The Challenge

To pioneer Clubhouse in Social audio market by increasing it's monthly active users by providing better user experince and beneficial features for it's users which helps in user engagement and retention, there by positively impacting revenues

Why to grow MAU

Clubhouse was initially launched in April 2020, when world was under the clutches of covid-19 pandemic. There were several lifestyle changes in our society limiting access to public places made people to spend more time inside their homes post working hours. App downloads and MAUs are inversly propotional to lockdowns imposed.

As the normalcy has been restored in almost all the parts of world, Clubhouse has taken severe hit in terms of MAUs. Clubhouse once boasted 10Mn weekly active users in March-21 to 3.5Mn MAUs in Sept-21

Top 5 Non- US Markets for Clubhouse Active Users

Germany

Japan

United Kingdom

Turkey

Canada

clubhouse

Nextleap Graduation Project

March 2020

App Launched

34.4 Mn

Downloads

10 Mn

Active Users

$4.2 Mn

Revenue

1. **Sales**
2. **Social Media**
3. **Start up**

Most Trending Topics

700K

Rooms

Problem Validation
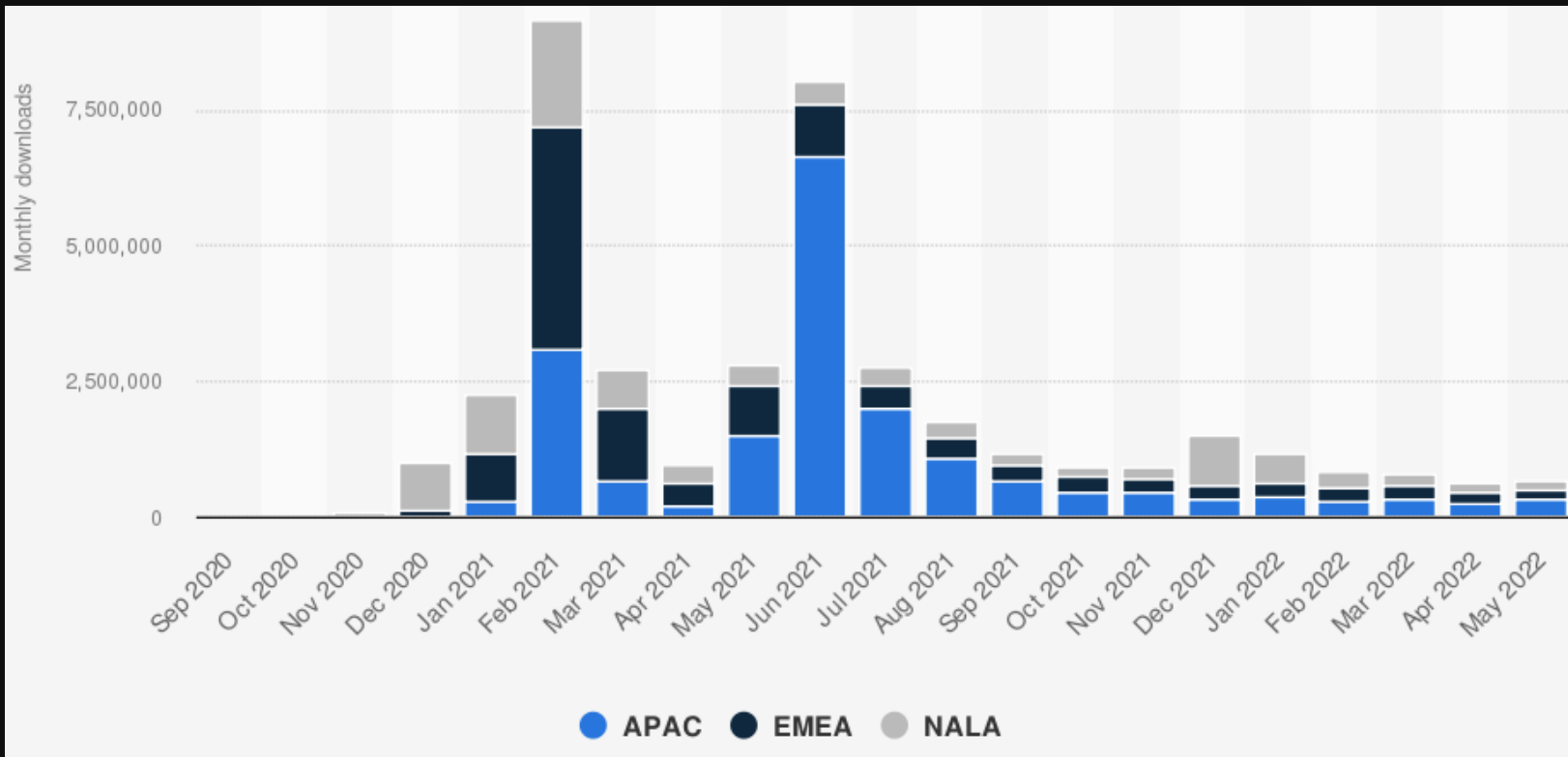
In Feb-21 and June-21, app downloads had peaked to almost 10Mn as compared to May-22 which is around 0.7Mn, which is almost -93% from Highs

Clubhouse has defenitely taken hit since normalcy from lockdown, download peaks during lockdowns indicate this movement was more of environment influenced behaviour
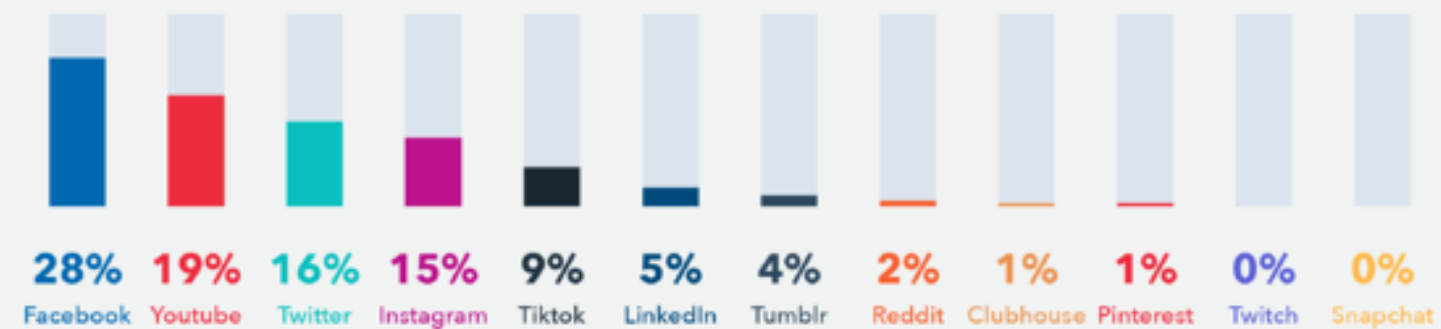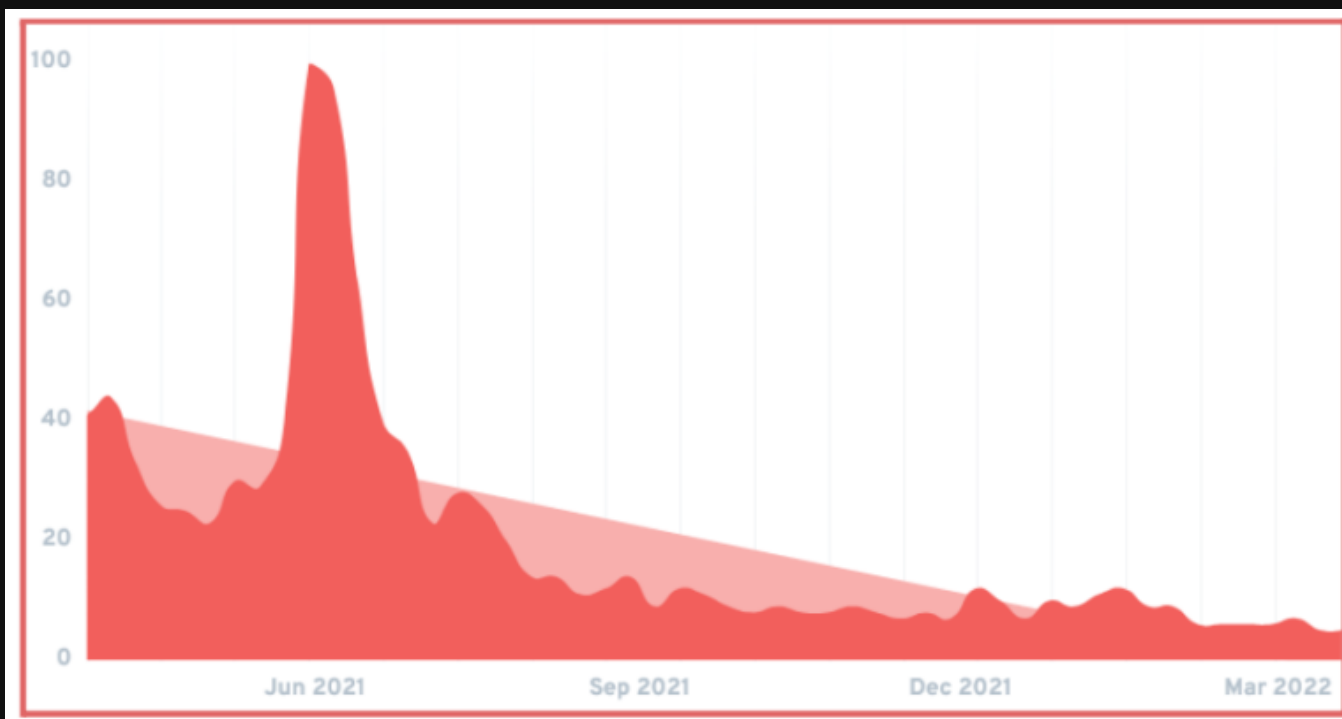

As per Social media trens report by Hubspot, engagement levels for Clubhouse is around 1% which way to low as compared other social media apps

Allthough the comparision is unfair, since it's competing with social media with video platforms but competitors have ventured into social audio market competing alongside clubhouse
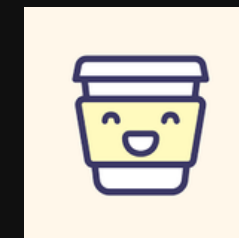
Competitors

As per exploding topics, searches for "clubhouse app" have dropped drastically. The searches peaked on May 30 2021.
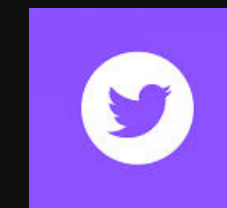
Riffr   Cappuccino

Spoon   Twitter Spaces

↓ Downloads
↓ Active users
↓ Search trends
↓ User engagement
↑ Competition

Why users are leaving clubhouse

Irrelevant Content
As much as **72%** of clubhouse users or previously used users stopped spending time on app as there was lot of irrelevant content in clubhouse rooms. More often it was unecessary abuses, self boasting or completly irrelevant conversation

72%

Lot of crosstalks/lack of clarity
Crowded rooms are next big concern for **46%** users who chose to leave the app for a while, a room turns messy with lot of cross talkings amongst speakers. Directionless heated debates leaves no conclusion and makes no sense to user as they do not benefit anything from it

46%

Boredom
Many of the users flocked to Clubhouse during pandemic period where outside movement were restricted and they found Clubhouse to be alternate path to kill the time. 33% of users have reported to be bored of platform since they have got many better things to do

33%

Who are facing this issue

Clubhouse has very young demographic users, nearly 70% of it's users are millenials. All these users feel there are lot of rooms with irrelevant content, too much of cross talks and over the time, they are bored of app and don't find it worth their time.

Name : Sheetal
Age : 23
Qual : Pusuing B.tech
Was active on app previously, used to be part of random conversations, sometimes even related to tech, start up and sales, reduced activity on app as there are no longer meaningful conversations

Name : Ashish
Age : 26
Qual : MBA
Joined clubhouse during pandemic for networking with stock market peers, but realised there are lot of groups on that topic and kind of confused which rooms to join adnd network with peers

Clubhouse Pods

Clubhouse Pods lets user to creat podcast events on clubhouse. They can keep it with paid interactors or free interactors.

There will be limited of 4 users with 1 host who will be able to speak and rest of users join pods either as interactors or audience. In regular podcasts, there is hardly any interaction between listenrs and speakers, here they are free to interact

More over, Every Clubhouse pod has Pod score which basically live audience poll that indicates quality and relevance of content by speakers. Pods with better club score usually have deep and meaningful conversations

Possible Solutions

Interest based Recommendations

When user is getting onboarded on clubhouse for first time, post login process they are asked to pick their topics of interest.

User can actually browse through list of topics from given choices and chose only those genres which are relavent and interesting to them.

They can also choose those topics which they would never want to come across. User now gets all selected topics in recommendations filtering out unwanted ones

Voice based Auto Moderation

Since Majority of users are leaving platform due to bad moderation and abusive language, we could introduce voice based auto moderation, which basically captures the audio from users who are speakings and analyses the data based on tonality, usage of words and picks sensitive words which are against community guidelines and issues warnings to users.

Repeated offenders will be disabled speech option and are not allowed speak in that forum/room for brief period of time. By this way we can ensure smooth flow of conversations and efficient moderation in houses

# Prioritization Framework

Solutions	Reach	Impact	Confidence	Effort	Final Score
Clubhouse Pods with poll	4	4	4	3	4
	Reach would be high as there are no barriers and it's just a tap away	Impact would be more users are able to differentiate quality content with Pod score	Quality conversation, better moderation and civilised conversations might actually increase user engagement over time	Effort is low, as pods are same as rooms only additional features would be poll,paid interactors and recording option	✅
Interest based recommendations	4	3	3	3	3.3
	Reach would be high as it is the part of user journey flow	Impact might be moderate as it might make user journey bit long and complicated	Lengthy user journey flow and sometimes user tastes might even change and look for unusual topic	Effort is moderate, 2 more steps to be added in user journey flow and categorise user interests into various options	❌
Voice based Auto Moderation	3	3	2	4	2
	Reach would be high as it is an auto feature for every room on clubhouse	Impact would be moderate as Moderation could also cub free speech and may not allow user to express freely	Confidene is moderate as auto moderation could work really well and backfire at the same time as well	High complexity involved in introducing this feature, lot of data,sentiments and tones to be analysed, trial and error to be done and still not guranteed to be accurate	❌

1
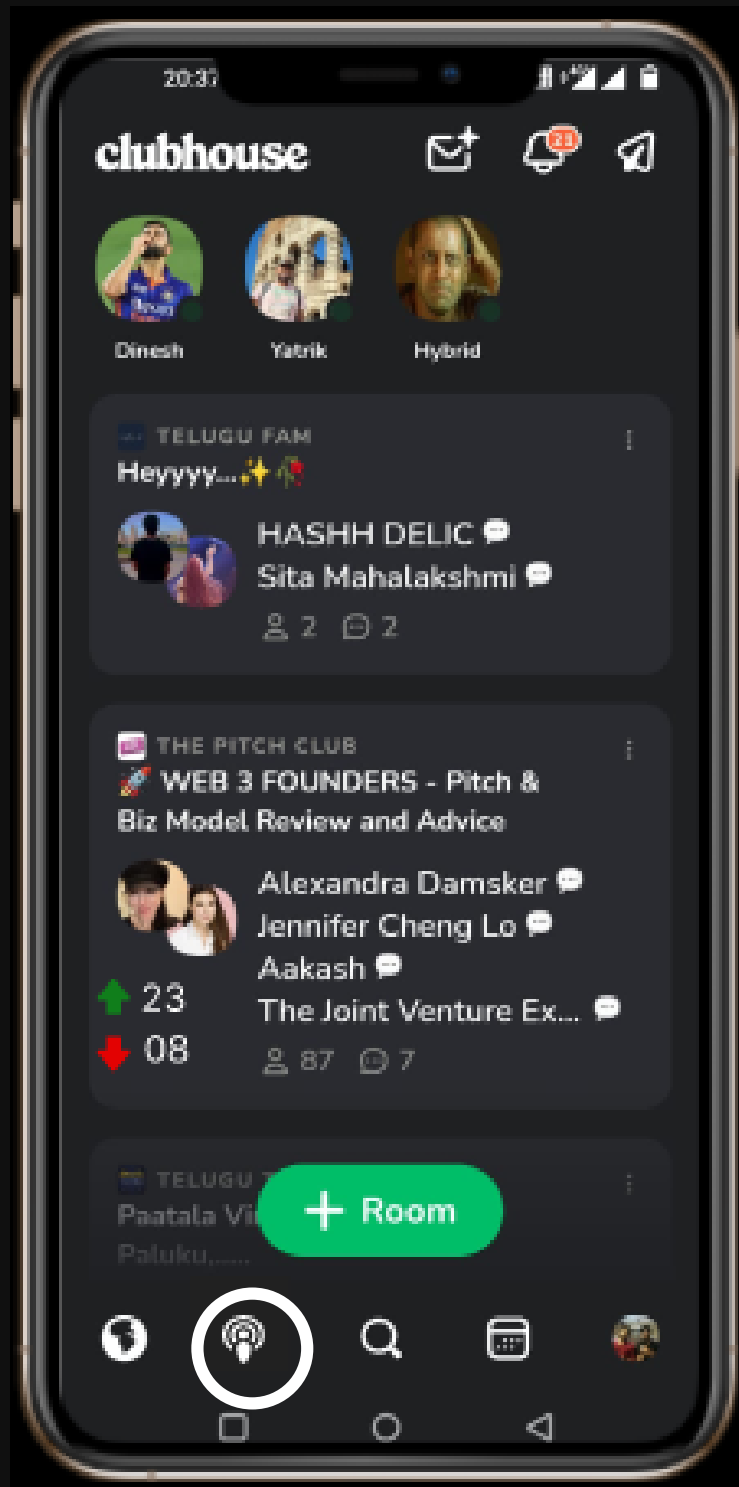
Clubhouse POD icon will be visible at bottom of the page and every page will have POD score which is live audience feedback about quality of conversation
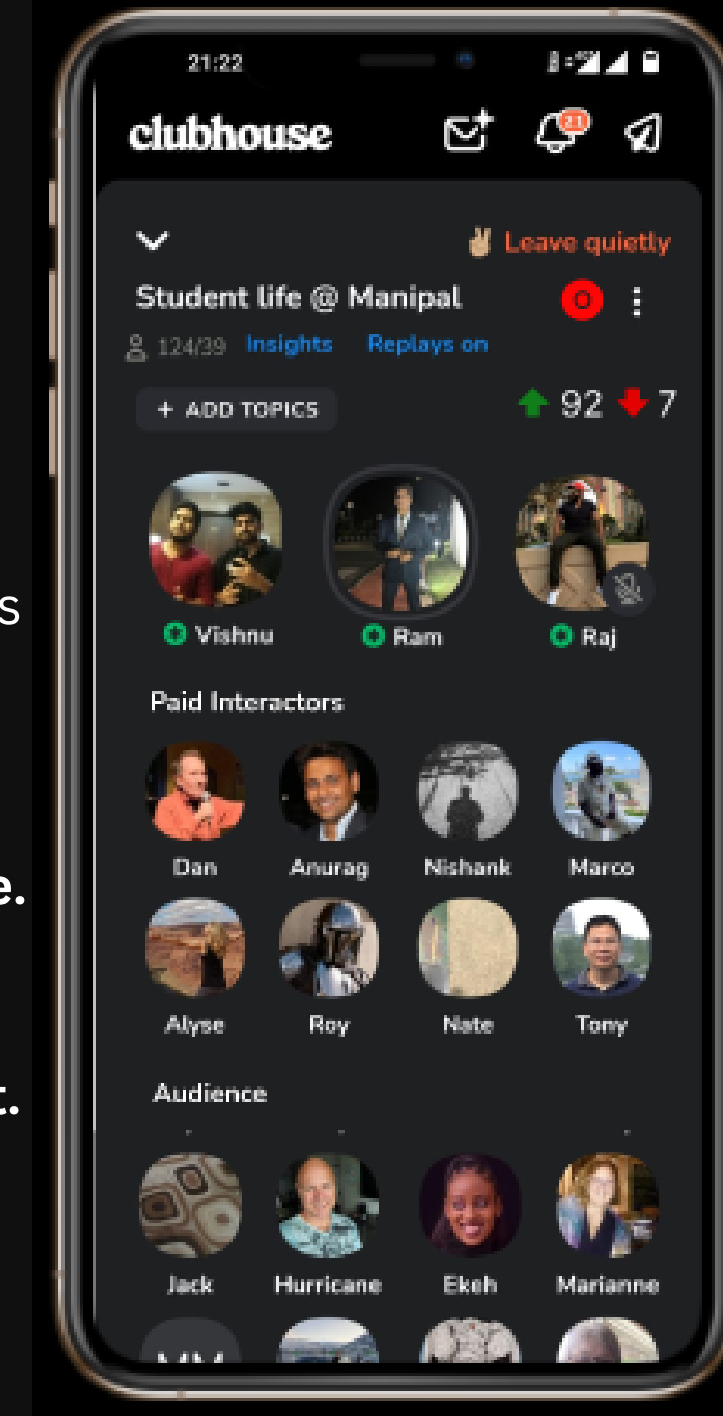
2
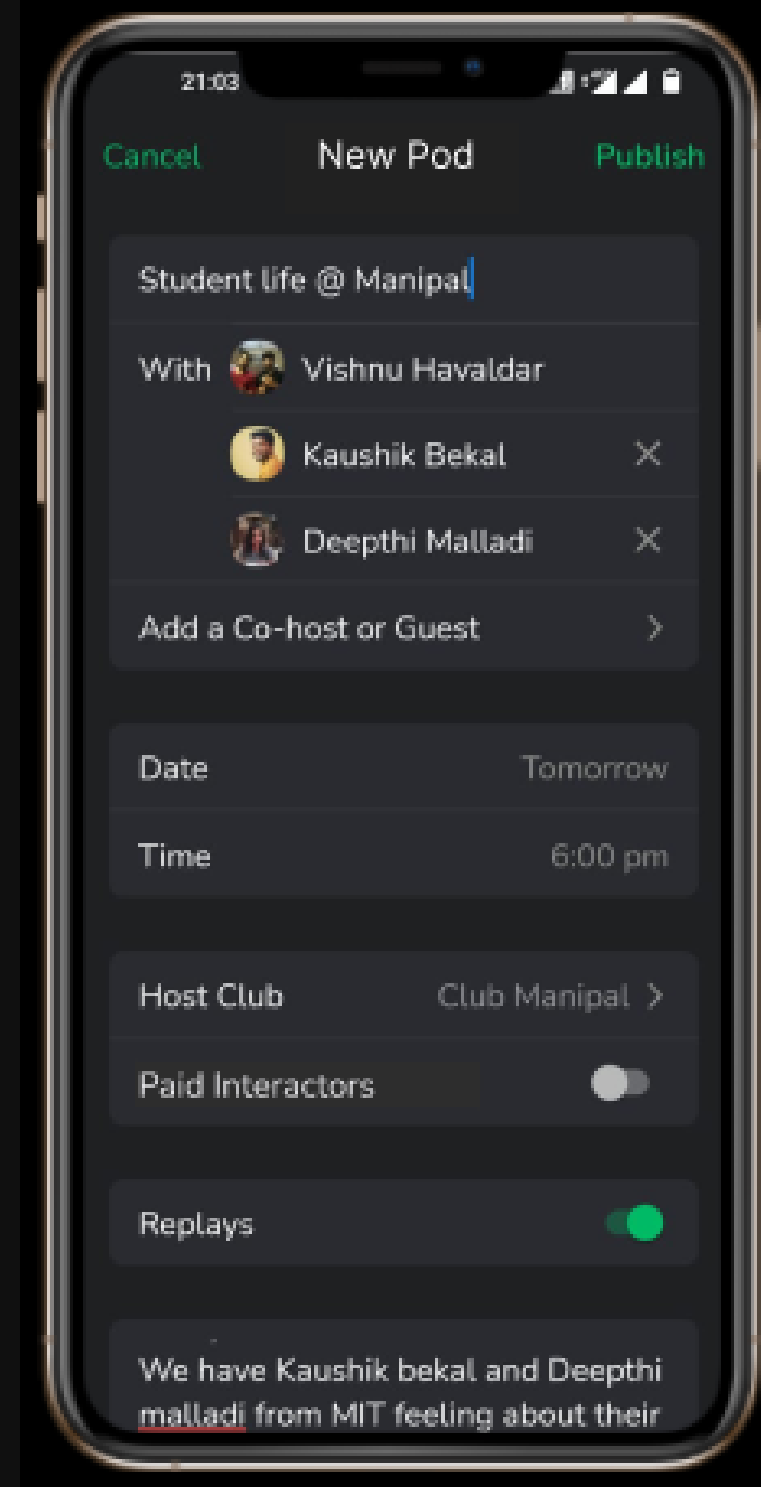
it's very easy to create clubhouse Pods, after tapping on pods icon, user is directed to a scree like this.

Creator of the podcast needs to input basic details about podcast such as **Topic of Discussion, Hosts and Guests tagging, scheduling - Date and time. Association with club** and toggle option **whether it has paid interactors or not.** along with that a bit of **summary** regarding discussion goes long way

3

Features

Every live Pod can be **recorded** and played at later point of time by the user

Every Live pod will have **real time audience poll** where they can upvote or down vote the discussiion happening in pod. Deviating from main topic, irrelevant conversations, poor moderation can attract down votes which will reflect on user feed which in turn attracts less users

There are also **paid interactors** for live pods where users can interact/discuss/ ask questions to hosts/guest speakers. Users don't mind paying few bucks to have conversation with eminent personalities

Try Now !

Value Creation

For Users

1. Audience in clubhouse pods will be able express their opinion about pods through poll
2. Other users will also be able to see quality of conversations by seeing club score visible on feed.
3. It is also a reminder to speakers and moderators to not deviate from topic and ensure content is relavent and meaningful

For Clubhouse

1. Better engagement for users as they can be part of meaningful conversations
2. Churn rate will be signifanctly low, they will be be spending more time on app
3. More time spent per user > More active users and more engagement.
4. Revenue generation for clubhouse as paid interactors will be charged with fee where they can keep certain % as platform fee.

Usability

1. There isn't much change in user flow, user can create Clubhouse Pods just bu clicking on Pod icon in the bottom and schedule a podcast
2. User can be either **Host/Guest**; **Paid Interactor** who gets to interact with Guest/Host during conversation and rest of users are **Audience** who are just listening to conversation
3. Interactors can be paid/unpaid depending upon pod creator, Sometimes having reknowned guest in the house may generate good revenues as people might want to interact with such personalities
4. Hosts/Interactors and Audience can also record the podcast and go through it at later point of time and save to their respective devicesas well
5. Users can also view the topic of discussion on the top and also have a look at Pod poll, they will be able to judge quality of podcast based on real time feedback regarding quality of content
6. Podcasts with better club score and positive audience feedback attracts even more users to that particular event which eventually leads more time spent on app and more active users on daily/weekly/monthly basis.

Tech Feasibility

There isn't much complication involved here, Club pod is no different than ordinary room in clubhouse, it's just more organized, structured and sometimes monetized channel with real time audience feedback on quality of conversation

North Star Metric

Time Spent on Clubhouse

L1

User Engagement

Avg Revenue generated per pod

L2

No of Pods created daily

Number of sessions per day

Time Spent per session

No of dormant users activated

No of new users added

No of active speakers in room

No of app referrals

No of downloads

No of Engaged listeners

No of engaged speakers

Second order Thinking

Pitfalls

Very low adoption of paid interactors feature among users

Too may live Pods happening at the same time

What if Pod scores are fudged and all upvotes are from bots/ biased listeners.

Plausible solution

Do an indepth analysis of why users are not using this feature and may be introduce a subscription model just for live podcasts

All though we have recording feature available, We can also make profile of speakers of Pods of clubhouse and make all the pods link available in their profile

Over the time, depending on pod scores, even podcasters and speakers will have engagement score on their profile by analysing all past ratings