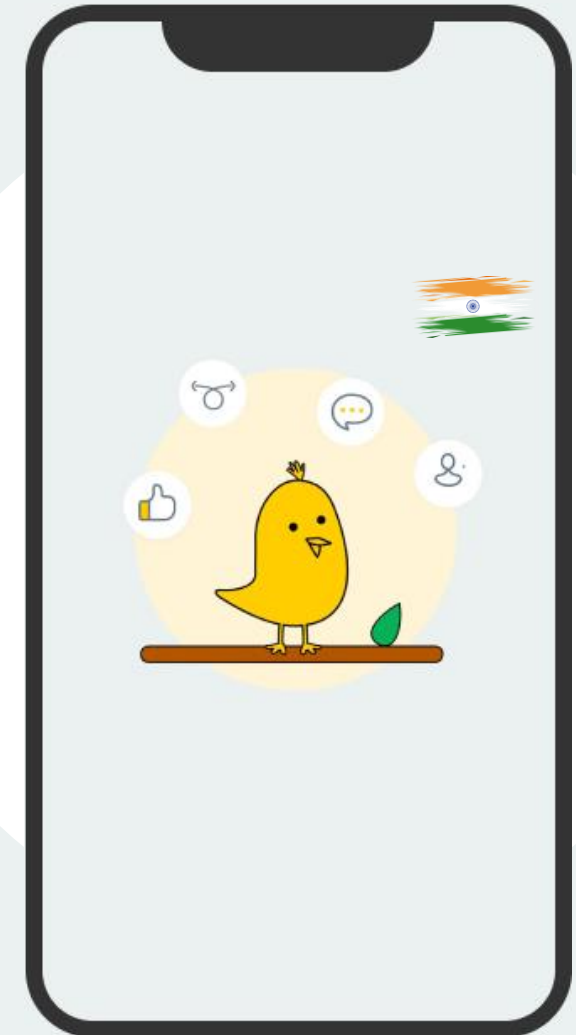


Koo: Connect with Indians in Indian Languages



India's Aatma Nirbhar App





ABOUT



- Koo is an **Indian micro-blogging platform** app built for Indians to share their views in their **mother tongue** and have meaningful discussions.
- It empowers people to express their thoughts in Indian languages with a strong knit local Indian community.
- Many prominent personalities like Sadhguru, Ravi Shankar Prasad, Anil Kumble, Javagal Srinath etc use Koo to express themselves everyday



Crossed 3M users



4.7 star rating in Google Play store (with 85k reviews)



Announced as Aatma Nirbhar App by Government of India

COMPETITORS



GOALS

- Improve upon **DAU/ MAU** Ratio
An indication for Engagement/stickiness to platform

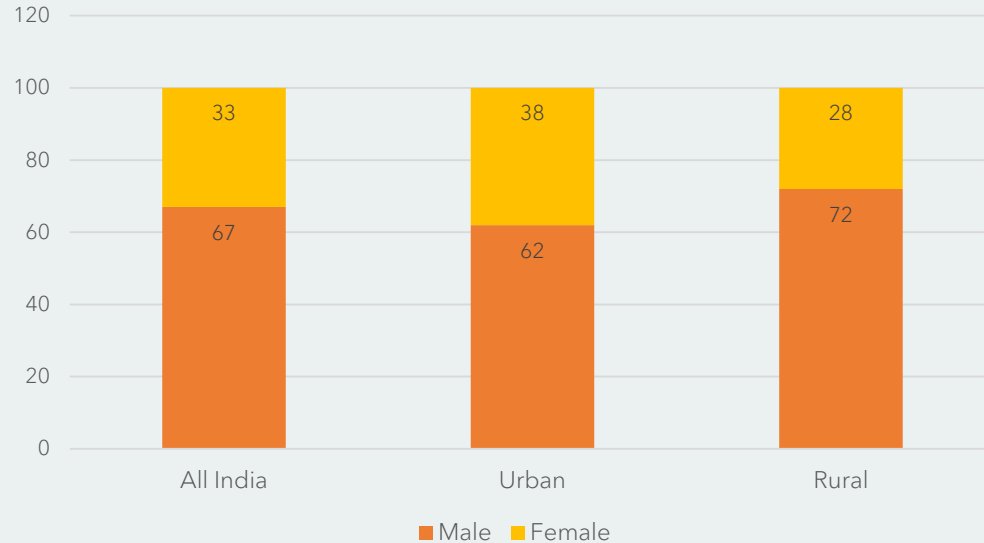
Metrics to be focused

- App bounce rates
- Session periods
- Number of clicks in a session
- Number of Koo's created

Social media usage in India based on demographics and age



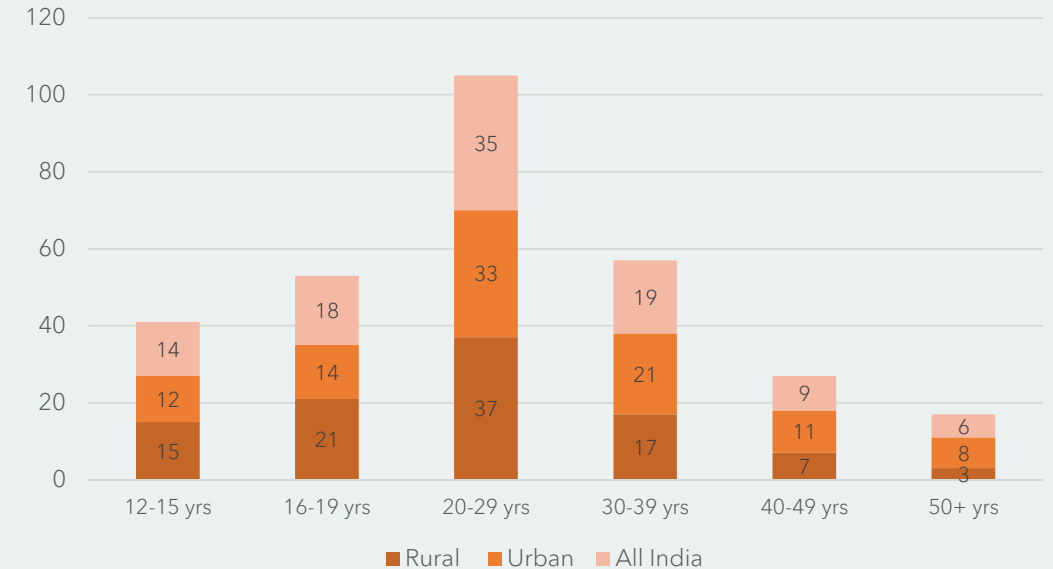
Gender distribution in internet users in %



Facts:

- **290 million** active social media users in India access social networks through their mobile devices
- Two-thirds of Internet users in India are in the age group of **12-29 years**.
- Millennials and Gen Z are the main contributors for social media usage in India. **52.3 %** of social media results come from millennials. **28.4 %** of social media conversations are from Gen Z

Age Distribution in internet users in %



Focus:

- **67%** of social media usage population are males in India, with the same ratio in urban and rural areas
- **Top three** age groups in internet users are in range of **16** and **39** years. They constitute **71%** of whole population
- Only one third of total internet users in India are females

USER PERSONAS



Ritviz Desai
34 | PM at Razorpay

- ✓ Uses social media during office hours to know trending news around him
- ✓ And koos his opinion on that topic
- But he believes he see a lot of memes, biased opinions and non relatable koos in between before knowing actual news



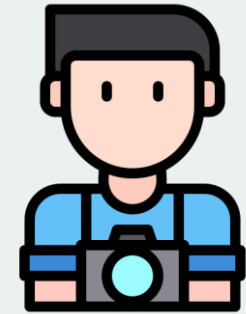
Akshay Jain
20 | Student, IIT Bombay

- ✓ Idolizes Kunal Shah, inspires from Virat Kohli, true fan of RCB cricket team.
- ✓ Follows frequently kooing people and celebrities, checks koos of Kunal Shah, several successful entrepreneurs and RCB team koos
- Sees several bunch of koos in his feed whenever he opens the app and shut's down instead



Nilisha Mitra
24 | Chartered Accountant

- ✓ Uses koo app for entertainment, comments on celebs posts, creates memes and koos on trending hashtags, mostly koos on political issues
- Has to navigate a lot to know what's happening under multiple hashtags
- Has to undertake multiple steps to mention his friend under a post.



Manikanta Dhanthala
19 | Owner of Photo studio

- ✓ Halted his studies after class 12th and set up his very own photo studio
- ✓ Passionate about movies, follower of several Tollywood and Kollywood heroes.
- ✓ Uses koo app to know updates about upcoming movies in industry and also for general entertainment
- He gets different context koos under same hashtags and feels like koos were uncategorized

VALUE PROPOSITION CANVAS

PRODUCT

Benefits:

- Empowers people to express their thoughts and have meaningful discussions in Indian languages
- Engage social network with noteworthy links, photos and videos
- Allows find interesting people or build a following of people who are interested in same thing

Features:

- Engages users kooing with hashtags
- Creates koos to share their opinions on contemporary issues
- Aids in following cricketers, favourite stars, role models, etc.
- Access to influential government bodies for fast updates
- Instant messaging to to speak directly to influencers or friends alike

Experiences:

- Kooing helps to get different opinions from different people all over the country
- Elevates ongoing issues in the country
- Engage with others creating meme materials
- Helps to DM or connect with friends and like minded people
- Fast news updates from official accounts

Updated new Experiences:

- Enables sensible opinions from famous personalities over ongoing issue/s (under a trending hashtag)
- Enhances user's experience in home feed
- Easy social networking with friends
- Mitigating steps to navigate through trending hashtags

CUSTOMER

Wants :

- I shall able to express my opinion in my known language
- Able to message friends personally or go viral with koos
- Able to get updated news from news channels
- Able to market my Youtube channels, written blogs, my courses, etc.
- Engage with friends through koos

Needs :

- Connecting with official government bodies to express their opinions
- Able to create koos by typing and audio recognition
- Ease in engaging with friends
- Able to see official statements, Press releases from official accounts

Fears :

- Delay in response of CTAs
- Multiple clicks to get the gist of the ongoing issue.
- Lot much navigation in the app to go through all the hashtags



SOLUTION 1

Hashtag Information

Feature 1: Providing information related to trending hashtag with it helps user to know why it is trending, more specifically providing details-

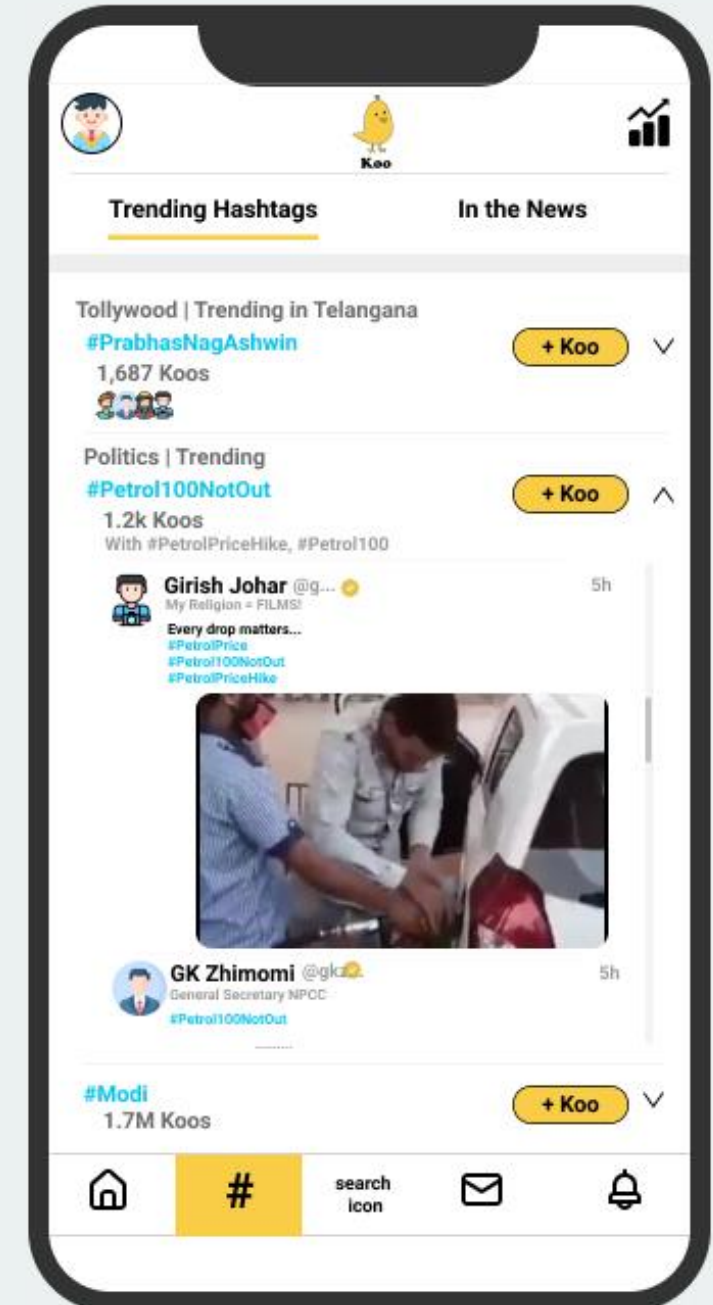
1. Count of koos with hashtag
2. Hashtags which are kooed with the popular one's
3. Categorization of hashtag with respect to issue or news like music, politics, movies, cricket, sports, football, etc.
4. List of some popular koos under same hashtag with navigation pane

User Value Proposition :

Addendum features help users to know more about the issue, looking at koos would help them to know depth of the issue, second or third ranked hashtags would help users know related news; scrolling bar under the hashtag would help to see more popular koos and their opinions, which ultimately makes navigation easier.

Success Metrics :

- Number of clicks on CTA(Trending Hashtags)
- Number of sessions (if session = 2 mins)
- Session time period under CTA(Trending Hashtags)
- Number of clicks on hashtag
- Number of koos created from 'Trending Hashtags' page
- 1-day, 2-day, 4-day, 7-day users creating koos from 'Trending Hashtags' page



SOLUTION 2

Optimizing Home Feed

Feature 2 : Showing count of new koos(+4 Koos ↑) created by the person you're following after user's previous session. This number is shown in every koo in the home feed.

User Value Proposition: This would make user to engage more in the feed by looking at the count. Instead of showing them bunch of koos at a time, showing them count of koos of each person would make user to scroll through the home feed page

Success Metrics:

- Bounce rates
- Number of sessions
- Session period under 'Feed' page
- Number of reactions, re-koos, comments in 'Feed' page in the first and second session

Feature 2 : Recommending friends or mutual followers to the person in a koo
Recommendation to be based on

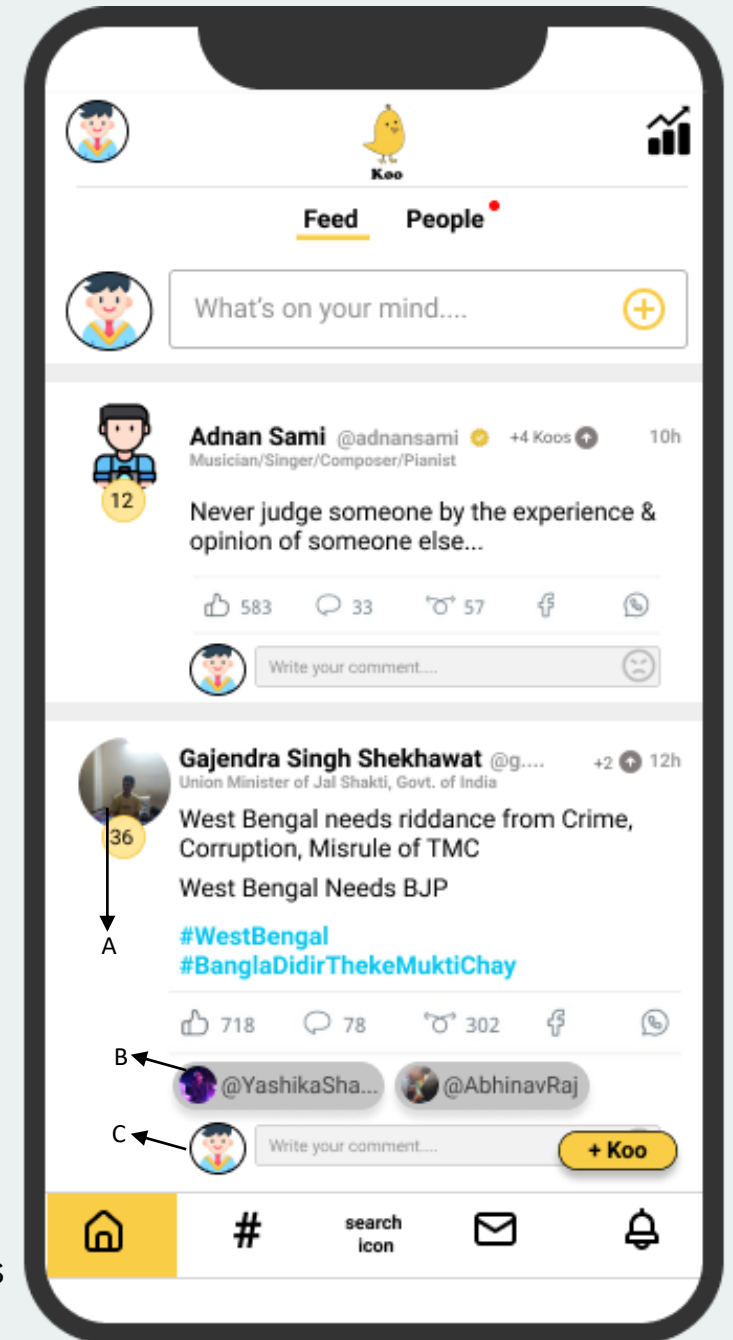
- Frequent mentions of 'B' by 'C' in koos
- Ensuring difference in followers of B and C is less than 5K
- 'B' and 'C' should be mutual follower of 'A'

User Value Proposition:

This would increase social networking with friends, creates engagement with like minded people, and mitigates friction in kooing and commenting

Success Metrics:

- Number of mentions of B's in koos
- Ratio of number of 'B' mentions and total B's recommended
- 1-day, 2-day or 4-day gap mentions in a koo



SOLUTION 3

'Memes' page

Feature 4 : Creating a CTA button 'Memes' in the home page, where users able to enjoy memes under same feed.

Koo would be considered in this page

- when user mentions hashtag consisting of keyword 'meme'; Example: #memes, #funnymemes, #memeworld, #memekajalwa
- Created in last 48 hrs
- Prioritised based on the trending hashtags mentioned with the koo

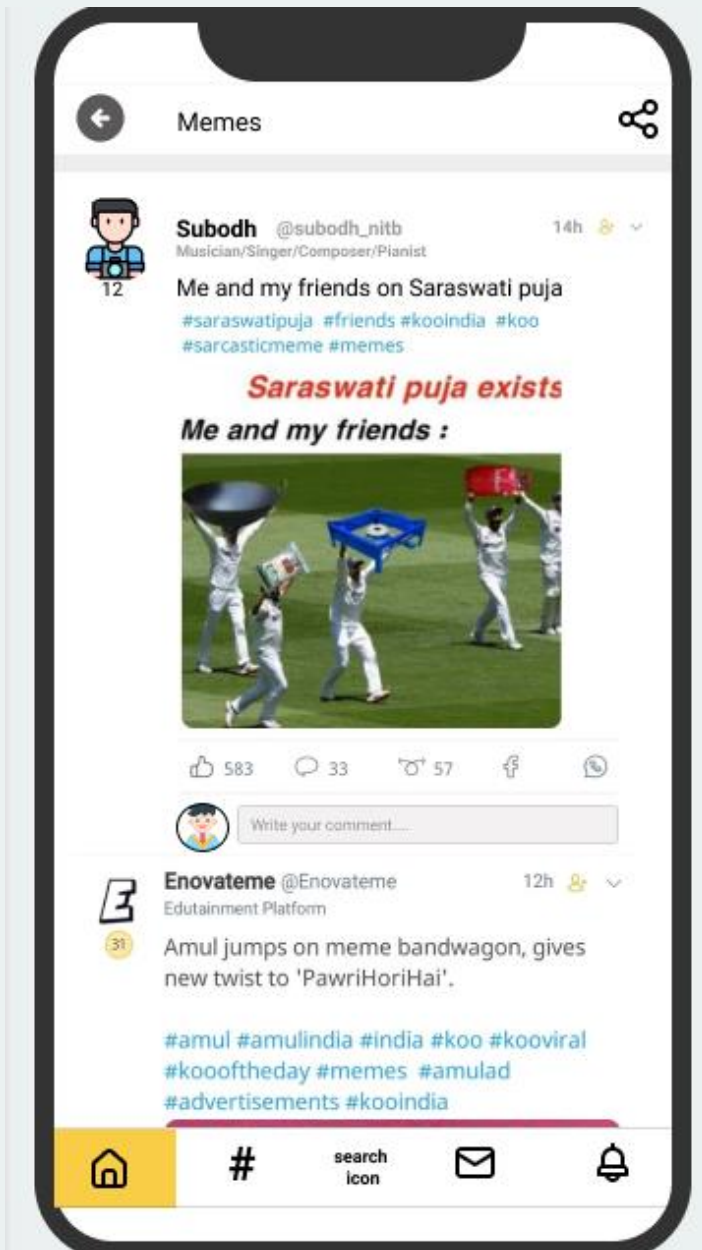
User Value Proposition :

This page makes user enjoy latest memes, get exposure to more meme material and brings back user's to this page in short intervals.

This makes users to understand contemporary issues or news in different way

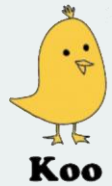
Success Metrics:

- Number of clicks on 'Memes' CTA button
- Bounce rates of 'Memes' page
- Number of sessions
- Session time period in 'Memes' page
- Number of reactions, re-koos, comments, facebook and whatsapp shares
- 1-day, 2-day gap 'Memes' page users



By Alsatwar Sravan Kumar published 21st Feb, 2021

Android | Social- Media | Business



Koo bird chirps with extra new features in its app

Koo, The microblogging site was co-founded by entrepreneurs Aprameya Radhakrishna and Mayank Bidwatka. While the app was launched in early 2020, its participation and the subsequent winning of the government's Aatmanirbhar App Innovation Challenge brought it under the limelight. Now Koo has come up with extra new features to engage more number of users in their app.

Koo has incorporated 'meme' CTA in its app, where meme material is shared and encourages other user's to create more memes. In addition, they have also made changes in presenting trending hashtags in app which ease user to navigate in the app. Moreover, Koo app makes a complete social networking site, enjoying connecting with others. Koo CEO, Aprameya believes that added features would help in retaining their customers on the daily basis. Now, Koo app has released its updated version and its all set to gain more number of users and make our India as 'AatmaNirbhar'.



Thank you!

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