

Problem Solving Case (RCA) – Gaana



Project Brief:

- Imagine you are a Product Manager for Gaana - a music streaming app based in India.
- The App Store rating in India has dropped from 4.5 to 4 stars in the last 6 months.
- Find out the possible root cause(s) of the problem.

Assumptions:

1. The Gaana app is on the iOS AppStore and the problem occurred only on iPhone devices.
2. The problem in focus is from India only.
3. The drop in ratings is from all geographies within India.
4. The ratings and reviews on the AppStore are from genuine users.
5. The mobile device that the customers use to operate Netflix is the Iphone.
6. The iPhone users who are using Gaana on other Apple devices also are reviewing by iphone.
7. Major user-dissatisfaction means the rating given by them is from 1 to 3 on the app store.

Ratings & Comments Analysis

After analysing the ratings of the Gaana app on App store and various other websites. Found 156 ratings which shows major dissatisfaction .

Gaana has a 3 star rating based on 500 customer reviews. Consumers are mostly dissatisfied.

- 5% of user would likely recommend Gaana to a friend or colleague.
- Rating Distribution. 85% negative 10% positive.

Please find below the summarised analysis of ratings.

Issues	Summary of the issue	No of reviews
Content	<i>Users are not satisfied with the recommendations .</i>	25
Technical issues/ Glitch	<i>Reports of often app crash , and slow loading time</i>	17
Payment system issue	<i>Unresolved problem with auto debit process</i>	21
UI/UX issue	<i>Poor user interface and app instability during use</i>	8
Content Accessibility	<i>Premium pricing of songs available for free on other platforms</i>	15
Recommendation Algorithm	<i>Users express dissatisfaction with Gaana recommendation algorithm</i>	7
Competitive Migration	<i>Users are shifting to competitor apps like Amazon music & Spotify</i>	31

External Factor Analysis

External Factors are the factors that are beyond the control of a company. The external factors mentioned below can be responsible for the decline in rating:

1. Govt. policy changes



Hypothesis:

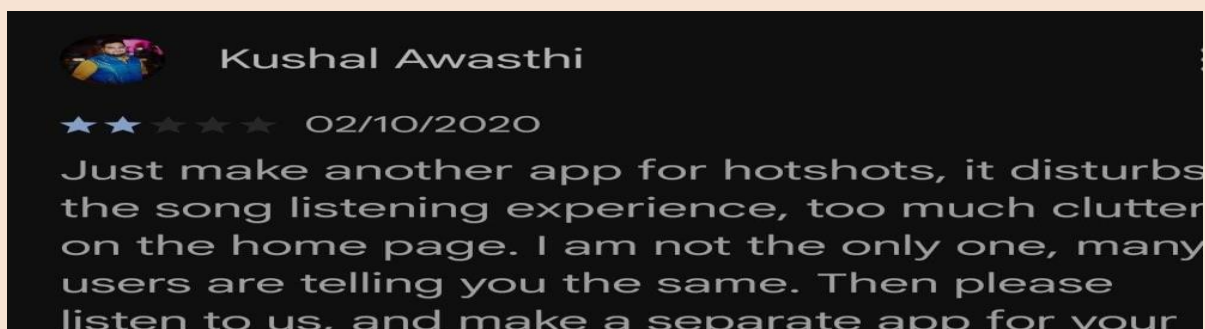
Changes in government policy can have multifaceted impacts on Gaana's operations, costs, and user experience. From compliance and content availability to economic and competitive dynamics, these factors can collectively contribute to decreased user satisfaction and lower app ratings.

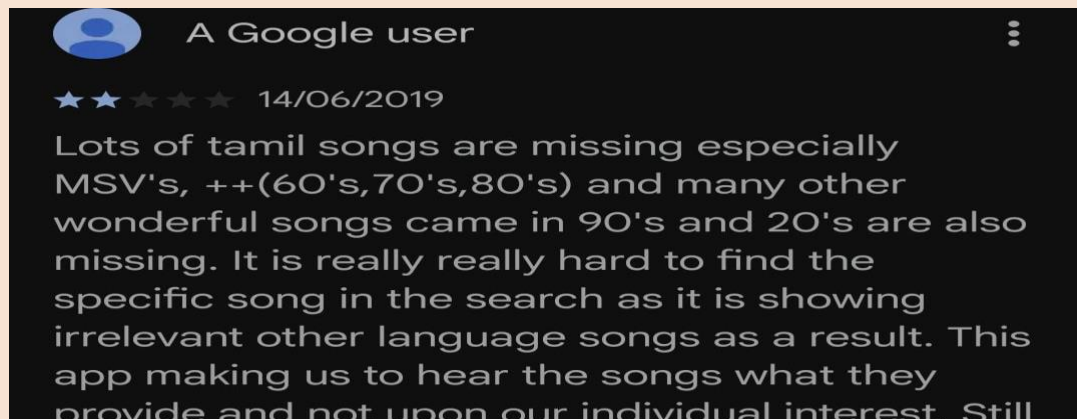
Is there any policy change introduced by the government in the last 6 months that could affect the functioning of Gaana?

In my analysis, no policy change was introduced by the govt. that could directly or indirectly affect the rating of the app.

Hence the hypothesis is invalid.

2. Brand issues (Bad PR / Reviews)





Negative PR and bad reviews create a cascading effect that can severely impact Gaana's rating. From eroding trust and damaging user perception to reducing engagement and discoverability, these factors collectively undermine the app's reputation and appeal. Addressing these issues promptly and effectively is crucial for maintaining and improving the app's rating

Hypothesis :

We believe that any bad publicity of Gaana will lead to users giving bad ratings to the app.

Has there been any such incidents within 6 months that would lead to bad PR for Gaana?

The reviews on the AppStore indicate that many users are not satisfied with the recommendation , auto debit issue, laggy playback.

About 37% reviews indicated the above mentioned issue.

Hence the hypothesis made is Valid.

3. Competitors advancement

Increasing competition offering better features , exclusive content and curated playlists.

Hypothesis

Competitor's advancements in technology, content, pricing, user experience, and engagement can directly impact Gaana's app ratings by setting higher standards and expectations among users. If Gaana fails to match or exceed these competitive advancements, it risks being perceived as inferior, leading to lower user satisfaction and decreased ratings.

Are there any such competitor's advancement?

Yes platforms such as spotify , amazon music have reduced their subscription amount for yearly subscription . Providing free access to user's for limited time as well . The application interface is designed in such a way that user's are finding it easier to use .

Hence the hypothesis is Valid.

4. Algorithm Quality

Competitors platforms like Spotify with superior music recommendation algorithms .

New Entrants like Apple music entry with high quality content attracting users .

Internal factor Analysis

These are the factors that originate from a company's internal workings, like policy change, product updates and bugs, new features, price change, etc. Let's assume some internal factors and see if the hypothesis around each is valid.

1. Payment issue



Hypothesis:

We believe that any issues while making the payment or failure of auto-payment would lead unhappy users causing adverse effects to the rating of the app. Let's trickle down and reach the root problem. This issue could arise by following problems:

Issue with the Payment Gateway?

✗ Although I found about 19% users were facing issues with payment and auto-deduction and the issue is valid, such reviews describing these problems are not new and didn't arise because of changes made within 6 months. So, this can't be a valid reason for the sudden drop in rating.

So the hypothesis is invalid.

2. Technical Challenges

Persistent bugs leading to app crashes, and slow performance with delay in fixes.

Hypothesis



We believe that any technical issues with the app that appeared via recent updates or any recent bug in the app would lead unhappy users adversely affecting the rating of the app. Let's trickle down and reach the root problem. This issue could arise by following mentioned pointers below.

1. App Crashes or Freezes

- **Symptoms:** The app unexpectedly closes, freezes, or becomes unresponsive

2. Playback Issues

- **Symptoms:** Songs don't play, buffer excessively, or skip unexpectedly.

3. App Not Opening or Loading

- **Symptoms:** The app doesn't open or gets stuck on the loading screen.

4 Subscription or Billing Issues

- **Symptoms:** Problems with purchasing or renewing subscriptions.

5. User Interface Issues

- **Symptoms:** Problems with navigation, unresponsive buttons, or display issues.

6. Account Syncing Problems

- **Symptoms:** Playlist or account data not syncing across devices.
- **Symptoms:** The app doesn't open or gets stuck on the loading screen.

Any recent update that was buggy?

✓ In my analysis I found that almost **17%** of users reviewed about **instability** while using the app after they updated it. The instability caused the older iPhone models heating issues, app lag and crashes. A major update caused the issue which was fixed after a minor update 2 days later. No such issue was reported after that.

As per my analysis the hypothesis is valid.

1. Customer support Deficiencies

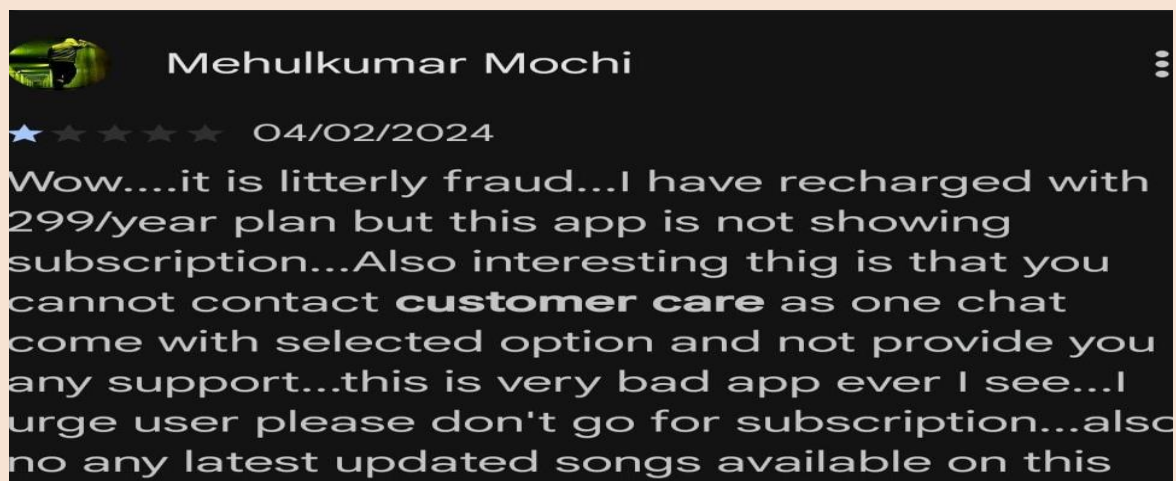
Inefficient handling of user issues and support request , causing decrease in paid subscribers retention .

Hypothesis

Customer Support Can be Improved by Proactive User Education and Training.

Let's trickle down and reach the root problem. This issue could arise by following problems:

Customer support not being provided?



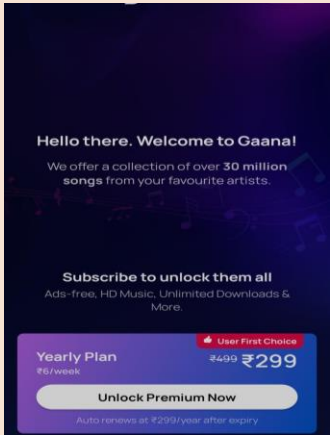
As per my analysis and research customer support teams are not responding post subscription . Users are facing issues with subscription renewals or billing due to unclear instructions or confusing interface design.

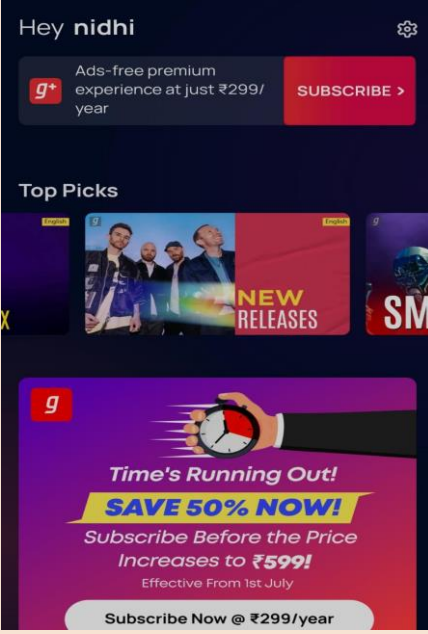

Hence the hypothesis is valid

User Journey Analysis

A user journey analysis of the Gaana application involves examining the steps and experiences a user goes through from the moment they become aware of the app to their ongoing engagement and potential retention as a loyal customer. This analysis helps identify touchpoints, pain points, and opportunities for enhancing the user experience. Here's a detailed breakdown of the typical user journey for the Gaana app.

It helps us in understanding where in the whole journey a user can be facing challenges. We can track the drop-off rate from one stage to the next in the user journey.

	Screen	Issues	Metrics to Track
Open app		<i>App opening slowly / subscription pop up</i>	<i>Time taken to load Home . Sales mindset</i>

<p>Home screen</p>		<p>Too cluttered/ subscription pop up again</p>	<p><i>Average time spent on the application</i></p>
<p>Consideration and Evaluation</p>		<p><i>Advertisement for premium subscription just after 10 sec of selecting the song to be played</i></p>	<p><i>Consistent advertisement</i></p>
<p>First-Time Use and Exploration</p>		<p><i>Regional language song can be searched, but the app recommends from its uploaded history</i></p>	<p><i>No. of times selections made after search</i></p>

<p>Subscription Decision (Freemium to Premium)</p>		<p><i>Cost is on higher side compared to other platform as well as free access for limited time provided by few other music streaming application.</i></p>	<p><i>1. Avg. time spent on the page</i></p> <p><i>2. No. of times selections made after time spent</i></p>
<p>Churn or Re-engagement</p>		<p><i>The user considers stopping the use of Gaana or is inactive.</i></p>	<p><i>Reasons behind the same .</i></p> <p><i>(competitor analysis, customer support)</i></p>

Conclusion

Analysis of Key Pain Points and Opportunities:

- **Awareness and Discovery:** The application needs to stand out in a crowded market with compelling ads and promotions. Highlight unique features and user benefits clearly.
- **Onboarding:** Make the onboarding process smooth and intuitive. We need to make clear instructions and minimise friction to keep users engaged.
- **First-Time Use:** Provide a seamless first-use experience with easy navigation and personalised recommendations. Highlight key features without overwhelming new users.
- **Subscription Decision:** we need to clearly communicate the value of premium features. Offer trials or discounts to encourage conversion from free to premium.
- **Regular Use:** We need to keep users engaged with personalised playlists, new content, and features that cater to their preferences. Use push notifications wisely to avoid being intrusive.
- **Feedback and Support:** We need to provide robust support options and respond promptly to user issues. Collect feedback to continually improve the app.
- **Retention and Loyalty:** We need to foster user loyalty through exclusive content, rewards, and community engagement. Recognize and reward long-term users.
- **Churn or Re-engagement:** We need to use targeted campaigns to bring back inactive users. Understand and address the reasons behind user churn to improve retention.

By understanding and optimising these stages, Gaana can enhance user satisfaction and drive long-term engagement and loyalty.