CLUBHOUSE

WATCHING SHOWS IS NOW SOCIAL

Pitch

Problem Statement

Users can't decide what to watch when provided with multiple options* of content titles and face the 'Paradox of Choice'.

Problem Validation

58%
get confused selecting something to watch

67%
don't always find what to watch

58%
would prefer fewer choices

In 1-on-1 interviews, users also communicated that having suggestions from other people in their social circles will help them decide quicker

Survey Link   Survey Responses

Why solve it now?

As of May 2022, Hotstar India
- Is the most subscribed OTT platform★ with 50M+ subscribers★
- Has over 50% market share
- Is adding 100 new shows this year★

Solving this problem will improve user experience and increase user retention.

What is the business value?

Indian OTT market is expected to grow to ₹21,000Cr+ by★ 2026 with subscription services accounting for 95% of the revenue.
- Hotstar's revenue 2022★ - ₹3,600Cr+
- Possible revenue 2026 - ₹10,000Cr+ (if Hotstar maintains similar market share)

Scope for 178% growth in 4 years.

*Assumption: This is being considered only for movies and TV as viewers of sports are usually loyal and specific to the sport and may not face a paradox of choice.

★Click on underlined text for source.

Pitch

User Persona

Sid *24 years, Working Professional*

Behaviour & Attitude:
- Has recently moved to a new town and hasn't made any new friends
- Works in a start-up for 12 hours everyday

Wants & Needs:
- Is usually exhausted and wants to relax and watch something new on Hotstar without spending a lot of time searching for it
- Wants to make new friends who share his interests

Pain Points:
- Can't decide which title to choose from the many options provided
- Doesn't know if what he's selected is good or bad

Gracy *18 years, Student*

Behaviour & Attitude:
- Is a social media influencer with 2M followers on Instagram
- Hosts regular live sessions with fans to talk about pop culture, films and, latest trends

Wants & Needs:
- Wants to provide content recommendations to her fan base so that she can collaborate with Hotstar for brand promotions in the future

Pain Points:
- Finds it difficult to keep making a list of various titles to recommend
- Cannot find any suitable external feature or tool to solve this issue

Possible Solutions

MagicWand

Hotstar MagicWand is a randomiser feature which provides users with limited titles to choose from.

- User clicks on MagicWand
- User is provided with 2 randomly generated options of genres and language
- User selects one in each and clicks on 'Shake Wand' button and is presented with various titles to watch

Clubhouse

Hotstar Cluhouse is a social engagement feature which lets users form social circles (with their friends/family/colleagues/social media connects etc.) and share their recent watch histoty with them.

- User opens Clubhouse
- User creates or joins a club
- User is shown recent watch history of other members in the club
- User selects a title and starts watching

Minimal

Hotstar Minimal is a secondary viewing mode which allows user to personalise content as per their choice bypassing Hotstar's recommendation algorithm.

- User toggles from normal mode to minimal mode
- User customises feed as per their preferences (genres, languages, popularity etc.)
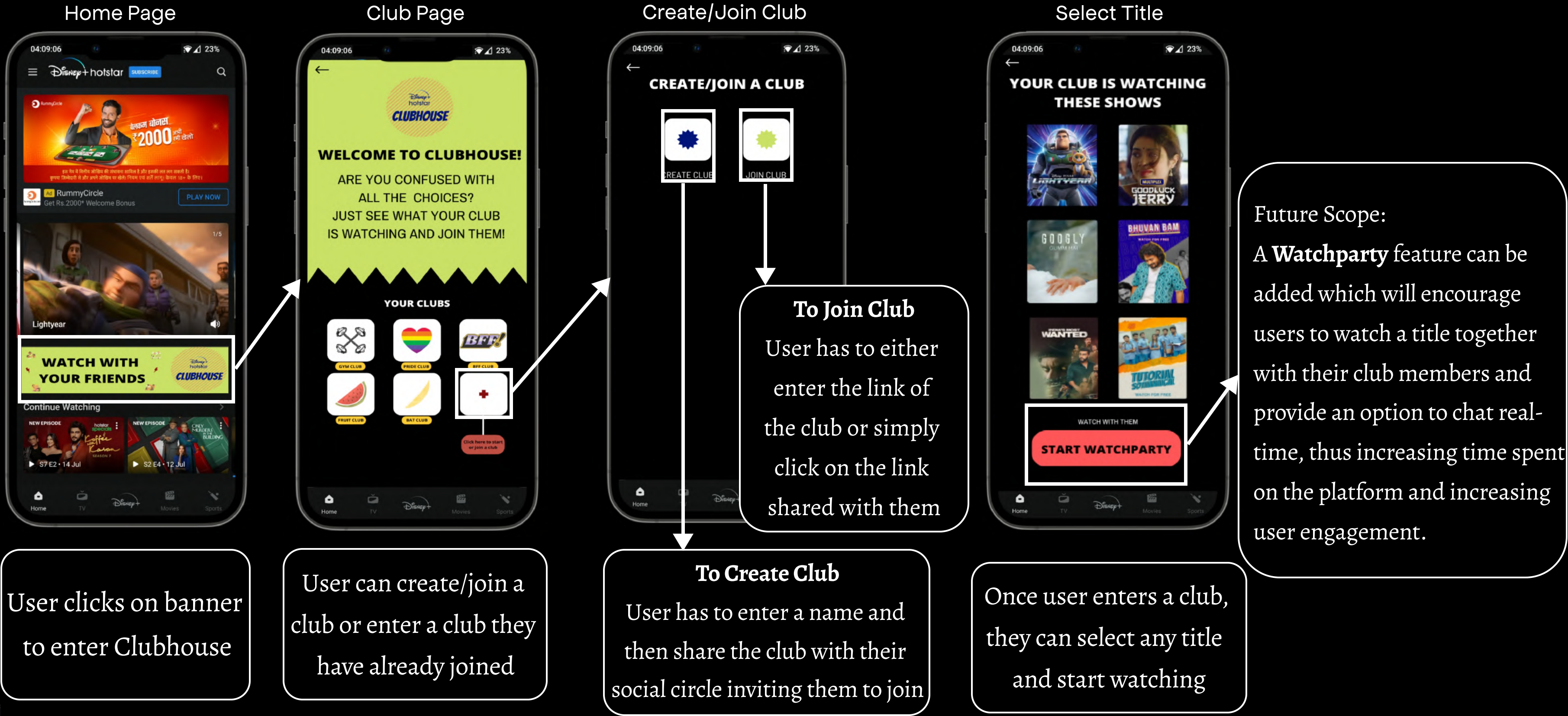- User selects a title from the reduced options

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Selecting a Solution

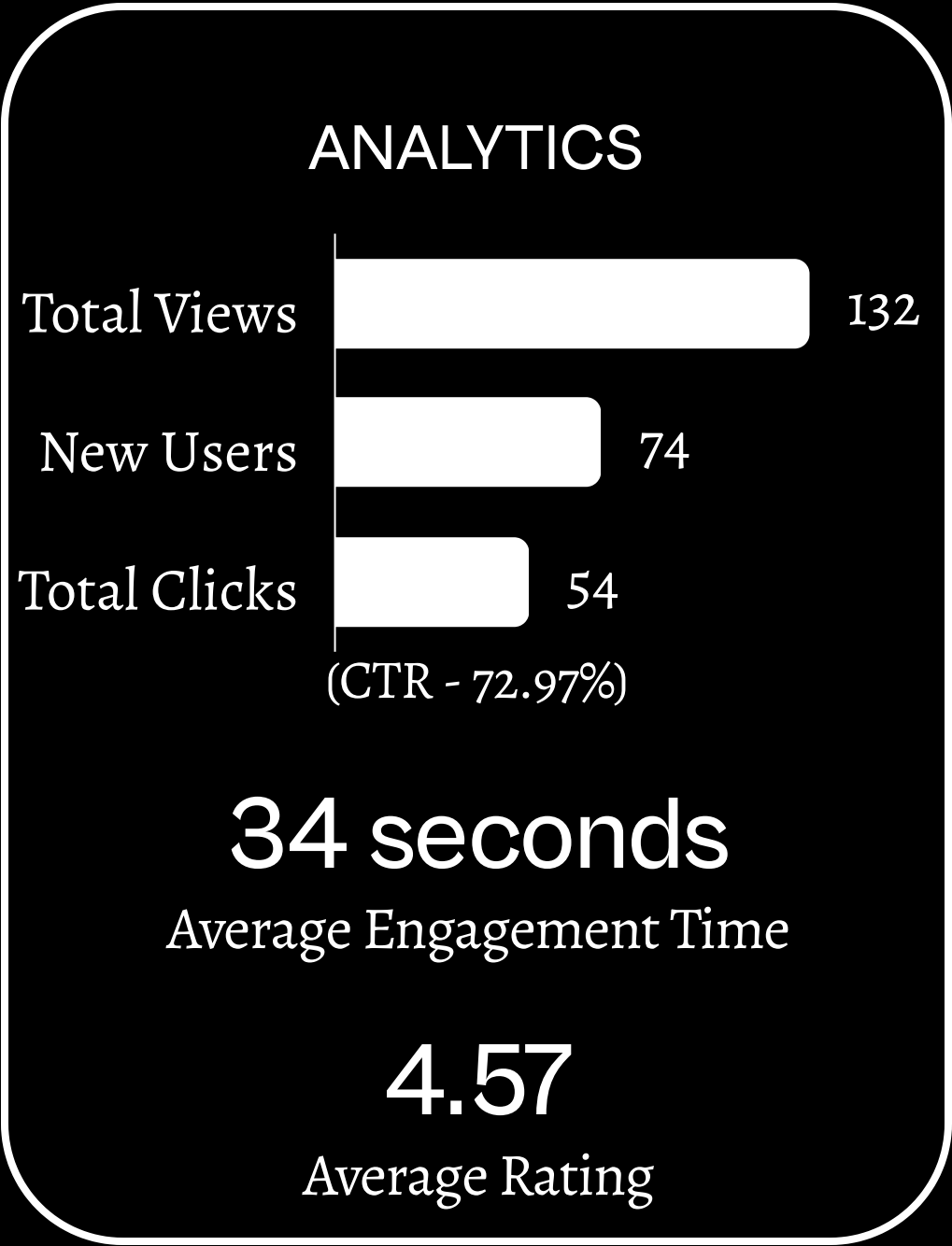| Parameter (Weight/10)	Hotstar MagicWand	Hotstar Clubhouse	Hotstar Minimal
Steps saved in choosing (10)	3 *(user will still have to choose filters before choosing a title)*	5 *(allows user to quickly choose from a smaller list of titles)*	3 *(user will have to make multiple selections to personalise content)*
Engagement (9)	4 *(user has to interact with feature on every use)*	5 *(provides a social angle to an otherwise isolated experience)*	2 *(user might not engage regularly with feature after first setup)*
Engineering effort (7)	2 *(minimal effort is required to build this feature)*	3 *(effort to build this feature is medium high)*	2 *(minimal effort is required to build this feature)*
Ease of use (5)	5 *(user has to make minimal effort in selecting between 2 options)*	3 *(user has to make an initial one time effort to join a club)*	4 *(user has to make some effort to personalise filters)*
Total Weighted Score	**105**	**131**	**75**

Reasons to reject other options:
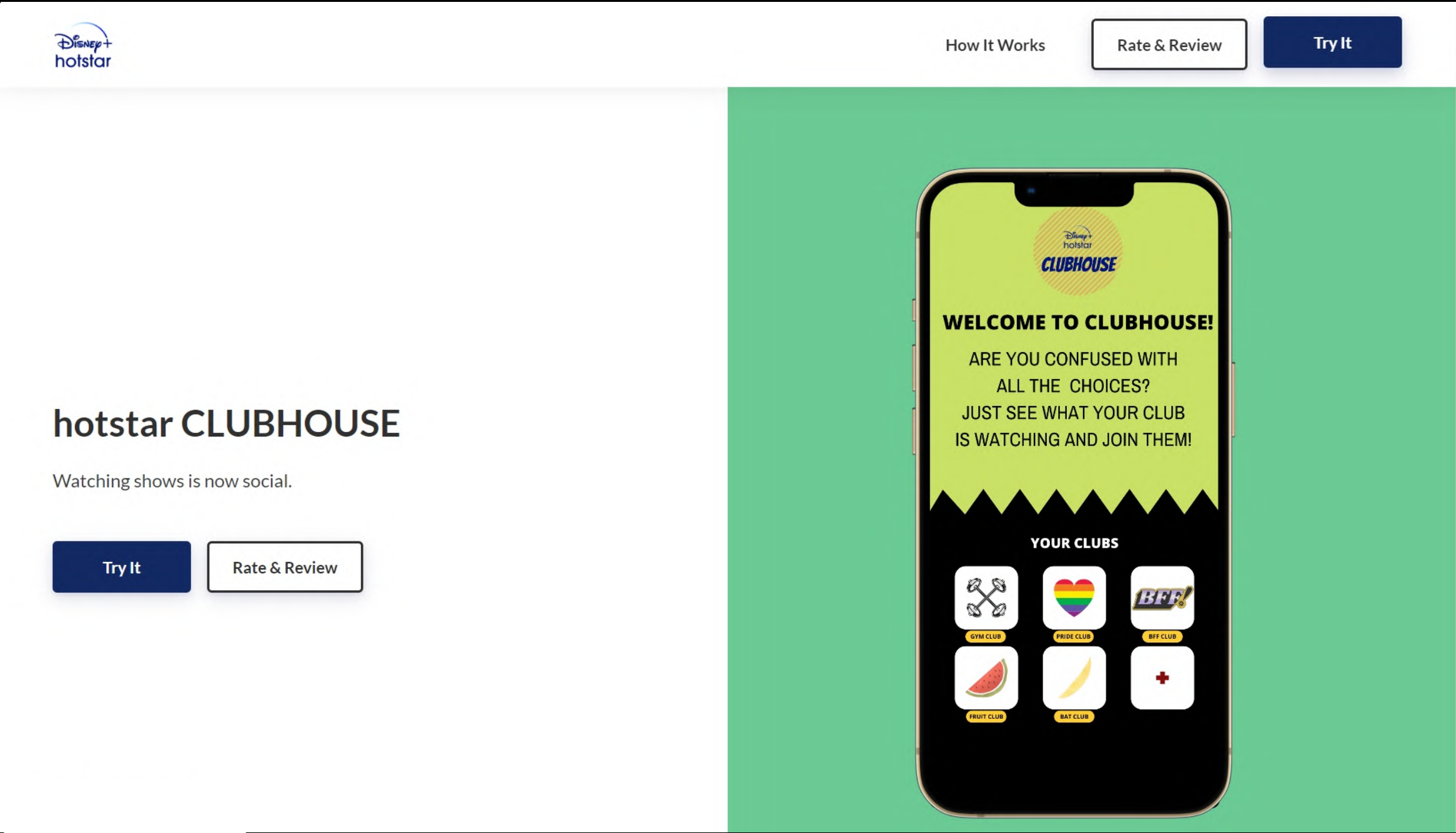
MagicWand might appeal to only a particular user type - one which is exploratory and experimentative. Others, who have a few genres they always prefer, might not enjoy random suggestion.

Minimal might provide users with a very exhaustive list of titles. They may not continue to watch on Hotstar once the list is finished, reducing long-term stickiness.

Pitch generation

Hotstar Clubhouse - User Journey

Home Page

Club Page

Create/Join Club

Select Title

To Join Club
User has to either enter the link of the club or simply click on the link shared with them

Future Scope:
A **Watchparty** feature can be added which will encourage users to watch a title together with their club members and provide an option to chat real-time, thus increasing time spent on the platform and increasing user engagement.

User clicks on banner to enter Clubhouse

User can create/join a club or enter a club they have already joined

To Create Club
User has to enter a name and then share the club with their social circle inviting them to join

Once user enters a club, they can select any title and start watching

Landing Page

ANALYTICS

Total Views — 132
New Users — 74
Total Clicks — 54
(CTR - 72.97%)

34 seconds
Average Engagement Time

4.57
Average Rating

Landing page link - https://hotstar-clubhouse.unicornplatform.page/

Metrics

Awareness	% of impressions on users $= \dfrac{\text{\# of users who click on Clubhouse banner}}{\text{total active Hotstar users}} \times 100$
Adoption	% of all active users who have joined atleast 1 club
Engagement	% of active Clubhouse users who are watching atleast 1 title through a club in 1 month Average # of clubs joined per active Clubhouse user in 1 month Total # of clubs created per month
Retention	Retention rate - # of users who watch atleast 1 title though Clubhouse across 6 months Repeat rate - # of titles watched per active Clubhouse user in 1 month
Revenue	# of free users buying subscriptions through a club
Focus Metric	Average # of new titles watched by a Clubhouse user in 1 month

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Potential Pitfalls

Implications

Solutions

User may join too many clubs and get confused again over choosing a title	As a result, paradox of choice may prevail again	User can select a fixed number of 'favourite clubs'. This list can be edited at user's discretion
Users may choose to watch only free titles	This may result in a loss of revenue for Hotstar as users may not buy any subscription	Users can be allowed to see only a limited number of titles in any club without buying a paid plan
Repetition of titles in multiple clubs could make the feature taxing for a user	Engagement with the feature may decrease and could possibly increase overall drop-off rate for Hotstar	Provide a recommendation engine which surfaces the least watched titles across all clubs a user has joined
User may have privacy concerns and not want to share everything they are watching	Engagement with the feature may decrease and could possibly increase overall drop-off rate for Hotstar	Provide user with an option to remove selective titles being shared in a club

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