

Bas Bajna Chahiye

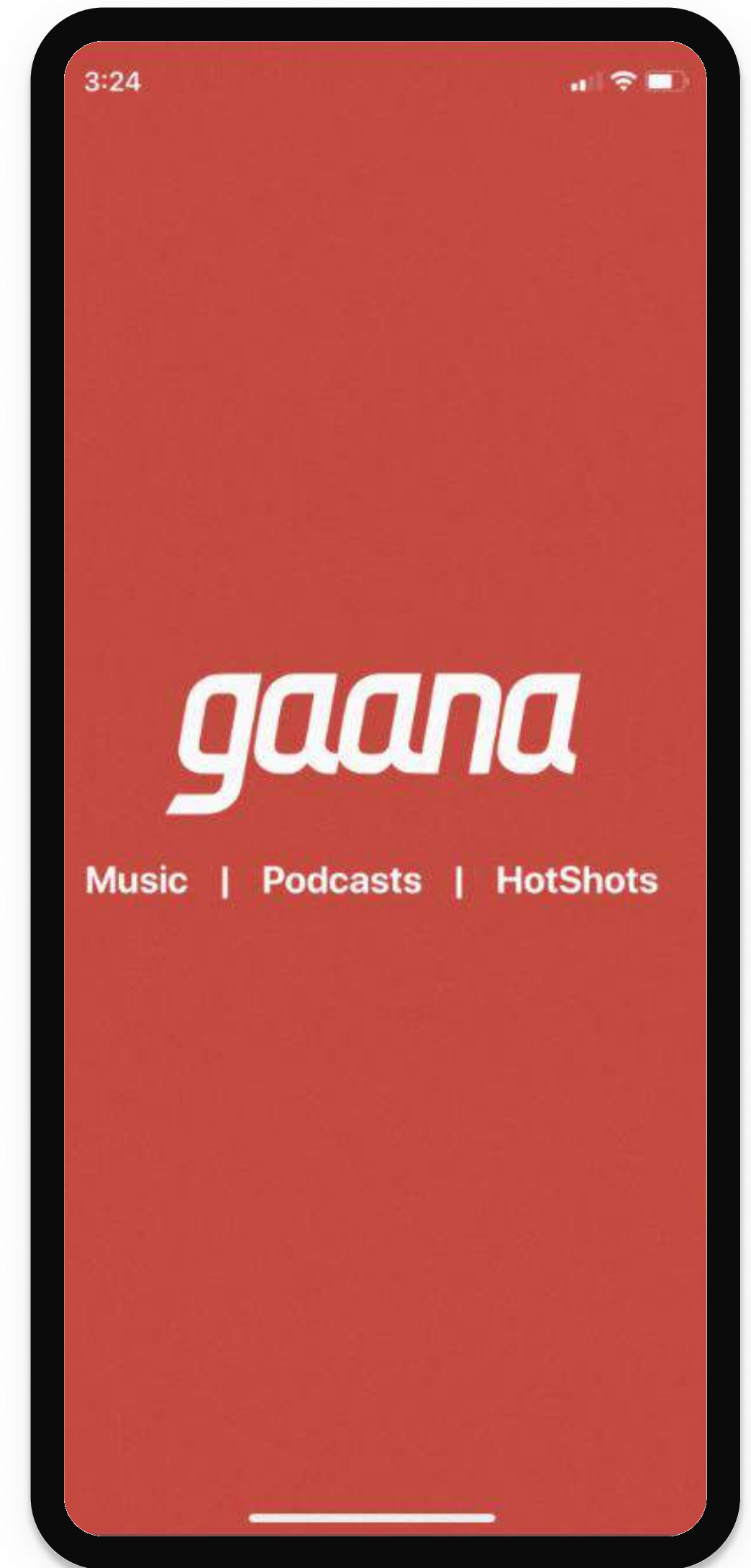
gaana

CHALLENGES

- Continuous decline in numbers after being No.1 for almost 10 Years
- Finding reasons for not been able to engage young users
- Finding Core UX and behavioural issues that new competitors are solving better
- How design can influence Subscriptions
- How design can directly contribute to Engagement and Retention
- What design approach to take to be relevant for Millennials
- How to get high volume users to subscribe
- Create new venues to increase revenues.



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LET'S FIND OUT

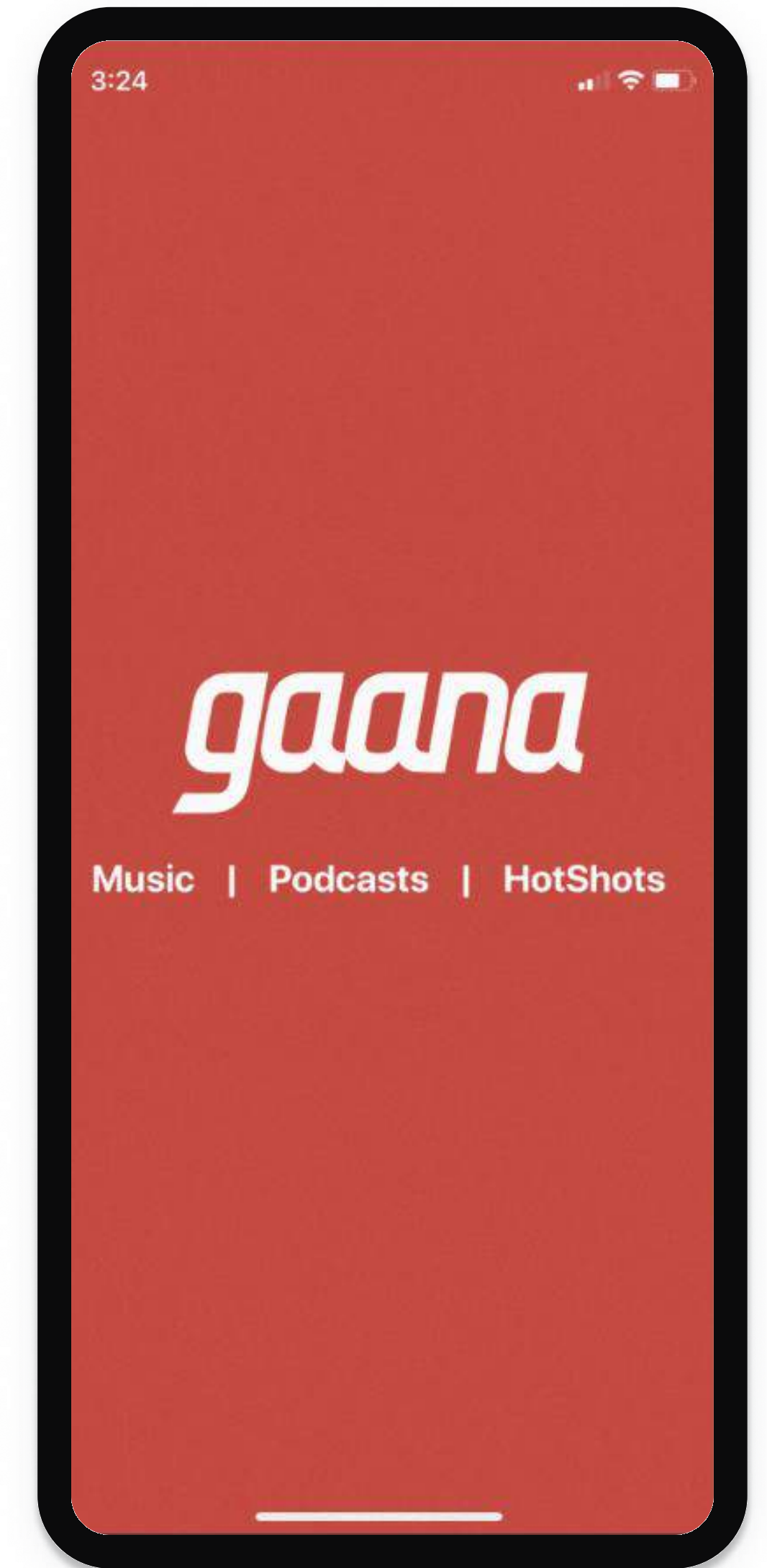
Why are we dropping?

RESEARCH

UX, User, Market



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WHAT WE KNEW EARLIER

User Persons



- Average daily consumption is more than 60 min.
- Consumes Hindi or Regional content.
- Travellers / Commuters



- Average daily consumption is 10–20 min.
- Comes daily once or twice
- Consumes devotional/regional content



- Not regular to the platform
- Consumes same Genre content
- Exclusive content consumer



- Short sessions time
- Very high uninstall rate



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WHAT WE KNOW NOW

User Persons



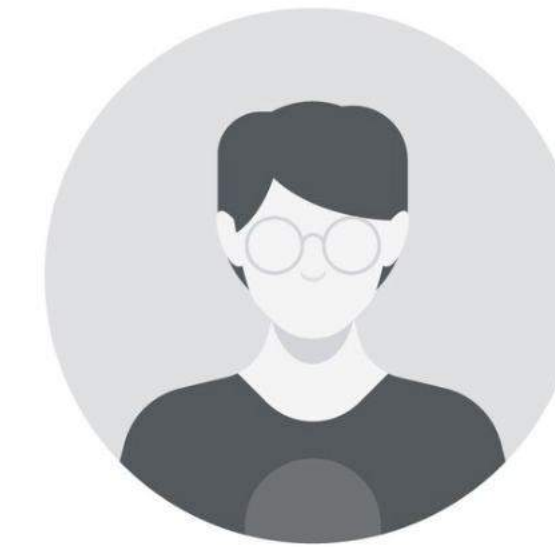
- Large % is drivers and once involved in monotonous activity eg. Dhobi, Barber
- Replacing Radio with Gaana
- Not willing to pay



- Majority belongs to a certain elder age group
- Mostly playing regional content in morning and evening
- Consists international users, willing to pay but got confused which one to choose



- Loves Exclusive content of his language / Fav. Artist
- Willing to pay but don't see value in long term subscription.
- Would love to pay if more exclusive touchpoints are provided



- Members hugely are Millennials and Gen Z
- Installs app for international content, uninstalls as content is less as compared to Apple music / Spotify
- Have multiple subscriptions, Don't mind paying
- Values recognition and validation from peers for their music taste

Fastest Growing Segment



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WHAT WE KNOW NOW

Gaana's Persona

Personality of Gaana



18-25 yrs

- Loves colours and vibrance
- Open and adaptive to change
- Passion for learning
- Receptive to feedback and recognition
- Free-thinking and creative
- Values teamwork and social interactions



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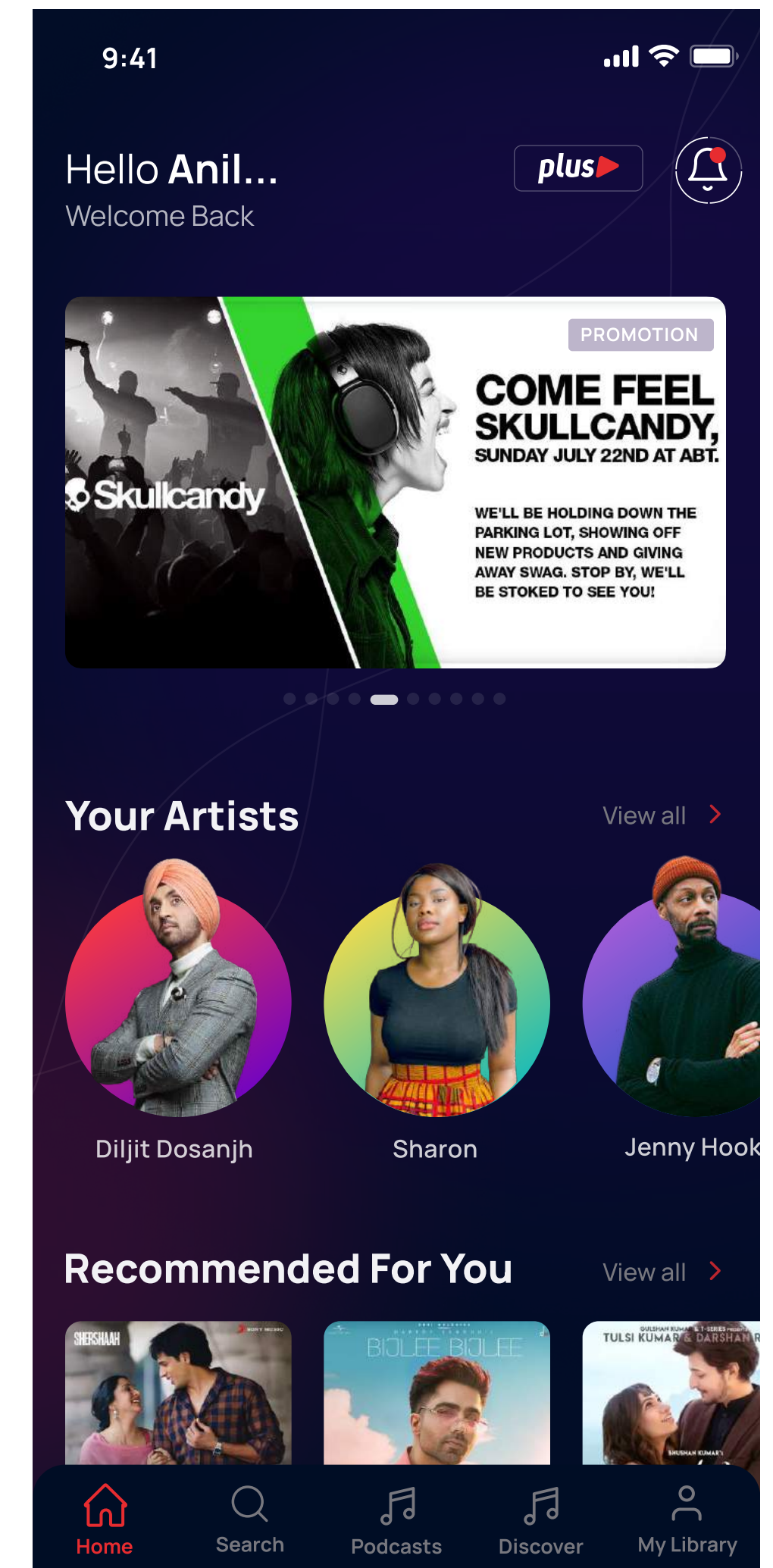
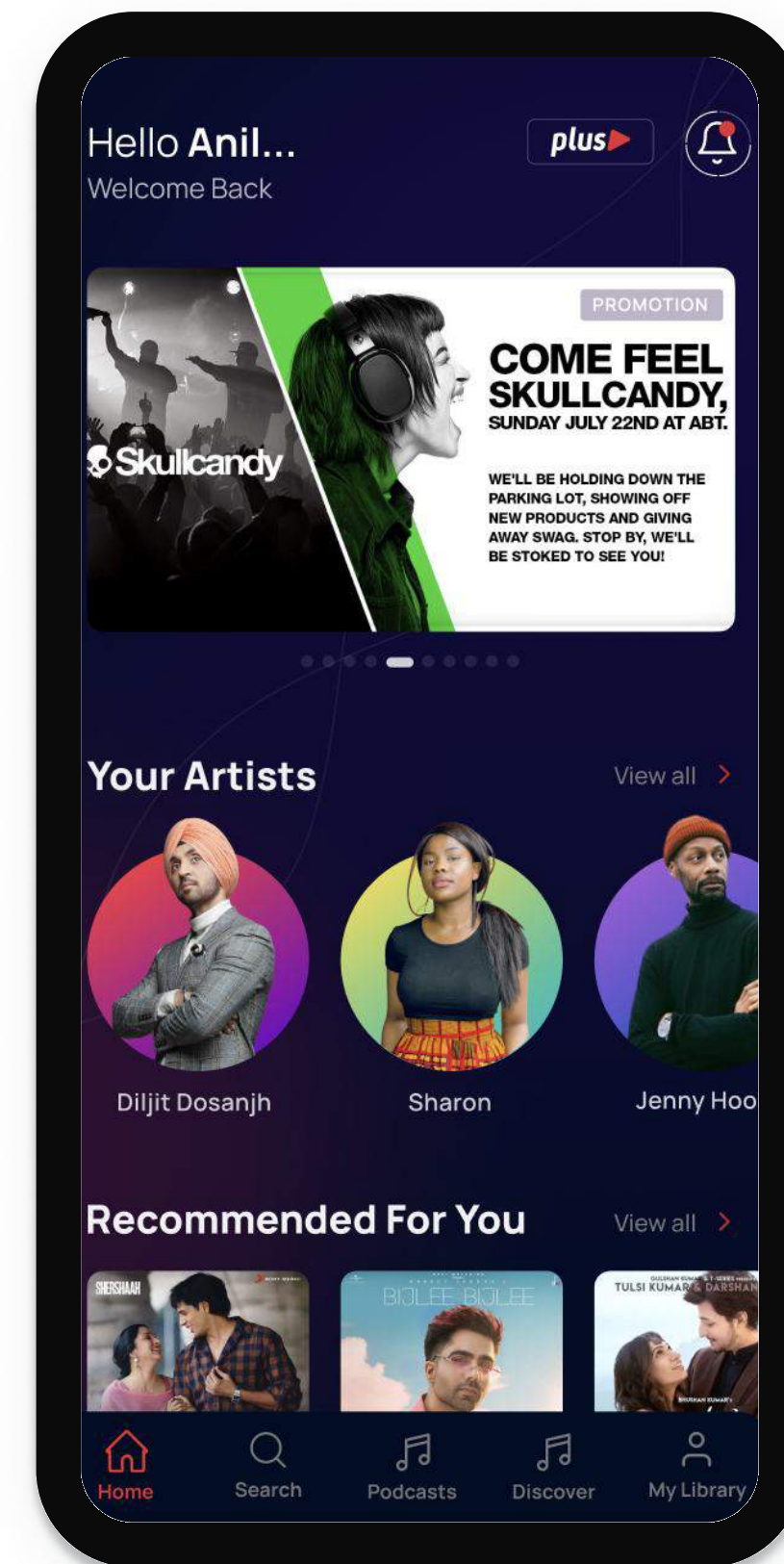
DESIGN INITIATIVES

Redesign Gaana

1. New Younger color theme
2. New platte for graphics
3. New Font that stands crisp at smaller sizes
4. updated icon family
5. Design system to be in place for shared components
6. Artist Dashboard
7. Gaana Lounge
8. Gift / Dedicate a Song



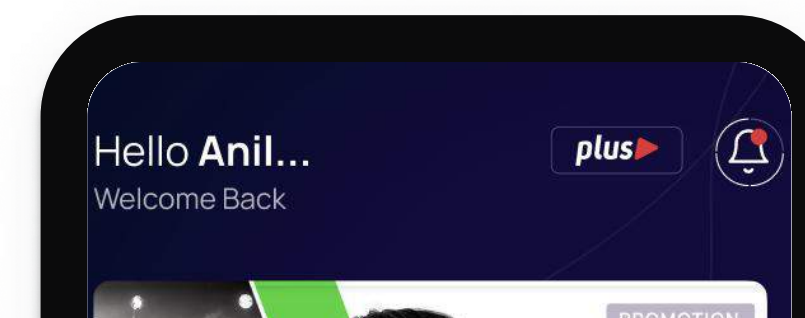
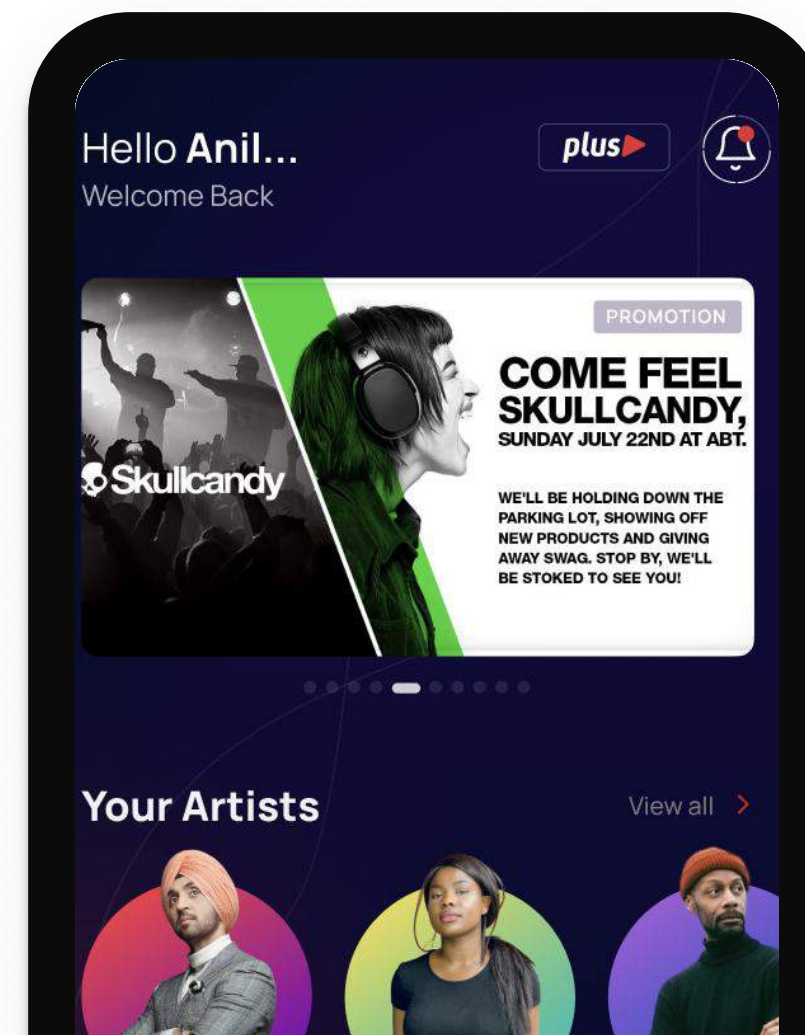
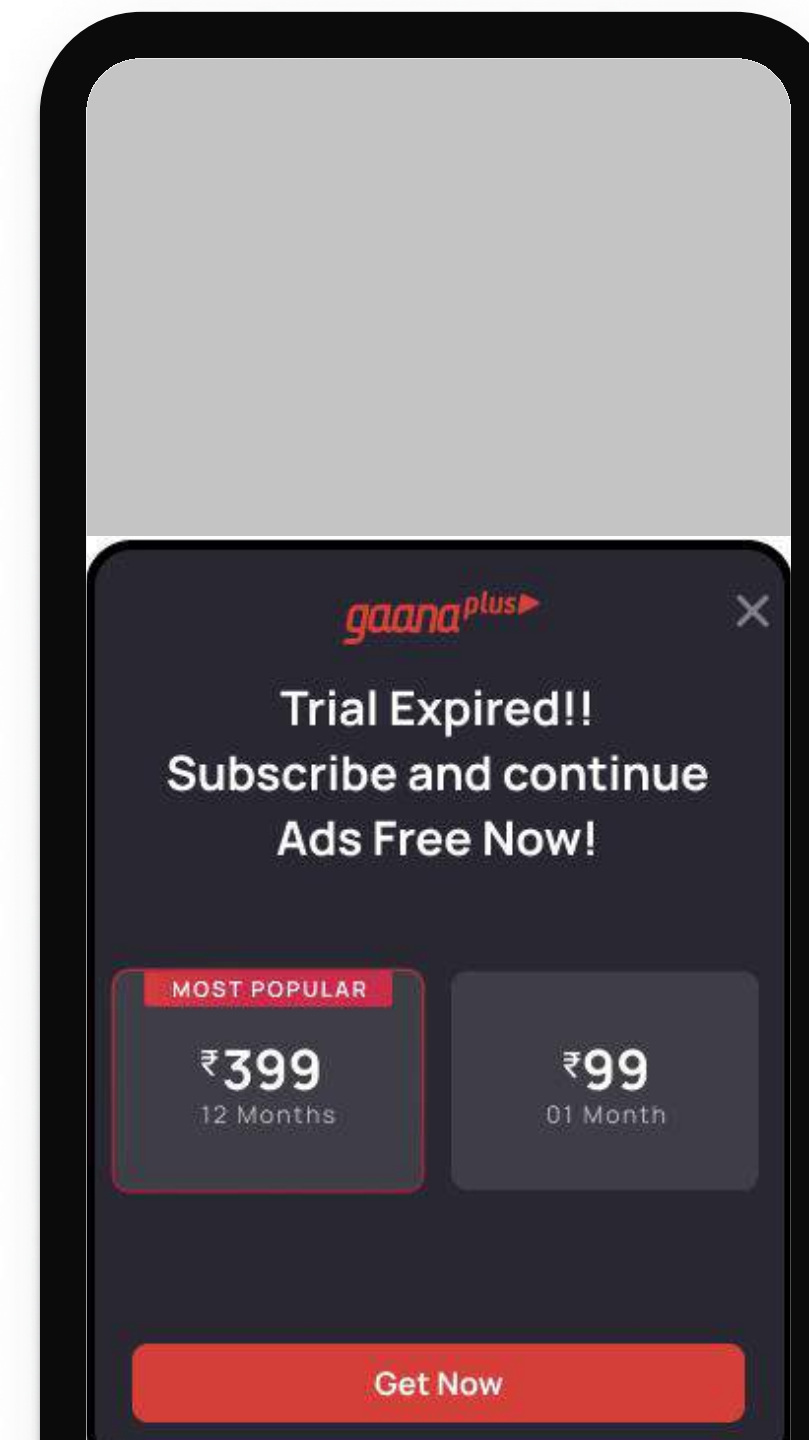
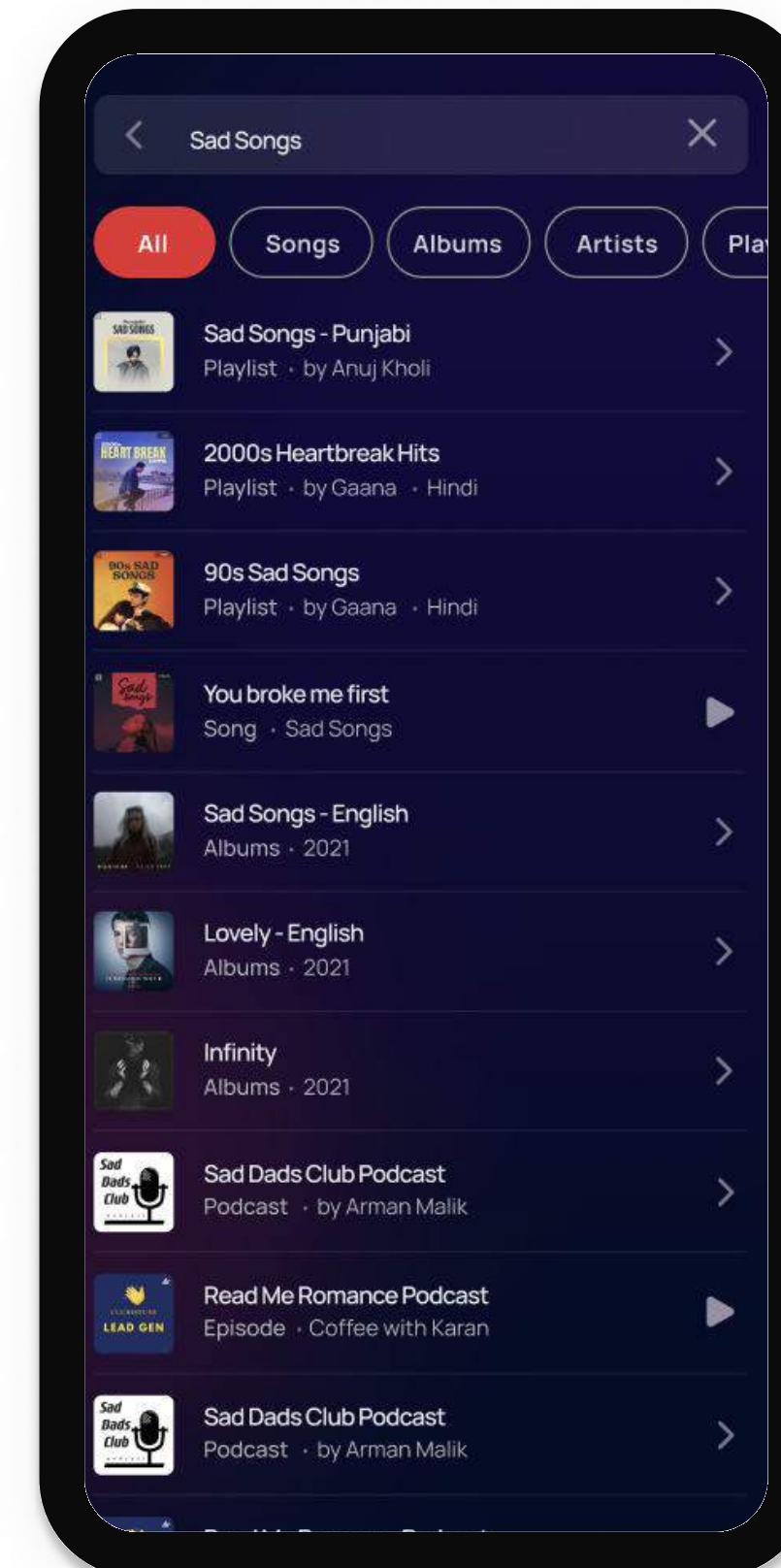
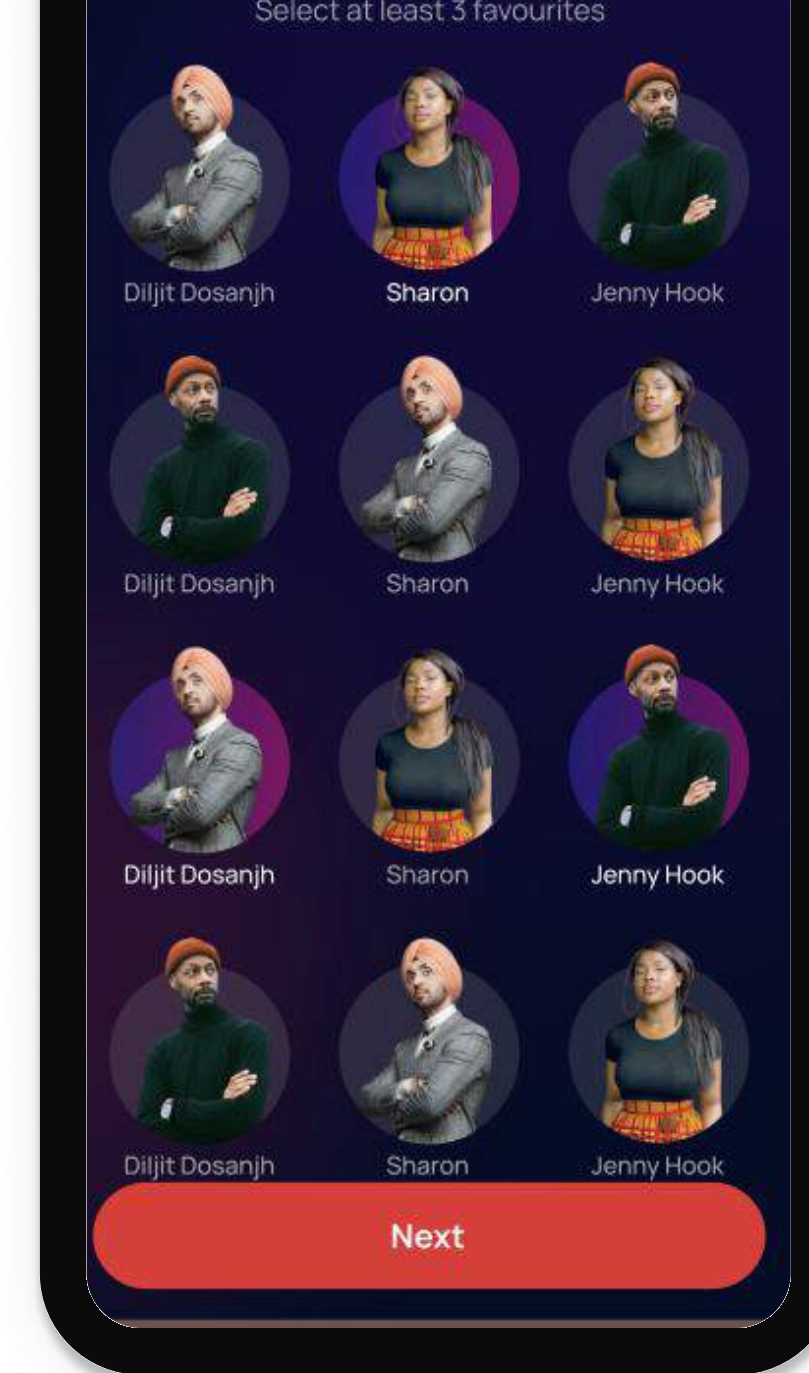
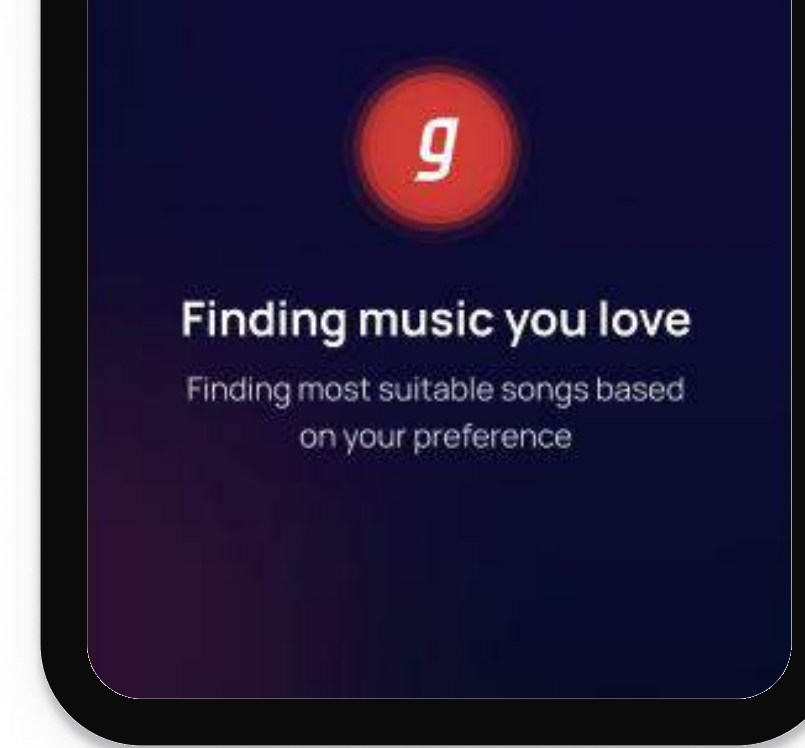
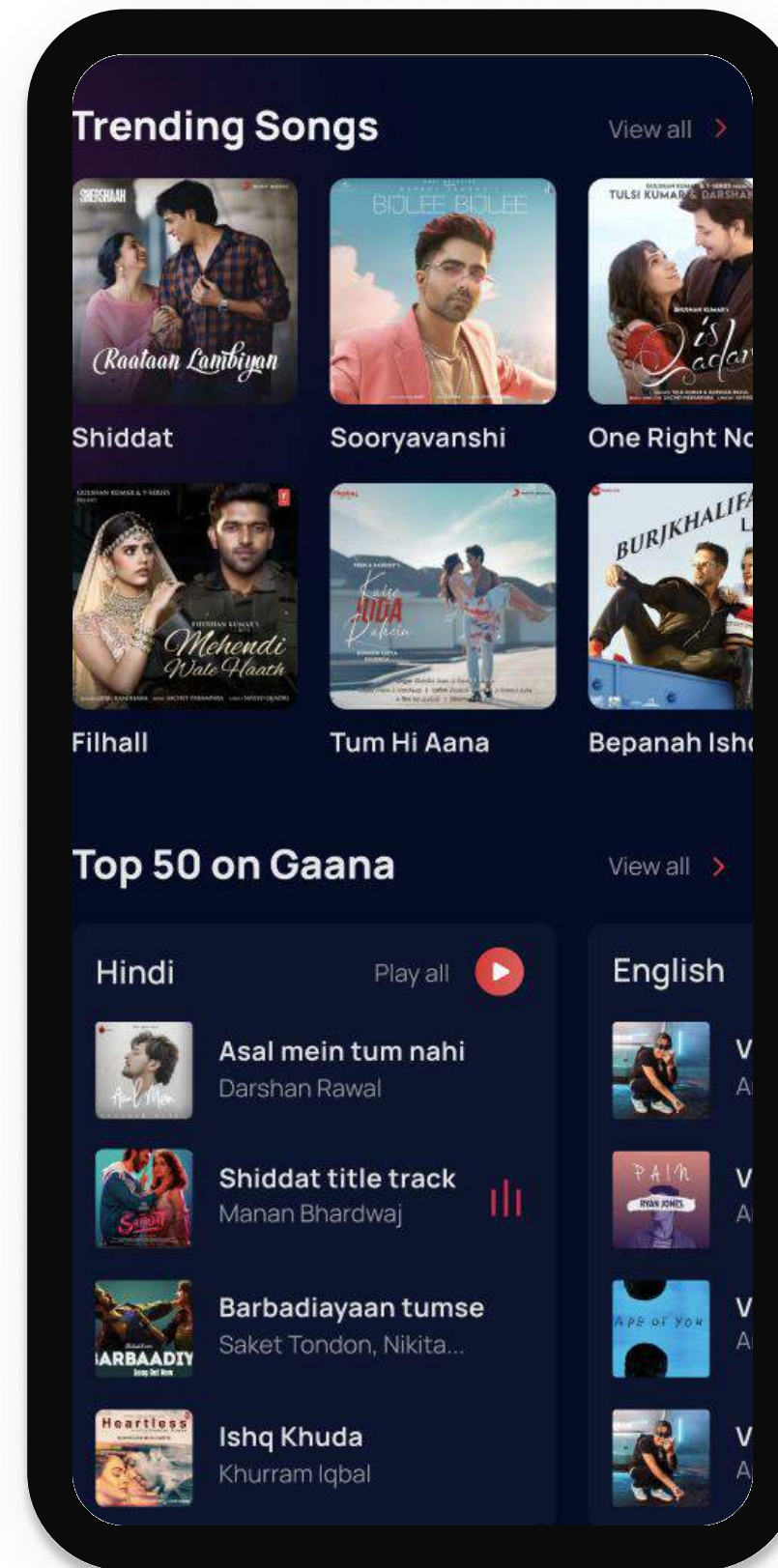
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DESIGN INITIATIVES

Quick and easy

1. Introduce Onboarding to get more info on the user and serve him personalised content based on his choices.
2. Fix the Subscription page design to focus more on Yearly package.
3. Fix the search layout for easy application of filters.
4. Fix grid size to show lesser content but in better proportions to make it easy on user's eye and reduce the clutter.
5. Playlist being contributing the most to engagement, The flows of its creation and adding songs to same needs to be optimised.
6. Change the messaging copy and design elements on the toasty message pops.



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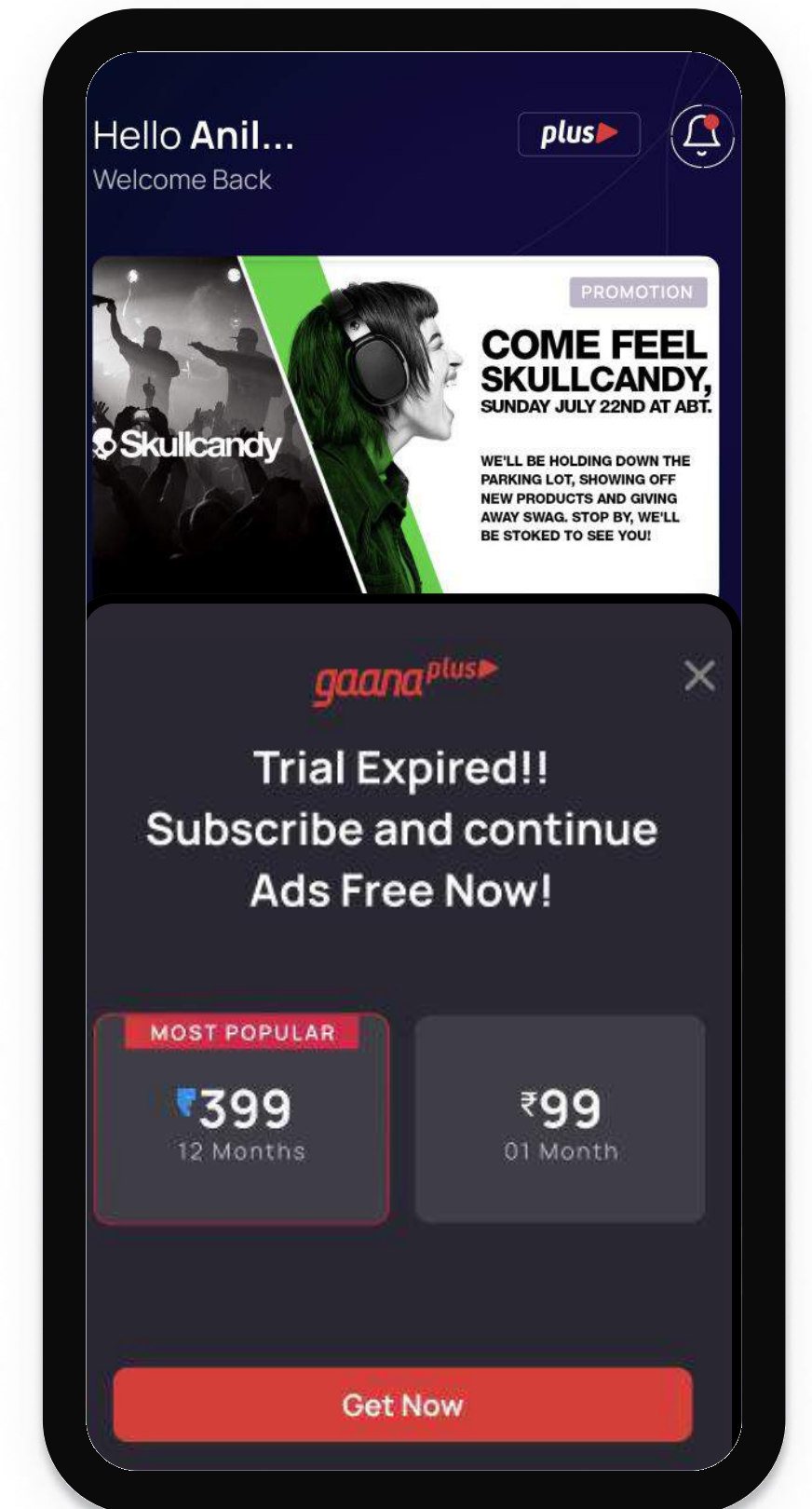
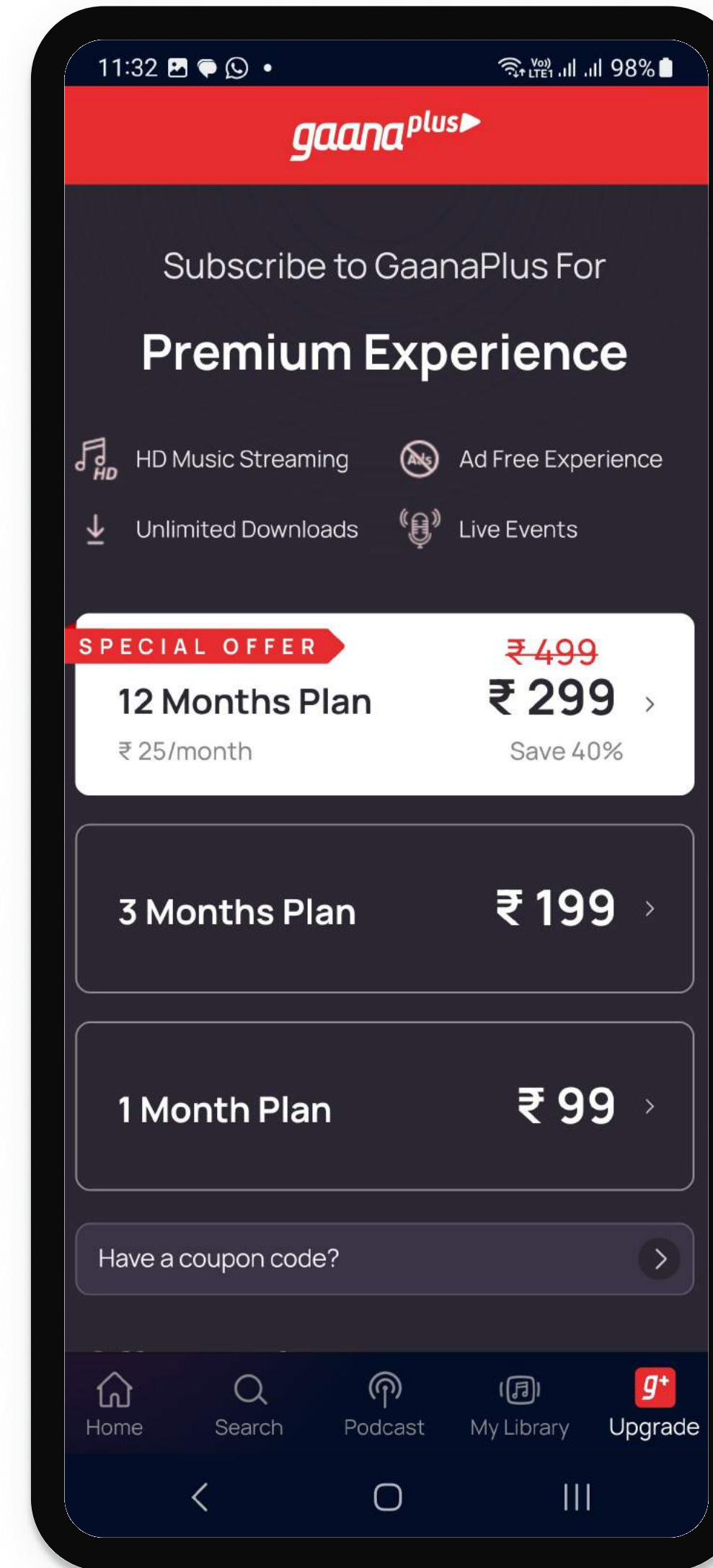
CAN DESIGN INITIATIVE CONTRIBUTE TO TOPLINE

Subscriptions

We use to have 15 different packs, Reduced them to only 3 and used the design cues and markers to induce the psychology of discounts to get more and more people to opt for the yearly package.

Results:

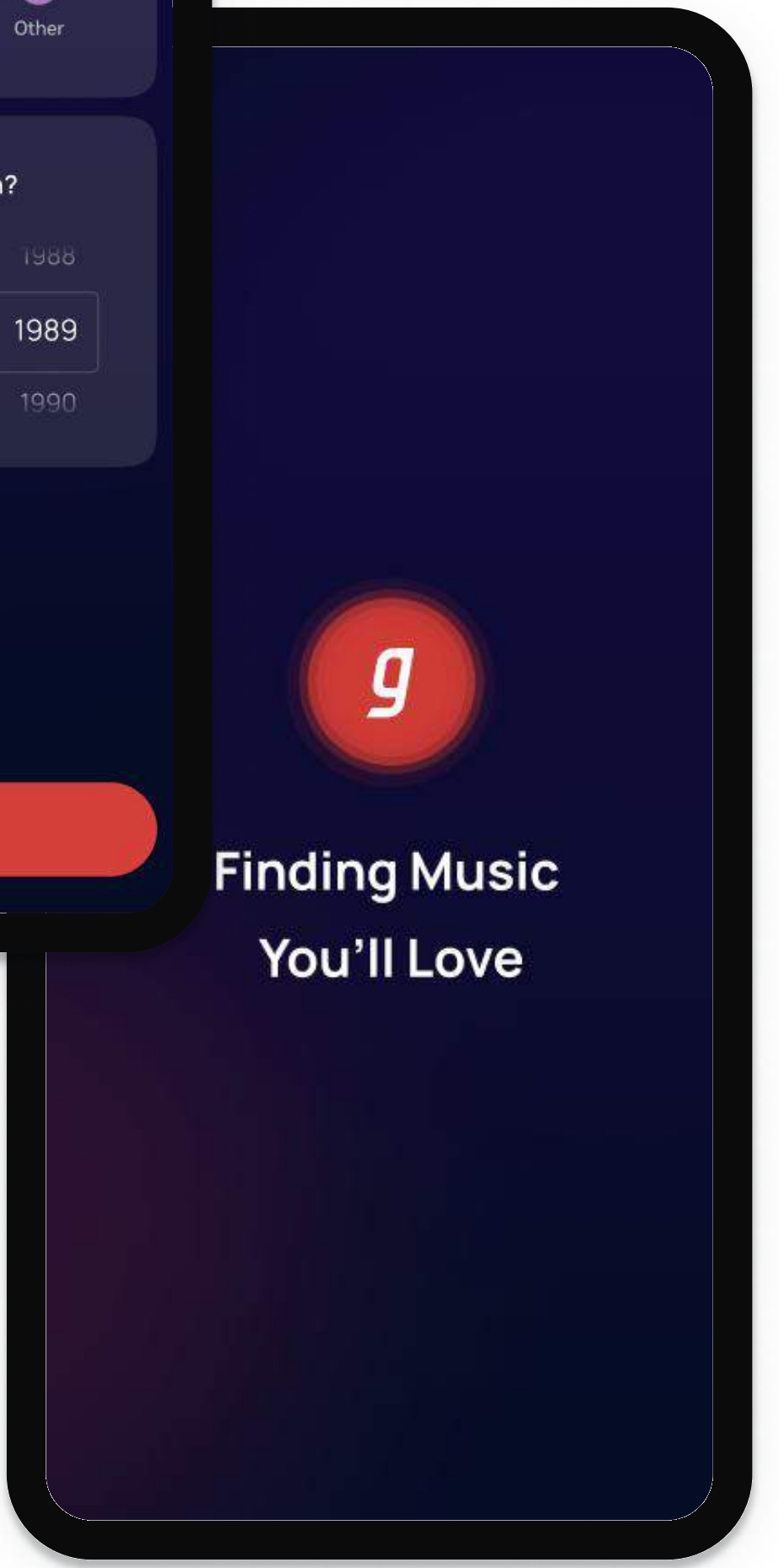
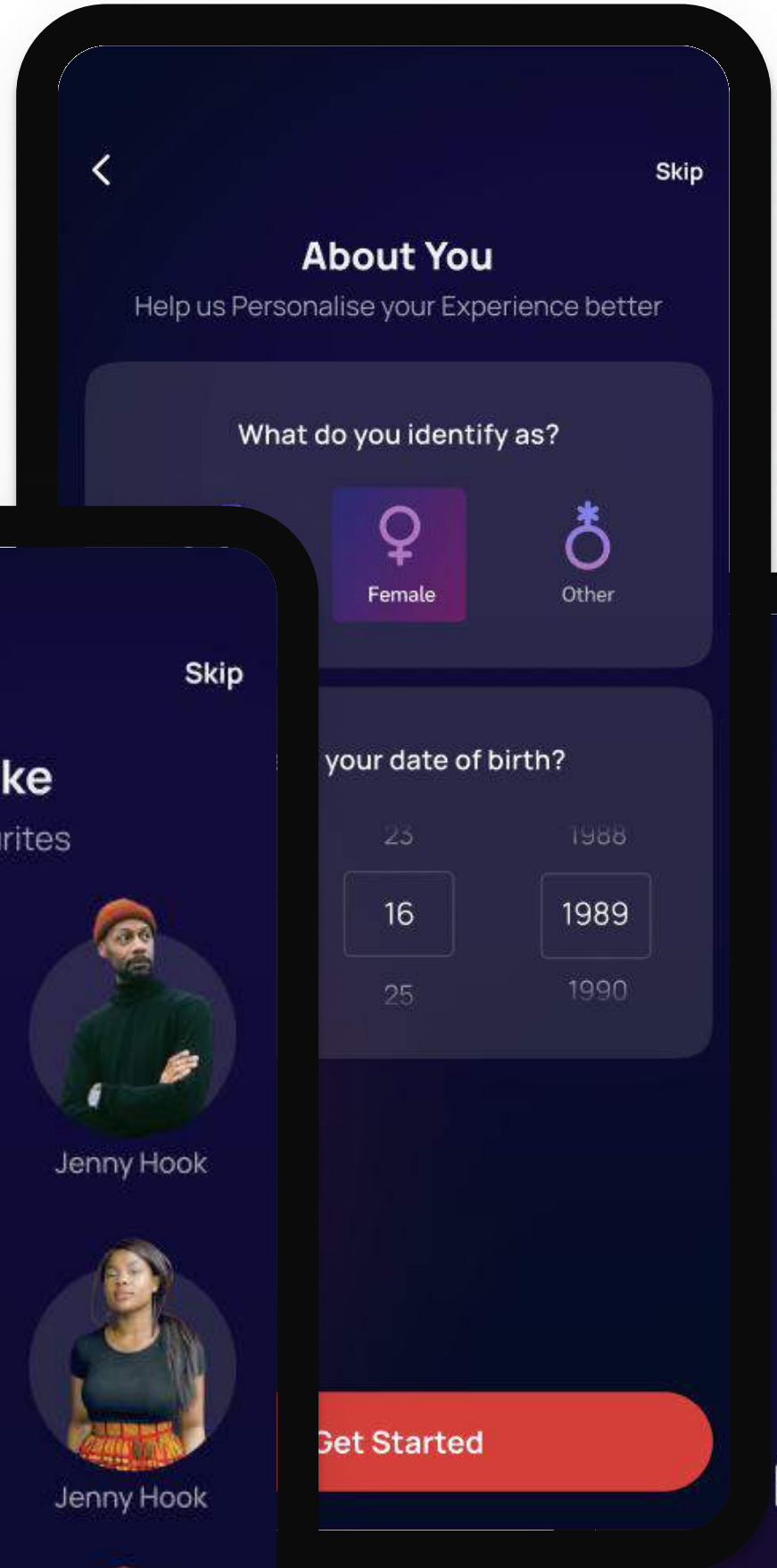
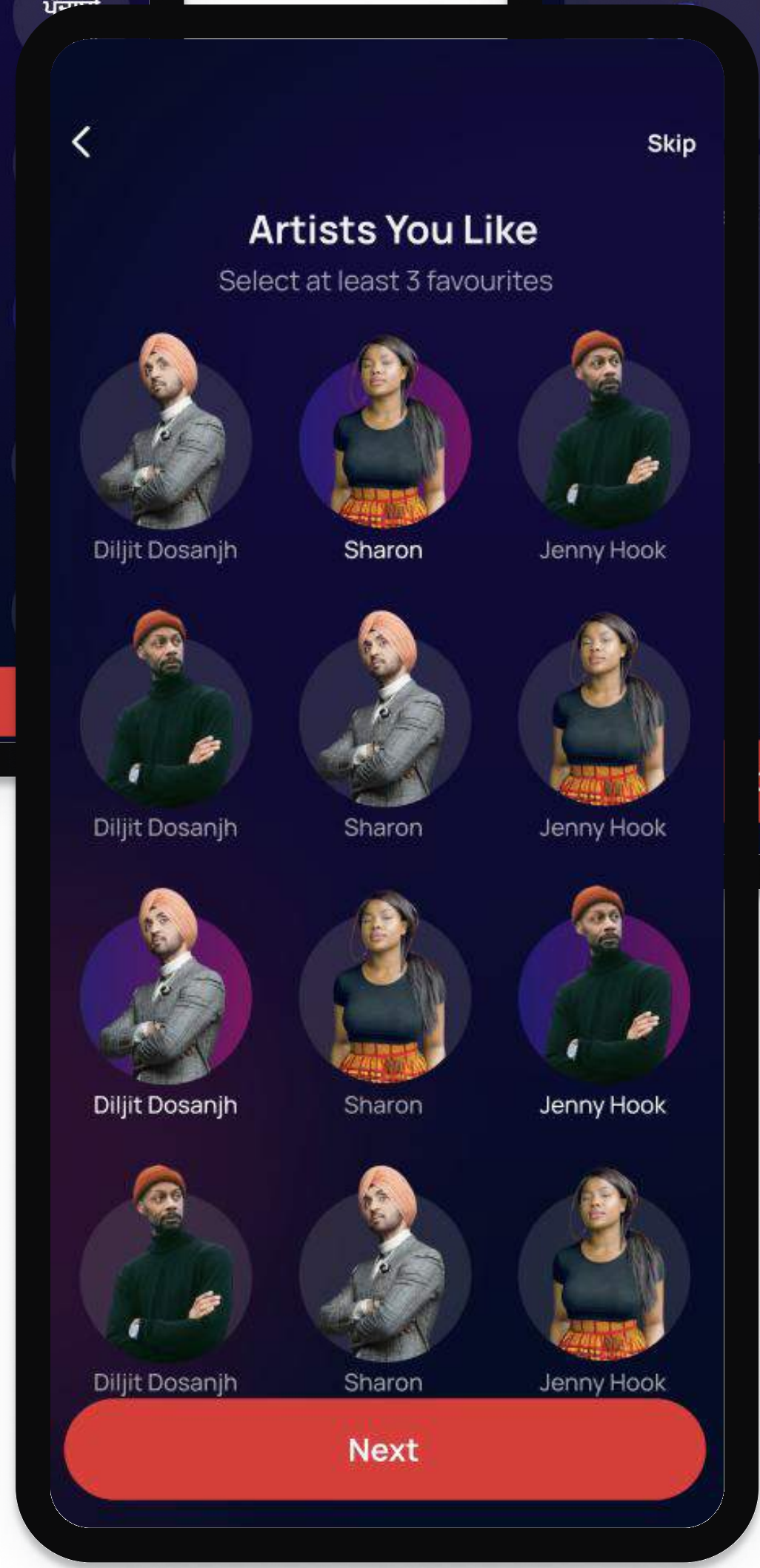
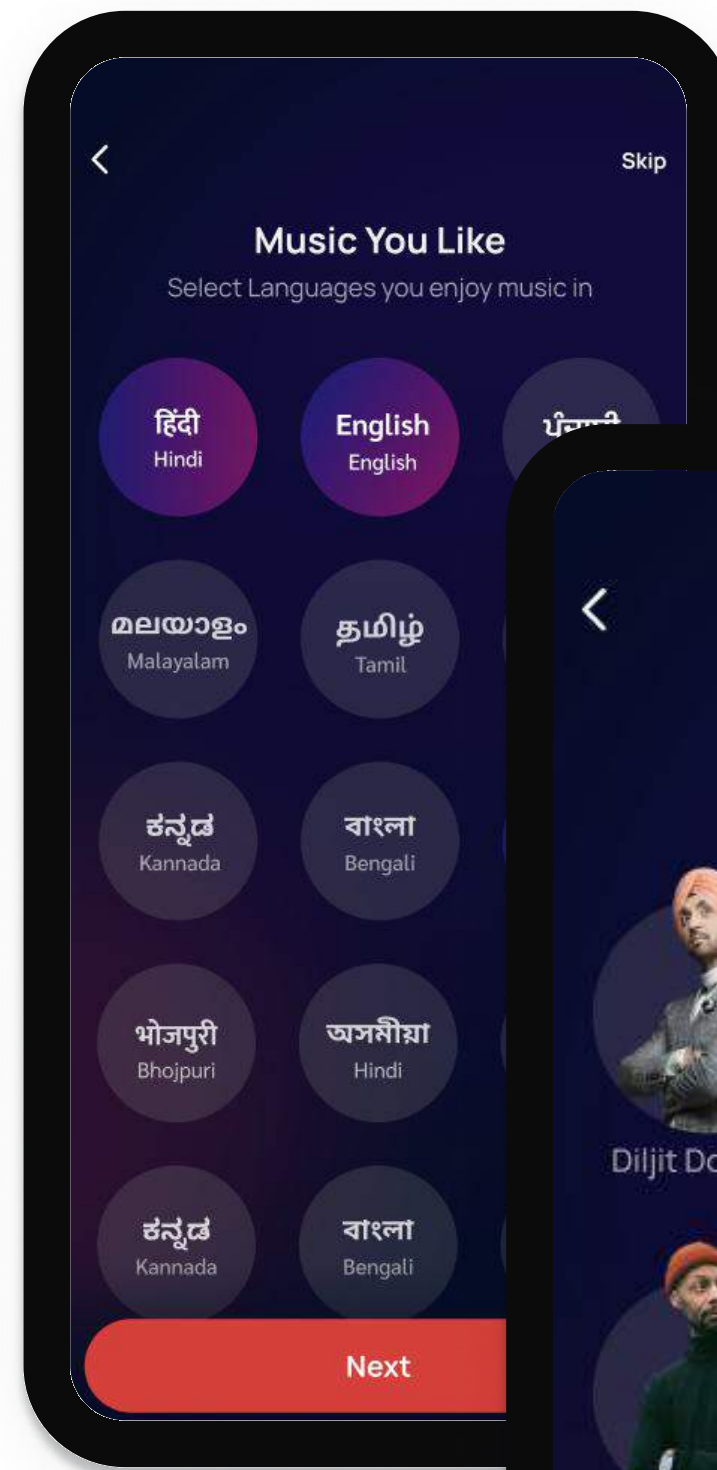
With the same number of Subscription we were able to generate 20% more revenue because of 3 fold increase in yearly subscription.



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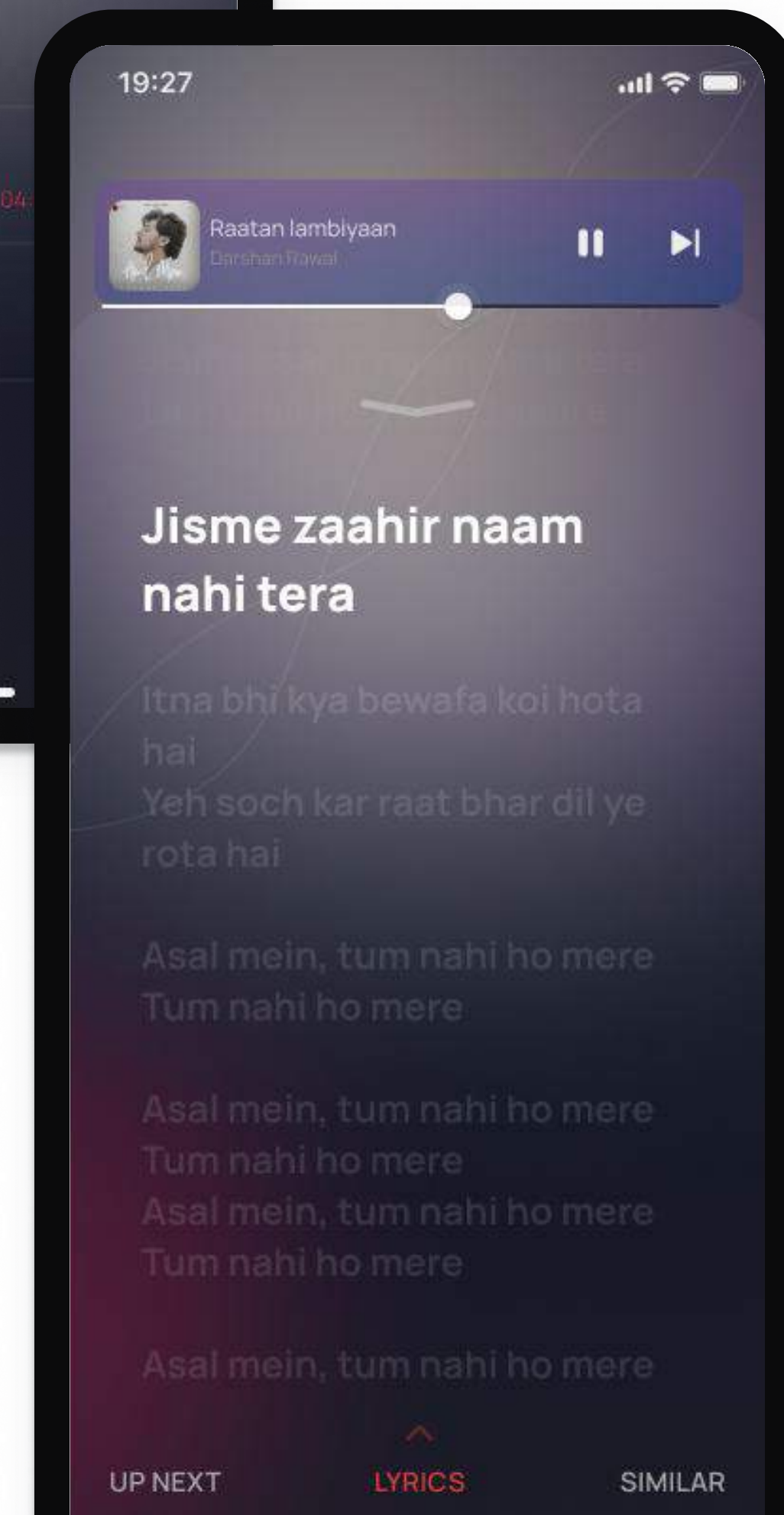
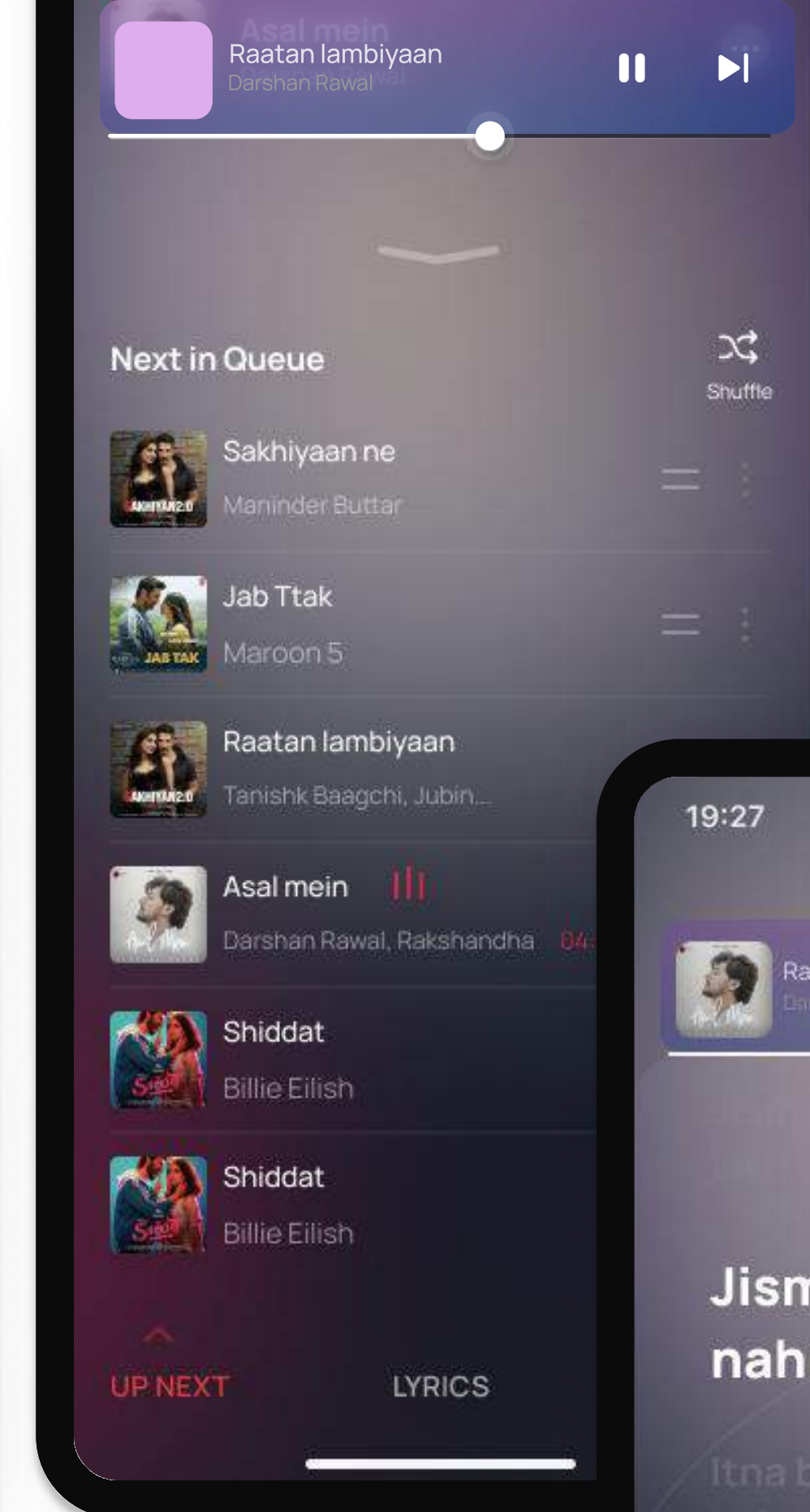
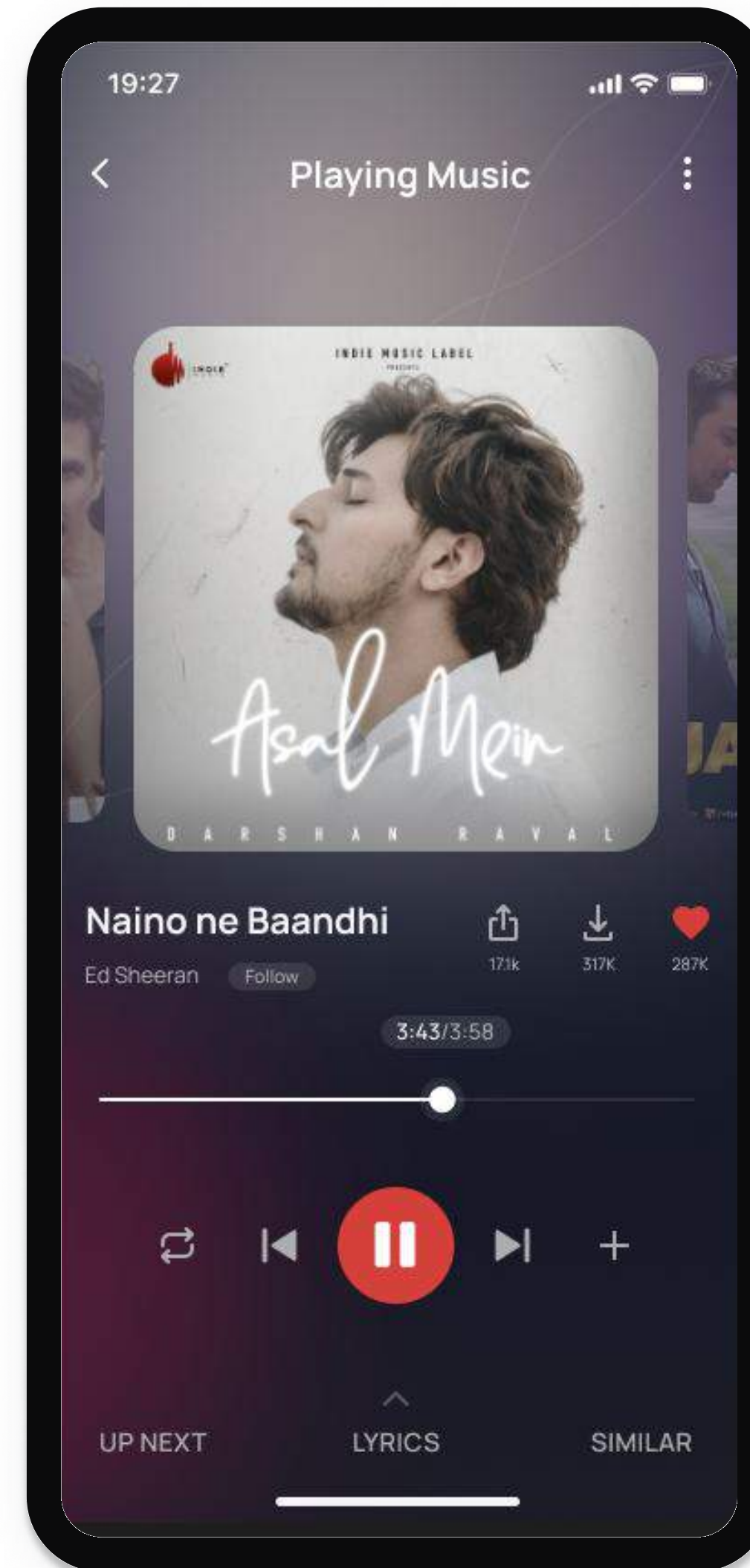
QUICK FIXES

Onboarding

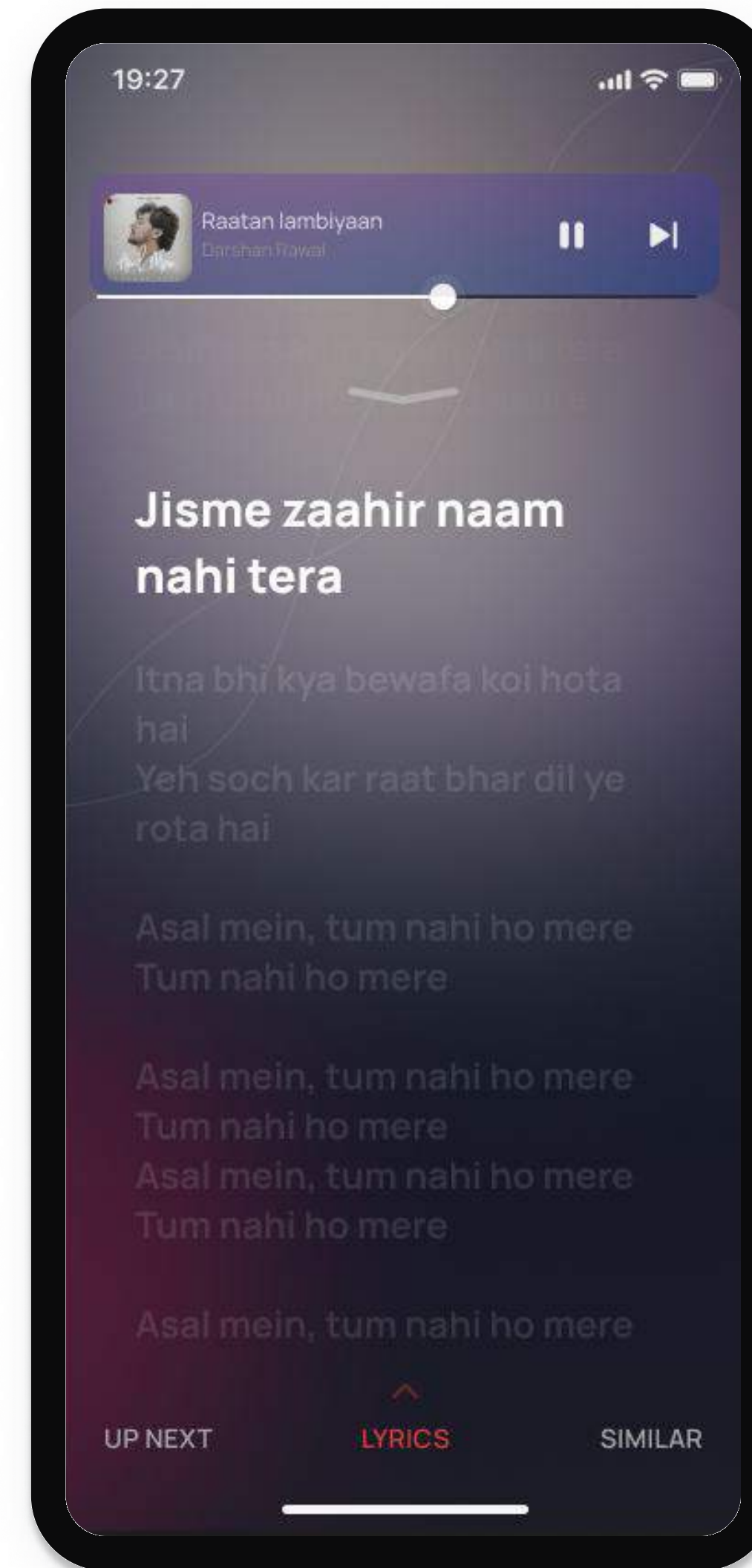
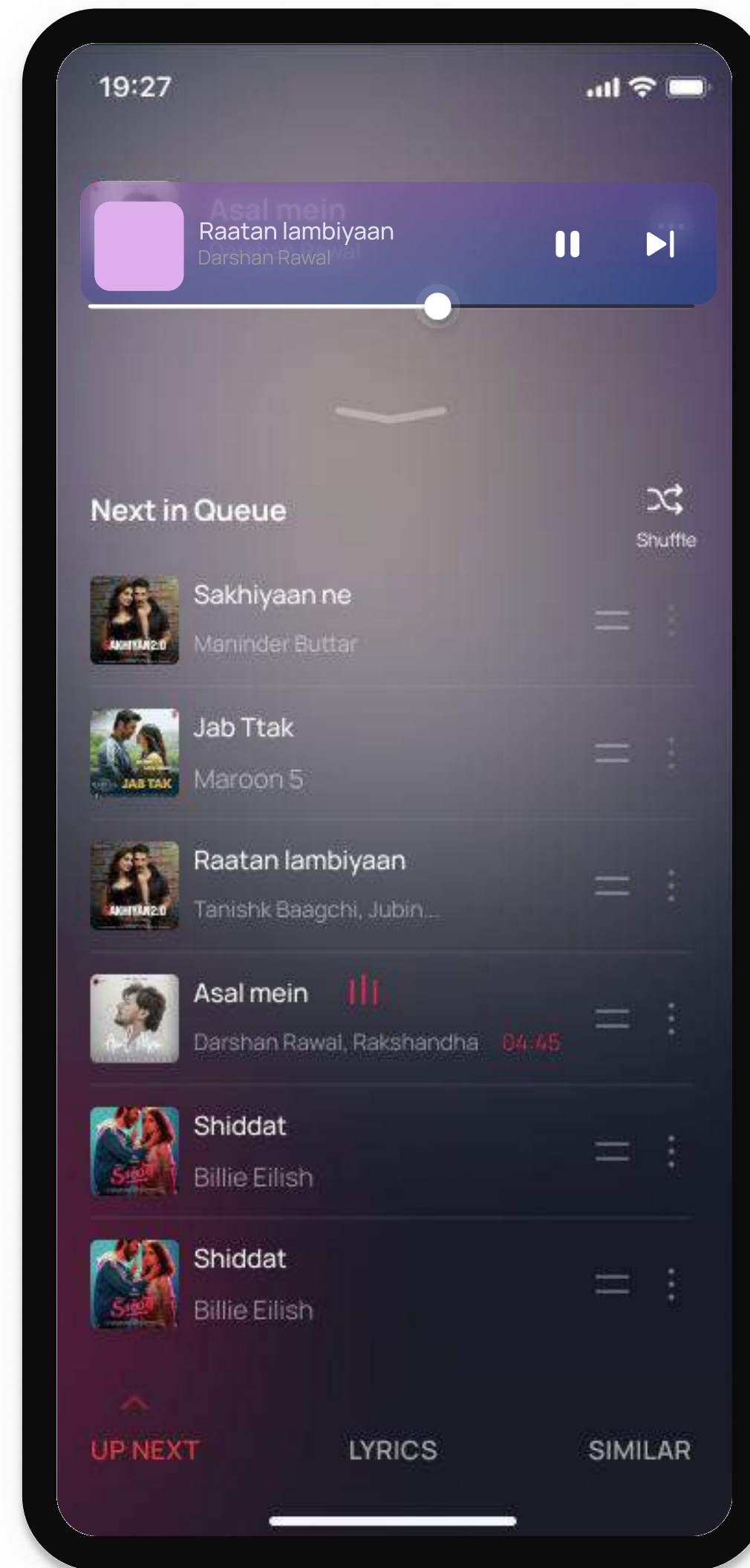
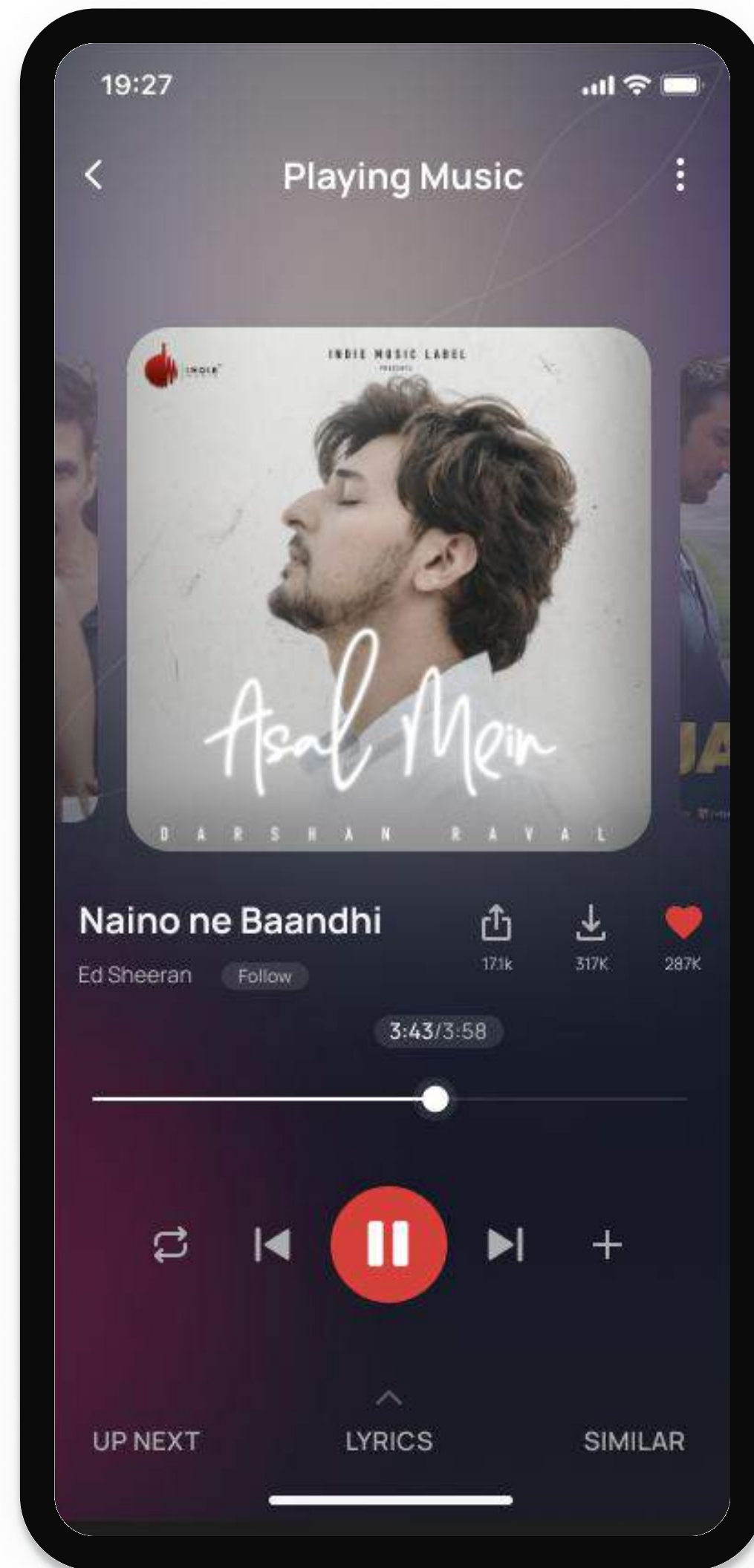
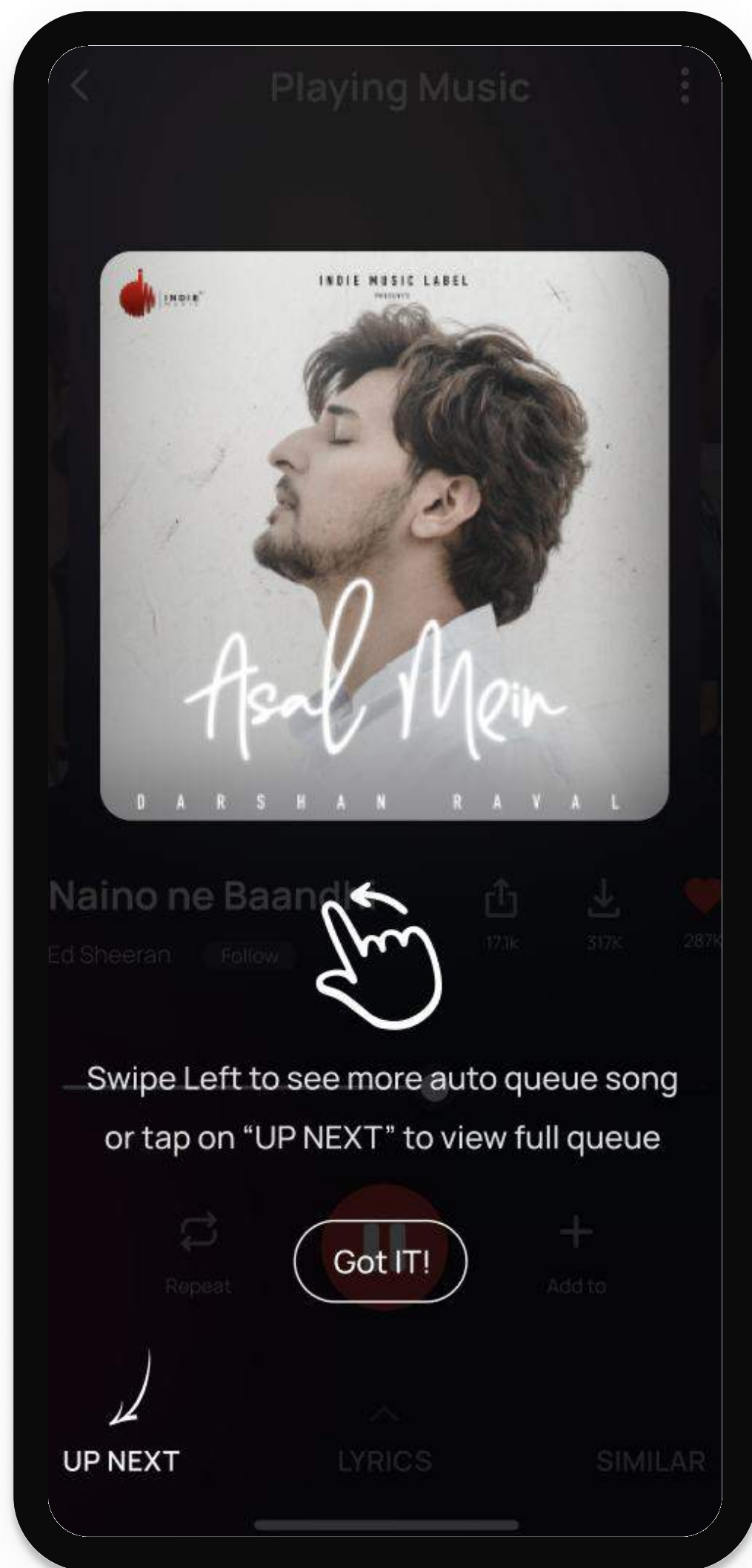
DESIGN CONTRIBUTING TO TOP LINE

New Player

1. Swipe to change song is an easy and accepted behaviour, Users were prompt to adopt to it.
2. – Interaction is designed to have a easy and quicker way to explore the music
3. – Swipe and scroll behaviour make us more adaptive to youth with their familiarity to the same through other social media apps like Tik Tok and Instagram.
4. All the actionable for the track are now available upfront on the player

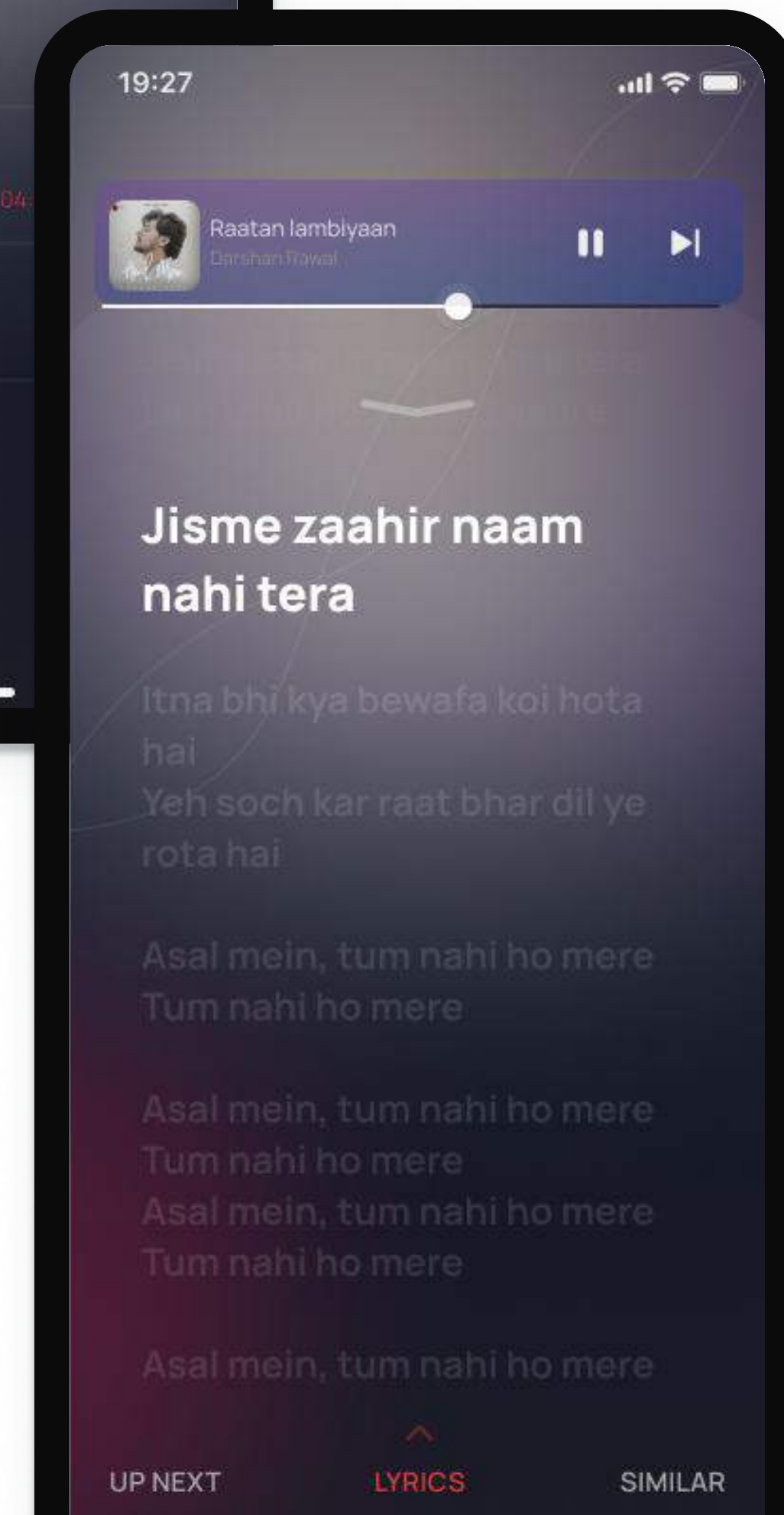
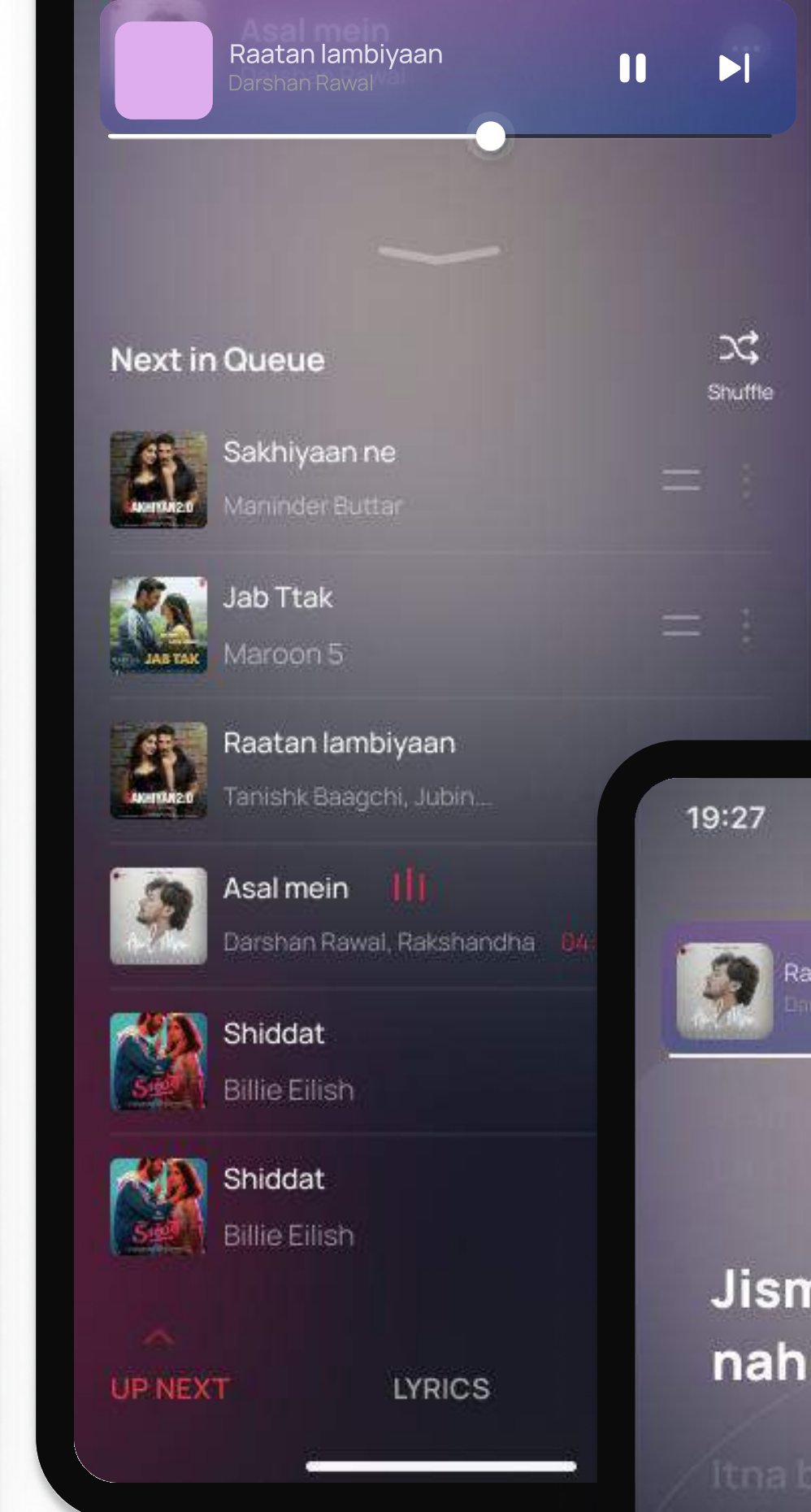
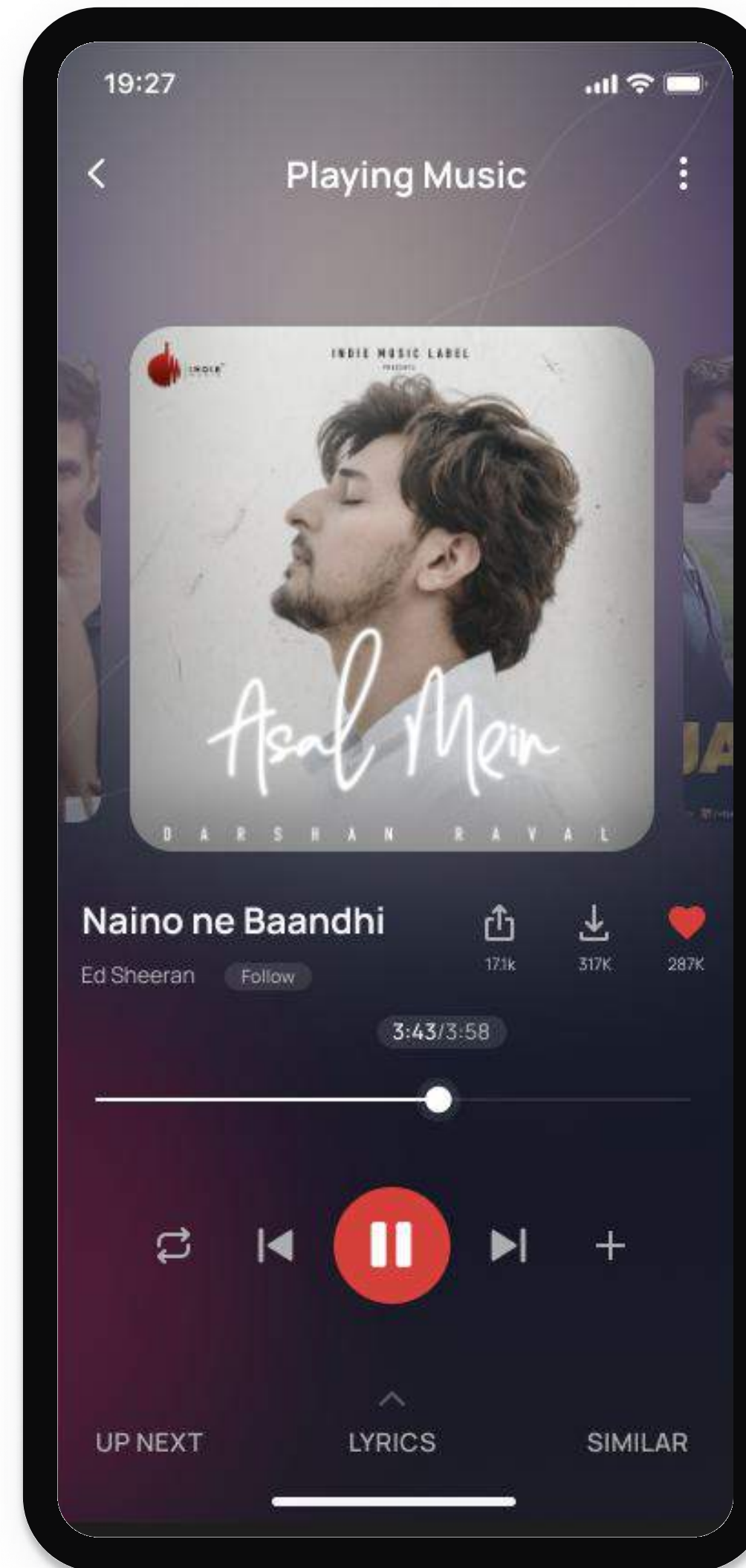


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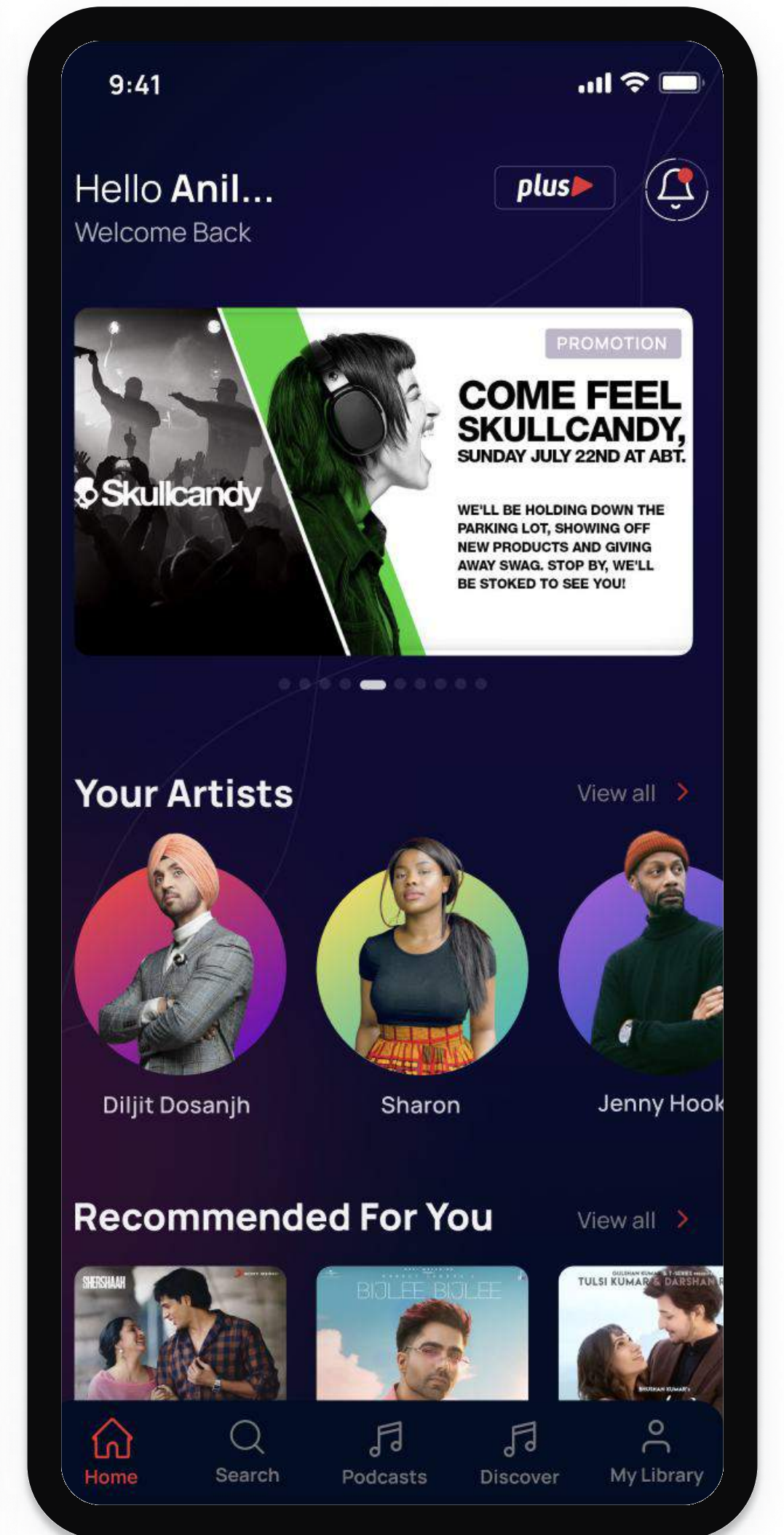
IMPACT

Outcome

DESIGN INITIATIVES

New Design

- Introduced new young colour and fluid layout after testing multiple options with the users.
- Default Darker theme for ease on eyes and better battery performance
- Crisper and young colour platte is instant hit in our younger users.
- This design personifies the personality of Gaana as a Millennial showing its personality traits of playful. Young, Vibrant, Flexible, Responsive individual.



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IMPACT

Outcome

+46%

Increase in Engagement metric

-13%

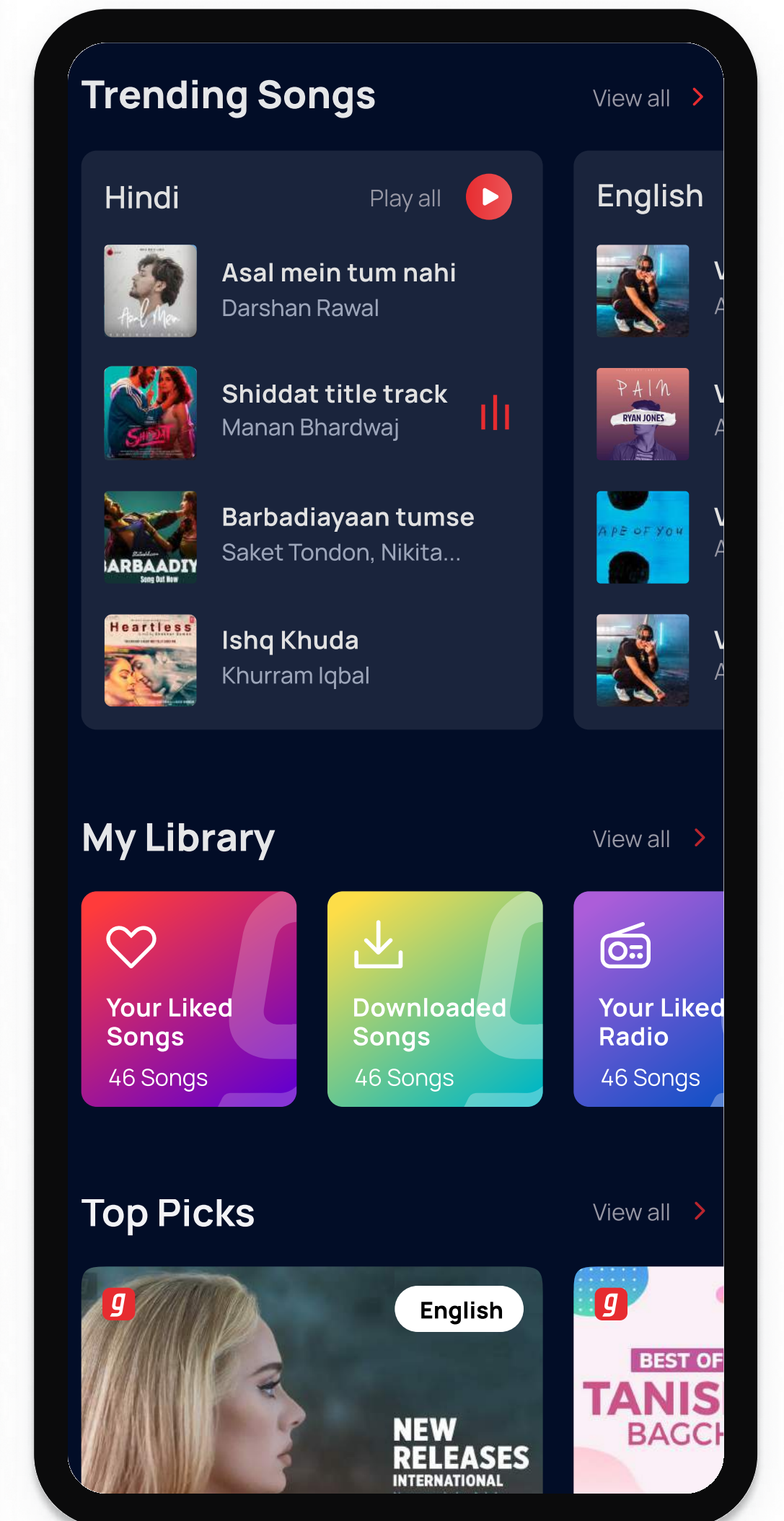
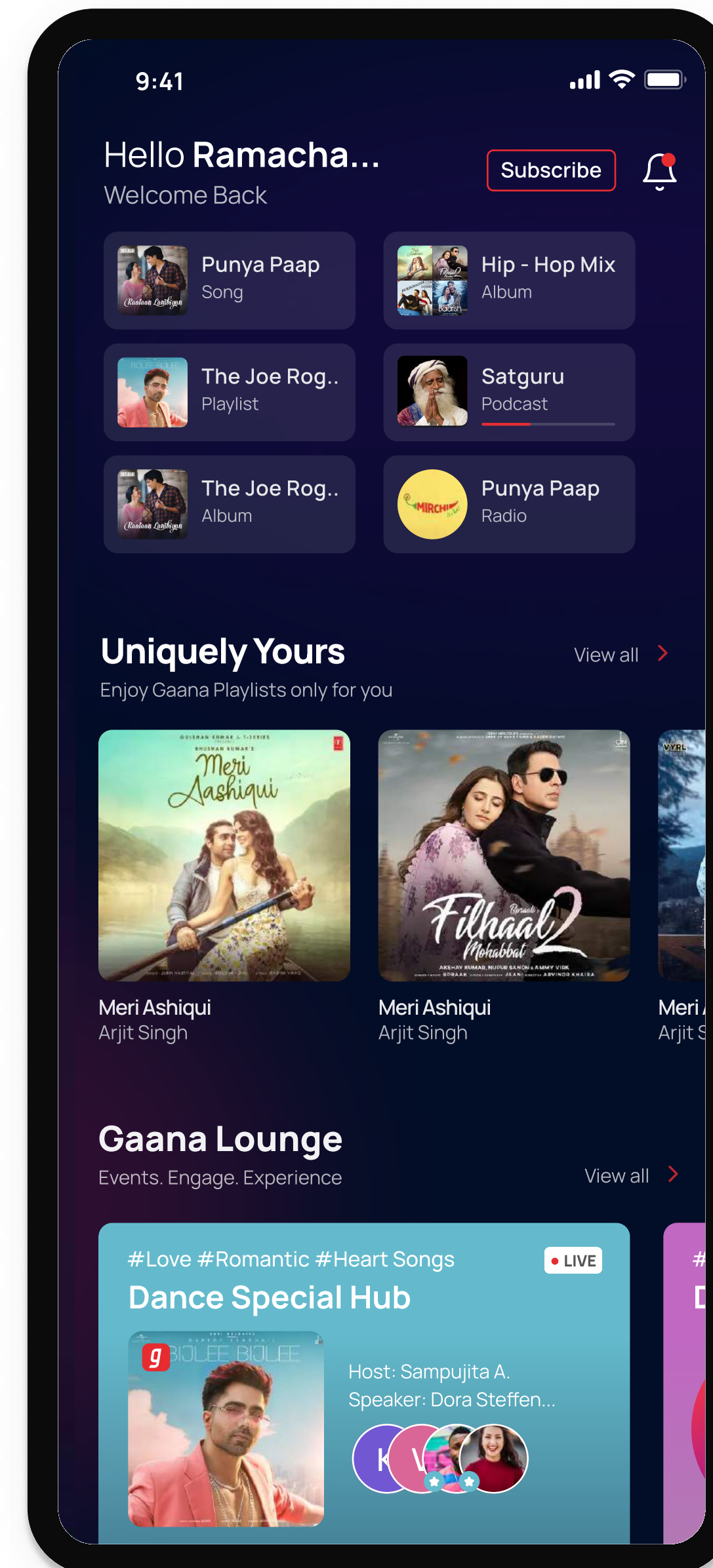
Decrease in same day Uninstalls

4.5

Appstore rating from 3.8



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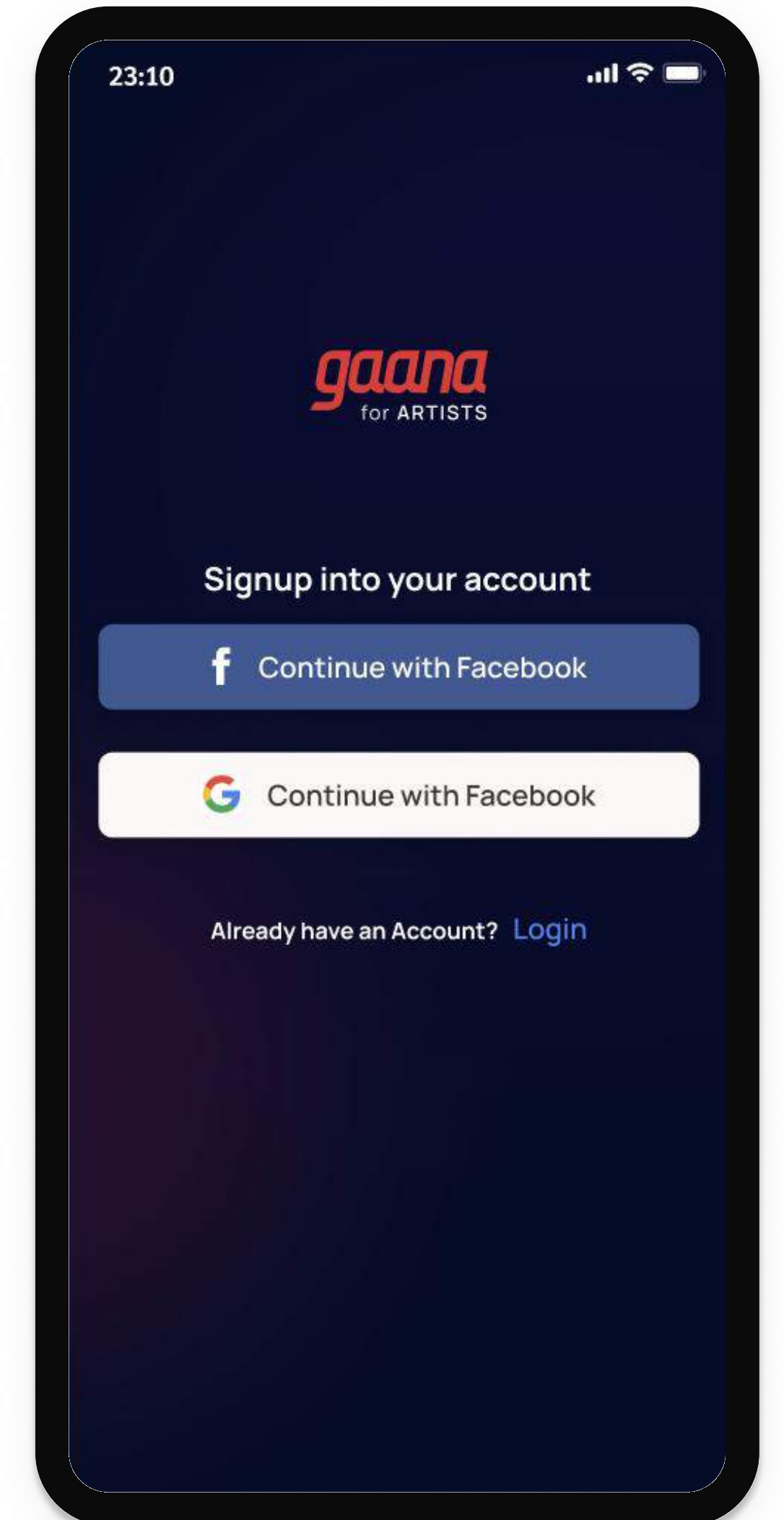
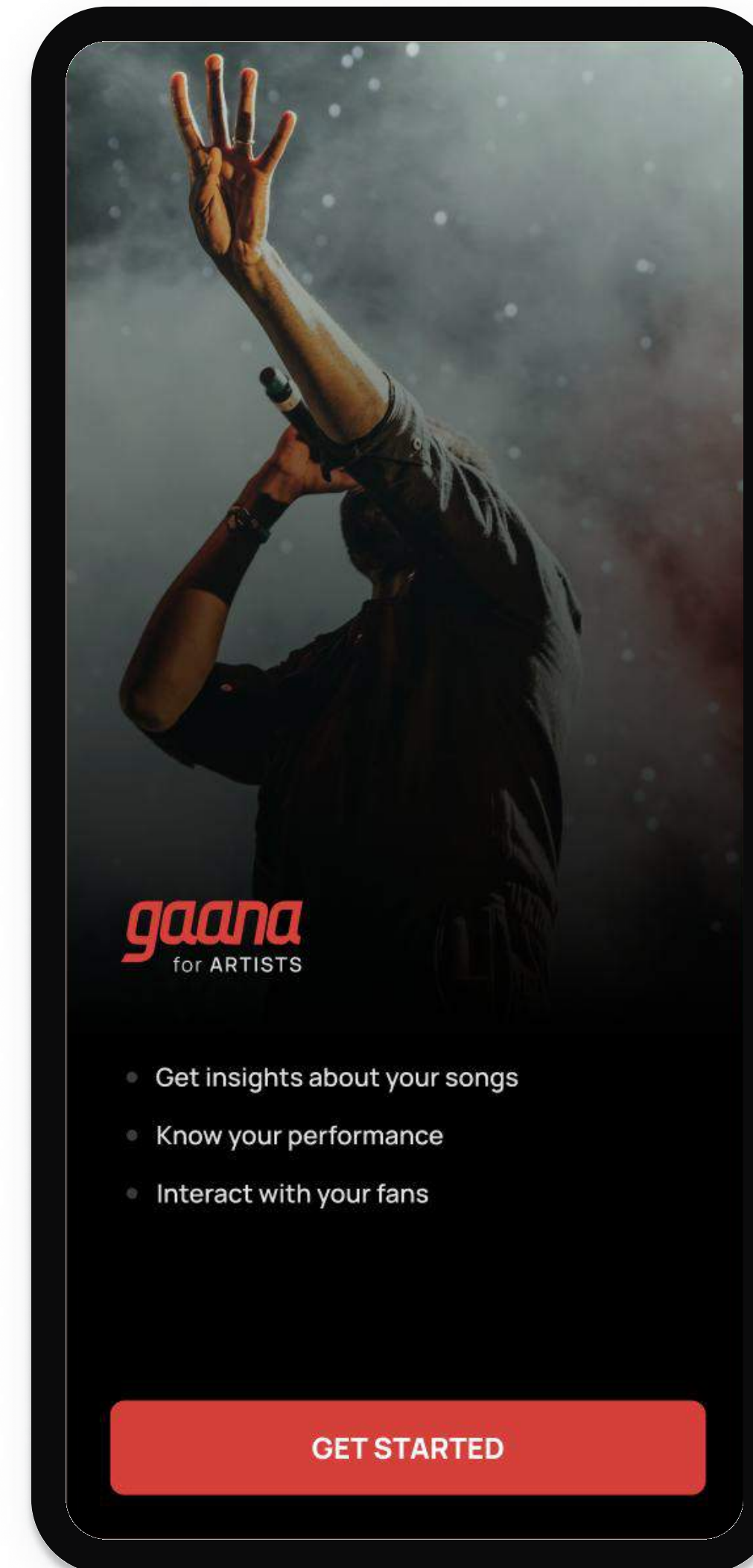


NEW FEATURES

Artist Dashboard

During our research Artists have been showing keen interest in developing new venues where they can interact with their fans and place to cater to all their music related requirements. So Dashboard comes as a welcome solution.

- A Dashboard for Artist to check on the performance on his releases.
- One place solution for music content posting on all major social platforms.
- Your own digital entity to invite your fans and set up merchandise shop
- Chat with fans or set up your music space with integration of Gaana lounge



IMPACT

Outcome

400

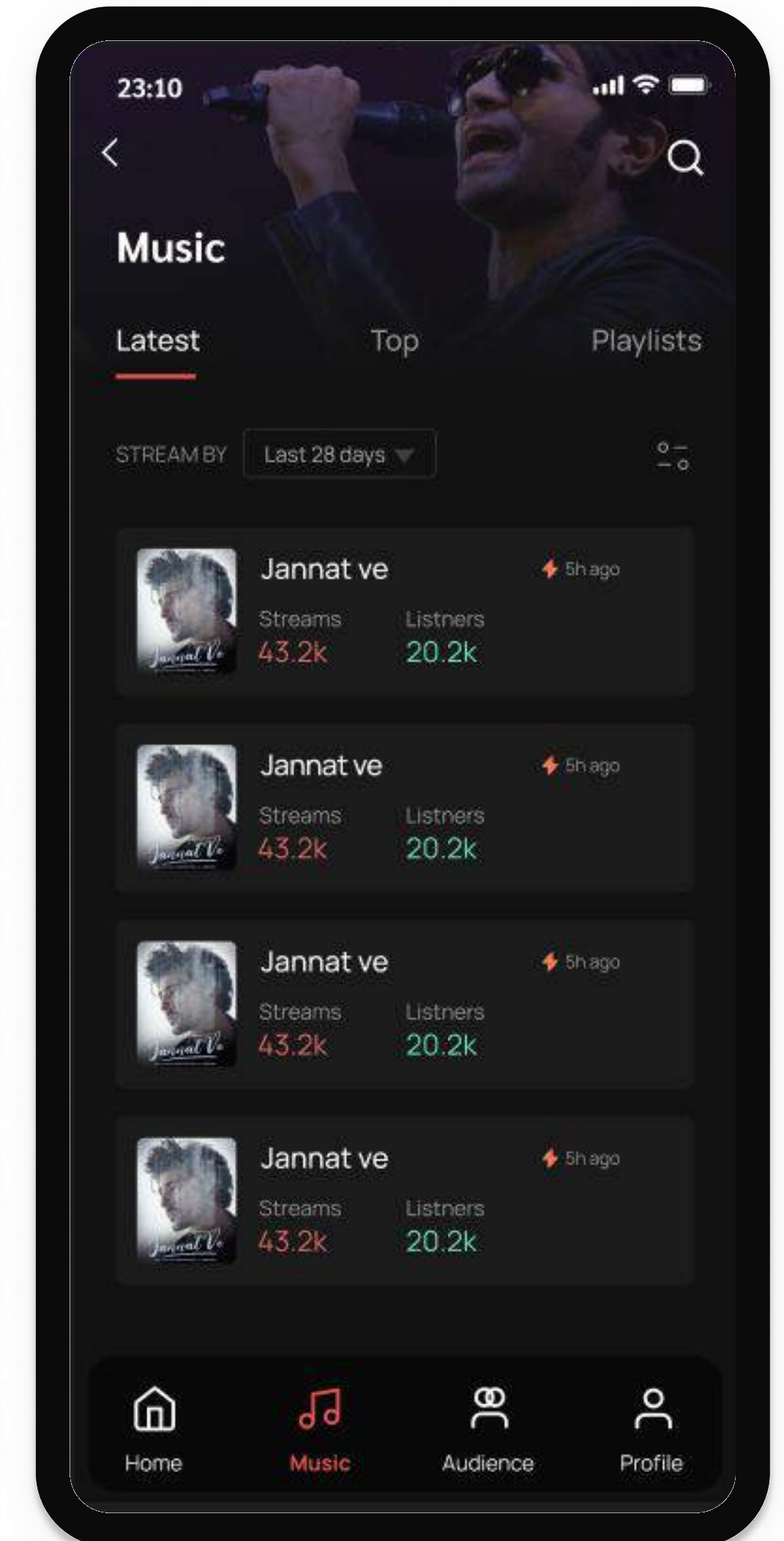
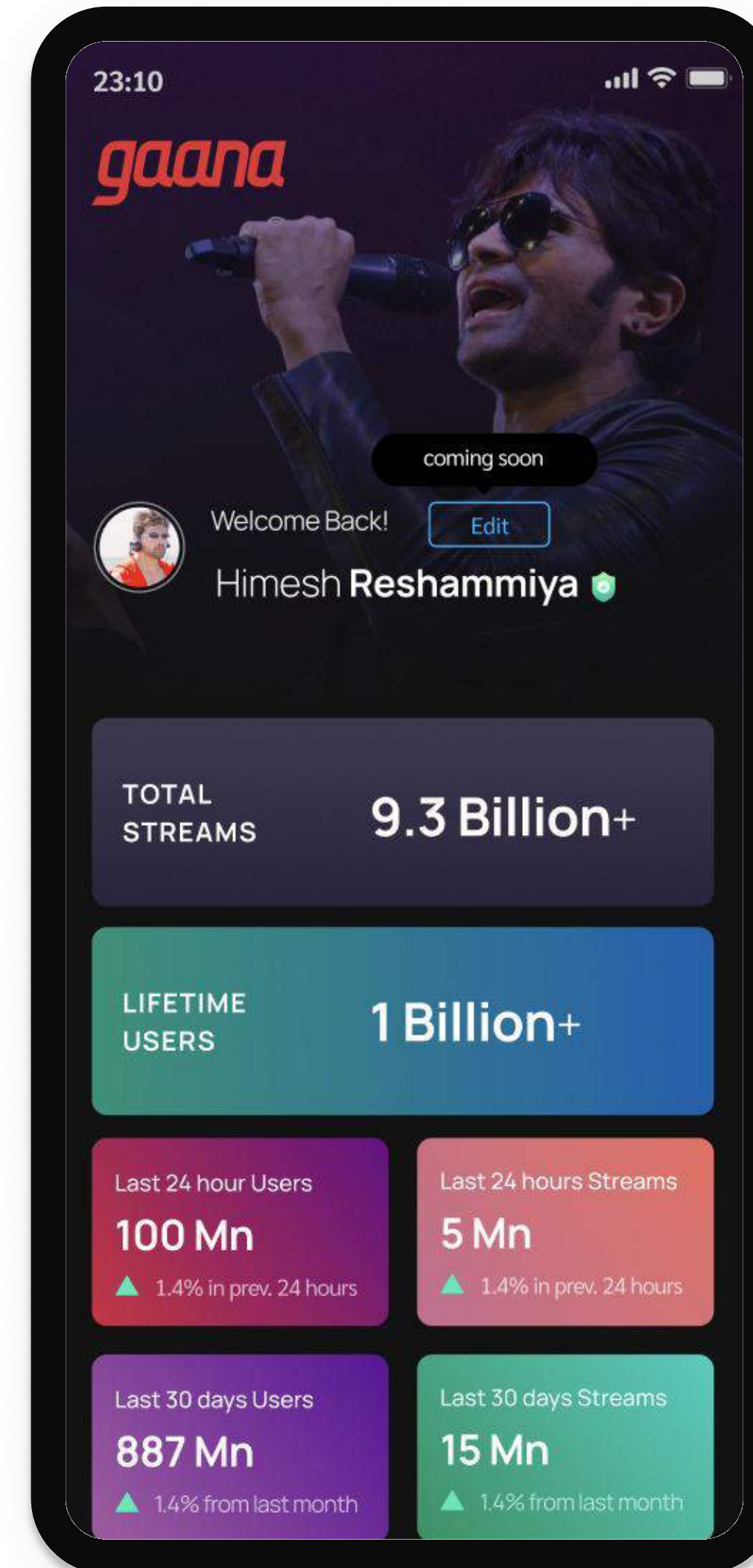
Artist organically signed up in first month

12%

Artists setup lounge, Huge prospect of Highly engaged users

18

Lounge live sessions in first month of trial

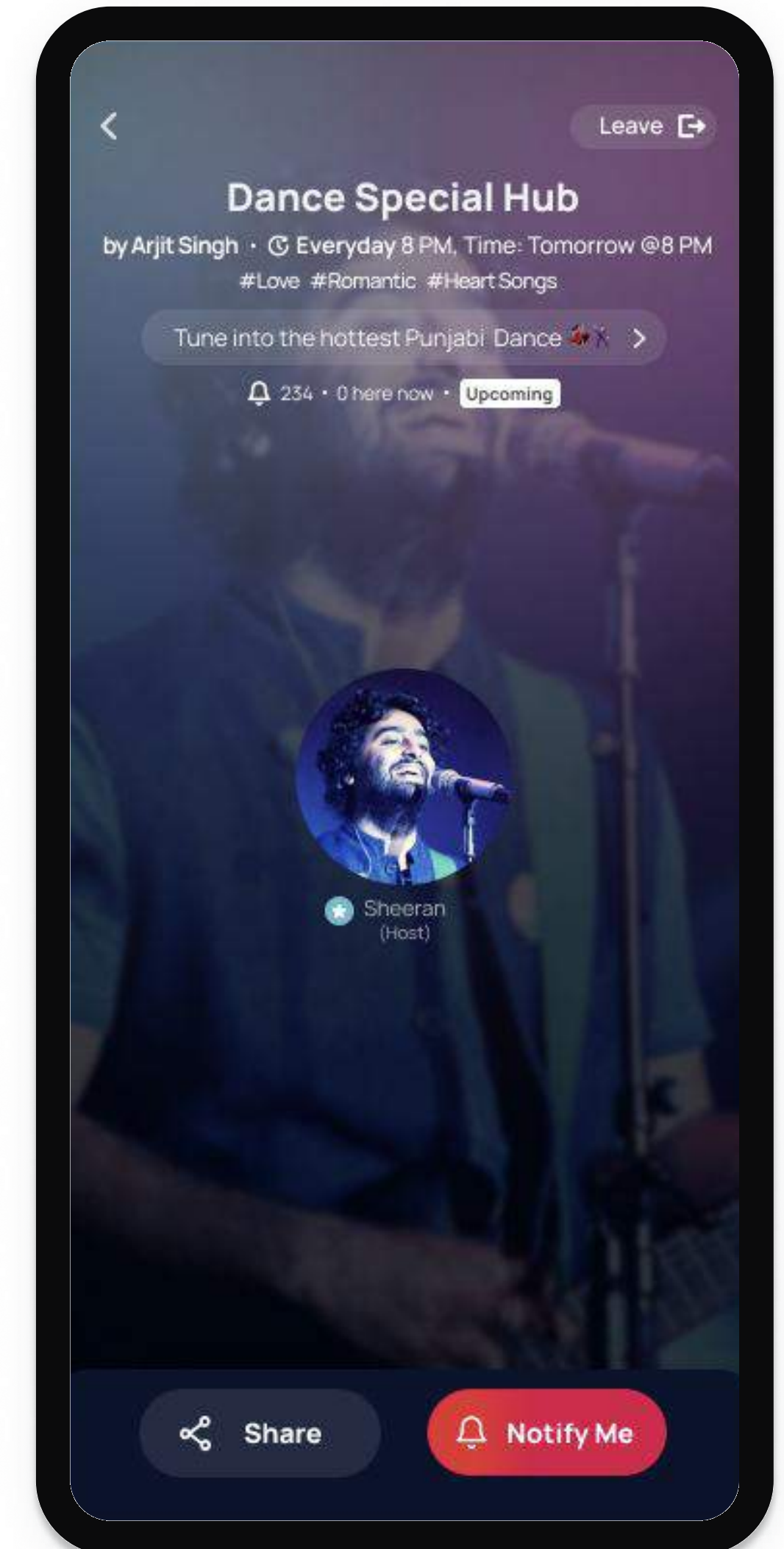
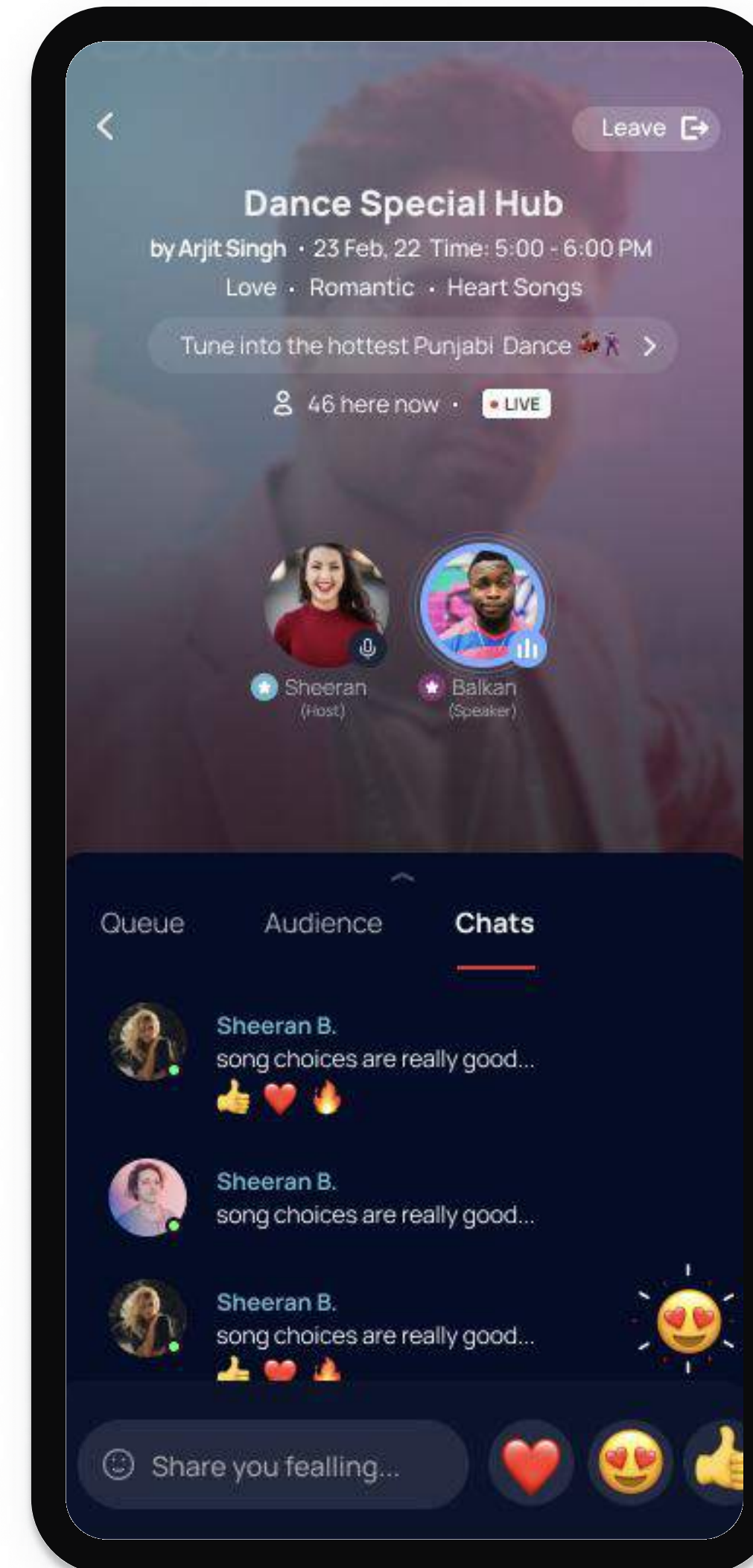


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- Chat with fans or set up your music space with integration of Gaana lounge



IMPACT

Outcome

100

Lounges created on day 1 by Artists, DJ and RJs

12%

Repeated sessions

Instant Hit

Huge demand that our servers crashed every time
We go live ;)

