



Social In-App Experience

WYNK MUSIC

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Agenda

1. Key statistics of music streaming market
2. Wynk Music - market performance
3. Why social experience
4. Problem and proposed solution
5. Empathy map and insights
6. Product Goals and Roadmap
7. Design and prototyping
8. Go-to-market Strategy

Most Popular Apps - Key Statistics



- 8 out of 10 globally most downloaded and engaged applications were social apps
- 6 out of 10 India's most downloaded and engaged applications were social apps
- 1 out of 2 other category apps globally has social-in app experience and social media integration
- Facebook ecosystem users are from 25-34 age group, TikTok and similar apps users are from 10-20 age group

Most Popular Apps 2021 (Global)

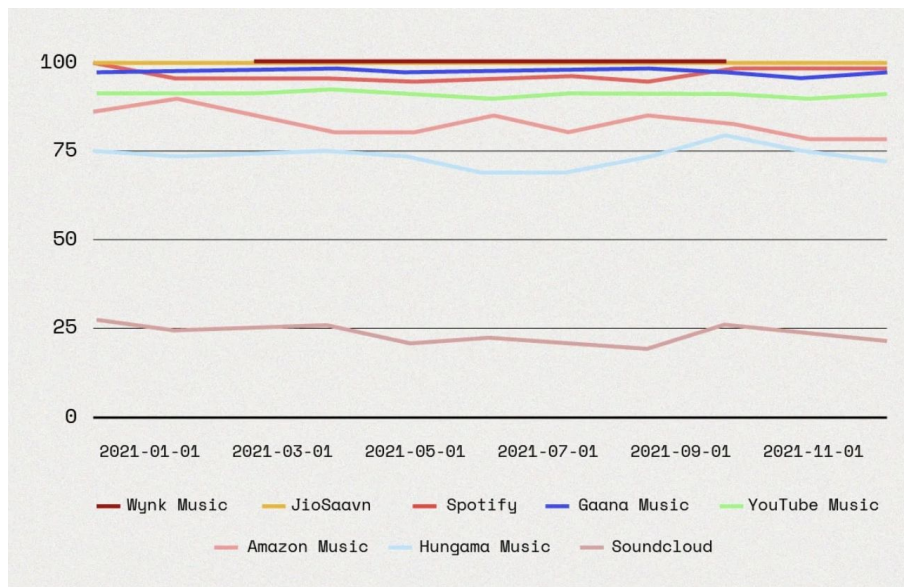
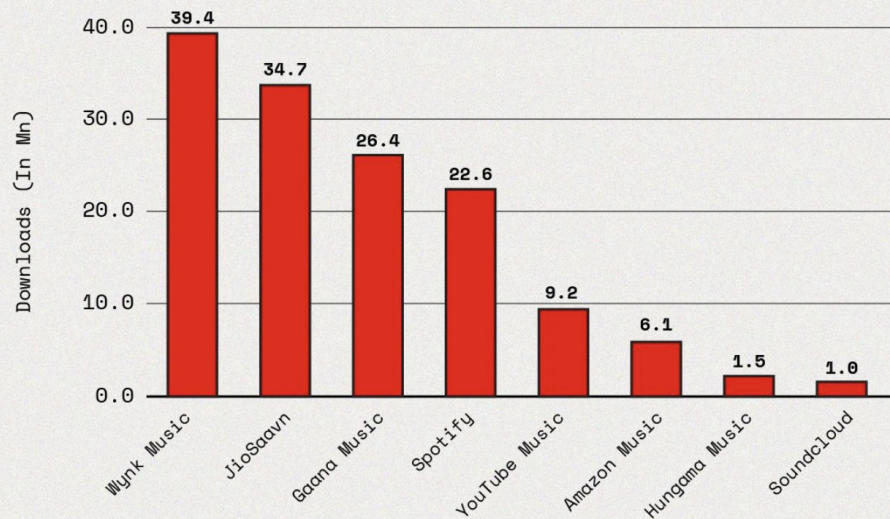
App	Downloads 2021
TikTok	656 million
Instagram	545 million
Facebook	416 million
WhatsApp	395 million
Telegram	329 million
Snapchat	327 million
Zoom	300 million
Facebook Messenger	268 million
CapCut	255 million
Spotify	203 million

Most Popular Apps 2021 (India)

App	Downloads 2021
MX TakaTak	181 million
Instagram	178 million
Facebook	176 million
Snapchat	166 million
Meesho	158 million
Moj	139 million
Flipkart	133 million
Ludo King	129 million
Josh	127 million
PhonePe	120 million

Market Research and Wynk's Performance

- Wynk bagged the most download numbers in 2021
- Wynk, JioSaavn and Spotify are top 3 musical apps in 2021 in listeners engagement and overall app performance
- Wynk Music recorded the maximum number of similar views on the Google Play Store (489 Mn) - next players were Gaana, JioSaavn and Spotify (Over 200 Mn page views)
- Indian market has noticed a 30% growth in Podcast listeners - top areas Mental Health, Tech & Products, Success Story





Why social in-app experience?

- Brands are limited to the ways they can engage digitally with their customers and create social communities.
- Consumers want brands to connect with them, so this limitation in methods of engagement is causing brands to look to their own apps to build connections with customers.
- In-app experience can help to reel in new customers, but also retain app users and turn them into brand advocates.

Impact of social features?

- Brands are limited to the ways they can engage digitally with their customers and create social communities.
- Consumers want brands to connect with them, so this limitation in methods of engagement is causing brands to look to their own apps to build connections with customers.
- In-app experience can help to reel in new customers, but also retain app users and turn them into brand advocates.
- Build in-app profiles to interact with other members, and strengthen loyalty that only returning users can bring to apps. (Customer loyalty and customer retention)
- User behaviour insights - Content rating, user engagement



Challenge

Build a new social feature for Wynn that integrates seamlessly into the app's existing UI in iOS and Android. The social feature should serve to connect people through music, and not interfere with current user flows and paths (music discovery and recommendation) in Wynn.

Solution

- A social music sharing option, that enables users to share the streaming music to their Instagram and Facebook as a story
- A playlist feature that makes sharing music with a close friend delightful and easy. User can allow friends to collaborate on a playlist, and Wynn will help incorporate recommendations from the friends who know you best into your daily mix.
- User identity based landing page where user has a personalized profile, bio statement, personal playlist, most streaming music and weekly insights based on the streaming. Based on these listener profiles, users are allowed to follow listener profiles, and Wynn's recommendation engine will also help find new friends based on music interests
- Podcast topics based listener communities, that will allow listeners to find friends interested in similar areas. Listeners can find similar communities, follow the host and set reminder to next release.



Empathy map and insights

(Based on user interviews)

Insight	Need
Listeners don't see Wynk as a platform to have a Musical Identity. Hence, they prefer to keep their listening habits private, but will share single recommendations with friends or close network.	Listeners need to feel that they have a way to directly share music with their friends by creating their own choice of playlists and hosting it on their profile and sharing current streams on Social media to gain popularity.
Listeners are utilizing workarounds (Social media mostly) to share music with friends outside of the Wynk Music app.	Listeners need a way to easily and directly share recommendations with friends within the Wynk Music app.
Listeners have a sharing relationship with just a few people, and share music with them regularly or sporadically.	Listeners need a way to check in with the friends whose tastes they trust and appreciate without feeling overwhelmed by a feed of information.



Product Goals and Roadmap

- Business, user and technical goals specifications
- Product goals and metrics
- Design & Prototyping

Business and user goals

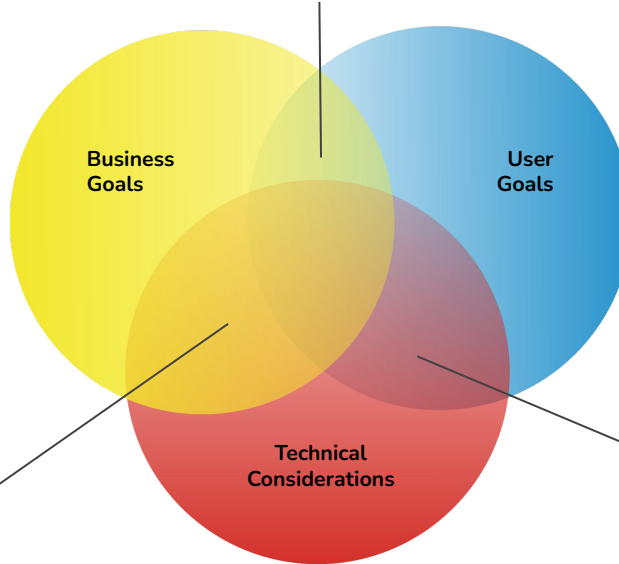


*Feature that gives user and identity
User is able to share their current streams on social media
Feature that connects friends to share music and let users find
friends with similar interest*

Business Goals:

- Design a new social feature that embeds within current Wynk Music platform
- The social feature must be embedded well and shouldn't impact the current workflow of music discovery and recommendation
- Be able to retain customers for a long term and turn existing customers as brand advocates.
- Maintain Wynk's branding and design, so a seamless integration into the current app is possible.

*Maintain consistent UI design
Integrate new feature smoothly*



User Goals:

- Have a listener identity and discover new music and podcasts
- Maintain social interactions and able to share music with their group of friends
- Be more engaged with the Wynk Music app, and become a brand advocate.

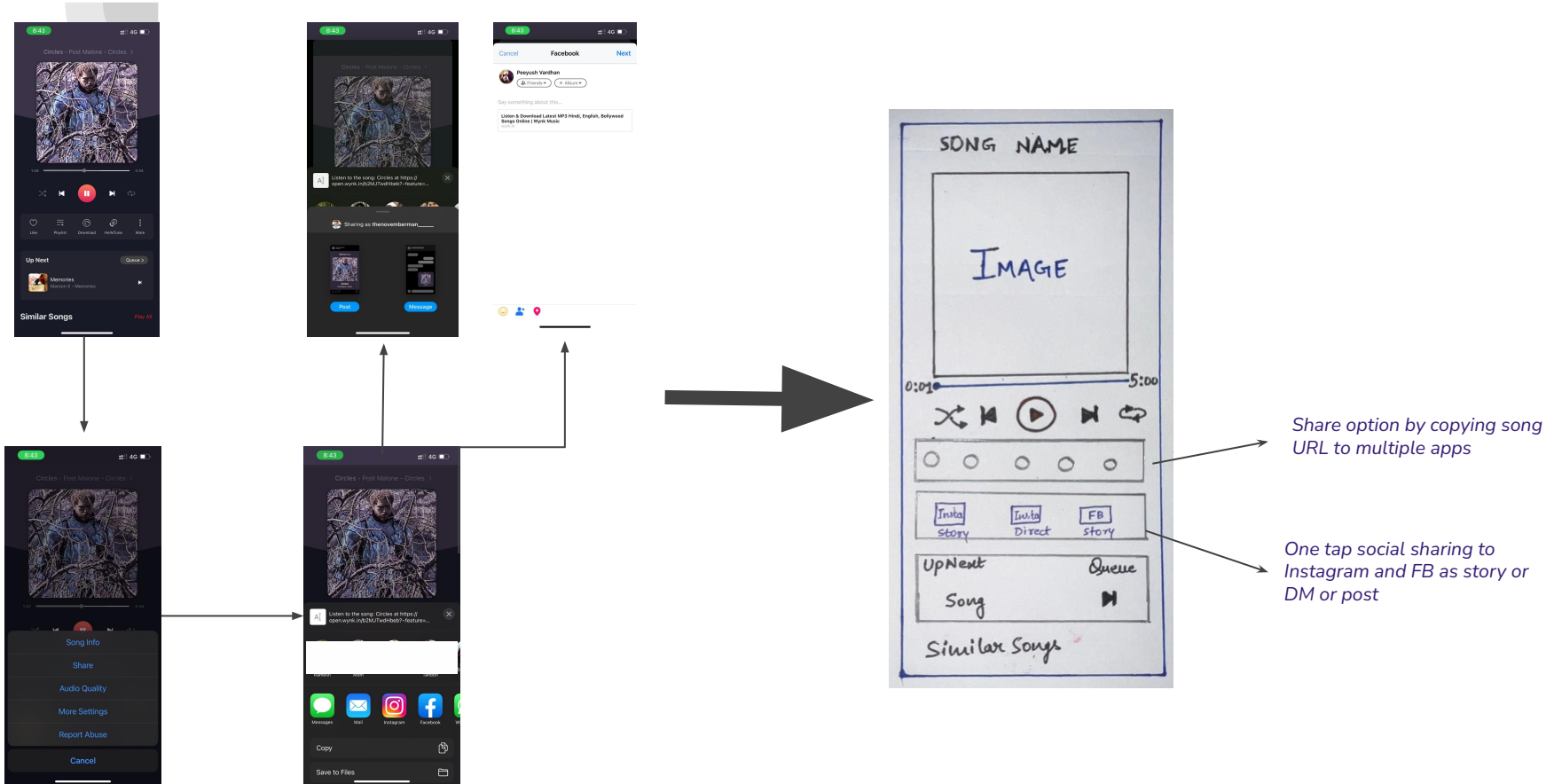
*A design that clearly shows
listeners their options*

Technical Considerations:

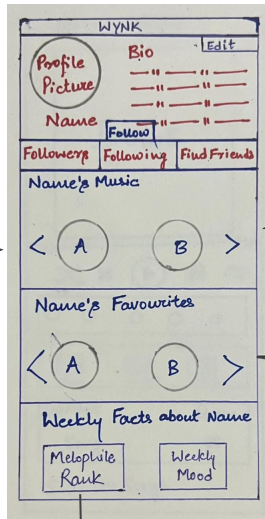
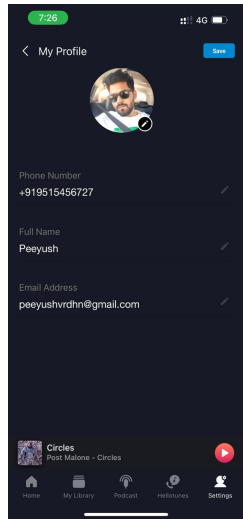
- Positioning a UI design familiar to the users
- Smooth and bug-free feature within the app that provides seamless user experience

Feature	Listener Profiles	Social Sharing	Music Playlist	Podcast Playlist	Musical Launch and Virtual Events
Near Term Goal	<ul style="list-style-type: none"> - A user profile with their musical identity - User has authority to keep it public or private based on their choices - These profiles could be shared on social media 	<ul style="list-style-type: none"> - Listeners will be able to share their current streams on Social media - This feature will allow users to display their musical choices socially and represent Wynk as streaming platform 	<ul style="list-style-type: none"> - Feature that connect friends-to-friends to collaborate and build their personal musical playlist - Listeners can share their playlists on social media as story, and links to chats. - Let listener choose what they can share. I.e. Option to make a playlist public or private 	<ul style="list-style-type: none"> - Listeners can create a personal podcast playlist based on Artists or individual streams - Listeners can find people with similar interests and follow them - Users can turn on 'Notify me' option for Weekly/Monthly podcasts 	NA
Long Term Goal	<ul style="list-style-type: none"> - Musical QR to be shared on Social media or quick access - New launch playlist and music streaming on the profile 	<ul style="list-style-type: none"> - Users will be able to share playlists and tag friends/collaborator/band as partners - Above feature can be used to promote new artists/band/ collaborator groups using Wynk platform on social sites 	<ul style="list-style-type: none"> - Add a button to share a playlist or album with a friend. Tag someone who might be interested in the playlist - Listener can receive recommendation from friends (In -app recommendations) - Daily Mix incorporates a song recommended by a friend - Add friend playlists to home screen: reminds you when a friend has made a recommendation For example: "Tani recommended this" shows at the top of the page 	<ul style="list-style-type: none"> - Listeners can collaborate on creating playlist. Social sharing and in app sharing will be enabled - Option to make a playlist public or private (to specific members of communities/groups) - Tag someone who might be Interested in podcasts 	<ul style="list-style-type: none"> - Connect with Artists/Podcast hosts in a Virtual Audio Room, Q&A - Fans of specific musical Genre or Bands can have a virtual audio meetup and share their views - Musical practice or audio learning sessions can be hosted by music teachers or masterclass by artists - New artist's music launch on a virtual music listening platform
Metrics	<ul style="list-style-type: none"> - Track number of profile visits - Track number follows daily, weekly and monthly - Track users following profiles through find friends recommendation 	<ul style="list-style-type: none"> - Track engagement with number of social sharing - New users redirecting through social media 	<ul style="list-style-type: none"> - Track engagement with friend through shares and clicks - Track similarities in you and your friends' listening habits - Track how often playlists are made public or private - Track clicks on Share buttons and use of tags for friends - Track how often listeners are choosing Daily Mix - Track how listeners are skipping ahead to friend's song - Track how often listeners are choosing music tagged by a friend 	<ul style="list-style-type: none"> - Track engagement with friend through shares and clicks - Track similarities in you and your friends' listening habits - Track how often playlists are made public or private - Track clicks on Share buttons and use of tags for friends - Track how often listeners are choosing music tagged by a friend 	<ul style="list-style-type: none"> - Track the engagement of specific genres groups engagement - How many users are following artists and add Notify me to their new launches

Design & Prototyping: Social media sharing Integration



Design & Prototyping: User Profile



Public Playlists created by the user

Top or most frequent played playlists by the user

Musical Genre based on frequently streamed song last week

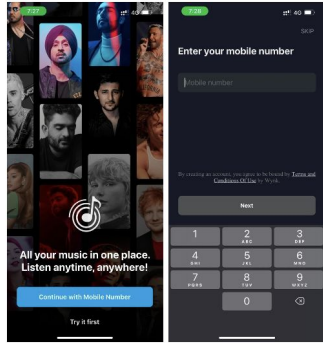
Top listener ranking based on average streaming time last week

User Profile Specifications

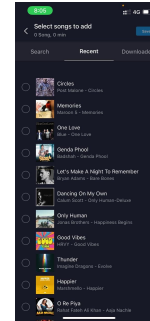
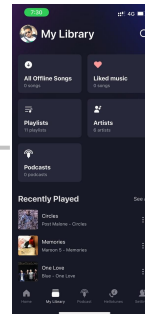
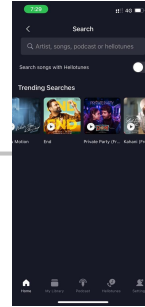
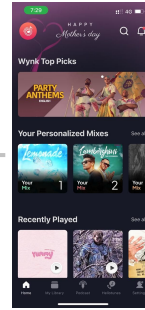
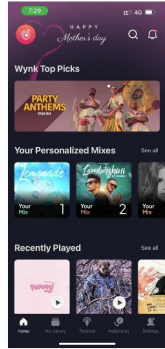
User Profile	DP	Bio	Playlist	Favourites	Weekly Updates	Follow Status
Private	✓	✓	✗	✗	✗	Requested
Public	✓	✓	✓	✓	✓	Direct

Design & Prototyping: Playlist Collaboration

1. Login Screen

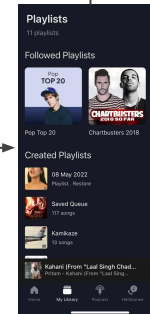


2. Home Screen



Add songs
Rename
Delete
Collaborate

Invite friend
Add note





Go-To-Market (GTM) Strategy

(Focus: Target Market, Value Proposition and Product Messaging)

Goal: New social feature for Wynk Music will boost the user engagement, strengthen user retention, onboard new users and Building brand awareness

- An initial email and In-app announcement to get users excited
- A virtual tour to educate the target audience about the new feature
- Promotion on social media following the launch, highlighting the benefits and use cases (the most crucial aspect that got customers flowing in)
- Onboard Artists and influences with Artist profiles
- Top listeners will get rewards in subscription fee and referral rewards



Questions?

Thank you!