch to immediate episode.
EMOTION	🤔	😃	🙂
PAIN POINT	There is no search option on home screen, I have to manually go through each. As a new user, I want to see the best shows category first.	The screen is exhaustive overall. The only minor pain point being that clicking on Know more opens a new screen, rather than conventional expansion	Very clean UI. The progress bar isn't accurate. There is no optoin of multiple reading modes/ bookmarks. The next/prev. episode buttons seem redundant.
IDEAS	Include a search option at the top. All shows should be at the end. Chat feature shouldn't be included in Home.	No major solutions required	Maybe include different reading modes in future updates. Work on progress bar

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SUBSEQUENT SCREEN OPTIONS

ONBOARDING
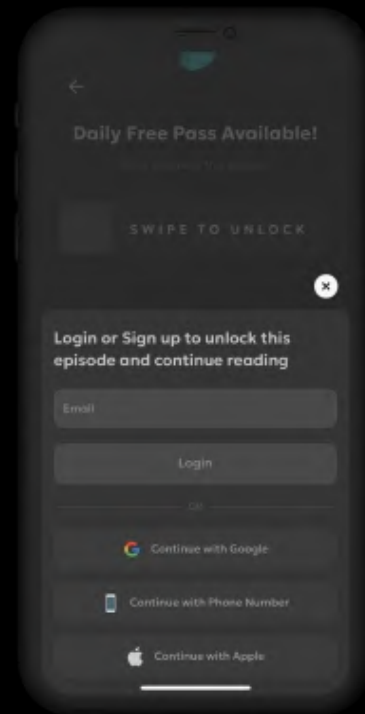
As a first time user, I need to create an account to read and progress further

Continue with phone number, Google, or Apple Account

😠

This should've been done before instead of now, when the user is in the flow of jumping onto the next episode.

Get rid of login screen here, instead give an option to create an account when onboarding, i.e., after opening app for first time

TRANSACTION
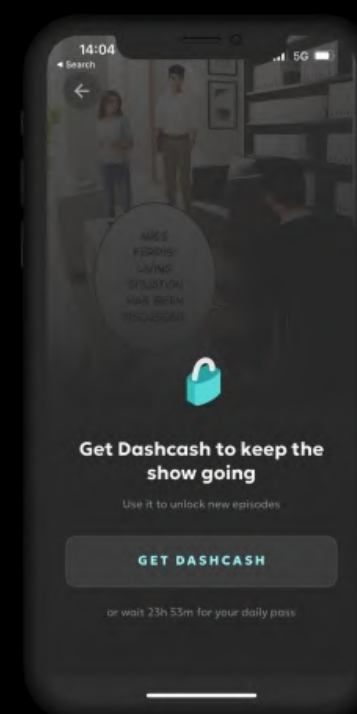
Get Dashcash to continue reading the story.

Click on the button to directly go to the transaction screen and pick Pack of choice.

🤔

The screen is almost perfect. The only thing that stands out is if I want to know how long I have to wait for next Daily Pass, this is the only screen.

No solutions for this page, except making the button a bit more prominent. Display Daily Pass timer on home screen.

ENGAGEMENT
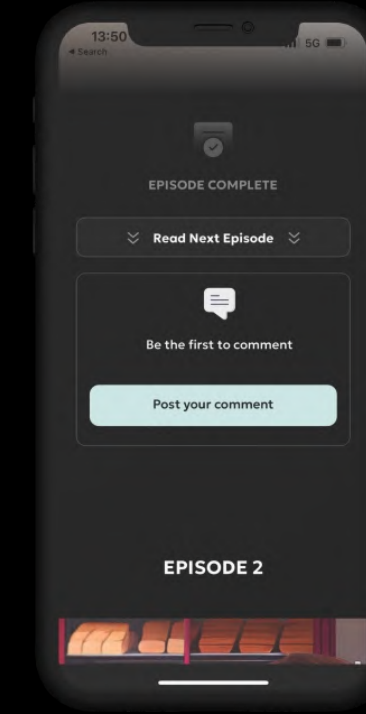
Comment to express your thoughts regarding the finished episode before moving on to the next episode.

Click on button to display pop up to write a comment and post. Another button to move to next episode.

😐

No option to anonymously post a comment. Read next episode button redundant as I can simply scroll to next episode.

This screen can be completely gotten rid of, by including comment feature only. The next episode can be accessed from another screen.

WHO ARE THE USERS ?

Alicia, 17

" When I have free time between classes or at home but I don't find anything new and interesting to do, help me read something relatable so that I can enjoy fresh content without spending too much money. "

About
Alicia is a 17-year-old high school student living in a suburban area in the United States. She is passionate about art, enjoys reading comics, and is an active member of online art communities.

Goals
- Looking for a comic app that offers a diverse range of genres, especially teen, romance, fantasy, and a slice of life
- Likes to get immersed in the world of the comic she's reading and wants to have discussions with her friends.
- As a student, she is on a budget, so she appreciates apps that offer a mix of free and premium content.

Pain Points
- Limited budget for entertainment.
- Difficulty finding webcomics that align with her diverse interests.
- Nothing to follow up on after reading the comic, to keep herself engaged andinterested

Nathan, 25

" When I want to unwind after finishing a long day at work but I don't have want to waste much time, help me find some short comic so that I can relax and recharge."

About
Nathan is a 24-year-old marketing professional living in a bustling city in the US. He has recently picked up a hectic work schedule but values downtime to read comics, his childhood hobby.

Goals
- Looking for a source of entertainment that isn't thought provoking.
- Values apps with a sleek and efficient design that allows for quick navigation, given his limited free time.
- Is willing to pay for premium content as long as it offers a high-quality, ad-free reading experience.

Pain Points
- Limited time due to a demanding work schedule.
- Difficulty finding comics that cater to her interests and provide a break from her daily routine.
- No source of fresh content these days.

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WHAT PROBLEMS DO USERS HAVE?

FREQUECNY ↑

No rewards or incentives are offered

The pricing is expensive

Bugs, long loading times, screen black outs

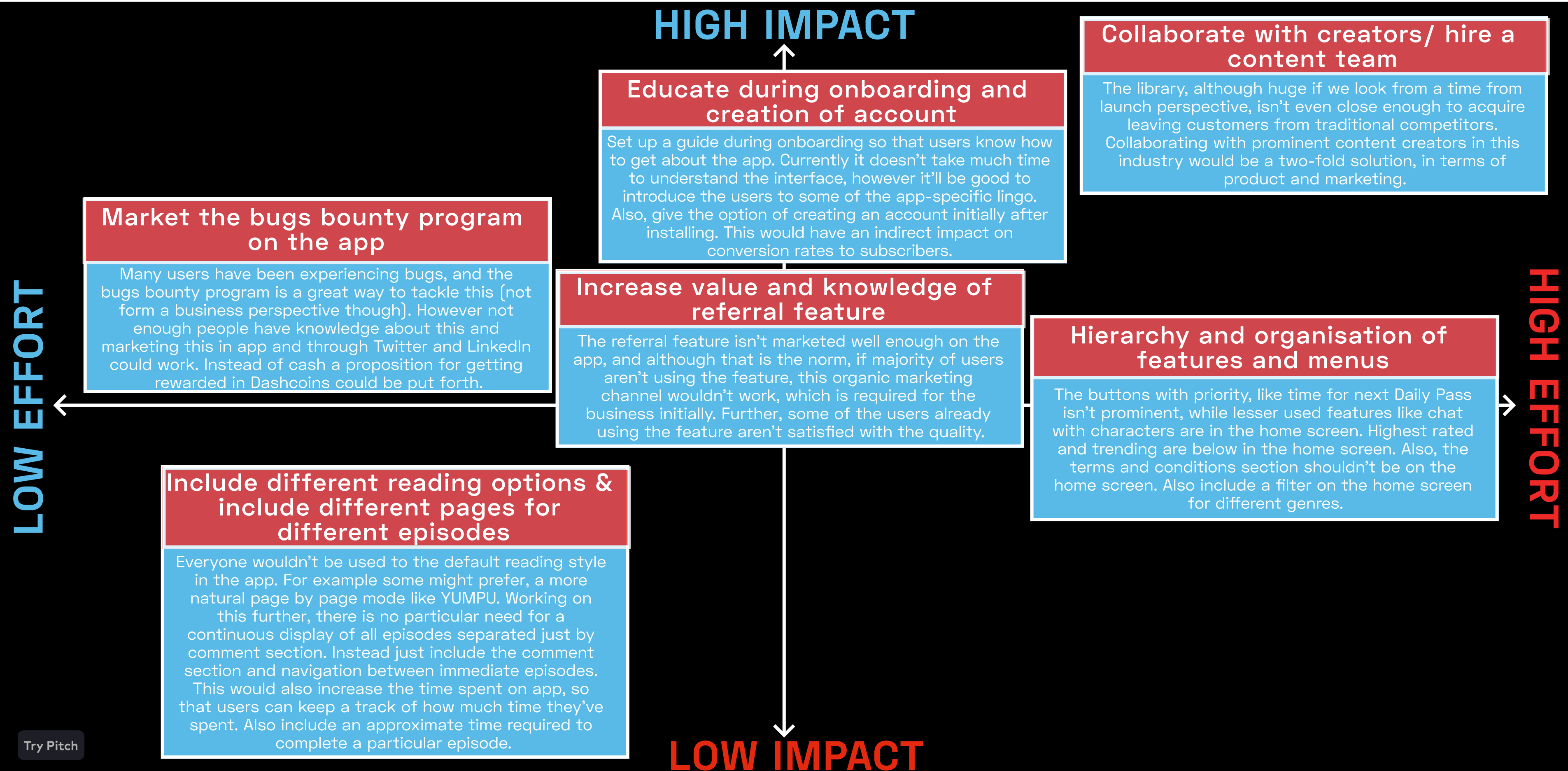Long waiting times for next episode

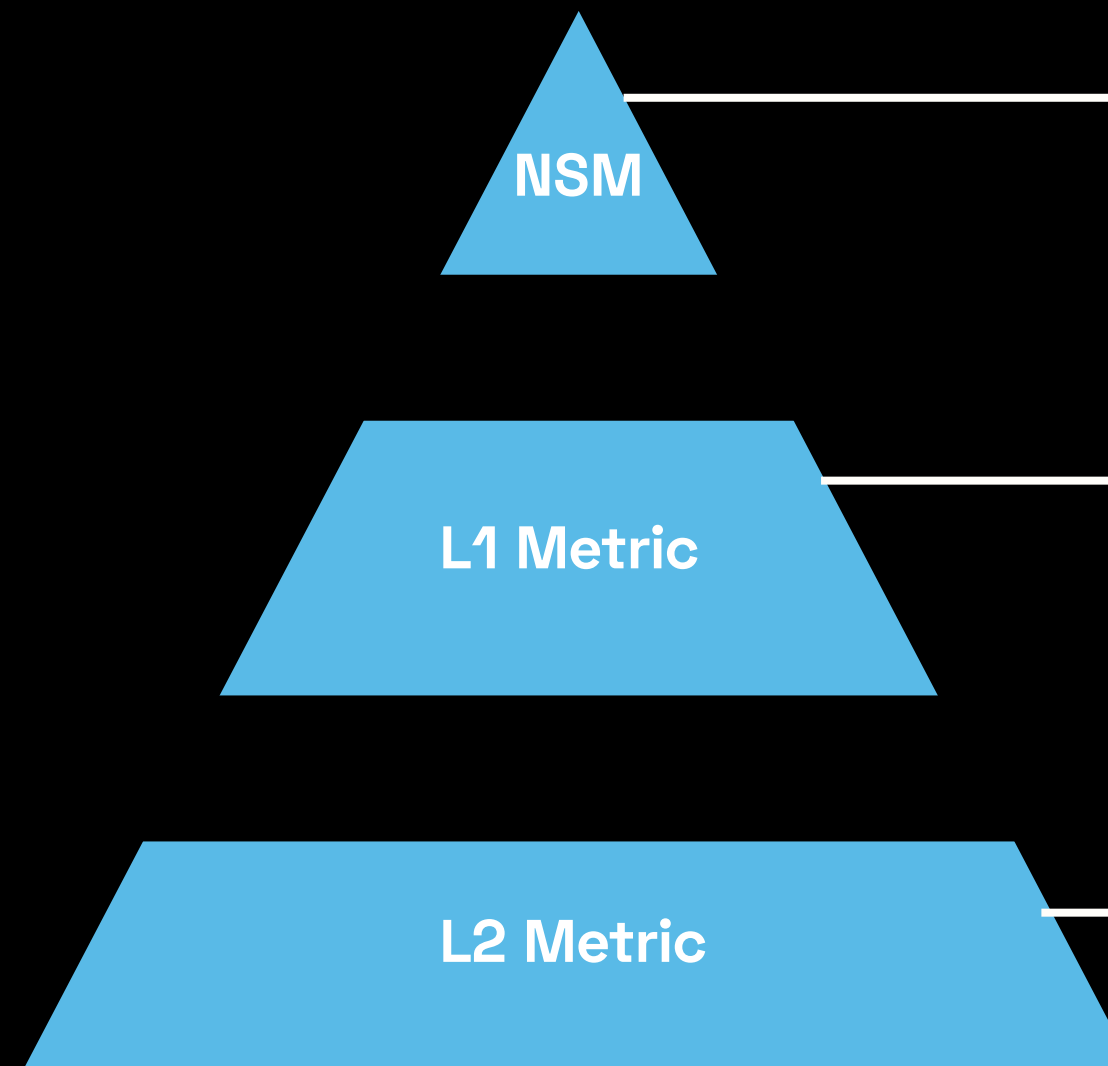Stories are too short

Not easy to read/ No Audio option

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RECOMMENDATIONS

HIGH IMPACT

LOW EFFORT

HIGH EFFORT

LOW IMPACT

Collaborate with creators/ hire a content team

The library, although huge if we look from a time from launch perspective, isn't even close enough to acquire leaving customers from traditional competitors. Collaborating with prominent content creators in this industry would be a two-fold solution, in terms of product and marketing.

Educate during onboarding and creation of account

Set up a guide during onboarding so that users know how to get about the app. Currently it doesn't take much time to understand the interface, however it'll be good to introduce the users to some of the app-specific lingo. Also, give the option of creating an account initially after installing. This would have an indirect impact on conversion rates to subscribers.

Market the bugs bounty program on the app

Many users have been experiencing bugs, and the bugs bounty program is a great way to tackle this (not form a business perspective though). However not enough people have knowledge about this and marketing this in app and through Twitter and LinkedIn could work. Instead of cash a proposition for getting rewarded in Dashcoins could be put forth.

Increase value and knowledge of referral feature

The referral feature isn't marketed well enough on the app, and although that is the norm, if majority of users aren't using the feature, this organic marketing channel wouldn't work, which is required for the business initially. Further, some of the users already using the feature aren't satisfied with the quality.

Hierarchy and organisation of features and menus

The buttons with priority, like time for next Daily Pass isn't prominent, while lesser used features like chat with characters are in the home screen. Highest rated and trending are below in the home screen. Also, the terms and conditions section shouldn't be on the home screen. Also include a filter on the home screen for different genres.

Include different reading options & include different pages for different episodes

Everyone wouldn't be used to the default reading style in the app. For example some might prefer, a more natural page by page mode like YUMPU. Working on this further, there is no particular need for a continuous display of all episodes separated just by comment section. Instead just include the comment section and navigation between immediate episodes. This would also increase the time spent on app, so that users can keep a track of how much time they've spent. Also include an approximate time required to complete a particular episode.

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METRICS TO MEASURE SUCCESS

NSM: North Star Metric

NSM

L1 Metric

L2 Metric

Daily Active Users
Number of users that log into the platform and interact in any form on a daily basis.

- User Acquisition Rate
- Churn Rate
- Average time spent on app
- Average Revenue per User

- Average time taken from download to first transaction.
- Average number of pages/comics read per day.
- Number of bugs identified per month.
- Number of series/genres.
- Number of converted referrals.

SECOND ORDER THINKING

WHAT'S NEXT

Although the app is in its early phase, it has created a huge library of intriguing content thanks to the value proposition of AI-generated content. The UI is also very interactive and easy to learn for new users. However, even after leveraging these strengths, they haven't been able to capture the market as much, and the users are still unsatisfied with the amount of content, with some even calling out the art.

WORK IN PROGRESS

The tech is pioneering, however they are very reliant on just that. In the end consumers don't really care whether the comic is handwritten or AI generated. They want quality and quantity of content. The system design and backend algorithms to generate comics is really good but from a consumer perspective, putting forth the value proposition as AI generated comics doesn't make them stand out.

READY 2 LAUNCH

From the consumer perspective what the app currently needs is a huge library of quality content & a loyal, reliable, and connected user base. This would ensure long term success. The problems mentioned cover a small sample space of users, but could pose as serious threats to early growth. The solutions recommended form a set of good discussion points that could potentially impact these metrics, positively.

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