

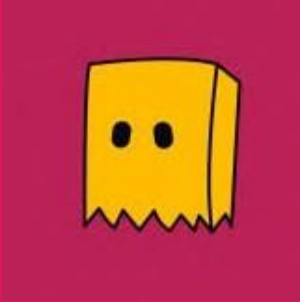


hunch

Improve user Engagement

BY : Mali Ashish

COMPANY OVERVIEW



About Hunch

Hunch is a dynamic social media app designed specifically for GenZ, where users can engage in lively, anonymous conversations by sharing their genuine opinions through polls. It offers a safe space for self-expression, free from the pressure of conforming to the "right" opinion. Hunch encourages fun and candid discussions, allowing users to ask questions, voice their thoughts, and enjoy a unique social experience without the fear of judgment.

The USP



- empower users to share their **opinions** on varied topics **anonymously**.
- It innovatively uses **polls as its primary means of interaction**, Unlike many apps that rely on text or photos for communication.
- **Connect** with like-minded individuals, follow each other, and build new friendships based on shared interests **without identity reveal**.

key Features



Follow & chat without revealing the identity

create polls on any topic

vote & comment anonymously

Personality wise Animated profile picture Suggestion

customized feed based on interested categories

Search for trending and interesting topics

Current Numbers



1M+ Downloads

220,000+ Monthly active users

3.7 ★ on Google play store

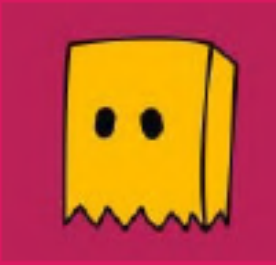




Top Competitors



Competitive Landscape



The global social media market size was USD 5357.0 million in 2021 & the market is expected to reach USD 34,380.12 million in 2031, exhibiting a CAGR of 25.92% during the forecast period. The value proposition of Hunch and other social media sites are-

Features/Products					
Primary interaction mode	Poll Creation	Photos/Reels	Photos/Videos	Personal chat	Text
Anonymus Identity	Yes	No	No	No	No
Status/ Stories	No	Yes	Yes	Yes	No
Direct Messaging	Yes (without identity reveal)	Yes	Yes	Yes	No
Celebrity Interaction	No	Yes	Yes	Yes (Whatsapp Channels)	Yes
monthly active users	220,000 +	2 billion +	2.9 billion +	3031 million +	556 million +

User Personas:



Name: Farhan
Age: 24
Occupation: Data Scientist
Location: Bangalore

BACKGROUND

- Farhan recently graduated from college and started his first job at a tech company.
- Lives a fast-paced life balancing work, social activities, and personal time.
- Enjoys socializing, attending events, and maintaining connections with his college friends.

PAIN POINTS

- Finding a platform that allows for meaningful interactions and fun with friends.
- Unable to stay updated with trending topics due to busy schedule.
- Sometimes difficult to find relatable content.

GOALS

- engage with a wide range of people, explore diverse opinions, and stay updated with current trends and viral content.

PAIN POINTS

- Hesitant to share thoughts among friends due to fear of criticism.
- Finds it difficult to initiate any conversations in person or a group.
- Difficult to find the like-minded individuals in real life.

GOALS

- To express opinions and engage in discussions without the pressure of being judged and explore different viewpoints.



Name: Divya
Age: 20
Occupation: College Student
Location: Dehli NCR

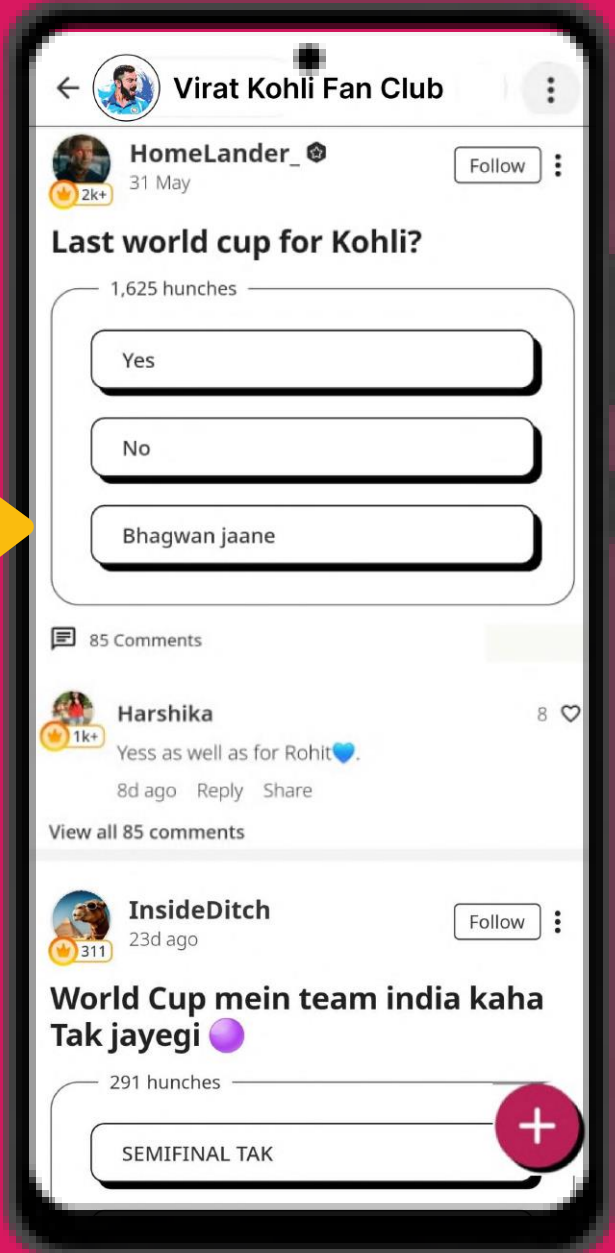
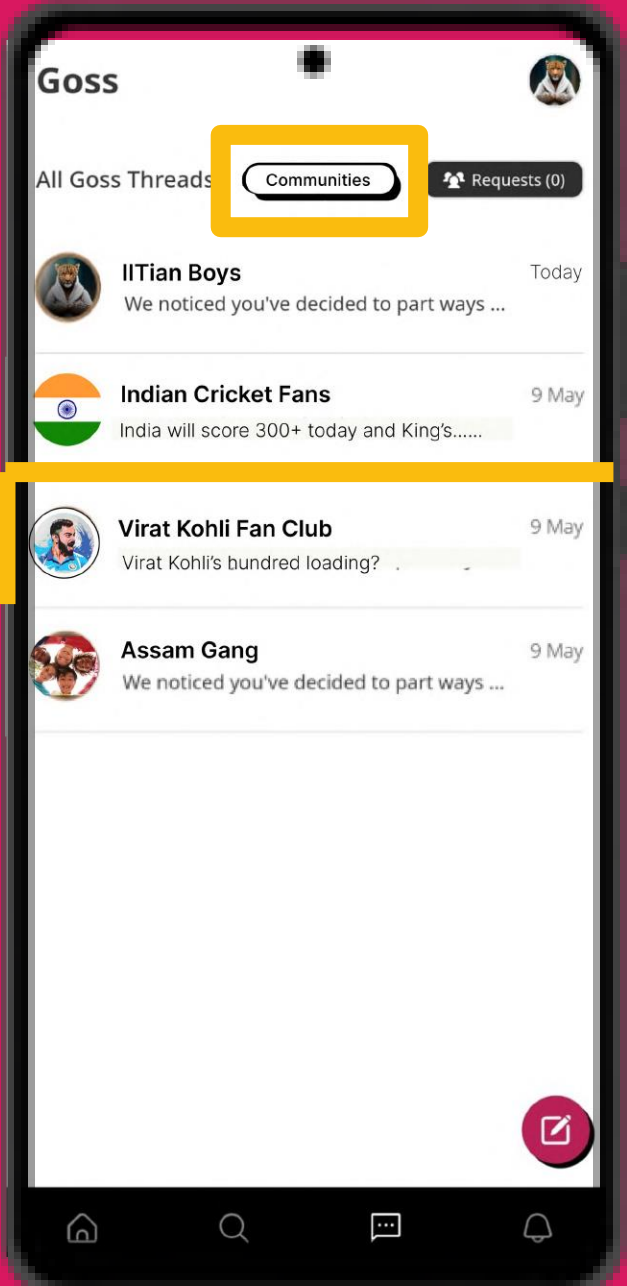
BACKGROUND

- Divya is a second-year computer science student at a university.
- Enjoys reading, gaming, and spending time in small, close-knit groups of friends.
- Finds large social gatherings overwhelming and prefers online interactions.

The current features of Hunch already address Divya's pain points, making it her first-choice social media app. Here, **we will focus on resolving the pain points of Farhan**, a recent college graduate who has just started a job and now has less time for social media. He wants to get the best experience in that limited time, It will also address the pain points of frequent social media users.

#Feature 1:Hunch Community

Users can create communities on Hunch and invite others to join. Members can create and share polls, and comment on the polls within the community while remaining anonymous during interactions. Community members can see the actual names of those who join but cannot identify their profiles. This feature allows for fun interactions among a group of known people without revealing who is behind each profile.



Introduce a new section on the message page displaying all the communities the user has joined. Users can also create new communities directly from this section.

Users can create new polls, react, and comment on others' polls within the community, but these interactions will be visible only to community members.

Pain-Points Resolved

- Helps maintain strong connections with friends despite physical distance.
- Facilitates fun-filled moments with friends, fostering engagement and closeness.

Benefits

- Provides a unique way of group interaction with more fun.
- Encourages the creation of close-knit communities based on shared interests.
- Users can engage with friends anonymously with enjoyable and meaningful interactions within trusted circles.

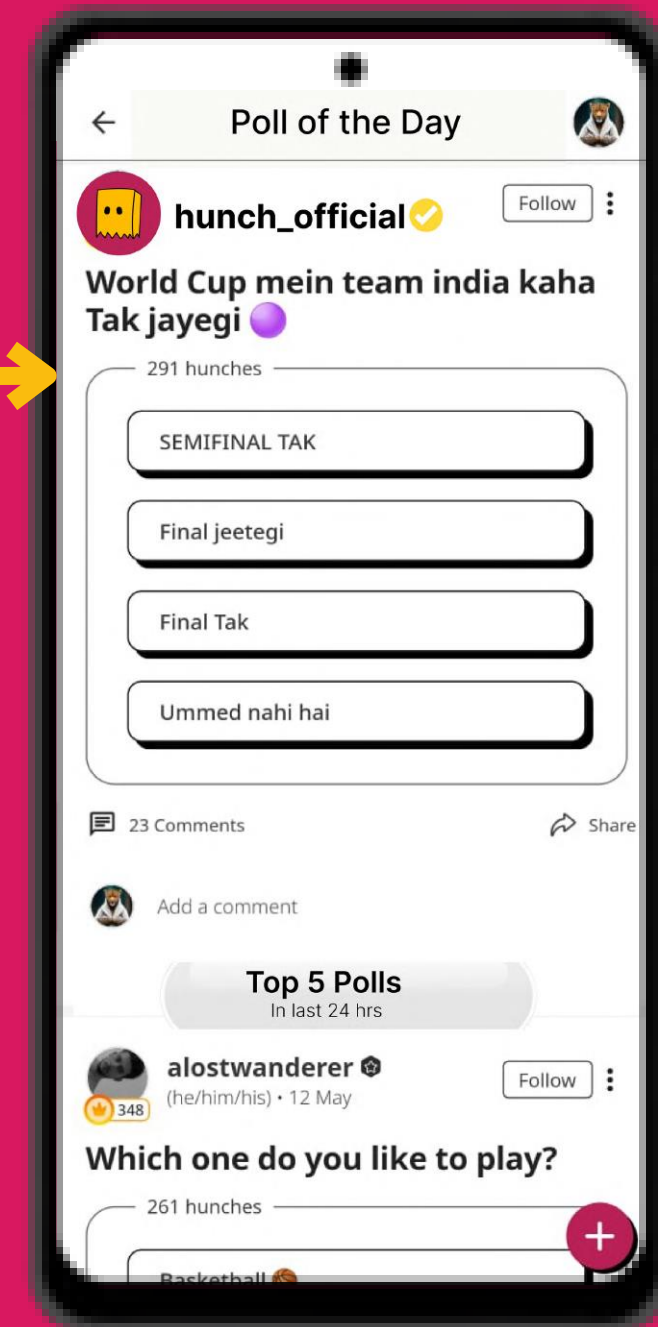
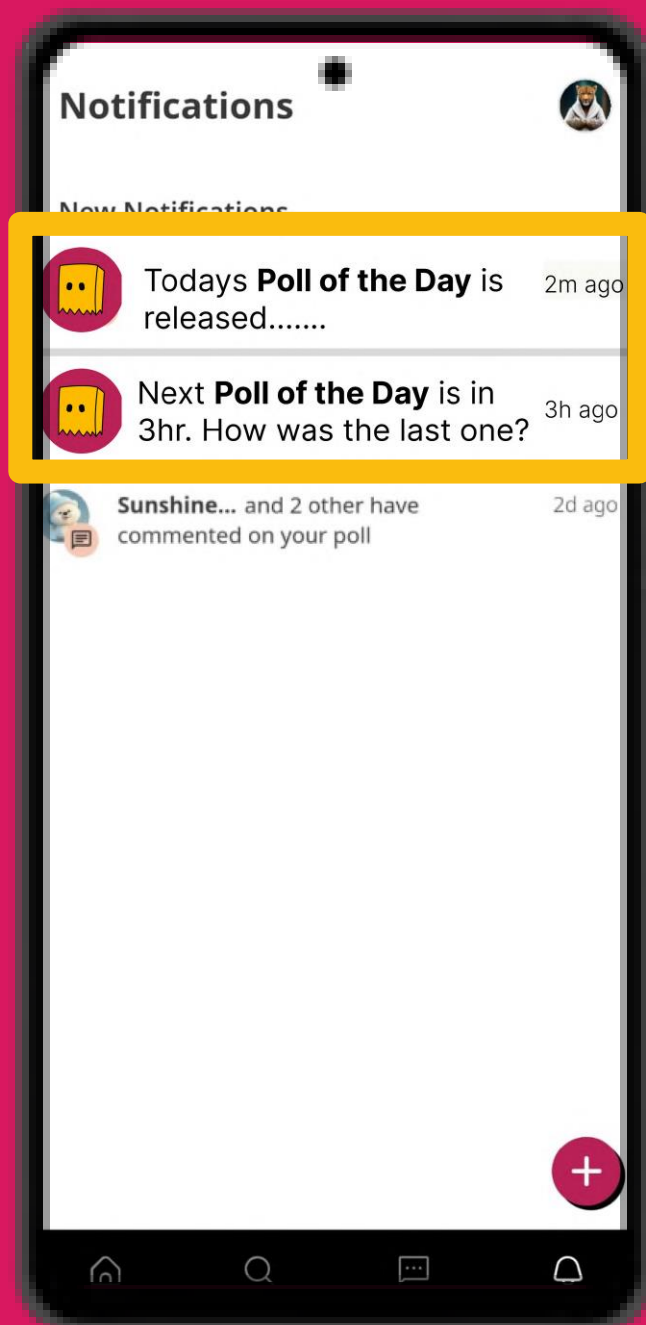
Key Matrices

- **Acquisition:** No. of Communities, No. of Communities joined per user
- **Activation:** Avg interaction per community, Avg Time spend per user
- **Retention:** Daily Active Users, Monthly Active users



#Feature 2: Poll of the Day

Every day, Hunch will publish a special poll featuring the day's top trending topic across various categories, customized for each user's country. Users will receive notifications for these polls and can explore additional trending topics aligned with their interests. Additionally, Hunch will showcase the top 5 viral polls from the past 24 hours, encouraging users to engage more actively by creating their own polls.



Notifications will be sent by the official Hunch account to excite users about the " Poll of the Day ".

Users can react, comment, and share the "Poll of the Day" just like other polls. Additionally, the top 5 polls of the last 24 hours will be displayed.

Pain-Points Resolved

- Users stay updated on the most relevant and trending topics on the internet.
- Generates a reward for creating a Poll by featuring the top 5 most viral polls on each day.

Benefits

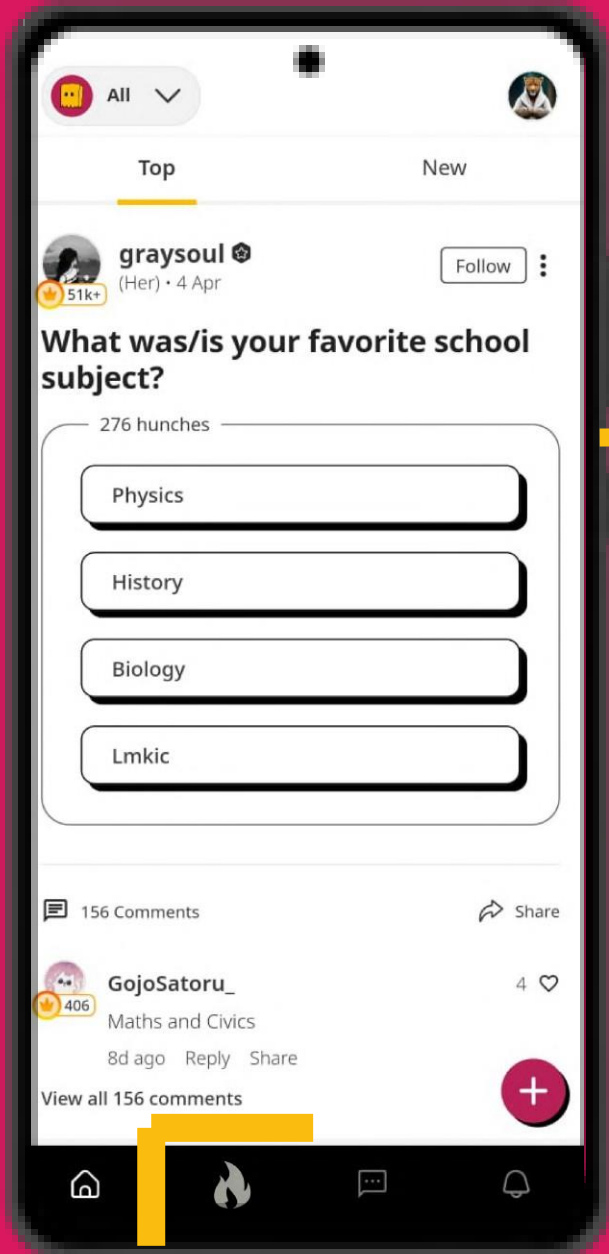
- Motivates to open the app every day to see the poll of the day.
- Enhance users' engagement with polls by featuring high-quality examples, leveraging these polls to promote the app effectively.
- Introduce new discussion topics through the "Poll of the Day."

Key Matrices

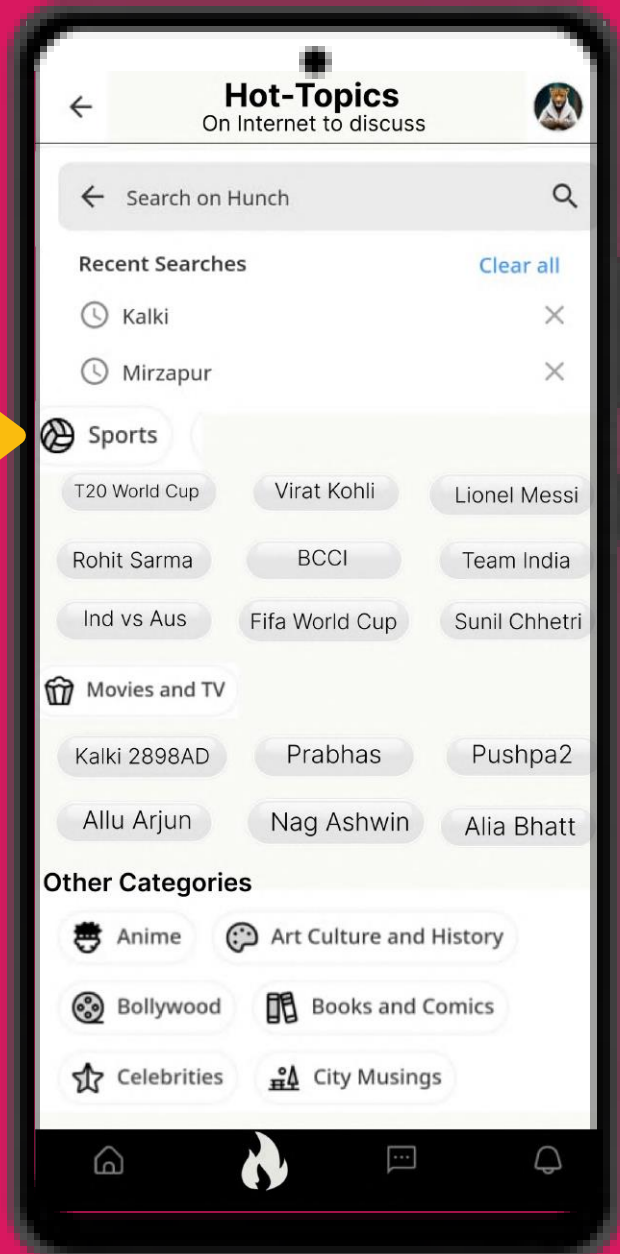
- **Acquisition:** No. of views on Poll of the Day
- **Activation:** No. of reactions per day, Additional views on top 5 polls
- **Retention:** %of repeat users per day, Monthly active users

#Feature 3: Hot-topics

Modify the search page to "Hot Topics," featuring category-wise trending subjects. Users can explore and participate in polls related to these topics and search for specific topics of interest. When creating polls, topics are designated, and those with the highest poll counts will be prominently displayed. Users will also receive smart suggestions for topic selection during poll creation.



Update the search icon to reflect the new focus of the page "Hot Topics".



Users can view category-wise trending topics and search for topics based on their interests.

Pain-Points Resolved

- Users can easily filter out and explore trending and relatable topics across various categories.
- Polls will get more reach if the topic is relevant at that point in time.

Benefits

- **Easily figure out the interesting topics of every user and customize the feed according to that for more engagement.**
- Users can easily discover polls based on their topic of interest.
- Topic selection when creating polls, will help the algorithm to easily classify polls and recommend them.

Key Matrices

- **Acquisition:** Total Clicks on the topic buttons
- **Activation:** Avg time spent per user, No. of activities per user
- **Retention:** Daily active users, Monthly active users

Prioritization:



RICE Framework:

Reach: How many people will this feature affect within a given period?

Impact: How much will this impact individual users?

Confidence: How confident are we about the impact and reach scores?

Effort: How much of time and energy investment will be required

Feature	Reach	Impact	Confidence	Effort	RICE Score
Hunch Community	9	9	8	4	162
Poll of the Day	7	8	8	6	74.67
Hot-Topics	6	6	7	4	63



Why Hunch Community?

- Reach is high because Users will invite others to use Hunch & join their community
- The impact is high because users can have a fun time in communities
- relatively low effort is required to implement it

Potential Pitfalls & their Solutions:



1. Hunch Community

- **Misleading and hate-spreading content:** Implementing clear guidelines against such behavior, empowering users with reporting tools. Use AI algorithms to analyze content patterns, detect potentially harmful language or misinformation, and flag suspicious activity for further review.
- **Identity Reveal :** Enable adding people on Hunch through a special invite link, where users can see each other's real names without mapping them to their anonymous IDs within the app.

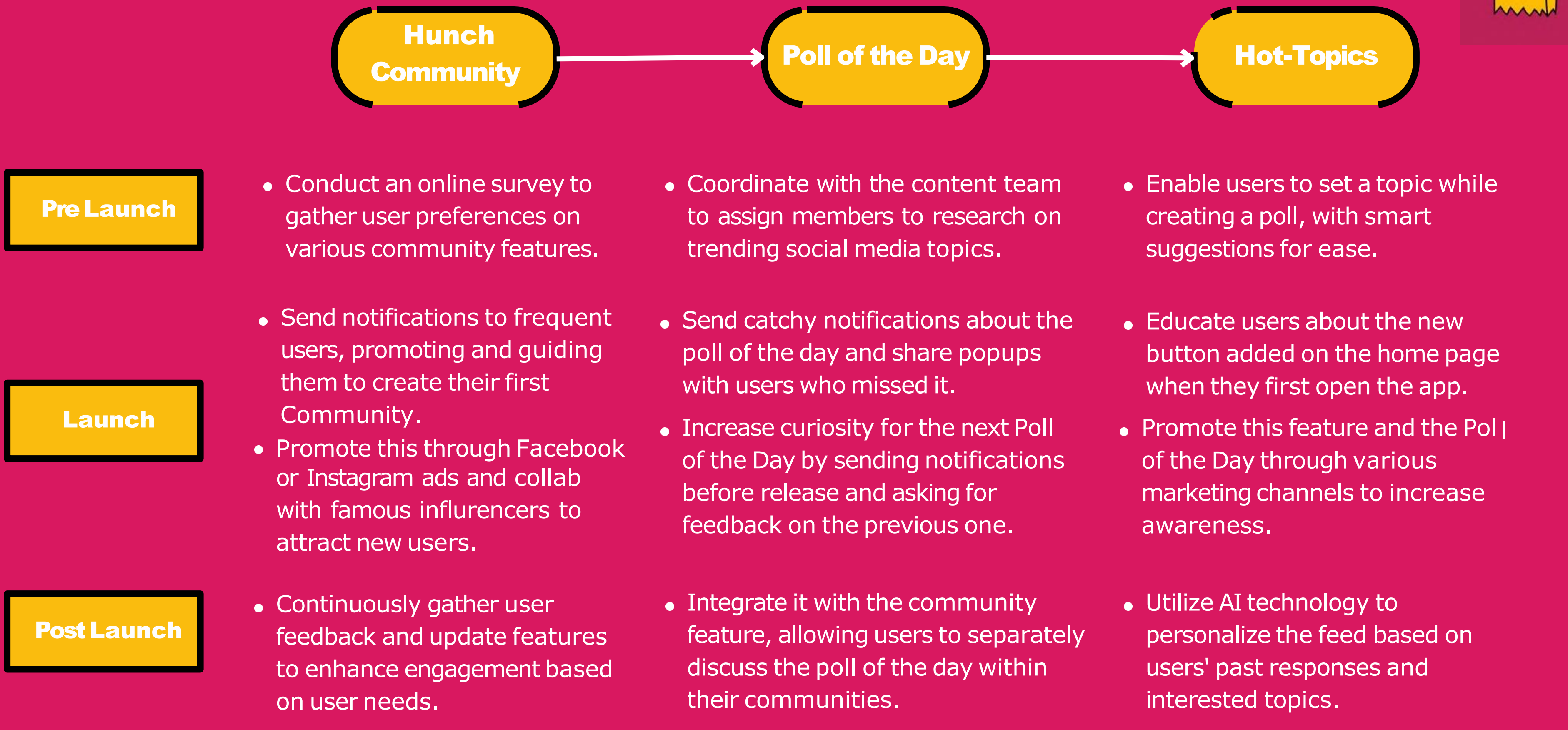
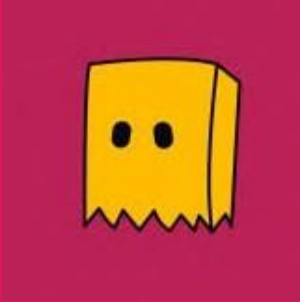
2. Poll of the Day

- **Quality of the poll:** Rotate poll themes regularly, ensure diversity in topics, and incorporate user suggestions for broader engagement. A dedicated team is allotted to research about current trending topics.
- **Lack of relevance:** To address relevance issues, utilize AI algorithms to track user behavior and tailor "Poll of the Day" for distinct user segments based on their preferences and interests.

3. Hot-Topics

- **Controversial or sensitive topics:** Adjust algorithms to prioritize topics that promote deeper engagement and meaningful conversations and eliminate the sensitive or hate-spreading polls.
- **automated bots to artificially inflate the popularity of certain topics :** Develop and implement advanced bot detection algorithms that utilize machine learning and pattern recognition to identify and block bot accounts. Regularly update these algorithms to adapt to evolving tactics used by bot creators.

GTM Strategy:





Thank
you!