

Product Requirements Document

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0. Purpose

Purpose	<i>The purpose of this document is to establish how the application should interact with the end-user, and establish all application requirements functional, and non-functional. Once finalized, this document will state what must be accomplished for the application to be considered finished.</i>
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1. Objective

Vision	<i>To become the number one streaming app in India</i>
Goals	<i>Increase the number of monthly/ daily active users by 5% within a span of a year*</i>
Initiatives	<i>Multilingual App</i>
Persona(s)	<i>The product is for a common man who's interested in listening to music who has a multi-media phone. People who prefer to use applications in regional language, who are not educated, who are not fluent in English</i>

2. Release

Release	<i>Version 1.0</i>
Date	<i>22nd June'22</i>
Initiative	<i>Multilingual app is the initiative that the release relates to</i>
Milestones	<i>Achieve 5% increase in the daily active users *</i>

Features	<i>Multilingual</i>
Dependencies	*

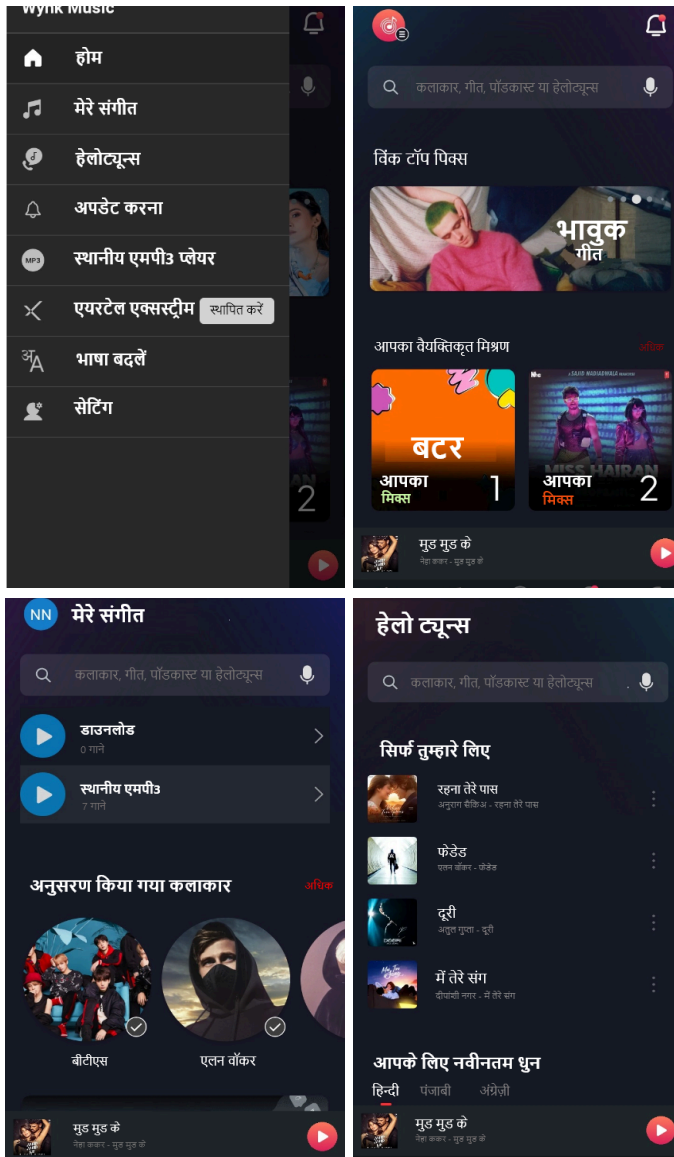
3. Features

Feature	<i>Multilingual</i>
Description	<i>Converting the existing application in Hindi as well with the existing features and performance</i>
Purpose	<i>Increase the adoption and bring in new users</i>
User problem	<i>People from villages and backward areas are not comfortable with English. There are a number of people who would like to listen to music on-demand, but due to the language barrier, they're not able to do so.</i>
User value	<i>As more than 40% of the population knows Hindi, it would be easier for them to navigate through the app and play songs according to their choice.</i>
Assumptions	<i>People would like to use applications in the native language. We don't need to change our technical structure to incorporate this feature.*</i>
Not doing	<i>We are not introducing Hindi voice search in this release</i>
Acceptance criteria	<p><i>Conditions of acceptance -</i></p> <ul style="list-style-type: none"> ● <i>We have converted the entire application into a different language</i> ● <i>There is no negative impact in the performance of the app</i> ● <i>There is no extra time in starting the app (wait time) then what we already have</i> ● <i>Ultimately, the app is bug-free/ crash-free and stable as the current English version of the app. Basically, the target is to achieve the current version in Hindi.</i>

4. User flow and design



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5. Analytics

Hypothesis: We believe the multilingual feature will achieve an increase in daily/ monthly active users by 5%

Introduce the multilingual feature to increase stickiness among the active customers and target new users, to become the number one streaming app in India.

Key performance indicator	Baseline	Target	Timeframe
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Total number of times people are using the feature	At least 5% of the existing or new users try this feature*	If at least 1% of the people keep using this feature will consider it a success*	1-year span*
Percentage increase in screen-time	*	*	*
Application downloads	*	*	*
Adoption metrics (daily active users, time spent on application, etc.)	*	*	*

6. Future work

In the first release we're focusing on supporting Hindi as a language in this application, but the goal is to support all the Indian languages. Priority for this task is mentioned below-

Future features	Purpose	Priority	Timeframe
Priority No. 1 (Hindi)	Increase adoption, Make our app user-friendly	1	Need to check with the team to come up with an ETA
Priority No. 2 (Bengali & Marathi)	Increase adoption	2	
Priority No. 3 (Telugu, Tamil, Kannada, & Malayalam)	Increase adoption	3	
Priority No. 4 (Gujarati, Urdu, & Odia)	Increase adoption	4	

Note: * This is subject to change, will lock it once we have communication with all the teams and everyone is aligned on the timeframe and goal

[Link to the presentation](#)



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