

# KOO APP — A MISSED OPPORTUNITY IN REGIONAL MICROBLOGGING

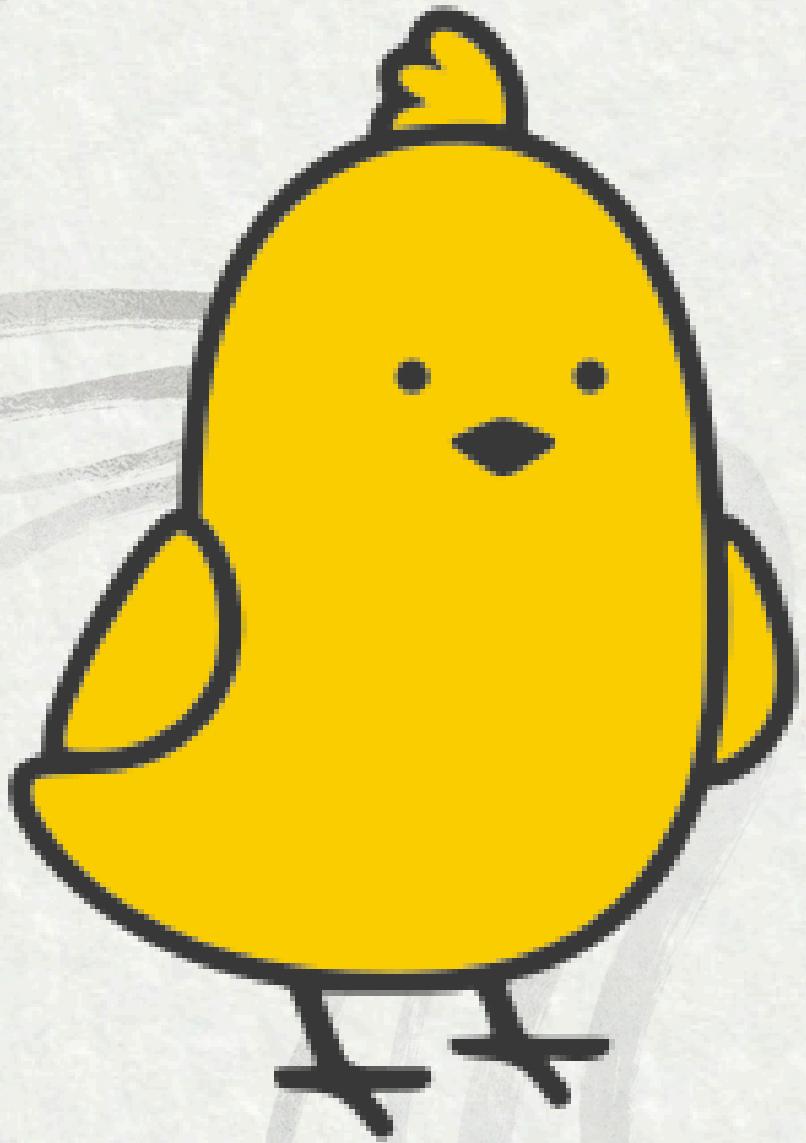
Launched in 2020, Koo was an **Indian microblogging and social networking service**. It supported multiple Indian languages and gained popularity during the "Atmanirbhar Bharat" push.

Koo struggled with:

- **Lack of Differentiation** – The app has no unique value to attract or retain users; it was just a Twitter clone with minor changes.
- **Retaining users** – Engagement dropped after initial hype.
- **Unsustainable Finances** – With minimal revenue and high ad spend, the app burned through funds quickly.
- **Brand Perception Issues** – The app was seen as politically biased, limiting its appeal beyond certain groups.

## ASSUMPTIONS:

- Due to local-language support, users would permanently shift to Koo.
- Once Politicians and celebrities join the app, it will drive mass user engagement and growth.



# USER INTERVIEW: Neha Kaushik - Regional Language Content Creator

**Name:** Neha Kaushik

**Age:** 30

**Occupation:** Teacher & Hindi Poet

## **Q1: Have you used or heard of the Koo app?**

A: Yes, I heard about Koo during the time it was getting popular, around 2021. I used it for about a month.

## **Q2: What motivated you to try the app?**

A: I write poems in Hindi, so I thought maybe I'd find a better audience there, as it supported Hindi. Also, I liked the idea of using an Indian app.

## **Q3: How was your initial experience using Koo?**

A: It was okay. I didn't find many people interacting with my posts. Also, it was slow sometimes.

## **Q4: What did you like about it?**

A: The simple interface and the fact that I could easily post in Hindi. It wasn't cluttered like Facebook.

## **Q5: What were your frustrations or things you didn't like?**

A: It felt empty compared to Facebook or YouTube Shorts. I posted some poems, but very few people saw them. I wanted a space for creative content.

## **Q6: What would have made you stay?**

A: If the app had communities for creative writers in Hindi or helped me find more people interested in poetry, that would be great. Also, it would have been great if I could link my content to other platforms or have my work discovered more easily.

## **Q7: Would you try it again if it was redesigned?**

A: Yes, if it felt more active, supported content creators, and helped me grow my audience in my language, I'd definitely give it another shot.

## **JOBS TO BE DONE (JTBD):**

### **JTBD 1:**

When I want to share or learn from online content, I want an app that I can use in my native language, so that I can enjoy it without struggling with English.

### **JTBD 2:**

When I want to share about my Made in India product, I want to showcase the product to Indian users in their preferred languages, so that I can gather their feedback early.

# User Persona



## Poetic Neha

“ I want my voice to be heard—not in English, but in the language that speaks to my heart. ”

### A SHORT DESCRIPTION

- School Teacher and Regional Poetic Blogger
- Age: 30, Location: Meerut, Uttar Pradesh
- Income: 30,000 Rs
- Language Preference: Hindi (primary), English (secondary)
- Known for her love for Hindi Poetry.

### KEY ATTRIBUTES

#### Technology Usage

- smartphone
- Uses WhatsApp, YouTube, and previously tried Facebook and Koo

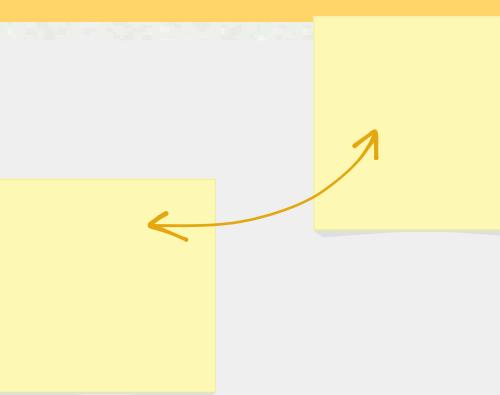


#### Digital Behavior

- Scrolls content in spare time
- Shares content on WhatsApp with friends/family
- Engages mostly with regional influencers and cultural topics

#### Goals

- Share her poetry and views in Hindi
- Build a community and eventually monetize content
- Connect with other like-minded regional creators



### NEEDS

- Share poetry and thought in Hindi
- Engage with like-minded creators
- Greater reach and discoverability with regional audience
- Freedom of expression in a safe community
- Growth without the pressure to switch to English

### CHALLENGES

- Limited audience engagement as compared to other platforms
- Poor content discoverability and algorithmic support
- No monetization options to recognize efforts
- Difficult to get verified or recognized as a creator
- App experiences like glitches
- limited tools for creators

### OPPORTUNITIES

- Positioning Koo as India's top regional creator platform, giving underrepresented voices a stage.
- recommendation engines for regional content discovery
- strong recommendation engines for regional content discovery
- easy sharing Koo contents to other social media platforms to connect with audiences widely
- Introducing ad revenue sharing, tipping, or paid subscriber models for creators

# Customer Journey Map

	Awareness	Consideration	Purchase	Retention	Loyalty
Customer actions	Heard about the Koo app on social media, news	Visits App store, reads reviews and sees ratings	Downloads App, Sign Up	Makes first post, engages with others, expect replies	Returns daily expecting likes, replies and shares
Touchpoints	WhatsApp forwards, Youtube Adds, PlayStore Adds	App Store, Youtube Reviews	App UI	Feed, Likes, Comments, Share, DM's	Analytics, Community Tabs
Customer experience					
Pain Points	Confusion about differentiation between App and Twitter	Negative Reviews, Less social proof	Glitches, Clunky UI, no clear instructions	Low Reach, Poor Content Discovery, No Feedback	No verified Profiles, Monetization
Solutions	Provide clear, concise app intro, and local influencers tell "Why Koo?"	Show user testimonials, highlight successful creators	Redesign UX, simplify user navigation	Build better algorithm for regional content surfacing	Provide content creator badges, Monetize verified Accounts

# Turnaround Strategy

Koo should be redesigned such that it becomes a regional first community platform, where users connect through interest, likes, profession, or local causes, especially people residing in Tier 2 and Tier 3 cities. Instead of Koo trying to compete with Twitter/X for mass market appeal.

## Better Job Fit:

When I want to learn or share something useful in my native language, I want a platform where local experts and peers can guide me, so I can grow my skills, ideas, and confidence.

This revised job ties better to retention, engagement, and trust—not just virality.

## Persona Match:

Rural or Tier 2-3 user, aged 25-45, skilled in an area (farming, local news, cooking, DIY, folk music, parenting advice) who feels ignored by platforms like YouTube or Instagram due to language, reach, or production pressure.

This user seeks recognition, identity, and belonging in their domain. As they joined the Koo app to connect and contribute, not just for trends.

## Customer Journey Improvement:

Awareness	Consideration	Purchase	Retention	Loyalty
Partnerships with rural education/startups/NGOs	Content preview without sign-up	Interest based onboarding	Creator dashboards, trending in category	Monetization, Offline events or workshops with local creators

# Validation Methods

## QUALITATIVE

1. **Interviews:** Interviews with regional influencers and Tier 2, Tier 3 users in their native language to understand barriers and expectations.
2. **Usability Testing:** Taking the redesigned app prototype to the users and observing their ease of onboarding and new feature experience.
3. **Focus Groups:** Having a session with users from different regions and gathering a broader emotional insight from them.

## QUANTITATIVE

1. **Surveys:** Asking users to rate the experience pre and post-redesign on a scale of 1-10, and see how much users are satisfied with the redesigned app.
2. **A/B Testing:** Split users into two groups, one using the original app and the other the redesigned app, and measuring the retention rate and engagement.
3. **Analytics:** Tracking the Daily Active Users/ Weekly Active Users who have joined through new onboarding through the onboarding dates.