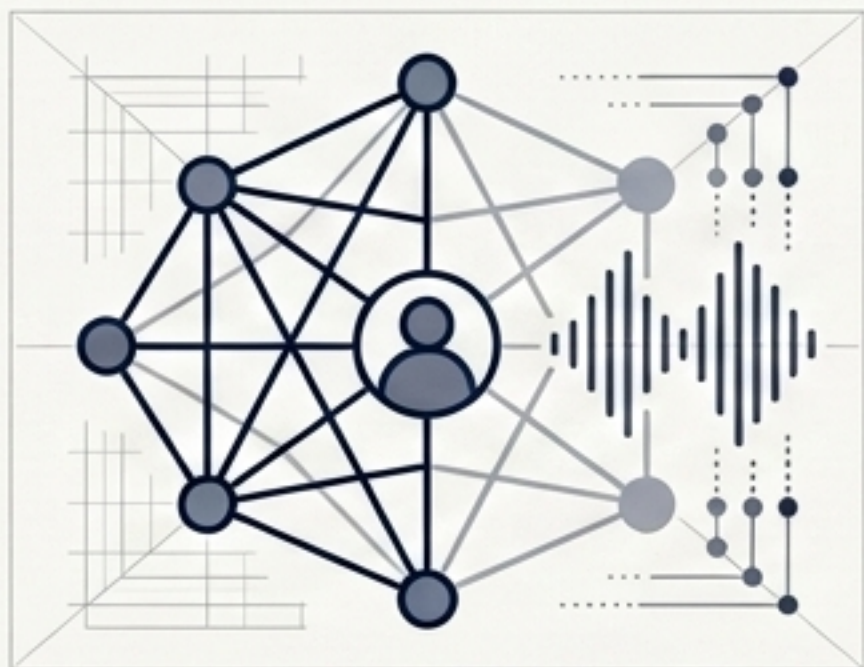




AI-Powered Audio Story Recommendation Engine

Product Enhancement Proposal for ThisDay

Prepared by Senior Product Owner



Situation: Massive Scale & New Formats

100M+ unique users and 300% YoY growth. Recent successful launch of studio-quality audio stories on the platform.



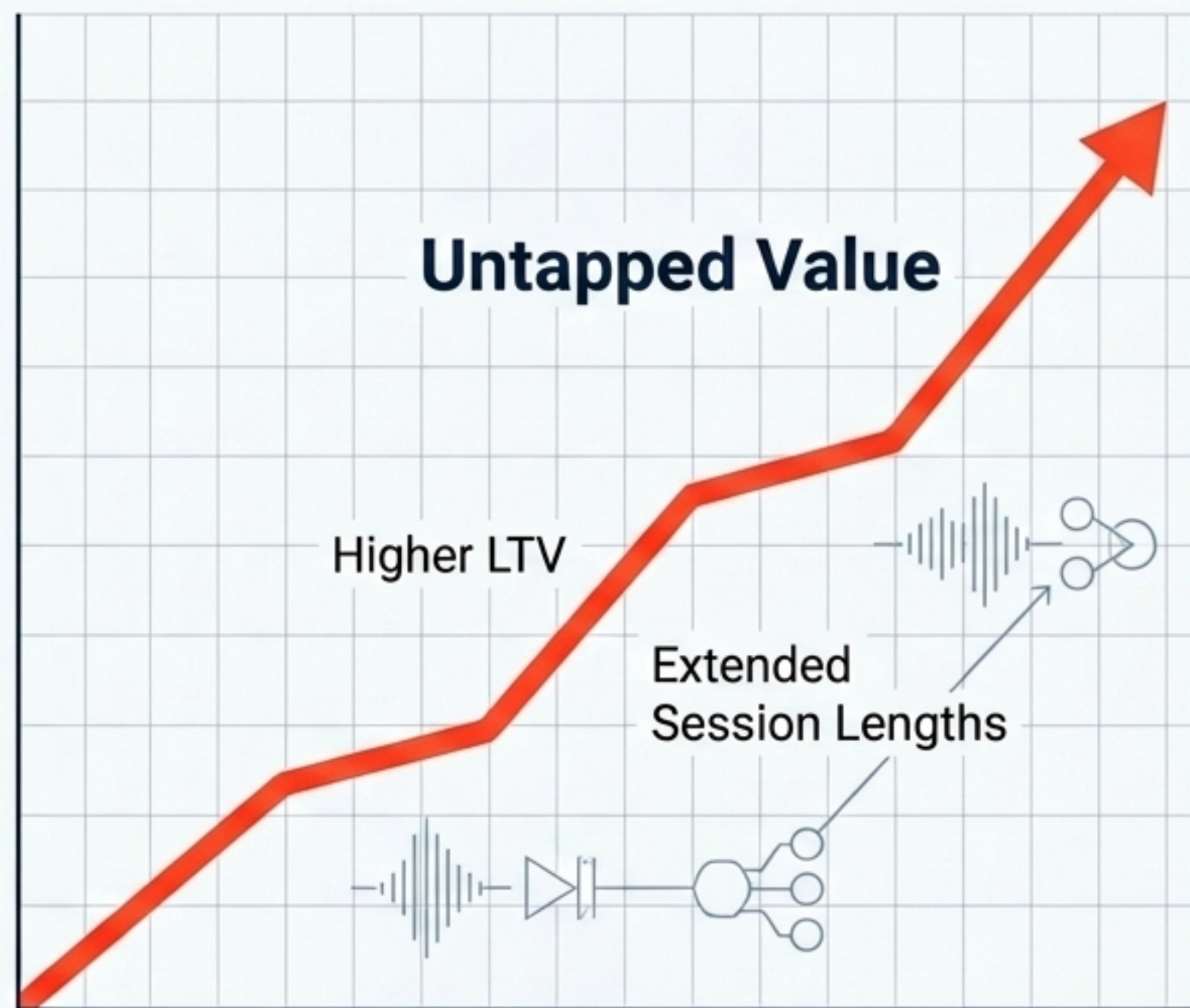
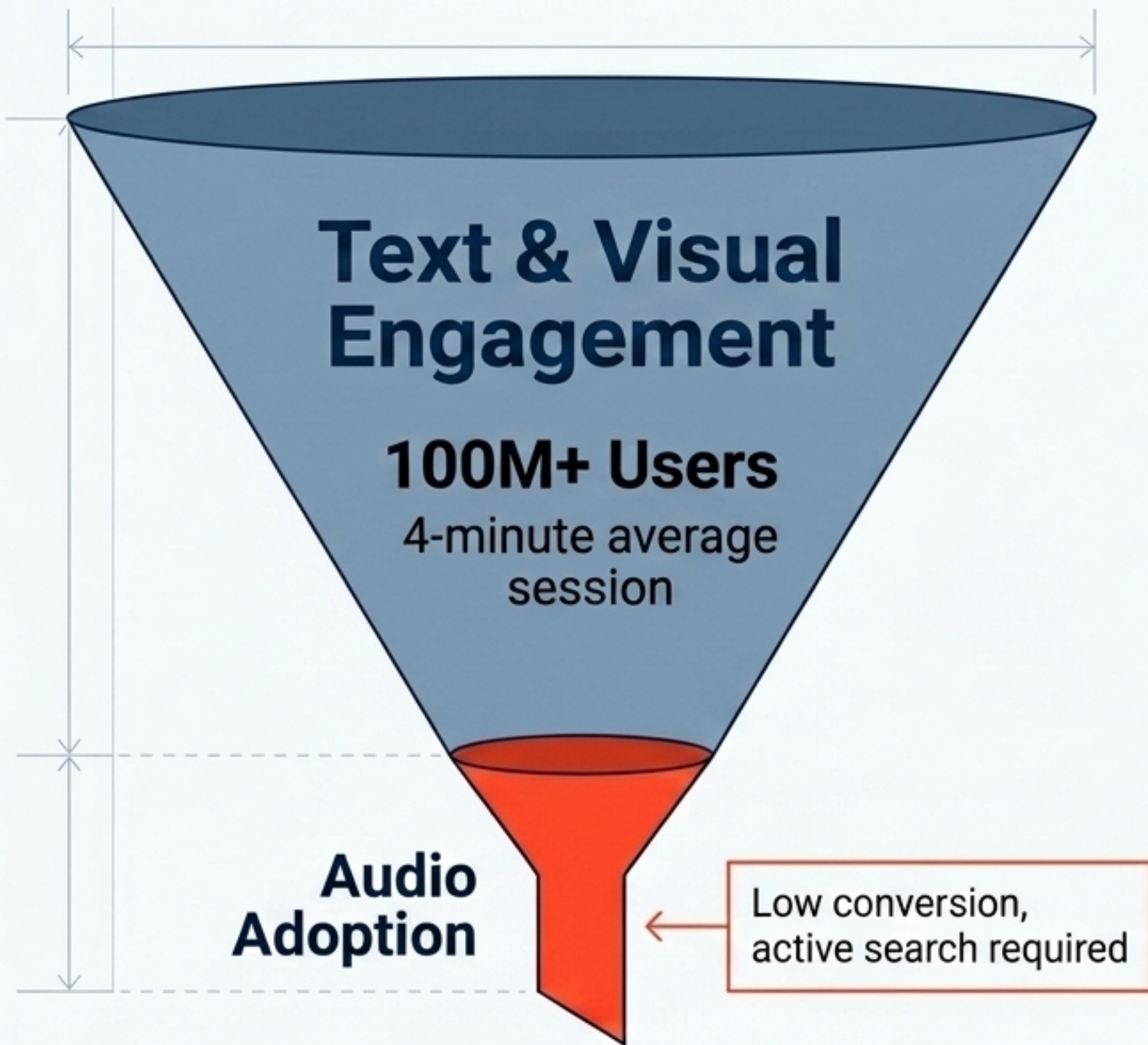
Complication: The Cross-Format Silo

High friction in discovery. Users are locked into text reading habits. Audio requires active search, leaving potential LTV and higher monetization completely untapped.



Proposed Direction: Contextual Audio Discovery

Evaluate an AI-powered recommendation experience that contextualizes audio discovery based on user behavior and content preferences.



We have built a 100M+ user top-of-funnel, but audio discovery relies on high-friction **active search** rather than passive, contextual recommendation. The growth bottleneck is structural, not content-based.

Public User Feedback & Key Product Themes: The Voice of the User vs. Thematic Synthesis

Voice of the User

"I read a great thriller, but finding similar audio stories is impossible."

"My eyes get tired at night. I wish I could just switch to listening to what I was just reading."

"Switching languages to find audio feels clunky and disjointed."

Thematic Synthesis

No Cross-Format Flow
(Users want to transition text-to-audio seamlessly)

Cold Start Discovery
(Users struggle to find relevant audio without explicit search)

Bilingual Friction
(Language preferences aren't bridging between text and audio)

The Discovery Standard Matrix

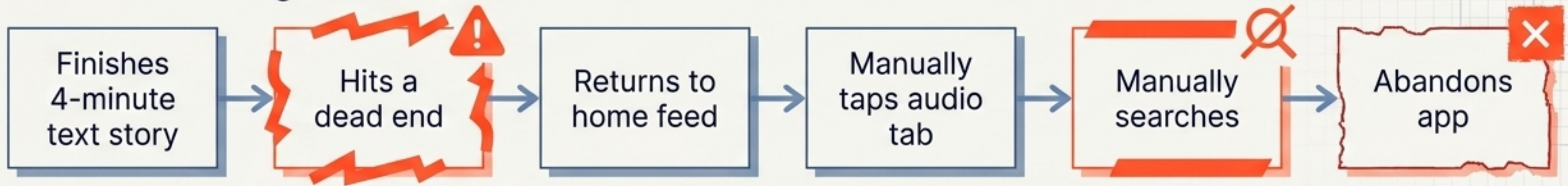
	Cross-Format Bridging (Text-to-Audio)	Contextual Recommendations	Continue Listening UX	Algorithmic Curation
ThisDay (Current)				
Pratilipi				
StoryMirror				
Pocket FM				
Audible				
Spotify (Global Standard)				

No regional competitor effectively bridges the text-to-audio gap. By leveraging our existing text-reading data, we can out-recommend audio-only platforms.

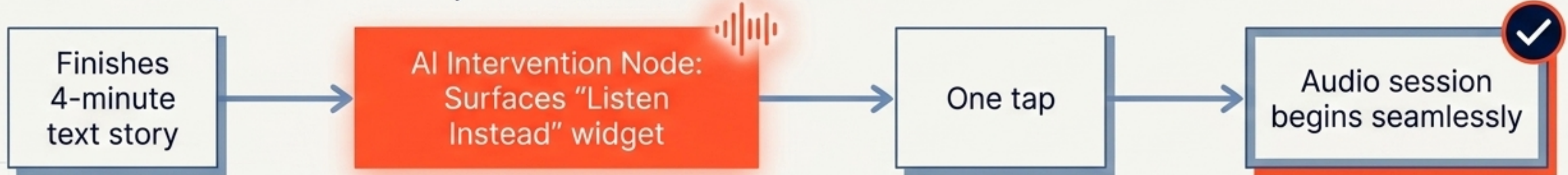
Based on publicly observable product features.

Friction Heatmap: Current vs. Future State User Journey

Current State (High Friction)

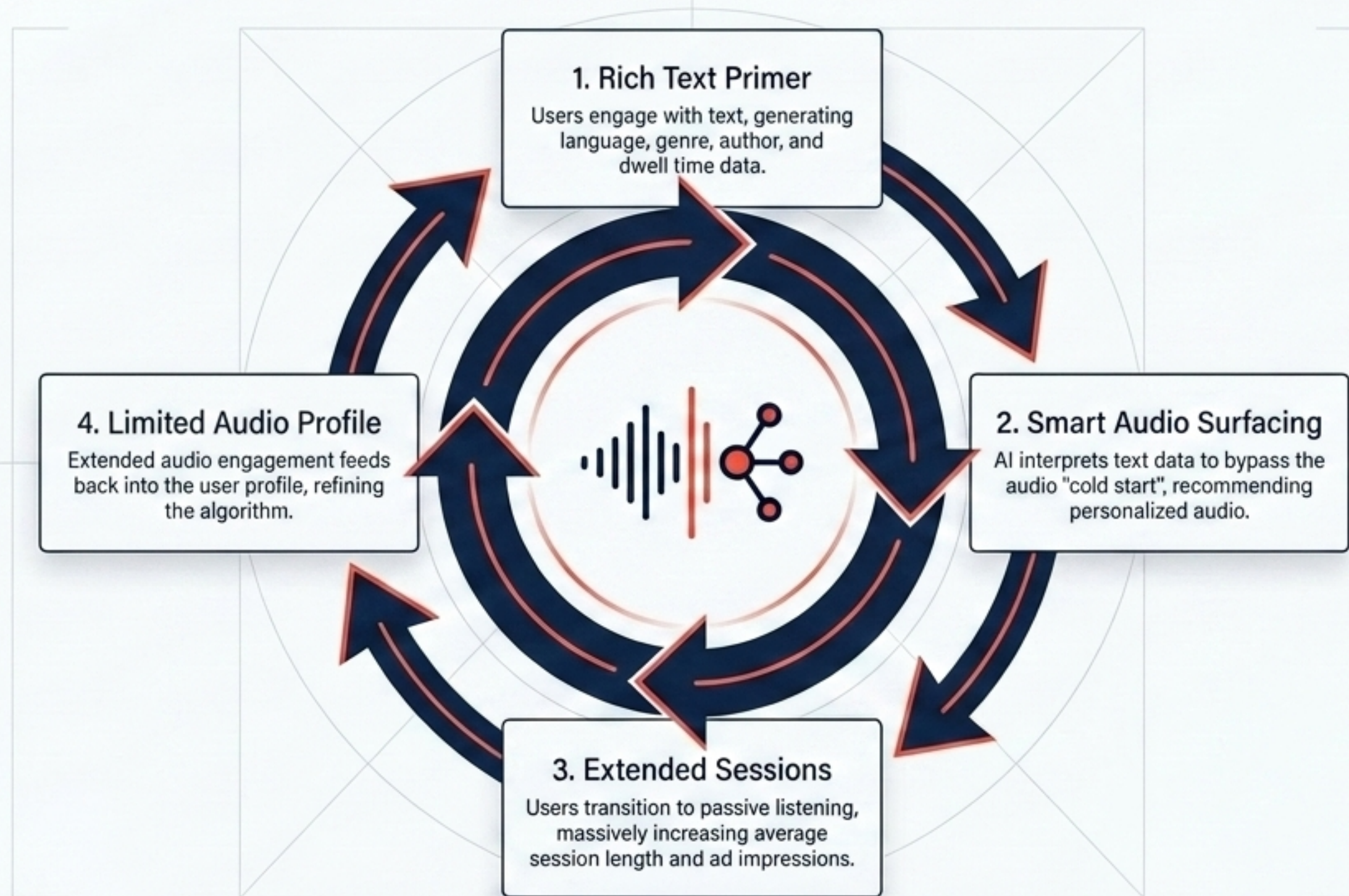


Future State (Seamless Flow)



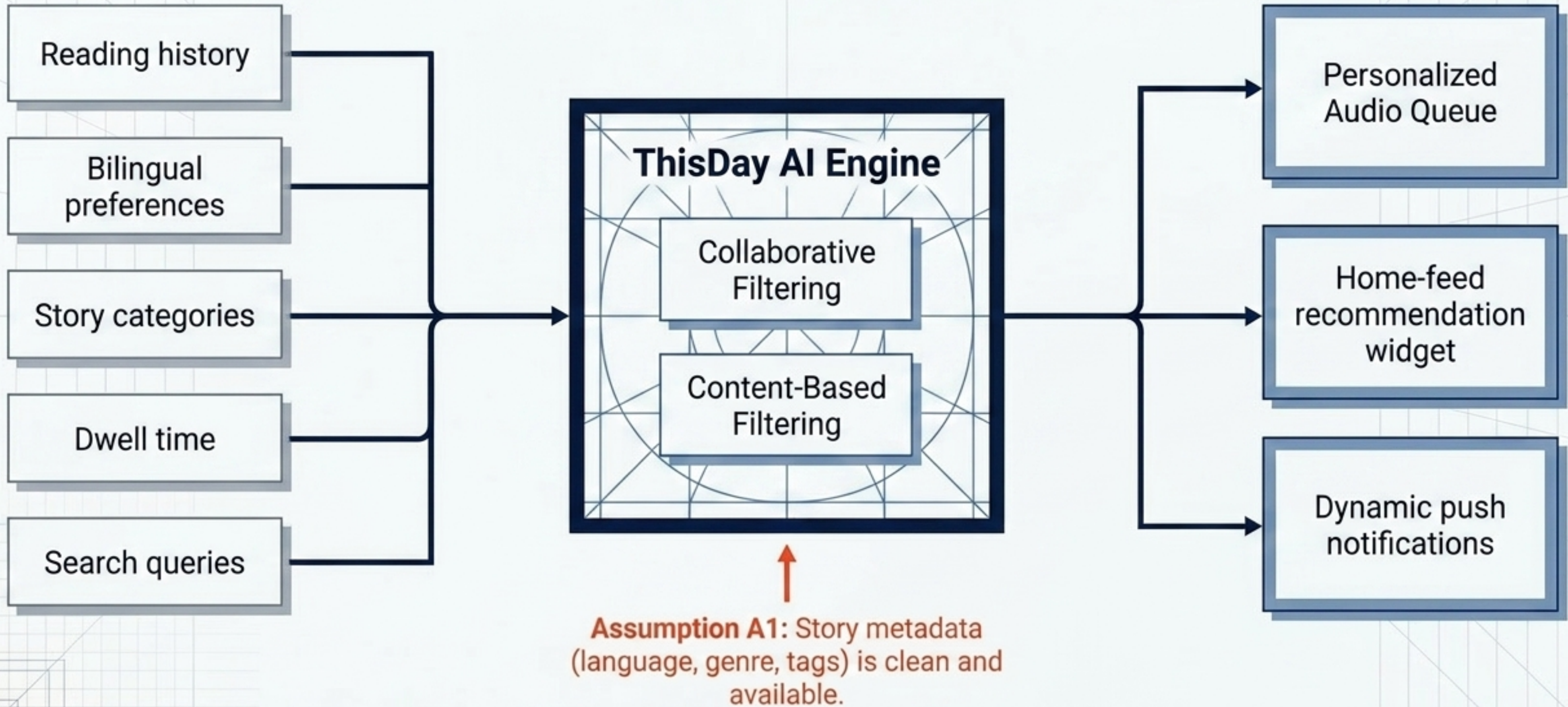
JTBD: When my eyes are tired after reading, help me continue experiencing stories seamlessly in audio without breaking my flow.

The Cross-Format Flywheel



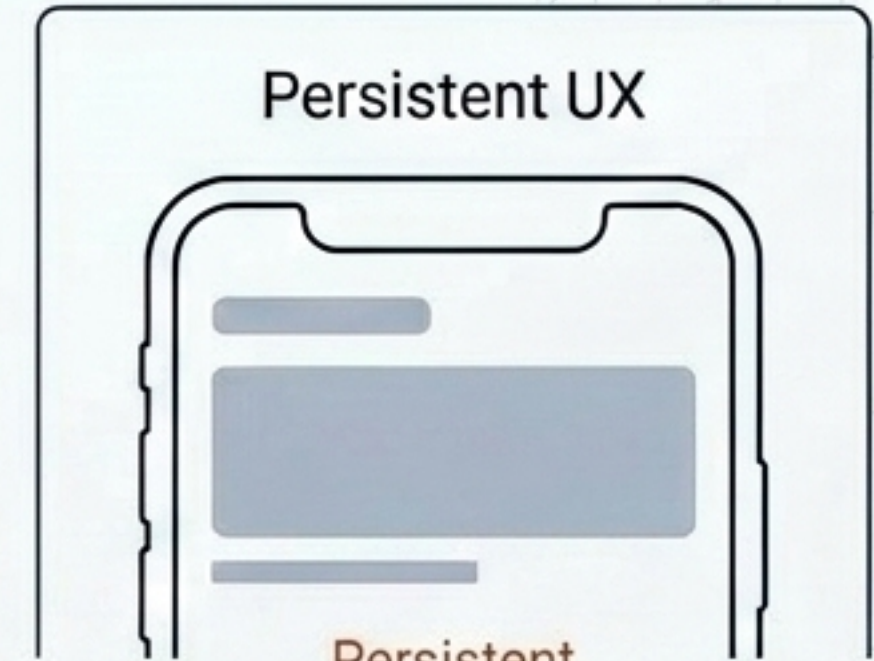
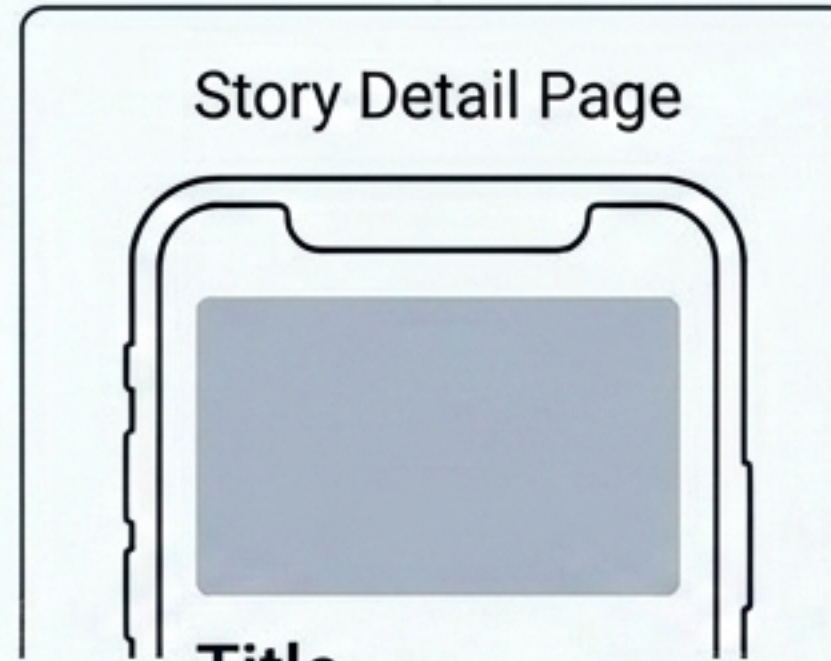
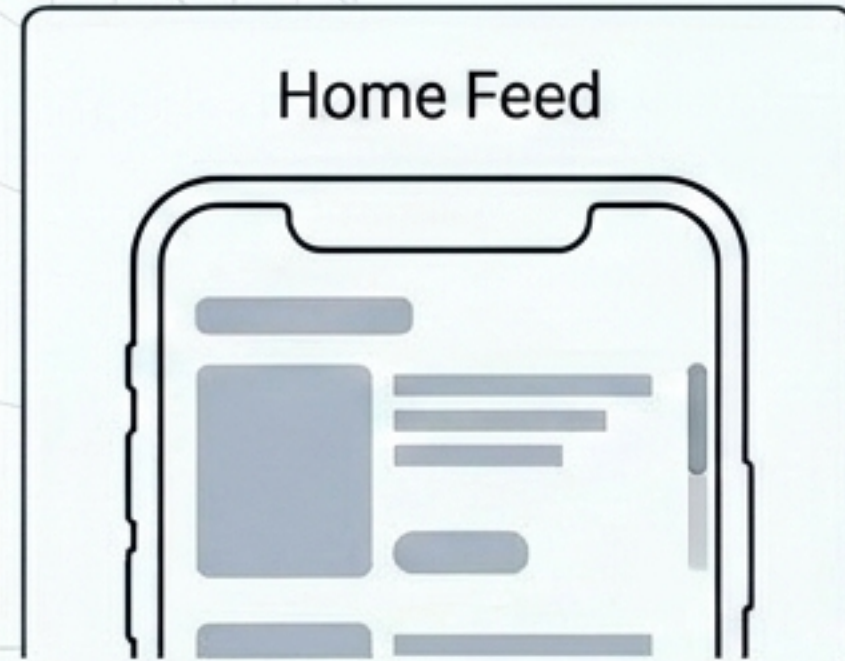
We don't need to wait for users to build an audio history. We use their rich text reading history to jump-start the audio recommendation engine.

High-Level Technical Architecture

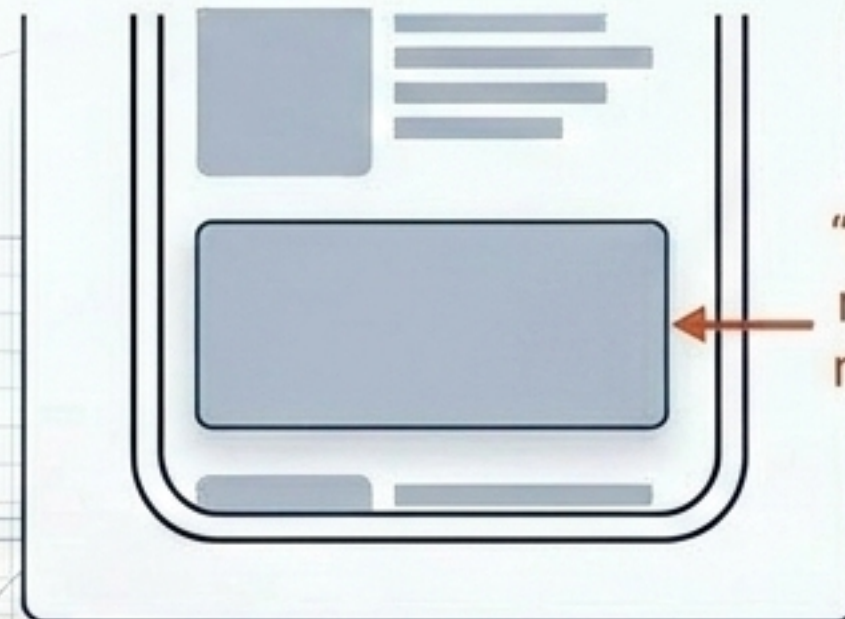


Key User Interface Interventions

Current



Future



"Because you read [Genre]" native widget



"Listen Instead" instant format toggle



MVP Scope & Prioritization

Must Have - MVP

- Text-reading history applied to audio recs
- Basic 'Continue Listening' mini-player
- 'Listen Instead' toggle on text pages

Should Have - Fast Follows

- Genre-based dynamic audio playlists
- Onboarding genre-picker to mitigate cold starts for new users

Could Have - Future Horizon

- Similar-user collaborative filtering
- Social sharing of audio snippets

Won't Have - Out of Scope

- Generative AI audio creation
- Completely redesigning the core audio player UI

Branched Metric Tree

North Star Metric: Average Audio Session Duration

North Star Metric chosen because
It directly reflects successful adoption of the new audio experience.

Activation

First audio play from a
text-page recommendation.

Retention

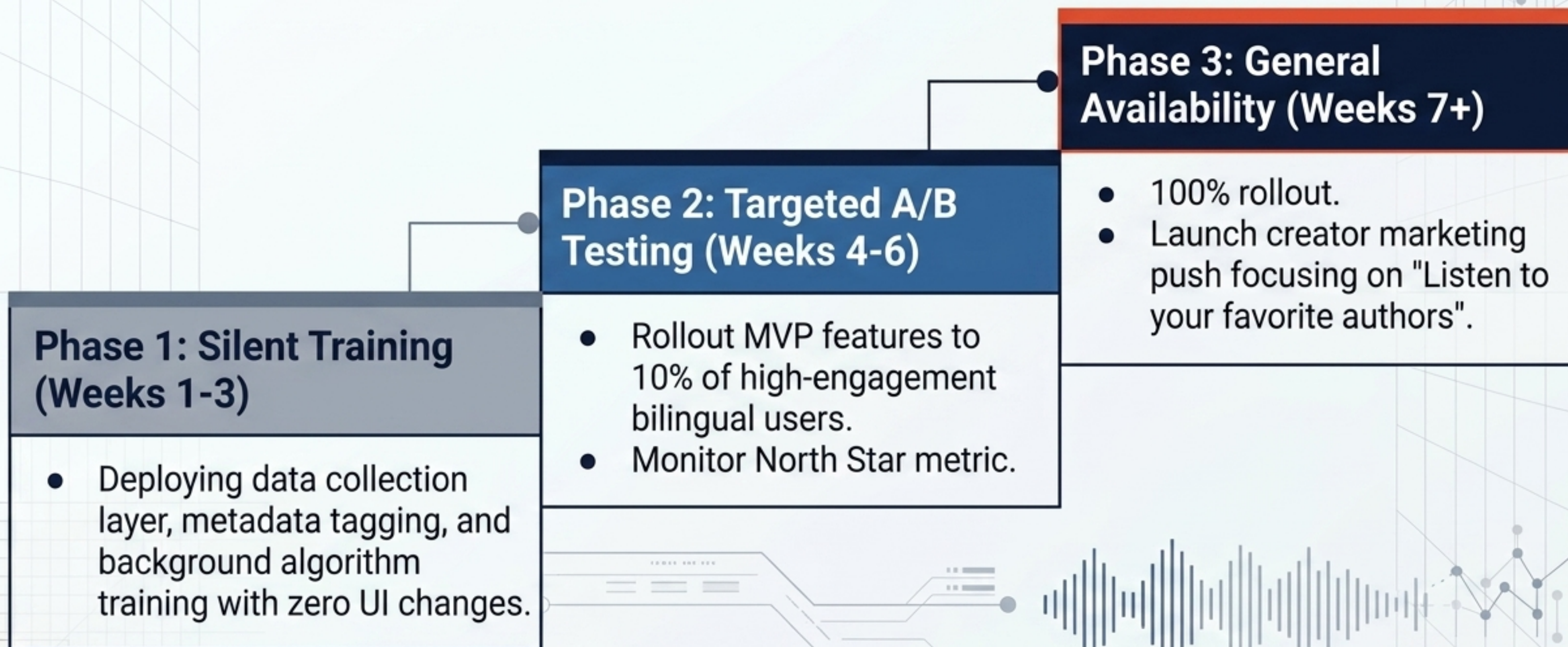
D7 audio return rate
(listening twice a week).

Revenue

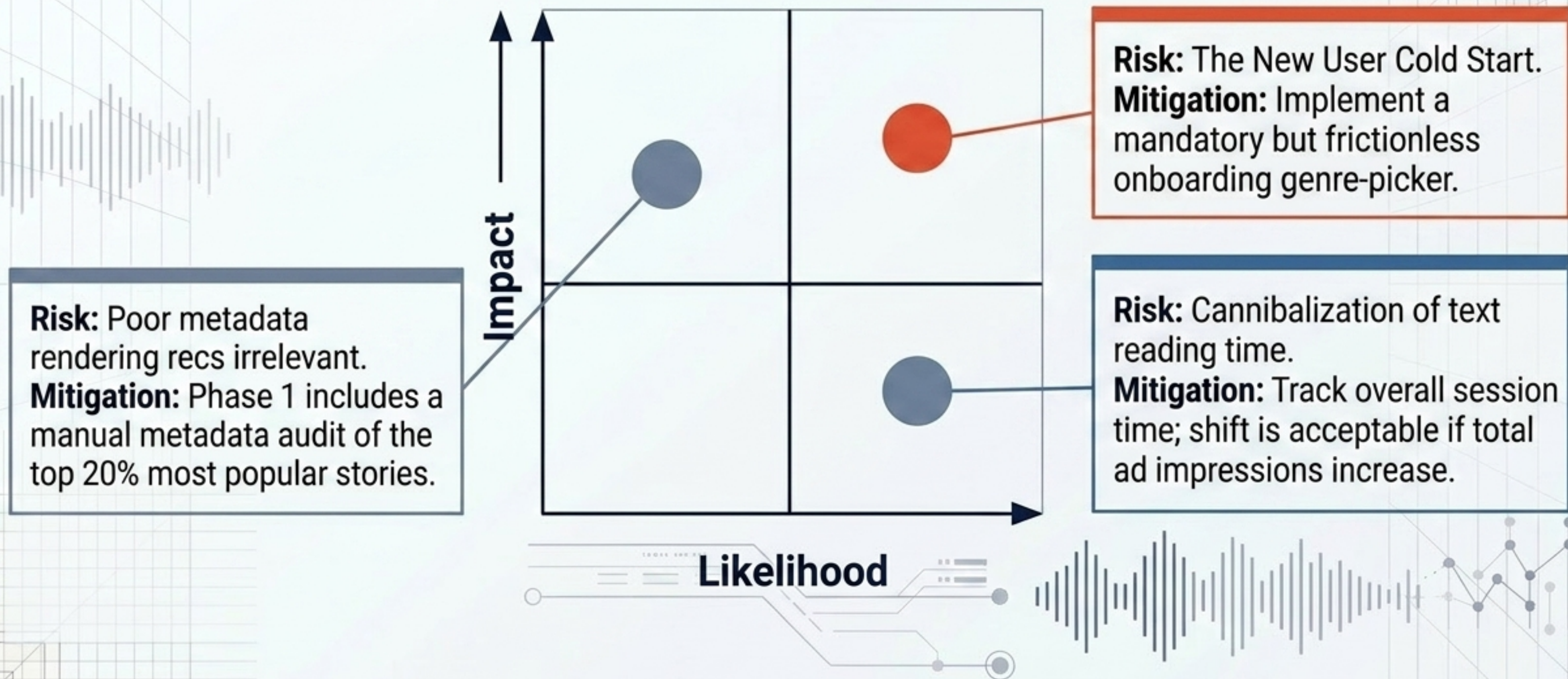
Total ad impressions per
audio session.

Hypothesis H1: Users who regularly consume short text stories will double their session length if personalized audio is surfaced contextually.

Rollout Strategy & Go-To-Market



Diagnostic Risk Matrix



Bridging the gap between our 100M+ text readers and our premium audio library is not just a feature update—it is the key to unlocking ThisDay's next phase of monetization and retention.

Recommendation: Validate this opportunity through an MVP focused on contextual audio discovery before investing in more advanced recommendation capabilities.

Approval Checkpoint

Resource Request (Phase 1 MVP):

- 1 Data Engineer
- 2 Full-Stack Developers
- 2-week Sprint Allocation

Sign-off on MoSCoW Scope