STITCHER PITCH

LINDSAY LAUDER

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IF LISTENERS WHO INTERACT HAVE A BETTER EXPERIENCE. . .

How do we build a feature for Stitcher's mobile app to facilitate user interaction?

FOR THE USERS?

▸ As a user if you want to discuss, share or comment on a podcast you need to find an alternative forum

  ▸ Have to leave the app + search themselves — physical and mental effort makes this less likely to happen

▸ Users like to feel part of a community (part of belonging - #3 on Maslow's hierarchy of needs)

  ▸ Interacting with other users is the foundation of relationships — not having this mitigates opportunity to create a community

FOR THE COMPANY?
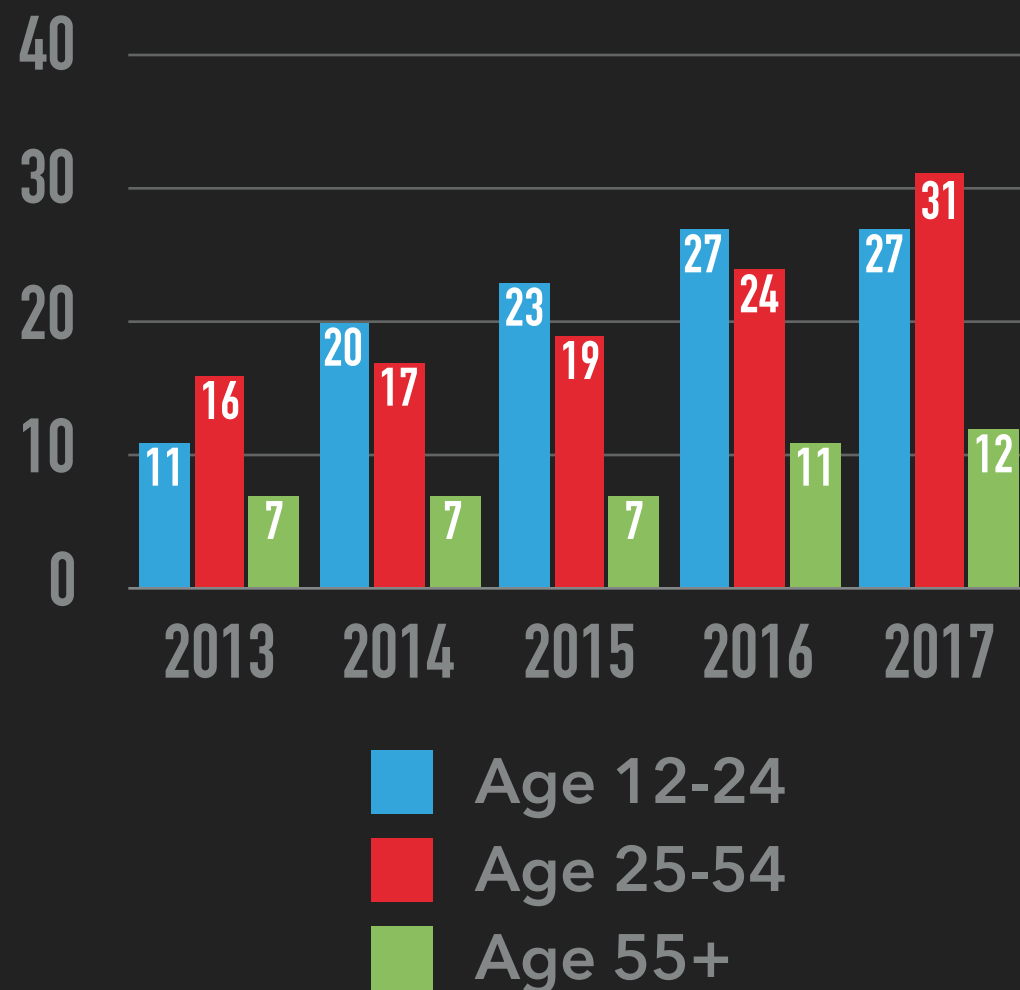
▸ Not providing users with ways to interact in Stitcher means listeners take their discussion off the app

  ▸ Reduces session length

    ▸ Causes users to search for other apps and products

▸ Building community is critical for the company as it is how a product, show or app 'takes off'

  ▸ Users become more interested in podcasts and hence more avid users of Stitcher

    ▸ Increases demand for premium services

▸ Key selling point for Stitcher is its wide range of Podcasts combining those on audible as well as the app store

  ▸ Not having interactive opportunities = not utilizing competitive advantage of having all these podcasts in one place

    ▸ People don't need to send a link to their friend and have them download an entire other app as all the podcasts are in Stitcher

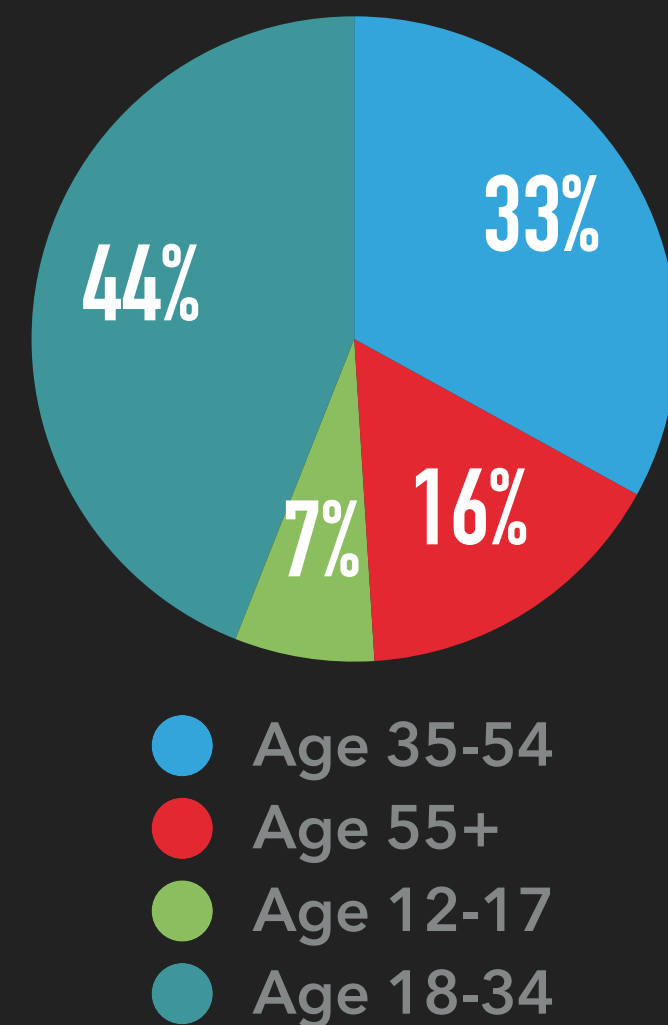# TARGET AUDIENCE: MILLENNIALS + YOUNG ADULTS

Most podcast listeners are between 18–34. This group also shows the biggest increase in podcast usage year on year

WHO DOES THIS FEATURE TARGET?

% OF MONTHLY PODCAST LISTENERS

PODCAST CONSUMERS BY AGE

Age 12-24
Age 25-54
Age 55+

33%
16%
7%
44%

Age 35-54
Age 55+
Age 12-17
Age 18-34

Data taken from Edison Research "Podcast Consumer 2017" http://www.edisonresearch.com/wp-content/uploads/2017/04/Podcast-Consumer-2017.pdf

MILLENNIALS

▸ Millennials are used to social media – they see most things as a sharing opportunity and want to connect with like minded individuals about topics of interest through social media + interaction

▸ Rise of Tumblr friends, Instragram messaging etc…

"We need to get used to what millennial are expecting and [interactivity] is what they're expecting… They've grown up with it"

Quote from Todd Mores Director of emerging technologies at Peerless-AV

DESIGNING THE FEATURE

MODES OF INTERACTION

SHARING PODCASTS

DISCUSSING PODCASTS

COLLECTING/CURATING LISTS OF PODCASTS

BRAINSTORM OF FEATURES BASED ON USER INTERVIEWS

COMMENTS

▸ Either discussion board type comments or time based (like Sound Cloud)

▸ "I love the way Sound Cloud comments work"

▸ Extending out to full discussion groups for podcasts that generate a lot of buzz

▸ Lots of excitement

▸ Worry with tagging and comments about the # of different apps people use to listen to podcasts on

PLAYLISTS

▸ Want to be able to see what others are listening to

▸ Curate specialized lists of podcasts by episode so you could more easily find similar podcasts

  ▸ Not applicable to podcasts designed to tell a story over multiple episodes (Serial)

  ▸ "I only listen to podcasts once so I don't need a 'driving podcasts' playlist the same way i need a 'driving songs' one"

BUILT-IN SHARING

▸ Currently most is done by texting links

▸ Want a way to share podcasts

  ▸ "You can share music so easily why isn't it the same with podcasts?"

  ▸ "I never really talk about podcasts with my friends as we don't know what everyone else is listening to"

▸ Tagging system similar to Facebook's where you could tag users

All quotes taken from informal interviews with millennials who frequently listen to podcasts
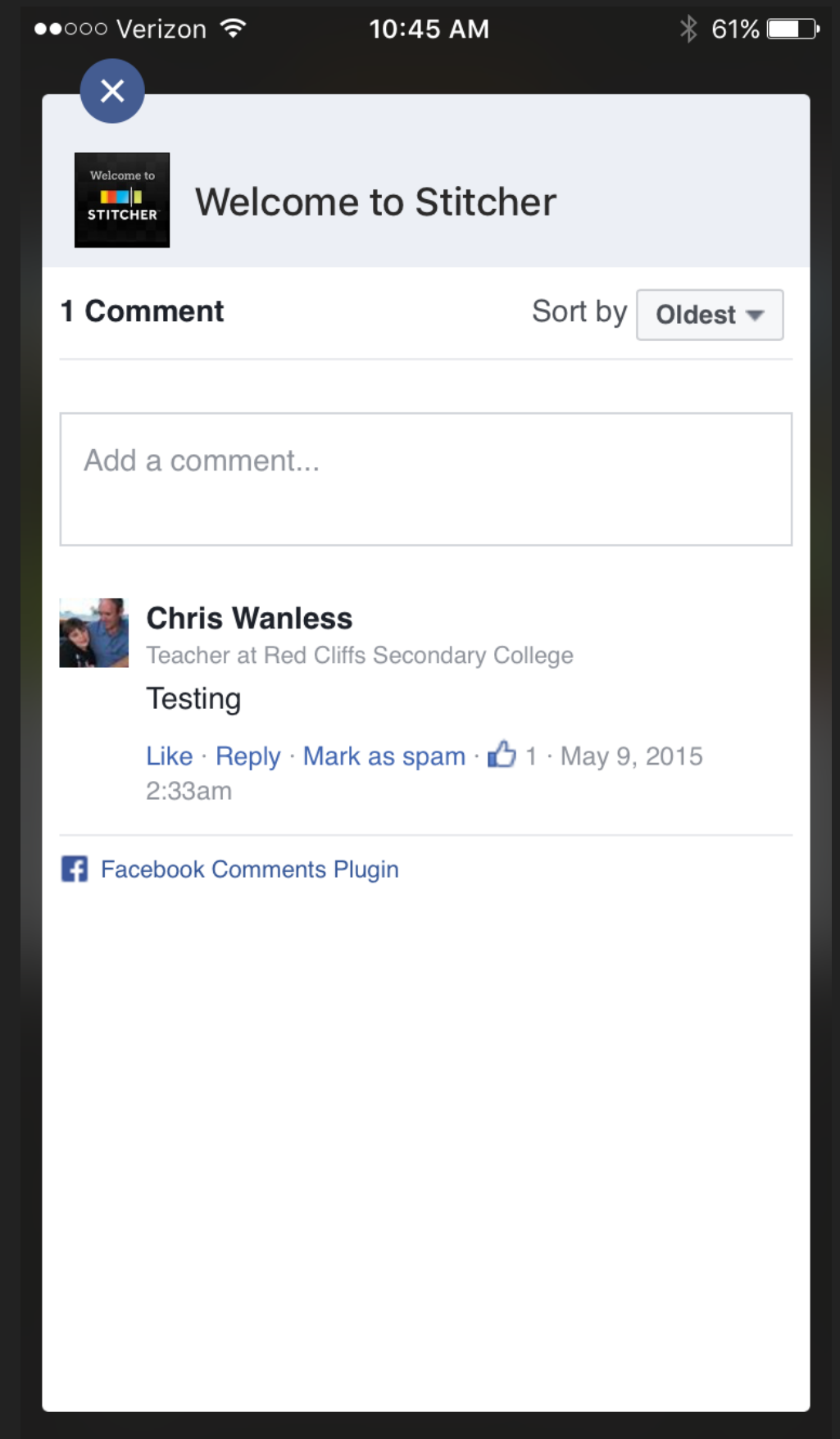
SOLUTION:

SIMPLIFIED AND MORE INTUITIVE COMMENTING CAPABILITIES

COMMENTS RESEMBLE REAL LIFE INTERACTION + ARE APPLICABLE TO ALL PODCASTS

Playlists are only applicable to podcasts with discrete, distinct episodes. Plus, the benefit to the user experience is those who view the playlist not those who created it. Hence, there is low incentive to put in the effort to create them.
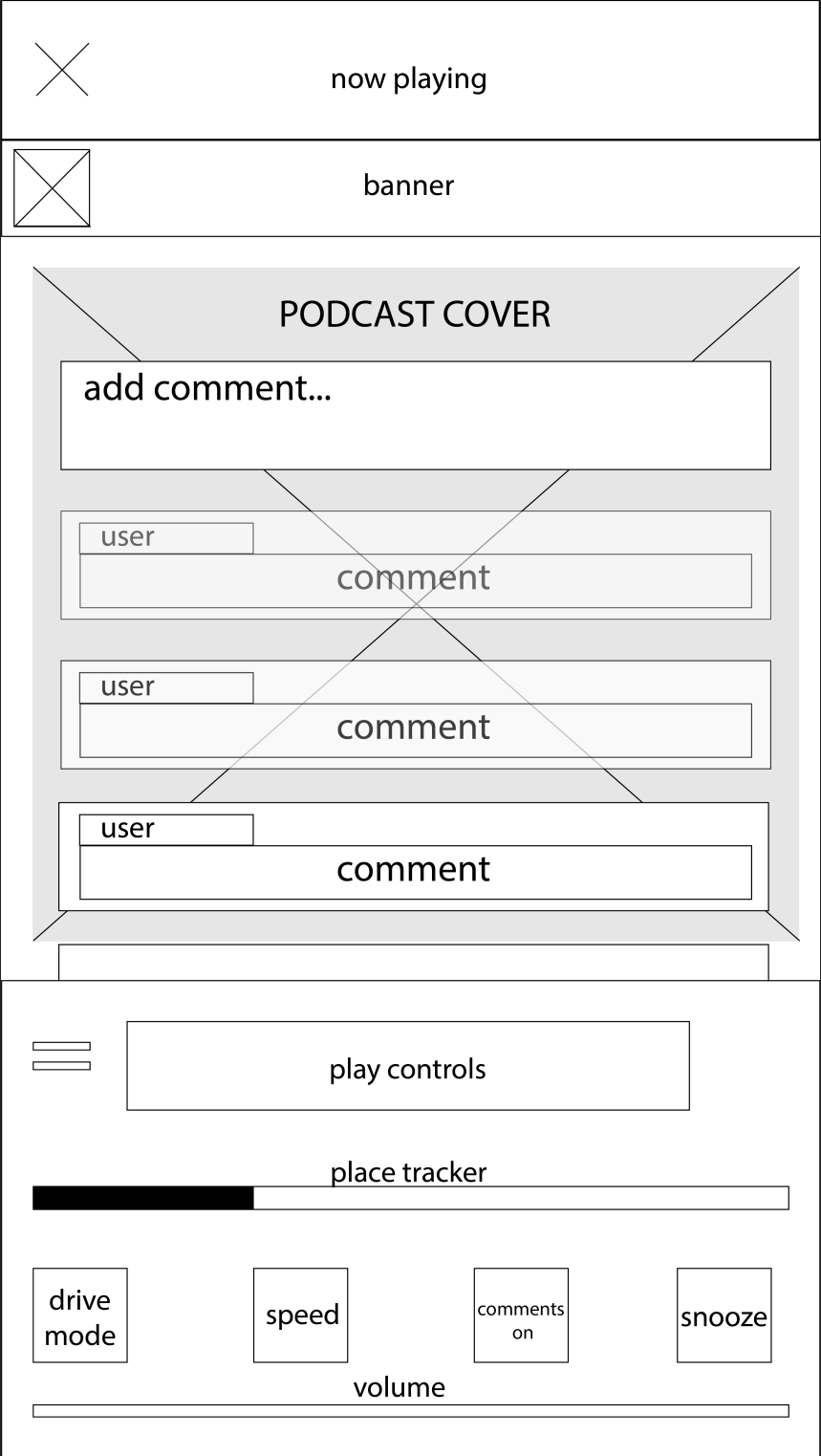
HOW IT WORKS

▸ Users comment at specific points in the podcast

  ▸ Other users then see them when they get to this point in the podcast

▸ Option to toggle comments on and off on the now playing screen

  ▸ When comments are off screen appears as it is now

  ▸ When on comments appear as users listen to the podcast, every comment pushes the previous one up

▸ Comments would appear in list form when opening the episode in chronological order (the newest comments at the top)
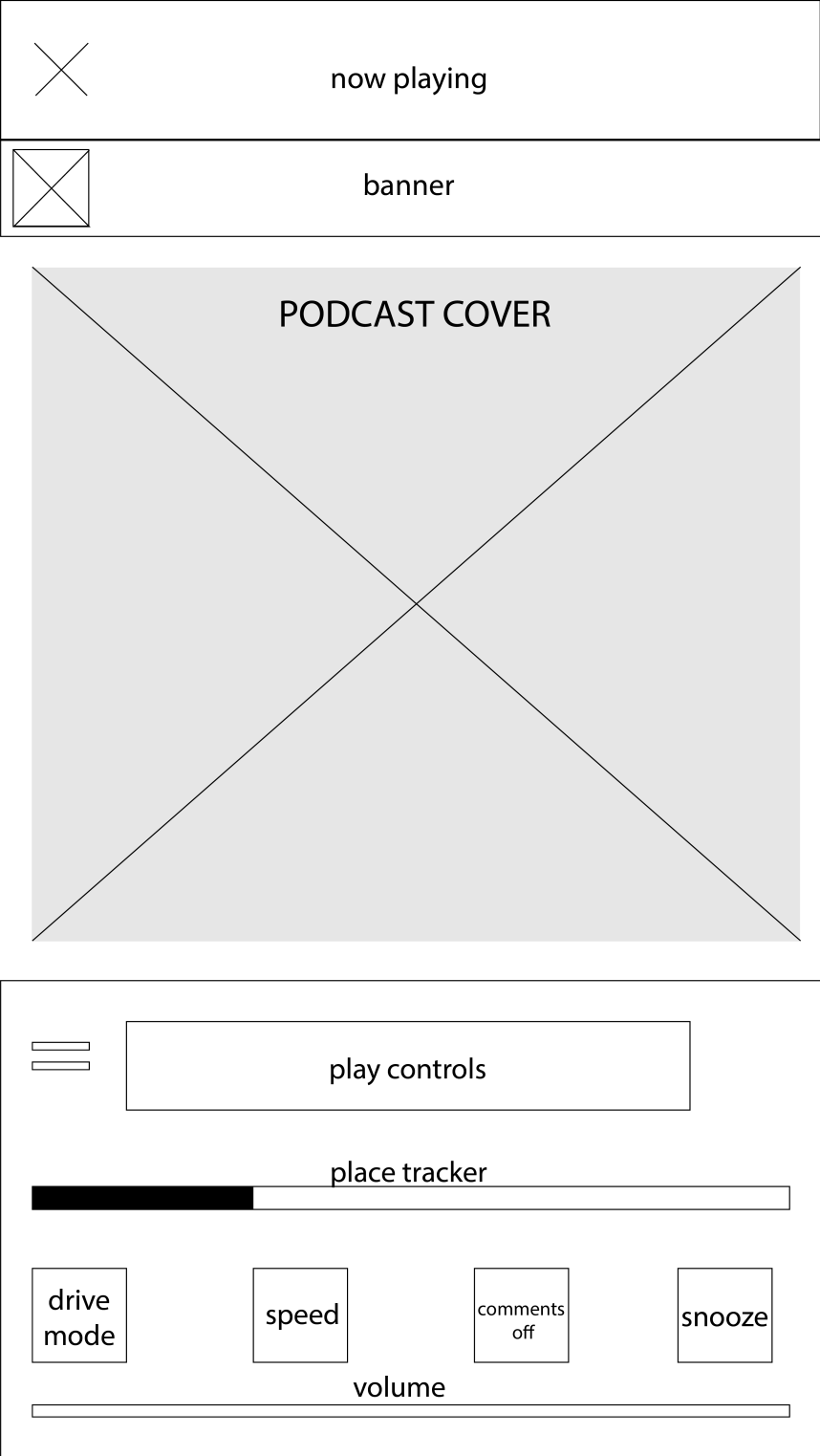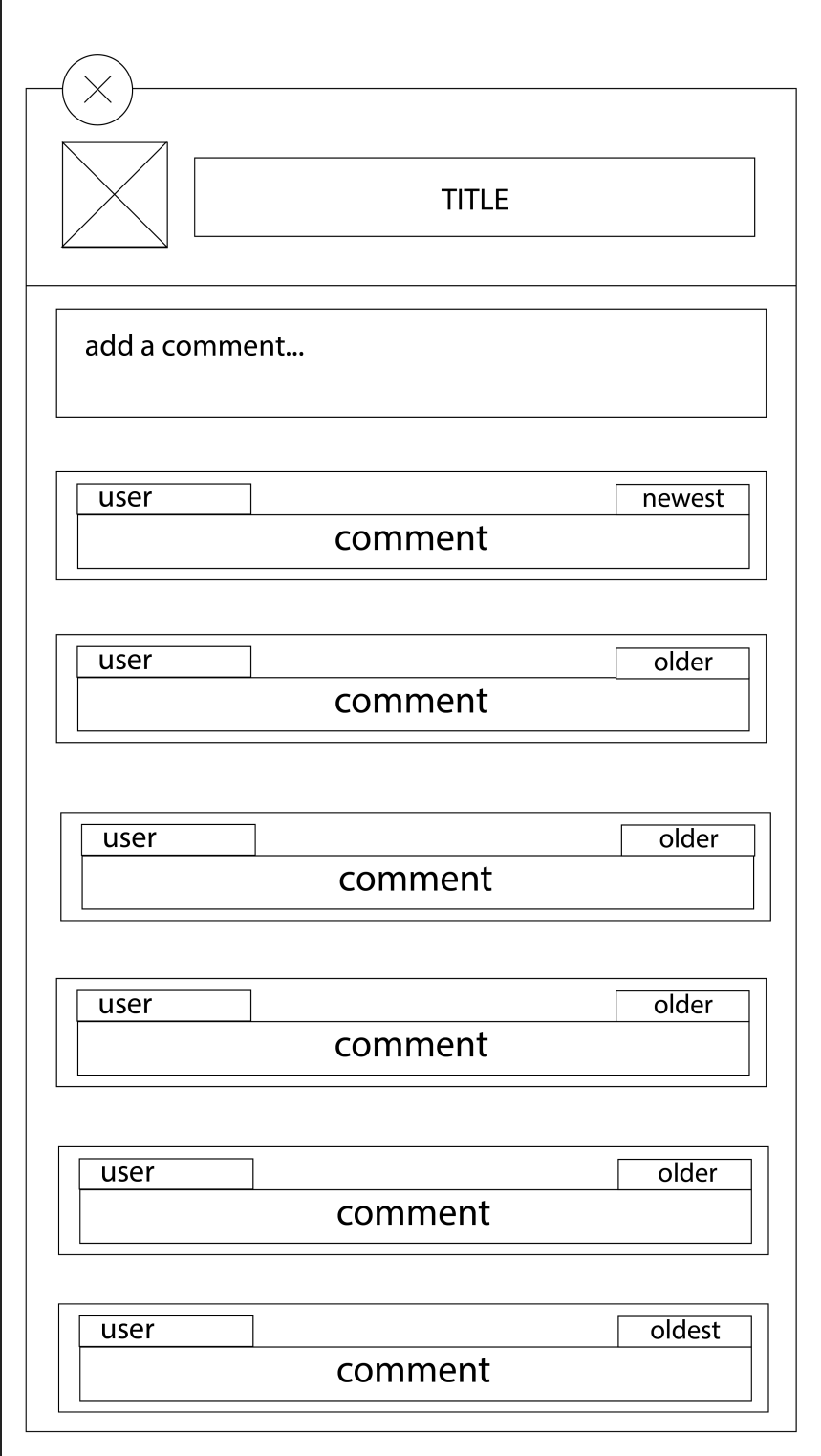
  ▸ H/e would NOT require a Facebook login

TEXT

WIREFRAMES

comments on screen:

now playing

| × | now playing |

banner

PODCAST COVER

add comment...

user	comment
user	comment
user	comment

play controls

place tracker

| drive mode | speed | comments on | snooze |

volume

comments on

---

comments off screen:

| × | now playing |

banner

PODCAST COVER

play controls

place tracker

| drive mode | speed | comments off | snooze |

volume

comments off

---

episode view:

| × | TITLE |

add a comment...

| user | newest |
| comment |

| user | older |
| comment |

| user | older |
| comment |

| user | older |
| comment |

| user | older |
| comment |

| user | oldest |
| comment |

episode view

BENEFITS OF THIS TYPE OF COMMENT FEATURE

▸ Allows users to tie their comments to specific portions of the podcast increasing relevance and naturalness of the interaction

    ▸ Also sets the stage to integrate tagging of other users in comments

        ▸ Would enable them to go straight to the relevant part of the podcast

▸ Sorts comments in a logical manner so users don't feel overwhelmed

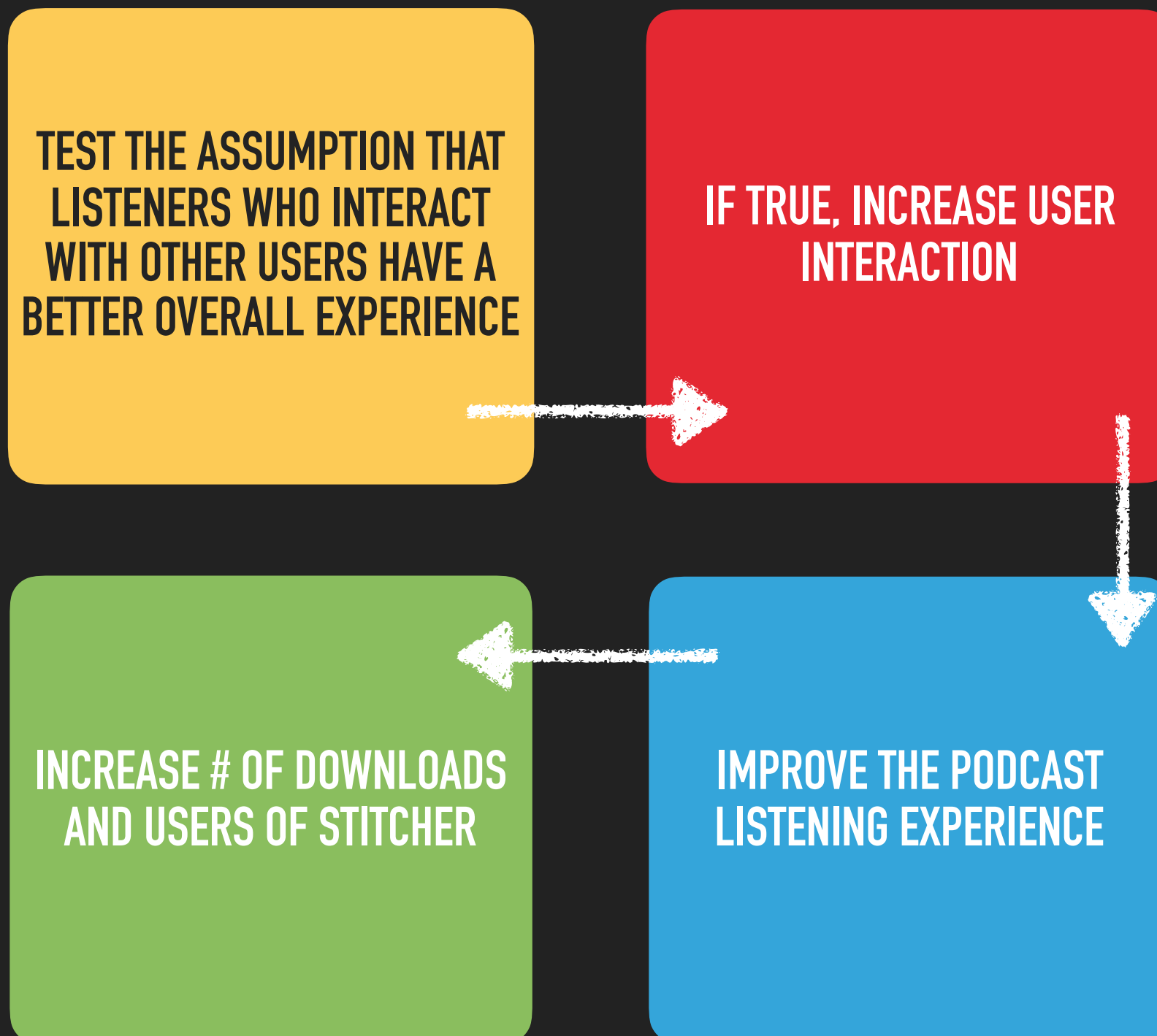▸ Ability to see and hide comments at users discretion

KEY ASSUMPTIONS

▸ Assumes people would be open to adding visual cues to their podcast experience and wouldn't find them distracting or inhibitive of multitasking

  ▸ Based on the fact that 84% of podcasts are listened to at home

▸ Assumes people adapt to the familiar more quickly and with greater ease and therefore a feature that closely resembles another app will be more user-friendly

  ▸ Sound Cloud is very popular and has a similar comment functionality hence, this idea is somewhat familiar

Data taken from Edison Research "Podcast Consumer 2017" http://www.edisonresearch.com/wp-content/uploads/2017/04/Podcast-Consumer-2017.pdf

GOALS

TEST THE ASSUMPTION THAT LISTENERS WHO INTERACT WITH OTHER USERS HAVE A BETTER OVERALL EXPERIENCE

IF TRUE, INCREASE USER INTERACTION

INCREASE # OF DOWNLOADS AND USERS OF STITCHER

IMPROVE THE PODCAST LISTENING EXPERIENCE

METRICS

DO USERS LIKE THE COMMENTS FEATURE?

OF USER COMMENTS

AMOUNT OF TIME SPENT WITH COMMENTS TOGGLED ON VS OFF

DOES IT AUGMENT THEIR EXPERIENCE?

OF NEW USERS INVITED BY FRIENDS TO THE APP

RATINGS IN THE APP STORE

USER GROWTH

SESSION LENGTH + INTERVAL

THANK YOU!

If you have any questions please drop me a line at lauder@usc.edu!