Zalo PYT 2025

Assignment 1

Identifying user pain point in Zing MP3

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28 July 2025

PROBLEM | PAIN POINT OVERVIEW

Zing MP3's current core pain point is its unintuitive and inconsistent sequential playback logic for PLUS users, reducing the perceived value of the app's premium pacakges.

Sequential playback / Play-in-order function for PLUS users

problem

1

High interaction cost

Zing MP3 requires PLUS users 6 taps to enable "Play in Order" for playlists.

slide 3-4

2

Poor modular separation

Playback controls are buried in Config menus, instead of being surfaced with core playback functions

slide 5

3

Ownership restriction

Only playlist owners can change playback settings - even after user upgrades to PLUS

slide 6

solution

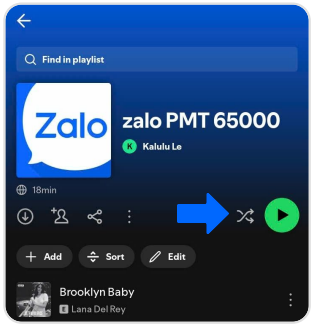
proposal (1) - slide 8

proposal (2) - slide 9

PROBLEM | INTERACTION COST - COMPETITORS

The 1st dimension of user friction is rooted in Zing MP3's excessive interaction cost for users to play a playlist in order. All major platforms provide 1–2 tap access to toggle between shuffle & ordered playback.

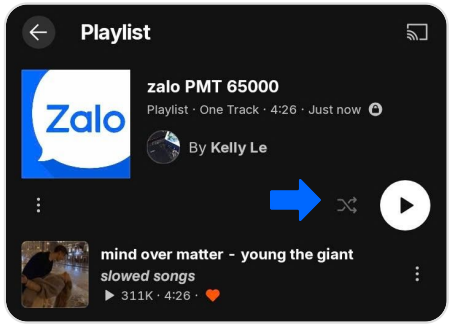
Spotify



To play-in-order:
- Press play

To shuffle play:
- Toggle shuffle on
- Press play

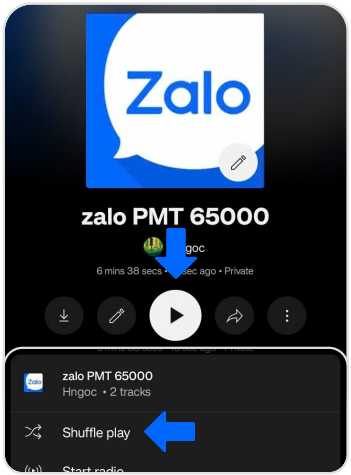
SoundCloud



To play-in-order:
- Press play

To shuffle play:
- Press shuffle play

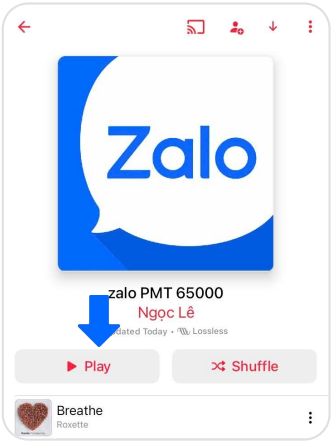
Youtube Music



To play-in-order:
- Press play

To shuffle play:
- Open menu (⋮)
- Press "Shuffle play"

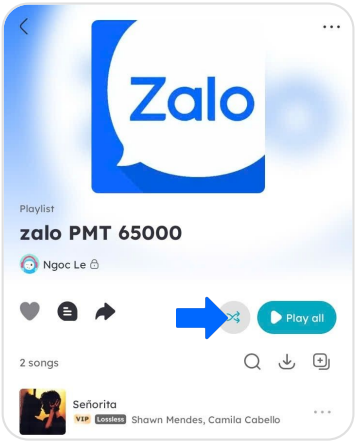
Apple Music



To play-in-order:
- Press "Play"

To shuffle play:
- Press "Shuffle"

NhacCuaTui



To play-in-order:
- Press play

To shuffle play:
- Press shuffle play

PROBLEM | INTERACTION COST - ZING MP3

In contrast, Zing MP3 puts the paid "Play in Order" feature behind many barriers (6 taps), making setup difficult. This contradicts user expectations & ultimately reducing the perceived value of the upgrade.

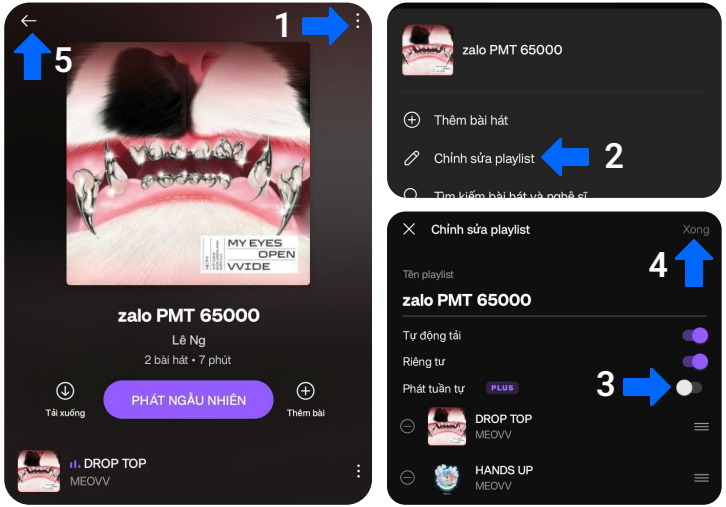
To play-in-order:

- 1. Open menu (⋮)
- 2. Press "Chỉnh sửa playlist"
- 3. Toggle "Phát tuần tự" on
- 4. Press "Xong"
- 5. Press back button
- 6. Press playlist name

To shuffle play:

- Press "Phát ngẫu nhiên"

Since the play button will not be immediately updated, the user would have to click the back button to go to the home screen; then enter the playlist homepage again to see the change take effect



PLUS users *do have the option to turn on "Phát tuần tự" option during playlist creation*. However:

(1) this only applies for playlists created AFTER the user upgraded their plan

(2) if they want to shuffle play → have to go through the 6-tap process again *(potential bug here - sometimes it takes 4 taps)*. As playback mode is a currently a toggle function, **its status persists across sessions (example of a CONFIG-type function** - see next slide)

PROBLEM | FUNCTIONAL MODULES

The 2nd dimension as to why the user flow for the Play feature is unintuitive is Zing MP3's failure to adopt a logical separation of feature concerns, resulting in poor discoverability.

Competitors' analysis suggest that playlist functionalities adhere to **3 primary functional modules**:

Functional module	Expected UX pattern
Playback controls How music is consumed E.g play, repeat, queue	Prominently displayed on the playlist homepage, universally accessible, and easily actionable (ideally 1 tap)
Content management What content is in a playlist E.g add/remove songs, reorder, view song details	Accessible via a "Manage"/"Edit" menu or dedicated sub-tab; mostly restricted to the creator.
Configuration Playlist metadata & settings E.g title, cover, description, privacy mode, delete	Accessible via a "Edit" or "Settings" menu; non-primary, infrequently used, restricted to the creator.

Play-in-order / Shuffle play are PLAYBACK CONTROLS …

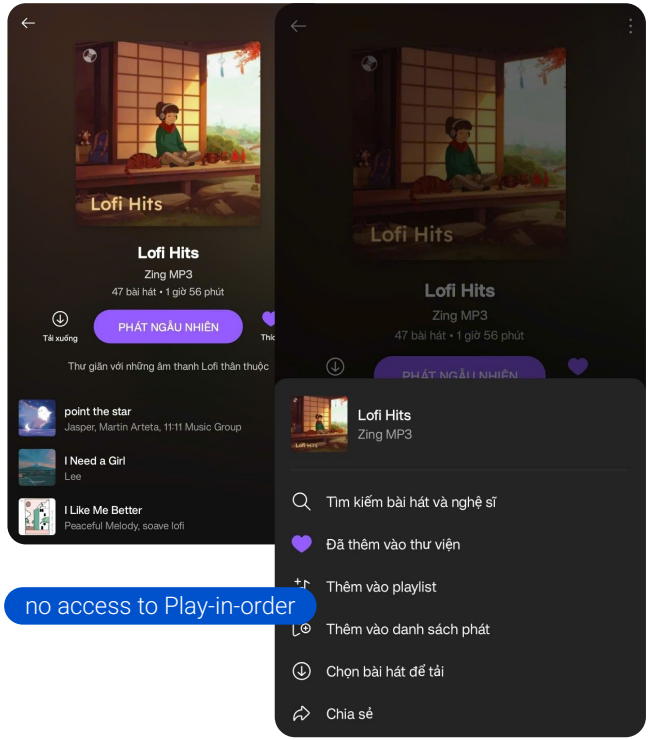
… but they're placed together with other CONFIG settings

This violates standard design patterns by competitors, where **playback modes are given top-level prominence** and **decoupled from edit/config** pathways.

** See previous slide for image*

PROBLEM | PLAYLIST OWNER STATUS

A 3rd dimension that reduces user satisfaction is the fact that non-owner users cannot change the playback mode of a playlist after paying a premium - Zing MP3's very unique limitation among competitors.



no access to Play-in-order

User accesses a playlist created by another user

All CONTENT MANAGEMENT & CONFIG functions are disabled (no edit)

standard, expected behaviour

Play-in-order is treated as a CONFIG function

see last slide

Play-in-order is disabled for all playlists not created by user

- Playback mode reflects **user intent**, not playlist settings / structure → should not be restricted by ownership.
- All major competitors (Spotify, Apple Music, etc.) allow universal playback control; Zing MP3 is the **only outlier**.
- PLUS users expect **consistent access to premium features across all playlists**; current logic breaks that expectation → creates unnecessary friction & lowers perceived value of upgrade.

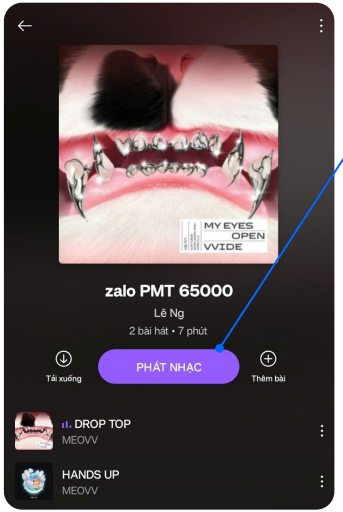
To address the user pain point & maximise the perceived value of the "Play in Order" feature, the solution is anchored on 3 high-level goals aligned with both (1) user expectations & (2) market competitiveness.

	Goals	Rationale & business impact
1	Reduce interaction costs to access paid feature	PLUS users expect **immediate value** from their subscription. UI changes such as minimising taps would improve perception of product quality & usability. Aligns with fast-access UX patterns of competitors' (1/2 tap vs. current 6).
2	Realign playlist functional architecture	Clarifies the boundary between functional modules helps reduces users cognitive load by placing controls **where users intuitively expect them**. Enables **scalable**, **modular** feature design that can **support future upgrades**.
3	Decouple playback control from ownership	Increases perceived value of paying for a subscription → reduce churn risk. Brings Zing MP3 UX **up to par with other competitors**.

UI proposal (1)

UI proposal (2)

Surfacing “Play in Order” on the homepage reduces tap count (Goal 1) and places playback where users intuitively expect it, aligning with modular UX patterns (Goal 2).



Add "Play in order" directly to playlist homepage & set it as the default.

Scope

- all PLUS users
- all playlists created by the user regardless of their creation time (before/after upgrade).

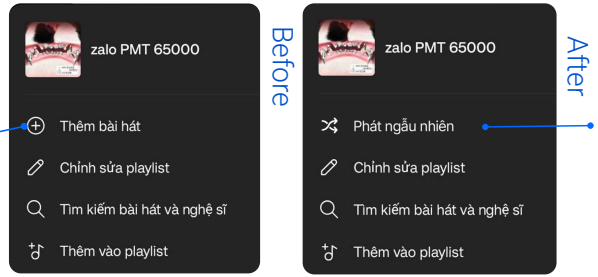
Why is “Shuffle” placed 1 tap deeper than “Play in order” & not on the same homepage like most competitors?

“Play in order” is prioritised as users often listen to recent favourites, not full shuffle. This preference for sequential playback is evident in all major platforms’ designs.

Zing MP3 can validate this with in-app event tracking to compare usage of both modes. If usage is balanced, it could consider surfacing both options on the homepage following top competitors like Spotify, Apple Music, NCT, or SoundCloud.

Play all

Remove “Add new song” from menu since it’s already on the main page



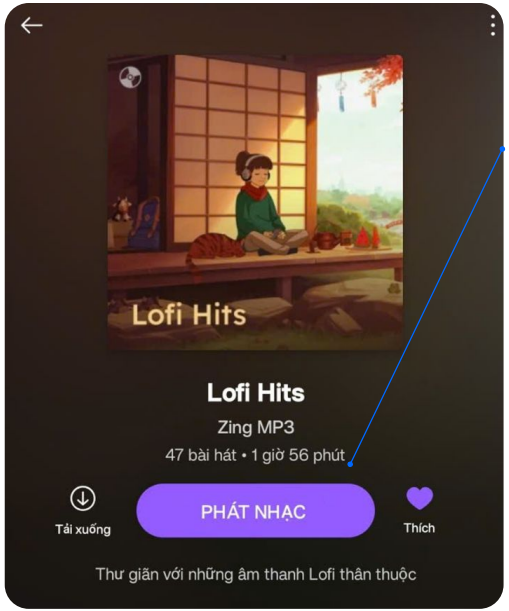
Replace with “Shuffle play” in the menu

Feasibility

Low complexity & time:
UI-layer changes with minor component restructuring

SOLUTION | UI PROPOSAL (2)

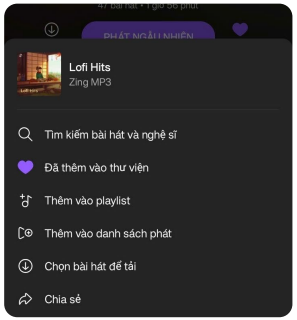
Refactoring playback logic lets all users control playback mode regardless of ownership, aligning with industry UX norms (Goal 3).



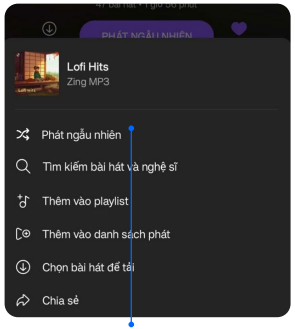
Add "Play in order" directly to playlist homepage & set it as the default.

Scope
- all PLUS users
- all playlists not created by the user, regardless of their creation / added to library time

Before



After



Remove “Đã thêm vào thư viện” (already on main page)

Replace with “Shuffle play” in the menu; placed at top of the list since it belongs to the playback control module → higher priority than content management functions

Feasibility **Medium** complexity & time

Currently playback mode (shuffle vs. play) is tied to the playlist owner’s settings. The update would require the playback logic to move into the current user session context, i.e. the playback behaviour is determined by the user’s subscription tier, not who owns the playlist.

Behavioural analytics (on-platform user interaction data) & perceptual metrics (self-reported satisfaction & complaints) will both be used to assess feature discoverability & user-perceived value uplift.

	Metric	Description	Expected
behavioural (what users do)	% of Zing MP3 Plus users who use In-Order Playback within 3 days of upgrade	How many paying users find & use the feature shortly after subscribing → tracks feature discoverability	Increase
	Avg. taps to switch playback mode (shuffle ↔ in-order)	Measures UX efficiency	Reduce to 1–2 taps
	Playlist engagement rate post-upgrade	% of users who play more playlists → reflects usage lift	Increase
perceptual (what users say/feel)	Monthly support tickets regarding playback confusion	Tracks user dissatisfaction & feature discoverability	Decrease
	Users feedback regarding PLUS features	Add context & potential data for discovery	Mostly positive

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Assignment 2

Strategy to deploy AI under resource constraints

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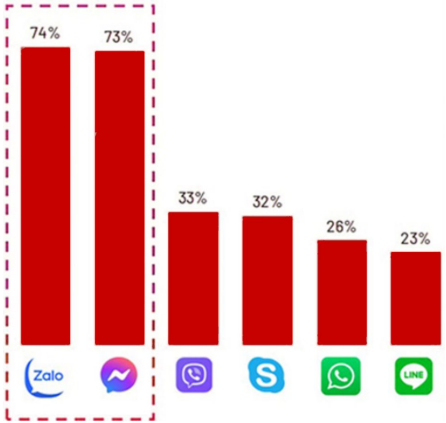
PROBLEM | COMPETITIVE POSITIONING

Zalo already leads in user penetration, with work-related messaging & file transferring being highly popular use cases for the app in Vietnam.

As of 2024, Zalo leads the market by holding 74% usage rate, slightly ahead of Messenger (73%).

Chat platform usage penetration (Statista, 2024)



Zalo's high adoption in white-collar segment:

- **Preferred for functional use cases** over emotional engagement (RMIT Vietnam, 2023).
- Over 70% of users engage in work-related conversations on Zalo—both in personal & group chats.
- Further supported by the 83% conversion rate of file transfer features (PDF, PPT, Word, JPEG), indicating Zalo's utility in work contexts (Adtima, 2019).

Messenger has little AI **productivity** features, similar to the majority of text messaging apps targeted towards casual messaging; while big tech (e.g. Teams) dominates corporate but has **high prices & cultural mismatch** for casual/business blend markets like VN.

casual, emotional — gap — work, functional

Zalo's unique edge:

A familiar UI/UX with **localised**, culturally relevant interactions.

A broad user base already using it for **informal work** comms.

PROBLEM | STRATEGIC FRAMING

AI integration must balance tight resource constraints & leverage Zalo's existing strengths to retain power users in the productivity segment (last slide).

Context

- Resource constraints (time-to-market by Q3/2025 & limited engineering capacity)
- Users' preference for functional over emotional
- Leverage existing large Vietnamese user base
- Gap between casual messaging apps & enterprise productivity apps

Implications

Zalo's Q3 AI strategy should:

- Maximise business impact (high frequency use cases) with minimal development effort (e.g. via shallow model training / pre-trained models or adaptation)
- Reposition Zalo as a "Smart Work Assistant," moving beyond just a casual social messaging app.
- Prioritise only AI features that already have established industry precedents, not those that are completely novel.
- Target users already engaging with Zalo for professional communications.

SOLUTION SCOPE | COMMON AI APPLICATIONS

There is a high number of AI features to enhance chat / call functions among competitors' products, with varying degree of complexity. Some of the most popular examples include:

Chat

Feature	Description	Platform
Message summarisation	Condense long threads into digestible takeaways	WhatsApp (Meta AI), Signal, Viber
Smart reply	Suggest context-aware short replies	Messenger, Teams
Chatbot assistant	General assistant for FAQs, queries	Telegram, WhatsApp
Generative AI writing	Draft messages based on prompt	Messenger, WhatsApp
Text translation	Translate multilingual messages	WeChat, Telegram

Call

Feature	Description	Platform
Live transcription	Converts call speech into real-time text	Zoom, Teams, Google Meet
Call summary	Extract key points, tasks, and dates post-call	Zoom, Teams
Sentiment detection	Emotion-based escalation logic	KakaoTalk
Noise cancellation	Remove BG sounds	Zoom, Meet

Under resource constraints, evaluating which options (for Chat function) to prioritise is needed:

Feature	Reach	Impact	Effort
Message summarisation	Group chat is an active & high-frequency usage area; relevant in both social & work cases	Reduces message fatigue, saves time, improves retention. Especially valuable for catching up on large threads.	Can be deployed with minimal infras. changes via OpenAI API + prompt engineering. Mature LLM APIs (e.g. OpenAI) already perform well in summarisation.
Smart reply	Applies broadly across 1:1 & group chats; relevant in both casual & work cases	Helps speed up responses BUT not a game changer.	Lightweight. Can be embedded directly into UI with simple trigger logic.
Chatbot assistant	Small usage groups - only users that query bots	Helps information retrieval but minimal value unless deeply integrated	Very general existing models; highly use-case specific
Generative AI writing	Very small usage groups - only those that use Zalo for content creation	Not a common use case of Zalo → very low impact	Needs prompt tuning and control to differentiate from other powerful existing gen AI tools.
Text translation	Relatively low as Vietnam is largely monolingual; only other language is English but limited usage	Useful in working with international clients but uncommon	Very powerful existing tools (Google Translate, ChatGPT, etc.)

SOLUTION SCOPE | FEATURE PRIORITISATION

Under resource constraints, evaluating which options (for Call function) to prioritise is needed:

Feature	Reach	Impact	Effort
Live transcription	Relevant for professionals & teams using Zalo for calls	High for accessibility and recall, but less digestible unless converted to summaries	Speech latency, punctuation handling, accuracy tuning & Vietnamese unique sentence structure all add load.
Call summary	Similar user base to above	Very high; augmented by Vietnamese' strong preference for making quick calls > texting	Same as chat summariser; summarisation tasks via API in general can be costly in the long run → local LLM deployment is a feasible fallback
Sentiment detection	Only applicable to customer service use case → very limited user base	Only useful from business analytics standpoint, not user-facing value	Speech tone modelling + language being Vietnamese is under researched → difficult to set up
Noise cancellation	Calling is a high usage area but this only applies to active calls	Most devices alr. have noise suppression - users expect this by default → marginal gain in impact	Medium effort, feasible using existing audio filters.

SOLUTION SCOPE | FEATURE SELECTION

With high reach, strong impact and moderate effort, message summarisation could be prioritised to address Zalo's major pain point (group message overload) given the resource constraints & target demographic.

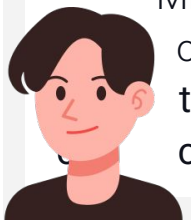
These AI features emerged as high-impact, low-effort options for Zalo:

- Chat summarisation = best mix of reach, impact, feasibility
- Call summary = high value but higher complexity & time needed to develop MVP
- Chat smart reply = easy add-on but not enough differentiating power

∴ Recommended MVP for Q3/2025: chat summariser (runner-up: call summariser)

User persona Ngoc, 22 - PM trainee:

I use Zalo groups to communicate with many different departments in my company.



Missing messages overnight means **scrolling through 100+ unread chats to catch up**.

How chat summariser would address user pain point

- ↓ time to catch up on group messages by 30–50% via summarisation (Wiseone, 2023).
- ↑ response timeliness in threads by up to 20% through lower cognitive load (Noy & Zhang, 2023; Brynjolfsson et al., 2023).
- ↑ retention among professionals by reducing message fatigue & highlighting key info (Cerkl, 2023; Meetlytic, 2023).
- Supports 2–3% productivity gain at org level with scalable AI rollout (The Australian, 2023; McKinsey, 2023).

IMPLEMENTATION | ROLL OUT PLAN

The 1st phase in the roll out plan is concerned with ensuring that Zalo have the necessary infrastructure and all business specifications aligned before significant resource is spent on developing the MVP.

Goal Validate AI model feasibility, confirm technical readiness, and align MVP scope

Timeframe 1 month (July 2025)

Milestones & deliverables

Finalise business specs

- Confirm feature spec for Chat Summary
- Scope input formats and output styles
- Define specific business success metrics

Data access & model testing

- Assess availability of representative Vietnamese chat data.
- Experiment with feasible LLMs (e.g. GPT-3.5 etc.)

Alignment with existing tech

- Confirm feasibility of integration with existing ZALO frontend / backend
- Define evaluation metrics: precision, false positives etc.

IMPLEMENTATION | ROLL OUT PLAN

The focus of the 2nd phase is to build & deploy a Chat Summariser minimum viable product to production after going through some QA processes.

Goal Ship Chat Summary MVP into production with human-in-the-loop QA and feedback mechanisms.

Timeframe 2 month (August - September 2025)

Milestones & deliverables

Fine tune ML model

- Develop and fine tune the summariser on Zalo chat data, ensuring privacy regulations are met
- Style control by implementing prompt engineering

Integrate with FE & UX

- 'View chat summaries' section in Zalo group chats
- Devise popups to promote & draw attention to new feature

Quality assurance

- Implement AI confidence thresholding (e.g. high - confidence AI summary auto-approve; medium - confidence flagged for human review)
- Build dashboards to monitor AI performance, validation rates, and confidence scores.
- Implement alerts for low-confidence predictions requiring human intervention.

Beyond Q3/2025, Zalo can scale the Chat Summariser with a focus on performance optimisation and full automation roll out. Potential areas for improvement post MVP-launch:

- Fine-tune AI with **active learning** - a continuous improvement loop where human corrections are fed back into the AI model.
- Transitioning to **maintenance** mode may involve defining a sustainable model retraining (e.g. retrain quarterly to improve attribute prediction accuracy) and **monitoring** cadence & **minimise human validation**.
- Identify **opportunities for additional AI-driven efficiency gains** (e.g. moving on to developing the next potential AI feature such as the Call Summariser).

Concept sketch