KukuBot – Personalized AI Storyteller

Consumer/Client Orientation & Value Addition

Consumer Need: Kuku FM users crave fresh, relevant, and bite-sized audio content that fits their mood, interests, and routine.

Value Addition: KukuBot offers daily, short-form personalized audio stories tailored to each listener's preferences using generative AI. This enhances emotional connection, promotes daily app engagement, and creates habit loops that improve retention.

Objective of the Proposed Tool/Feature

To develop a generative AI-powered daily storytelling feature that delivers engaging, 2–5 minute personalized audio narratives. This tool aims to:

- Increase average session duration

- Boost daily app opens

- Improve user satisfaction through customization

- Strengthen loyalty and reduce churn

Generative AI Tools, Techniques & Data Sources

Tools & Techniques:

- **LLMs (e.g., GPT-4)** fine-tuned for narrative generation

- **Text-to-Speech (TTS)**: Google WaveNet, ElevenLabs for realistic voices

- **Reinforcement Learning**: For content optimization based on user feedback

- **Sentiment Analysis**: To measure emotional response to stories

Data Sources:

- User preferences (genre, tone, pace)

- Listening history and engagement metrics

- Manual or inferred mood inputs

- Story feedback and ratings

AI Integration Plan

Creation Phase:

- LLM generates short, structured yet creative audio stories

- TTS renders content in chosen voice and tone

Operational Phase:

- Automatically push daily stories at user-preferred time

- Update preferences via interactive feedback loop

Analysis Phase:

- Monitor listens, skips, duration, and reactions

- Use metrics to retrain models and refine recommendations

Implementation Plan

Phase 1 – Prototype & Beta (Month 1–2):

- Launch with premium users

- Story categories: Thriller, Romance, Sci-Fi, Motivation

- Narrator selection & mood tagging

Phase 2 – Public Rollout (Month 3–4):

- Daily push notifications: "Your story is ready!"

- Streak-based rewards and shareable story snippets

Phase 3 – Expansion (Month 5+):

- Voice-command support ("Hey Kuku, tell me a story")

- Interactive fiction with branching paths

Key Challenges & Solutions

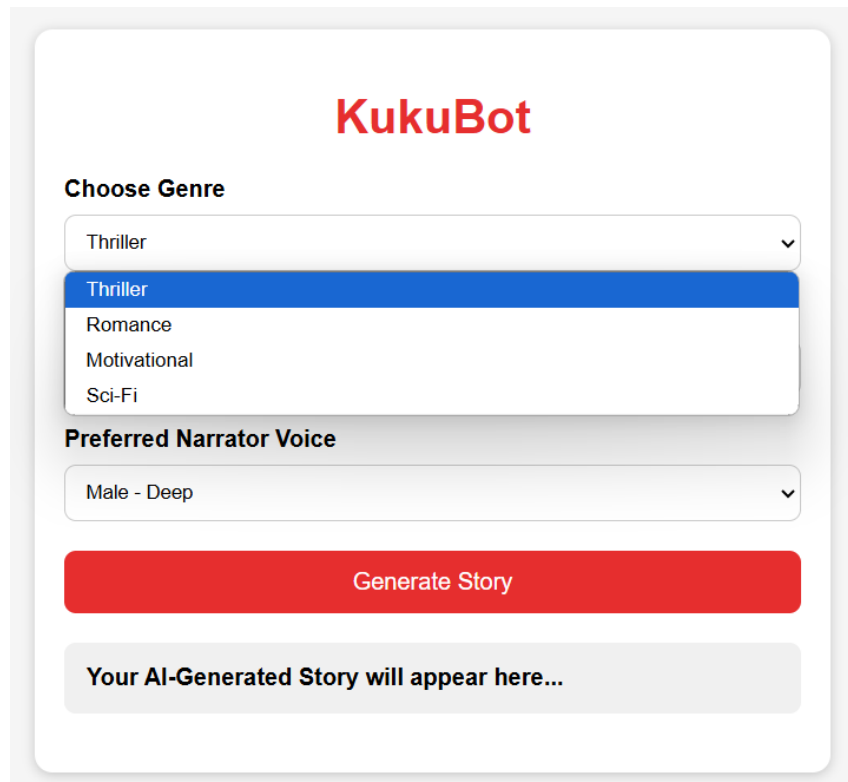| Challenge	Solution
Content quality & consistency	Fine-tune LLM, human QA review during beta
Voice monotony	Multiple narrators, celebrity/AI collabs
TTS compute costs	Cache top stories, optimize audio delivery
Privacy concerns	Opt-in data usage, anonymized behavioral data
Unsafe content	Implement moderation filters and content flagging

Metrics & KPIs to Measure Success

KPI	Target
Avg. session length	+15%
Daily app opens	+25%
Retention (7-day)	+20%
User feedback ratings	>4/5 on 80% stories
Story share rate	≥10% of listeners

Conclusion:

KukuBot will transform Kuku FM into a hyper-personalized, habit-forming audio platform powered by generative AI. By delivering emotionally resonant, daily story content, Kuku FM can significantly boost engagement, retention, and user satisfaction.
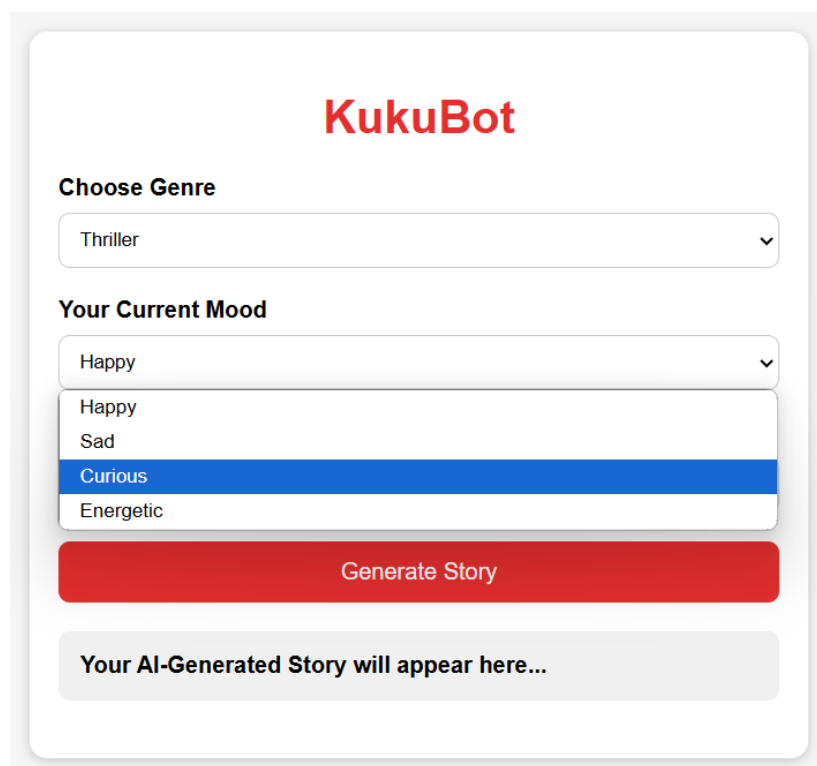
Prototype/Mockup of the Proposed Solution:

1. We Need to Choose the Genre
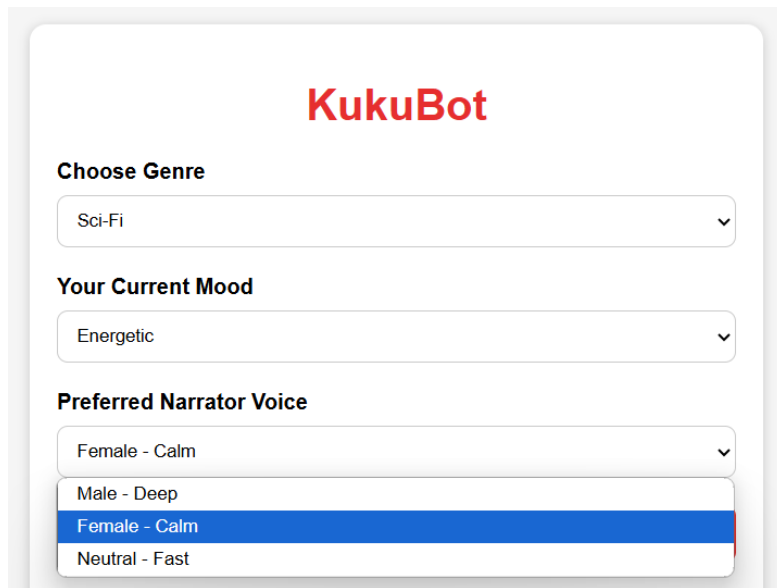
2. We Need to Choose the Mood

3. We need to Choose Narrator Voice
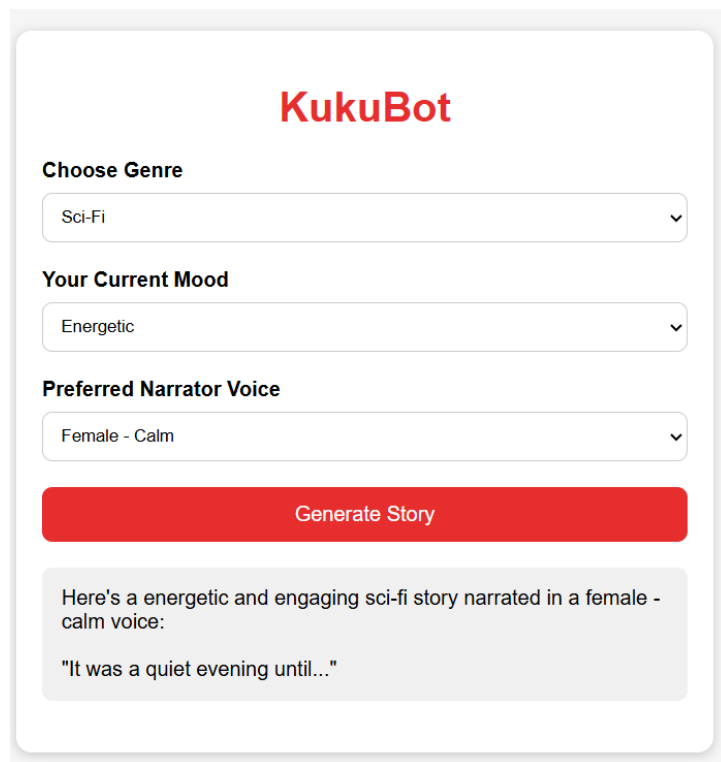
4. Finally After clicking on Generate Button, The Story Begins..

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For More Detailed View:- GitHub Repository