

# **Product Requirements Document: Kuku FM Engagement & Community Features (2025)**

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## **1.0 Introduction**

This document outlines new features for Kuku FM aimed at solving fundamental pain points in the audio streaming space: increasing engagement via audio playtime and generating revenue. With increasing competition and aggressive advertising from players like Spotify forcing users towards premium subscriptions, the immediate need for Kuku FM is to find innovative alternatives to increase engagement without compromising the user experience. This PRD focuses on enhancing user stickiness and fostering a vibrant community on the Kuku FM platform in 2025.

## **2.0 Product Overview: Kuku FM in 2025**

### **2.1 Understanding Kuku FM**

Kuku FM is a leading audio content platform primarily focused on Indian languages. It offers a diverse range of audio content, including audiobooks, stories, podcasts, summaries of non-fiction books, and courses across various genres like self-help, spirituality, finance, history, and entertainment. The platform aims

to make knowledge and entertainment accessible to a wide audience in their regional languages.

## 2.2 Mission Statement / Goal

Kuku FM's mission is to be the go-to audio content platform for Bharat (India), empowering users with knowledge, entertainment, and personal growth through diverse audio content in their preferred languages. The core goal is to bring the power of audio to millions of users, providing an affordable and accessible alternative to traditional content consumption.

## 2.3 Problems Kuku FM Solves

1. **Accessibility of Content:** Provides audio content in various Indian languages, breaking language barriers for many users.
2. **Convenient Learning:** Offers a passive way to consume knowledge and stories, ideal for multitasking or during commutes.
3. **Affordable Entertainment:** Provides a cost-effective alternative to other digital entertainment platforms.
4. **Content Discovery:** Curates and recommends a wide array of audiobooks and stories, helping users discover new content.
5. **Personal Growth:** Offers self-help audiobooks and courses to aid in personal and professional development.

## 2.4 User Segments

Kuku FM's user base can be broadly categorized into three major nuances:

1. **Casual Users:** Low to medium engagement. They access the platform a few times a week, primarily listening to top hits and most-played content.
2. **Power Users:** High engagement. They log significant audio playtime throughout the week, often listening to long-form content and episodes.
3. **Newbie Users:** Recently joined and in the exploration phase. They might access the platform a few times a week and rely heavily on recommendations or social sharing features for their activity.

The platform primarily targets users in Tier 2 and Tier 3 cities, as well as first-time internet users, focusing on providing content in their vernacular languages.

#### 2.5 Stage of the Company in 2025

Kuku FM, founded in 2018, has seen significant growth, surpassing 2.5 million paid subscribers as of mid-2023. It continues to expand its content library, user base, and aims for deeper penetration into the Indian audio market. The company is in a growth phase, focusing on user acquisition, retention, and increasing engagement to solidify its market position against both global players and local competitors.

#### 2.6 Revenue Model (2025)

Kuku FM's primary revenue model revolves around:

1. **Subscription Service:** Offering affordable premium subscriptions for ad-free listening and access to the full content library.

2. **Affiliate Partnerships (Potential):** Partnerships for promoting other services or products relevant to their user base.
3. **Creator Monetization (Future Scope):** As mentioned in future iterations, providing infrastructure for creators to host premium content might become a revenue stream.

### **3.0 The Engagement & Retention Problem**

#### **3.1 Problem Definition**

As an audio streaming company, it is difficult to nudge users to listen to more audio. While top-notch recommendations and personalization features are provided, there's always a chance that a user's session will end once they finish listening to a piece of content. The core problem is limiting the 'Audio-App' to a subsidiary piece of a user's digital life. Kuku FM aims to be more than that – to be a primary choice when users have available app session time.

#### **3.2 Goals**

1. Increase the time spent on the app, positioning Kuku FM as a primary app users think of for app sessions.
2. Increase the average audio playtime per user per day.
3. Increase user loyalty and retention.

#### **3.3 Metrics**

To measure the success of the proposed solutions, the following metrics will be tracked:

1. Average session duration per user per day.
2. Average Playtime per user per day.
3. Subscription Conversion Rate.

## 4. Retention Rate (D1, D2, D7).

### 3.4 Validation of the Problem (Why build it?)

- **Data Analysis:** Analyze existing data patterns to identify trends in user behavior, session length, content type preferences, and audiobook completion rates.
- **Focus Group Discussions:** Conduct discussions to gather insights on user behaviors, pain points, and goal-oriented questions to inform development.
- **A/B Testing:** A/B test low-fidelity solutions in test groups versus control groups to measure engagement.
- **Market Opportunity:** The increasing daily commute time and the influence of the Western "on-the-go" lifestyle present a huge opportunity for audiobooks.
- **Early Mover Advantage:** There is still significant room for innovation and differentiation in the local market to capitalize on growing demand, providing an early mover advantage for product differentiation.

## 4.0 Proposed Solutions

The proposed solutions are designed to address the identified engagement and retention challenges.

### 4.1 Solution 1: Rewarding Continuous Listening (Gamification)

To motivate users to listen to more content, Kuku FM will provide incentives that can be redeemed. For example, for every continuous 30-minute listening session, the user unlocks 'the first X minutes' of their favorite premium show. This feature transforms passive listening into achievement-based listening by providing clearer goals for users to strive for.

- **Mechanism:** A visual indicator (e.g., a coin icon with a counter) will show "X min of playtime earned".
- **Rewards:** Users can redeem earned playtime for snippets of premium content, potentially leading to subscription conversion. A sample mockup shows "Watch the full episode to unlock the first 10 mins of your favourite shows below" with content suggestions like 'SUCCESS' and 'CONFIDENT'.
- **Target User:** Primarily "Casual Users" and "Newbie Users" to encourage habit formation, but also "Power Users" for continued engagement.

#### 4.2 Solution 2: Dedicated Offline Content Creation & Curation

More than 50% of people traveling by air sit idle without internet access. Enabling offline content creation and providing curated suggestions for specific segments (e.g., air travel, road travel, in-gym content) has huge undiscovered potential. Audiobooks can act as perfect companions during these activities.

- **Mechanism:**
  - **Contextual Suggestions:** Dedicated suggestions will be provided based on user activity and duration (e.g., "Dedicated suggestions when you're traveling according to your travel duration" ). This will prompt users to use the app not just when they are free, but specifically as a companion during activities like air travel.
  - **Offline Download Capability:** Seamless download and offline access for curated content.
  - **"Travel Mode" / "Gym Mode":** Dedicated sections within the app for such scenarios with pre-downloaded or recommended content.

- **Target User:** All user segments, especially "Casual Users" and "Newbie Users" looking for purposeful content, and "Power Users" who frequently engage during commutes or activities.

#### 4.3 Solution 3: Kuku Community

Community building is crucial to get more out of visitors and provide more than just an audio-streaming experience.

- **Mechanism:**
  - **In-App Communities:** Allow users to form communities for different authors, genres, or topics (e.g., "Chetan Bhagat" community, "Self-Help Audiobooks" community).
  - **Interactive Features:** Enable discussion, host AMAs (Ask Me Anything) with authors/creators, and conduct polls within these communities.
  - **Customized Profiles:** Users can have customized profiles to showcase their favorite creators, shows, and hours listened to, fostering a sense of identity and belonging.
- **Future Scope:** Extend to community-driven audiobooks, allowing users to collaborate in composing audiobooks.
- **Target User:** Primarily "Power Users" and "Newbie Users" who seek social interaction and rely on peer recommendations.

#### 4.4 Solution 4: Hear Together (Live Audio Sessions)

- **Mechanism:** Enable live audio sessions where users leverage the Kuku Community feature to listen to audiobooks with

other users, sharing real-time comments and reactions. This creates a shared, interactive listening experience.

- **Target User:** "Newbie Users" who seek social proof and guidance, and "Power Users" who want to deepen their engagement and connect with like-minded listeners.

## 5.0 Launch Checklist

- **Internal Stakeholders:** Notify the development, design, QA, and support teams about the upcoming feature launch.
- **Support Training:** Ensure the support team is trained to handle any queries related to the new features.
- **Operations Readiness:** Confirm that the infrastructure is ready to support increased user activity, including server capacity, content delivery networks (CDNs) for offline downloads, and community platform stability.
- **Communication Plan:** Prepare announcements, user guides, in-app tutorials, and marketing materials to inform users about the new features.
- **Feedback Channels:** Establish clear feedback channels (e.g., in-app surveys, user forums) to gather user input for future iterations, especially after A/B testing results.

## 6.0 Future Iterations

- **Intelligent Recommendation Systems:** Enhance systems to match user habits and frequent activities even more effectively.
- **Moderation System Enhancement:** Improve the moderation system to prevent misuse of the community platform.



- **Enhanced Data Analytics:** Track more metrics to continuously improve engagement.
- **Creator Collaboration Platform:** Provide infrastructure and technical support for creators to develop their own audiobook experiences, potentially as part of a premium plan with a free trial.
- **Personalized Gamification:** Tailor rewards and challenges based on individual user behavior patterns.

## 7.0 Risks & Mitigations

### 1. Risk: Unappealing Rewards (Rewarding Continuous Listening)

- **Mitigation:** Conduct thorough user research, A/B test different reward types and values (e.g., longer premium snippets, exclusive content access, virtual currency), and design rewards based on user preferences.

### 2. Risk: Time-Consuming Offline Content Creation

- **Mitigation:** Research top user activities and scenarios where audiobooks are consumed offline (e.g., specific travel routes, gym routines) to prioritize designing and curating top experiences first, then expanding to niche content. Leverage AI for content curation and summarization for quick turnarounds.

### 3. Risk: Low Adoption Rate for "Hear Together"

- **Mitigation:** Design features with multiple A/B tests to identify what resonates best with users (e.g., different session formats, moderation styles, initial content selection). Promote "Hear Together" sessions with popular creators or trending content to drive initial

traction. Integrate social sharing to encourage friends to join.

#### **4. Risk: Community Misuse/Moderation Challenges**

- **Mitigation:** Implement robust content moderation tools (AI-powered and human), clear community guidelines, and reporting mechanisms from the outset. Start with smaller, invite-only communities or closely moderated public ones.

#### **5. Risk: Technical Scalability**

- **Mitigation:** Design the new features with scalability in mind. Conduct load testing to ensure the infrastructure can handle increased user activity, especially for live sessions and offline content serving.

#### **6. Risk: Cost of Rewards & Premium Content Access**

- **Mitigation:** Carefully model the economic impact of rewards. Balance the value of incentives with the cost of premium content. Use rewards as a conversion lever for subscriptions, not just a free giveaway.

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### **References:**

- [7.1] Kuku FM website / About Us section (General understanding of platform & mission)
- [7.2] News articles on Kuku FM's user growth and funding (e.g., Economic Times, Livemint reports from 2023-2024 regarding 2.5M paid subscribers, focus on Bharat)
- [7.3] Kuku FM app store descriptions (Content categories and offerings)