

Inshorts Solutions Phase

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.”

Solution Mapping

Serial Number	Solution Name	What It Does	Why It Matters	Confidence
1	Interest-based Feed Personalization	Lets users pick or auto-learn specific interests to customize their news feed	Keeps users engaged with content they care about	High
2	Source Filter & Control Panel	Users can subscribe to or block publishers/channels in the app	Builds trust and reduces user drop-off	High
3	Dynamic Feed Flow Engine	Links related news shorts for a smooth, connected experience	Feels logical and improves user experience	High
4	Smart Topic Clustering (“Story Bundles”)	Groups shorts on the same topic into one card	Reduces repetition and helps users understand topics	High
5	“My Brief” — Personalized Daily Digest	Creates a daily summary of top stories for each user	Helps users build a habit of checking the app	Medium
6	Swipe-to-Train Algorithm	Adds gestures to help the app learn user preferences	Improves personalization over time	Medium

Serial Number	Solution Name	What It Does	Why It Matters	Confidence
7	Context-Aware Notifications	Sends fewer, smarter notifications based on interests and habits	Re-engages users without annoying them	Medium
8	Topic Discovery Hub	Lets users explore and follow trending topics	Supports active discovery beyond algorithms	Medium
9	Collaborative Curation ("Friends' Picks")	Shows trending stories among a user's network	Social proof helps users find relevant news	Low
10	Social Engagement Layer (Like / Comment / Discuss)	Lets users react or comment on news to share opinions	Social features increase time spent and repeat visits	Low

Solution Prioritization

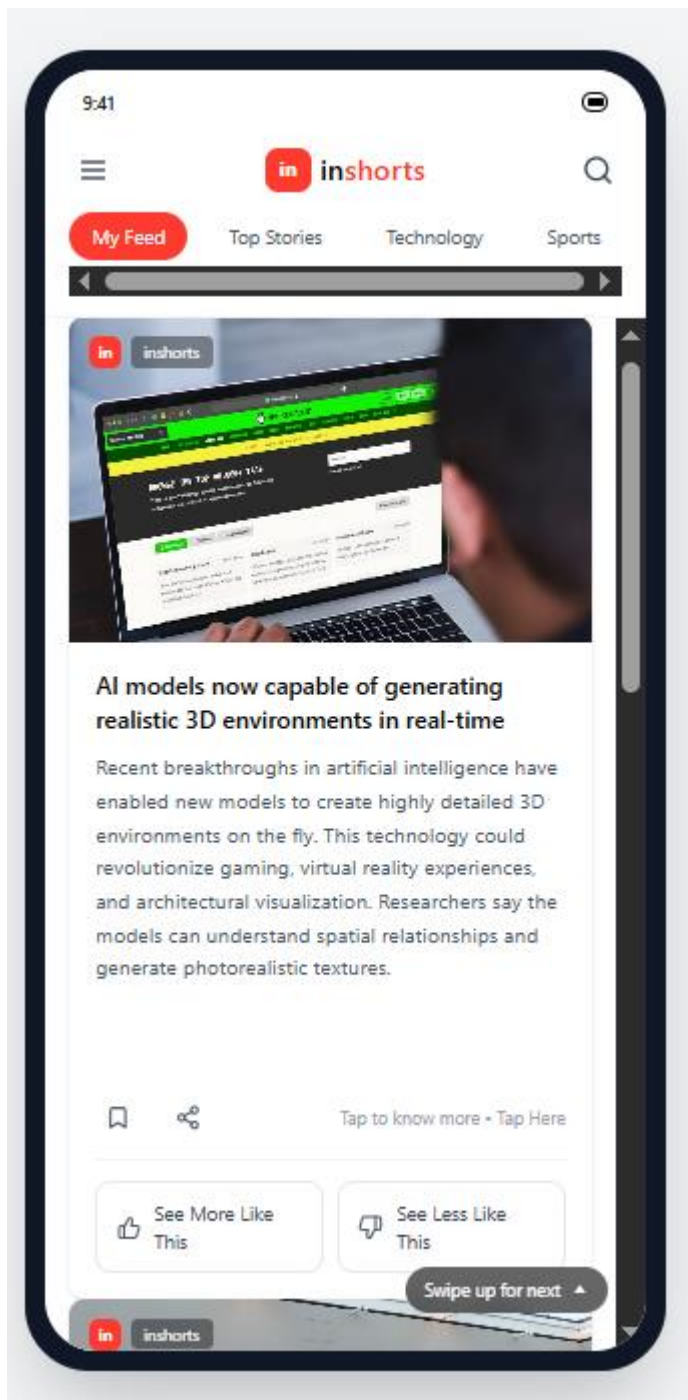
#	Proposed Solution	Reach	Impact	Conf.	Effort	RICE	Notes / Assumptions
1	Interest-based Feed Personalization ("More like this / Less like this")	3	2	3	1	18.0	Low lift UI; directly improves personalization over time; validated desire for relevance.
2	Source Filter & Control Panel (follow/block publishers)	3	3	3	2	13.5	Strong signal from interviews (Rahul) + survey; high trust & relevance gain; moderate build.
3	Smart Topic Clustering ("Story Bundles")	3	2	3	2	9.0	Reduces repetition; improves "flow/context"; aligns with timeline/coverage pain.

#	Proposed Solution	Reach	Impact	Conf.	Effort	RICE	Notes / Assumptions
4	Interest-based “Read Later” Queue (tag by topic)	2	2	2	1	8.0	“Save progress” was common pain; tagging by topic boosts return sessions.
5	Creator/Journalist Credibility Badges	2	2	2	1	8.0	Addresses authenticity for choosy readers; quick win if source metadata exists.
6	Interest-based Feed Personalization (onboarding topics + auto-learn)	3	3	2	3	6.0	High upside but heavier lift; pair with #1 to de-risk & bootstrap.
7	Context-Aware Notifications (fewer, smarter, interest-timed)	3	2	2	2	6.0	Helps re-engagement; secondary to feed relevance; moderate build.
8	“My Brief” Personalized Digest (AM/PM)	2	2	2	2	4.0	Habit-forming but not core to P0; consider after feed fixes.
9	Topic Discovery Hub (follow/unfollow)	2	2	2	2	4.0	Nice for explorers; not primary for time-poor segment.
10	AI “Explain Like I’m 5” Mode (optional simplify)	2	2	2	2	4.0	Matches “better explained/engaging” need (Akash); pilot on complex topics.
11	Gamified Personalization Streaks	2	2	2	2	4.0	Engagement nudge after core relevance improves.
12	Dynamic Feed Flow Engine (story arcs)	3	2	2	3	4.0	Valuable but infra-heavy vs. #3 clustering quick win.

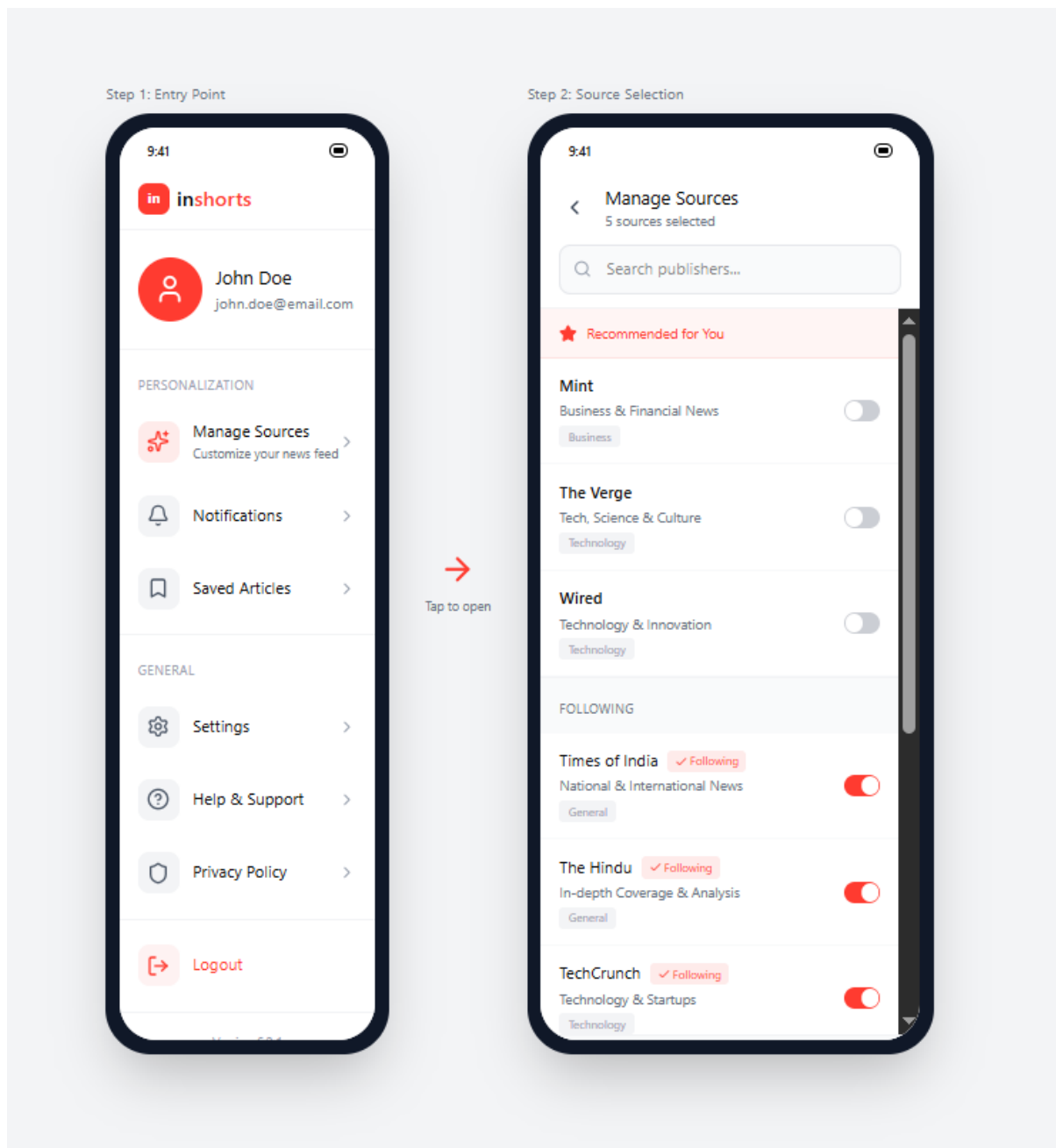
#	Proposed Solution	Reach	Impact	Conf.	Effort	RICE	Notes / Assumptions
13	Social Engagement Layer (Like/Comment)	2	2	2	3	2.7	Increases time-on-app, but doesn't fix relevance root; moderation cost.
14	Predictive Feed Scheduler (moonshot)	3	2	1	3	2.0	Advanced; revisit after core signals improve.

Solution Mockups

1. Interest Based Feed Personalization



2. Source Filter and Control Panel



3. Smart Topic Clustering

