

Sur

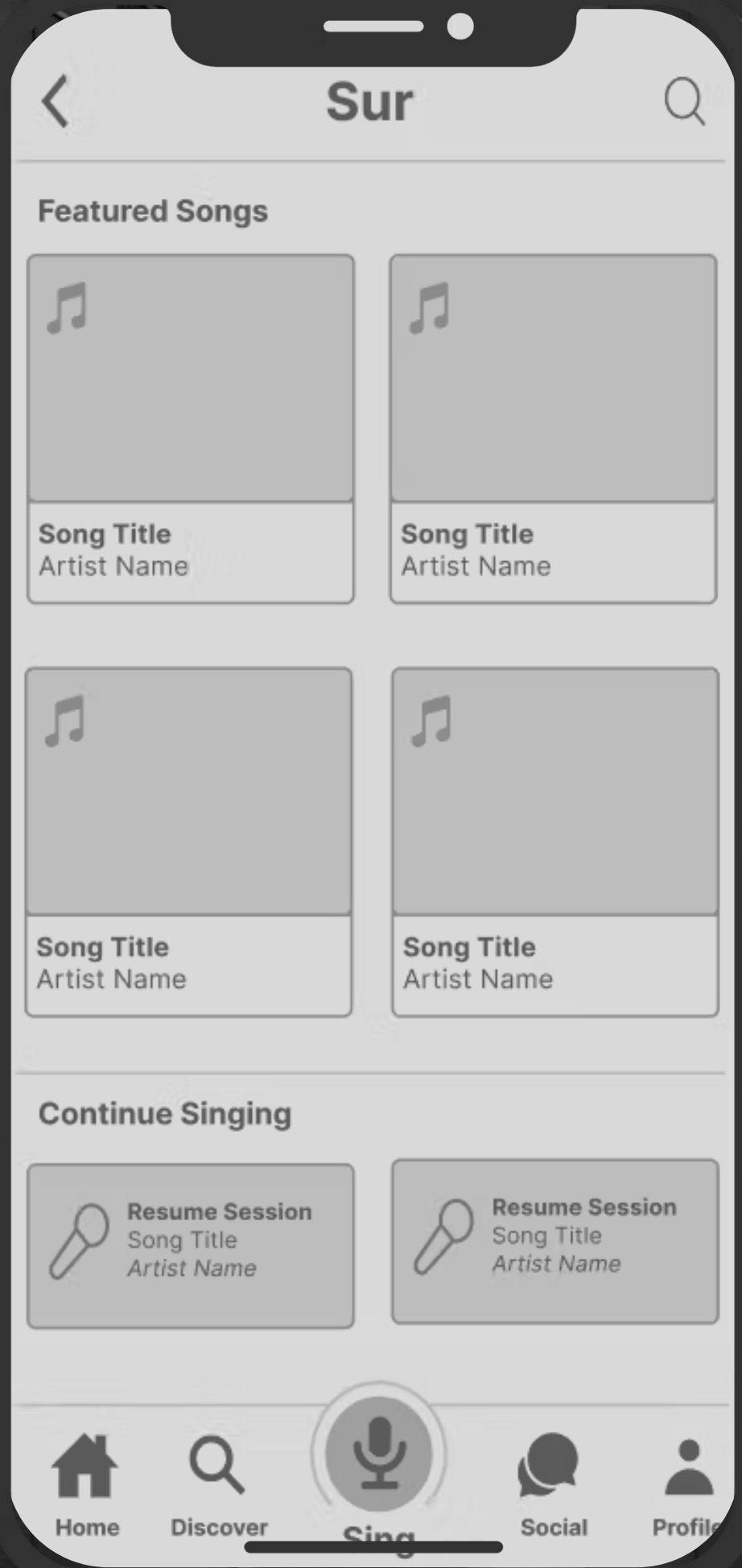
From Confidence to Performance

'26

E-Summit
Design Rush

Team: Lone Warrior
Preet Sharaf
IIT-BHU

Try Pitch



01

The Real Problem

- Karaoke apps in India struggle with sustained engagement
- The barrier isn't content — it's hesitation
- Singing is private before it is social
- Visibility works in China, but breaks early trust in India

02

Design Strategy

Localizing the Entry Point

I

Reduce fear before driving engagement

- India flow begins with private singing and reassurance
- China flow surfaces live rooms and visibility early

II

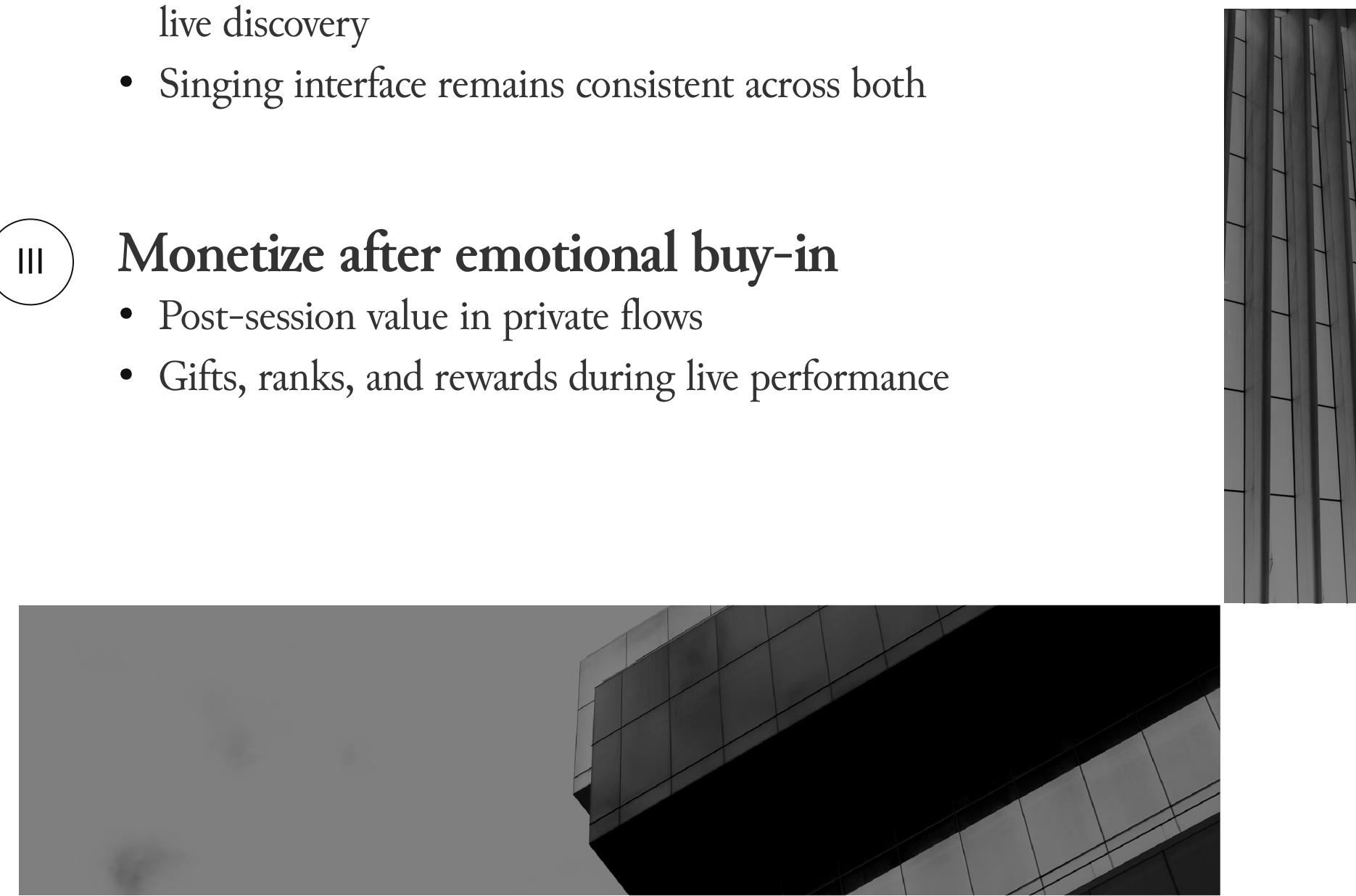
Localize discovery, standardize performance

- Language-based discovery and revisit patterns vs trending & live discovery
- Singing interface remains consistent across both

III

Monetize after emotional buy-in

- Post-session value in private flows
- Gifts, ranks, and rewards during live performance



03

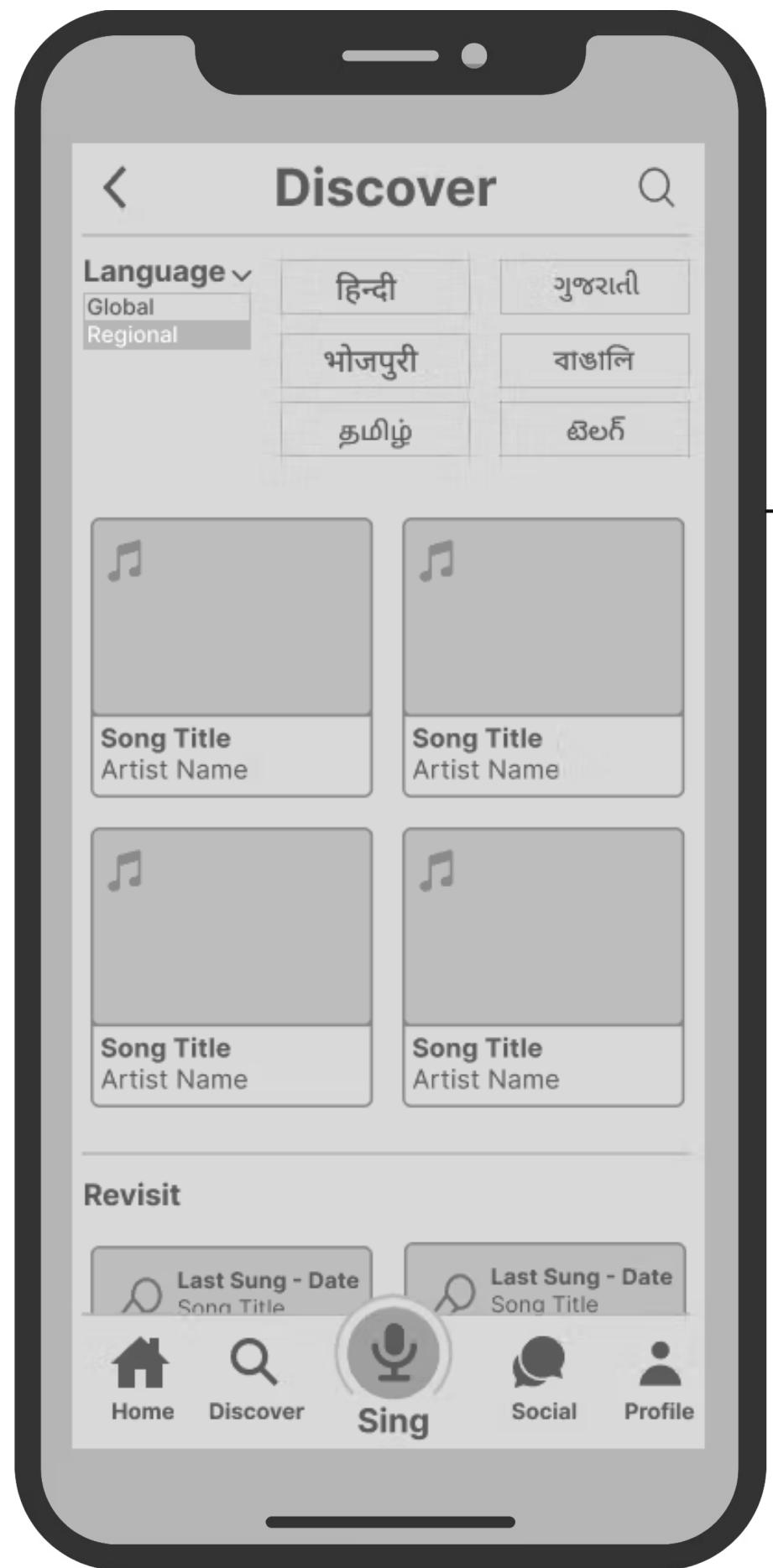
Proposed Flows

A.) The India-First Flow - is designed to reduce hesitation at the entry point by prioritizing emotional safety and familiarity. Users begin with language-based discovery and private singing by default, allowing them to engage without fear of judgment. Feedback focuses on encouragement rather than comparison, and value or monetization surfaces only after the user has completed a session and gained confidence.

B.) The China-Inspired Flow - emphasizes visibility, social energy, and competition from the start. Users enter through trending live rooms and public sessions, where performance is normalized through audience presence, live chat, and reactions. Post-performance summaries, rankings, rewards, and gifting create strong feedback loops that encourage repeat participation and support monetization during moments of high engagement.

04

Wireframes



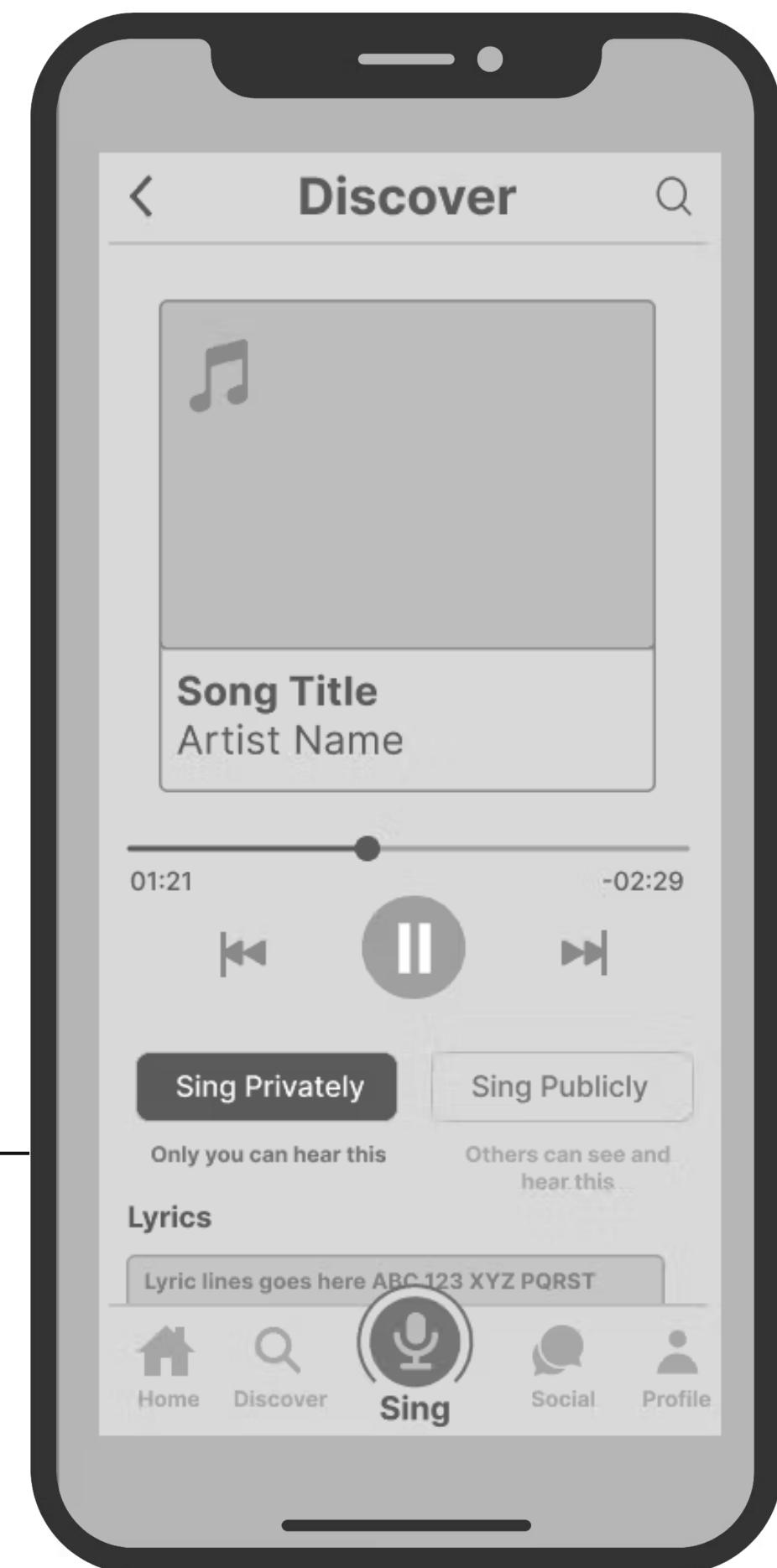
A.) India-First Flow

01

Language-first discovery to reduce emotional distance – both global and regional options

02

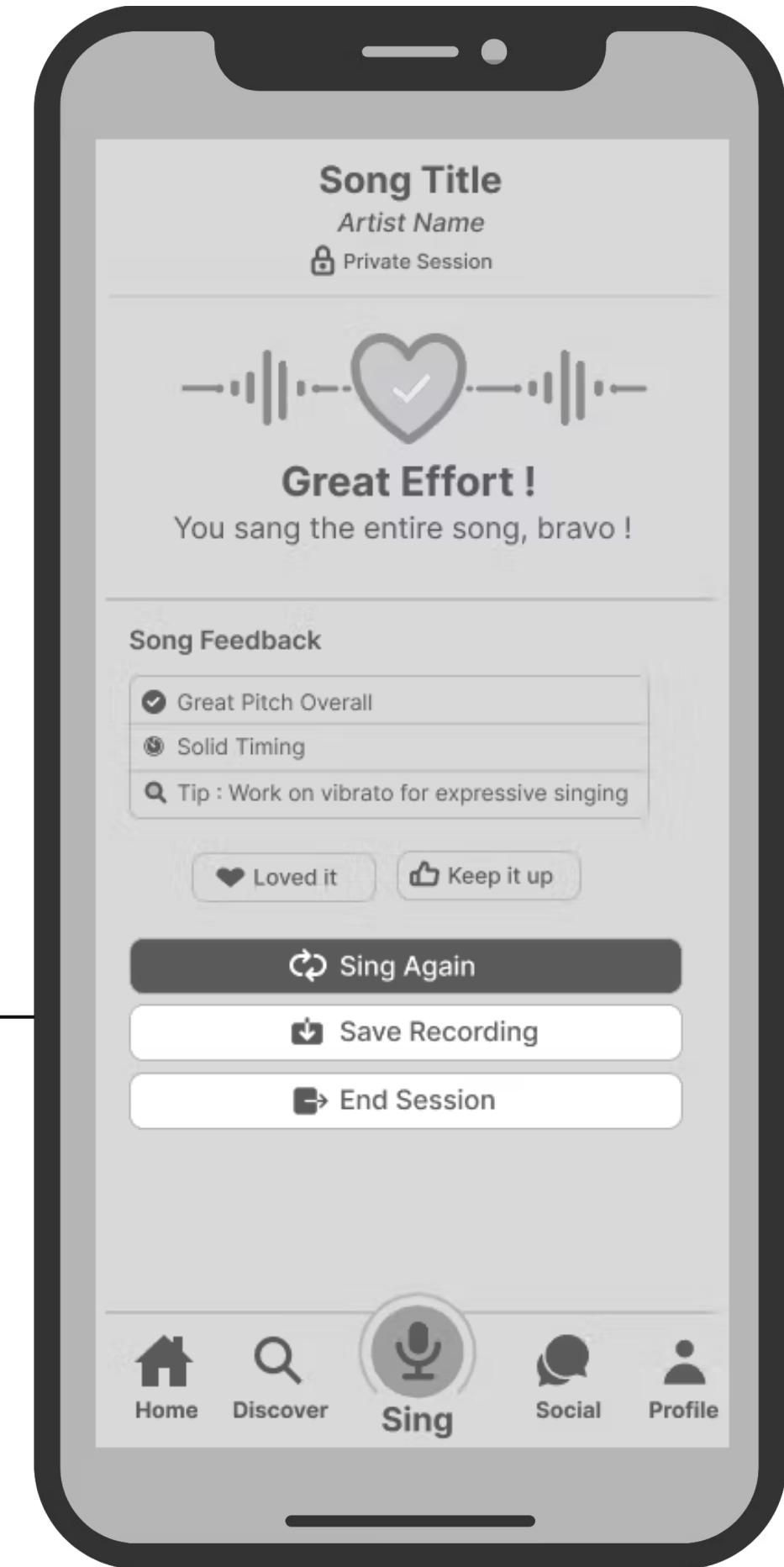
Private singing as the default, public as a conscious choice. Clear reassurance before the first vocal action





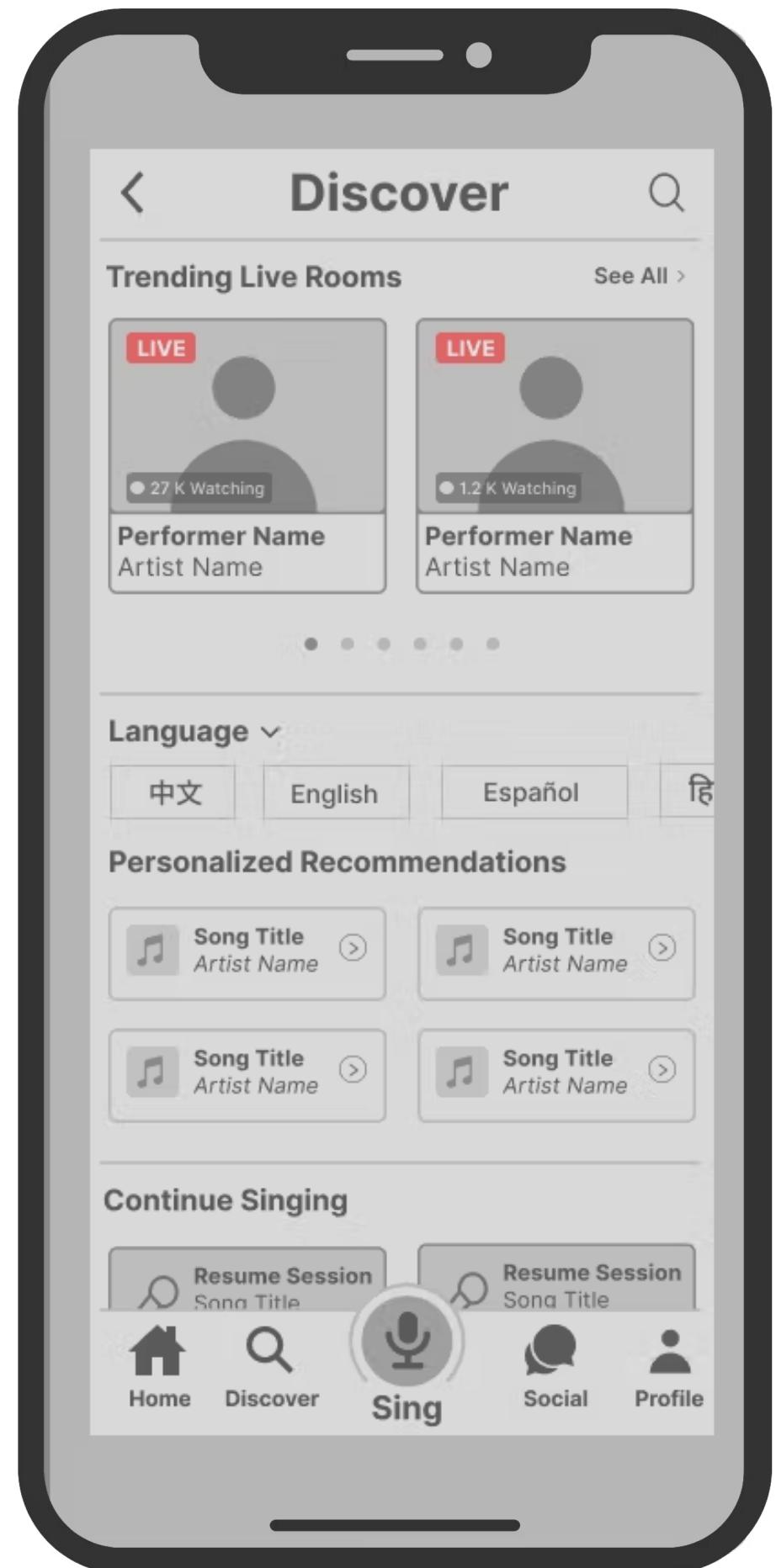
03

Explicit Privacy
Reassurance during singing



04

Feedback focused on
encouragement, not comparison.
Post-session value prompts (save,
repeat, upgrade)



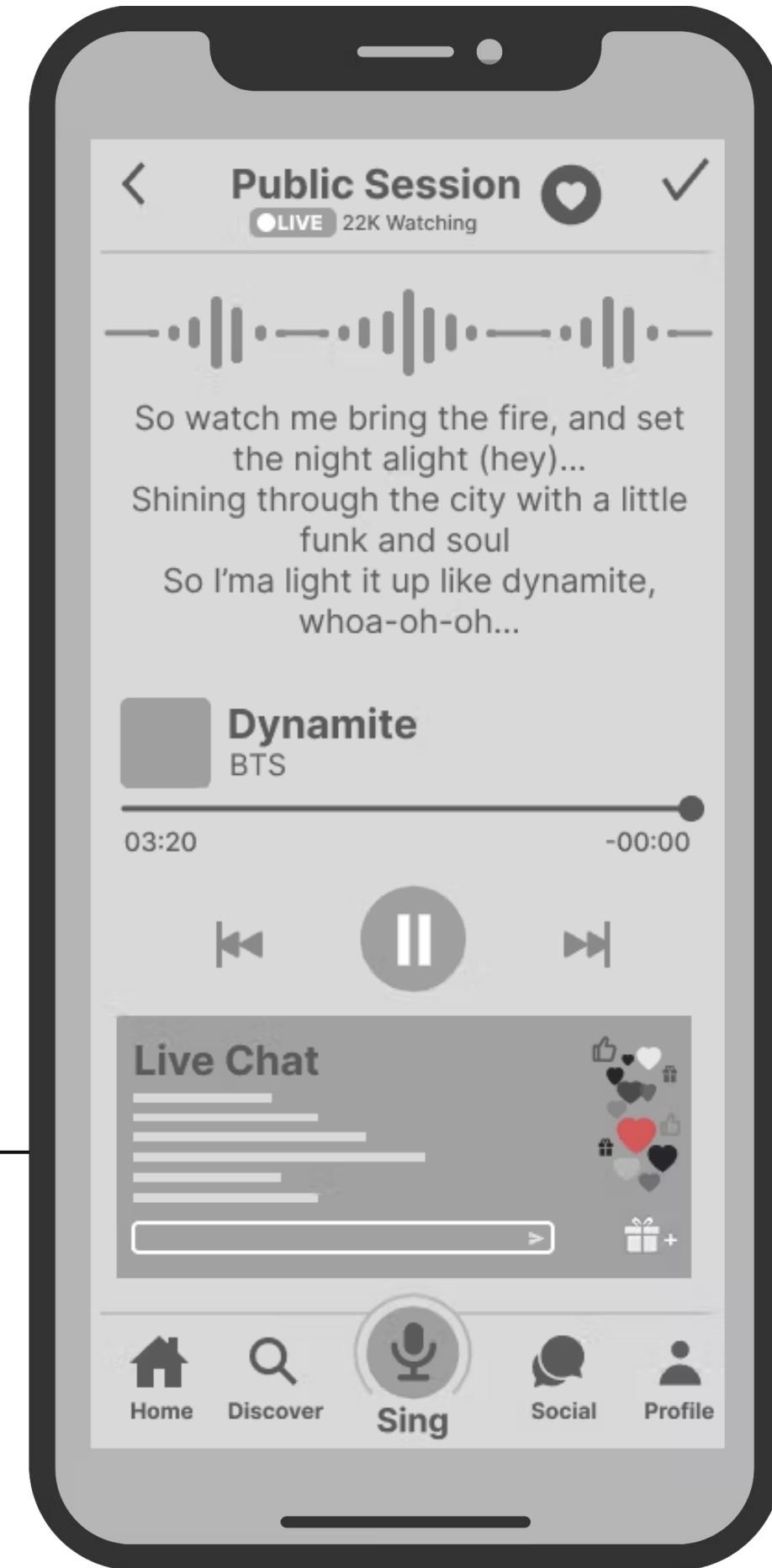
B.) China-Inspired Flow

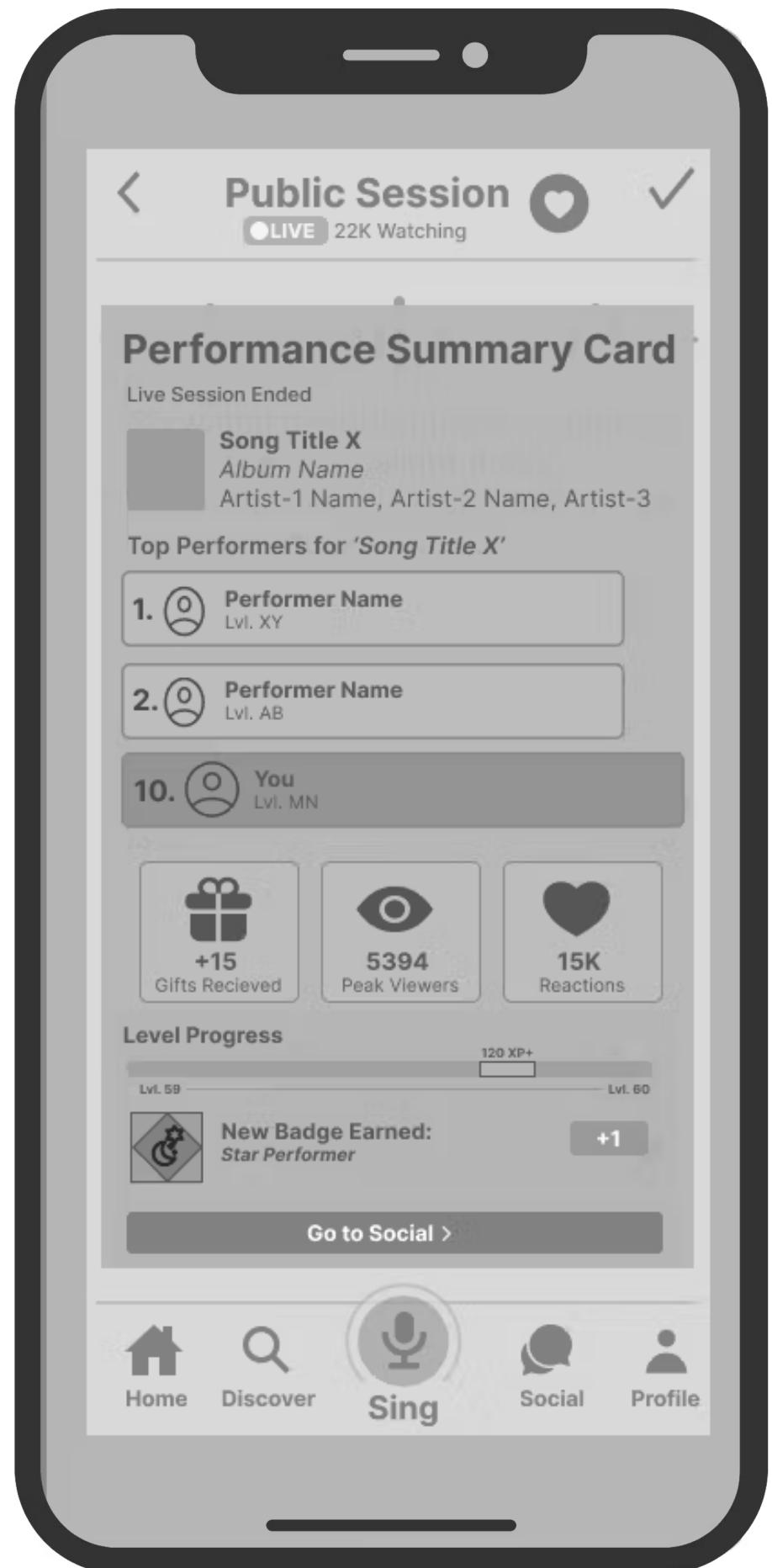
01

Trending Live Rooms
surfaced immediately.

02

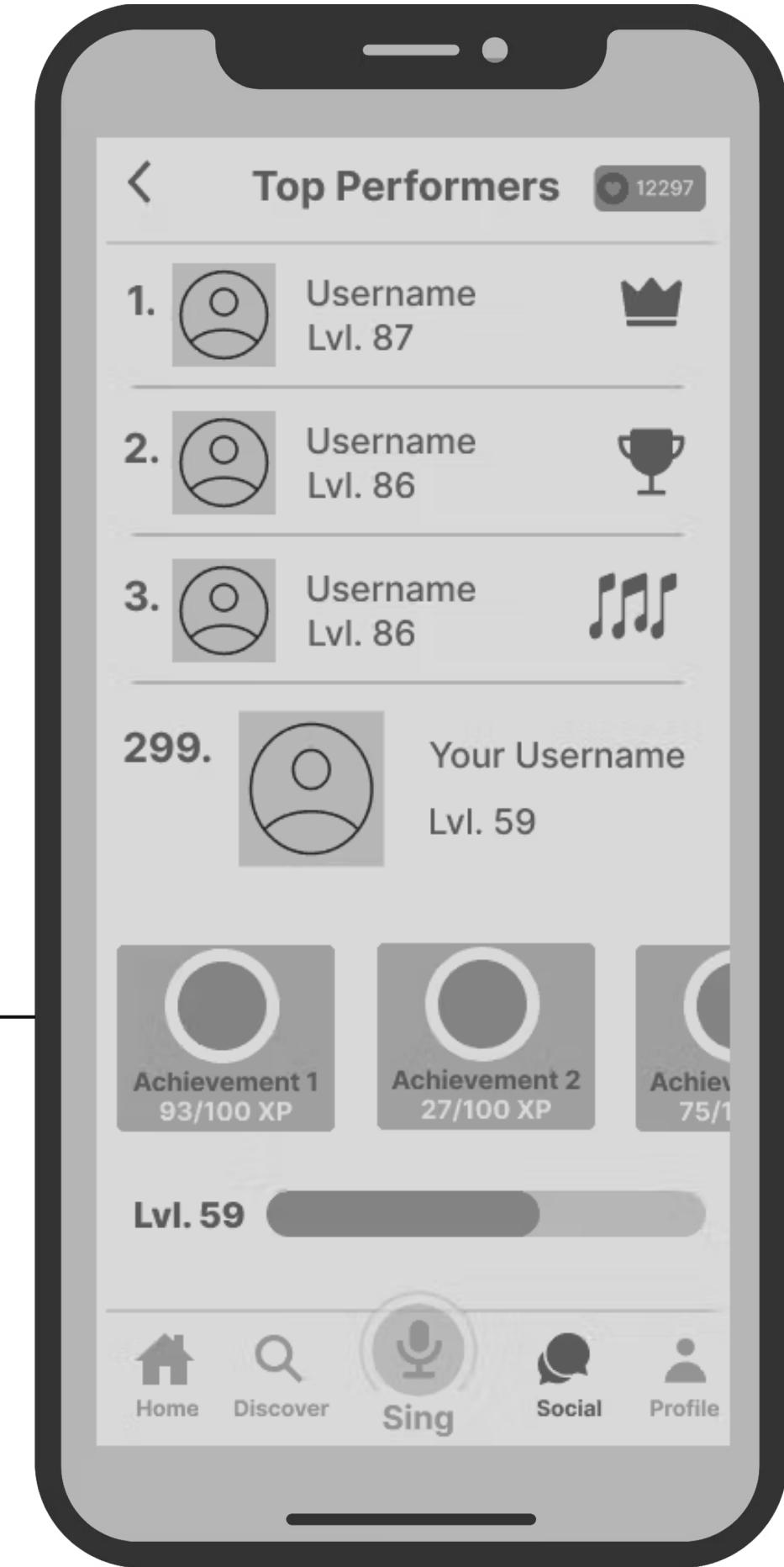
Public performance
normalized through social
context. Real-time chat and
reactions create momentum.





03

Immediate feedback through gifts, views, and reactions



04

Clear ranking and level progression. Social status drives repeat participation

Thank you



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