



Introducing: Stitcher User Profiles

Alison Chow, Industrial Engineering @ University of Toronto

Our Tasks with Assumptions



Increase **user interaction + social experience** across Stitcher's mobile platforms for current users



Build and test a feature to gauge success and user satisfaction

Goals



Encourage users to
interact with their
friends and channels
directly on Stitcher

Goals



Encourage users to interact with their friends and channels directly on Stitcher

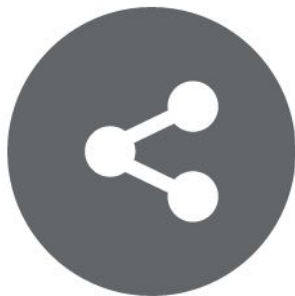


Increase video **sharing and views** to maximize revenue and popularity

Goals



Encourage users to interact with their friends and channels directly on Stitcher



Increase video sharing and views to maximize revenue and popularity



Grow and retain current 16 million monthly users

Target Users



- **Current** Stitcher users with Facebook integration to access friend networks
- With no access to information on Stitcher demographics, we will assume:
 - Aged 18 - 65 years old
 - Localization (Language, Country)



Potential Features

Idea	Description	Priority
Stitcher User Profiles	Create a user profile with saved podcasts and playlists.	HIGH: Allows Stitcher users to connect to friends; can integrate with Facebook.
Social Newsfeed Tab	See your friends' playlists and shared podcasts.	MEDIUM: Good to integrate users on the homepage, but requires user profiles first.
Messaging Platform	Message and share podcasts directly on Stitcher to your friends.	LOW: Low potential in dedicated usage because of competing messaging apps, such as Facebook Messenger.
Who's Listening?	See what your friends are listening to live.	LOW: Most Stitcher users are offline; this should be a next step after a main feature.

Feature Selected

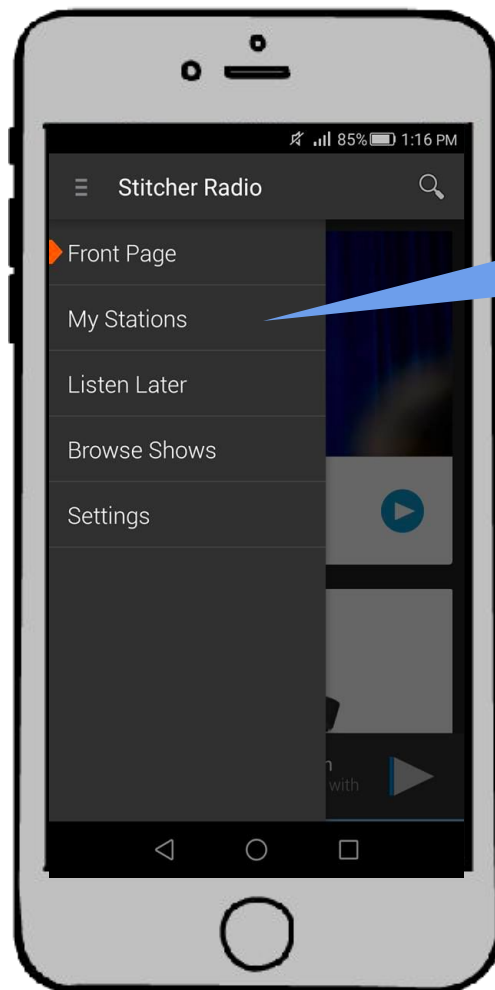
Idea	Description	Priority
Stitcher User Profiles	Create a user profile with saved podcasts and playlists.	HIGH: Allows Stitcher users to connect to friends; can integrate with Facebook.
Social Newsfeed Tab	See your friends' playlists and shared podcasts.	MEDIUM: Good to integrate users on the homepage, but requires user profiles first.
Messaging Platform	Message and share podcasts directly on Stitcher to your friends.	LOW: Low potential in dedicated usage because of competing messaging apps, such as Facebook Messenger.
Who's Listening?	See what your friends are listening to live.	LOW: Most Stitcher users are offline; this should be a next step after a main feature.



Stitcher User Profiles

- Leverage current Facebook integration to encourage user interaction and improved UX
- Develop the foundation of a user base for a social network on Stitcher
- Create a feature complementary to current tab: “My Stations” for public playlists
- Allow users to “subscribe” to different friend profiles to view their station playlists, recently listened to and favorites

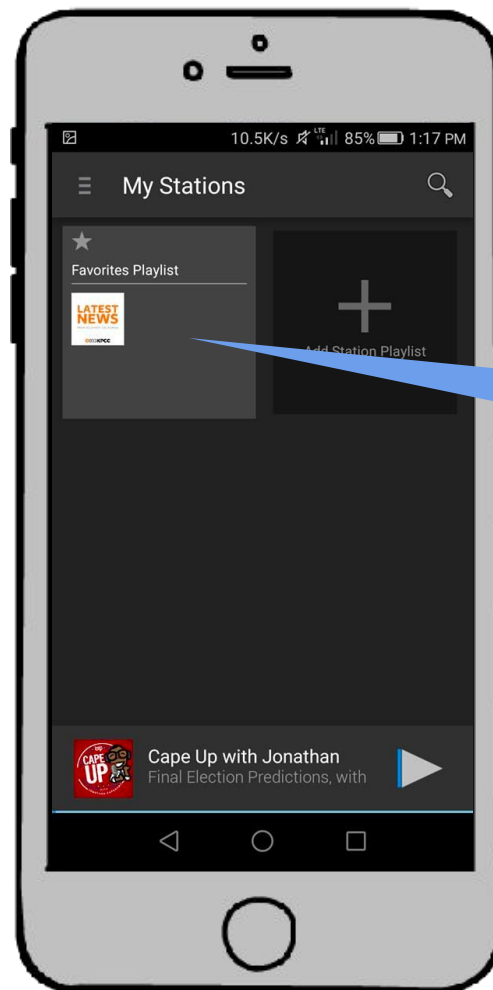
Current Experience



My Stations stores saved user playlists, private to user

Stitcher will now need to distinguish between public and private station playlists.

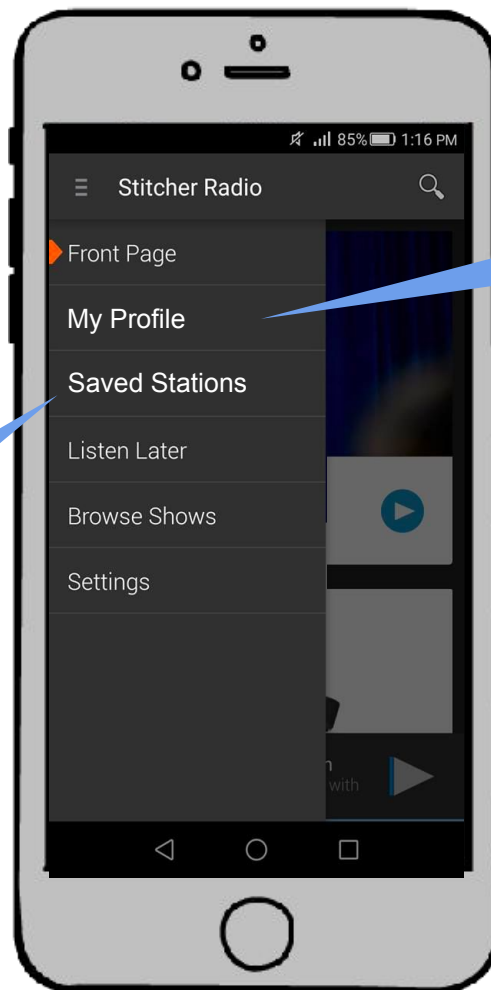
Current Experience



Favorites Playlist is
a default station
playlist

New Sidebar

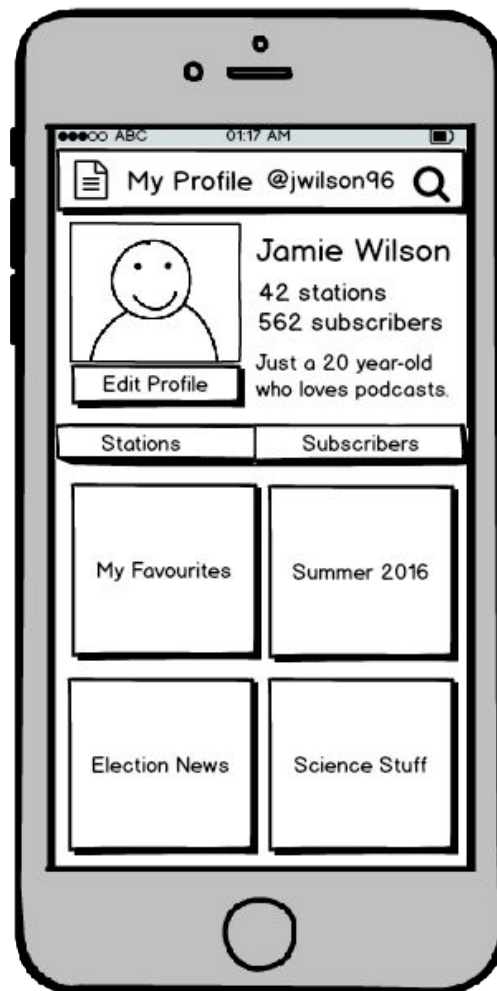
"Saved Stations" will replace My Stations (private and public), renaming will avoid user confusion



"My Profile" to access public user profile

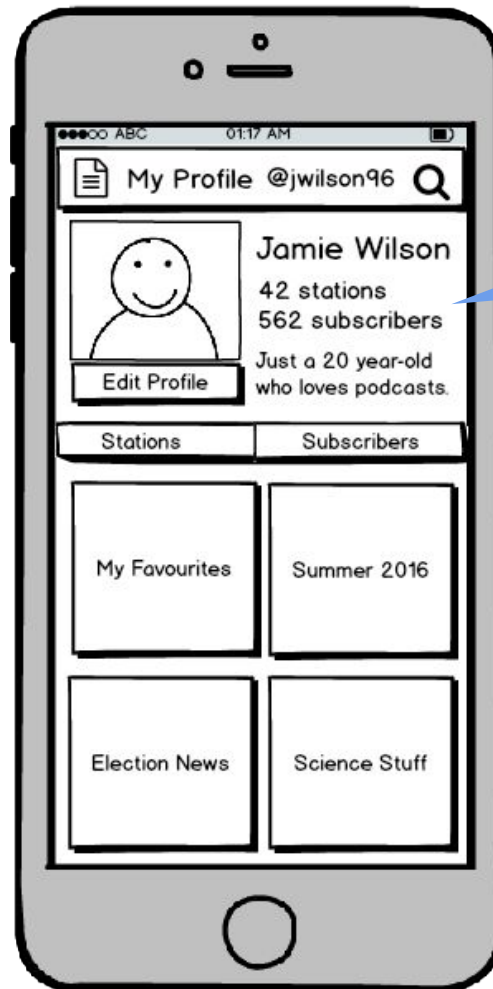
My Profile

Private View



My Profile

Private View

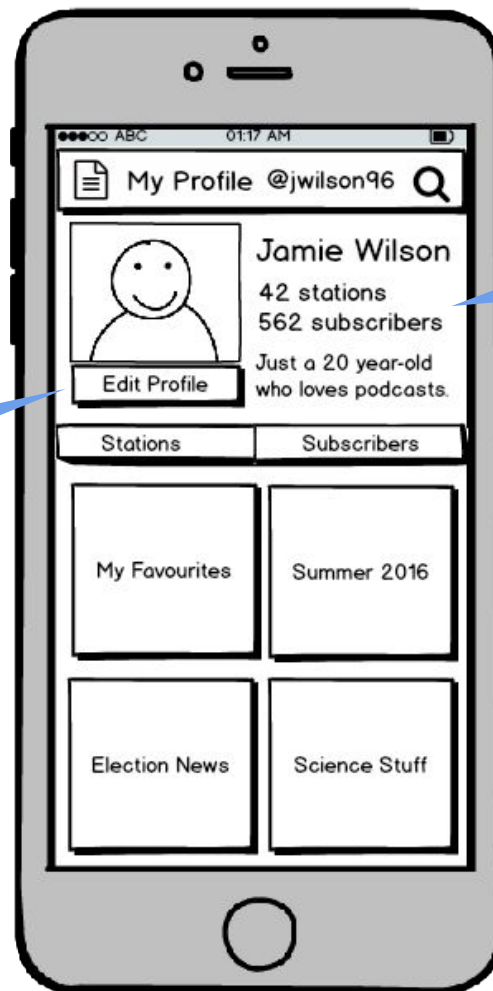


Minimal details about the user add a personal touch

My Profile

Private View

User can edit profile directly from page

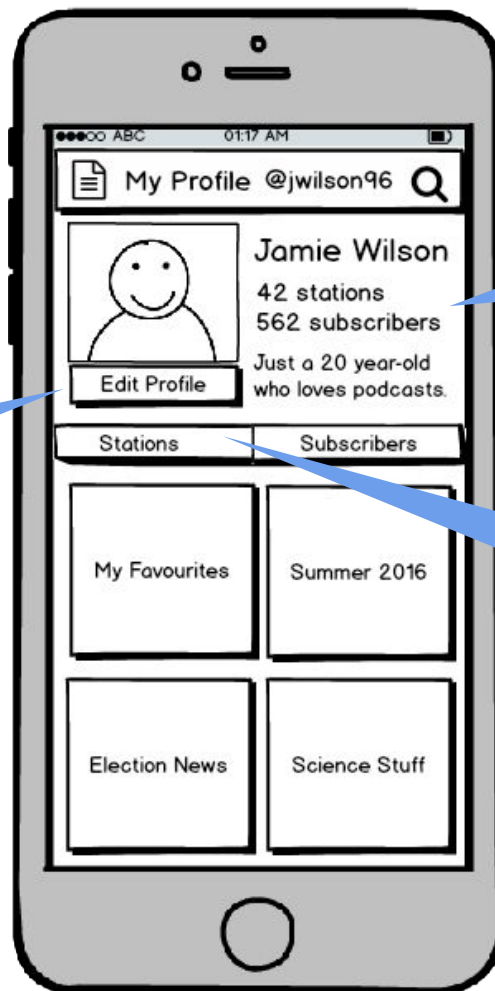


Minimal details about the user add a personal touch

My Profile

Private View

User can edit profile directly from page

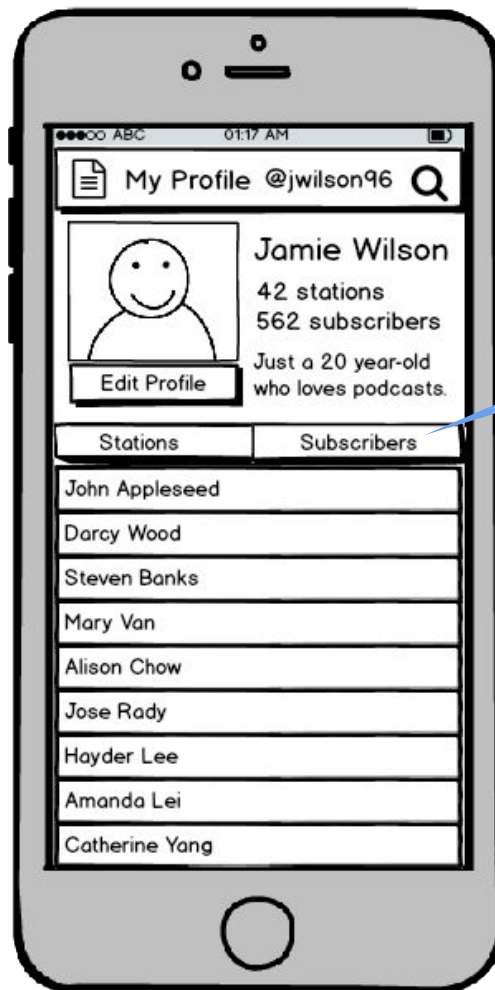


Minimal details about the user add a personal touch

Default is "Stations" tab, this will show the public stations

My Profile

Private View



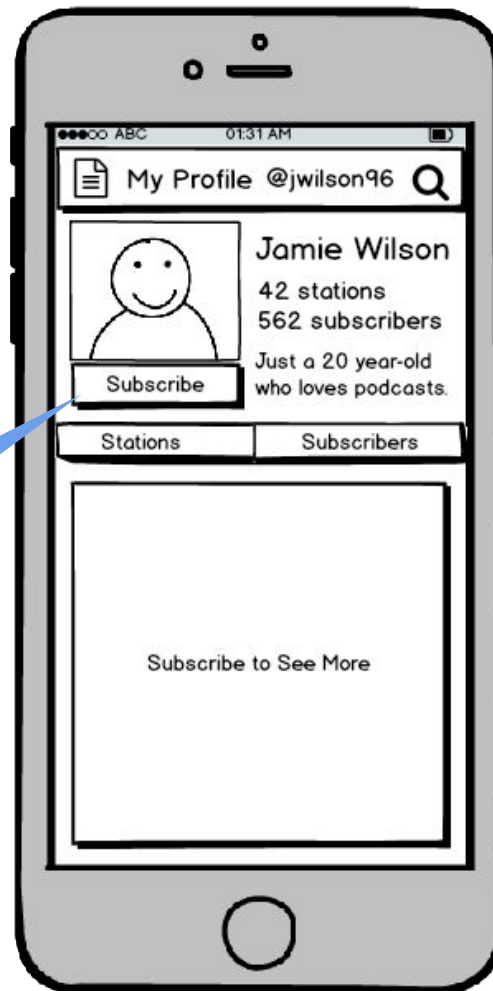
"Subscribers" tab shows the user's subscribers

After feature is released, user will be prompted with the choice during login to "subscribe" to or invite their Facebook friends.

My Profile

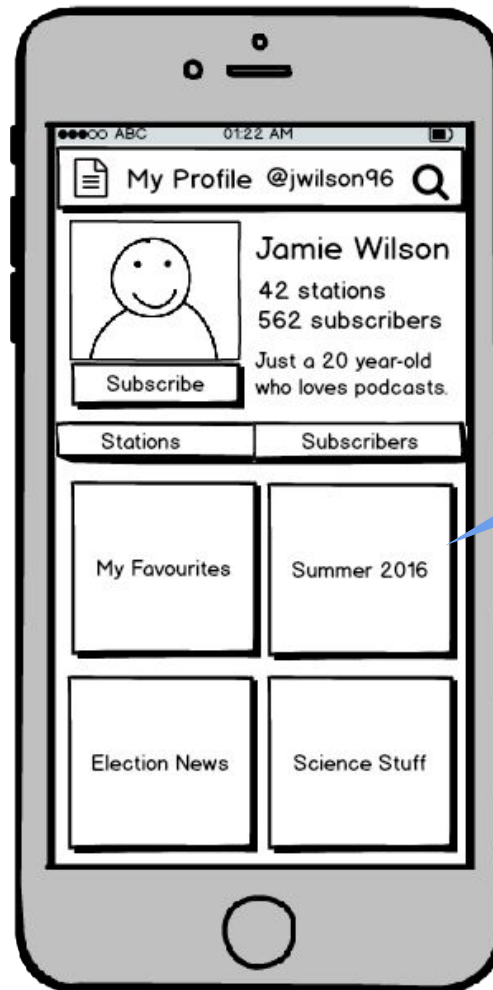
Public View

Stitcher users can
"subscribe" to access
public user station
playlists



My Profile

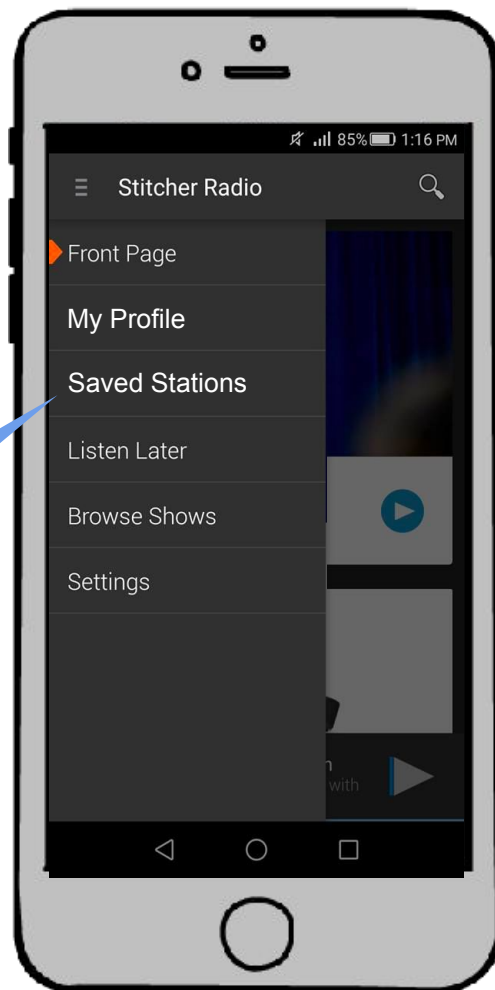
Public View



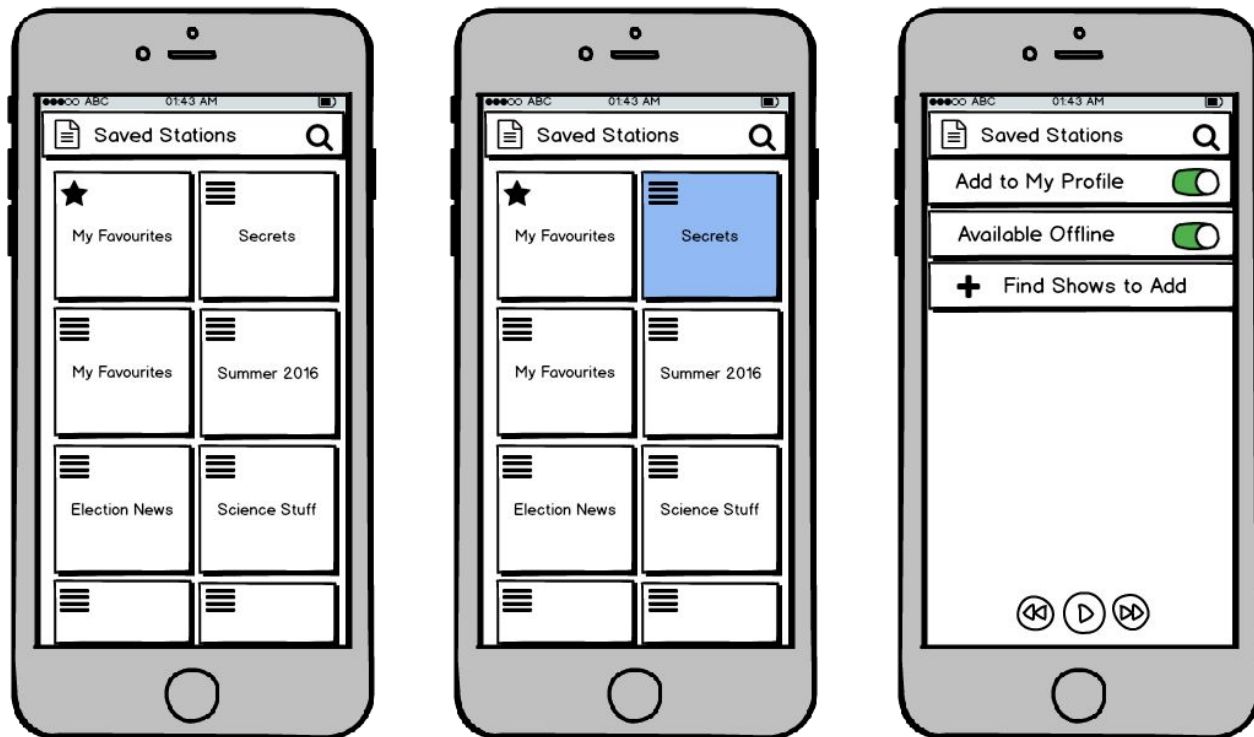
After subscribing, all
playlists can be viewed

New Sidebar

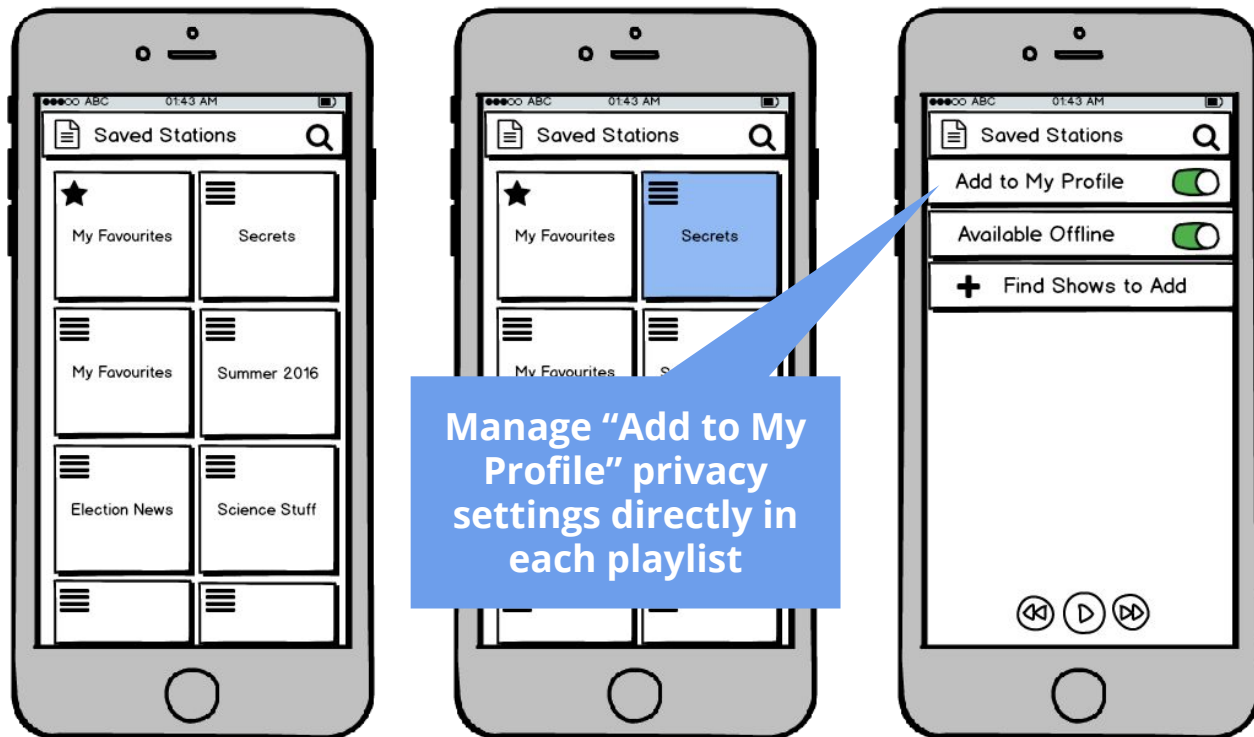
"Saved Stations" will replace My Stations (private and public), renaming will avoid user confusion



Saved Stations



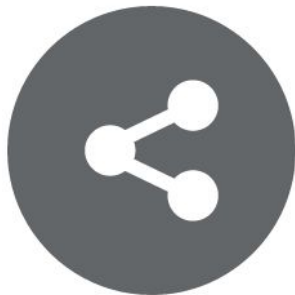
Saved Stations



Original Goals



Encourage users to interact with their friends and channels directly on Stitcher



Increase video sharing and views to maximize revenue and popularity




Grow and retain current 16 million monthly users

Relating Metrics Back to Goals

Goal	Metric	Results
Encourage more user activity for better experience	Total # of Subscribers/User	If users subscribe to more friends, activity on Stitcher increases and users are opting into this new feature.
Sharing of Podcasts	# of Clicks on "Add to My Profile"	If more playlists are added to a profile, visibility of podcasts increase and this can lead to more podcast views/revenue.
Grow User Platform	Total # of <i>Successful</i> * Invites/User	If users invite more friends who proceed with creating an account*, there are more Stitcher users which can lead to more views and activity.

Note: Each metric can be associated with # of ad/podcast views to determine overall revenue after feature implementation.



Tradeoffs and Risks

- Requires time and money for feature implementation and changes to original Stitcher sidebar
- Each playlist now needs additional privacy settings, which may cause user confusion (private/public playlists, blocking user, etc)
- Potential user dissatisfaction with additional features that they would not want to use to share Stitcher activity
- Users are mainly offline; user profile and subscribing require Internet

Next Steps

Record and
analyze success
metrics with
usability testing

Incorporate more
actions: “liking”,
“commenting”,
sharing

Integrate
subscribed user
playlists to “Front
Page” & increase
user discovery

Note: Implementation of feature is not included in next steps.



Thank you!

Alison Chow, Industrial Engineering @ University of Toronto