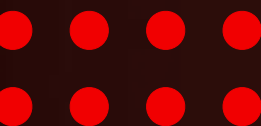
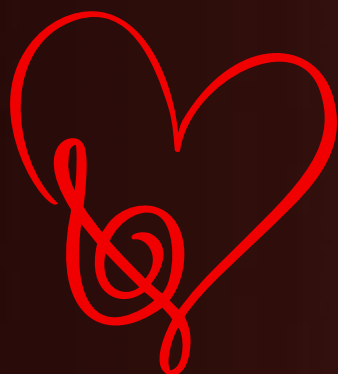
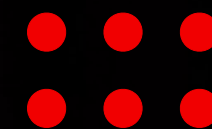




Solving Everyday Listening Frictions for India's Streamers



Brought to you by,

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Meet the 'Free Music Explorer': The Heart of Our Free User Base



Who They Are

18–30, students or early professionals. Heavy smartphone users and frequent music listeners on platforms like Gaana, YouTube, and Spotify's free versions.

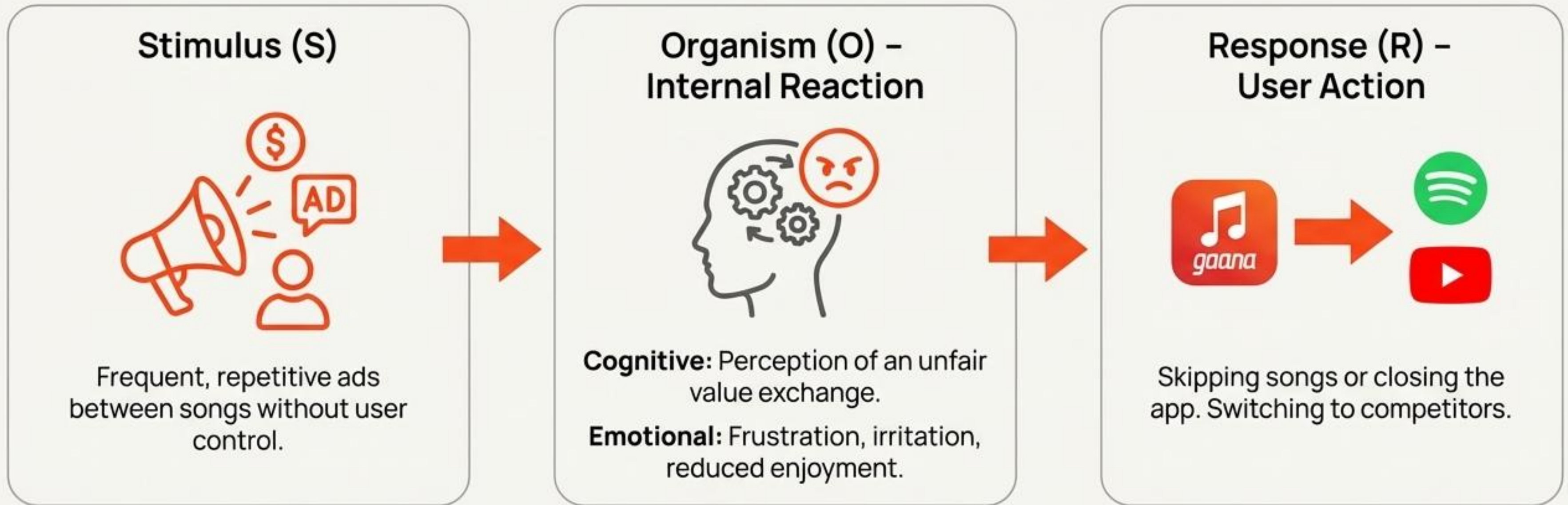
Their Goals

- Enjoy uninterrupted music while studying, traveling, or relaxing.
- Avoid paying monthly subscription fees.
- Have control over how and when they see ads.

Their Core Motivation

They are willing to engage with ads **if there is a clear and fair reward.**

The Science of Frustration: Why Interruptions Drive Users Away



The model proves that when ads are **optional, upfront, and rewarding**, users respond with **higher engagement and repeat usage**.

The Voice of Our User: “I’d totally watch one ad to get 30 minutes free.”

SAYS

- Why so many ads between songs?
- I’ll just use YouTube or Spotify instead.

THINKS

- I wish I could just listen without interruptions.
- Premium is nice, but I don’t want to pay monthly.
- If I could earn ad-free time, that would be fair.

FEELS

- Frustrated when ads interrupt.
- Annoyed but resigned.
- Satisfied when rewarded for engagement.

DOES

- Skips or closes the app when ads increase.
- Switches to other platforms.

📌 **Core Insight:** Users do not reject ads entirely—they reject **forced and repetitive interruptions.**

Meet the Listeners at the Heart of Our Growth

We studied four archetypal free-tier users aged 21-30 in metropolitan India. They are students and young professionals who are digitally native, highly engaged, and integrate music streaming into every part of their day. Their experience defines our biggest challenge and our greatest opportunity.



Ayesha, 21: The Student.
Needs music **to focus.**



Vaibhav, 26:
The Young Professional.
Needs music **to energise.**



Shrijal, 28:
The Digital Marketer.
Needs music **to stay current.**



Vishnu, 24:
The Commuter.
Needs music **to escape.**

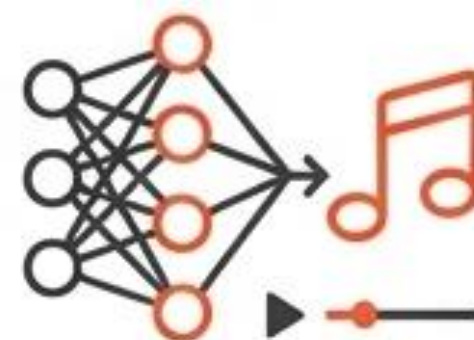
We Explored Four Strategic Paths to Address User Needs

To solve this core problem, we evaluated four distinct product ideas, each targeting a different user Job-to-be-Done (JTBD).



AdFlow 30 (30-min Ad-Free + Skippable Ads)

JTBD: When I open a music app, I want to evaluate it without interruption.



DailyVibe (AI Auto-Playlist)

JTBD: When I start listening, I want a ready-made playlist from my history so I don't have to build one.



Dynamic Trending Playlist

JTBD: When my playlist feels repetitive, I want a list of new and trending songs in my preferred genres.



HookWave (AI Mashup Generator)

JTBD: When I hear a catchy part of a song on Reels, I want to play just that part on demand.

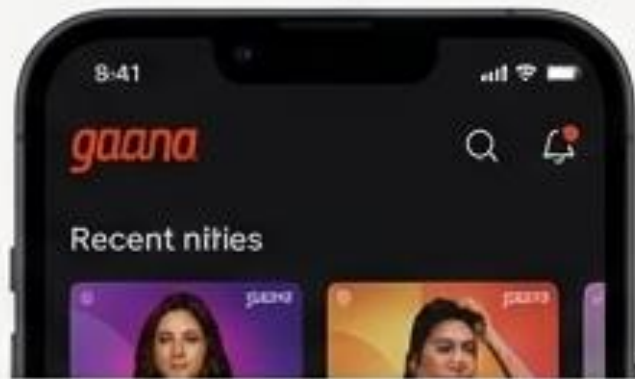
Prioritising What's Foundational: Our MoSCoW Roadmap



Our Solution: 'Watch Once, Listen Long'

A fair, reward-based model that gives users control.

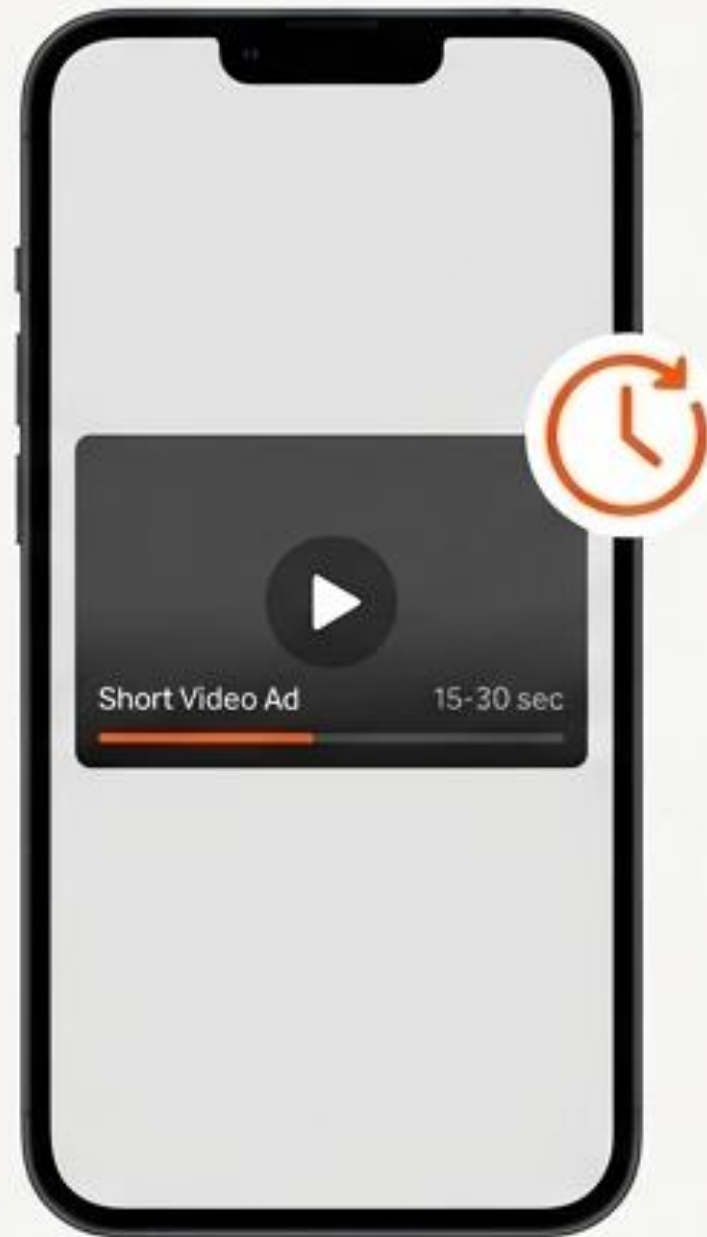
Step 1



Watch one ad to enjoy
30-60 minutes of
uninterrupted music.

Unlock Reward

Step 2



Short Video Ad 15-30 sec

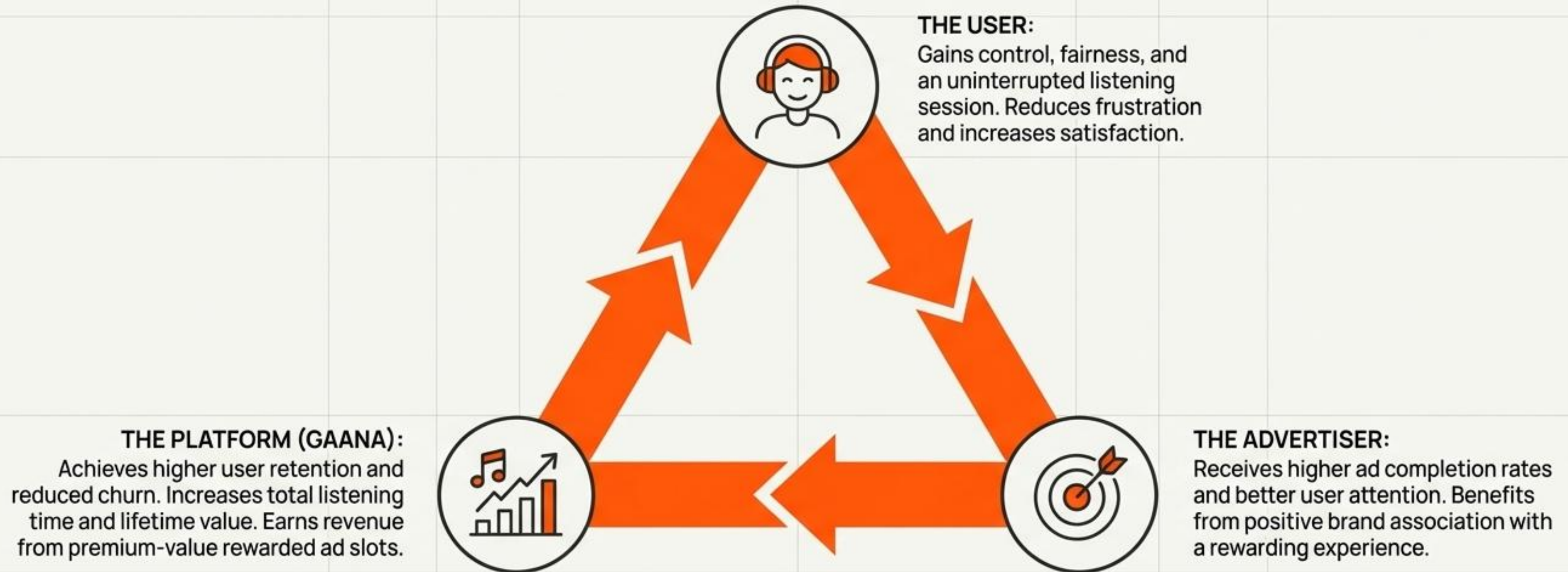
Step 3



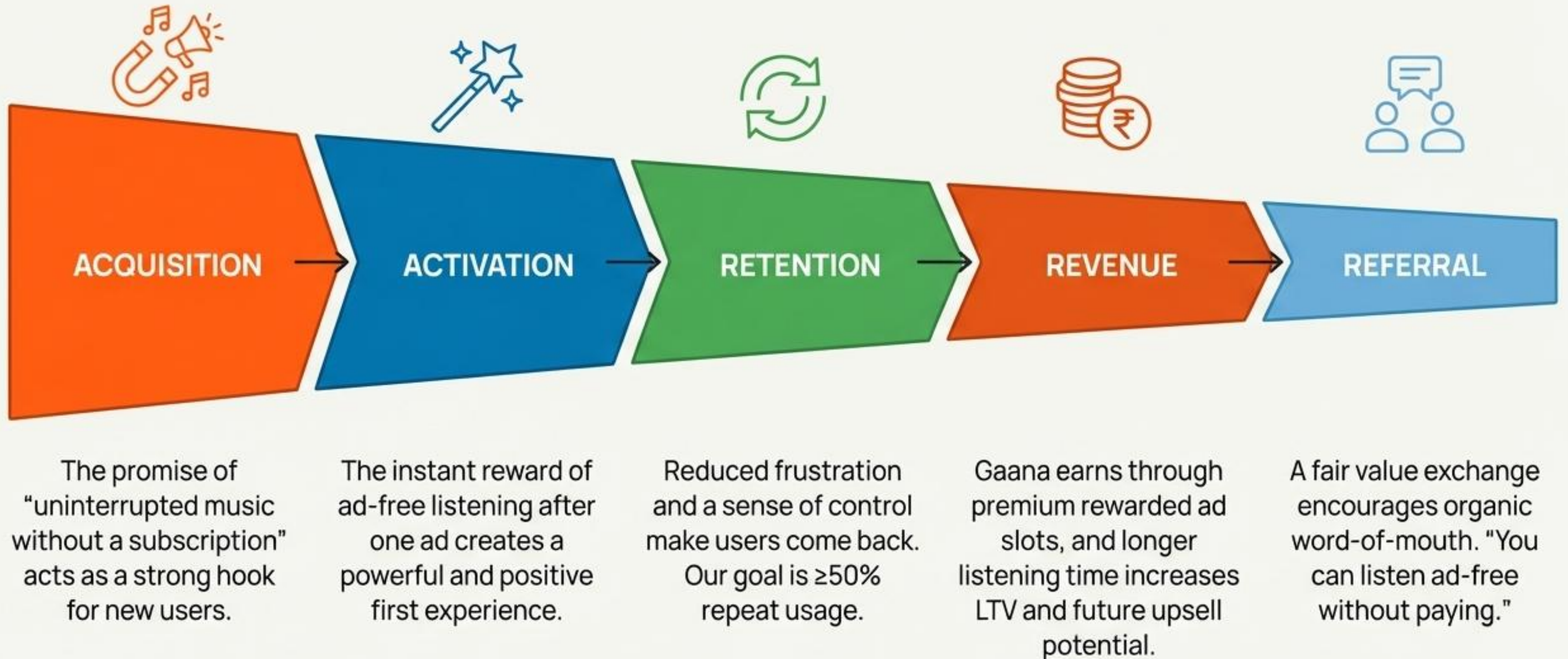
Seamless. ad-free
listening session.

UVP: Uninterrupted music first, smarter ads later.

Creating a Win-Win-Win Scenario for Our Entire Ecosystem



Driving Growth Across the Entire User Funnel



Our Go-to-Market Plan Is Grounded in a Proven Framework



GOAL

- **Objective:** To increase retention and engagement among Gaana Free users.
- **Timeframe:** 3 months post-launch.
- **Target:** Achieve **≥50% repeat usage within 3 days** of first use.

STRATEGY

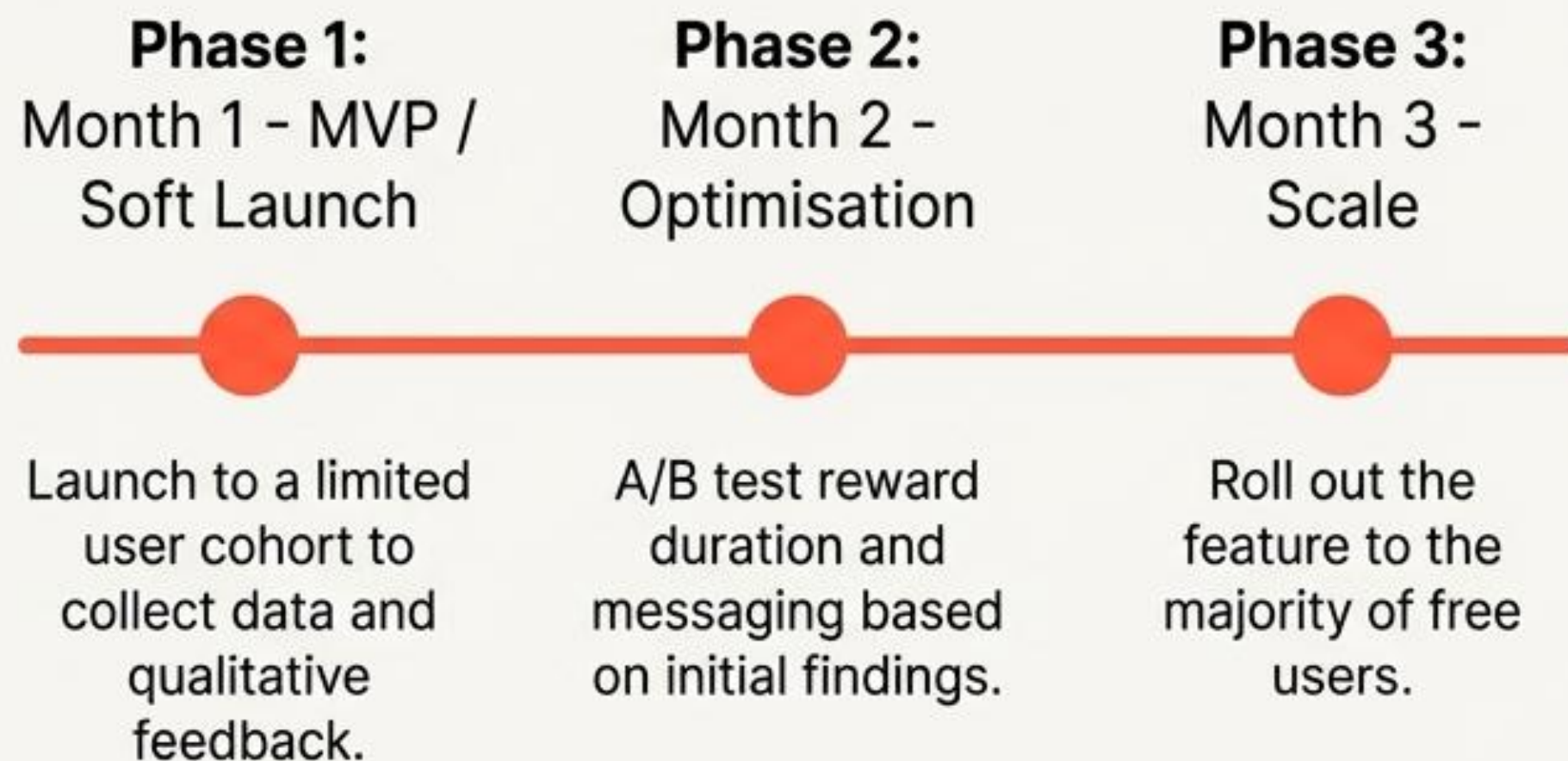
- **Approach:** **Market Penetration**. We will focus on improving retention and frequency of use among our existing 'Free Music Explorer' user segment.
- **Value Proposition:** Gaana enables uninterrupted music listening without payment by giving users control over how and when they engage with advertisements.

We Will Launch With a Phased, Data-Driven Rollout

⚙️ TACTICS

- **Core Initiative:** “Watch Once, Listen Long” (AdFlow 30).
- **Product Experience:** User-initiated rewarded ads, no mid-song interruptions, clear communication of reward duration.
- **Communication:** Simple in-app messaging: “*Watch one ad. Enjoy uninterrupted music.*”
- **Pricing & Incentives:** **Attention replaces money.** A low psychological cost compared to subscriptions.

➡ IMPLEMENTATION (Phased Rollout)



How We Will Measure Success: From Habit to North Star

≥50%

Repeat Usage Within 3 Days

This metric is our primary indicator of success. It proves the feature is not just a one-time gimmick but a habit-forming solution that users find valuable enough to seek out again.



Our North Star Metric: Total time spent listening per user per day.

Ultimately, every feature should contribute to this core metric. 'Watch Once, Listen Long' directly supports this by removing interruptions and encouraging longer, more engaged sessions.



Average listening
duration per session



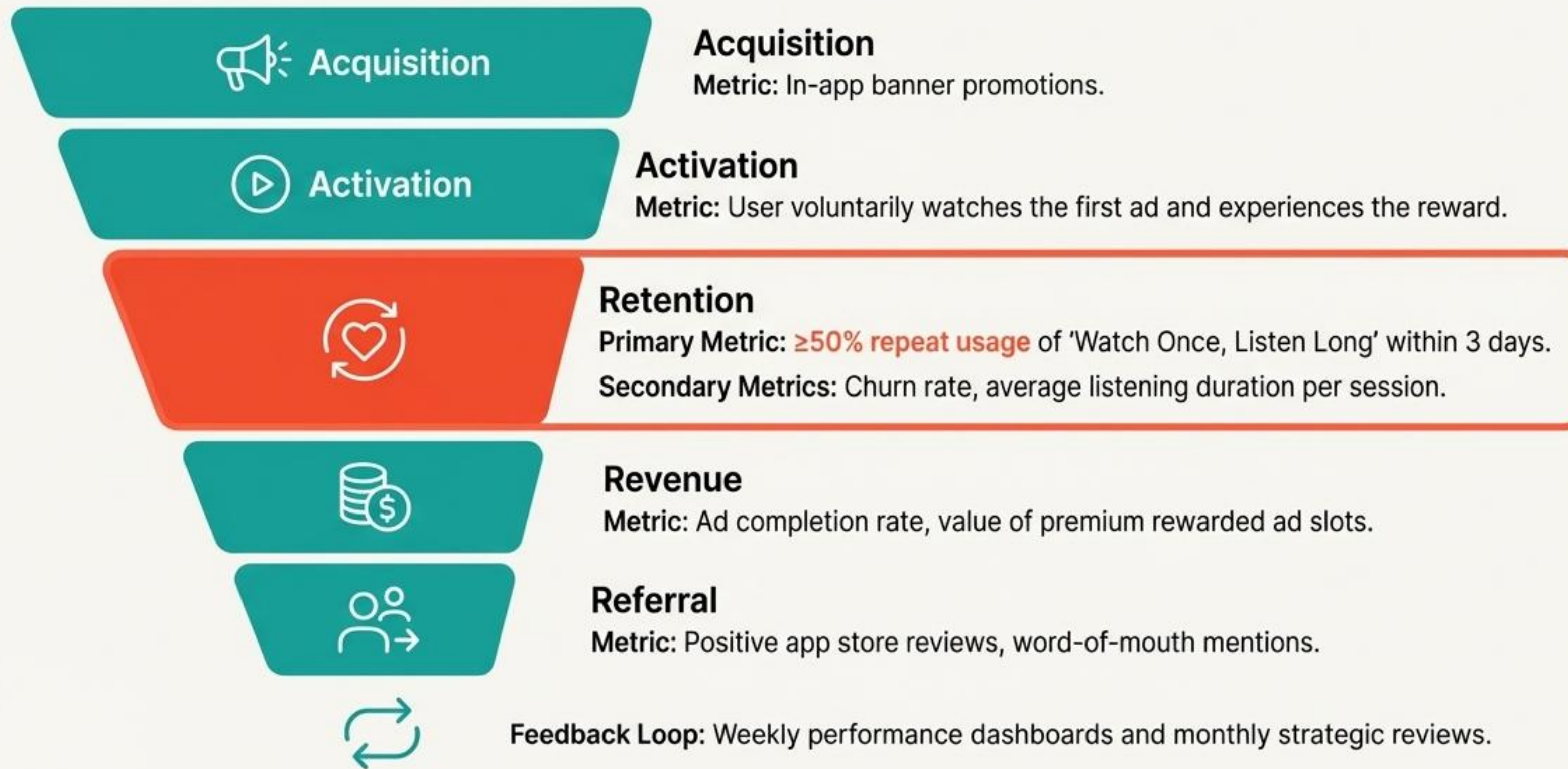
Ad completion
rate



Churn rate
reduction

Success Will Be Measured Across the Entire User Funnel

We will monitor a clear set of metrics to control for performance and guide optimisation.



NOTES AND BEATS

THANK YOU

BAS BAJNA CHAHIYE
GAANA