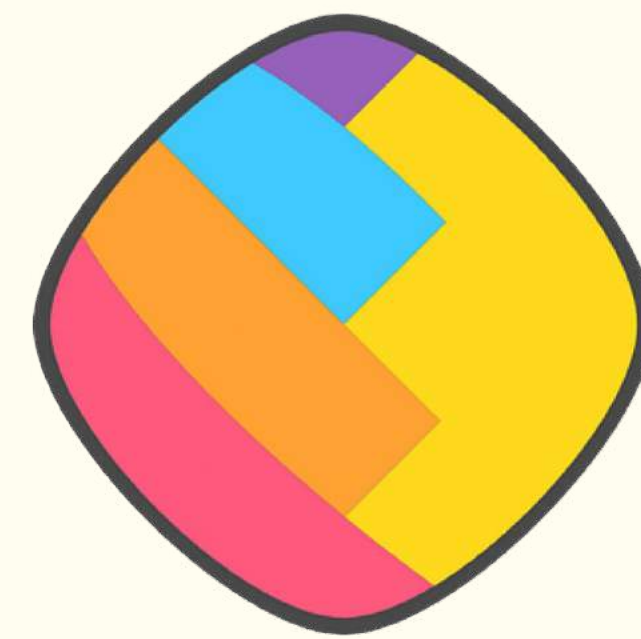




Sharechat

Improving User Experience



Sharechat's Concept and Problem Statement

About the company

Sharechat is a multi-lingual social media platform. It allows users to express themselves in 14 Indian languages.

USP

-  Entertainment for regional audience
-  Live Audio Chatrooms
-  Virtual Gifting
-  Creator Badges
-  Long form video options

Mission

Build an inclusive community that encourages and empowers each individual to share their unique journey and valuable experiences with confidence.

180Mn MAU	32Mn+ Creator Community	31 Minutes Average Daily Time Spent
2.5Bn+ Number of content shares per month	75Mn+ User generated content per month	4.2 Rating Google Appstore

Revenue Model

- Advertisements
- Sponsored Campaigns
- Sharechat Store

Problem Statement

Improving user experience by enhancing the process of creating user-generated content on Sharechat using OpenAI

Different kinds of USGs

Status	Text content
Images	Image based with text caption
Videos	Video content with text captions
Short videos	30 - 60 second long videos with text captions

What's the real problem ?



What is the true problem ?

Users are finding it difficult to create content.

Who is facing the problem?

- 18-40 year olds
- Comfortable in regional languages.
- Lower-middle and lower income groups.

Value generated by solving the problem

For target customers:

- Able to engage better with the platform
- Able to overcome limitations of their low-end smartphones to create quality content

For the business:

- Increase engagement and hence increased DAU, MAU and reduced churn rate

Why should this problem be solved now?

Open AI technologies have made it possible for users to create text, image and video based content simply by writing prompts. Enabling this tech on Sharechat would help ease user experience both in terms of content creation and quality of content present on the platform

Problem Validation

Problem validation was done by conducting interviews with **12 individuals** who could be represented by the following two user personas:

Persona 1



Shakuntala Devi

Who am I ?

- Works as a household help in 5 homes
- Stays in a slum in Delhi
- Monthly earning of ~Rs. 20k
- Studied in Hindi medium school till 5th class in village
- The family consists of husband, 2 kids and her
- She gets 1-2 hours everyday to use Sharechat on a shared Rs. 10,000 smartphone with her husband

What do I want ?

- Watch entertaining videos
- Connect with her family back in the village
- To earn side-income

What's stopping me ?

- Has heard of people making money by creating content but doesn't know how, where to start
- Concerned about privacy

Persona 2



Raj Diwakar

Who am I ?

- 16 years old, studies in local Bengali medium school
- Lives with his parents and has two younger siblings
- Gets access to a shared smartphone 1 hour everyday
- Wants to become an engineer on growing up

What do I want ?

- To become popular in school
- Share memes and videos with his friends
- Post his thoughts in Bengali

What's stopping me ?

- Feels that the content he can create is not at par with other content present on the internet
- Is shy about sharing his thoughts
- Fluent in speaking in Bengali but is not very confident with writing
- Is good at shayari and wants to share on platform but is not confident about grammar
- Does not have expensive content creation equipment, lot of time

Problem Refinement

Interview Quotes

“Facebook, Instagram se to zyada aaram se chala lete hai Sharechat ko. Hindi mein sab likkha hota hai to acche se samajh aa jaata hai. Whatsapp pe share bhi ho jaata hai isse seedha

[Since everything is written in Hindi, the app becomes much more easy to use compared to Facebook and Instagram. Also love the direct share facility to Whatsapp]

Interview Notes and Plots ⇒ <https://shorturl.at/afpHQ>

“Maine dekha hai log apni gaaon ki video daalte hai aur bohot log dekh bhi lete hai. To bas badiya sa video banana padega

[I have seen people posting videos of their village and getting a lot of views. So I need to just learn to make good videos]

“Bohot logo ko dekha hai Youtube pe video banake paisa kamate hue

[I've seen many people create videos on Youtube and make money]

“Hindi likh to lete hai par, par acche se nahi likh paate

[I can write in Hindi but it is not good]

Customer Pain Points - Jobs To Be Done Framework

When I want try to express myself on Sharechat, I **am unable** to write my thoughts in a structured way using good words.
Help me create good posts easily
So that I too can share my thoughts with the larger community

When I try to create video content, I **find it difficult** to create high quality videos.
Help me create good quality video content
So that I can make quality videos even with my cheap smartphone

When I try to create text content, I **find it difficult** to type the relevant text
Help me translate my thoughts from voice to text in regional language
So that I can easily communicate with my target audience

Rephrasing the problem statement

Increase customer engagement by improving the ability to create content on the platform by the users

Solutions and Prioritization

'Tutor Me' - Add Tutorials

Since users require guidance on creating content and navigating through the app, tutorial videos may be added on how to best leverage the current app editing features

'Kreator' - Allow users to create content using OpenAI

Integrate OpenAI for allowing users to create text, images and videos from text prompts using OpenAI based applications

'Listener' - Integrate Natural Language Processing Engine

This would help translate speech from users in regional language to text. This can help users express themselves better

Assumptions: For all 3 solutions, 1) Technical capability required is available; 2) Cost involved in building solutions is same; 3) Time taken for building solutions is same

Feature Name	Ease of Use	Impact	Alignment with Company Vision	Safety Issues and Risk Exposure	Total Score (Ease * Impact * Alignment) / Safety
Tutor Me	9 (App with added tutorial flows)	6 (Would only help users use current tools to create content)	7 (Medium, increases user understanding of present platform tools)	2 (Users would increase usage of current platform tools)	$(9 * 6 * 7) / 2 = 189$
Kreator	9 (Requires Onboarding, will make app usage easier for users)	9 (Users would be able to create image, text and video content by writing prompts)	9 (High, increases ability of users to express themselves)	3 (Users would start sharing more content in the form of text, images, video)	$(9 * 9 * 9) / 3 = 243$
Listener	8 (Will make app usage easier for users)	9 (Users would be able to create text content in regional language via speech)	9 (High, allows users to share their experiences and journeys)	3 (Users would start sharing more content in the form of text)	$(8 * 9 * 9) / 3 = 216$

Star Solution - Kreator - Creating content using OpenAI

What is this feature about ?

- 'Kreator' is an AI based assistant that performs the following functions:
- Users can type in keyword prompts and 'Kreator' **generates complete text** for them in regional language (ChatGPT like capability)
 - 'Kreator' allows users to **generate images from text** (DALL-e like capability)
 - 'Kreator' can also generate **short videos on the basis of text/ paragraph input** supplied by users (Pictory.ai / Synthesia.io capability)

Implementation Consequences

First Order Consequence	Users will now create and consume higher quality content	Improved content quality
Second Order Consequence	Users will now engage more frequently with the app	Improved interactions
Third Order Consequence	Browsing and sharing on Sharechat now becomes a part of people's life	Increased time spent per user
Impact on engagement	Engagement and Retention of users would go up	Increased NPS

Pitfalls

Users are unable to understand the feature

Content generated becomes repetitive

Privacy concerns

Mitigation

Add tutorials and tooltips to guide users through the process of using 'Kreator'

Some customisation is done for AI responses based on user profile

Models are run on-device. This ensure that all data remains local to the user

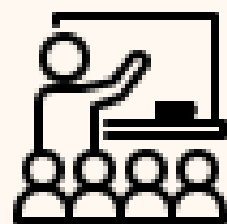
Most useful for



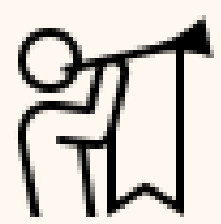
People who can communicate in at least one regional language



People looking to create communities through regional language based content



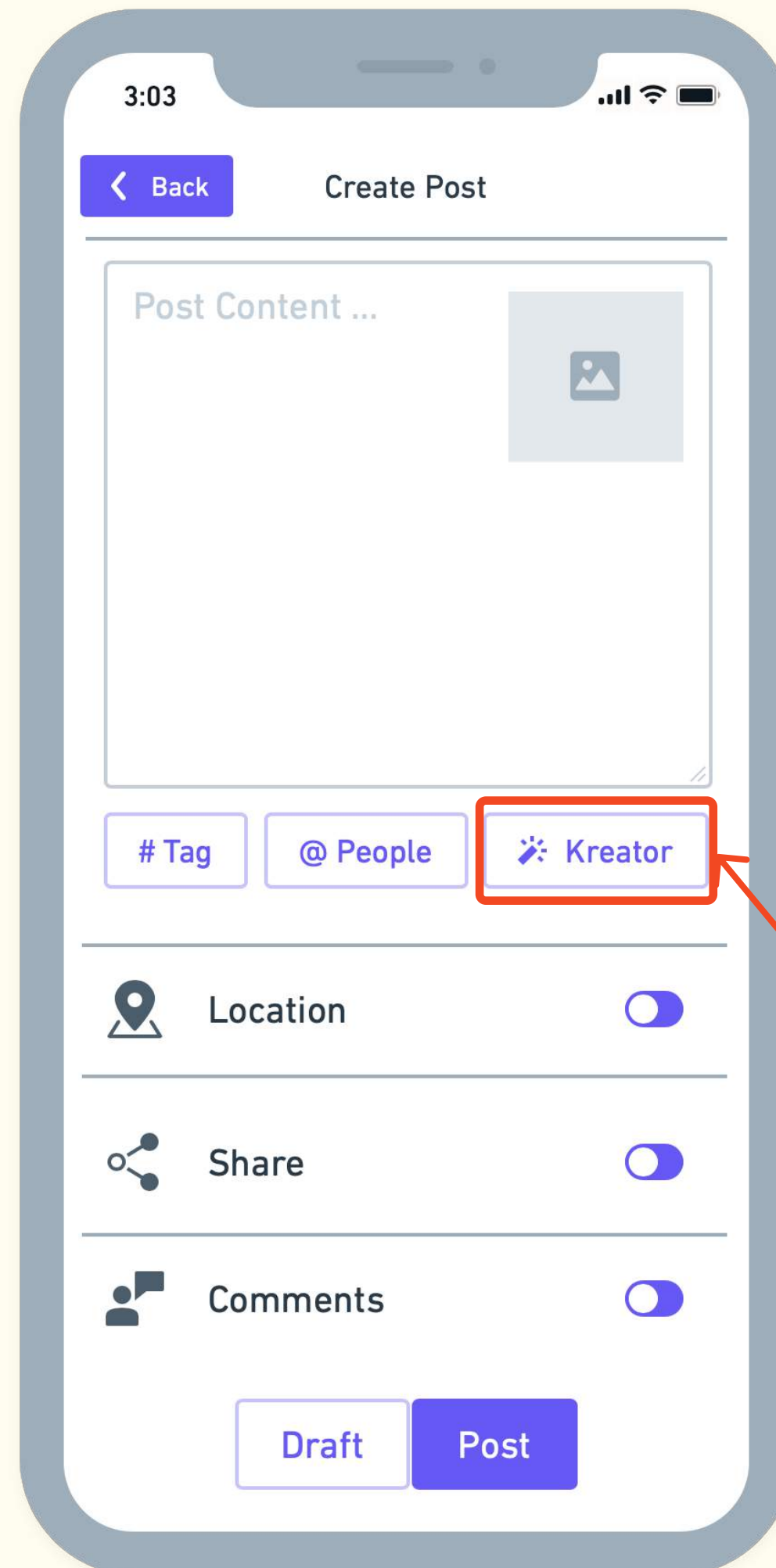
People seeking to share their experiences and knowledge



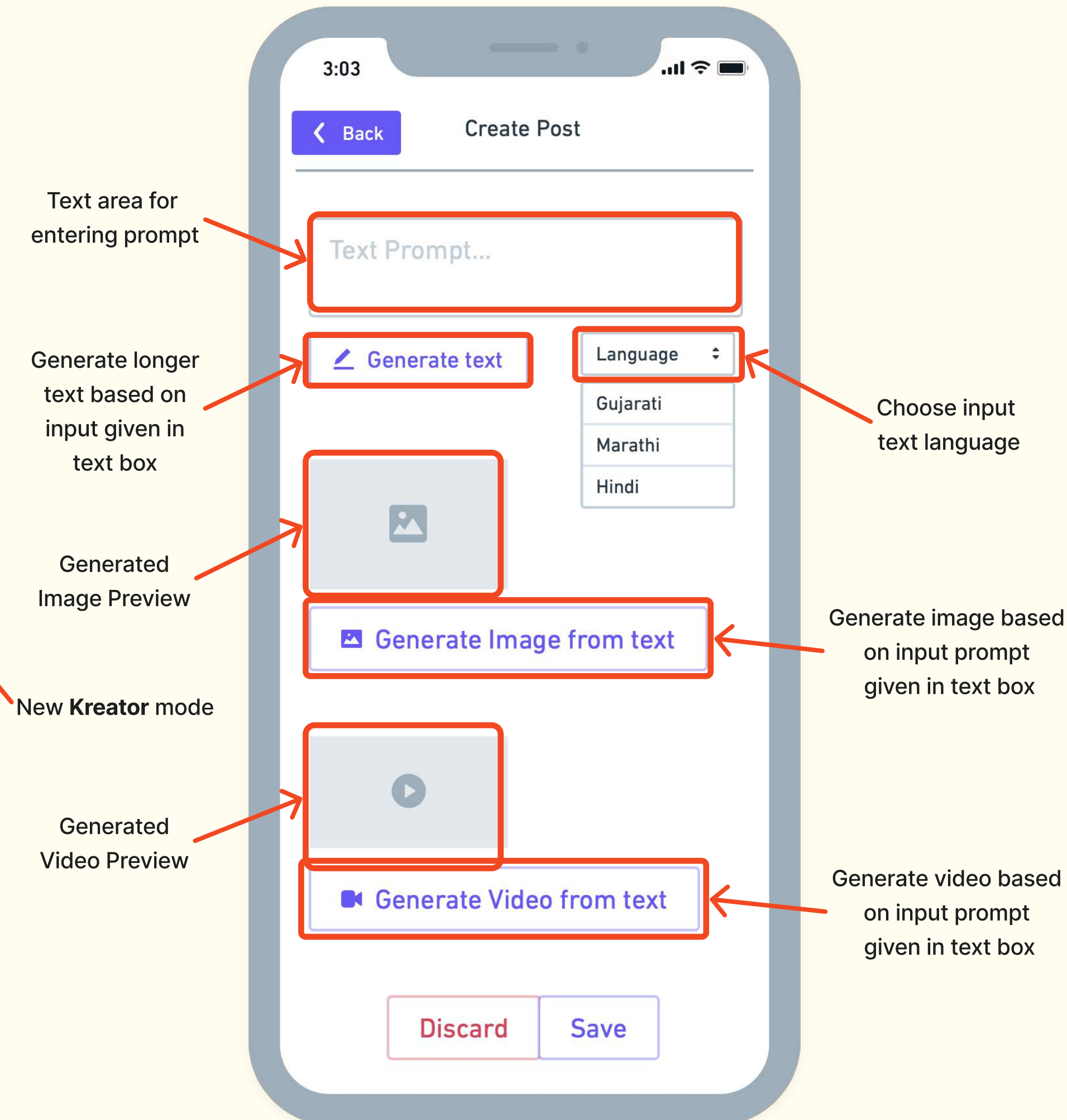
People who are looking to quickly create quality content

Creating content using OpenAI - Wireframes

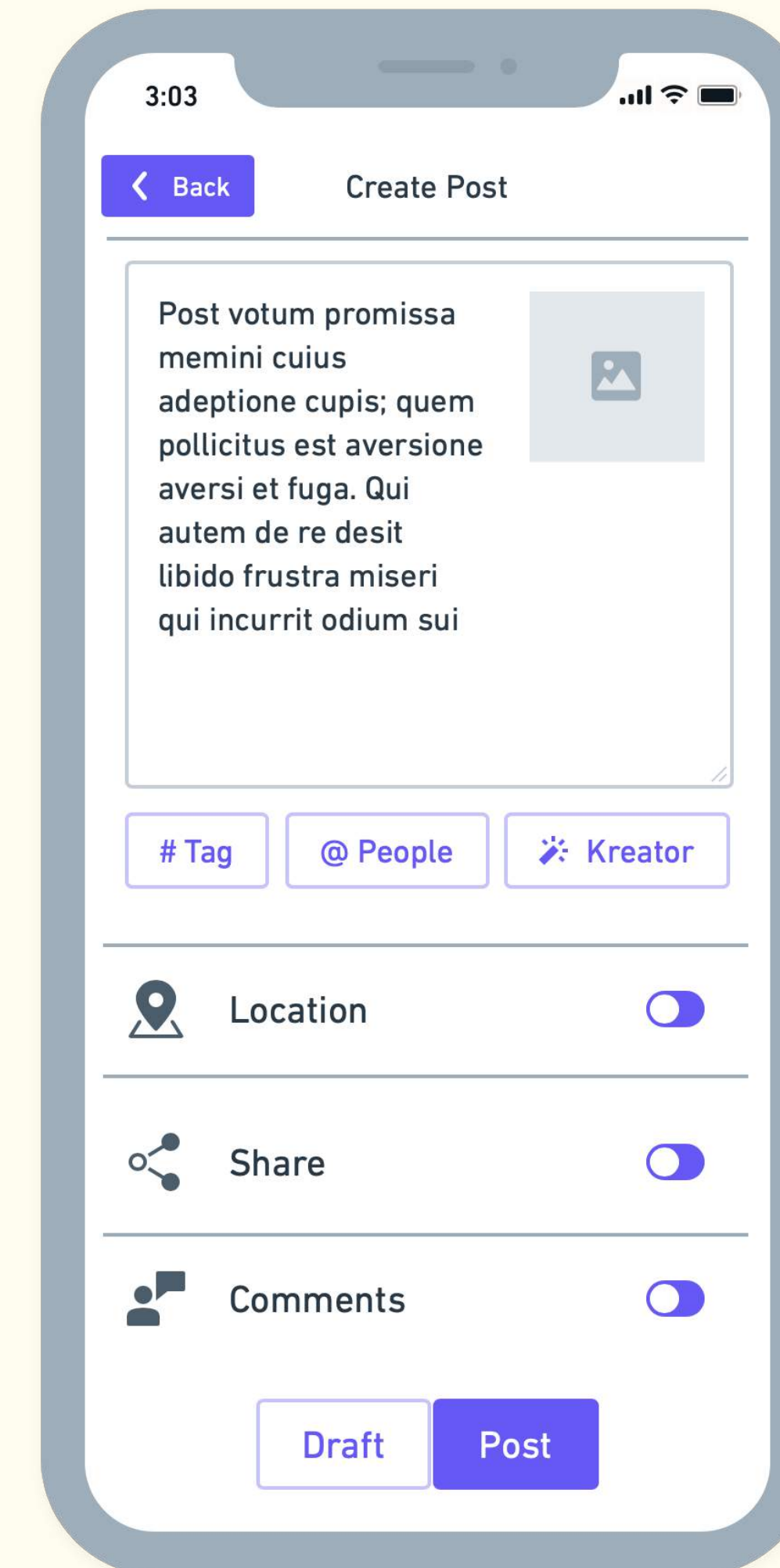
Updated Create Post screen



Kreator Mode



Final Post Preview



To watch in action ⇒ <https://shorturl.at/efrHZ>

Tracking Success

North Star Avg. time spent on app per user per day

L1 Metric Number of USGs generated per user per week

L2 Metric # Day 30, Day 60 user retention

Adoption Metrics

$\frac{\text{\# total creators}}{\text{\# total users}}$

$\frac{\text{\# new creators}}{\text{\# total creators}}$

daily active creators

monthly active creators

Usage Metrics

avg. posts per user per week per month

avg. image and video posts per user per week

repeat creators

Satisfaction Metrics

CSAT Score

Post creation CSAT score

comments per post (text/image/video)

engagement rate (#likes, #shares, #comments) per post

Outcome Metrics

DAU, MAU

avg. time spent on Sharechat per user per week

avg. revenue per user per week

Ecosystem Metrics

Industry rank among social media platforms

App rating

Health Metrics

machine learning model latency

machine learning model runtime & failure rate

application load time

video buffer time

Guardrail Metric net promoter score avg. time spent per user on actions other than creating content