next leap

INSHORTS

Personalisation and Search

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Agenda

Overview

Inshorts is a news app that delivers the top headlines in 60 words or less. This makes staying informed on current events easy, even when you're short on time.

Inshorts also offers a variety of features to help you personalize your news feed, such as the ability to follow topics, categories, and users.

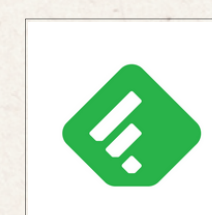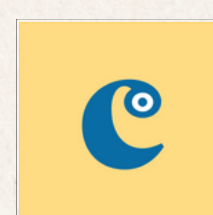The logo can be interpreted as (N I S), which is a three-row Morse Code acronym for **News In Shorts**.
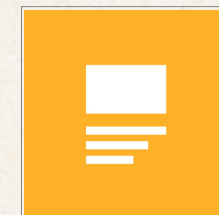
Morse Code - English Letter
_ . (dash and a Dot) - N
. . (Dot and a Dot) - I
. . . (Dot Dot Dot) - S

Competitors

Azhar Iqubal

Deepit Purkayastha

Anunay Pandey

Goals

- **Stay Informed:** Alex wants to keep up with the latest news and trends in technology, business, and world events.

- **Time-Efficiency:** As a busy professional, he seeks a platform that provides concise news summaries, allowing him to stay informed without spending too much time.

- **Diverse Content:** Alex is interested in a wide range of topics, including tech innovations, startup news, and global affairs.

- **Customization:** He values the ability to personalize his news feed, ensuring he sees the topics he's most interested in.

User Persona

Alex, 28,
Product Manager working for a dynamic technology startup.

Challenges

- Struggles to find time for in-depth news reading due to his hectic work schedule.

- He avoids lengthy articles that might not be relevant to his interests.

- Sometimes finds it challenging to keep track of multiple news sources for specific topics

Goals

- **Academic Relevance:** Sarah seeks news articles that are relevant to her coursework and can be used as references for assignments and essays.

- **Accessibility:** She values the ability to access news easily through her smartphone between classes or during breaks.

- **Trend Awareness:** Sarah likes to be aware of trending topics and discussions to stay relevant in conversations with her peers.


Sarah, 18, College Student

Challenges

- **Academic Pressure:** Balancing coursework with staying informed can be challenging, and lengthy news articles may not fit into her tight schedule.

- **Information Overload:** Sarah can feel overwhelmed by the sheer volume of information available online and the need to discern credible sources.

- **Distractions:** While using news apps, Sarah sometimes gets distracted by unrelated content or clickbait headlines, affecting her study time.
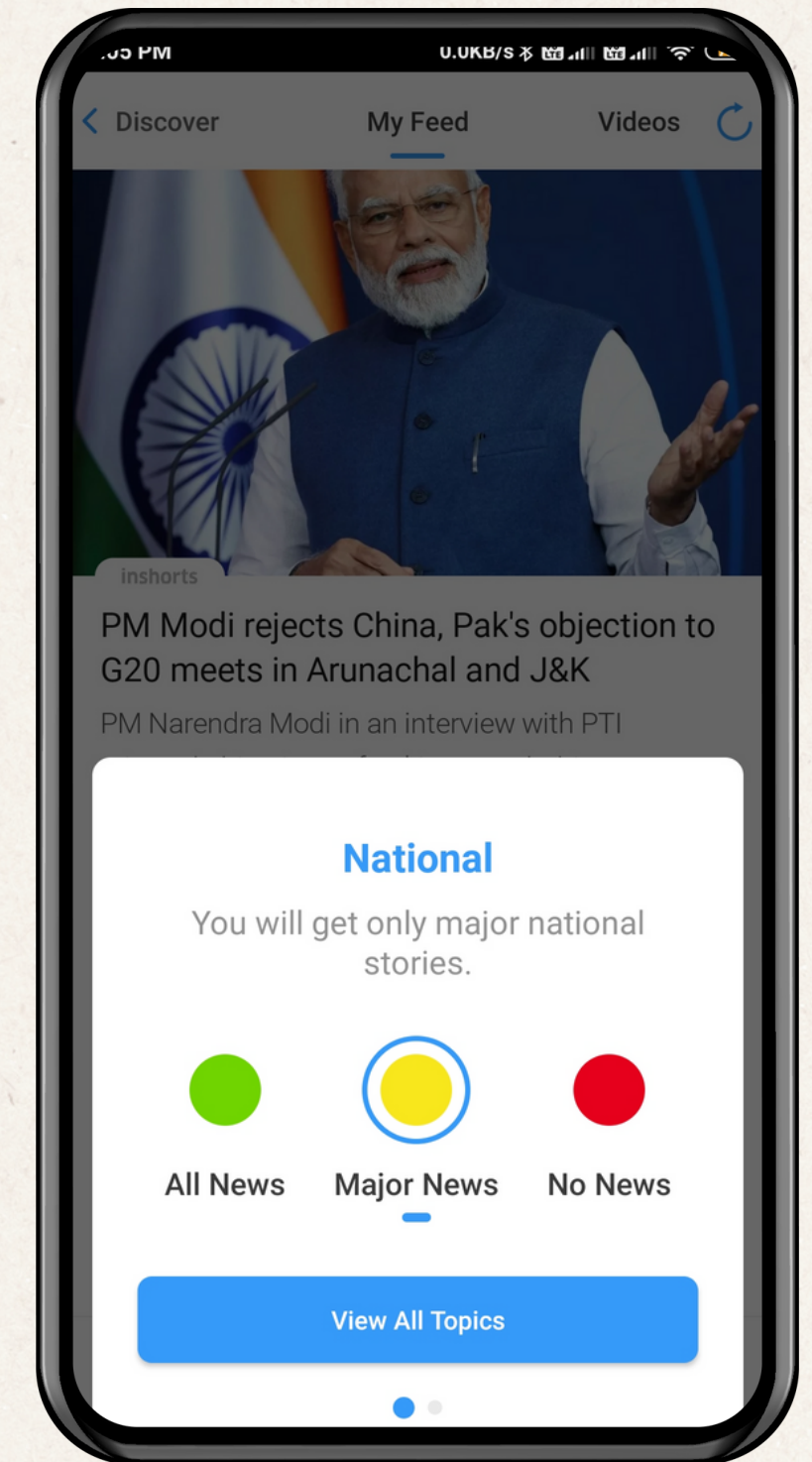
User Flow

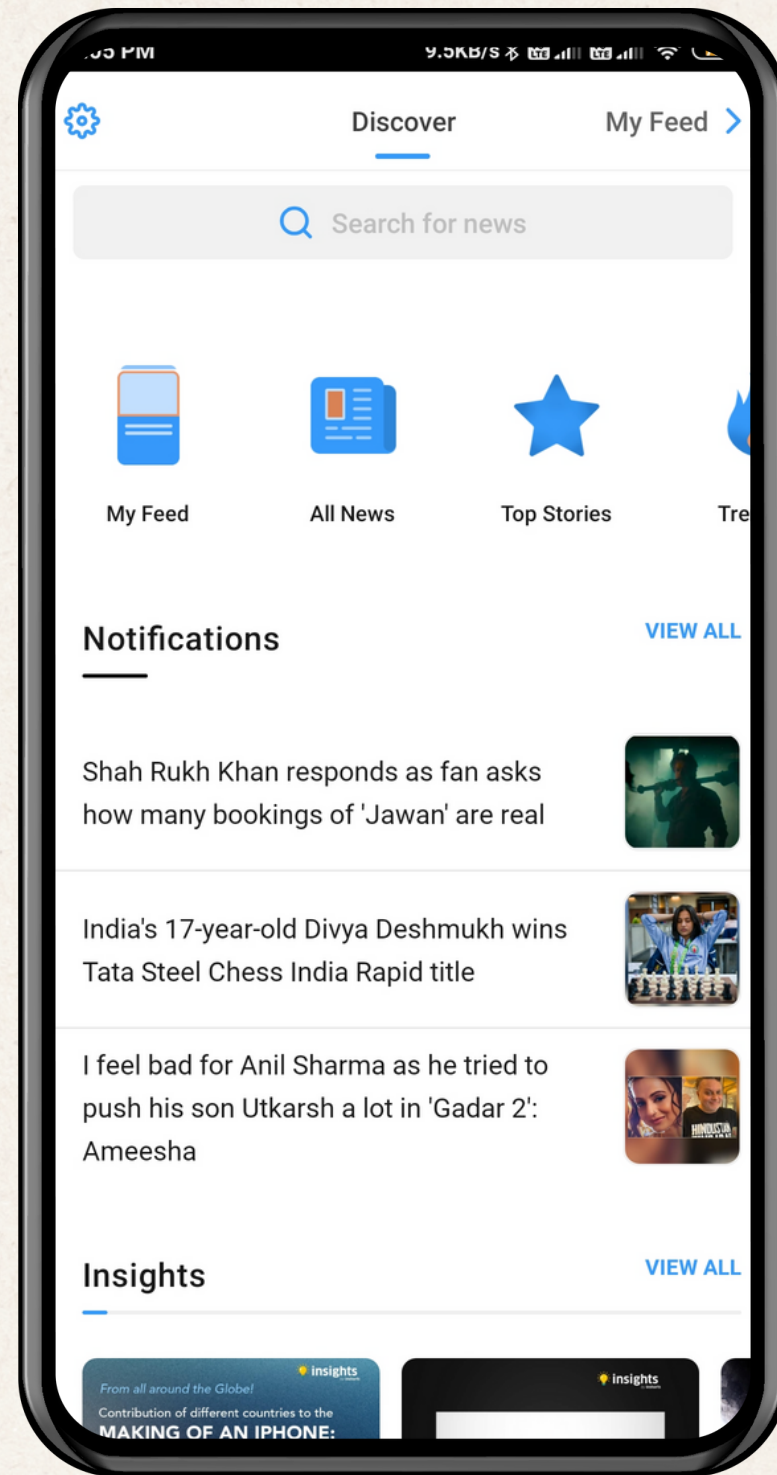Where does inshorts show recommendation in the application?
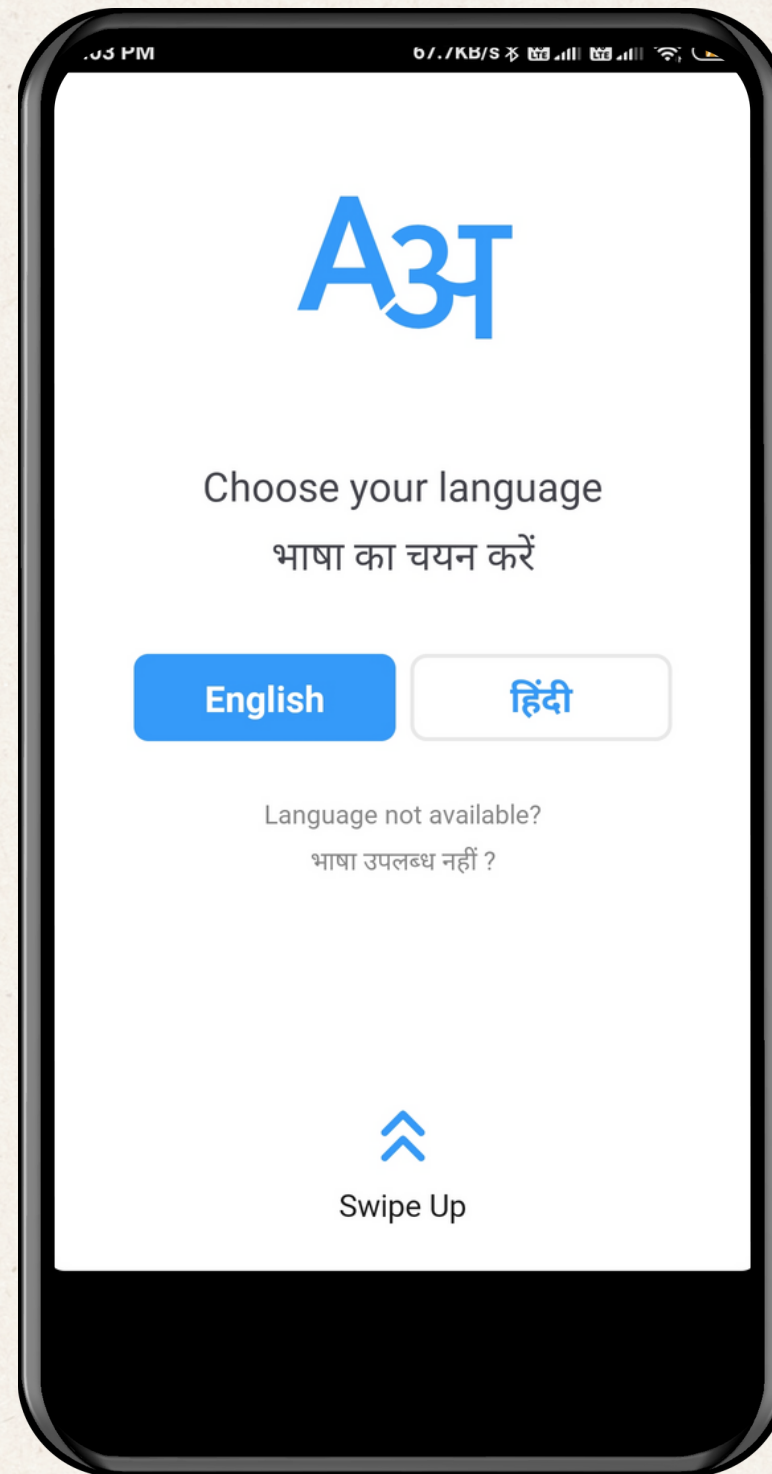
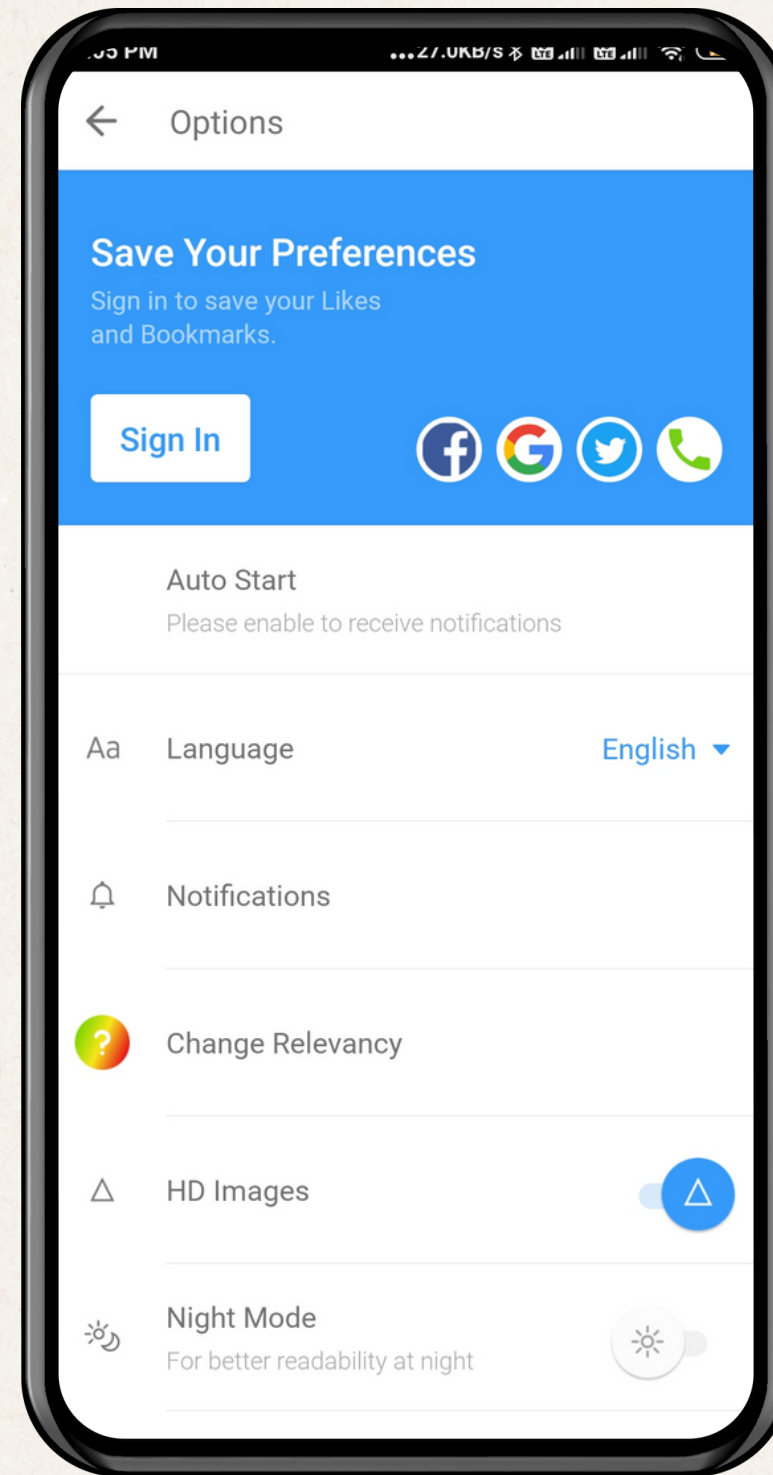**User opens the app for the first time**
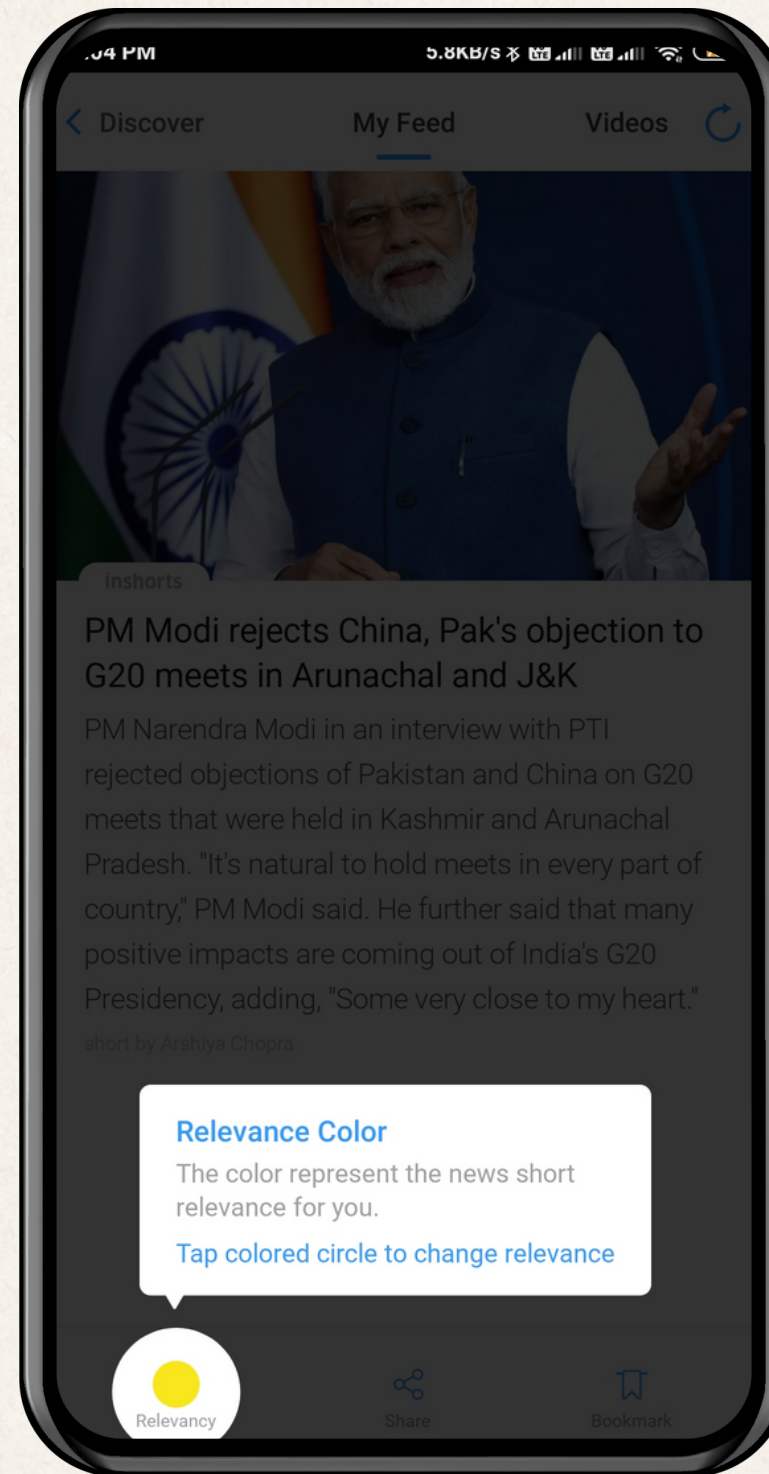
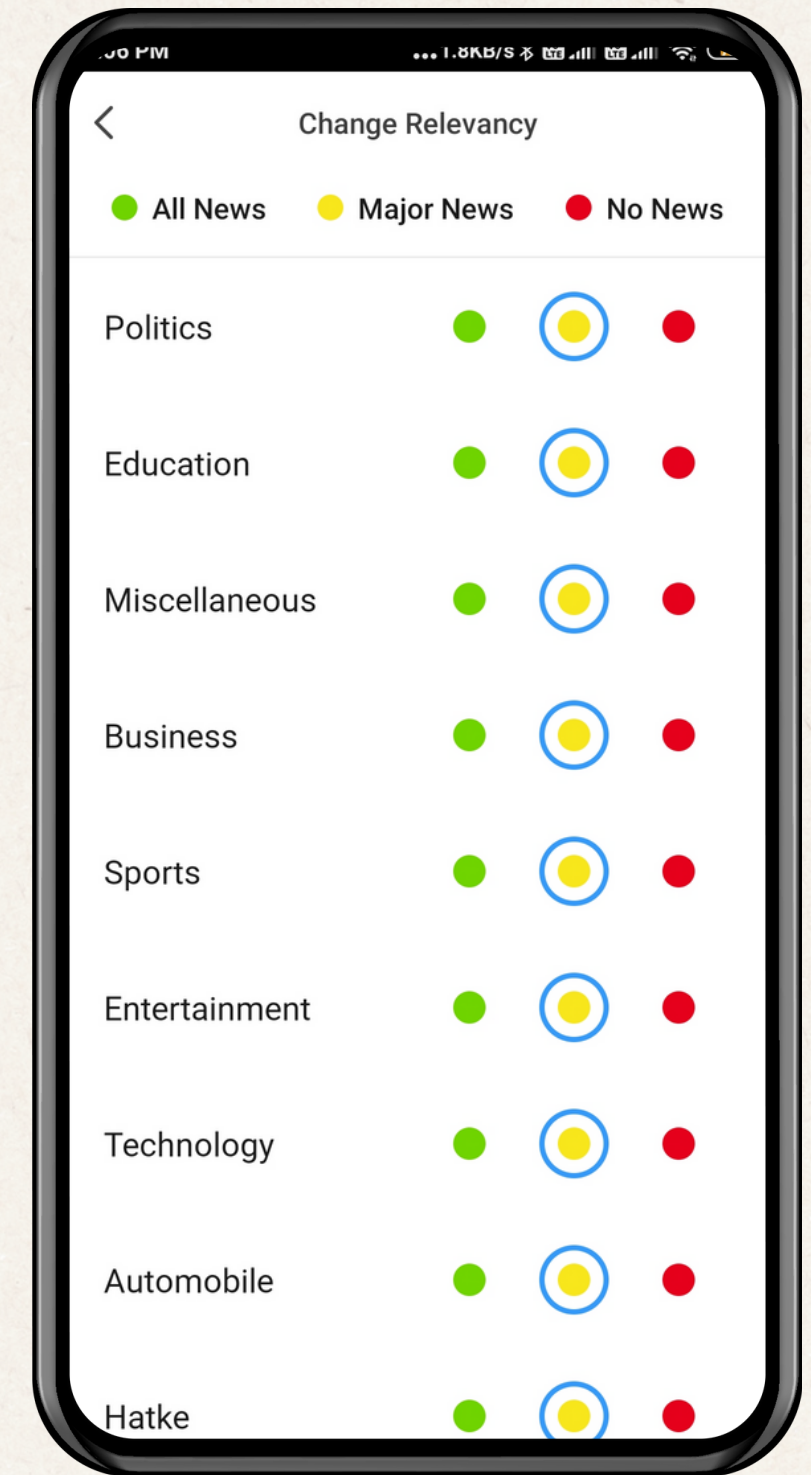**The user clicks on the 'Relevancy' tab, present at the bottom.**

After clicking, the user modifies the changes based on personal interest

User swipes left and clicks on Settings icon (top left)

After clicking, user clicks on 'Change Relevancy' tab

The user now modifies the relevancy for 60+ categories. By default, Major news is selected.

Inshorts Recommendation Engine

- Inshorts employs a unique blend of AI and human editorial input to deliver personalized content to its users.

- Their form factor consists of single-screen cards featuring a headline, an image, and a succinct summary, which users can navigate via swiping.

- These cards are editorially curated with AI-driven personalization. While Inshorts caters to users of various age groups, their most active demographic falls within the 20-30 age bracket.

- To create this personalized news experience, Inshorts relies on an AI-backed algorithm called Rapid60. This algorithm can condense lengthy news articles into a 60-word brief and is a product of analyzing a vast database of articles summarized by Inshorts editors over five years.

- While AI plays a substantial role, the company still heavily relies on human editorial input for the 20 percent most-read content, surpassing the engagement rate of the 80 percent AI-driven content.

- A rating system, ranging from 0 to 1000, predicts reader interests based on the time spent on each news card, effectively marrying user preferences and AI recommendations.

- This balanced approach ensures that Inshorts delivers personalized, engaging content while avoiding the pitfalls of excessive AI-driven segmentation and echo chambers.

Key Metrics

L0 - User Engagement Score

Number of stories read, time spent on the platform, and user interactions such as votes, and shares.

L1

Click-Through Rate (CTR), Time Spent per Session

L2

Personalization Score, Churn Rate

References

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- *https://wan-ifra.org/2020/03/how-inshorts-used-ai-to-become-one-of-indias-top-news-apps/*

- *https://cloud.google.com/customers/inshorts*

- *https://mobilemarketingreads.com/inshorts-app-revenue-and-download-statistics-2021/*

THANK YOU!

Inshorts first ever Video Commercial: TimeBomb