

A Case Study on **MX TakaTak**



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About MX TakaTak

MX TakaTak is a short video community, made locally by MX Media & Entertainment in India. MX TakaTak offers you real and fun videos that you can watch and share on social media. According to reports, It has garnered around **55-60 million MAU** (Monthly Active Users) and **20-25 million DAU** (Daily Active Users) respectively since its launch. The company competes with the likes of Dailyhunt's Josh and Sharechat's Moj.

User Base

15 - 24 Years	44%
25 - 34 Years	34%
35 - 44 Years	16%
45+ Years	6%



Problem Statement

For the last 1 year, pandemic induced lockdown has boosted the ed-tech space. People are spending more time than ever on consuming entertainment, gaming or education content. We already have a platform with MX TakaTak and have been **planning to get into ed-tech** for a while.



Goal

To leverage **MX TakaTak platform** for Ed-Tech and to plan a minimum of three features along with their launch plan.

User Personas



Nikita Sharma

About Nikita

She is a youtube vlogger and educational content creator. She posts a lot of videos on YouTube shorts. She also uses Mx Taka Tak for entertainment purposes but rarely makes content on this platform.

Pain Points

- Although she is a content creator, she is reluctant from making content and uploading on Mx TakaTak because of overall branding and feel of Mx TakaTak. She feels that Mx Taka Tak is used by people majorly for entertainment purposes hence **she will not get the right audience**
- She tried creating a few educational videos, but **bad reach** demotivated her from putting more content on Mx TakaTak



Golu Rathi

About Golu

Golu is a 10 year old kid, who is in his 4th class and studying in D.A.V School, Punjab. In his free time (when he gets mobile from his parents), he often uses Mx TakaTak to play games.

Pain Points

- In long run he gets bored because of very **less variety of games** and then switches to some other application.
- His parents often **scold him** because he plays a lot of games on his mobile



Aryan Agrawal

About Aryan

Aryan is a college student from BITS Goa. He is always looking for learning opportunities and follows a lot of content creators in educational and entertainment sector.

Pain Points

- Gets **bored** doing long courses online
- **Feels guilty** while using social media applications for long time
- He also feels that number of educational videos are **less**
- He is frequently **distracted** by seeing entertainment videos in the middle of educational videos

Solution #1 : Increasing Educational Videos

Launch will be done in the following stages. With feature 1 being rolled out 1st and 4th at last finally increasing the overall number of educational videos on app.

1

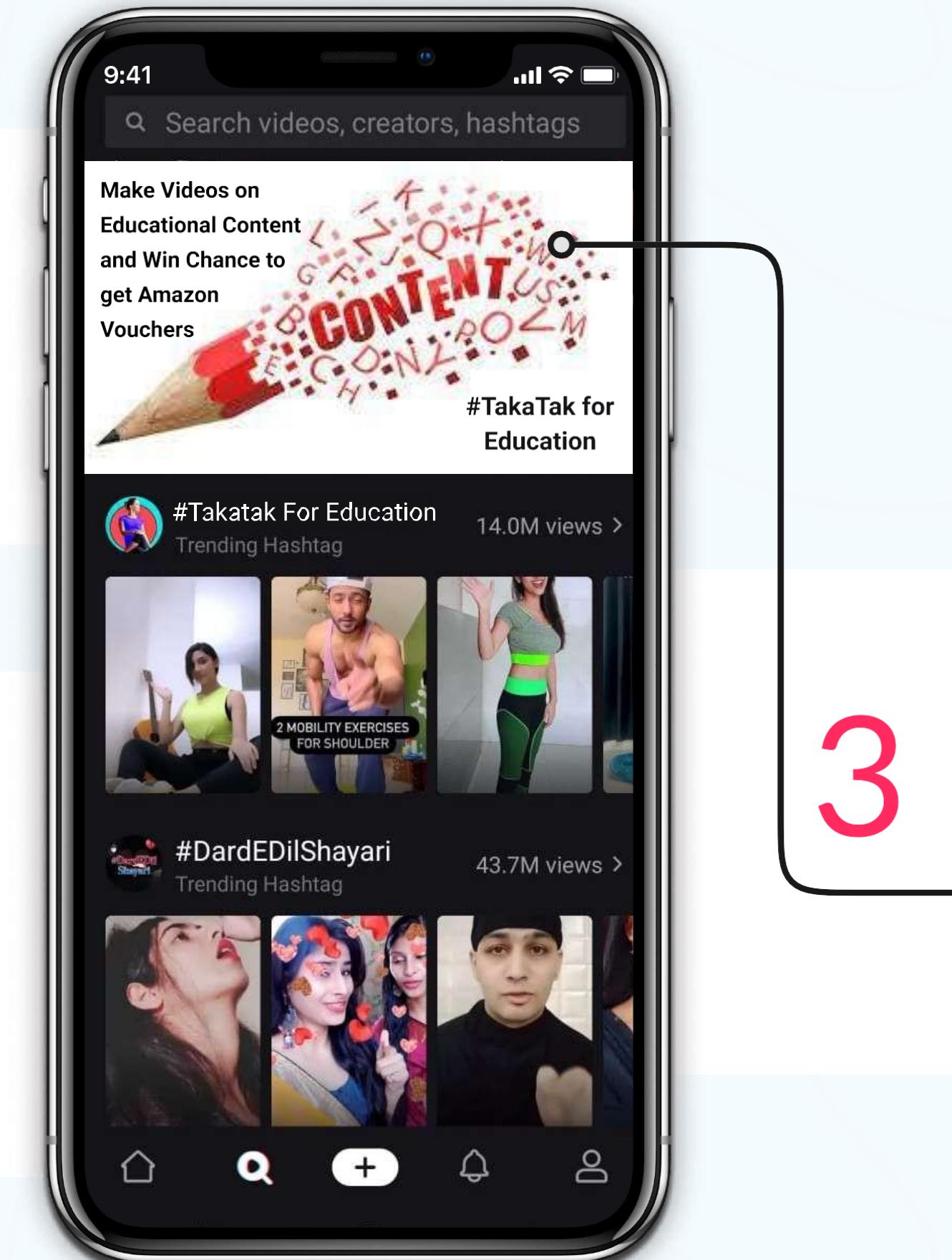
Enhance Feed Algorithm for Educational Videos:

- Improve the algorithm to boost educational content in the video section.
- Before submitting the video, we can ask user to label the content - Entertainment or Educational.

2

Contact educational influencers and bring them to Mx TakaTak

- Onboard famous content creators on MX TakaTak to get quality educational content which users love.
- This will also increase the overall educational content and will inspire existing/budding creators like Ishan to create more content without hesitation.



3

Introduce #TakaTakForEducation challenges in Hashtag Page

- The reward will motivate users to create more content on given hashtag and this way the overall educational content will increase.

Solution #1 : Increasing Educational Videos

Roadmap Ahead : We will add the option to add chapters in our further release ; **Chapters** : A feature which would enable educators to create a small series of short videos on a particular topic. Click on the topic heading and a pop-up will be shown which gives the users a **small introduction** about the topic.



4

Create a different tab for educational videos

- This tab will contain all videos related to Educational Content.
- After launching 1-3, TakaTak will get plenty of videos in educational field. Those videos will be added in a separate tab named Education.

How it works?

- Users can learn concept quickly.
- In initial stage, user will get videos based on previous educational content which user has viewed, but with time algorithm will understand which type of educational content user prefers.
- Based on User's taste, based on other similar users taste (collaborative filtering), algorithm will suggest the best relevant content.
- Some of educational videos will come in entertainment tab as well to bring user to educational tab.

Solution #1 : Metrics Dashboard

North Star Metric: Number of Educational Videos Watched Per User
Number of Educational Videos Made

Content Creation

1. Acquisition

- a. Number of Educational Influencers Onboarded
- b. Number of New Users Onboarded on Education Tab

2. Engagement

- a. Total Number of Videos made in Education field
- b. Average Number of Videos made in Education field per user
- c. Number of Uploads with Given Hashtag

3. Retention

- a. Number of Users who made Educational Video after one Video of Hashtag

Content Consumption

1. Acquisition

- a. Number of Clicks on Education Tab.

2. Engagement

- a. Number of Users who scroll in Education Tab
- b. Average time for which educational videos are watched.
- c. Number of Videos Watched with given hashtag.

3. Retention

- a. Number of Users who leave in first 2 sec of watching Educational Video.
- b. Daily Active Users and Monthly Active Users on Education Tab.

Solution # 2 : Marketplace for Tutors

Create a marketplace for local coaching institutes or tutors. The current nearby section will be modified into two categories : “Top Educators” & “Entertainment”. Institutions and tutors can upload videos from their page to get free advertisement base via MX TakaTak.



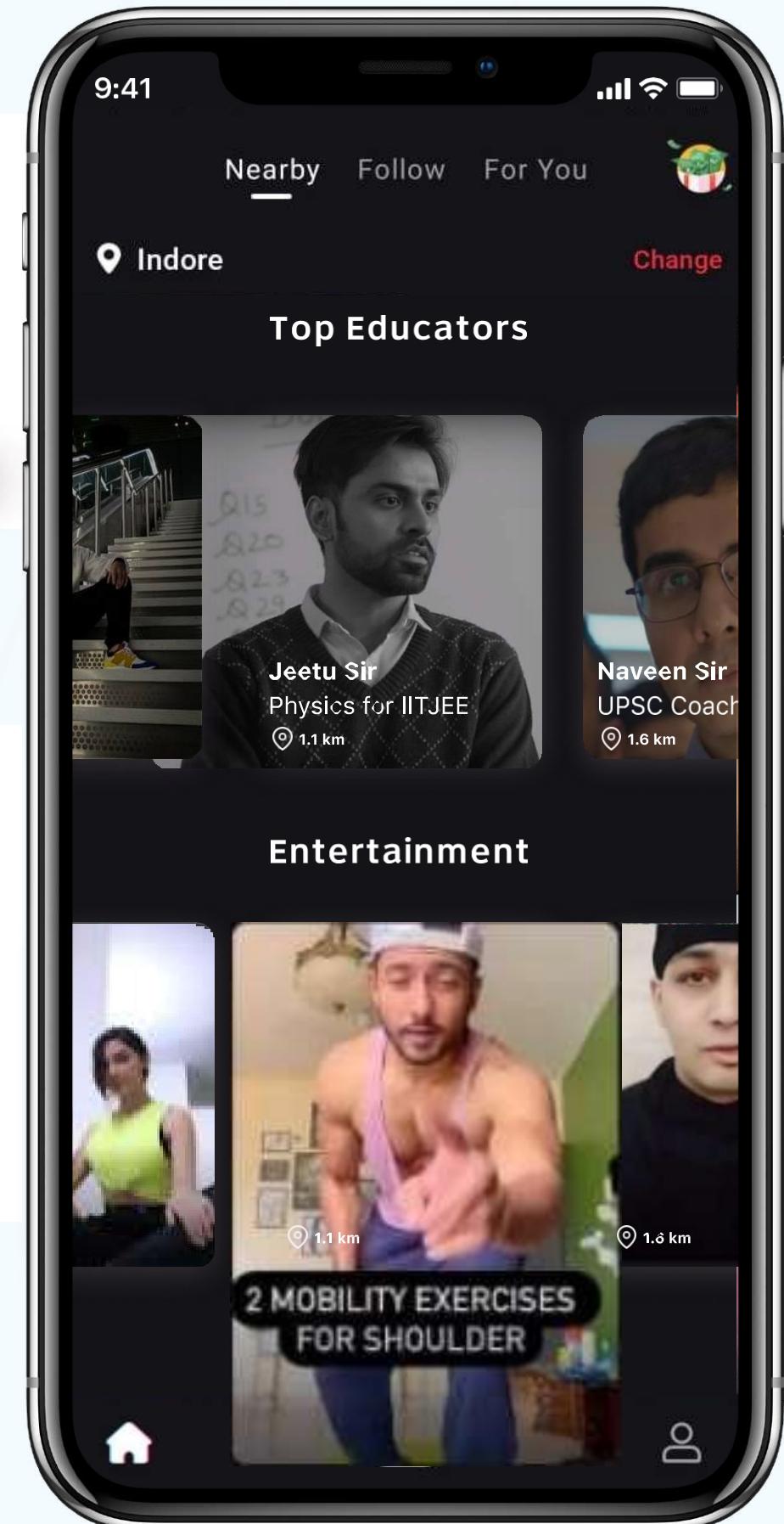
Beneficial for Students

- This will help students to find nearby tutors by judging the content put up the tutor on his channel through Mx Taka Tak



Beneficial for Tutors

- This will give the Tutor a new place to advertise and gain more students
- This will also motivate the Tutor to give more contact details / high quality content to gain maximum students.



How it works?

- Top Contributors in a given area will be shown in Top Educators of Nearby Tab. Distance of their academy/home from user's place will be shown as well.
- The reward will motivate users to create more content on given hashtag and this way the overall educational content will increase.

Solution #2 : Metrics Dashboard

North Star Metric: $\frac{\text{Number of Users who followed atleast 1 top educators from Nearby Page}}{\text{Number of Users who open Nearby Page}}$

Secondary Metrics

1. Acquisition

- a. Number of Users who open Nearby Tab

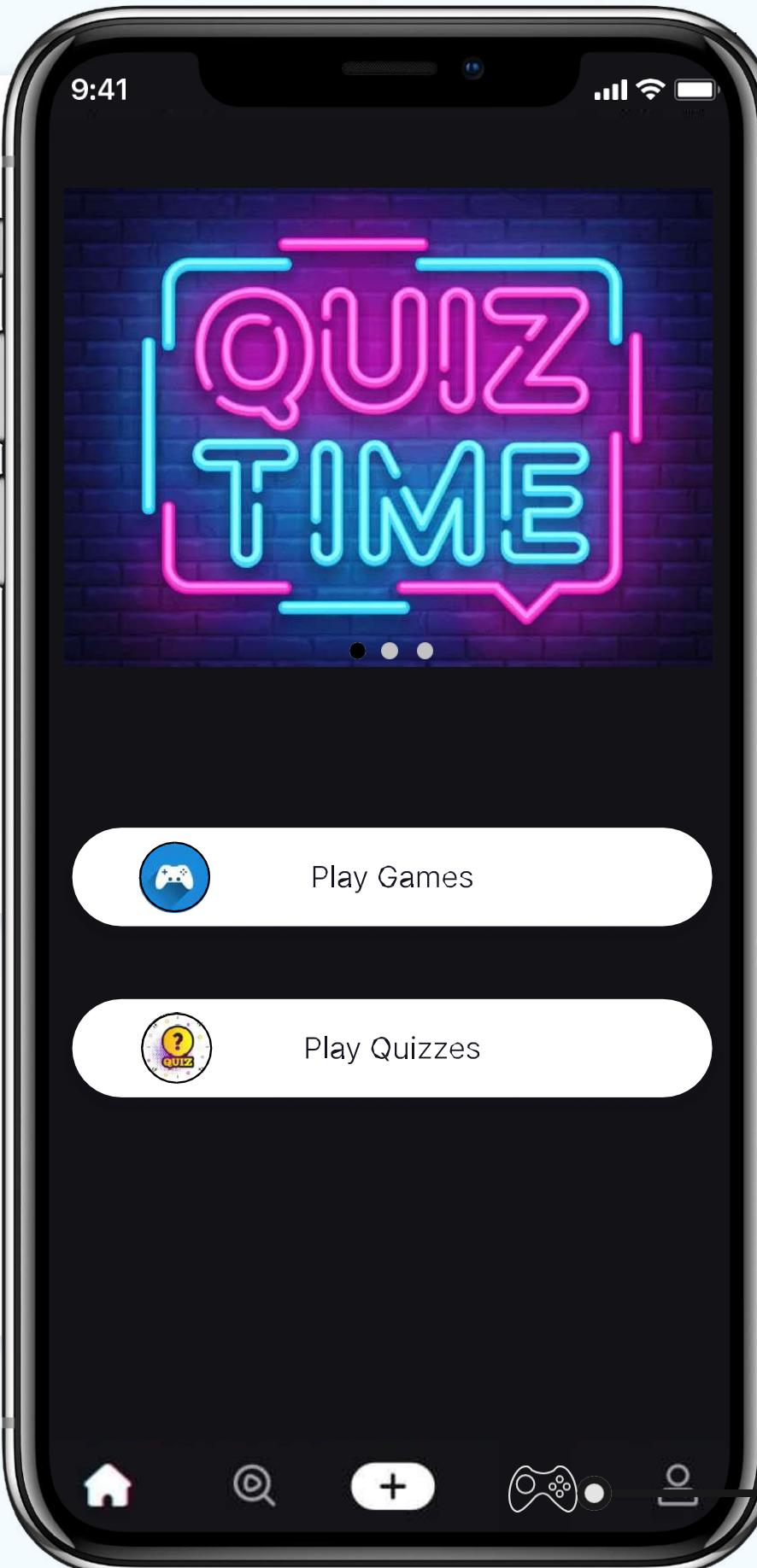
2. Engagement

- a. Number of Users who scroll left/right in Top Educators Tab
- b. Average Number of list of Top Educators a User Gets
- c. Average Number of Times a user opens tutors profile from Nearby from the users who come to Nearby

3. Retention

- a, Users who come to this page Daily
- b. Users who come to this page monthly

Solution # 3 : Fun Zone (Learn while you play)



Introduce the “Fun Zone” CTA in the lower navigation bar to increase visibility.

Create Educational Games related to Mathematics, Match Colors, and other kids games.
Also the visibility of games section will increase and will come in bottom navigation bar.

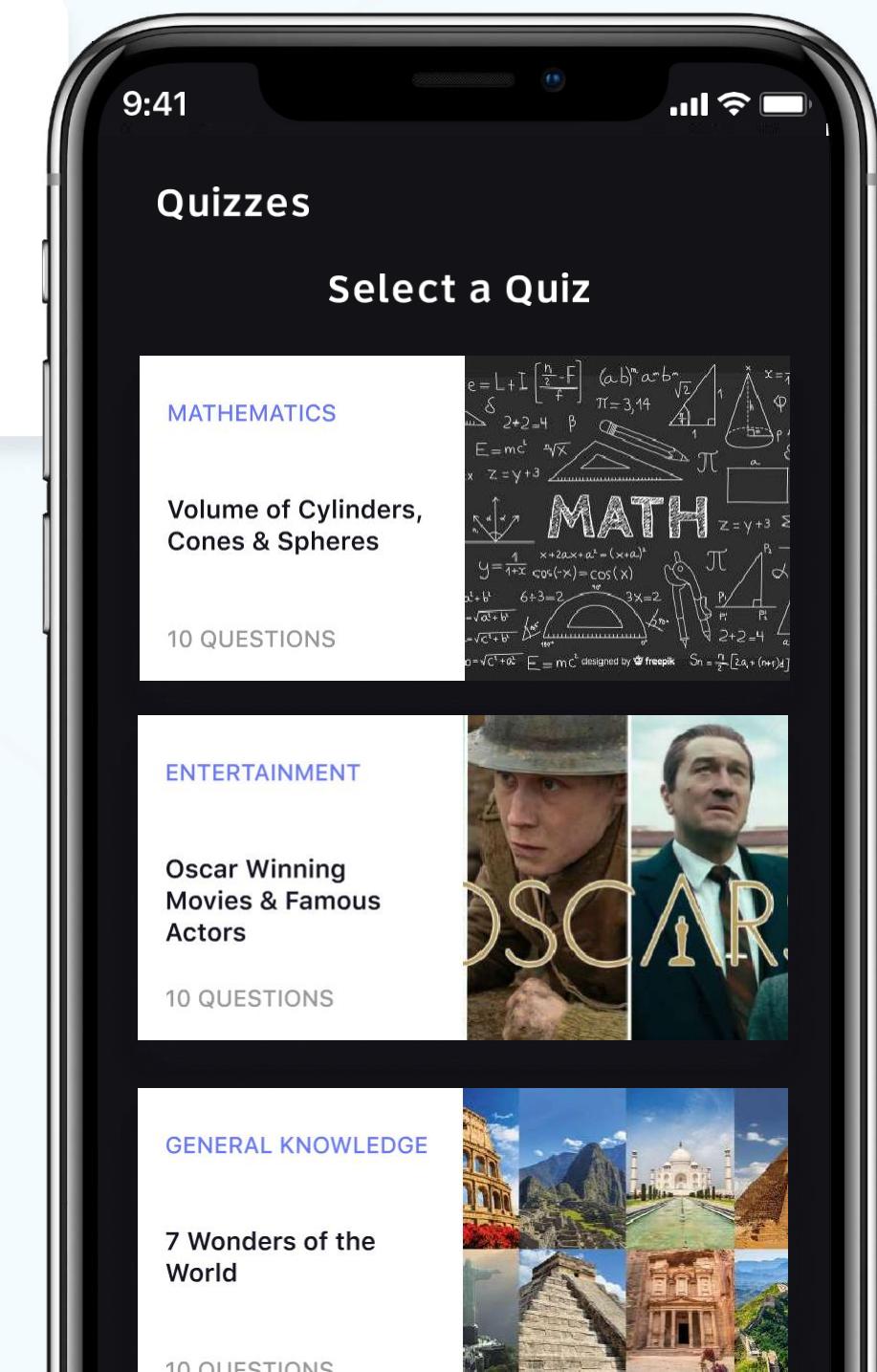
Fun Zone

Create daily quizzes / challenges on educational topics mostly on General Knowledge.

Quizzes



Introduce educational games and quizzes on the platform under Fun Zone Tab.



Solution # 3 : Metrics Dashboard

North Star Metric : Daily Active Users

Secondary Metrics

1. Acquisition

- a. Number of Clicks on Fun Zone
- b. Number of Clicks on Games/Quizzes

2. Engagement

- a. Average Time Spent By User on Fun Zone
- b. Average Number of Games and Quizzes User Plays
- c. Average Number of Time User Plays Each Game and Each Quiz

3. Retention

- a. Daily and Monthly Active Users on Games
- b. Daily and Monthly Active Users on Quizzes
- c. Daily and Monthly Active Users Per Every Game