

# PRD – Inshorts Feed Relevance & Engagement Improvement

## Objective (Why)

To improve **content relevance and user engagement** for working professionals using Inshorts. Currently, users experience **irrelevant and repetitive news** due to lack of granular topic filtering and limited source control. This causes early drop-offs, shorter session lengths, and reduced retention.

The goal is to make the Inshorts experience **personal, contextual, and habit-forming**.

## User Personas

### 1. Akash – The Casual Professional Reader

A working professional in his late 20s who reads Inshorts during commutes or short breaks to stay informed.

He values **quick, relevant, and engaging** news but often drops off when content feels repetitive or irrelevant.

Akash prefers bite-sized content with better explanations or visuals and wants hyperlocal coverage.

He also uses Instagram and LinkedIn as alternate news sources combining entertainment with information.

**Key Needs:** Relevance, engagement, and continuity.

**Quote:** “Give me quick, relevant, and well-explained news that keeps me engaged — I don’t want to feel bored or left out.”

### 2. Swadhin – The Content-Savvy Explorer

A mid-30s professional who enjoys exploring diverse news sources and topics.

He uses Inshorts to get fast coverage but dives deeper into sensational stories through other channels.

Swadhin values **breadth over depth**, preferring to see multiple perspectives in one

place.

He's not bothered by notifications but feels frustrated with repetitive content and the lack of a save-progress feature.

**Key Needs:** Breadth, variety, and smart story continuity.

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

## Problem Statement (P0 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.

## Proposed Solutions (P0 Scope)

| Solution Name                                      | What It Does                                                                          | Why It Matters                                                                   | Confidence |
|----------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|------------|
| <b>1. Interest-based Feed Personalization</b>      | Lets users pick or auto-learn specific interests ("More like this / Less like this"). | Keeps users engaged with content they care about and increases feed relevance.   | High       |
| <b>2. Source Filter &amp; Control Panel</b>        | Allows users to subscribe to or block publishers/channels within the app.             | Builds trust, improves authenticity, and reduces drop-off from unwanted sources. | High       |
| <b>3. Smart Topic Clustering ("Story Bundles")</b> | Groups related shorts on the same topic into one scrollable card.                     | Creates context continuity, reduces repetition, and improves comprehension.      | High       |

## Key Metrics to Track

| Goal                            | Metric                                         | Success Criteria      |
|---------------------------------|------------------------------------------------|-----------------------|
| Improve engagement              | Avg. Session Duration                          | +25% over baseline    |
| Reduce drop-offs                | Daily Active Users / Retention (D7, D30)       | +15% retention uplift |
| Increase relevance satisfaction | In-app Feedback (“Relevant / Not Relevant”)    | ≥80% positive         |
| Build long-term habit           | Avg. Stories Viewed per Session                | +20%                  |
| Encourage exploration           | % users engaging with filters or story bundles | ≥40%                  |

## Product Details / User Flows

- Interest-based Feed Personalization
  - **Flow:**  
Onboarding → Select Interests (Tech, Finance, Politics, Entertainment) → Personalized feed  
In-feed → “More like this / Less like this” swipe gesture → App auto-learns over time
  - **Outcome:** Real-time learning improves feed relevance dynamically.
- Source Filter & Control Panel
  - **Flow:**  
Profile Menu → “Manage Sources” → List of Publishers with Follow/Block Toggles → Save Preferences → Feed updates with selected publishers
  - **Outcome:** Users trust the app more and perceive higher credibility.
- Smart Topic Clustering (“Story Bundles”)
  - **Flow:**  
Home Feed → Scroll → Multiple stories on “Budget 2025” grouped together → “View Full Timeline” button shows chronological updates

- **Outcome:** Reduces feed fatigue and helps users grasp ongoing stories quickly.

## Pitfalls & Mitigation Strategies

| Potential Pitfall                           | Impact                                     | Mitigation Strategy                           |
|---------------------------------------------|--------------------------------------------|-----------------------------------------------|
| Over-personalization leads to filter bubble | Users may miss diverse stories             | Introduce “Discover Mode” for broader content |
| Source filtering reduces content pool       | May cause repetition                       | Auto-suggest similar sources to fill gaps     |
| Algorithm learning bias                     | May misinterpret user preferences early on | Allow manual interest reset every 30 days     |
| Topic clustering complexity                 | Higher backend cost                        | Start with 3–5 topics/day, scale gradually    |

## Business Outcomes

- Higher user stickiness and engagement → improved ad revenue potential.
- Increased retention improves lifetime value (LTV).
- Reduced churn from working professional segment strengthens brand trust.
- Opportunity to launch premium ad-free or personalized experience tiers later.

## Metrics Dashboard Example (for Tracking Post-Launch)

| Metric                    | Baseline | Target   | Frequency |
|---------------------------|----------|----------|-----------|
| Avg. Session Duration     | 4.5 mins | 6.0 mins | Weekly    |
| 30-day Retention          | 35%      | 50%      | Monthly   |
| % Personalized Feed Usage | 0%       | 60%      | Bi-weekly |

| Metric                      | Baseline | Target | Frequency |
|-----------------------------|----------|--------|-----------|
| % Users Using Source Filter | 0%       | 40%    | Monthly   |
| Avg. Stories per Session    | 15       | 18     | Weekly    |

## Dependencies

- ML model for personalization and auto-learning interests.
- Content tagging by topics and publishers.
- Backend updates to support user-level source preferences.
- A/B testing framework for comparing feed versions.

## Risks / Open Questions

- Can personalization be deployed incrementally without degrading performance?
- Should source filtering be opt-in or default during onboarding?
- Will topic clustering impact ad placement logic?
- How to measure “content satisfaction” beyond app usage metrics?