What Pratilipi does

The oldest written story in the whole world *The Epic of Gilgamesh* dates back to 2000 BC and over the many centuries that it was shared, reshared, lost and found again, it stood as a testament to humankind's love for storytelling. Starting out in Sumerian cuneiform, translated to Akkadian, travelling through Babylon and spreading throughout Asia and Europe, it transcended languages and civilizations and even today, helps people understand what it means to be alive, as it did thousands of years ago. This is exactly what the CEO of Pratilipi, Ranjeet Pratap Singh, also believes in. He says "Great stories will travel across multiple formats, multiple languages, multiple geographies."

So if I were to define the objective of Pratilipi, it would go like this:
Pratilipi aims to create products that facilitate creation and consumption of stories in multiple formats and languages and aims to break geographical barriers and bring more people from around the whole world onto its platforms so that storytelling can grow and human lives continue to be enriched.

Let us understand this at a more granular level, and from the **perspective of a reader**

- **What should I read?** (So much content, but where's the right fit for me?)
- **How should I read?** (Books seem intimidating; I need something approachable.)
- **Can I read in my own language?** (English isn't my first language.)
- **Do I have to be a bookworm?** (Reading shouldn't feel like a commitment.)
- **Will it cost money?** (I love stories, but I can't always pay.)

How Pratilipi Solves It

- 📚 **Unlimited Choices** → From classic literature to user-generated stories, short-form to long-form, Pratilipi offers an endless library across genres.
- 📱 **Multi-Device Access** → Read anytime, anywhere across **mobile web, laptop, desktop, and mobile apps**—a seamless storytelling experience.
- 🌍 **No Language Barrier** → Read in **12+ languages** (and counting). **English isn't a must**—your language, your stories.
- 💡 **No Bookworm Needed** → Reading is **effortless and inviting**, not intimidating. **Adjustable text, bite-sized chapters, built-in dictionary** make it beginner-friendly.
- 💰 **Free & Premium Access** → **Tons of free content** with an **optional premium** model for exclusive stories.

Stepping into the shoes of a writer now:

📖 **Where do I publish?** (I have stories to tell, but where's my audience?)
🛠️ **How do I start writing?** (The publishing process seems confusing and lacks guidance.)
👀 **Will anyone read my work?** (New writers struggle for visibility against established authors.)

💬 **How do I engage my readers?** (Feedback is minimal, making it hard to improve.)
💰 **Can I make money?** (How does monetization work, and is it even worth it?)

✅ **How Pratilipi Solves It**

📝 **Engaged Audience** → Pratilipi has millions of active users, making it a great choice for writers who want to begin their career.
🚀 **Effortless Publishing** → A simple and intuitive platform for writers to publish across multiple languages and formats. Writing contests and marathons for motivation with resources for writers to learn and grow.
📊 **Pratilipi Recommendations** → Pratilpi tries its best to make sure that good content gets visibility.
💡 **Reader Engagement Tools** → Comment sections, structured feedback, and analytics to track engagement. Live Q&As to encourage participation.
💵 **Tiered Monetization** → Options like **premium content, pay per author, virtual gifting using coins, and ad revenue share** to help writers earn.

📌 **Why This Matters?**
Pratilipi isn't just a reading app. **It's democratizing storytelling**, breaking barriers of **language, cost, and intimidation** so that **anyone, anywhere, can both create and enjoy great stories**.
🚀

User pain points

Source: Google Play Store reviews from last 1 year
Link to file :

Reader

1️⃣ **Too Many Ads** → Users feel overwhelmed by frequent ads, which disrupt the reading experience.
2️⃣ **Paywall Complaints** → Many users feel that **too much content is locked**, and the value of **Pratilipi Plus** isn't clear.
3️⃣ **Content Moderation Issues** → Low-quality, unverified stories, spelling/grammar errors, and **inappropriate content** reduce trust.
4️⃣ **Performance Issues** → **Slow loading, app crashes, and laggy experience** frustrate users.
5️⃣ **Bad Recommendations** → The algorithm does not always surface the **best** or **most relevant** stories for new users.
6️⃣ **Basic Hygiene Issues** → UI/UX inconsistencies, poor **font choices, search experience, and spelling mistakes** degrade the experience.
7️⃣ **Irritating Notifications** → **Too frequent, non-personalized notifications** make users feel spammed rather than engaged.

Writer

1 **Difficult to Gain Visibility** → New writers struggle to get their content **discovered** due to the **lack of clear ranking or discovery features**.

2 **No Quality Control on UGC** → **No grammar/spelling checks**, which **lowers trust** in the platform and makes serious writers feel undervalued.

3 **Limited Monetization Transparency** → Writers **don't understand how much they can earn**, and many are unsure if writing on Pratilipi is financially worth it.

4 **Poor Writer Tools & Insights** → Writers have **no analytics on reader engagement**, making it hard to improve their stories based on real data.

5 **Negative fan interaction** → Writers complain that sometimes they get 2-3 downvotes in just 1 second and they feel readers are targeting them and posting negative stuff

6 **Content Theft & Plagiarism** → Writers have **concerns about their work being copied** or not getting proper attribution.

Finding common threads between reader and writer pain points so that we can prioritize top 2-3 issues to work on:

Reader

1 **Paywall Complaints (Lack of Clarity on Pratilipi Plus Value)**
  ◆ **Why?** Users don't understand what they're paying for, which **directly affects conversion.**
  ◆ **How It Helps Writers?** If we **make the paywall more transparent and attractive**, writers can earn more, increasing high-quality content production.

2 **Bad Recommendations (Poor Content Discovery)**
  ◆ **Why?** If users can't find **engaging content fast**, they **lose interest and don't convert.**
  ◆ **How It Helps Writers? Better recommendations → more visibility for good writers → higher engagement → higher conversion.**

Writer

1 **Difficult to Gain Visibility (Ranking & Discovery Issues)**
  ◆ **Why?** Writers struggle to get noticed, leading to **less high-quality content being surfaced.**
  ◆ **How It Helps Readers?** If **writers get better visibility,** it **fixes the recommendation issue**, ensuring **high-quality content is easily discoverable**.

2 **Limited Monetization Transparency (Writers Don't Understand How They Earn)**
  ◆ **Why?** Writers don't see clear earnings potential, leading to **lower motivation to write quality content.**
  ◆ **How It Helps Readers? Better monetization → better content → happier readers → more conversions.**

Based on the above analysis, we should focus on:
Making **search and recommendations** better so that users can discover and enjoy great content = Hook user

Quick onboarding flow, strong engagement and value proposition placement to get users to subscribe in 1 week = Convert users
We shall focus on solving for the reader which will to a large extent solve for the writer too

Hook Users

Search

Unlike e-commerce platforms where users search for specific product names, Pratilipi's readers **don't always know what to look for** as it is a UGC platform**.** They don't know exact story titles, author names, or themes, making **content discovery difficult.** A weak search experience leads to **frustration, drop-offs, and missed engagement opportunities.** By improving search with **detailed filters, smart suggestions, and personalized results,** we can **help users find the right stories faster, increasing retention and conversions.**
Here are some suggestions inspired by search, sort and filter options present on Amazon:

1 Advanced Filters for Precise Search

- **Genre-Based Filtering** → Users can **select multiple genres** (Romance, Horror, Thriller, etc.) to refine search results.
- **Story Length** → Filter by **Short (1-10 chapters), Medium (11-50 chapters), Long (50+ chapters)** to match reading preferences.
- **Completion Status** → **Ongoing vs. Completed stories** to help users avoid unfinished reads.

2 Sorting Options for Better Prioritization

- **Most Read** → Stories ranked by **total reads, completion rates, and engagement (likes/comments).**
- **Highest Rated** → Content sorted by **average ratings & verified reader reviews.**
- **Newest First** → Latest uploads **from popular authors and new contributors** get visibility.

3 Smart Auto-Suggestions & Auto-Corrections

- **Live Search Suggestions** → As users type, **show matching genres, top-rated stories, and trending searches.**
- **AI Auto-Correction** → If a term is misspelled, **suggest the closest matching term** (e.g., "horror" if "horor" is typed).

4 Personalized Search for Better Relevance

- **Context-Aware Recommendations** → If a user **frequently reads mystery novels**, prioritize **mystery search results**.
- **Recently Searched & Continue Reading Section** → Users see **past searches & unfinished books** right at the top.

Summary - help users discover great content in the vast sea of new UGC coming up every day

Recommendations

Guide users through a structured reading journey—starting with **familiar** content before **introducing new discoveries** and **strategically placing premium content** for higher conversions.
Reduce the cluttered home feed from 17 sections → 8-10 well-structured, high-impact sections.

1️⃣ Continue Reading 📖 (Encourage Story Completion)

📌 **What it does:**

- **Displays stories users have already started but not finished.**
- **Shows % completion progress, e.g., "You're 78% through! Finish it today."**
- **Highlights the next chapter title for better continuity.**
- **Prompts users with "You left at a cliffhanger! Continue reading?"**

💡 **Why it matters:**
✅ **Keeps users hooked by reminding them about unfinished content.**
✅ **Higher completion rates → higher retention → increased habit formation.**
✅ **If a user finishes a great book, they are more likely to explore similar content.**

2️⃣ Because You Read [ABC] 🎯 (Personalized Suggestions)

📌 **What it does:**

- **Recommends stories based on their highest-engaged book (most time spent, highest % read, most interactions).**
- **If a user finishes a Romance book, suggest another popular romance story.**
- **Highlights reader's preferences dynamically:**
  - **"Since you loved Mystery, here's another gripping thriller!"**

💡 **Why it matters:**
✅ **Higher engagement because recommendations feel relevant rather than random.**
✅ **Personalized nudges lead to more reading sessions and habit-building.**
✅ **Strengthens long-term reader loyalty by ensuring a consistent content supply.**

③ Trending Now 🔥 (1-10 Numbered Ranking for Social Proof)

📌 **What it does:**

- **Displays the 10 most-read stories this week with a clear #1, #2, #3 badge.**
- **Adds a time-based freshness to the content (e.g., "Trending in the last 24 hours").**
- **Shows engagement metrics (Reads, Likes, Comments) below each story.**

💡 **Why it matters:**
✅ **Ranking psychology: Readers are drawn to top-ranked content because they feel it's highly rated.**
✅ **Social proof works: If 50K+ people are reading it, new users will want to try it too.**
✅ **Helps UGC authors gain visibility if their content becomes viral.**

④ Editor's Choice 🌟 (Premium-Focused Expert Curation)

📌 **What it does:**

- **Handpicked high-quality stories that are guaranteed to be a 10/10 reading experience.**
- **First 2 stories are free, rest freemium/premium.**
- **Aims to build trust in the Editor's Choice section as the place for best reads.**

💡 **Why it matters:**
✅ **If Editor's Choice is highly curated, users will actively check this section.**
✅ **Subtle premium placement: Users read free stories first, then hit a paywall naturally.**
✅ **Strong hook for new users: They experience the best content first, increasing retention.**

⑤ Top Authors ✍️ (High-Quality Writer Discovery)

📌 **What it does:**

- **Highlights best-performing authors based on reads, ratings, and engagement.**
- **Displays Author Pages where users can follow their favorite writers.**
- **Adds a "Trending Author" badge for emerging talents.**

💡 **Why it matters:**
✅ **Ensures users find quality content quickly instead of random UGC.**
✅ **Encourages author-reader engagement, strengthening community interactions.**
✅ **Gives top-performing writers more visibility, motivating them to produce better content.**

⑥ Quick Reads ⏳ (Short Stories for Instant Value)

📌 **What it does:**

- **Features short, engaging 5-15 min reads that require minimal commitment.**
- **Categorized into genres (Quick Thrillers, Love in 10 Mins, etc.).**
- **Includes "Binge Mode" → after finishing a quick read, suggests another immediately.**

💡 **Why it matters:**
✅ **New users feel instant value instead of searching for long books.**
✅ **Perfect for casual readers who don't want long-term commitments.**
✅ **Higher engagement = more time spent on the app, leading to premium conversions.**

7️⃣ Event-Based Collections 🎉 (Seasonal Content for Engagement)

📌 **What it does:**

- **Creates special themed collections based on events, seasons, and moods.**
- **Examples:**
  - **Monsoon Love Stories ☔**
  - **Spooky Halloween Reads 🎃**
  - **Best Reads for Friendship Day 💙**
  - **New Year's Best Stories ✨**
- **Can be time-limited, adding urgency to explore.**

💡 **Why it matters:**
✅ **Creates excitement & urgency → People feel compelled to check event-based recommendations.**
✅ **Boosts under-discovered content by resurfacing older stories that fit the theme.**
✅ **Helps drive content variety without overwhelming users.**

8️⃣ Final Section (Flexible Slot)

📌 **Options:**

- **'Just Published' → Fresh UGC content for discovery.**
- **'Hidden Gems' → Highly-rated stories with low visibility.**
- **'Genre Picks' → Top stories per category (Romance, Thriller, Horror, etc.).**

💡 **Why it matters:**
✅ **Allows experimentation with new formats (e.g., AI-generated recommendations).**
✅ **Freshness factor—ensures platform doesn't feel static.**
✅ **Helps balance new UGC with top-quality content.**

🔹 Final Impact of This Home Feed Structure

✅ **Reduces clutter from 17 → 8/10 sections → Faster browsing, better engagement.**
✅ **Balances familiarity (Continue Reading, Trending) with discovery (Editor's Choice, Top Authors).**
✅ **Places premium content naturally within an organic reading flow.**
✅ **Encourages users to build habits by surfacing relevant content at the right time.**

Convert Users

Onboarding

📌 **Step 1: Splash Screen + Sign Up/Login**

✅ **Visual:** Pratilipi logo + engaging tagline ("Stories in Your Language, Anytime, Anywhere")
✅ **Options:**

- **Continue with Google/Facebook**
- **Sign up with Email**
- **Skip for now (Guest Mode)**

Providing a guest mode lets them explore before committing. - not sure about this though. Data collection vs activation trade off to be made.

📌 **Step 2: Welcome Screen – Pick Your Interests**

✅ **Headline:** *"What kind of stories do you love?"*
✅ **Options:** Select **2-3 favorite genres** (Romance, Thriller, Horror, Mythology, Comedy, etc.)
✅ **CTA:** *"Next" (Personalize Your Experience)*

📌 **Step 3: Choose Your Language**

✅ **Headline:** *"Select Your Preferred Reading Language(s)"*
✅ **Options:** Choose from **12+ languages**
✅ **CTA:** *"Done" (Start Exploring)*

📌 **Step 4: First Story Recommendation (Carousel View)**

✅ **Headline:** *"Start Reading Now!"*
✅ **Personalized Stories:** Based on selected **genres & language**
✅ **CTA:** *"Start Reading" (Opens story in reading mode directly)*

Let users should engage with content immediately, reducing drop-offs.

📌 **Step 5: Seamless Drop into Reading Experience**

✅ **Story opens directly in reading mode (Full-screen immersive mode)**
✅ **Subtle UI Elements:**

- 📖 **Continue Later Button** (Save to Library)
- ⭐ **Like/Bookmark Button** (Encourages engagement)
- ⏩ **Next Suggested Story** (Hooking users for more)

Immediate immersion ensures habit formation, reducing churn.

7 Day Plan

🚀 **Pratilipi Revamp Plan: Notifications, UI/UX & Monetization**

📌 1. Notification Strategy Revamp

Problem: Too many notifications (8+ per day) are overwhelming users and reducing engagement. Notifications should be **engaging, persuasive, and limited to 2-3 per day.** Study all screenshots taken.
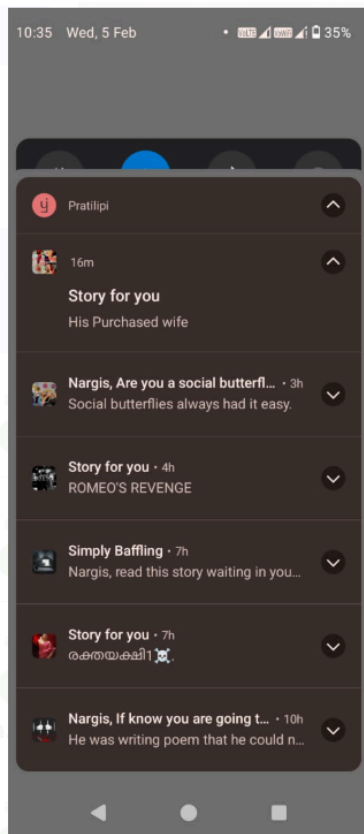
🔹 **Optimized Daily Notification Flow (Max 3 per day)**

✅ **Morning (Habit Formation):**

- "Start your day with an amazing read! 📖 Here's a top-rated story just for you."

✅ **Afternoon (Re-engagement):**

- "Your reading streak is on fire! Keep it going with today's must-read. 🔥"

✅ **Evening (Monetization Push):**

- "You're 80% done with your book! Unlock the final chapters with a free trial of Pratilipi Plus. 🚀"

📌 **Additional Tactics:**

- Smart notifications based on user activity (e.g., If a user stops reading mid-chapter, remind them 24 hours later to continue).
- Use time-sensitive nudges (e.g., "Limited-time premium discount for your favorite genre!").
- Avoid spamming generic notifications that don't add value.
- Introduce **celebratory streak notifications** ("You've read 5 days in a row! Keep it up for a surprise reward.").
- **Weekend Specials:** A curated recommendation every Saturday or Sunday morning.
- **Friend Referral Notifications:** "Invite a friend & both of you get 3 days of premium free!"
- **Daily Genre Surprise:** "Discover a hidden gem in [user's favorite genre]!"
- **Challenge-Based Notifications:** "Read 100 pages this week and earn an exclusive badge!"
- **Social Sharing Prompts:** "Loved this book? Share it with your friends and earn rewards!"
- **New Content Alerts:** "Your favorite author just published a new story – check it out now!"

📌 2. UI/UX Revamp - Making the App Less Confusing

Problem: Pratilipi is **feature-rich but confusing**, leading to drop-offs. Users **don't always know where to find good content or how the app works.**

🔹 Proposed UI/UX Fixes

✅ **Guided Feature Discovery (Onboarding)** → Show a **quick 3-screen tutorial** explaining:

- How to discover top stories.
- Where to find recommendations.
- How to follow favorite authors.

✅ **Better Home Page Organization** → Reduce sections from **17 → 8-10 well-structured sections.**

✅ **Persistent Help Button (Top Right Corner)** → Contains:

- FAQs on **how to find great content.**
- Quick guides on **premium vs. free reading.**
- Writing tips for authors.
- **Interactive Walkthrough Mode:** A guided tour of key features for first-time users.
- **Smart Content Discovery Page:** A personalized homepage that adapts based on reading history.
- **AI-Powered Search Improvements:** More intuitive and better at suggesting content users actually want.

✅ **More Visual Cues for Navigation** → Clearer **'Continue Reading', 'Trending', and 'Premium' labels** to make content discovery intuitive.

📌 3. Monetization Plan: Read X Minutes to Unlock Premium

Problem: Users don't see **why Pratilipi Plus is valuable** before being asked to pay. Instead of locking content immediately, we make users **earn free premium access through reading.**

🔹 Smart 7-Day Hook & Convert Plan

✅ **Day 1-2:** "Read 30 mins to unlock **24 hours of Premium for free**!"
✅ **Day 3-4:** "You've read 60 mins this week! **Here's 3 more days of Premium.**" ✅ **Day 5-6:** "You're doing great! Read 120 mins and get **7 days free.**" ✅ **Day 7:** "You've unlocked 7 days of Premium! **Continue unlimited reading with Pratilipi Plus.** Subscribe now at 50% off!"

📌 **Additional Monetization Strategies:**

- **Tiered Premium Plans:** Offer **1-day, 1-week, and 1-month premium plans** for flexible pricing.
- **Microtransactions:** Let users **buy premium for a single story instead of full subscription.**
- **Ad-Free Upgrade Option:** Users who don't want full premium can pay **a small fee to remove ads.**
- **Exclusive Author Memberships:** Let users support their favorite writers with **direct contributions & exclusive access.**
- **Premium-Only Live Author Events:** Encourage premium subscriptions by offering exclusive access to **live Q&A sessions with top authors.**
- **Unlockable Premium Chapters:** Give users **one free premium chapter daily** to encourage curiosity & upsell the full subscription.

- **Limited-Time Deals:** "Subscribe now and get 50% off for your first month!"
- **Personalized Premium Offers:** Offer **discounts based on reading behavior**, such as "You've read 10+ horror books – get horror premium stories at 20% off!"

📌 **Why This Works?**

- **Encourages reading habit** → More engaged users = more conversions.
- **Lets users experience premium benefits** before asking for money.
- **Creates a reward system that drives excitement and deeper engagement.**