

# Cricket Scores Platform PRODUCT MANAGER ASSIGNMENT

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# Task

For a **Cricket Scores Platform's Android / iOS App** revamp the text commentary screen in match center in a way that it gets more engagement and in turn more Ad revenue and/or subscription revenue. Create a PPT on how you would go about revamping it with details on User Profile and Use Case, Assumptions made, Potential Impact on Revenue, Success Metrics for the revamp. And also share basic mocks.

# DAU ENHANCEMENT AND SUBSCRIBER REVENUE

# User Persona 1: The Social Watcher



**Rajesh Patel**  
Age: 28

## Profile

- Rajesh Patel is a **young professional** with a degree in computer science.
- He was born and raised in a **cricket-loving family**, where watching cricket matches **together** has been a tradition.
- Rajesh lives in a shared apartment in a bustling urban area with **two of his close friends**.
- He has an **active social life** and enjoys hanging out with friends, both **in person and online**.
- He loves watching the game with his **phone in one hand** to discuss the game on the fly and share memes to his social groups.

## Pain Points

- He loves discussing **key moments** in the game with his **friends and on his WhatsApp groups** but doesn't have an intuitive way of sharing **defining moments from important deliveries** that result in a wicket or a boundary.
- He loves discussing the game and sharing funny moments with friends but **struggles to find a platform that caters to both live match updates and cricket-related memes**.

## The Need

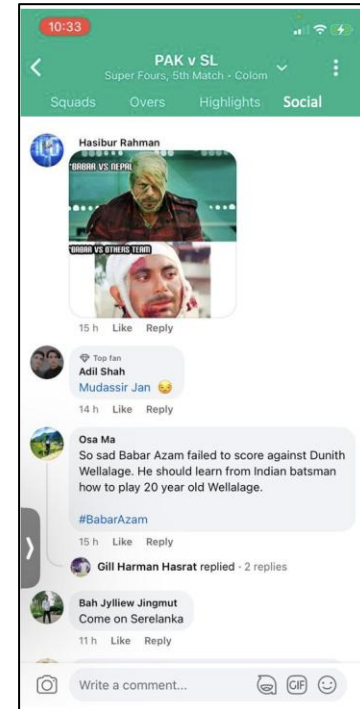
- Features that **facilitate group chats** or discussions with friends about ongoing matches, players, and memorable moments in cricket
- A **dedicated section or community where he can discover and share cricket-related memes, jokes, and humorous content** with friends and fellow cricket enthusiasts.

# The Solution

## Cricket Scores Platform Social (Free/Not behind a paywall)

The idea is to create Cricket Scores Platform as an **important secondary platform** during match viewership

- A dedicated chat and content sharing interface where users can post, like and vote seamlessly integrated with the all social media platforms.
- Implementing this as a **non-premium feature** would enhance traction towards the platform

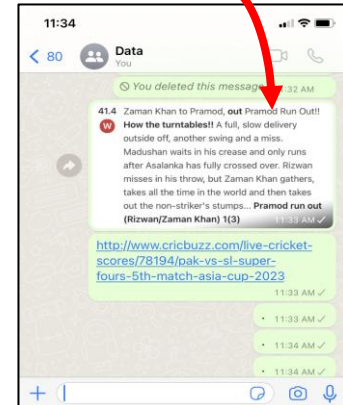
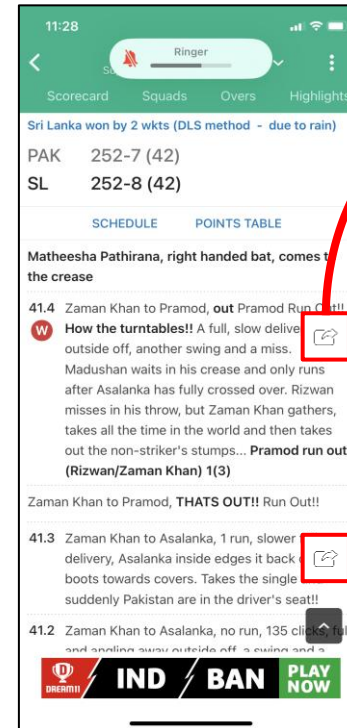


# The Solution

## Enhanced Share (Free/Not behind a paywall)

The idea is to create Cricket Scores Platform as an **important secondary platform** during match viewership

- Ability to share the events of an important ball to social messengers in a single click.
- Implementing this as a **non-premium feature** would enhance traction towards the platform



# User Persona 2: The Busy-Bee



**Alok Kumar**  
Age: 34

## Profile

- Alok Kapoor is a **seasoned corporate professional** with a background in marketing.
- He has been working in the marketing department of a multinational company **15km away from his suburban home** for the past eight years.
- Alok is married with two young children, a son aged 6 and a daughter aged 4.
- In addition to his demanding job, Alok is an avid cricket fan. His love for cricket developed during his childhood.

## Pain Points

- Alok's corporate job often entails working late hours, attending meetings, and commuting through traffic.
- This leads to him missing the **first half of most live cricket matches**.
- Even when he reaches home, he finds it difficult to **resume watching the game from the middle**.
- He also finds it difficult to find out the **broadcasting channel and the OTT platform** hosting the day's game.

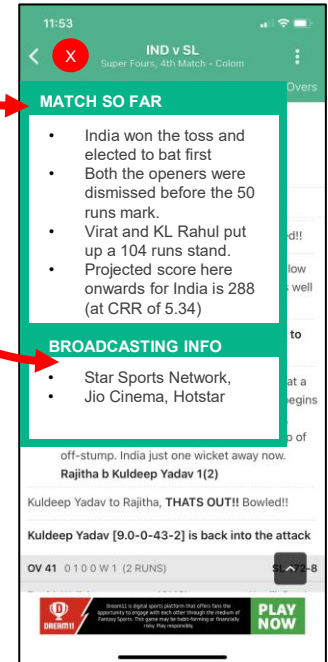
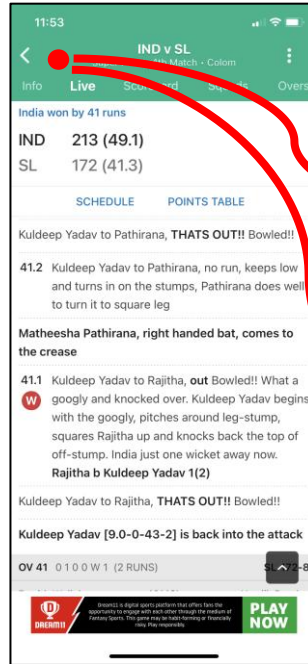
## The Need

- Alok needs a simple yet intuitive **match summarizer** from the time **he starts following the game**.
- He also needs the **broadcasting information** easily available to him.

# The Solution

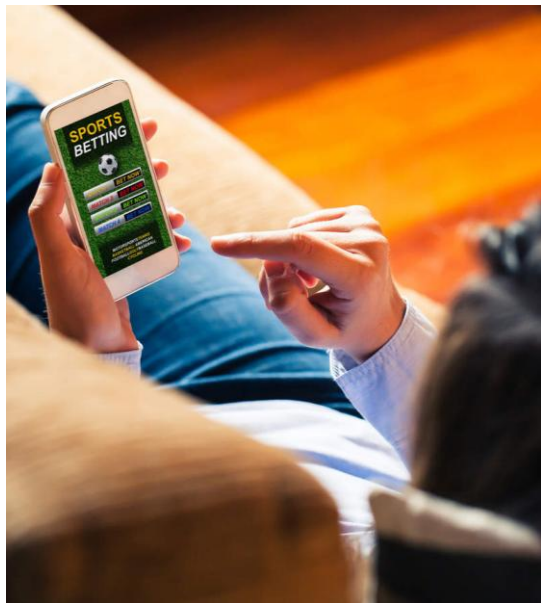
## Match So-Far and Broadcast Info (Behind Paywall)

- A dedicated click button pop-up that summarizes the match events crisply.
- Broadcasting Channel and OTT Platform information





# User Persona 3: The Gully Analyst/Fantasy Cricket Fan



Arjun Sharma

Age: 30

## Profile

- Arjun Sharma is a tech-savvy individual working in the field of **data science**.
- Arjun's love for cricket goes **hand-in-hand with his fascination for technology and data analysis**.
- He leads a busy life juggling work, coding projects, and his passion for cricket, often **watching matches and making fantasy teams** on different platforms.

## Pain Points

- He often finds it **challenging to make informed decisions** about his fantasy team due to the **lack of real-time technical data**.
- He seeks to enhance his cricket watching experience by accessing dynamic information during matches, such as win predictors, estimates of spin, and swing conditions, to make **more data-driven decisions for his fantasy team**.

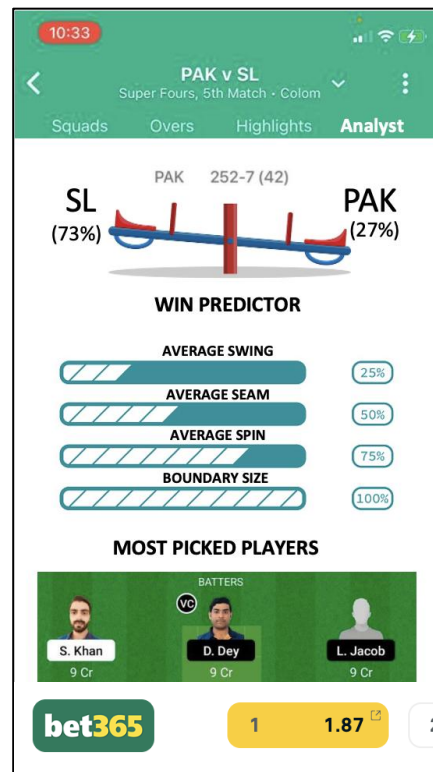
## The Need

- A cricket-focused platform or app that offers **real-time technical data** during live matches, including win probability, pitch conditions, swing, and spin estimates.

# The Solution

## Personal Analyst (Behind Paywall)

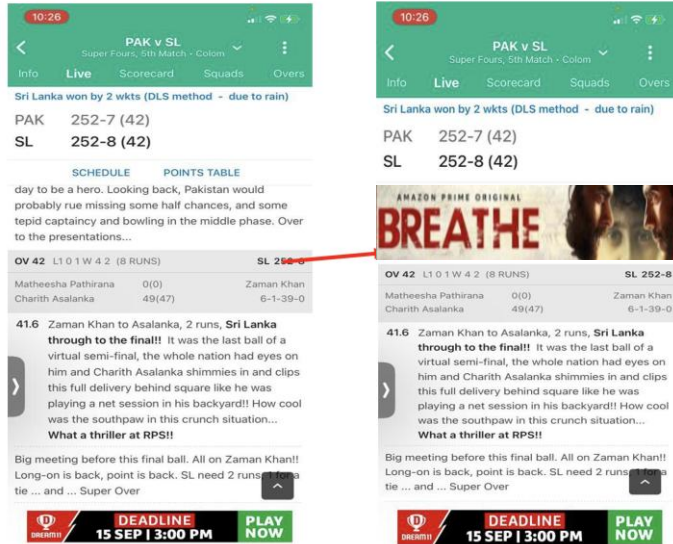
- A dedicated "Personal Analyst" section aimed at helping Arjun make his fantasy team decisions based on real time data points.
- This section would have information such a win-predictor, swing and spin heatmaps and player picks based on data.



# ADVERTISEMENT REVENUE

## INCREASING THE EXISTING ADVERTISING **REAL ESTATE**

- **Between-Over Ad Rails** with dynamic click throughs to use the existing space



## INCREASING THE CHARGED **CPM** BY BETTER TARGETTED ADVERTISEMENT CAMPAIGNS

- **Contextualizing the Ads** for better targeted campaigns. This includes partnering with **food platforms** during the **lunch break** of a test match, **beverage partners** during the **drinks break** and **fitness & medicinal products** during **player injury** breaks.
- This would help us negotiate a **better CPM** (Cost Per Mil) for the served ads.

## **BONUS GEN AI USECASE**

# Commentary Moods

FORMAL, EDUCATIVE, DATA DRIVEN

INFORMAL, LIVELY, UPBEAT

The Idea is to use Gen AI to create 2 different moods of commentary curated to match the user preference and style for an improved and more personalized user experience

31.6 Kuldeep Yadav to Faheem Ashraf, **out Bowled!! Fifer for Kuldeep!!** Length ball that skids on again, goes through the defence of Faheem Ashraf who went onto his backfoot and tried to work it leg side. **Looks like that will be the game, Naseem and Haris went off while fielding with niggles and they aren't coming out to bat. Faheem Ashraf b Kuldeep Yadav 4(12)**

Using Gen AI

Kuldeep Yadav's on fire, my friends! He just bowled Faheem Ashraf out, and he's celebrating with a fabulous fifer! Imagine this: a sly length ball that sneaks through Faheem's defenses as he attempts a leg-side move.

And guess what? The game's practically sealed because Naseem and Haris are nursing their niggles and won't be grabbing their bats. Faheem Ashraf, you're outta here with just 4 runs off 12 balls. Kuldeep, you're the hero of the hour! 🎉🔥 #FiferFrenzy

PROMPT: can you convert this piece of cricket commentary to more informal and livelier 3 sentences



[https://youtube.com/shorts/PrReJiXYhwk?si=YLLi80tYwyAi53\\_4](https://youtube.com/shorts/PrReJiXYhwk?si=YLLi80tYwyAi53_4)

The same iconic moment covered in two unique styles



[https://youtube.com/shorts/WUu7t3D4xl?si=mYTVuUHqtv\\_gfre9](https://youtube.com/shorts/WUu7t3D4xl?si=mYTVuUHqtv_gfre9)

## THE MATH

# The Math (With Assumptions)

Metric	Value	Unit	Source
Monthly Traffic	398 million	Visitors	<a href="https://startuptalky.com/cricbuzz-success-story/">https://startuptalky.com/cricbuzz-success-story/</a>
Annual Revenue	10 million	USD	<a href="https://startuptalky.com/cricbuzz-success-story/">https://startuptalky.com/cricbuzz-success-story/</a>
<i>Assumption: Assuming no revenue from B2B partnerships for simplicity of calculations</i>			
<i>Assumption: Assuming a 1:2 Split between the SUBS Revenue and ADS Revenue respectively</i>			
Subs Revenue	33,00,000	USD	
Ads Revenue	67,00,000	USD	

**Note:** All Assumptions are in Green

Subscription Revenue Calculation			
<i>Assumption: Assuming an annual average subscription to be 5 USD or INR 400</i>			
No of Annual Subs	6,60,000	Subscriptions	
<i>Assumption: Assuming a 5% uptick in subscriptions by implementing all the suggested ideas and features</i>			
Incremental Subs	33000	Subscriptions	
Additional Annual Revenue	165000	USD	

**Additional Subs Revenue: 0.16 Million \$**

Advertisement Revenue Calculation (Due to increased real estate and improved CPM)			
<i>Assumption: Assuming that cricbuzz covers 2 matches per day on an average where 1 match is a tentpole match and the other is a league/domestic match</i>			
No of Matches in an Year	730	Matches	
<i>Assumption: Assuming 1 user watches 5 ad impressions on average per game</i>			
No of Ads serve possible to 1 user per year	3,650	Ad Serves Possible	
<i>Assumption: Assuming a fill rate of 30%</i>			
No of Ads Served to 1 user per year	1,095	Ads Served	
<i>Assumption: Assuming a traffic of 1 million users per game</i>			
No of Increased Ads served total	1,09,50,00,000	Ads Served	
<i>Assumption: Assuming a revenue of INR 0.1 or USD 0.0012 per Ad Served</i>			
Incremental Annual Revenue	13,14,000	USD	

**Additional Ads Revenue: 1.3 Million \$**



**THANKS**