

INTERVIEW QUESTIONS

1. Behavior Based Questions

- How often do you read news ?
- Can you tell me a time when you were curious on what is happening around the world?
- If no in the first question, can you tell me what might be the reason of not knowing what is happening around the world?
- What are the sources you used to refer or are referring currently for news?
- Is there any specific reason you stick to these applications?
- Do you like to read headlines or go in depth of news? Which topics do you get depth into ?

2. Questions on inshorts

- Have you used inshorts? What has been your motivation for using inshorts?
- How have you felt after using inshorts?
- How do you primarily use inshorts?
- Do you use other features like insights or timeline? Are you aware of those?
- Why do you dropoff from the app?
- What are your current sources of news?
- If you had one magic band, which problem would you like to solve for inshorts?

3. Dive into pain points and validate

- Content relevance
- Notifications
- Saving Progress
- Hyperlocal news
- Ads

4. Past behavior analysis

- Have you ever paid for subscription for any news app? Why?
- What do you like about a news app?

USER INTERVIEWS ANALYSIS:

Interview 1: Akash Ranjan Pradhan [Casual Reader]

INTERVIEW SUMMARY:

- Interviewed Akash who was an avid reader for In-Shorts during B.Tech and MBA days
 - Motivation is to perform better in Group Discussion.
- He mostly likes to read news during commute and while having lunch.
- Apart from Inshorts, he refers to Mint, Economic Times and Finshots for economic news as he has an interest in economics and wants to improve vocabulary
- He is mostly interested in coverage rather than going into details and goes to depth based on interest of his topic
- He is interested in Inshorts because of the bite sized information
 - He felt good when he read inshorts as he felt more knowledgeable
 - Timeline feature is good for him but not as good as competitor because of lack of engaging content
 - He is not aware of other features of inshorts like Videos, Insights etc
- He mostly scans the news and goes to details when he has a topic of interest
 - He drops off when non relevant content is there
 - After drop off he feels partial satisfaction and feels left out of the news
- His current sources of news is Instagram, LinkedIn
 - He is currently working and prioritizes entertainment over news and he prefers news told in an interesting way or engaging way which keeps him engaged
- Problems faced by him
 - Content Relevance - Valid
 - High Notifications - Valid
 - Unable to save progress - Valid
 - Interested in hyperlocal news but unable to find - Valid
 - Ads - Invalid
- In Past, he has subscribed to other news channel because of content quality and paid for the subscription – Mostly for GD
- He likes the following things in other apps
 - Engaging wording → Explain through examples
 - Infographics based content
 - Short and relevant headlines rather than generic headlines with short description

UNEXPECTED INSIGHTS:

- Instagram and LinkedIn is also sources of news
- Entertainment is a way of promoting news content
- Ads is fine which is contradictory to most of the reviews in app stores
- He is unable to save progress which is new for me

ACTUAL WORKFLOWS:

- Swipe content and go to details where there is interest
 - When they are not satisfied with explanation, they search for the news in other sources

EMOTIONAL MOMENTS:

- “Felt Confident and knowledgeable” - Context: After large coverage of current affairs
- “Felt Frustrated” - Why: Drop off after irrelevant content appears and unable to save progress

HYPOTHESIS CHECK:

- We believe **working professionals** struggle with relevant information when consuming short format-based news because of lack of filtering opportunity on news source and lack of flow in the shorts being demoed, leading to early drop-offs and application churn: **Validated** as he supports this as we have direct quote from him
- We believe working professionals struggle with too many push notifications because of unable to lead to configure notifications and timings, leading to application churn: **Validated** as he felt like spam and hence supports the hypothesis
- We believe content saavy struggle with getting news from authentic sources because of lack of option to subscribe to relevant newsletters leading to application churn: **Invalidated** as Didn't occur as a problem for him
- We believe working professionals struggle with saving progress of their read streak because of lack of option to do so leading to frustration when they reopen the app: **Validated** as this is one of his main problems

Interview 2: Swadhin Das [Content Savvy Reader]

INTERVIEW SUMMARY:

- Interviewed Swadhin who is an avid reader for In-Shorts now
 - Motivation is to stay UpToDate with current affairs such that he can have a talking point during conversation .
- He has been reading news since long and mostly reads news during commute and when not in work
- Apart from Inshorts, he refers to various news channels and podcasts
 - He feels happy when he consumes more news [Quantity]
- He is mostly interested in coverage and goes to depth based for sensational news
- He is interested in Inshorts because of the bite sized information
 - He feels happy when he read inshorts as he feels more knowledgeable
 - He feels content relevance is there
 - He wants news from multiple sources and doesn't want to customize sources
 - He is not aware of other features of inshorts like Videos, Insights etc
- He mostly scans the news and goes to details when he has a topic of interest
 - He drops off when repeatable content is there
 - After drop off he feels partial satisfaction and feels left out of the news
- Problems faced by him
 - Content Relevance – Not Valid
 - High Notifications – Not Valid
 - Unable to save progress - Valid
 - Interested in hyperlocal news but unable to find - Valid
 - Ads - Invalid
- In Past, he has never subscribed to any paid news channel
- He likes the following things in other apps
 - More Content the better
 - Explanation should be better articulated

UNEXPECTED INSIGHTS:

- Feels happy with content and doesn't find relevance a problem
- Not bugged by notifications

ACTUAL WORKFLOWS:

- Swipe content and go to details where there is interest

- When they is a sensational topic, they try to search multiple sources for information and wants that in one place

EMOTIONAL MOMENTS:

- “Felt Confident and knowledgeable” - Context: After large coverage of current affairs
- “Felt Frustrated” - Why: Drop off after repeatable content and unable to save progress

HYPOTHESIS CHECK:

- We believe **working professionals** struggle with relevant information when consuming short format-based news because of lack of filtering opportunity on news source and lack of flow in the shorts being demoed, leading to early drop-offs and application churn: **Invalidated** as he doesn't find content relevance a problem
- We believe working professionals struggle with too many push notifications because of unable to lead to configure notifications and timings, leading to application churn: **Invalidated** as he feels good when he gets an overview of news in his notifications
- We believe content saavy struggle with getting news from authentic sources because of lack of option to subscribe to relevant newsletters leading to application churn: **Partially Invalidated** – He likes to explore multiple sources at a time and doesn't have a preference
- We believe working professionals struggle with saving progress of their read streak because of lack of option to do so leading to frustration when they reopen the app: **Validated** as this is one of his main problems

Interview 2: Swadhin Das [Content Savvy Reader]

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- Apart from Inshorts, he refers to various news channels and podcasts
 - He feels happy when he consumes more news [Quantity]

- He is mostly interested in coverage and goes to depth based for sensational news
- He is interested in Inshorts because of the bite sized information
 - He feels happy when he read inshorts as he feels more knowledgeable
 - He feels content relevance is there
 - He wants news from multiple sources and doesn't want to customize sources
 - He is not aware of other features of inshorts like Videos, Insights etc
- He mostly scans the news and goes to details when he has a topic of interest
 - He drops off when repeatable content is there
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- Problems faced by him
 - Content Relevance – Not Valid
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- In Past, he has never subscribed to any paid news channel
- He likes the following things in other apps
 - More Content the better
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UNEXPECTED INSIGHTS:

- Feels happy with content and doesn't find relevance a problem
- Not bugged by notifications

ACTUAL WORKFLOWS:

- Swipe content and go to details where there is interest
 - When they is a sensational topic, they try to search multiple sources for information and wants that in one place

EMOTIONAL MOMENTS:

- “Felt Confident and knowledgeable” - Context: After large coverage of current affairs
- “Felt Frustrated” - Why: Drop off after repeatable content and unable to save progress

HYPOTHESIS CHECK:

- We believe **working professionals** struggle with relevant information when consuming short format-based news because of lack of

filtering opportunity on news source and lack of flow in the shorts being demoed, leading to early drop-offs and application churn: **Invalidated** as he doesn't find content relevance a problem

- We believe working professionals struggle with too many push notifications because of unable to lead to configure notifications and timings, leading to application churn: **Invalidated** as he feels good when he gets an overview of news in his notifications
- We believe content saavy struggle with getting news from authentic sources because of lack of option to subscribe to relevant newsletters leading to application churn: **Partially Invalidated** – He likes to explore multiple sources at a time and doesn't have a preference
- We believe working professionals struggle with saving progress of their read streak because of lack of option to do so leading to frustration when they reopen the app: **Validated** as this is one of his main problems

Interview 3: Rahul Kumar [Choosy Reader]

INTERVIEW SUMMARY:

- Interviewed Rahul who was an avid reader for In-Shorts during college days
 - Motivation was to stay updated for GK club and their teacher has advised for the application
- He has now stopped reading news
 - When he gets info about a major event from whatsapp forwards
 - He refers to popular news channel for researching the topic
- Apart from Inshorts, he refers to popular English news channels and newsletters
 - He feels happy when he knows about a sensational topic from popular news channels only with verified sources [Quality]
- He is mostly interested in quality news from specific topic of his interest from his interest news channels only
 - For him sources matter
 - He is interested in vertical depth for interested topics
- He was interested in Inshorts because of the bite sized information
 - He felt knowledgeable and secured when he read inshorts as he felt he will not look dumb in GK Club
 - He feels content relevance is not there
 - He goes depth only for the topic of his interest
- He mostly scans the news and goes to details when he has a topic of interest
 - He drops off when repeatable content is there
 - After content irrelevance he didn't feel satisfied

- Problems faced by him
 - Content Relevance – Valid
 - High Notifications – Valid
 - Unable to save progress - Valid
 - Interested in hyperlocal news but unable to find - InValid
 - Ads - Invalid
- In Past, he has never subscribed to any paid news channel
- He likes the following things in other apps
 - Personalised Content from
 - Topic of interest
 - Sources of his interest

UNEXPECTED INSIGHTS:

- Only refers to news channel of his preference for going depth of a topic
- Inshorts is being suggested by teachers

ACTUAL WORKFLOWS:

- Swipe content and go to details where there is interest
 - When they is a sensational topic, they try to refer to interest popular news channels or letters

EMOTIONAL MOMENTS:

- “Felt Confident and knowledgable” - Context: After large coverage of current affairs in the initial days
- “Felt dissatisfied” - Why: Repeatable and irrelevant content

HYPOTHESIS CHECK:

- We believe **working professionals** struggle with relevant information when consuming short format-based news because of lack of filtering opportunity on news source and lack of flow in the shorts being demoed, leading to early drop-offs and application churn: **Validated** as he finds content relevance a problem
- We believe working professionals struggle with too many push notifications because of unable to lead to configure notifications and timings, leading to application churn: **Validated** as he feels it like spams
- We believe content saavy struggle with getting news from authentic sources because of lack of option to subscribe to relevant newsletters leading to application churn: **Validated** – He wants specific news channels only

- We believe working professionals struggle with saving progress of their read streak because of lack of option to do so leading to frustration when they reopen the app: **Validated** as this is one of his main problems

SURVEY:

Survey Questionnaire Coverage

- Screen for segment (*Have you...?*)
 - How often do you like to get up to date with current affairs?
 - What are your daily source of news?
 - When you want to go in depth, do you prefer news from a specific news channel or you are fine with any news channel source?
- Frequency of behaviors (*How often do you...?*)
 - Have you ever used inshorts for news consumption?
 - Which feature do you like in inshorts?
 - Bite sized news
 - Timeline feature to explain a news with timelines
 - Insights for graphical representation of a popular news
- Pain points (*Which of these is most frustrating?*)
 - Which of these is most frustrating for you?
 - Content Relevance
 - High Push Notifications
 - Unable to subscribe to specific news sources
 - Lack of explanation
 - Unable to save progress
 - Lack of hyperlocal news
 - Ads
- Prioritization (*If one thing could be fixed, what would it be?*)
 - If one thing could be fixed for inshorts, what would it be?
 - Content Relevance
 - High Push Notifications

- Unable to subscribe to specific news sources
 - Lack of explanation
 - Unable to save progress
 - Lack of hyperlocal news
 - Ads
- Open-ended (*What's one thing most people don't understand about this?*)
 - What is the one-thing you like about your go- to news application?

Link of Questionnaire Created: <https://forms.gle/Psa351Y9Gq5jWbGC9>

Sources used to collect feedback

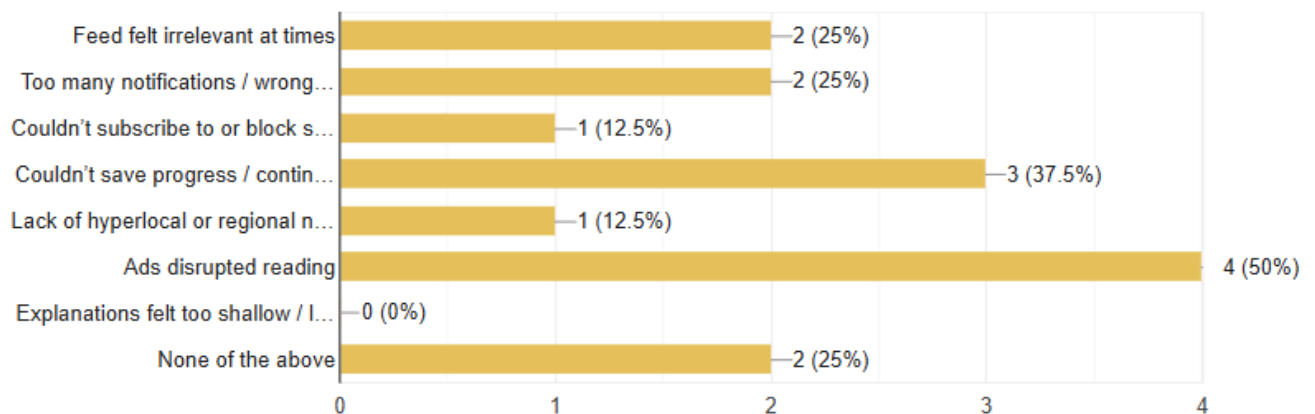
- Product Management Groups (Whatsapp)
- Personal Groups (Whatsapp)
- Reddit (r/startupinida, r/productmanagement)
- Linked In (Post) tagging the company

Some important snapshots of the survey:

In the past, which of these have you experienced on Inshorts? (Select all that apply)

 Copy chart

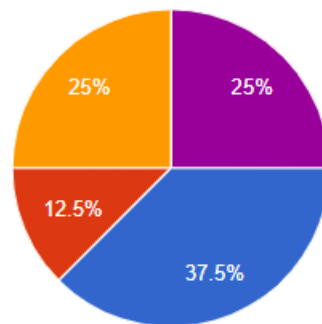
8 responses



If Inshorts could **fix** just one thing for you, what would it be?

 Copy chart

8 responses

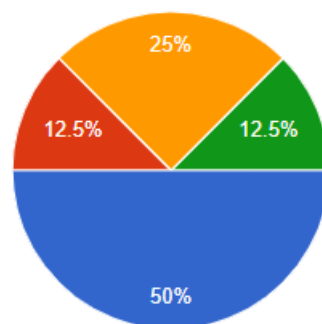


- Improve relevance & source control
- Smarter notification controls
- Ability to save progress & continue later
- Add hyperlocal / regional content
- Provide deeper explanations when needed
- Reduce ads / offer premium ad-free option
- Better video feed

When you want to go in-depth on a news story, what do you usually prefer?

 Copy chart

8 responses



- Tap "Read More" → any source is fine
- Tap "Read More" → but only trust specific channels (e.g., TOI, ET, Hindu, Mint, etc.)
- Google/search multiple sources outside Inshorts
- Check YouTube/Twitter for more details
- Skip and move on

SWOT Analysis

- **Strengths:**
 - **Bite-sized news feed** is consistently valued → users love short, quick updates.
 - Some appreciation for **timeline and insights features** (though secondary to bite-sized feed).
- **Weaknesses:**
 - **Content relevance issues** → feed often feels irrelevant or repetitive. [37.5%]
 - **Shallow explanations** → desire for more depth in stories when needed. [25%]

- **No save-progress option** → users feel disrupted when they can't return to where they left off. [25%]
- **Ads disruption** → some users feel ads spoil the reading flow. [25%]
- **Notification overload** → too frequent / ill-timed alerts frustrate users. [12.5%]
- **Lack of hyperlocal/regional content** → highlighted by occasional users. [12.5%]
- **Opportunities:**
 - **Personalization & source control** for content relevance → option to choose/block more granular interests/sources or trust channels for content relevance
 - **Save-progress feature** → validated as a frequent frustration and easy win.
 - **Deeper explanations on demand** → toggle for users who sometimes want more detail.
 - **Smarter notification controls** → volume, timing, topic-based notifications.
 - **Engaging content formats** → users compare to Instagram/YouTube → scope to merge entertainment + news.
 - **Hyperlocal/regional expansion** → Hyperlocal news is a good to have feature
- **Threats:**
 - **Instagram / YouTube Shorts / Reels** → indirect competitors offering infotainment, capturing time share.
 - **Dailyhunt & other regional apps** → stronger in hyperlocal and language content.
 - **Google News / Apple News** → better personalization, trusted sources, and depth.
 - **Ads-driven fatigue** → risk of churn if premium alternative (ad-free news) appears.
 - **Trust & credibility gap** → some users prefer established channels (TOI, ET, Hindu, Mint) for depth.

Goal Setting - Linking User Pain to Business Impact

Solve feed relevance (by improving personalization & source control) to increase average session length [engagement] for time-poor professionals who rely on quick news coverage

- This will increase the user **retention**
- This will increase revenue by driving more **ad revenue** for the company

Personas - Bringing Users to Life

Persona 1: Akash – The Casual Professional Reader

Identity Snapshot

- Age: Late-20s
- Occupation: Working Professional
- Location: Metro city
- Tech Literacy: High

Goals / Motivations (Jobs to be Done)

- ***When I'm commuting or on a lunch break, I want to quickly scan the news in an engaging, easy-to-digest format so I can stay knowledgeable and confident in conversations without getting bored.***

Behaviors

- Uses Inshorts mainly during commute and short breaks.
- Consumes bite-sized summaries; dives into detail only if topic interests him.
- Drops off when content feels irrelevant or too dry.
- Uses Instagram/LinkedIn as alternative news sources because they combine entertainment + information.

Frustrations (Pain Points)

- “Feed feels irrelevant at times, which frustrates me.”
- Too many notifications feel spammy.
- Feels frustrated when he can't save progress losing track when re-opening the app.

- Wants hyperlocal news but can't find it.
- Feels existing shorts could be more engaging and better explained with examples/infographics.

Quote

"Give me quick, relevant, and well-explained news that keeps me engaged — I don't want to feel bored or left out."

Persona 2: Swadhin – The Content-Savvy Explorer

Identity Snapshot

- Age: Mid-30s
- Occupation: Working professional with interest in current affairs
- Location: Metro city
- Tech Literacy: High

Goals / Motivations (Jobs to be Done)

- **When I'm free during commute or downtime, I want to** consume as much coverage as possible **so I can** feel informed, have talking points in conversations, and explore different sources for sensational events.

Behaviors

- Reads news regularly during commute and downtime.
- Uses Inshorts for bite-sized summaries; goes in-depth for sensational topics.
- Wants breadth (multiple sources) rather than depth from one channel.
- Not bothered by notifications — likes getting an overview.
- Partial awareness of features beyond the feed.

Frustrations (Pain Points)

- Repetitive content reduces satisfaction.
- Unable to save progress — feels incomplete when returning later.
- Wants aggregation of multiple sources in one place.

Quote

"The more content, the better — but give me smarter ways to explore stories without repeating or losing track."

Problem Prioritization

All Problems/hypothesis listed to improve engagement:

- We believe **working professionals** struggle with relevant information when consuming short format-based news because of lack of filtering opportunity on news source and lack of flow in the shorts being demoed, leading to early drop-offs and application churn
- We believe working professionals struggle with too many ads because of lack of option to subscribe to premium version leading to early drop-offs
- We believe content saavy struggle with getting news from authentic sources because of lack of option to subscribe to relevant newsletters leading to application churn

Scoring with PIF (Population, Intensity, Frequency) for the problems:

- Relevant Information: Must Have [Population: High (based on survey), Intensity: High(direct churn driver), Frequency: High(recurring daily issue)]
- Ad free Experience: Good to have [Population: Medium-Low, Intensity: Low (Not a deal breaker), Frequency: Low]
- Source Filter: Should Have [Population: Medium (some users care deeply), Intensity: Medium, Frequency: Medium]

Apply Strategic Filters

- **Business Goal = Improve Engagement (retention + session length).**
- Relevance → Direct link to engagement.
- Ads → Weak link (tolerated for now).
- Source Filter → Contributes to relevance but secondary.
- Scope → Relevance fix feasible (via personalization + source controls).

Clear Problem Statement

PO Problem: “Working professionals using Inshorts struggle with irrelevant and repetitive news content because they cannot filter by granular interests or control news sources, leading to early drop-offs, shorter session lengths, and reduced retention”