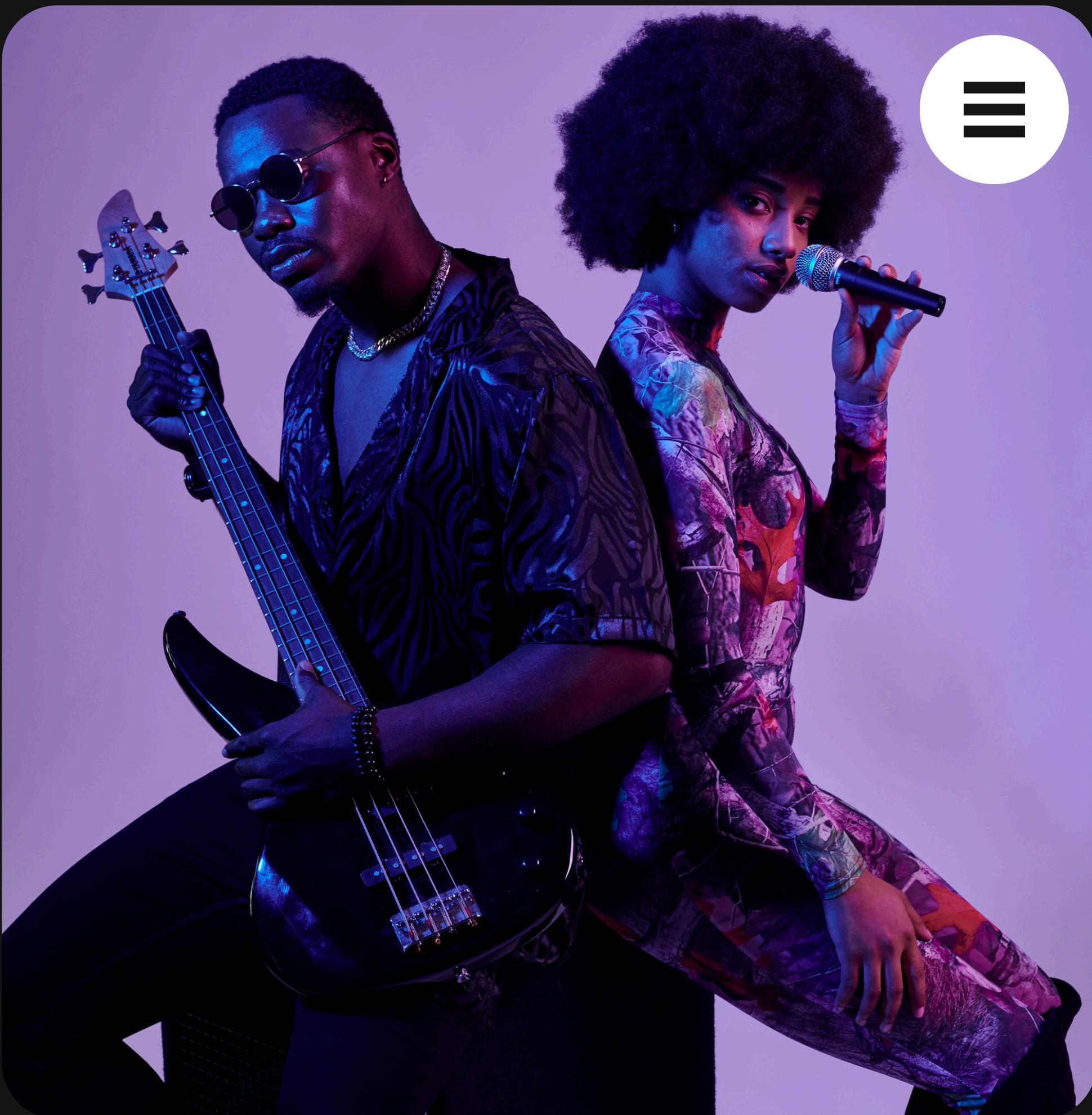
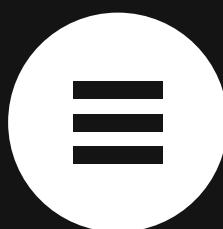




AI-POWERED TUNESTREAM: ELEVATING USER EXPERIENCE





PROBLEM STATEMENT OBJECTIVES & USER-PERSONA

Problem Statement

- **Current Landscape:** TuneStream, a global leader in music streaming, holds a vast library and a strong user base. Yet, with AI technology evolving rapidly, the platform risks being outpaced by competitors offering highly personalized experiences.
- **Core Need:** TuneStream needs AI-driven features to create deeply personalised user journeys, making it easier for users to discover new music tailored to their tastes, moods, and activities. Without these features, TuneStream risks lower user engagement, retention, and market competitiveness.
- **Challenge:** The integration of AI must enhance, not overwhelm, the user experience. TuneStream's mission is to deliver a seamless, user-centric experience; hence, new AI features must prioritise user satisfaction, engagement, and retention without sacrificing platform simplicity.

Objectives

User Engagement

Drive active engagement by delivering on-point, personalized recommendations that adapt to each user's listening patterns, leading to longer session durations.

User Retention

Increase retention by making TuneStream the go-to platform for music discovery that feels intuitive and relevant. Retained users are more likely to remain loyal, reducing churn.

Establishing USP

Use AI to establish TuneStream as a leader in intelligent music streaming, differentiating it in an increasingly competitive market.



Olivia

The Casual Listener
Student - 21 Years

- **Characteristics:** Prefers familiar music, occasionally uses playlists, hesitant to explore new songs.
- **Pain Points:** Bored with the same tracks but overwhelmed by choices.
- **Value of Feature:** Seamlessly introduces new music, making exploration effortless and enjoyable

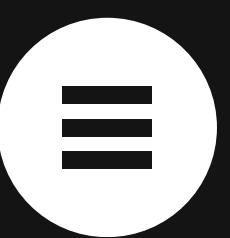


James

The Busy Professional
CEO - 36 Years

- **Characteristics:** Seeks background music while working, values convenience, has limited time for curating playlists.
- **Pain Points:** Wastes time searching for music, needs quick, mood-specific recommendations.
- **Value of Feature:** Auto-generated playlists save time, providing reliable music for focus or relaxation.

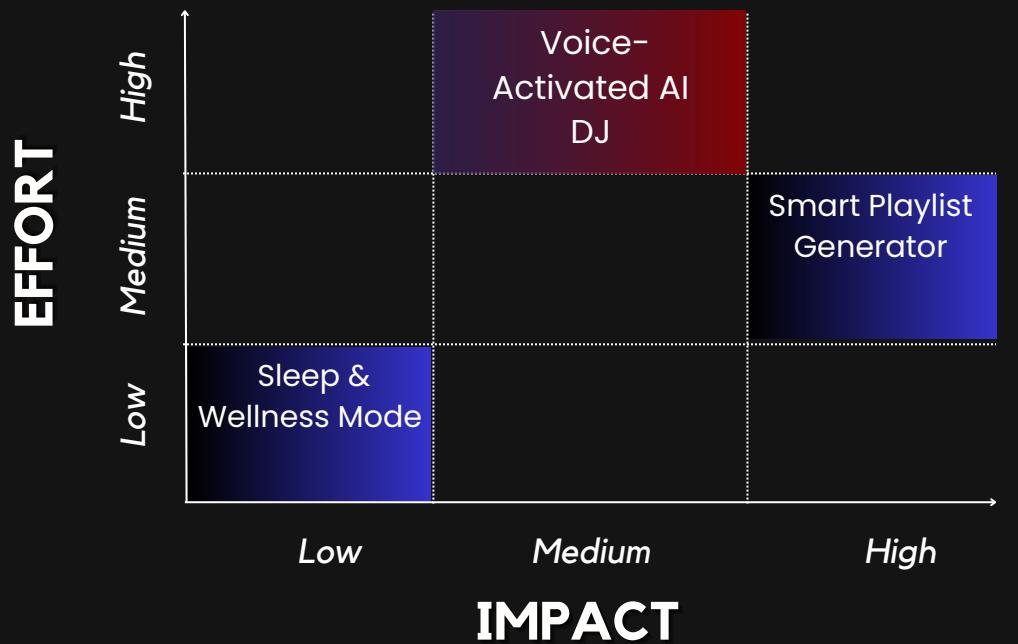
SELECTED AI FEATURES & PRIORITIZATION



	What It Does	How It Works	User Value	Platform Value
Smart Playlist Generator	Generates playlists based on real-time mood and activity analysis.	Interprets recent interactions (skips, likes, time of day) to create mood-aligned playlists.	Effortless discovery tailored to current moods.	Increases engagement by making each session feel uniquely curated.
Voice-Activated AI DJ	An interactive AI DJ that responds to voice commands, playing and recommending music based on requests.	Uses NLP to understand commands, offering song recommendations, genre switches, and interactive commentary.	A hands-free, conversational way to explore and enjoy music.	Differentiates TuneStream with a personal, on-demand music assistant experience.
Sleep & Wellness Mode	A wellness-focused mode that plays calming music and fades out based on sleep patterns.	Tracks user sleep preferences, adapting music and timing for a seamless wind-down.	A relaxing end-of-day experience for better sleep.	Extends TuneStream into wellness, increasing session lengths and fostering loyalty.

Thus, the **Smart Playlist Generator** is the optimal choice as it directly enhances user engagement through personalized, mood-aligned playlists, balancing high impact with moderate implementation effort to meet core user expectations for effortless music discovery.

EFFORT VS IMPACT

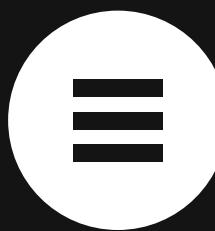


Mo S Co

Must-Have
Smart Playlist Generator

Should-Have
Sleep & Wellness Mode

Could-Have
Voice-Activated AI DJ



SMART PLAYLIST GENERATOR

FEATURE DETAILS & USER JOURNEY

Dynamic & Personalized Curation

The Smart Playlist Generator customizes playlists based on each user's unique moods, activities, and listening habits, ensuring that every listening session feels fresh, relevant, and uniquely tailored.

Effortless Enjoyment & Convenience

Users can experience playlists that naturally align with their emotions or activities, offering a hassle-free experience by reducing the need to manually search for music and delivering the right vibe instantly.

Strengthened Loyalty & Emotional Connection

By intuitively responding to user moods in real-time, TuneStream creates a trusted connection, making it a go-to app that users can rely on for every mood, building long-term loyalty and satisfaction.

Enhanced Discoverability & Exploration

The feature promotes both discovery and familiarity, mixing users' favorite tracks with new and diverse music options, which encourages broader exploration within TuneStream's music catalog.

USER JOURNEY

Launch TuneStream

User opens the app and is prompted with a "What's Your Mood?" screen.

Smart Playlist Activation

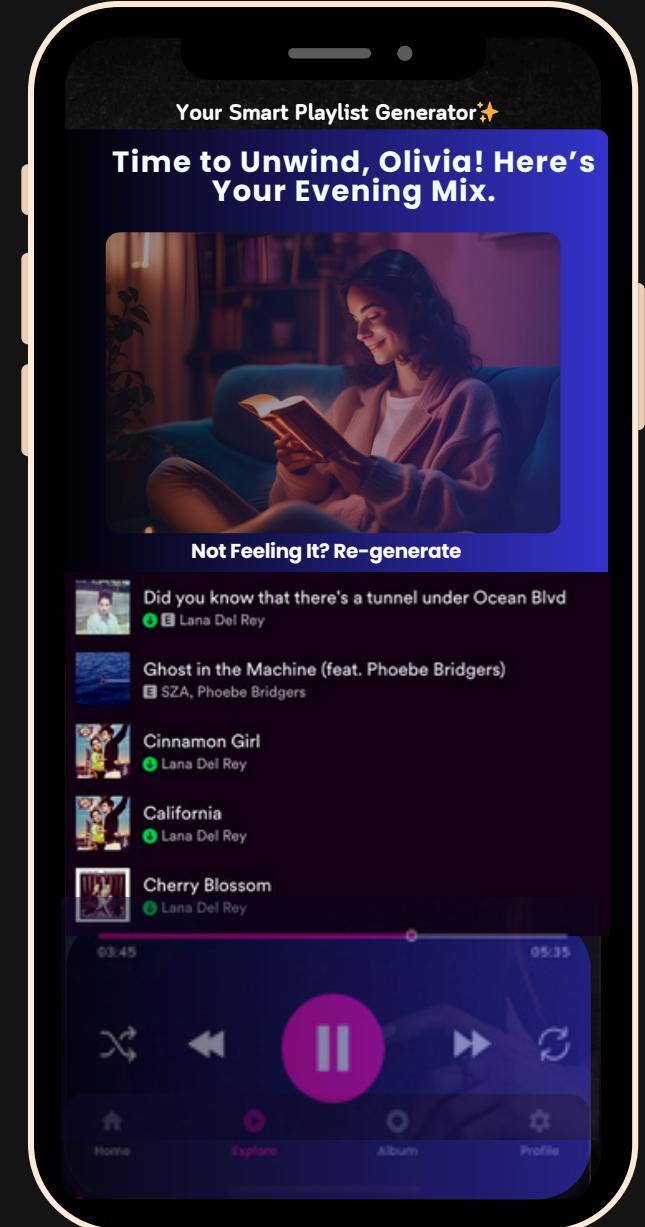
User selects mood options or skips; the AI analyses recent behaviours to recommend a playlist.

Engagement

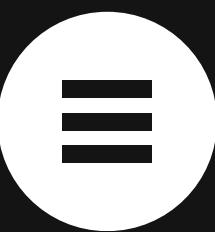
Playlist is presented with options to "Like," "Skip," or "See Similar." As users interact, AI adjusts to refine recommendations.

Continuous Adaptation

AI continues learning based on real-time feedback, evolving the playlist as the session progresses.



IMPLEMENTATION & GO-TO-MARKET STRATEGY



PRE-LAUNCH PHASE

Build Awareness and Anticipation

- Social Media Teasers:** Release short videos with phrases like "Music that feels you."
- Influencer Campaigns:** Partner with influencers to showcase the feature in real-time.
- Exclusive Beta Access:** Offer early access to loyal users, gathering feedback and testimonials.

LAUNCH PHASE

Drive User Adoption and Engagement

- Homepage Feature:** Promote on the app's homepage with engaging visuals.
- Push Notifications:** Send mood-specific prompts (e.g., "Unwind with music curated for your mood").
- Email & Blog:** Educate users on the feature's benefits with testimonials and usage tips.

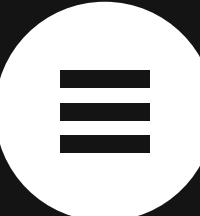
POST-LAUNCH PHASE

Enhance Retention and User Feedback

- Gamification:** Reward frequent users with badges for engaging with the feature.
- In-App Tooltips:** Guide users on refining recommendations with "Like" and "Skip" options.
- User Feedback:** Regularly survey users to refine the AI and increase satisfaction.

MEASUREMENT & GROWTH TACTICS

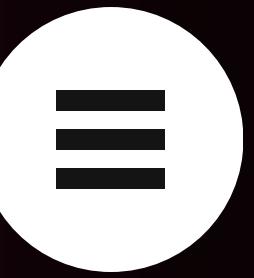
- Monitor Engagement & Retention Metrics:** Track usage frequency, playlist engagement rates, and session lengths to gauge impact on user satisfaction and retention. Emphasize to users the evolving accuracy of the AI to create a sense of ownership over their curated playlists.
- Subscription Incentives for Free Users:** Offer a trial period for free users with enhanced Smart Playlist Generator options (e.g., higher accuracy in mood detection or additional customization). Position the premium experience as more refined and adaptive, creating an incentive to upgrade.
- Community Building:** Encourage users to share their "Smart Playlist" experiences on social media with a custom hashtag (e.g., #MyTuneStream). Feature user stories to foster a sense of community and belonging.



KEY METRICS FOR SUCCESS AND MONITORING

	Measurement	Goal / Risk	Insight / Mitigation (For Bottom two)
Engagement with Generated Playlists	Track likes, skips, and saves on AI-generated playlists.	User Engagement	High engagement reflects effective personalization, indicating that the playlists are matching user preferences.
Average Session Duration	Monitor time spent in-app per session to determine if the feature encourages longer listening times.	User Engagement	Extended sessions suggest that users are enjoying the customized playlists and staying engaged.
Feature Adoption Rate	Measure how frequently users opt to use the Smart Playlist Generator.	Feature Adoption	High adoption indicates interest in the feature and perceived value in personalised recommendations.
User Retention Rate	Track weekly or monthly retention rates to evaluate if users are returning regularly post-feature launch.	User Retention	Higher retention means users are satisfied with the app experience, fostering long-term loyalty.
Content Repetition	Monitor diversity in recommendations (e.g., unique artists and genres) to avoid over-personalization.	User Satisfaction	Introduce periodic novelty and trending tracks to keep content fresh.
Churn Rate	Observe if the churn rate increases unexpectedly following the feature rollout.	User Retention	Collect feedback, allow for tuning of personalization intensity, and provide options to toggle AI recommendations.

THANK'S FOR LISTENING



Ishika
Shriyansh

