



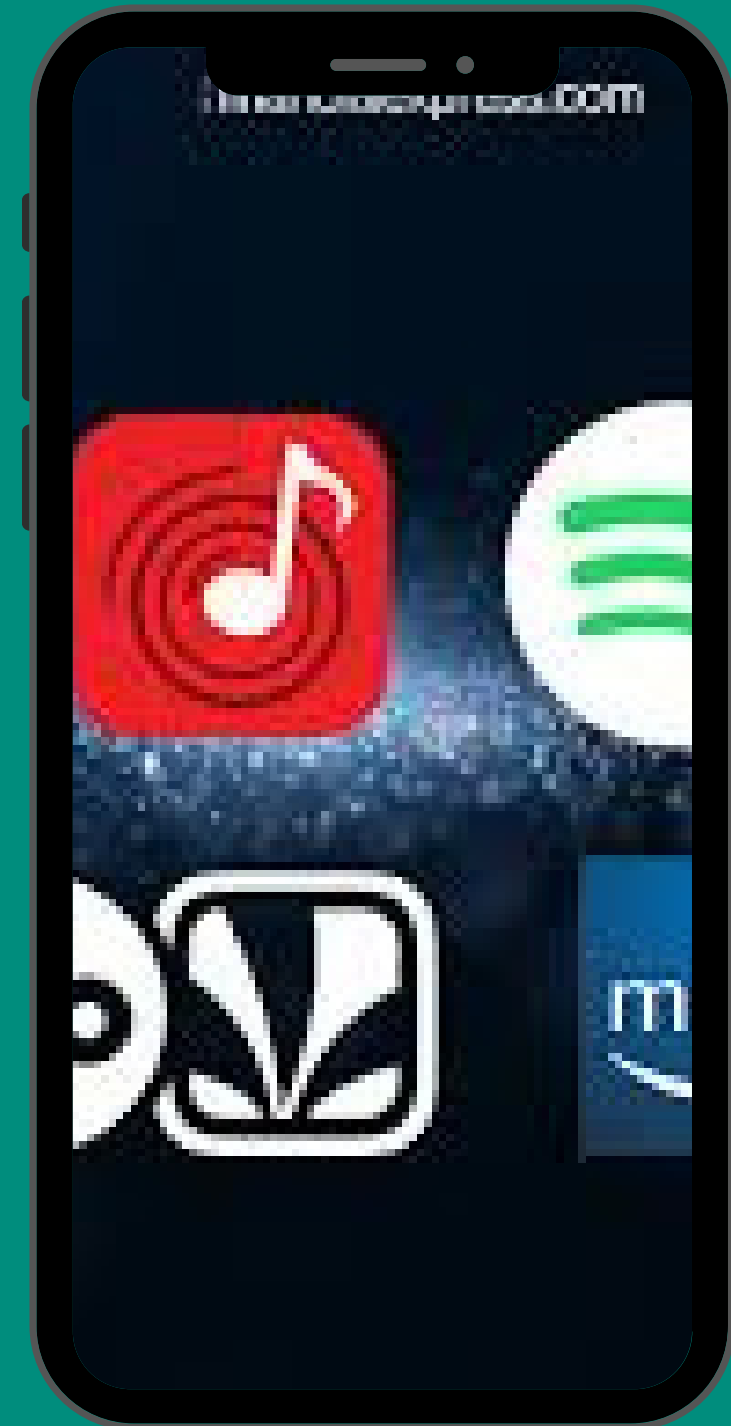
JioSaavn

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Project Context

India's music streaming industry is vast and constantly changing, shaped by a diverse audience with unique tastes and preferences. Platforms like **Spotify, YouTube Music, Apple Music, JioSaavn, and Gaana** are all competing for user attention. But amidst this competition, a critical question emerges: **What truly drives users to prefer one platform over another?** Is it the variety of songs, pricing, user experience, or something more? This study aims to answer these questions. By understanding user preferences, behaviors, and expectations, I aim to uncover **key insights that can help JioSaavn strengthen its position, attract more users, and drive long-term growth** in India's dynamic music streaming market.





Problem Statement

In India's fast-growing music streaming industry, how can JioSaavn boost user engagement, stand out from competitors, and expand its user base to ensure long-term growth and retention

Research Objective

- Understand User Preferences and why they prefer one platform over another.
- Evaluate Jio Saavn's market position w.r.t competitors and identify strengths, weaknesses and gaps among users.
- Explore what features users expect in an ideal music streaming service.
- Suggest strategies to improve engagement, user acquisition and retention for JioSaavn.

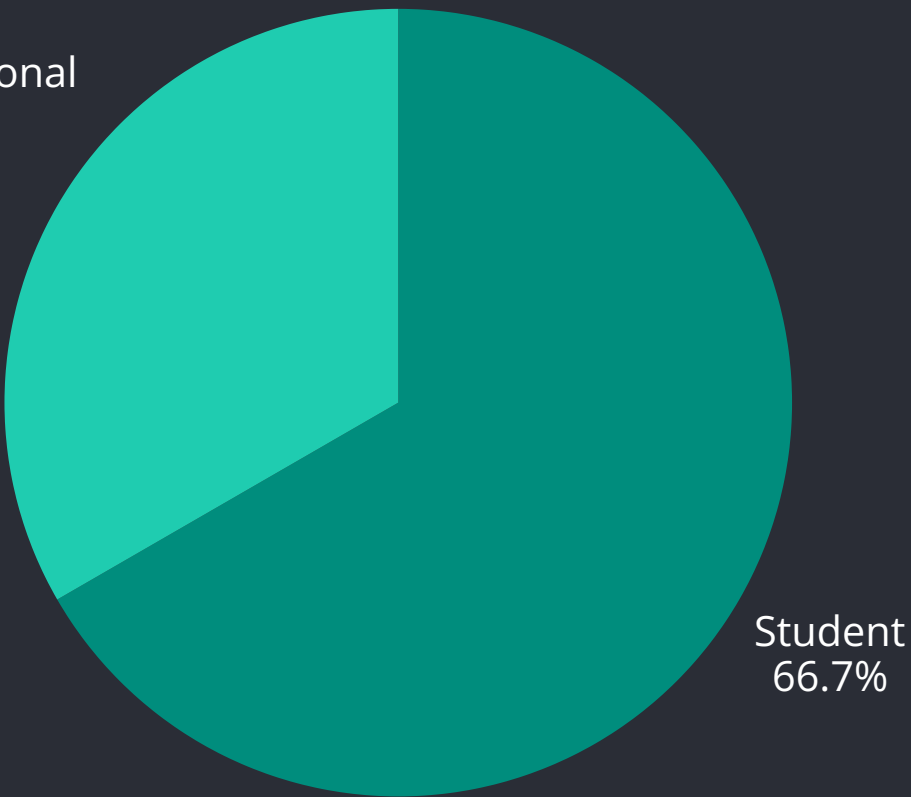
Research Methodology

- Primary Research: A structured questionnaire was floated.
- Target Audience: Music listeners across India between age groups 18-35, from different cities and occupations.
Data Collected :
- Total 21 responses from diverse user demographics.



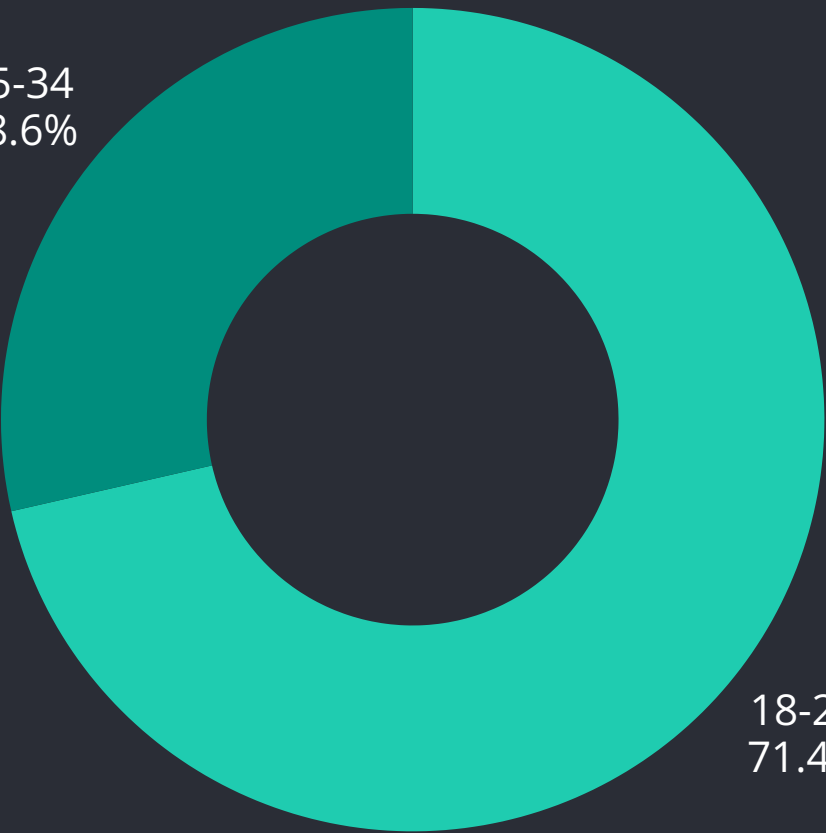
User Demography & Listening Frequency

Working Professional
33.3%



Occupation

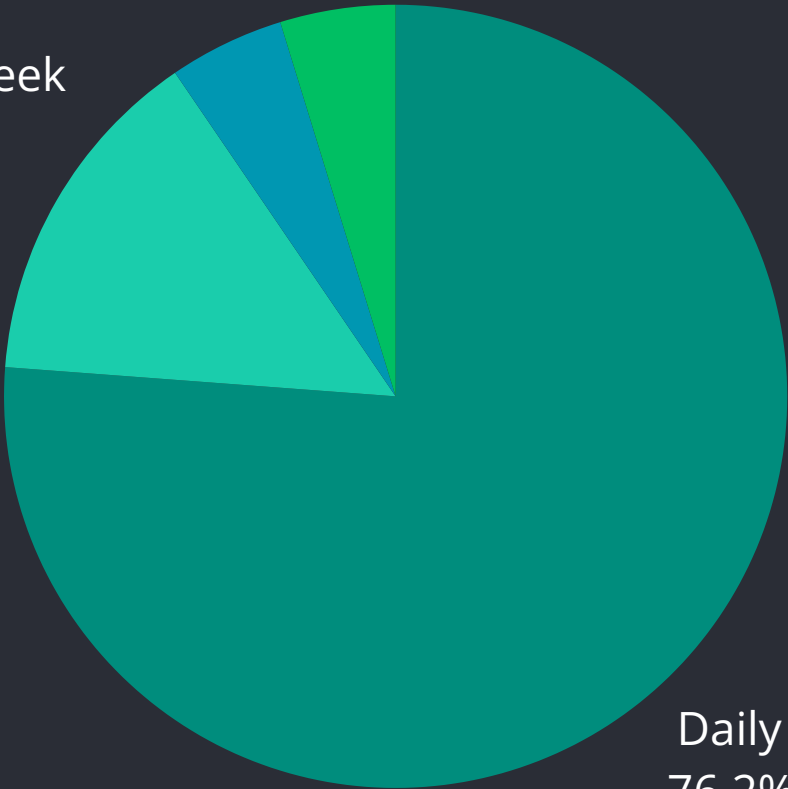
25-34
28.6%



Age-Group

once a week
4.8%

Few times a week
14.3%

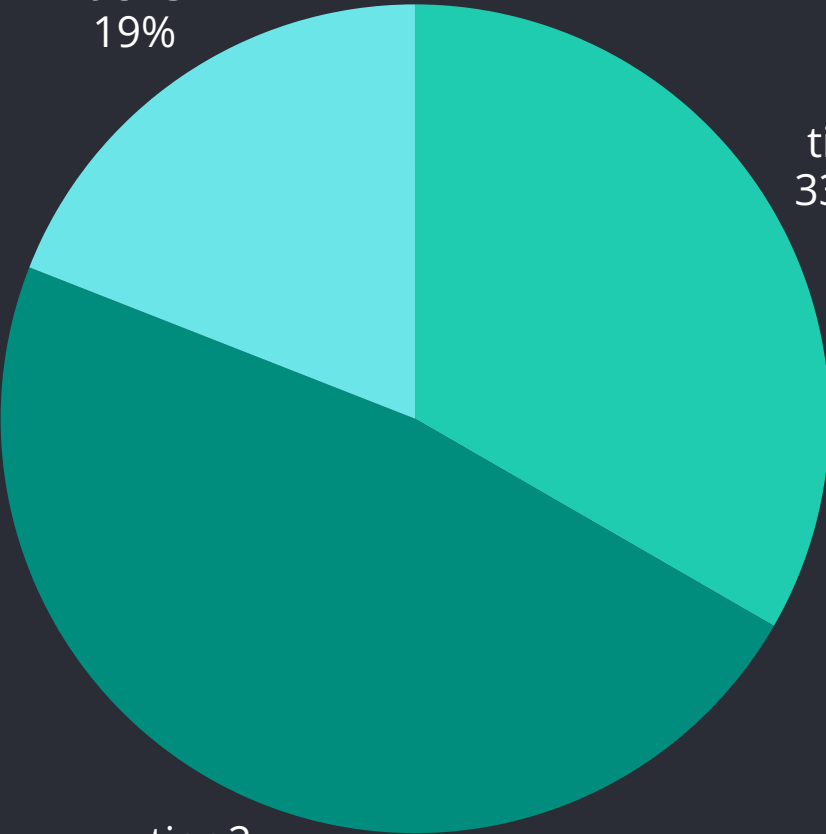


Frequency

tier 3
19%

tier 1
33.3%

tier 2
47.6%

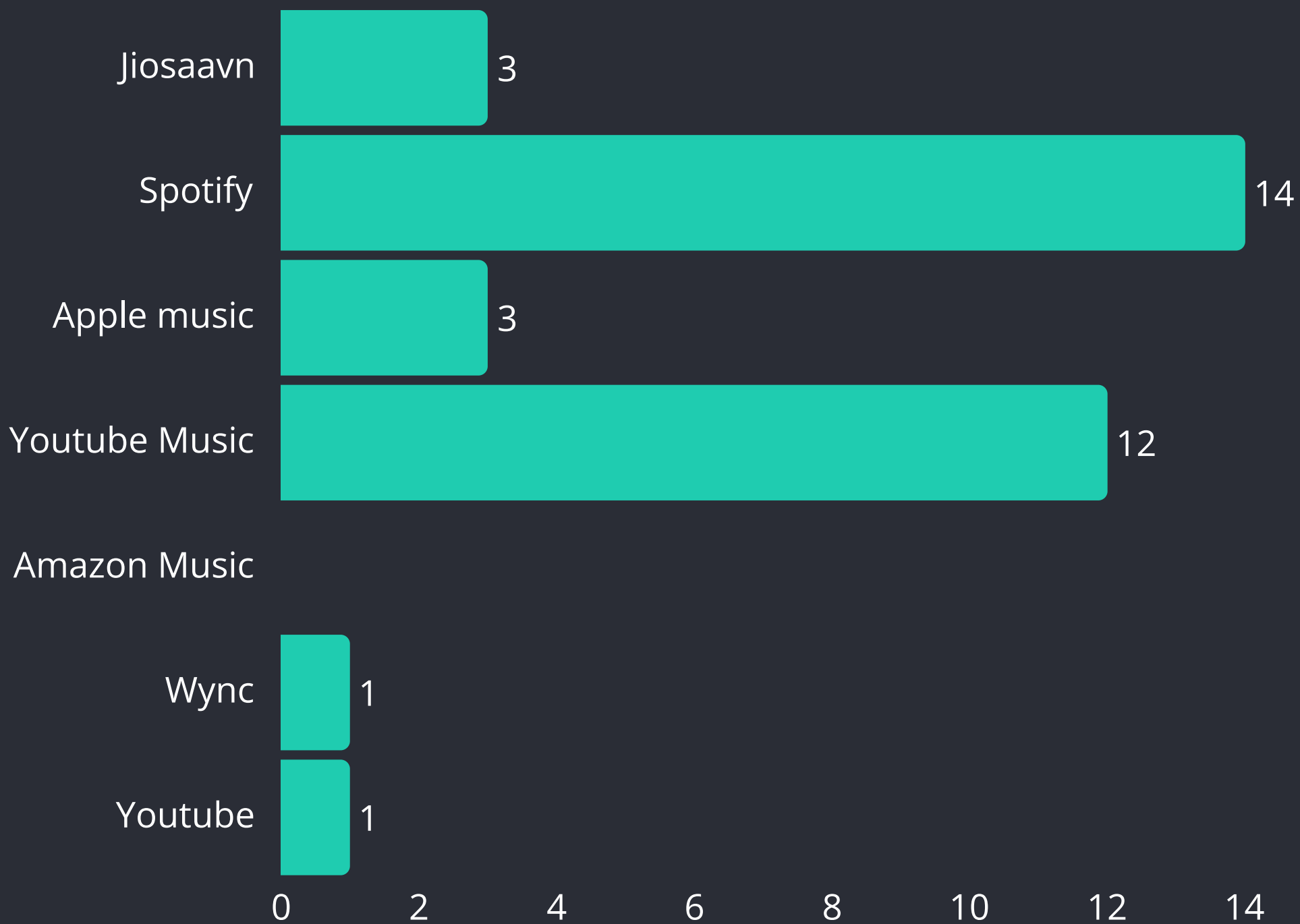


City-Tier

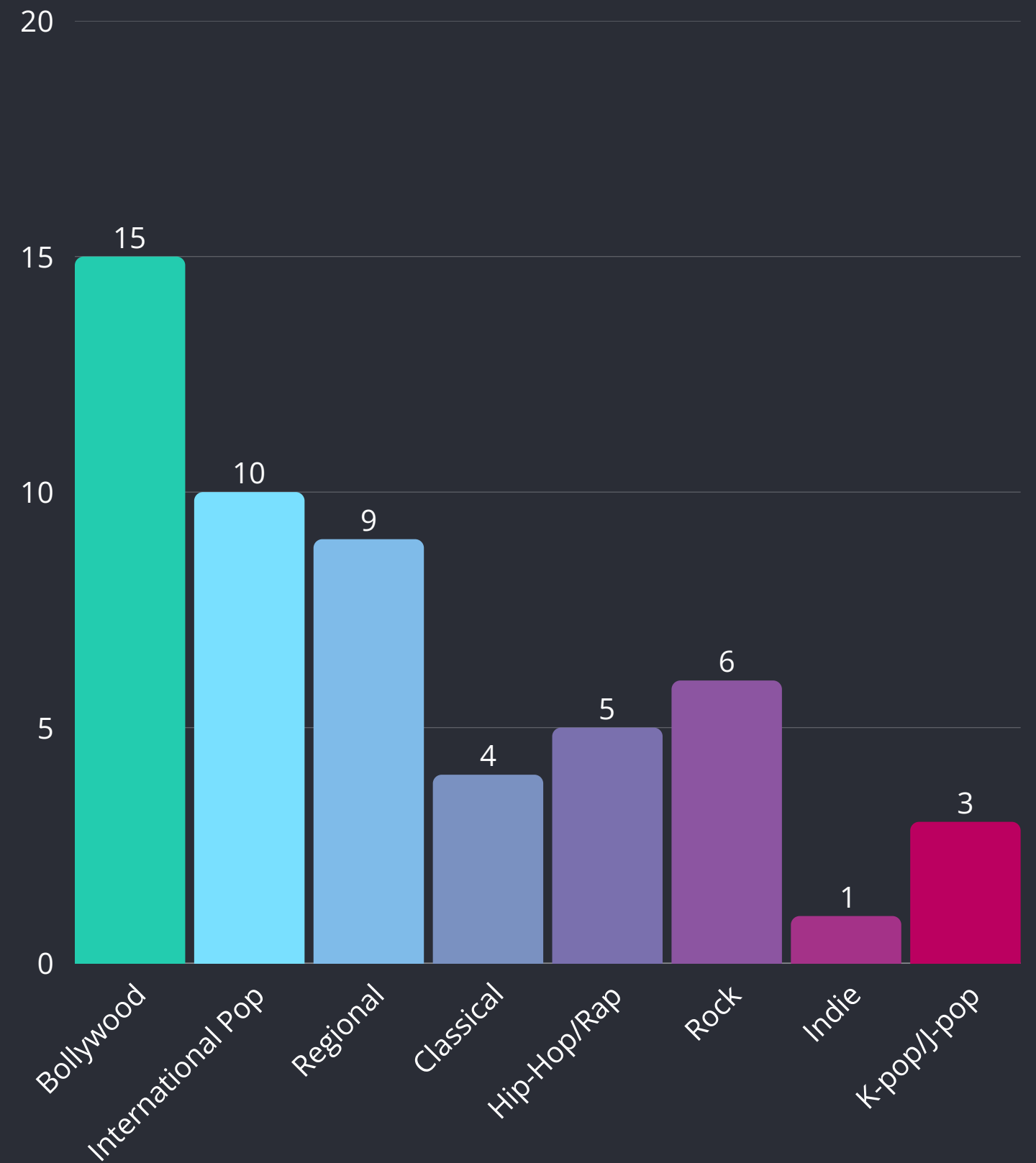


Platforms & Genre Preferences

Platforms



Genre Preference





User Persona 1



Name

Sakshi Kashyap

Age

24

Location

Gwalior

Occupation

Student

User Persona

Preferences & Behaviour	• Listens Daily – During assignments for focus & after a hectic college day to refresh. • Prefers – Lo-fi, soft pop, Bollywood music
Challanges Faced	• Generic recommendations that don't match her mood. • Manual playlist creation is time-consuming. • Ads disrupt workflow & Relaxation
Needs From App	• Personalized playlist based on mood and listening factors • Easy UI, no manual playlist creation. • Uninterrupted streaming



User Persona 2



Name

Yash Gupta

Age

26

Location

Bhopal

Occupation

Engineer

User Persona

Preferences & Behaviour	• Listens Daily – During workouts & commuting to work. • Prefers – EDM, hip-hop, Bollywood beats for gym; soft pop & acoustic for travel.
Challanges Faced	• No easy way to share or collaborate on playlists. • Limited high-quality streaming options without expensive subscriptions.
Needs From App	• Collaborative Playlists – Ability to create & edit playlists with friends. • Mood-Based Playlists – Auto-curated music for different activities (gym, commute, relaxation). • High-Quality Audio – Prefers superior sound for an immersive experience.



Pain Points & Positive Feedback



Lacks a strong global catalog compared to competitors



users find the interface outdated and not as smooth.



No feature to share or create group playlists.



Users feel recommendations could be smarter.



New song releases take longer to appear.



Focuses mainly on popular songs, making it hard to find niche or lesser-known tracks

Positive Feedback

Strong Indian & Regional Music Collection

Affordable Subscription Plans

Seamless integration with Jio services & devices.



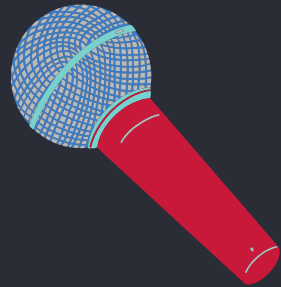
Pain Points Prioritisation

Pain Points	MosCow	Reason
Limited International Music	Should Have	Weak Global Catalog compared to competitors led to switch to other platforms
UI/UX Issues	Must Have	A sluggish or outdated interface makes navigation frustrating, leading to lower user satisfaction and higher churn rates.
Collaborative Features	Should Have	Limits social sharing, making users prefer platforms with group playlist options.
Limited Song Library	Could Have	Users can't find niche or lesser-known tracks, making the platform feel incomplete.
Better Recommendation	Must Have	Users struggle to find new songs, reducing engagement and session time.
Slower Updates	should Have	Frustrates users who expect instant access to new releases



Feature Recommendations

To Recommend features that would help Jio Saavan to improve user experience , engagement and retention a survey has been conducted and responses of 29 people of age group 20-35, who use multiple platforms for music streaming is collected



Karaoke Mode

- Instrumental Mode – Sing along with background music.
- Vocal Control – Adjust or remove original vocals.
- Synced Lyrics – Follow real-time highlighted lyrics.



Smart Ad Choice

- Ad Preferences – Choose the types of ads you want to see.
- Skip Irrelevant Ads – Remove categories you don't prefer.
- Personalized Experience – Enjoy ads tailored to your interests.



Collaborative Playlist

- Shared Playlists – Create and share playlists with friends.
- Sync & Sing – Listen to the same song in real time.
- Group Collaboration – Add, edit, and enjoy music together seamlessly.



Engagement Nudges

- Mood Match – Song suggestions tailored to your vibe.
- Tune Reminders – Nudges for favorites & new releases.
- Vibe Boost – Fun polls & music challenges.



Feature Prioritisation

Priority	Idea Name	Impact + Positive Factor	Effort - Negative Factor	Value vs Effort Score
☐ 1	Collaborative Playlist			1.67
☐ 2	Engagement Nudges			1.33
☐ 3	Karaoke Mode			1
☐ 4	Smart Ad Choice			0.75



Metrics That Matters

Other Important Metrics

- **New User Sign-Ups** – Tracks growth in new users.
- **App Install Rate** – Measures conversion from awareness to adoption.
- **Average Session Duration** – Measures how long users stay engaged per session.
- **Daily Active Users (DAU) / Weekly Active Users (WAU)** – Helps track short-term engagement trends.
- **User Retention Rate** – Measures how many users continue using JioSaavn over time.
- **Ad Revenue per User (ARPU)** – Ensures ad-supported users contribute to revenue without hurting engagement.

North Star Metric

Monthly Active Users (MAU) - The core objective of the project is to increase JioSaavn's user base, engagement, and retention. MAU captures both acquisition and long-term stickiness, ensuring users are not just signing up but actively using the platform.





Thank You!