

Product Teardown



Problem Statement: Deccan Herald faces low engagement from lacking personalized content reducing retention and subscriber growth.

Assumption: Infinite tech bandwidth

Goal: Increase session duration on the digital platform

Market statistics

[Sources](#)

Digital advertising market

↗ 32.32 billion



15.3%
CAGR

66 GB per month

Usage by 2033

What value does this data provide?

- The rise in smartphone penetration, affordable internet access, and the adoption of 5G technology are driving this growth [Sources](#)
- Social media and OTT dominate digital time, highlighting demand for interactive, engaging, multimedia news formats.

Recent Trends

- Shift to Digital Platform:** India, with its vast mobile user base and affordable internet access, is rapidly adopting digital media
- Growing Subscription Models:** Indian audiences are increasingly subscribing to digital platforms for affordable and real-time news.
- Technological Advancements:** Innovations such as AI-powered personalization, AR/VR integration, and immersive multimedia experiences are redefining reader engagement

Stakeholder's

[Sources](#)

Internal

Leadership and Management
Editorial and Technical Teams
Digital Operations

External
Technology and Platform
Partners
Subscribers & Non subscribers
Advertisers and Sponsors

Defining User Experience: How users feel when they interact with the website – including how easy it is to navigate, how relevant and engaging the content is, and how smoothly the features support their reading habits and preferences.

Gap: Lack of Comprehensive Personalization and Language Accessibility

Sources

- Language selection
- Limited personalisation

- Global influencer banners
- Podcasts

Sources

- Shorts (video snippets)
- 3-4 mins videos of current affairs

Impact on metrics

- User Engagement Rate
- Retention Rate / Return Visitors
- Revenue Per User

Why these gaps are significant?

Gap	Description	Competitor Advantage
1. No Language Selection	- Only available in English- Limits reach in a multilingual country like India	TOI and Indian Express offer multiple Indian languages, enhancing accessibility
2. Minimal Personalization	- Users can't customize feed by interest, location, or behavior- Feels generic and less engaging	TOI app has "My News" tab with curated, behavior-based content
3. Limited Format Diversity	- No short-form videos- No live streaming of events- Lacks visual/editorial banners or influencers	TOI offers Shorts (reels), live streams, and influencer banners to increase engagement

Impact on user experience

Reduces engagement, especially among mobile-first and regional users

Misses out on younger audiences who prefer reels, shorts, and vernacular content



Limits time spent on the platform due to generic, non-tailored content

Feature Area / Gap Identified	Deccan Herald	Times of India (TOI)	Indian Express	Remarks
Language Options	English only	Supports multiple Indian languages	Supports multiple Indian languages	DH limits regional accessibility
Personalized News Feed	No personalization	Offers "My News" with custom feed	Recommends news based on interests	Personalization drives engagement
Short-form Video Content	Not available	Offers "TOI Shorts"	Limited short videos	Engages younger audiences
Live Event Streaming	Not available	Streams major events (e.g. elections)	Streams PM's Maan Ki Baat & more	Builds real-time engagement
Influencer/Thought Leader Visibility	Not available	Banners featuring public figures	Limited to editorial features	Adds authority and relatability
Content Discovery Features	Basic category tabs	Trending, AI-based suggestions	Tags, trending stories section	Helps retain and navigate better
User Interactivity (Polls, Comments)	Minimal	Includes polls, quizzes, comments	Reader opinion and feedback tools	Community building and insights
Topic/Interest Tagging	Not implemented	Tag-based browsing	Topic-wise story groupings	Enables deeper exploration
Visual Consistency (Web/App)	Partially inconsistent	Highly consistent UI	Clean, uniform across devices	Impacts UX and credibility

Top 3 features (Reach Impact framework)	Significance & Real-Time Implication
Language Options	User Behaviour Shift Misses out on massive regional traffic
Personalized News Feed	Users must manually search or scroll to find relevant content, leading to lower session time.
Short-form Video Content	Shorts, which keep them on the app longer. DH misses out on Gen Z and millennial audiences

The Indian EXPRESS
JOURNALISM OF COURAGE

EDITION India
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English हिन्दी मराठी

Top Videos Trending Entertainment TOI Originals India TOI In-Depth Times Property City International

EWS / VIDEOS TRENDING Elo मलയാളം Coachella 2025 James Hawes Donald Trump Louis Tomlinson Meghan Ma

Shorts

KATY PERRY SHORT
HOTD Season 3: Viserys Targaryen... 265 views
I Talk to Myself Every Day: Katy... 333 views

VISERYS' 'GIANT' RETURN IN SEASON 3 REVEALED SHORT
Epic Spider-Man x Venom Crossover... 459 views

VENOM X SPIDERMAN EPIC SHORT SOON? SHORT

Hulk Hogan's Sobbing Ex-Wife... 2.6K views
Regé-Jean Page Reacts to James... 1.2K views

NEXT JAMES BOND? REGÉ RESPONDS SHORT
ROBERT REDFORD RETURNS TO ACTING! SHORT

ROBERT REDFORD & George R.R. Martin... 1.7K views

▶ Episode 3531 April 15, 2025

Dharavi project under scrutiny, a 'de-extinction', and Mehul Choksi's arrest

Privacy Policy 27:22

Dharavi project under scrutiny, a 'de-extinction', and Mehul Choksi's arrest 00:00 828 hours, 58 minutes

3653 episodes 27:22

► Featured Dharavi project under scrutiny, a 'de-extinction', ...

► The Catch Up: 15 April 04:04

Features which are increasing engagement on competitor's platforms

- Competing platforms like TOI and Indian Express retain such users by offering content in regional languages, building trust and daily habit
- Platforms like TOI gain more mobile users via features like "TOI Shorts", which keep them on the app longer

Why these features are relevant for DH?

- Users landing on Deccan Herald's platform from non-English-speaking regions may bounce quickly, as they don't find content in their preferred language
- DH misses out on Gen Z and millennial audiences, as well as video ad monetization opportunities

Feature 1: Multi-Language Support (Static Feature)

Identified Gap

DH currently publishes only in English, making it **inaccessible** to India's vast regional language audience, limiting both **reach** and **relevance**

Proposed Solution

Add a **language selection feature** with support for major Indian languages like Hindi, Kannada, Tamil across both website and mobile app platforms

Metrics	DH(Now)	With Language Feature	TOI Benchmark
Session Duration	1–2 min/session	↑ 2.5–3.5 min/session	3–4 min
Retention Rate	~25%	↑ to 40–45%	~50–60%

Justification:

IMPACT [High – unlocks value from underserved vernacular users]
REACH [High – 60%+ of Indian internet users prefer local language]

Feature 2: Video-Based “Shorts” Carousel (Dynamic UX)

Identified Gap

DHs UI/UX is largely **static** and **text-heavy**, which doesn't match the evolving user behaviour. Today's users—especially younger, mobile-first readers—prefer engaging, visual-first content like short-form videos.

Proposed Solution

Introduce a video-based carousel on homepage and in-app—similar to “TOI Shorts”—with daily **15–60 second video stories** on key news topics, allowing swipe-through viewing.

Why static interfaces are no longer sufficient?

Video is the most engaging digital format, driving significantly more time-on-site

[Click here to see the guesstimates](#)

Metrics	DH(Now)	With Shorts Carousel	TOI Benchmark
Avg session time	1.5 min	↑ to 3–4 min	4+ min
Bounce rate	60%+	↓ to 40–45%	~35%

Task 3: Data Driven page traffic analysis

SUBTASK A: On the Deccan Herald website, hypothesize on which page type (homepage, article pages, section pages, special coverage pages, etc.) likely receives the highest user traffic and the reasoning behind this.

SUBTASK B: Review the provided dataset.

- Analyze key metrics.
- Present clear, data-backed insights and reasoning.
- Provide actionable recommendations for the content team to optimize content performance and enhance user engagement.

Task 4: Subscription Monetization Strategy

Hypothesis : Bengaluru page receive the highest traffic

[Click here: see the source to justify the hypothesis](#)

Reasons

- Local Relevance and Regional Loyalty
- Trending Dynamics + Breaking News Behaviour
- Syndication Impact
- SEO + Evergreen Updates
- Social Sharing Trends

Metric	Article on Bengaluru	General Article
Avg. Session Time	3–4 minutes	1.5–2 minutes
Bounce Rate	~40–45%	~60%
Return Users	High	Lower
Social Shares	High	Moderate

Real-Time Example:

Visit: <https://www.deccanherald.com/city/bengaluru/>

You might see headlines like:

"World Quantum day: Bengaluru startup launches.."

These types of headlines:

- Show up in top **Google News**
- Get featured in **Google Discover**

Are widely shared due to immediacy and relatability

Google News

deccanherald.com India

Home For you Following News Showcase | India World Local Business Technology Entertainment Sports Science H

Deccan Herald

World Quantum Day: Bengaluru Startups Launch India's Most Powerful Quantum Tech

17 hours ago • By Shantanu Hornad

Deccan Herald

Karnataka Transport Strike 2025: Six Lakh Lorries to Halt Operations Over Government Policies

2 days ago

Note: Click all the **blue** text to view sources

Analyse key metrics from the given dataset

Data Backed Insight and reasonings



Users per article (Measures article level reach)



Insight: Science and Bengaluru content performs best at a **per article level**, suggesting local news and informative content (e.g., Science) drive frequent traffic. [[Click to view the data](#)]



Page Views per User (Measures user engagement depth)



Insight: Horoscope has highest user engagement depth. Indicates **habitual daily behaviour**: Users likely return every day to check their zodiac. Also suggests potential **syndication traffic** from Google Discover, where horoscope results often trend. [[Click here to view the data](#)]



Traffic Efficiency (shows whether high user reach also delivers depth)



Insight: Strong habit loop content — even with fewer users, engagement depth is off the charts. Likely benefiting from Google Discover, push notifications, and user routine behaviour. [[Click to view the data](#)]



Views per Article (Measures article performance depth & how often each article is read)



Insight: Horoscope has the highest article performance depth mainly due to habitual Behaviour, these are checked daily by regular users. A single horoscope post often contains all zodiac signs, attracting **wide demographic appeal**.
Syndication Platforms: They perform well on aggregators like- DailyHunt, Inshorts & Flipboard [[Click to view the data](#)]

Recommendation for content team

Expand Horoscope into Personalized Daily Feed

Why?

- Horoscope section has highest engagement depth (15,417 views/article, 13.7 pages/user).
- Indicates repeat daily use, likely from loyal segments like students, working professionals, homemakers.

Pain Points

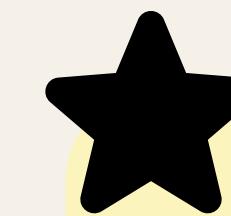
- Generic content experience
- No bookmarking or tracking
- No shareable, snackable formats

Benefits for users

- A daily, personalized horoscope feed (based on zodiac sign, name, or date of birth) creates relevance and deeper engagement.

Benefits for business

- Increase engagement
- Increase ad revenue



Feature: Deccan Herald Shorts

Why?

- Users increasingly prefer snackable, visually engaging content (behavioural shift seen on Google Discover, Inshorts, and Instagram Reels).
- Average user session is low (~1.5 mins), and visual formats can double session duration (benchmark: TOI Shorts, HT Reels).

Pain Points

- Short attention spans
- Low visual engagement
- No shareable, snackable formats

Benefits for users

- Faster news consumption
- More engaging experience

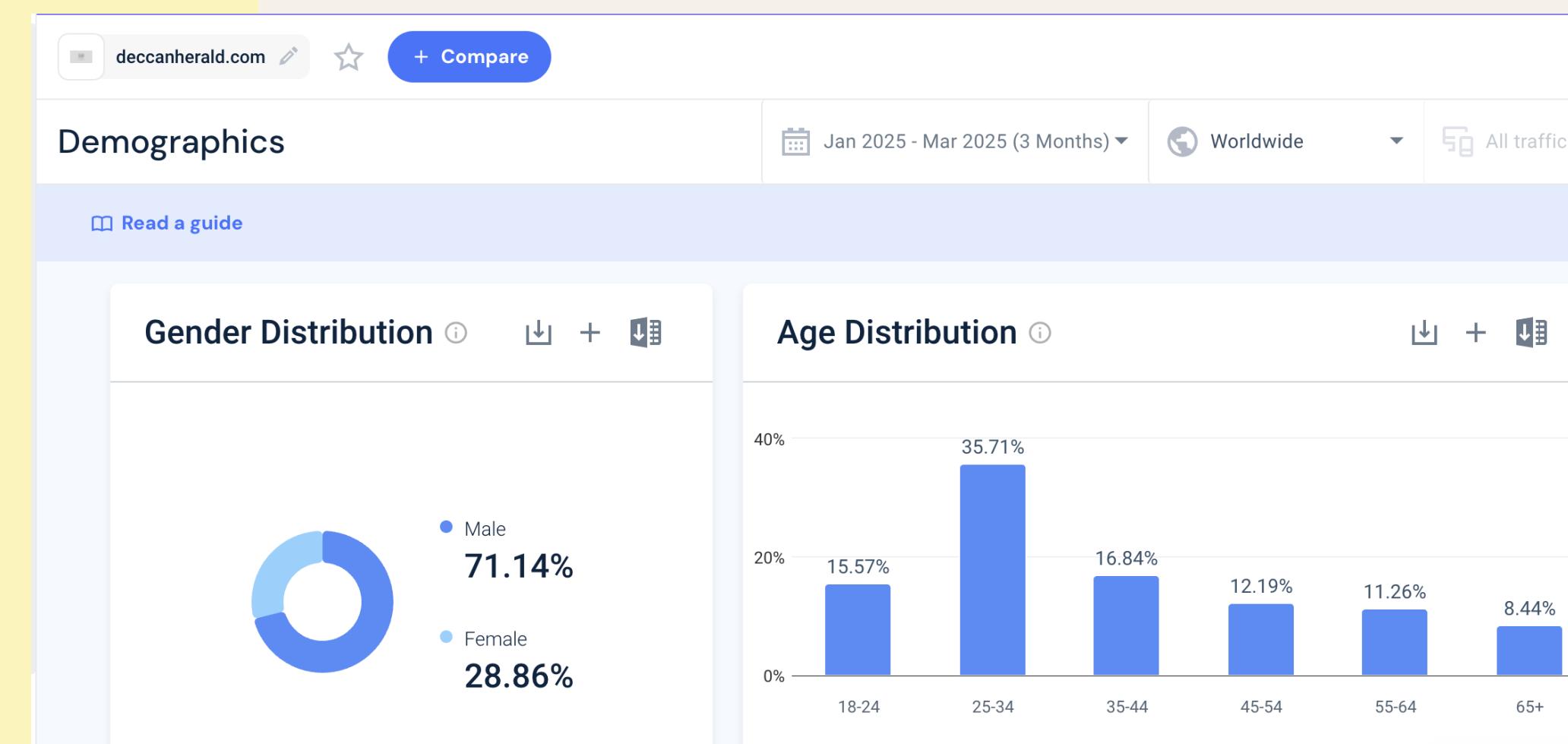
Benefits for business

- Increase engagement
- Higher session duration
- Increase ad revenue

Rationale for Introducing the 'DH Shorts' Feature

Data and audience trends strongly support the adoption of the Shorts feature for Deccan Herald. With **37%** of the audience falling in the 25–35 age group, a demographic known for shorter attention spans and a preference for quick, engaging content.

[Sources](#)



Note: Click all the **blue** text to view sources

Wireframe of the proposed recommendation

Homepage

New Feature
Add "Shorts"
Snippet of
trending / hot
news

Food Tech Exhibition 2025
Kolkata Foodtech Is a Premier Exhibition for Food & Hospitality Industry in Kolkata
Food Tech Visit Site >

Top News

- MUDA case: Karnataka HC issues notice to Siddaramaiah and wife on plea seeking CBI...
- ED should be disbanded: Akhilesh Yadav on charge sheet against Congress...
- Google suspends 2.9 million ad accounts in India

Waqf (Amendment) Act: SC flags concern over Murshidabad violence, calls it 'very disturbing'

Top Video -Page

Food Tech Exhibition 2025
Kolkata Foodtech Is a Premier Exhibition for Food & Hospitality Industry in Kolkata
Food Tech Visit Site >

Top Videos

Zelensky Invites Trump To War Zone After Russian...
Ukrainian President Volodymyr Zelensky has publicly invited...
181 views | 29 minutes ago

'COME TO PUTIN'S UKRAINE': SKY SHOCKS TRUMP
TOI
10:25

Mentally tuned and match ready: Karun Nair makes impactful IPL return
93 views | 2 hours ago

Show Trending Videos to increase platform engagement

Video Shorts -Page

Top Videos

Zelensky Invites Trump To War Zone After Russian...
Ukrainian President Volodymyr Zelensky has publicly invited...
181 views | 29 minutes ago

'COME TO PUTIN'S UKRAINE': SKY SHOCKS TRUMP
TOI
10:25

Mentally tuned and match ready: Karun Nair makes impactful IPL return
93 views | 2 hours ago

Shorts

Trending

KATY PERRY SHORT
I Talk to Myself Every Day: Katy...

HOT SONG 3: Viserys Targaryen's...
SOURCE: AP

VENOM X SPIDER-MAN EPIC SHORT SOON?
TIMES ENTERTAINMENT

HULK HOGAN'S EX-WIFE CALLS HIM A 'S*x ADDICT'
DIEGO MARTINEZ / USA TODAY

NEXT JAMES BOND REGE RESPONDS
REGÉ-JEAN PAGE / TWITTER

Introduce Shorts Snippets of trending videos and other breaking news to increase ava



OVERVIEW: Why "DH Shorts" Supports Subscription Success



Source

With **37%** of DH's audience in the **25–35** age group (source: internal demographic data), the demand for short, visual content formats is high.

CONTENT STRATEGY

Objective:

Create a layered content funnel with "DH Shorts" at the top for wide reach and engagement, followed by exclusive depth-based premium content behind the paywall.

Content Tiers

Tiers	Content type	Access
Tier 1	Free Shorts (News recaps, headlines, explainers in 40–60 sec)	Open Access
Tier 2	Premium Shorts (In-depth visual explainers, expert analysis, editorial picks)	Subscription Only
Tier 3	Long-form articles, opinion columns, e-paper archives, exclusive interviews	Subscription Only



Why It Works:

- **"Shorts"** cater to low attention span users and can tease deeper stories.
- **Visual engagement** is proven to increase retention — TOI's Shorts led to 2x session time.
- Can **repackage underperforming sections** (e.g., India, Business, Elections) as shorts with better UX.

MONETARY STRATEGY

Subscription Pricing Model

Plan	Price	Benefits
Free	0	Limited daily shorts, standard news, limited genre, share article
DH Basic	INR 49/ month	Unlimited shorts, ad-free, e-paper, unlimited genre, bookmark, share article
DH Premium	INR 99/ month	All access + premium shorts, archives, exclusive interviews



Revenue Projections (Year 1)

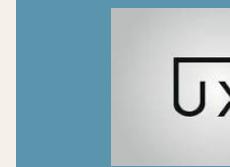
Assume 1% conversion of monthly users (~650K)

- 6,500 paid users * ₹99/month = ₹6.43 Lakhs/month = ₹77 Lakhs/year

PRODUCT STRATEGY

UX Improvements:

- “DH Shorts” Carousel on shorts page and app
- Smooth video-first UI (reels-like swipe experience)
- “Save to Watch Later” and shareable snippets
- Smart tags for “Trending”, “Local Shorts”, “Explainers”



Feature Differentiation for Subscribers



- Access to “In-depth Shorts”
- Commentary by editors in short-form
- Ad-free viewing experience

Click on this option to view benefits and subscription prices

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- Waqf Amendment Act: Supreme Court mulls tweaks in provisions
- Kunal Kamra gets temporary protection from arrest
- Issue Government Orders only in Tamil: TN govt tells officials
- If resettlement of veterans is neglected, talented youths may not join armed forces: SC
- Bengal BJP chief stages dharna outside DGP office along with Murshidabad riot...
- US VP Vance to visit India next week; trade deal...
- 'Alliance only for polls':

No end in sight to Karnataka lorry strike, essential items may become costlier

4% Muslim quota in tenders: Karnataka Governor sends Bill to President

Karnataka relaxes rule of 'minimum 6 years of age' for admission to class 1 for...

India to grow by 6.5% in 2025, maintain status as fastest-growing major economy: UN...

AI at play: 'Bal Thackeray' addresses Sena (UBT) event; targets BJP, Shinde's party

Putin praises Elon Musk, compares him to father of Soviet space program

FEATURED CONTENT

Unlock Your Career Potential with ICFAI's Online MBA and...

POTENTIAL RISKS & MITIGATION STRATEGIES

SUCCESS METRICS

[Sources](#)

Risk	Description	Mitigation
Low conversion	Users consume but don't convert	Gated premium shorts after 3 free views/month
Content fatigue	Repetitive shorts may lose appeal	Use AI to auto-summarize and rotate formats
Tech Load	Shorts infra + paywall needs scalability	Use cloud-native backend (e.g., AWS Lambda, CDN caching)
Monetization pushback	Users may resist paywall	Gradual rollout + discount on first 3 months - (e.g, for students)

Metrics	Why it matters	Target
Avg. Session Time	User engagement via Shorts	↑ to 3–4 min (from 1.5 min)
Subscription Conversion Rate	Core monetization KPI	Target: 1–1.5% of monthly users
Shorts Completion Rate	Content relevance + UX test	65%+
Churn Rate	Retention check	<5% monthly
Page Views per User	Cross-content flow	3+ pages/session

HIGHLIGHTED BENEFITS

For Users



- High-quality, digestible content
- Less time investment, more value
- Better mobile-first experience

For DH



- Increased ad inventory and CPM via engaged viewers
- Subscription-based revenue stream