

#PMThinkDailyMU



inshorts
stay informed

Daily Ritual
Feature





Inshorts: A Snapshot

Inshorts delivers crisp, 60-word news summaries, keeping you informed on the go.

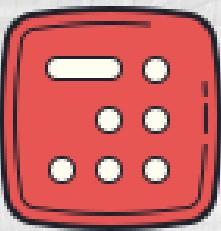
What it does: A news aggregator platform that provides summarized news articles from various national and international sources. It aims to make news consumption fast, easy, and efficient for the modern reader. The company also operates "Public," a location-based social network.

Total Revenue (FY24): ₹181 Crore

Total Users: Over 10 million active users on the app.

Major Competitors: Dailyhunt, Google News, Apple News, and other news aggregator platforms.

Major Source of Income: The primary revenue stream for Inshorts is advertising, including display ads, branded content, and video ads integrated within the news feed.



What is the Daily Ritual Feature?

A gamified daily feature that presents the top 15 headlines from the last 24 hours in a dedicated, fast-loading card deck.

Core User Benefit?

It transforms news consumption into a rewarding daily habit. By offering a finite set of 15 stories, it provides a tangible sense of accomplishment, contrasting sharply with the fatigue of mindlessly scrolling through an endless feed.



Feature - Daily Ritual

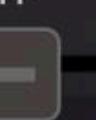
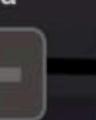
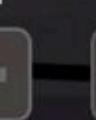
Monday Ritual
15 Shorts
Next ritual starts daily @ 7:00 pm

inshorts
DAILY RITUAL

Your Ongoing Daily Ritual Streak



Your 7-Day Streak Snapshot

Tu	We	Th	Fr	Sa	Su	Mo
						

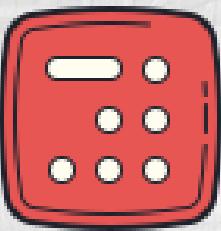
Your Badge Collection 



Read Now

Read Later

Opens a deck of the Top 15 News

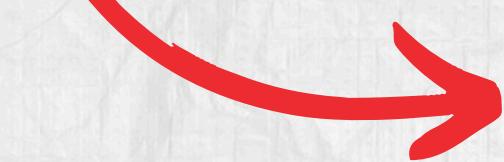


New GST rates take effect; all items to now attract 0%, 5%, 18% or 40% tax rates

The new GST rates, announced by GST Council on September 3, have taken effect. The new tax structure now means that all items sold in India will either be taxed 0%, 5% or 18%, with sin and some luxury goods being taxed 40%. Finance Minister Nirmala Sitharaman earlier said the GST cuts will give ₹2 lakh crore in people's hands.

1 day ago | Ashley Paul | Hindustan Times

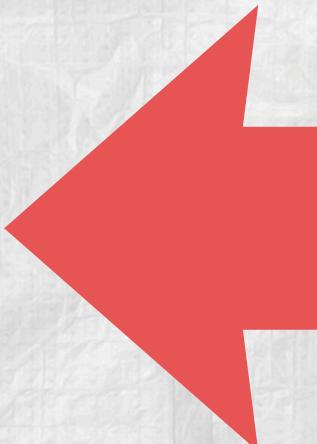
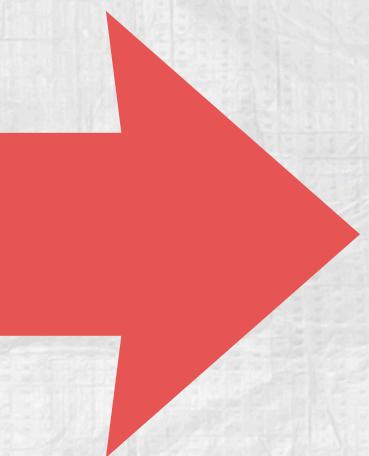
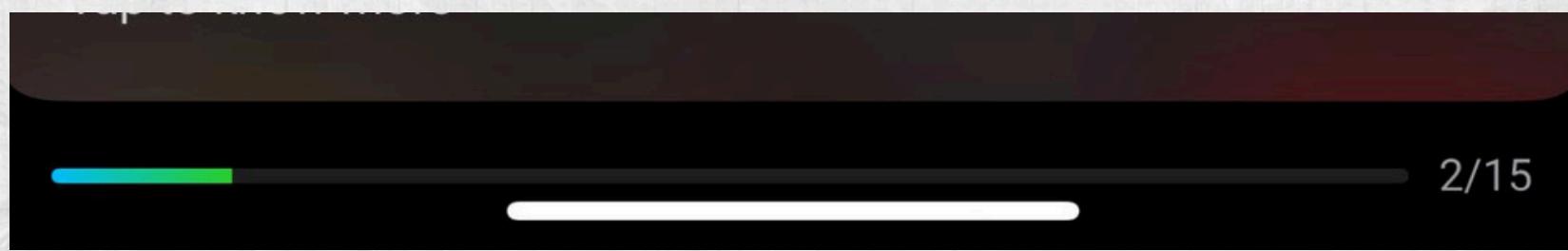
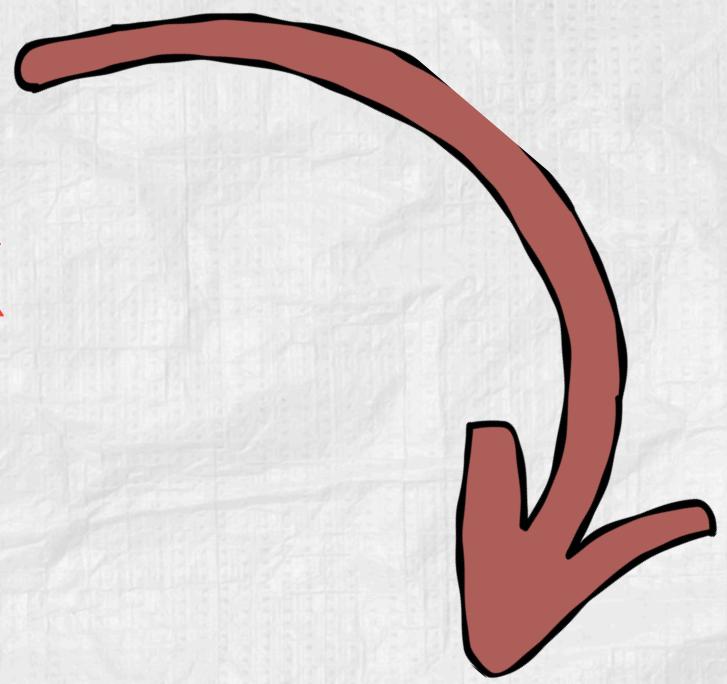
intel.
ASUS EXPERTBOOK Built for Worry-Free Business
 THE BIG BILLION DAYS



Notice the Ad?



With a Progress Bar
that urges you to
complete the deck



Sense of Accomplishment



Monday Ritual
15 Shorts
Next ritual starts daily @ 7:00 pm

inshorts DAILY RITUAL

1
Ritual completed in a row

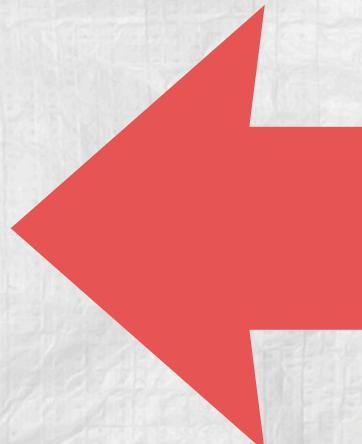
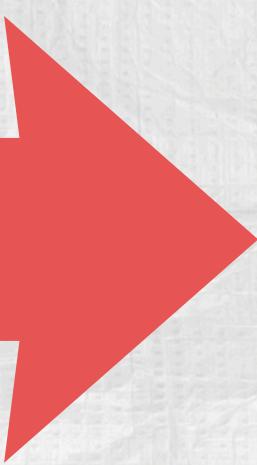
Your 7-Day Streak Snapshot

Tu We Th Fr Sa Su Mo

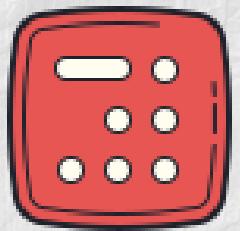
Your Badge Collection

Read Again

Watch Video Shorts



Feature Insights



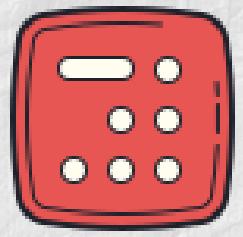
AARRR Stage: Retention

Key Metrics Tracked: Daily Active Users (DAU)

What I Noticed: The feature prompts users to read a finite set of 15 top stories. Progress is visually tracked with a bar, and daily completion is gamified with a "streak" counter, creating a clear start and finish to their news consumption.

Why It's Smart: It masterfully engineers a daily habit. Psychologically, it leverages the **Goal Gradient Effect (progress bar)** and **Loss Aversion (fear of breaking the streak)**. By providing a defined endpoint, it offers users cognitive closure and accomplishment, combating the fatigue of infinite scroll. This transforms the app into an indispensable ritual, driving retention and **creating a premium, high-completion ad slot by placing a native ad within the 15-card deck.**

Risks and Suggestions



Potential Risk:

Lesser Average time spent on the app as Users close the app after going through the daily ritual.

More Personalized Daily Ritual Feed

The company should collect data on which news categories users spend more time on, and iteratively expand future rituals with more stories from those categories.

Navigation to Daily Insights

At the end of the daily ritual, once the streak is completed, point users towards a personalized daily insights deck – a short digest of deeper analysis and insights aligned with their interests.

My score for the feature

