Sports Tak - Product Improvement

Goal

To suggest improvements or new features that can be added to the application in order to improve the product on various metrics – user acquisition, engagement and retention

User Discovery

User Theme, Name	User Summary	Demographic and Psychographic Details	User Goals	Pain Points
Sports Freak, Sudhir	An avid cricket fan Sudhir values things through which he can show his love for cricket like cricket related visual content	Sudhir is a 40 year old cricket fan from Patna. He uses the Sports Tak app to know cricket related updates and controversies surrounding the same.	● To get only cricket updates ● To get beautiful visual content to share on his social handles	● Can't get frequent insights to share on his social handles ● Can't restrict the app's content update to only cricket - the only sports he is fan about
Normal Young User, Raju	Raju, an impatient Sports Tak user wants app to load fast	Raju is a 23 year old software engineer from Bangalore. He uses the Sports Tak app to know general sports highlights and is keen to know more about his favourite players' records and life in general. He plays video games in his free time.	● To get player cards to see his favourite players' feat	● Can't get player card showing records of his favourite player ● The app takes a lot of time to load just after installing and whenever we open it

Product Requirements (as captured from user discovery)

1. More Frequent Insights
2. Option to choose sports
3. Player Card
4. Minimizing latency
5. Gamification

Product Requirement / Feature	Description	Metric Impacted (+ : positive impact, - : negative impact)	Reasoning
More Frequent Insights	Increasing the frequency of insights	Retention (+), Acquisition (+, indirectly)	More frequent insights will ensure that users will come to the app again and again. Since they are beautifully crafted, people like to share them on whatsapp, facebook, etc. Seeing that insights have come from Sports Tak, more and more people will install and start using Sports Tak.
Option to choose sports	After choosing the language, giving users the option to choose sports they want to follow	Retention (+), Acquisition (-)	This feature will increase the relevancy of the content of the app for a given user, making him/her to come to the app again and again. On the other hand, asking users to select the sports they want to follow might increase their cognitive load, decreasing acquisition.
Player Card	Hyperlinking wherever there is a player's name. Clicking on the link will take user to the player's card showing his/her records, career insights, etc	Engagement (+)	As we hyperlink the players with links leading to their card, the users will click on the player's name out of curiosity and will get hooked on to know more about their favourite players. This will increase average time per session per user per day, increasing engagement.
Minimizing latency	The app takes a lot of time to load just after installing and whenever we open it	Acquisition (+)	As we minimize the latency, users will not drop out just after selecting the 'language'. Thus, improving acquisition rate.
Gamification	Introducing daily sports trivia quiz based on recent sports events with users with the highest number of correct answers in a given month to be rewarded with a gift hamper	Retention (+), Engagement (+), Acquisition (+)	As we introduce gamification, average time per session per user per day will increase as the user will spend more time on the app answering the quiz. This will increase engagement. As this is a daily quiz, the user will come on the platform most of the days. This will increase retention. Since we are also incentivising with gift hampers, we can acquire more new users.

Prioritization of Product Requirements/ Features

Feature	Reach - Number of (potential) users reached	Impact (3/2/1/0.5/0.25)	Confidence (1/0.8/0.5)	Effort (Number of people working full time for a month)	RICE Score (R*I*C/E)
More Frequent Insights	0.08 M	1	0.8	0.6	0.11
Option to choose sports	0.4 M	2	1	1	0.8
Player Card	0.05 M	1	0.5	3	0.008
Minimizing Latency	0.55 M	3	1	2	0.83
Gamification	0.4 M	2	0.8	2	0.32

* - All numbers above are based on my judgement on the number of downloads on play store and possible number of downloads in the next 3 months

All of the above features are to be developed in the descending order of it's RICE Score.