A PM SCHOOL CHALLENGE

IMPROVING ENGAGEMENT ON HUNCH

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About Hunch

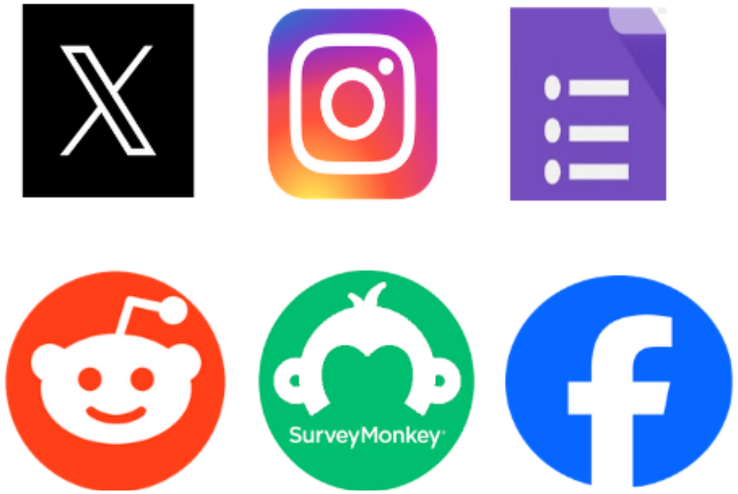
- Hunch is a new-age social media app for GenZ designed to help you connect with people who match your vibes
- It enables users to engage in meaningful discussions and explore trending topics through a unique poll-based format

Key Features

- Poll Creation and Participation
- Anonymous Interaction
- Poll Discussion Threads
- Poll Gamification
- Personalized Poll Recommendations

220,000+ MAU
300+ Categories
18-26 Age Group Users

Major Competitors



User Personas

Priya Sharma | 24 | Marketing Executive | High Tech Savviness | Active on Instagram, Twitter, and LinkedIn

Goals

- Get quick insights into public opinion
- Discover new topics and interests
- Participate in engaging and meaningful discussions

Pain Points

- Having trouble finding platforms for open and honest discussions
- Limited interaction and feedback on simple polls
- Difficulty in keeping track of interesting polls

Sam Gellar| 20 | Social Media Influencer | Very High Tech Savviness | Highly active on Instagram, YouTube, and TikTok

Goals

- Increase follower engagement and interaction
- Create polls that resonate with her audience
- Use poll results to tailor content and improve follower satisfaction

Pain Points

- Need for innovative ways to engage followers
- Require tools to maintain and analyze engagement over time
- Struggles with finding unique ways to present content

Jeevan Kapoor | 17 | High School Student | High Tech Savviness | Active Instagram, Snapchat, Twitter, TikTok

Goals

- Keep up with the latest trends and news
- Share his thoughts and opinions on trending topics
- Engage with friends and like-minded individuals
- Enjoy interactive and entertaining content

Pain Points

- Difficulty in encouraging honest feedback
- Fear of backlash on other social media Lack of collaboration features on other platforms
- Needs features that make participation fun and engaging

Feature #1: Poll Challenges and Contests

DESCRIPTION:

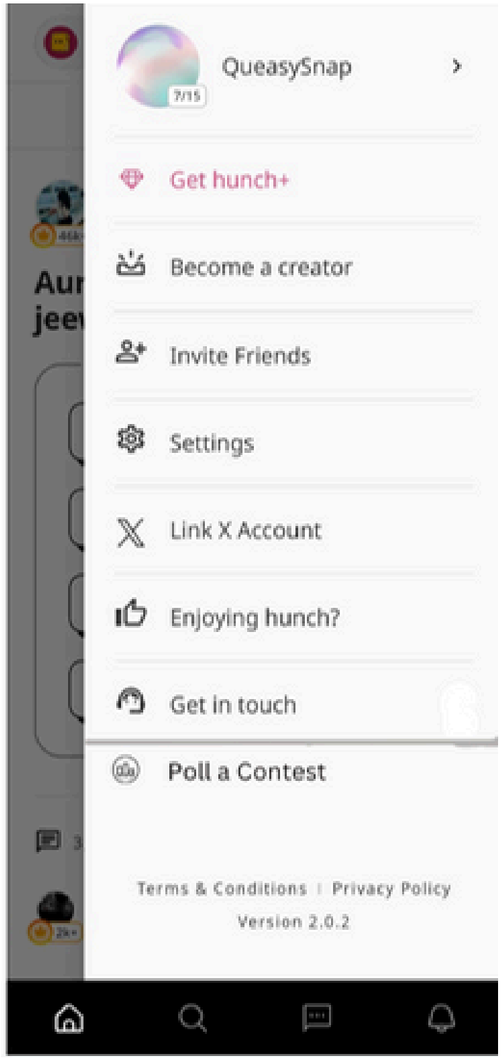
This feature allows users to create and participate in competitive polls, where they can challenge friends or other users and win rewards based on their participation and performance. It also adds a gamification element to Hunch, making the platform more engaging and interactive. Users can create their own challenges, join existing ones, and track their progress and standings on leaderboards

METRICS:

User Engagement Metrics: Measure the rate of participation in challenges and contests, including the number of users joining and engaging with these activities

Interaction and Activity Metrics: Measure the percentage of users who complete the challenges they join

Growth Metrics: Measure how frequently users participate in multiple challenges over time



Poll Challenges and Contests

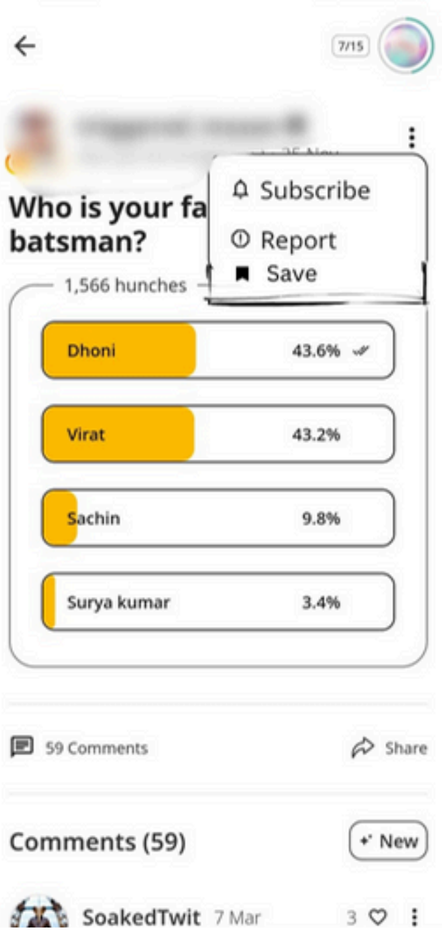
VALUE TO HUNCH:

Brands and businesses can sponsor challenges and contests, offering rewards and prizes to participants. Hunch can charge for these sponsorships, providing brands with a unique way to engage with users.

Feature #2: Save Polls

DESCRIPTION:

This feature allows users to save polls they find interesting or want to revisit later. Users can access their saved polls from a dedicated section in their profile, making it easy to track and engage with polls over time. This enhances user experience by enabling better organization and follow-up on polls that matter to them.



METRICS:

User Engagement Metrics: Total number of polls saved by users as an indicator of engagement with this feature

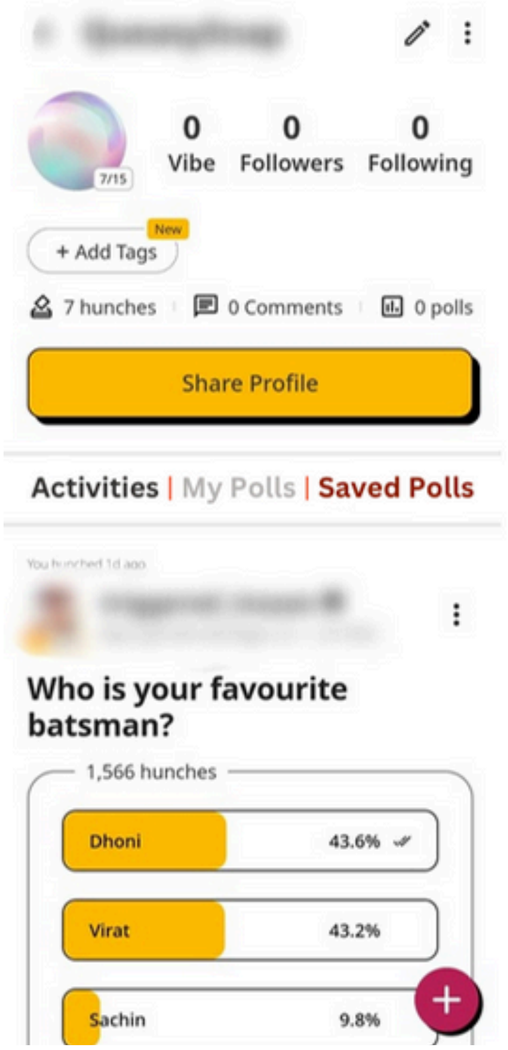
Interaction and Activity Metrics: Measure the rate of participation (voting, commenting) in polls that have been saved compared to unsaved polls

Growth Metrics: Monitor the adoption rate of the save feature among new users

Save Polls

VALUE TO HUNCH:

Hutch analytics team can use data collected from saved polls for market research, product development, and targeted advertising, while Hunch can charge for access to these analytics.



Feature #3: Video-Based Polls

DESCRIPTION:

This feature allows users to create and participate in polls using video content. Users can upload short videos as poll questions or responses, making the polls more engaging and interactive. It also enhances the user experience by providing a richer, more dynamic way to engage with poll content, encouraging higher participation rates and deeper user interaction.

METRICS:

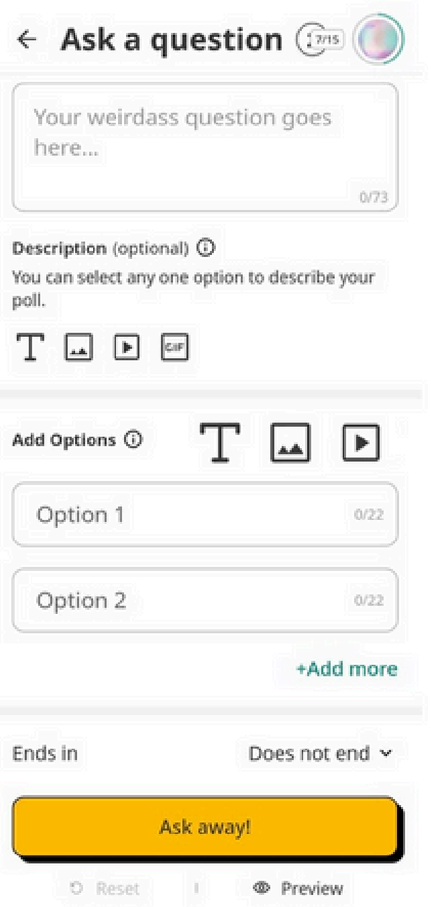
User Engagement Metrics: Track the number of video-based polls created by users to gauge adoption and engagement with this feature

Interaction and Activity Metrics: Measure the rate of participation (voting, commenting) in video-based polls compared to text-based polls

Growth Metrics: Measure how frequently users create or participate in video-based polls over time

VALUE TO HUNCH:

Brands and businesses can create sponsored video polls, providing them with a unique way to engage with users and gather insights. Hunch can charge for these sponsorships.



PRIORITIZATION

Feature	Reach	Impact	Confidence	Effort	Rice Score
Poll Challenges and Contests	6	9	8	7	**62**
Save Polls	7	8	21	6	**14**
Video-Based Polls	8	7	7	8	**49**

Poll Challenges and Contests >> Video-Based Polls >> Save Polls

GO TO MARKET STRATEGY

PRE - LAUNCH

1. Research:
- Understand user interest in gamified polls, save polls and video polls
- identify key segments
2. Teasers:
- Share sneak peeks on social media
- Write blog posts highlighting the benefits
3. Beta Testing:
- Invite active users, content creators to test the feature
- Collect feedback and optimize

LAUNCH

1. Marketing:
- Run campaigns on social media, email, and in-app notifications
- Partner with influencers for high-profile challenges
2. User Guides:
- Provide tutorials and step-by-step guides
- Offer tips for engaging content

POST-LAUNCH

1. Engagement:
- Regularly update with new challenges
- Run contests involving saved polls and video polls
2. Feedback:
- Collect user feedback and improve
- Monitor engagement metrics
3. Monetization:
- Offer premium features and in-app purchases
- Sell access to analytics from saved polls, video polls and contests

Thank you

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My Challenges

Improving Engagement on Hunch

Improving Engagement on Hunch

SCORE/100

SCORE BREAK UP

SOLUTION

8 RANK

View Entry

EVALUATION CRITERIA

STRUCTURE OF DOCUMENT AND WRITING SKILLS	17/20
DESIGN SENSE AND WIREFRAMING	17/20
CREATIVE PROBLEM SOLVING	18/20
METRICS THINKING	18/20
GO-TO-MARKET	17/20

Feedback from PM School Experts

Hunch Case Study