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I did my B.Tech in Computer Science and Engineering from Parul Institute of Engineering and Technology and passed out in 2021 with a 9.4/10 grade. Here, I was that first bencher and the one who can be found in libraries during my free time. I always scored high in math, as it's my strongest subject, and also did well in programming languages like C, C++, Python, HTML, CSS, etc. And I also made myself learn version control in Git. Finally, after completing engineering, I took a small break of about 6 months to explore a few things in life, as towards the end of engineering, I figured out I like to code, but that's not what I want to do for the rest of my life.

I explored two areas during this break. The first one was cybersecurity, wherein I started learning and doing practical labs and tasks in the cybersecurity space. From here, I cracked the Virtually Testing Foundation (VTF) internship, which was for 10 weeks, and we got to complete tasks every week in order to move on to next week. This was such a great experience for me in the cybersecurity space and helped me connect with some of the great minds in the space.

After completing my 10-week internship at VTF as a penetration tester in December 2021, I moved to the next area, which was completely opposite and had no relationship with computers or what I had learned so far. I entered the world of content writing. My actual content writing journey started during my last days in college, when I started reading articles and understanding how they're structured and what makes a good article. I made a Medium page and started publishing articles in the finance and investment field because it was what I knew best, as I had started my investment journey since I was 14 and officially entered the market at 18.

During my engineering days, I had learned a lot in the finance and investment fields from my mistakes in the market and also from things wherein I understood what others wanted to know and how they wanted to approach the stock market.

Soon, based on my Medium articles, I got an internship at Edvicon International as an Editor in Chief, which was a NGO based out of Sri Lanka. This was in November 2022, when I was also doing an internship at VTF and thus learning my first lesson of time management and learning and working on two different things together. Here at Edvicon International, I helped them structure their Medium page and also helped them diversify the content that used to go out of their Medium. I also helped them get sponsorships and talks from a few folks in the cybersecurity space (these are from the connections I had made from the VTF internship). Finally, after 2 months, I got the opportunity to lead the Edvicon International India division and also to help them spread throughout India and other countries. However, at the end, as one needs money to run the house, I minimized my work at Edvicon International to consultation and moved on to the next big step on my journey.

I started working with an EdTech company called iNurture Education Solutions as a content writer in February 2022. Here I started my journey as an editor of course material that subject matter experts have created, and by seeing my great performance within 1 month, I got to actually work with subject matter experts and create the entire course in various streams like law, engineering, finance, etc. Here, I learned a lot about how to do research on things and find out the best case examples and work that can be included as part of the respective course. Also, I created the entire course, including PPTs, audio and video sessions, e-books, etc., to support the course and also to make it simple and easy to understand the concepts within that particular course. This journey helped me diversify my work and the skills I had. It also helped me learn about the importance of clear communication and coordination with internal and external departmental work, as I had to work with designers, subject matter experts, videographers, and actors to complete the entire course.

In this phase, the major issue was that my company wasn't able to pay me my salary as they were out of money, so I had to take a harsh step and continue to work for the company so that, as things got better, I could collect all my salaries and then look

for better opportunities in the market. So till then, side by side, I started building my LinkedIn profile and also started to hunt for freelancing opportunities so that I could support my basic needs living in a metropolis like Bangalore.

This side journey helped me gain knowledge of how to build a LinkedIn profile and grow my network. It also helped me gain practical knowledge of how to pitch clients, deal with them, propose quotes, and finally close the client and start delivering the work. Here I got a major breakthrough when I got to work with Scatter, a content writing agency, as a freelance content writer and work on various projects based on client requirements in diverse niches like finance, beauty, travel, media, insurance, etc. I got to work with clients like Economic Times, Max Bupa Life Insurance, Tomorrow Markers, TransAmerica, Zayn & Myza, etc. Such great clients helped me set and achieve higher quality standards and helped me achieve proficiency in new niches like travel, media, and beauty, which helped me further diversify myself. After seeing my fabulous work, I got to work with the Economic Times India and US units on the small news articles that covered the latest hot news. As the turnaround time was just 1 hour, I got to learn a lot in terms of increasing my speed of research and writing while making sure quality wasn't compromised. But as every good thing comes to an end, I faced challenges receiving payments from Scatter, so I left it and moved on to two major milestones of my journey.

The first one was joining Crater.Club, as a content creator here, I got the opportunity to do live streams, and Crater.Club backed me by getting users who were interested in the topic I'm doing a live stream on. The second was an experienced person in the content writing field who reached out to me for a paid collaboration wherein I will handle the task of writing articles and she will handle the task of getting clients and also take care of other things like payments, deadlines, work proposals, etc. Both of these came almost in the same timeframe, and I was happy to start a new journey, which was a bit hard as I now need to work on three things altogether, i.e., my job, content creation on Crater.Club, and content writing stuff as per collaboration.

Now let me first share my experience at Crater.Club, wherein I got to learn how to basically prepare for livestreams, do the research properly so I can address all the doubts raised by viewers, how to handle users in the live stream, successfully conduct the live stream, and lastly, how to handle a bad session wherein a situation may arise where things didn't go as planned or there was an internet issue, etc. Honestly, I won't lie, there were a few bad sessions too that didn't go as per plan, and one of them was like, on that day, I had more than 100 viewers. This was the first of its kind, and my home owner was at the door, knocking continuously. The session was ongoing, but in some time I had to stand up from the session as he wasn't going away and just knocking continuously, and after opening the door and settling the things, I just became blank as the flow was broken, and this session ended up very bad. This really impacted my motivation and inner self, and I just didn't conduct a new stream for about 2 weeks. However, after the motivation of my manager from Crater.Club and my parents, I started back with more confidence, and thereafter, I didn't see back. Whatever the numbers are, whether there are 10 users or 200 users, I had the same motivation, confidence, and spirit to take things forward. Moreover, as I had started my journey by conducting live streams around finance and investments in the stock market and then moved to Web3 and crypto investments, it helped me connect with some of the great folks in the industry, like Rohas Nagpal, under whom we discussed, got into various meetings, and finally launched the Learn token, which promoted decentralization of knowledge. I also met some great folks, like pro traders, folks who were building their own products, and folks who were working for some great web3 companies like Binance, Ploygon, etc. Moreover, I was one of the few creators who got the chance to enable the functionality of learn tokens, wherein viewers can earn learn tokens for the time they spend on the livestream, for the interactions they make and are active in during the stream, etc. Additionally, I was also one of the first creators to get paid by the Crater.Club to daily conduct live streams around crypto trading, wherein I taught users how to conduct technical and fundamental analysis along with a live practical demo. Finally, the best moment came when I got to speak at a crypto event called Encrypt 2022, wherein I talked about the technical analysis of crypto.

Now let me share my experience working with a fellow writer as part of a collaboration. I started writing articles primarily in the Web3 and crypto space and got to work for various crypto giants like Blockchain Council, Prolitus, Coinfantasy, Jump.Trade, Guardian Link, Decentraland, Appinventiv, linch, NFTICALLY, etc., and things were on the next level. My 99.99% articles had zero edits, and my turnaround time from research to getting the work, writing the article, and final edits before sending had improved a lot, specifically for the 1500-2000 word article. Also, I got to work with both types of companies, B2B and B2C, and this again helped me get better direction on how content pieces for both of these should be approached and worked upon. Moving forward, I also got to work for various other companies like Filo, Sales Simplify, WebScrapingAPI, BeyondKey, Brainalyst, PropertyPistol, etc. in various different niches. The best thing happened when I got to work with the Blockchain Council, as I always wanted to do their course, and now I was working for them, writing articles, editing other content pieces, and also reviewing the video material and helping with transcribing it properly. I did this task for an entire course for them, and it did take a lot of effort, but I actually learned a lot and got the inner motivation for what I'm capable of. I also worked for foreign companies like Soul Sante Cafe, Quarter Acre, etc. and helped them design the content guidelines their writers should follow in order to generate high-quality articles. Honestly, this was like a dream, as being a writer who had no experience in this field just a year ago and now writing guidelines that the writers of these big companies will follow was overwhelming.

I also worked with CheeryPe, a CareNow Pay Later app, and helped them with the brochure content, website content, and flyers. All of these things were very new to me, but I learned, researched, and worked on brochures initially, and they loved it so much that they gave me the task of working on website content and flyers. This is an add on skill that I developed.

All of these things continued until June 2022, after which I joined a crypto gaming platform called PlotX. This journey helped me learn a lot of things, like multitasking, time management, finance management, what the corporate world is, how

and what to expect from clients, and finally, how to grow and build a strong community.

I joined PlotX, a crypto gaming platform, in June 2022, wherein I managed the entire long-form content, which included making content calendars for the articles, doing SEO research, and finally writing the SEO-rich articles that will help PlotX increase organic visibility. Here I created a repository of about 30 articles, and before they could go live on the website, the company decided to pivot. In PlotX, I also helped get started with educating users by doing live sessions and helping them excel in their game. I was able to do this as I was doing the same things in Crater.Club, wherein I was taking live sessions around Web3 and crypto, and it was easily replicable here. Moreover, I also helped the Customer Success and Management team handle the users in a better way and helped them move from Telegram as a primary two-way communication channel to Discord.

Additionally, as I had a remote job, I was usually called once every 2-3 months to Delhi, and as I was much more involved in the crypto space, I got to have a word with the founders of BitPitX, who were planning to build a new crypto exchange in India and were planning to get a content person on board. I was attracted by the founders and their connections, as they had connections with the founders of FTX, which was one of the biggest exchanges in the world. I had various rounds of conversation wherein I made some social content for their LinkedIn and Instagram and also wrote a piece of article for them. I also created a content plan for them and met the founders in Delhi during one of my visits to PlotX. However, things didn't work out at the salary level, and I continued my work at PlotX.

However, PlotX faced various issues in terms of taxation laws and the legality of crypto in India; thus, we pivoted to a new company called Hunch. While working with PlotX, I continued to work at Crater.Club and also continued writing articles as per the ongoing collaboration, but reduced the time for this work to ensure that my work at PlotX wasn't affected. However, as we

planned to pivot to Hunch at the end of October 2022, I ended my journey at Crater.Club and as a writer for collaboration work as I had a new and bigger role to play in Hunch, which was going to be a new-age social media-based polling app. Here I researched and educated myself around how poll-based apps work and also how different social media apps market themselves, how they started, how they became big, etc., to make sure I'm well versed in applying those learnings in marketing and content generation for Hunch. Moreover, during this time, I went to Delhi, where our entire team met, and we held multiple discussions and also did groundwork by conducting surveys of students of various colleges in order to understand what they feel about the idea of our new app called Hunch and what they would love to see on the app. This helped us get a much clearer understanding of what's needed and what's the gap we can fill.

At Hunch, I took over the role of creating polls around unconventional, weird, and nowhere talked topics. Initially, I was the only one who managed the entire work and daily created about 50 such polls, which can help keep the app live as user-generated content wasn't allowed. Honestly, this was a big change from what I was doing, what I had experience with, and what I now had to do, but by constantly learning and improving myself, I managed to handle it well. Also, how can I forget my lifesaver GPT? By the way, it was launched around the same time we had pivoted, so it was like the right time to get lucky. I really took various kinds of help in terms of what kind of new polls I could generate, getting my polls reviewed, and also getting samples from GPT based on which I could further create some interesting polls.

In some time, I got help from a senior content writer and some interns, wherein we increased the amount of content that would go live on the app and also started experimenting with different content types. I, along with the senior content writer, managed the interns and created the experiment plans. I primarily lead the work of creating weekly content reports, which helped us as a company and interns to know what type of content is performing, whose content is performing, and also how our experiments are performing. This thing helped me learn new skills, like learning data analytics with the help of tools like Tableau and Mixpanel. I learned these tools and helped the data

and analytics team setup the initial board on Tableau, wherein I researched and figured out key metrics that we should be tracking. I also learned about Mixpanel and setup boards on my own for the experiments and content performance to keep a real-time check on things. In these new things of generating the content performance reports and doing deepdown analysis again, GPT helped me a lot, from creating a basic template for the reports to researching key metrics to be included and finally helping me formulate some of the custom metrics based on our app's needs.

Soon my manager handed me over the task of approving the polls that go live on the app, and soon after that, a few interns also left, as creating new content every single day was way more creative and something that couldn't be found anywhere. On this journey, we got new interns, and soon after that, the senior content writer also left to work on the distribution side of the company, and I single-handedly managed things after that. However, there came a time when all the interns hit a mental block in creating the content, but I did try my best to continue myself and also motivate them. But now that the interns were not performing, we decided to take a hard call and let them go. Till this time, we had opened up the stage for users to generate their content and publish it on the app to maintain the quality of the content on the app. I continued solely handling the entire content work for about 1.5 months, and finally, after that, we stopped publishing new content from our end. At this stage, user-generated content had reached a stage wherein it was easily able to handle the supply side of the content on the app, so I developed the Content Performance Board on Mixpanel, through which we created weekly and monthly reports on the change in the numbers on key content metrics like engagement rate, votes to view%, caste votes, impressions, shares, etc. This work helped us many times in understanding new content trends that are developed on the app and also helped us understand in which category our users are most interested in viewing and creating polls. This even helped shape up criteria for giving creator access to users, wherein only users with this access can create content on the app.

Now that I had the bandwidth, I started working on a new thing, which was fixed polls. This was specifically to target the new

users of the app, wherein on the first day of their app installation and when they start using the app, we will show our best content, which is specifically created to enhance the user experience and make it even more interesting to users. Here we started experimenting with various things like the number of fixed polls, i.e., 15, 20, 25, etc., what should be part of the fixed polls and what should be their weight, i.e., normal polls that are already on the app have a weight of 75%, polls from various ads that are performing well have a weight of 25%, etc., what should be the categories of these polls, and in which language they should be, i.e., only English, only Higlish, mixture of English and Higlish, etc. This worked wonders for us, helped us reduce our D0 uninstall rate, and also helped increase our retention numbers. Along the side, I created polls keeping in mind specific big events like Chandrayaan 3 Landing, Big Boss Finale, IPL Matches, World Cup, Rakshabandhan, Famous Celeb New Movie or Their Birthday, etc. so that we can get the conversations ongoing on these hugely talked-about topics on the internet, and we also created ads based on some of these topics and their associated polls and used them to acquire new users. Furthermore, I helped build two more acquisition channels: One was Polls to Blogs to SEO, wherein I looked at high-volume and low-difficulty keywords and created polls around them, and then these polls were converted to inspiring blogs, which helped get organic visibility and also attract organic users. We also ran ads around some of these polls, so again, we found a new way to acquire new users. The second was a Twitter Poll Bot, wherein we setup a Twitter bot that can be tagged by anyone, irrespective of whether they are users or not, and the bot will create an interesting poll out of the tweet where it was tagged and publish it on the app, as well as reply to the tweet with the poll's link on the app. Primarily, this helped us get new users as the publisher of the tweet, and their users will see the poll and also explore and download the app if they like it. To get maximum eyeballs, we tagged the bot on trending tweets and on the tweets of very known personalities. In both of these acquisition channels, I not only helped on the content and execution sides but also helped set up the tracking system through which we can easily track the performance of these channels and make changes to optimize and get the best output.

And now came one of the biggest projects in my life, and that was working to create content for the US audience as we decided

to expand in the US. Honestly, this time things were like limited time—more to execute and get things done. I started with creating creative usernames and bios for internal accounts—about 100 of them—and here is where I look for help from ChatGPT with my prompting skills to help generate these things based on various criteria that I had given. From the initial days as I had used GPT, I knew that getting output in bulk wasn't something ChatGPT was best at, and also duplication of bios or on every similar line was an expected thing from ChatGPT, so I made sure that these things were the least likely and achieved this by doing things in batches and also dividing things over ChatGPT and Bing Chat. With this done, I moved on to the next part, which was creating the content repository for the US. Here I took the content on the app from India, which we had published until March, as it was almost entirely English, and also scrapped content from r/polls, one of the subreddits, as it was entirely English content, which we wanted for the US. Now the next step was to filter polls from this content and make it worthy enough for the US, so I drafted the main prompt and their chain prompts so that we can automate the filtering process rather than manually going through polls one by one. Obviously, it wasn't something like the first shot getting right with prompts, but yeah, after modifications, we made it to the ideal one. Finally, after getting the filtered polls from ChatGPT, now was the time to give a final look at all the polls, remove the polls that don't feel right for us, and modify poll questions or options a bit in some of them that are otherwise good to go. Now that the repository was built, I next moved on to select some of the best polls that can work as fixed polls, as we wanted to replicate the success of fixed polls in India. Now the final step was to document and map out the execution plan of content for the US, wherein everything is written in detail, from the number of polls that will go live on Day 0 to the following days for 2 weeks, and after that, if required, we will increase the number of polls going live for another 2 weeks, and then again increase the number of polls going live if required, and so on. This also included the expected timeframe for which the repository will serve well, the expected numbers that we aim to achieve, etc. And last but not least, I setup the board on Mixpanel, which will help us track the performance of content in the US so that we can regularly monitor things and take the required steps asap whenever required.

After completing the heavy lifting for the US, we needed to focus again on India, as the overall content that users were generating wasn't of great quality, thus the engagement rate was all-time low at 40-45% and the Votes to View% at 35-40%. I actually had seen this way long coming with the help of the Content Performance Board and had also looped in stakeholders over the same, but due to me being the only person in content and having various other high-priority things, it was hard to handle all the things simultaneously. But now that it was high time to address this issue, I started working on gathering ideas around how we could improve the content quality and bring the numbers up. I also looked at the features of our competitors and other poll-based apps to get ideas around any content-related feature that can help us improve the overall content creation and exploration experience. I also took help from ChatGPT in getting some out-of-the-box ideas to address this particular issue and finally compiled about 20 ideas, which were divided into 3 buckets: content quality, content quantity, and content category diversification. All of these buckets had their own ideas for how these issues could be solved. After that, I presented my ideas to the marketing team because this is where I worked, and these ideas were also shared with the strategy team, from which we selected the top 7-8 ideas that we will take up and execute.

From here, the strategy team took over the charge of content and the work under it, so I was moved to the strategy team from the marketing team. Also, I was now called to work from the office, so I shifted to Delhi and started working from the office. The first thing that I started working on was creating content recommendation guidelines for creators (users who can create content on the app), which will help them understand what should be done to become the best creators on the app, i.e., what kind of content to create, what things should be avoided, how they can grow, what are some hidden secrets to quickly grow, creators they should learn from or look upon, how to get new content ideas, etc. For generating content recommendation guidelines, I went through various such guidelines from other social media apps like Facebook, Instagram, Snapchat, YouTube, Reddit, Twitter, etc. and also took help from my friend ChatGPT.

With this work done, I took over the work of content and execution for our monetization project, wherein we pitched various potential companies to take surveys on our app and get insights from an Indian Gen Z audience. Here we initially launched 2 surveys on our app, which had 7 and 19 polls, respectively, but the best part was that these polls had the same tone and language, which is used by our creators to make sure that users don't understand that these are survey polls, and we get the original, unfiltered opinions of our audience. Here I created the content of these polls, published them, managed the execution by promoting these polls so that every 5 polls a user sees, one of them is our survey poll, and finally, I also created Mixpanel tracking boards and created cohorts to get the numbers and important insights from these survey polls. By doing this entire process, we finally created a survey report, which helped establish our work to carry out surveys on the app, and it's what we use to attract other companies too. Moreover, every time we pitch a company, we run a sample poll, which can help that company get important insights and send key insights along with our survey report so that they can collaborate with us and we can start earning revenue from this model. Here we got success, wherein two companies agreed to conduct a survey with us. These companies were 1Lattice and Clinique, for whom I created polls based on their requirements, and then, after their approval on the content side, I took care of the execution work of promoting these polls like we did for our survey polls. However, here the case was a bit different as the companies needed insights from specific target segments, like for Clinique, they needed insights from females, and for 1Lattice, they needed insights from users living in Hyderabad. Due to these specific target requirements, we faced some issues, like promoting polls can't have a specific target audience and they're applicable to the entire userbase, so we took help from tech and moved these polls to fixed polls, and there we targeted specific users based on requirements and made them see these fixed polls with survey polls, which can just be seen by them. Moreover, we needed certain numbers in a given timeframe, so we tried various things, like removing other fixed polls so that the survey polls could get more visibility. We also promoted them and created a cohort of users as per the requirement to filter the target audience and get targeted numbers in a shorter timeframe. We didn't have enough users from Hyderabad, which was one of the requirements of 1Lattice, so we had to inform the marketing team to acquire more users from Hyderabad so that we

could achieve targeted numbers, etc. In all of these, I was actively taking care of execution work, and finally, I filtered the numbers and helped create the report, which was sent to both of these companies. In all, we got to learn a lot in this process, and we felt that we needed to be more prepared and also needed some important features like specific targeting, promotion, and fixed poll settings that should be easily available to us. Also, we felt the need for linked and ordered polls, wherein users should see a particular poll only after they have seen and answered other specific polls, etc., and we shouldn't be solely dependent on the tech team for this. Thus, I wrote notes around what we faced every day during this timeframe, wherein we were working for these 2 clients, and also wrote a document stating all the requirements we needed to carry out things quickly and how we would need the help of the tech and production teams to get this done.

So till this is worked upon, I took on some other important tasks, like creating a Creator Content Performance Board through which we can track creators who are performing very well on the app and check out the kind of polls they are creating and in which niche they are primarily creating the polls. Also, this board helped us get creator poll creation and publishing trends, and I also found that there is an opportunity that can be targeted, wherein there was a drop in creators between poll creation and poll publishing and in between poll saved in drafts and poll publishing. Also, I found that various creators are also archiving the polls after publishing, as these 3 areas are where we can target and increase the poll publishing rate and decrease the number of creators archiving the polls. I passed on this information to my coworker working in marketing, and he created a push notification campaign and had huge success here. Seeing this success, he also took two of my ideas from Content Quality, Content Quantity, and Content Category Diversification and combined them into one idea and took my help in defining the key success metrics. I also helped him setup the theme of the campaign and a board to track the performance, and I also helped create some polls around the campaign that went live from our internal accounts to set a trend for the event. Finally, he implemented banner and push notification campaigns to let creators know and participate in this campaign, and it also worked out very well.

After that, I started working on filtering and generating content for a new feature called Circles. Here, users who are part of different circles, aka groups, will receive 20 polls from our end every day, wherein they will be shown a poll and an exciting option for the poll, and they will have to select one of their friends who is most likely to select that particular option for the poll. Based on my work of filtering polls for the US, I took the same path, but it was a bit difficult as we needed to work on options and also present the most relatable and suitable option for the polls. Irrespective of the amount of difficulty, I worked on designing the ideal prompt to first filter the polls, based on the working and end goals of Circles, from the available repository of 1 lakh polls. Then, after its implementation, the most expected thing happened, and that was the issue with the detection of Hinglish content by ChatGPT in such bulk data. Although I was doing the filtering work in small batches of 1200-1500 polls, this issue still wasn't solved. I tried to overcome this issue by trying other AI tools like Bing Chat, Claude, etc., but none of them actually worked. Finally, after having discussions about this issue with the product and tech teams, I got to know how the Google Translate API can help us solve this. So, we dumped the filtered data from ChatGPT into a development environment wherein the Google Translate API was implemented and got the data tagged so that we could easily remove content other than English. With an error rate of just 1-1.5%, this solution worked well for us, and so the filtering of polls was handled properly. Now, the next issue was to generate options in bulk for all of these polls, as the current options weren't that great and could be used for circles. However, here too, I was sure to face another huddle of not getting great quality when creating options in bulk, and even creating options in bulk wasn't possible, which was an issue at the scale we wanted the things to work at. However, I still tried various things, like using various formats to generate options, i.e., CSV, Tabular, etc., and trying various types of prompts, i.e., very small and direct, highly detailed, etc., but didn't find any success. However, I got to know that at max, generating options for 10-15 polls at once was the way that could be taken but wasn't scalable, so I manually reviewed the polls, generated options, and manually added the relevant options for about 250 polls and reviewed 950 polls, which just needed options to be generated and were good to go for circles.

I did this manual task so that we could get a head start for launching circles and it doesn't get delayed. After this, I had a word with the product and tech teams and planned to run an automated script that would take 10-15 polls at a time and generate options. So, I wrote the prompt to generate options for the script, and this issue was also handled.

However, as tech and product had bandwidth issues, they couldn't take up the work of writing automated scripts, so I did it manually by giving GPT 10-15 polls at a time and generating their options. Further, I also reviewed 30,000 polls generated by GPT for circles and resolved the issues in these polls manually, i.e. duplicate polls, options length greater than 22 characters, questions length greater than 73 characters, usage of prefixes like ',', and more issues like these. Additionally, I also tried to create a custom GPT that can help us filter polls without the use of the Google Translate API and also help create content buckets, i.e., approved, rejected, and approved but spicy, like I did manually for the initial batch of polls. The results weren't that great for this custom GPT, so I didn't go ahead in this direction of filtering polls.

Along with the above work of filtering and generating content for Circles, I also worked on the very important task of creating a content performance board for the US, and we figured out that our content is working great. Moreover, I also helped the UXR team, which looks into our users, gives them creator access, and conducts user interviews to expand and finalize the criteria based on which we can grant creator access. We also rolled out limited creator access to all our users, wherein they can create two polls per week, while the creators we will grant access to can create as many polls as they want. In all, I created a detailed report with the help of Mixpanel Boards, wherein I showcased how we can stop putting content on our end within 2-3 weeks, as users have started creating content and we have also started granting creator access. So, just like what I had done previously for the US content work, which is filtering polls from our existing content repository and scraping content from r/polls, I adopted the same path and finally uploaded and scheduled content for 2 weeks and further worked to build a repository of about 2 weeks more in case we require it in the near future.

Now that the Circles content work is sorted and we have had enough polls to launch the feature, I started working on preparing a communication calendar that we want to send to creators and our users, using channels like PN, E-mail, In-app banners, In-app DMs, In-app bottom drawers, etc. For this, I started with research on what kind of communication other popular social media apps send to their creators and also what kind of channels are used for the same. In order to conduct this research, I used various AI tools like Bing, ChatGPT, Perplexity, Gemini, etc. Based on this research and what we had planned for communication, I created a basic communication plan along with the associated channels for each of these. Further, to make things much more precise and data-backed, I worked on creating a few analysis reports around the creators using Mixpanel. Here, I looked at the users who were given creator access in the last 30 days and how their behaviour and key metrics (like time spent on the app, comments added, polls voted, their retention numbers, polls created and polls published, no. of sessions and session time on the app, etc.) changed before and after the creator access. These analysis reports took a bit of time and extensive effort as I looked at the total, average and median numbers of these metrics and extracted numbers for day-on-day and week-on-week changes. But this effort was worth the amount of information I was able to uncover. This info helped us get a clear direction on what's the trend before and after the creator access, what we can optimize and at what time we should target a particular thing.

For example, one of the most critical insights I got was on the day the user is given creator access, which means they can now create unlimited polls rather than just 2 polls per week, a feature that we had rolled out in recent times, only 50% of the users created polls on the same day which was quite surprising as this number was expected to be more than 90-95%. So now, to solve this, we planned to include top tips to create polls, give a topic to users so they don't have to think much of it, push them to go through our content recommendation guidelines, etc., in the initial days so they can easily create polls and just their journey of publishing good polls.

So this way, based on the initial research I had done and the analysis reports created, I reworked on making the communication calendar plan, which was now no longer backed by what other social apps were doing but also by what our needs are and where we could fill the gap based on the behaviour of our creators on the app. Some of the things included in our communication calendar are providing top tips to create polls, giving a topic to users so they don't have to think much of it, pushing them to go through our content recommendation guidelines, providing weekly reports around the performance of their content, showcase them top 5-10 polls of the week so that they can take inspiration from them, provide them with creator case studies for inspiration and aspiration, etc.

Now, once the communication calendar plan was approved, I worked on learning how to write good copies for this; I looked at some viral copies from brands like Zomato, Tinder, etc., and also had a word with the copywriters working in our company and took out some basic things from this conversation and my research like the use of rhyme words, lyrics of famous songs, movie dialogues, memes, attacking emotions and pain points, etc. Now, I had to write the copies for all the communications for the respective channels in just 2 days as the copywriters in our company didn't have the bandwidth for this task, and it was important to get it rolling, so I took charge. By using various prompting techniques, I generated copies via ChatGPT and obviously refined them based on my understanding to make them more consistent with the expectations. I also took the initial feedback around the same and then worked on it further to complete the entire task. This task was challenging for me because I had never written copies till now, and from nowhere, I had to do it in 2 days.

Now, I started working on breaking down the content recommendation guidelines, which I had initially written, into 3 different parts so that the content becomes easy to consume:

- 1) The art of creating a poll: This document will contain details of how to create great polls
- 2) Content recommendation: This document will contain details of what kind of content Hunch will recommend and how they can increase the visibility of their content

3) The Red Zone: This document will contain details of what kind of content Hunch won't recommend and should be avoided

In order to write these documents, I revisited the research I had done for writing content recommendation guidelines and further deepened my research. I got help from ChatGPT for the same, and also, with the help of promoting, I was able to get some great outputs of these documents, on which I further did the editing and refining work. Moreover, I also added relevant examples (text as well as image-based) in these documents as and when required so that they are easy to understand. I also used Gen Z's tone and style to write these documents to establish a connection with our target audience.

Once these documents were ready and approved by my manager, I shared them with the stakeholders of our company and the Data and Analytics team so that they are aligned with what we are conveying to users, primarily around our recommendations and the visibility of the content. Here, they suggested a few changes in the document and also ensured that what we have highlighted in the documents around recommendations and the visibility of the content is in their pipelines as they plan to move from Amazon Personalized to Lexis. I made the required changes, and now the documents are ready to be taken live on the website and be transformed into smaller videos, which will make sure that users can consume our content more easily.

As this was something that would take a bit of time, what I next did was I was working with various teams and their coworkers who were taking care of the respective communication channels. Marketing was handling PNs, E-mails, and In-app Banners, and product was handling DMs. Here, I first of all checked with marketing about the communication channels they were handling and got to know that currently there are some issues with E-mails and In-app Banners, so I pushed them and informed them about my work around communication calendar and how I would be using their communication channels further I had a word with the product team and understood how the DMs are working and what would be required to send DMs from the official account to the creators. Further, I made sure that all the communication

channels were tried and tested and are working well as we plan to start the communication through them as per the plan.

In the meantime, I got my new role as a Content Strategist based on the amount of work I was doing in the direction of strategizing things rather than being just a normal content writer.

Now it was time to work on 2 important features that will help set quality standards and serve as a source of inspiration for users, encouraging them to strive for better poll creation. Here, the 1st idea was to spotlight one awesome poll every day on the Hunch app with the feature called "Poll of the Day". This will basically raise the bar for good quality content and also give more engagement and instant gratification to users whose polls are highlighted. Also, it will signal other users on the kind of content they need to create for their poll to be selected as Poll of the Day. For this feature, I wrote an entire PRD with the help of ChatGPT, wherein I included the need for this feature, how the idea came from, why it suits the app, its goals, and tech and product requirements for implementation. Moreover, I also included ideas for its design and placement on the app, as well as how to increase the visibility and engagement of this feature via gamification, insights around the poll topics, etc. When I sent this document to the stakeholders of the company, one of the co-founders really liked the idea, but as the tech and product team had already overloaded their target features for the quarter and had no bandwidth left, the work on this feature was postponed till the next quarter.

This didn't stop me from working on the second feature called "Featured Poll tag", which will be selectively assigned to Fixed Polls that have a higher probability of demonstrating high user engagement. This tag will spotlight the poll for approximately 7 days to ensure content freshness. Additionally, creators will have a permanent record of their Featured Polls in their profile, showcasing their achievements and encouraging consistent quality content creation. So, the basic rationale was to enhance user Engagement, Generate FOMO among other users, Showcase creator Achievements, and get them recognized and

motivated. For this feature, I wrote an entire PRD with the help of ChatGPT, wherein I included the need for this feature, its goal and impact, design, content, and tech and product requirements for implementation. Moreover, I also included ideas for its placement on the app. After the go-ahead from my manager, I worked on the content requirements wherein I wrote the PNs, which will be sent to creators whose polls get the featured poll tag, banner, info button, and PN copy when the feature is launched. Moreover I also aligned the designer for this feature and got the design requirements fulfilled. However, after having the discussion around this feature with the Data and Analytics and Product team, I got to know that this feature needs to be put on hold and will need to rework a few of the things as we again plan to take this up. Primarily, the reason for the same was that the product had planned a few experiments on the assert where I had proposed its placement, so they will obviously prioritize their things, and as per Data and Analytics, my plan to filter polls which will get featured poll tags from the fixed polls wasn't a long term thing as they are planning to replace the generic fixed polls with user personalized fixed polls based on users interest.

With both of these features on hold, it was my time to work on the most important feature, which was setting up the automated system for promoting polls and fixing polls so that our tech dependency on promoting and fixing polls is minimized, we have more control, and we can change things were fast improving the turn around time. The document I had written while we faced an issue with promoting polls for our Client work I reopened it and made it much more detailed and structured by dividing it into 2 different versions, wherein V1 will be a basic version that will have basic functionality that will help in promoting and fixing the polls while V2 will be very advanced and will make various fields that can be set like age, gender, country, start time, end time, weightage of polls, type of user, user city, type of device, etc. so that we can target even the minute of the audience as per the requirement. This document was then sent to the Data and Analytics team and their tech folks wherein, after getting the basic alignment, V1 was built, which helped me fix and promote polls very easily, but for V2, they refused to work as they didn't have the required bandwidth. So, for V2, a new tech person from the Monetization team started working under the guidance of the Tech lead. But the biggest issue was this tech

person had newly joined the company, so we weren't aware of the internal workings of most of the things, how the V1 was made, the working of Amazon Personalized, etc. So, I constantly supported him, checked things, and gave feedback as and when needed so that the requirements were met properly. Moreover, I also helped get clarity on cases like what to do if polls are promoted and fixed from both V1 and V2. How do we identify if a user is NU or RU (user types)?

Meanwhile this feature was getting developed I also wrote the document for the Coda page from where this features will be operated just like V1. Within no time with few inputs and basic guidance from tech this Coda page was made by the legal team who handles all the work of Coda.

As the feature was ready from the tech side, it was time for QA testing, but as QAs were busy with other feature testing and the tech person who developed this feature needed to start working on Monetization projects as he was actually hired for it so, we had to do things fast so I was given the task to do the testing of the feature and get it rolling. However, I was also under a lot of work still needed to do it, so first of all, I wrote test cases that will help me test the working of featured and promoted polls wherein I also included the requirement for users that satisfy the specific parameters that I've set in order to test the possible cases like a female user with 23 years of age living in Delhi, India and is a NU (New user), etc. Getting the users created took a bit of time as QAs were busy, and they were the ones who could do the same.

Now, as we started testing, what was observed was that ever after we promoted and fixed the polls, they were coming very down in the user's feed, and that shouldn't happen. If the poll is featured, it should come on the top, and if it's promoted, then it will come after the user has viewed all the fixed polls, but it will come along with other normal polls in the ratio of 3:1:1 wherein from 3 polls if the weightage is set to 50% in every 10 polls a user sees 3 will be promoted polls. So, based on this testing, the tech person identified an issue and resolved it with the help of the Tech lead. Again, as I

conducted the test, it was found that regardless of fixed or promoted polls, they were coming on top, so this wasn't the right implementation based on which, again, issues were resolved. I, along with the tech person, was doing testing during the night time as in the daytime, I was busy with other tasks in hand (which I'll describe as going forward), and the tech person was busy working on debugging and resolving the issues in the feature.

Now, after the last issue that I had pointed out was resolved, we did the testing as per the test cases, and things worked as per the expectations. So we moved things from the development environment to the pre-production environment and again needed to do the testing there. Till this time, we are already facing a lot of pressure to get done with the feature so that the tech person can start working on Monetization projects, as he was the only backend developer they had. Now, after making small changes and fixing some bugs on the Coda page, like string formatting errors when data is sent from Coda to the API, etc, that we faced while doing testing in the development environment, we started testing for the pre-production environment. Again, we faced an issue: the polls we fixed and promoted were not visible to the user who satisfied all the criteria. Here, the Tech lead took charge and debugged and resolved the issue, and as we tested again, it worked as expected for the user, so now, rather than further QA testing or any other thing, it was deployed so Monetization tasks can begin.

As we now had the V2 ready for poll fixing and promoting, we decided to make the app experience better for females as they were a minority on the app, so I created a report with the help of Mixpanel and Data and Analytics wherein we figured out the females are more interacting with Fashion and Makeup category so I filtered some good polls which other users had created in this category and started a campaign for females around this category by promoting few polls around the same. However, this campaign, which I had created via V2 of poll promotion and fixing feature, didn't work. We raised this issue with tech, but as the developer was involved with Monitization tasks, he wasn't able to pick this up for 1 week and after that, it was identified that all the metrics were set mandatory to fill, and we couldn't just run campaigns like target female audience in India rather

we will need to fill target female audience in India whose age is {XXX}, city is {YYY}, device is {ZZZ}, etc for all the metrics. So I asked to make a few metrics not required based on various cases and types of campaigns we will run, but as this was taking time to be implemented as it needs to be resolved in code, then it will go to the development environment to get tested and then moved to pre-production environment again get tested and then can be taken live.

So what I did was a jugad wherein I filled the metrics like age, city, device, etc which will cover most the target audience on the app for example in age I entered age from 1-100, in device I entered both android and ios, in city I covered the top 10-12 cities of female audience, etc. This way until the new code was tested and moved to production we ran things with jugad and after that we were able to run our campaign.

Now, the tasks that I told I was working on during the time v2 was built were:

1. Do RCA on categories being assigned to polls
2. Doing enhancement in the fixed polls which we were setting for India and the US
3. Get the trending stuff on Hunch
4. Research and work on pushing the suppressed categories on Hunch
5. Get Interns to help in content creation work

Everything was worked upon side by side, so let me share the details one by one for all of them. Let's start with "Do RCA on categories being assigned to polls." Here, it has been observed for a long time that the categories being assigned to polls weren't that accurate and sometimes, just based on a word in the question, it was tagged in that particular category. For example, the word family in the poll question would get the poll tagged to the category Friends & Family. So I took random data of 1000 polls and got it distributed between me and the other 2 folks, and we started tagging the things if the poll was rightly tagged with category or not and shared its results, observations and suggestions with the Data and Analytics team. I wrote a detailed document on the same and also suggested a scoring

mechanism for tagging the content. Further extending this work item, we also suggested a scoring mechanism for Hygiene checks on user content known as a Hygiene Score and a recommendation score, which will make sure that good-quality content gets recommended to users and random and bad-quality content gets suppressed. Based on this document, Data and Analytics worked on a new category tagging method, but when they compared its results with the current one, they found that it wasn't very different. Also, based on their independent research, they claimed the error rates in category tagging are normal and not too big, so things weren't changed regarding how categories used to be assigned to polls.

Now let's look at the work item "Doing enhancement in the fixed polls, which we were setting for India and the US." Here, in order to maintain the freshness of polls in fixed polls, I started filtering the polls and getting them changed to fixed polls every week. Further, we also decided to make a few upgrades in the Mixpanel tracking boards, like keeping track of the category those polls are getting the highest votes to view % and engagement rate so that next time, we can keep that category in mind and ensure we have included polls from it. With this, I also set up an automated daily updates mail from Mixpanel, which will have details of changes in metrics of fixed polls for yesterday compared to the previous day so we can take action ASAP if things aren't working well. Moreover, I also observed that the quality of polls, which we need for them to be fixed, was falling in India, so I looped by the manager and CMO and made sure that we would either take some good polls from the US or create and when required for fixing polls in India along with filtering the user's polls.

Let's look at the work item "Get the trending stuff on Hunch" here; the idea is to bring the content that's trending on other social apps like Instagram, Twitter, Reddit, TikTok, etc., to Hunch so that users can see the resemblance of trend, next time they see something trending on other apps create polls around it and start posting on Hunch. For this, I basically go through what's trending on Google Trends, Twitter, TikTok, Instagram, etc, in India and the US and then collect them in a sheet. After that, I started looking on the Hunch app to see if there were any polls on this topic. If there are, then I select the top 5

trends, then work on the keywords around these trends based on the polls on Hunch, and filter some good polls that users have created on the same. Finally, I promoted the filtered polls around these trending topics and fixed the keywords on the search feed to increase their visibility. Here, the major issue was that on Hunch, it was hard to find the trend which was on other social apps, so it was hard to filter polls and set the keywords. Thus, what can be done to solve this is seed polls around these trends and then fix the keywords, but as I had bandwidth issues, I just started implementing this thing for India, and as we get content interns, they will help me with this work item and also help expand the same for the US. Moreover, I created a Mixpanel Board for this work, which we will change every week as we change the trending keywords. In this board, I'll closely track the keywords users are clicking when they are coming to search for something so that we can optimize the trends wherein users are taking maximum interest. Also, this can help us understand shifting changes in user interest and also what all users are searching for other than trending things. Within some time, we were able to see the impact, wherein users were creating polls around topics that were trending on other social apps, clicking on keywords we had set, and searching for more polls around the same. So until our algorithms become capable of identifying the in-app content trend, I've fixed things via the out-of-the-app content trend.

In the work "Research and work on pushing the suppressed categories on Hunch", we had initially identified the Fashion and Makeup category, which is suppressed, and women are more interested here, so we ran a campaign that worked out well, so we planned to promote this category for 1 month by filtering users polls, also seeding good content in this category and also promoting them. Here, we also aligned marketing and got them to plan ads for the female audience so we can acquire more of them and make their initial experience better, as it's their favourite category. Further, I dig deeper to find out more about the suppressed categories and the ones we can plan to uplift. For this, I used Mixpanel and looked at the last 30 days and 90 days of reports for polls published in various categories in India and the US. This gave us a better idea of the top 5 categories that are holding the spot and the ones that are quite at the bottom but can be uplifted and worked upon by increasing the polls created in these categories and also increasing their

visibility on the app. Although this seems a not-so-big task but in, really it's very hard to uplift these categories as they will require constant attendance, seeding of polls and promotion. For this, we were already looking for content interns so they could at least help in content seeding, but till then, I also planned to find some subreddits from which we could take the best content, convert it to polls and then publish them. I research for the subreddits which can be used for the suppressed categories and also some new categories like Shower Thoughts, Confessions, etc with the help of AI tools like ChatGPT, Perplexity, Bing, Gemini, etc. From this research, I collated all the things and did the basic checks for subreddits as they exist, and it's not made up by the AI tools, what kind of content is there and for whom it can be used Indian audience or Global audience. This now acts as a repository for us to find subreddits in the categories we aim to target. I even took this one step forward and planned ways in which we can use these subreddits manually way, wherein interns can visit the subreddit, find good content, then create a good poll out of it, publish it via the Coda interface, and I promote it. Another way was semi-automated, wherein we used a scrapper to scrape the best post content like questions, descriptions, and top comments, and interns used this scrapped data and created polls, published it via the Coda interface, and promoted it. The final way was max automation, wherein we used a scrapper to scrape the best post content, then send it to custom GPT as input and collate GPT output and, from it, select the best polls manually and get it published via the Coda interface and I promote it.

I even moved 1 step further and tried to build a custom GPT that will take input as 3 components: the post's title/question, the post's description and the post's top 5 comments. Based on this, GPT will create 3 to 5 polls so that the best one can be selected. For this, the major issue was writing the poll description, as GPT was making it too small, and the entire context wasn't clear. I had told GPT to maintain the context but just make things crisp and small. So, 3-5 long paragraph context in just 2-3 lines wasn't working out. I even told GPT to copy the post description for the poll description, but that, too, wasn't working out, so I worked on refining and making a prompt such that this issue could be tackled. Finally, I was able to make it to 1 paragraph, so things did work out, and I was 99% happy with the entire thing. Obviously, there was room for

improvement by 1%, but I had many important things in hand, so I left it at this stage.

Now let's look at the work item "Get Interns to help in content creation work." Here, I created the assignment for the candidates, and it was shared with them as they applied for the intern position. Based on the assignment and their resumes, I filtered the candidates who were suitable for the position of content intern. Side by side, I was also taking interviews of the candidates whose resumes and assignments matched the kind of work we wanted from the content interns. For the interview too, I had structured the kind of tasks I would give and the questions to be asked to collect enough information to take a call in recruiting them. This way, I recruited 5 interns, out of which 3 of them ended up joining in different timeframes 2 of them joined immediately, and the other ones joined 2 weeks later. The 2 interns who joined initially took them through the app and got them to use circles as they hadn't used it; I also got them introduced to subreddits that I had collated so they could understand things on Reddit. After this, I told them about the female campaign and how we want to work in the Fashion and Makeup category, for which they will create polls. I also got them onboarded on Slack and created a group of content for day-to-day updates and communication. I also got them onboarded on Coda, wherein they can punch in the polls they will be creating, track the progress of work items they are working on, and update their stories. Furthermore, I also got them to understand their weekly work tasks, which will include creating polls for Fashion and Makeup, every week finding the trends, filtering and seeding content for the same, finalizing the keywords for India and the US and finally, helping me with filtering polls for Fixed polls for India and US and finally do the filtering polls for cirlces.

With all of these explained in the initial days and they absorbing the things I got them started working on the work items planned for them and also gave the required feedbacks so they can understand things and met the requirements of the work item. Initially it was bit hard for me as well as them as they needed to follow various things while creating polls i.e. limit of 73 characters for question, 22 characters for options, etc.

With this inlined, we decided to do a big campaign around Fashion and Makeup, and the topic would be #RateMyFit, wherein we wanted users to share their fits and mostly wanted this campaign to be image-driven. So, with the help of interns, I created polls that we could seed for the campaign, but when they started to punch the polls on Coda, those polls weren't getting uploaded as images in descriptions and options weren't working. So I reported and flagged this, but this required a bit of time to be debugged and resolved, so at least for India, what I planned was we upload 7-8 polls from individual accounts and at least get the campaign started in India and for the US, we can wait for a bit as it was hard to create US accounts as VPN access and everything is blocked by tech for the US. So, for India marketing, we used the polls we uploaded via individual accounts for PNs, banners, etc., to spread visibility and awareness of the campaign. Alongside, I continued helping the Coda person and developer solve the issue of uploading images in options and descriptions and also made sure new updates, like adding GIFs in the description, were also incorporated. After various to and fro testing finally, the issue was resolved, so we planned to make the campaign live for the US ASAP. However, then a new issue arises that polls with the same questions could be uploaded twice. This became an issue wherein we wanted to keep the question the same and just change images for India and the US. This took another day to get resolved, and after that, when we finally tried uploading polls, the API went down, so we weren't able to upload polls, for which again we raised the things, and it got sorted out. Finally, we uploaded polls from both the US and India and sent them to the marketing team so they could also start the campaign in the US.

In the meanwhile, in order to track the progress of the category we are currently pushing and also understand the week-on-week change in category share of various categories, we decided to create weekly reports on polls published, category share based on polls published, polls viewed and polls impressions data for all the categories with the breakdown in country as India and US. I created the 1st report with the help of Mixpanel and excel calculations of new metrics for the week wherein we ran our 1st campaign for females and compared it to a week before it and we saw a spike in category share for Fashion and Makeup from 0.85%

(Week 0) to 1.07% (Week 1). Moreover, other metrics also showed a big uptick in numbers, which clearly meant that we were able to achieve what we had targeted.

Further as we had recently launched the feature to add GIFs in description so it needed to be promoted in order to increase its visibility. For this with the help of interns we created polls which contains GIFs and also promoted these polls so that more users see these polls and also get motivated to create GIF based polls.

Now, what happened was we started facing issues with promoting and fixing polls in the US, so I raised the issue, and it was found that the Data and Analytics team changed a few things in how we are fetching the country of the user, wherein it's backend and gone live, but frontend was still pending. Also, this change needed to be implemented in the code of promoted and fixed poll in order to resolve this issue. For this, the tech person who had worked on it took some time as he was working on a Monetization task, and after that, as he made the required changes, we again needed to test the things. For this, again, as QA wasn't available due to bandwidth issues, I had to write the test cases for India and the US and also do the testing with the developer. Here again, we faced an issue with getting NUs created for testing specifically for the US, but when we did the testing, a lot of things came forward like due to the NSFW tag assigned with the value 1 (which means it's a sensitive content, which in reality wasn't so it was an error in tagging) few of our polls weren't showing to users even after fixing and promoting them, for NUs, the issue was in the visibility of fixed polls as claims weren't getting settled properly for them, from the backend polls are getting recommended by AP but in the frontend some of them are getting missed, etc. For all of these findings, I wrote an RCA document and sent it to the Data and Analytics team, my manager and the Tech team. However, I pushed the fix that was developed, as at least we will get some visibility from polls in the US rather than a current case of zero visibility.

I had worked in this recent timeframe till 12-1 AM as there was a lot of work, and also, I was going on a 1-week leave. However, as I was the only 1 handling the content work, I had to make sure that interns' work and the content's day-to-day fixed tasks were executed on time. For this, I scheduled calls every day at night in order to understand that day's work. Further, I will review it and do what is required to take it live. Also, I preplanned the work items for the week and shared them with the interns so you are aware of what's going to be next. I worked roughly 2 hours every day on the weekdays during my leave to make sure that the trending work went live as required, polls containing GIFs, and also around fashion and makeup were made and promoted. I also worked on promoting and fixing polls for PR work and for a campaign around puberty and feminism. Here, for promotion and fixing polls, I used both versions, V1 as well as V2, to avoid any issues when I am away. Meanwhile, the 3rd intern also joined in this week, but as I was away, the best I could do was give her brief info about your work and all, onboard her on Slack, make her understand how to punch polls on Coda, tell her to go through circles, subreddits, etc. After that, I gave her the task of filtering polls for circles like other interns were doing at that time. I also made sure she understood the requirements and how to complete the task. For the filtering work of circles I had made all interns understand the kind of polls to avoid, what all things to keep in mind before deciding if it can be part of circles or not, etc. and to find the polls scroll through the Hunch feed and make a excel file and collect polls which they feel will work well for circles. This way, everything was handled according to the timelines and requirements. Also the fix which was developed in the previous week also finally went live on Friday after my continuous messages to atleast make this live and get some visibility for polls in US.

When I came back, I first created the weekly category share reports to look at the progress of the categories we directly promoted, like Fashion and Makeup, and indirectly promoted, like celebrities, Sports, etc, based on what was trending during that time. Now, based on these reports, we saw that sports spiked from 1.4% (Week 0) to 3.6% (Week 4), Celebrities spiked from 0.95% (Week 0) to 1.5% (Week 4), and Fashion and Makeup from 0.85% (Week 0) to 1.45% (Week 4). Remember the growth of Fashion and Makeup is just by us seeding 5 polls in a week and promoting

them and the scale of polls created is ~4000 per day so the number 5 is too small for it. Further, I reviewed the polls interns had filtered and also understood the issue they are facing for the same and why it's taking more time. Basically by scrolling feed it was very time taking and hard to find the polls which will fit the circles content without any editing so what I did was told them to filter polls from a content repository of polls which were published till date along with that some numbers of key metrics were attached so this way they can look of good polls, if required even edit them as this way accelerate the task of filtering polls for circles. Along with this we continued our fixed work items, such as creating polls containing GIFs and also around fashion and makeup, working on trending topics, filtering polls to change the fixed polls in India and the US, filtering polls for circles, etc. Here we also observed that the quality we want in our fixed polls is dropping in India so we will take some good polls from US or create ourselves to make sure good quality content is served to NUS on their 1st day. I also tried pushing the RCA around the polls promotion and fixing feature wherein we had found various issues in the way AP and other backend and frontend things are configured.

Moreover I also observed that it was hard running the campaigns for promoted and fixed polls as randomly any team would request for poll promotion and fixing and then they will never revert back on when to move or track the amount of hunches they want and after that these polls can be removed etc. so now that we have to change some polls it was also getting hard by just looking a poll ids that which ones to remove and each ones to keep as it is. So what I temporary planned was to create a doc and list down polls under their respective requirements or why or for what they are being fixed or promoted i.e. for Trending work, GIFs work, PR work, etc. so I can keep a track of this.

This week as we changed the fixed polls I used just V2 version for polls promotion and fixing and found that through it US and India fixed polls aren't working and there were few issues in promoted polls too which was covered in RCA document. I flagged this thing and now started pushing the RCA document issues based on the current issues in fixed polls. Till this is sorted we decided to stop filtering and working for fixed polls in US and

also use V1 for fixing polls in India and use V2 for promoting polls in India and US.

With the start of new week we again started working on the fixed works items for everyweek like creating polls containing GIFs and also around fashion and makeup, working on trending topics, filtering polls to change the fixed polls in India and the US, filtering polls for circles, etc. so keep these fixed work items in mind so we do it everyweek. Also from now on I won't be repeating these things again and again. However now what started happening was it was getting hard to work with interns as they us come of office on 2 or at max 3 days out of 5 days and when they are working from home things get delayed alot and every day they have different excusis like I'm sick, I've tests, I've important lectures, etc. so for that we are planning to get some more interns so that we can then remove the ones who doesn't perform and also get a intern for gaming category as after Fashion and Makeup we are planning to focus and work towards it. This week I even set with them and took them through each and every task they are doing and will be doing in the next week and see why they are taking more time, whatall can be optimized, how to avoid common mistakes, what all tools can be used like for trending work use Google trends, Twitter trends, etc to reduce research time. Although all of this I had told in the starting days itself but it was high time to recall things and get them start working more effectively and efficiently.