



PM SCHOOL

Weekend Challenge #34

You've joined as a PM at Koo. Koo is an India-first micro-blogging platform. Recently, Koo has been seeing a surge in interest due to various reasons. Here's more for reference - <https://indianexpress.com/article/explained/koo-app-features-twitter-explained-7182422/>

Please download and use [Koo from Play Store](#) keeping in mind the target audience.

Engagement/Retention:

Koo has been seeing an increase in DAU but now wants to improve upon the DAU/MAU ratio, an indication of engagement/stickiness for any social platform. Suggest 3 Product solutions for the same. Consider the following :-

- How would you market the value proposition to a user of Koo?
- How would you design it to increase the engagement? (Keep India/Bharat users in mind while designing. Balsamiq, Figma wireframe preferred)
- What are the key metrics you'd measure for both the features?
- Write a blog post announcing the launch of your Product solutions.

For the above, please state any assumptions you make.

Please submit the assignment to this mail id pmschoolx@gmail.com by 21st February 12 pm (Sunday)

Please note that this is a hypothetical problem statement and not sponsored by Koo.

Alert: Chance for a mock interview with one of our mentors. (Top Assignment)