

# PRD: Stitcher Share

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## Objective

Implement a social feature that can augment Stitcher users' podcast discovery/consumption experience.

## Context

Content providers (video, music, etc) focus on two main categories of core experience.

- 1) Discovery - *How do users discover content?*
- 2) Consumption - *How do users consume content?*

While all products in this category focus on discovery, consumption, not everyone champions social features. *e.g) Youtube supports comments, live-chat for users/content creators, but Netflix ruthlessly focuses on discovery/consumption experience.* Depending on the execution, social features can either get in the way of Stitcher's core experience, or enhance it.

Our main goal is to experiment, validate, and decide whether our proposed social feature can actually move the needle for Stitcher.

## User needs

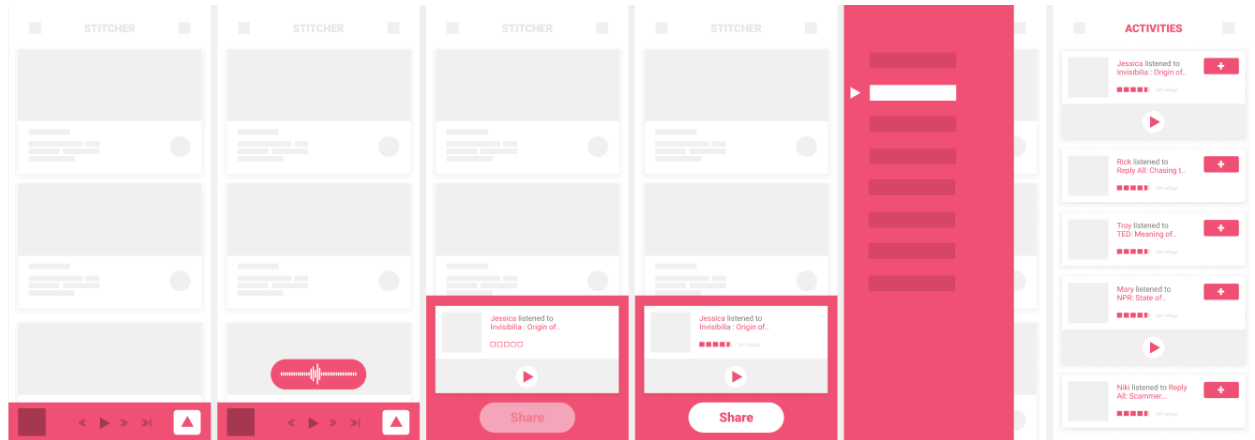
Podcast listeners are educated young (34 or younger) professionals with limited time on their hands. They value others' opinions, and want to consume more podcasts. We've collected feedback from our target users below to understand their needs, and solve the pain points.

User Needs	Solution
"It's challenging to discover trending podcasts. I wish there was a rating system like Yelp."	Enable users to rate each episode, and display those ratings.
"I trust friends' recommendations for discovering entertaining podcasts."	Allow users to follow each other, and monitor each other's favorite episodes in a more intuitive way.
"I find it challenging to finish an entire episode at once."	Provide an easier way to consume the most interesting parts of each episode.
"I often want to just skip to the interesting parts of the episode. I skip around a lot while watching Youtube videos."	

In addition to the user needs mentioned above, consumer demand for bite-sized content has been gaining momentum in the past years (Vine: 6s videos, Summly: auto summarized news content).

# What we are building

We are creating “Stitcher Share” feature that helps users **discover new content through others**, and **consume highlighted(10s) clips** of the shared episodes.

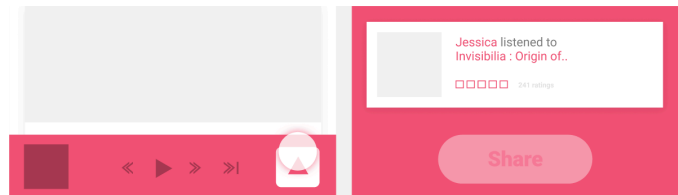


## 1. Stitcher Share Button

While users are listening to each episode, Stitcher displays a prominent play/pause bar at the bottom of screen. The proposed Stitcher Share Button will provide an intuitive way for users to rate the episode, and share their favorite parts through 10s audio clips.

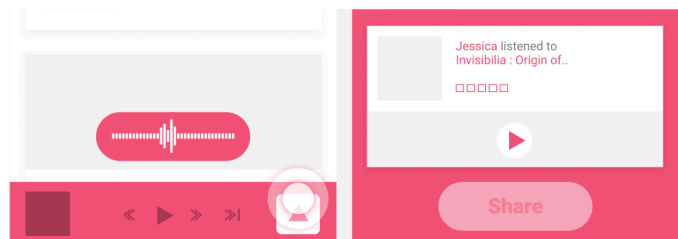
### Tap once

Tap once to share the episode to the activity feed.



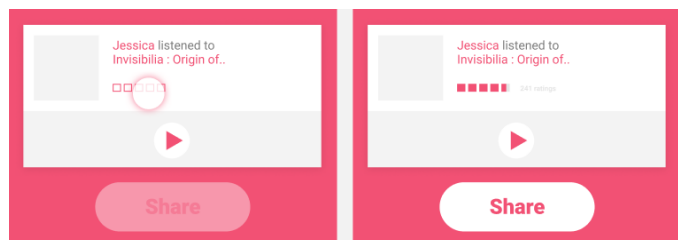
### Long-press

Long-press to share the specified parts(10s) of the episode to the activity feed.



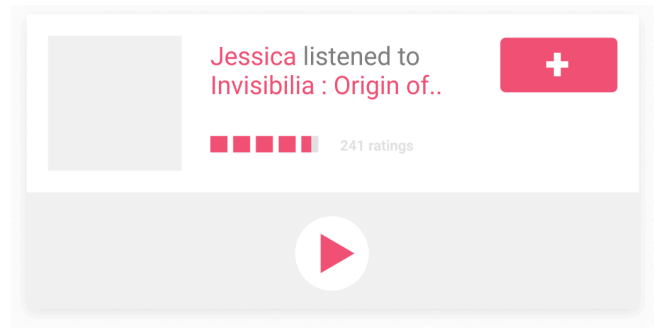
### Rating

Rate the episode before sharing to the activity feed



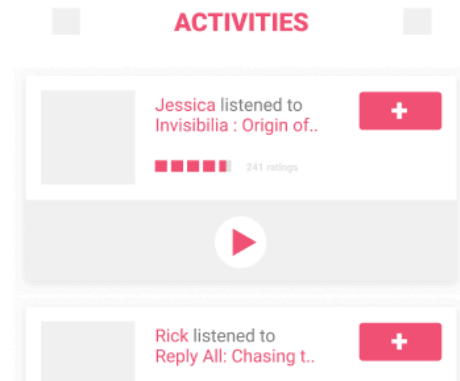
### Shared Components

- a) Name of the user
- b) Title of the episode
- c) Ratings
- d) Add to playlist “+”
- e) Play the 10s clip



## 2. Activity Feed

Activity screen displays trending episodes shared by users, and 10s audio clips. Users can simply add the episodes from this screen to their playlists, or listen to the highlighted clips from the feed itself. In the beginning, the posts can be chronological, but we aim to experiment with the ranking algorithm of this feed for further optimization down the road.



## Tradeoff

Risks	Opportunities
Stitch Share can potentially become a distraction to the core consumption experience.	Experiments are essential for a sustainable differentiation since most mainstream podcasting apps provide nearly equivalent features.
Stitcher offers in-house episodes for paying users. If users can easily find great, free episodes, conversion to premium plans may decrease.	Stitcher Share can enable existing paying users to highlight the best parts of premium episodes for others. It's more likely to increase the conversion to premium plans in long run
Stitcher app already has 6 feed-like screens, and a friends/profile screen. Addition of the activity feed can degrade simplicity of the product even further.	Depending on the final design, the new activity feed can become a natural evolution of friends/profile screen. Consolidation of most of those 6 screens on the current Stitcher app seems inevitable at some point.

## Launch

Since our primary goal for this experiment is to improve overall user engagement, we need to focus on tracking the metrics that can prove Stitcher Share's meaningful contribution to a higher usage and retention.

For the initial release, we plan to distribute the build to 1,000 paying Stitcher users who listen to at least 10 episodes per week, and follow at least 50 friends on Stitchers. By comparing their usage pattern with the normal users (non-beta), we can assess the effectiveness of our proposed solution.

- Number of Episodes Played
- Number of Shows Followed
- Stitcher Share Daily/Weekly Active Users
- Activity Feed Daily/Weekly Active Users
- Number of Users Followed
- Session Duration
- Number of Sessions

In short, Stitcher Share will be considered a successful feature if 10% (Based on [1% rule](#)) of testers use it to rate/share their favorite episodes, influencing others to consume 20% more podcasts. Once we validate its effectiveness, we can think of ways to leverage this feature for monetization/growth opportunities down the road.

## Alternative solutions considered

Based on the analysis of user needs, we considered a few other solutions. Although some of these alternatives can improve Stitcher's product in general, we chose to focus on the path that can directly improve discovery/consumption experience.

### Group chat

Providing episode-specific group chats can potentially encourage people to exchange opinions about specific episodes, and make friends. This solution was ultimately dropped since general conversation about a particular episode is not the most efficient way to help people discover new episodes to listen to.

### Tips for hosts

Podcast hosts mainly rely on ads/promotion to sustain their shows. Mainstream sites like Youtube, Patreon, Medium started experimenting with tipping features to help content creators monetize their work at scale while strengthening their relationship with the audience. This solution was not selected since our primary goal is to improve engagement, not monetization.