PHASE 3

Step:1 Brainstorming

P0 Problem Statement: *Idle Watchers struggle with a monotonous homepage because the algorithm over-indexes on recent history, creating a repetitive 'echo chamber' that forces users to close the app or switch to competitors.*

Category	Solution	Description	Assumption	Impact
High Confidence	Subscription Vault Shelf	A dedicated shelf where videos from creators pull up who the user has been subscribed to for 1+ years and hasn't seen their content in the last 5-6 months.	User is unable to see previously subscribed creators' content.	Counters directly the wish to see ***lost subscriptions*** on the FYP.
High Confidence	Heat-map based nostalgic shelf	Uses heat spreading logic to seek and resurface ***niche gems*** of watch history(3+ years)	Leveraging nostalgic value to create retention.	Helps in breaking recency bias and introducing past engaging data points.
High Confidence	Deep Refresh Gesture	A three-second pull-to-refresh on mobile that triggers a haptic click and a ***hard reset*** of session weights	Users might like to **manually reset** their feed than close the app entirely.	Reduces the churn by giving users an easy reset option.
High Confidence	Interest calibration	A long press menu option to ***Snooze a specific topic for one to two days***.	Users can identify the specific content that triggers their **boredom** and want the agency to hide it.	**Exploitation Phase** of the algorithm gets reduced when a user has binged a topic to exhaustion.
Low Confidence	Interest bridge	A row showing videos that bridge a current interest to a new and unexplored niche (Ex: Finance →Gaming Economy)	Helps in active and incremental discovery instead of random exploration.	Gradually expands the user's **digital horizon** to prevent echo chamber.
Low Confidence	Ghost Search	A search bar toggle for ***Task Mode*** so one time searches don't	One time utility searches (like the searching some specific	Keeps the homepage profile sanitized of unwanted interests

Category	Solution	Description	Assumption	Impact
		influence the long-term feed	news/tutorials) are a primary source of **feed pollution**.	and focused on ***core interests.***
Low Confidence	The **Blind Date** Discovery Card	A horizontal swipe gesture on the homepage that shifts the feed from **Exhaustion** (personalized history) to **Exploration** (diverse and new topics)	A homepage card where the thumbnail and title are hidden and replaced with a **curiosity-driven hint(ex a topic that was in trend historically is gaining traction again)**	Gamifies exploration and uses ***Novelty Scores*** to force a break from the visual monotony of the current feed.
Moonshot	Interest DNA Interactive Map	A haptic-enabled, zoomable 2D map on the mobile app where your interests are **islands**; tapping a distant island reshuffles your feed to that **latent niche**	Users want to actively curate their own **algorithms** navigate to the edges of it.	Replaces the linear "scroll" with a spatial discovery UI feature that makes the user feel in control.
Moonshot	Seasonal Calibaration	A seasonal prompt (every 6 months) asking "Still into [Topic]?" with a one tap ability to **rebalance old weights**.	Users interests evolve in **cyclical stages** that the algorithm misses.	Prevents the algorithm from being a past analysing factory and allowing for a clean slate.

Step: 2 Prioritizing

For prioritizing I will be a using **RICE matrix.**

The Selection Process: Why 7 survived out of 9

Before scoring anything with RICE, I did a quick gut-check and trimmed the list from 9 ideas to 7.

- **The "Moonshot" filter**: I parked **Interest DNA Map** and **Seasonal Calibration** in a longer-term backlog. They'd need heavy infrastructure work, and my confidence is still low.
- **Mobile-first reality**: I kept the 7 ideas that naturally fit mobile behavior (swipe, long-press, pull-to-refresh), since roughly **70% of usage** happens on handheld devices.
- **Algorithm health**: Each of these 7 helps balance **exploitation vs. exploration**, giving people simple ways to break out of repetitive content loops.

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score
1. Deep Refresh Gesture	3	3	3	1	27

2. Subscription Vault Shelf	3	3	3	2	13.5
3. Ghost Search (Task Mode)	3	2	2	1	12
4. Heat-map Nostalgic Shelf	2	2	3	2	6
5. Interest Calibration (Snooze)	2	2	2	2	4
6. The Blind Date Card	2	2	1	2	2
7. Interest DNA Map	1	3	1	3	1

Why These 3 Made the Cut

1. Deep Refresh Gesture (the "safety valve")

- **Why it won**: Highest score—it directly tackles our 31.8% churn with minimal eng lift.
- **My reasoning**: Targets that "Silent Exit" moment when users get bored and just close the app. A manual reset of session weights = one last chance to hook them before they bounce to Instagram.

2. Subscription Vault Shelf (the "retention engine")

- **Why it's here**: Top confidence score. It fixes the #1 pain point for Routine Professionals—losing track of their 500+ subscriptions.
- **My reasoning**: Turns old subscriptions (basically dead weight right now) into active engagement. Heat-spreading logic pulls up creators who've been buried under recent watch history.

3. Ghost Search / Task Mode (the "hygiene play")

- **Why it's here**: High reach—almost everyone does random one-off searches that mess up their feed long-term.
- **My reasoning**: Gives users control over the algorithm. Toggle "Task Mode" = their random tutorial search (like that Lawyer example) doesn't pollute the homepage forever.

Step: 3 Wireframes

1. Deep Refresh Gesture (the "safety valve")

a. Wireframe link : https://www.figma.com/design/W54rhv9UAM5UEwMMbnqYPS/Youtube-deep-refresh-pull?node-id=0-1&t=YIojLwrqOz4z5OM1-1

b. Prototype link : https://www.figma.com/proto/W54rhv9UAM5UEwMMbnqYPS/Youtube-deep-refresh-pull?node-id=0-1&t=YIojLwrqOz4z5OM1-1

2. **Subscription Vault Shelf (the "retention engine")**

a. Wireframe link : https://www.figma.com/design/cRv7WvN86qOjMGpOH5MSJQ/Subscription-Vault-Shelf?node-id=0-1&t=ktmwbGUF8qqVNUjH-1

b. Prototype link :https://www.figma.com/proto/cRv7WvN86qOjMGpOH5MSJQ/Subscription-Vault-Shelf?node-id=0-1&t=ktmwbGUF8qqVNUjH-1

Step: 4 Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Session Extension Rate (Post-Reset)	% of users who remain in the app for 5+ minutes after triggering a Deep Refresh.	Directly measures if the deep refresh is successfully preventing the user from

			closing the app.
Secondary Metric	Deep Refresh Adoption Rate	% of Daily Active Users (DAU) who trigger the 3-second pull-to-refresh gesture **at least once.**	Measures the discoverability and habit-formation of the new gesture among the target **Idle Watchers**.
Secondary Metric	Discovery Conversion Rate	% of clicks on creators or genres the user has not interacted with in the last 30 days specifically from the refreshed feed.	Validates that the deep refresh feature is successfully breaking the Echo Chamber and leading to exploration.
Guardrail Metric	Watch Time Completion Rate	% of users who close the app within **10+** seconds of triggering a Deep Refresh.	Ensures that the audience is not exiting because content isn't so random or low-quality that it actually accelerates churn.

Step: 5 Identify Pitfalls & Mitigations

Assumption at Risk	Failure Mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (Practical)	Detection Signal (Metric)	Containment / Rollback
Discovery: Users will actually find the hidden 3-second hold gesture.	Users just keep doing normal refreshes and never realize they can "Super Refresh".	H	H	Add a small "hint" text or tooltip that pops up after the user refreshes 3 times in one minute.+1	Adoption Rate: % of users who try a Super Refresh at least once.	If adoption is low, move the feature to a visible "Refresh" button at the top.
Quality: The "Reset" content is actually interesting to the user.	The algorithm shows random or "weird" videos that make the user want to leave even faster.	H	M	To be safe, the first reset should only pull from "High Quality" or "Trending" videos in their favorite genres.	Post-Refresh Click Rate: Do they actually watch a video after resetting?	Turn off the "Reset" mode and go back to showing their standard recent history.
Accidental Use: Users won't trigger it by mistake while doing a normal refresh.	Users accidentally hold too long and lose the video they were interested in.	M	M	Make the phone vibrate (haptic feedback) right before the reset happens so they have time to let go.	"Undo" Clicks: How many people hit "Undo" right after a refresh?	Increase the hold time from 3 seconds to 5 seconds so it's harder to do by mistake.

Step: 6 PRD

https://www.notion.so/Product-Requirements-Document-30a4aca645b380f4a290c08e052ffeae?source=copy_link