

Case Study- Hyperlocal Social Product

Date: Jan, 2018

Name: Ambuj Mishra

Email: ambujmishra@ymail.com

Phone: +91 9886758762

Imagine you are a Product Manager a new social product(like Instagram/ SnapChat/ Twitter/ Facebook/ whatsapp). This new social Product is an app that let user know what is happening at the places near you, places of your interest and what is trending in world around popular places.

Goals	Page No.
<i>Identify the kind of information a user would be interested in contributing, sharing and consuming on the platform and why?</i> <i>Share your thoughts and reasoning. You may conduct a small research to with a sample size 5-10 person to validate your points.</i>	2
<i>Upon identification in the above answer, how would you want to structure the data in an App that give users better experience.</i> <i>Explain the same creating wireframes and role of technologies that you might want to use.</i>	8
<i>If WhatsApp decides to make their closed groups to open groups(i.e. anyone can join), why should they do so and what are the benefits of doing open groups in WhatsApp that you may think.</i>	13

Identify the kind of information a user would be interested in contributing, sharing and consuming on the platform and why? Share your thoughts and reasoning. You may conduct a small research to with a sample size 5-10 person to validate your points.

- From the survey insights given below it turns out, people would like such an app and also would like to contribute.
Users would like to contribute by listing their own events as an organizer and as an attendee, they would like to share their reviews, picture and experience from the event. They are also interested in conversation with other attending the same events.
- The main reasons behind this, are
 1. Current apps that they are using are unable to provide them all the events exhaustively and also are very limited in nature. They are unable to interact much with each other in present event finding websites.
 2. The present websites such as meetup.com, Events High or eventbrite are more like event listing websites rather than a social Product i.e. an app that let user know what is happening at the places near them, places of your interest and what is trending in world around popular places. People are more interested in this new kind of social product compared to event listing sites.
 3. Present options are not enabling the conversation that users want have among themselves about the events that they are going to attend or have already attended.

Note: The Survey presented below could have been much more exhaustive with many more questions to validate several assumptions and hypothesis. However in the interest of the brevity of time, everything has been kept in brief.

Survey

Objective : To understand the interests and demands of the users from a hyperlocal social platform which lets them know what is happening around them.

1. Do users need a hyperlocal platform for the information about what is happening in their locality?
2. Would users like to contribute and share their own content on the platform?
3. Would Users like to share their own events on the app?

Hypothesis

1. Yes, people would be interested in a hyperlocal app, since currently they don't get consolidated information in it.
2. Yes, users would be interested in contributing their own content (before or after attending the event)
3. Yes users would be sharing the events on the platform that they are organizing

Target Audience Calculation

Target audience population calculated via facebook adverts.

People living in big metro cities such as **Delhi, Mumbai, Bangalore, Pune and Hyderabad**, where a lot of local events are happening, are taken under the target group.

People in the age group of **15 to 40 years**, are taken for this target group calculation, since this age group is considered to be more interested in social events.

Mumbai - 7.7 million;

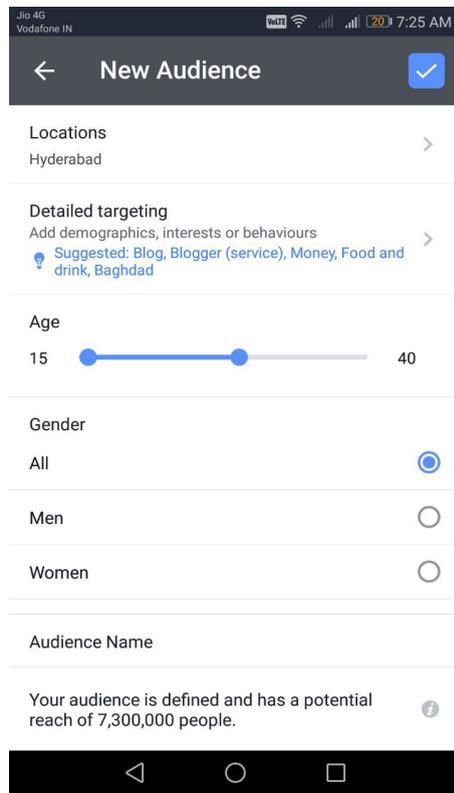
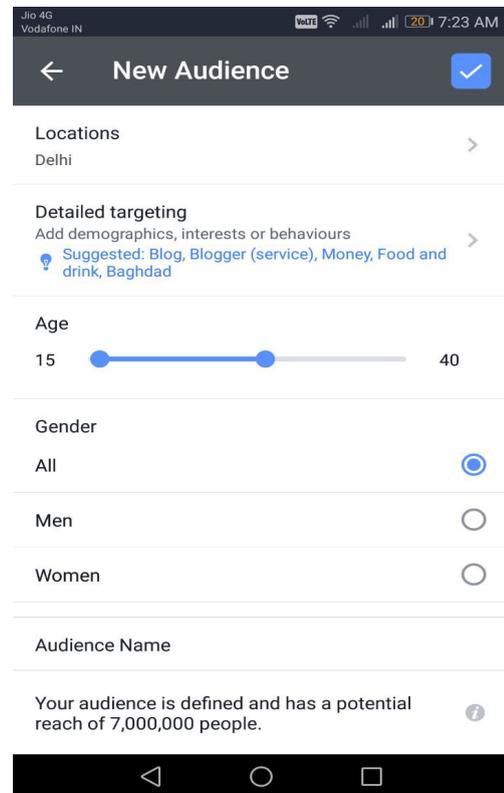
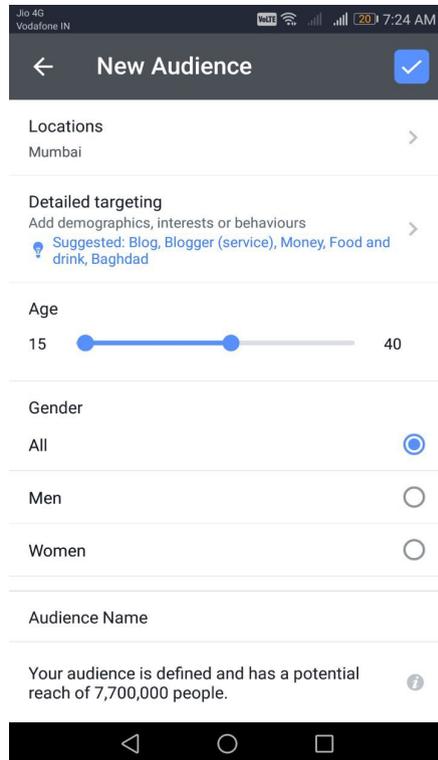
Delhi - 7 million;

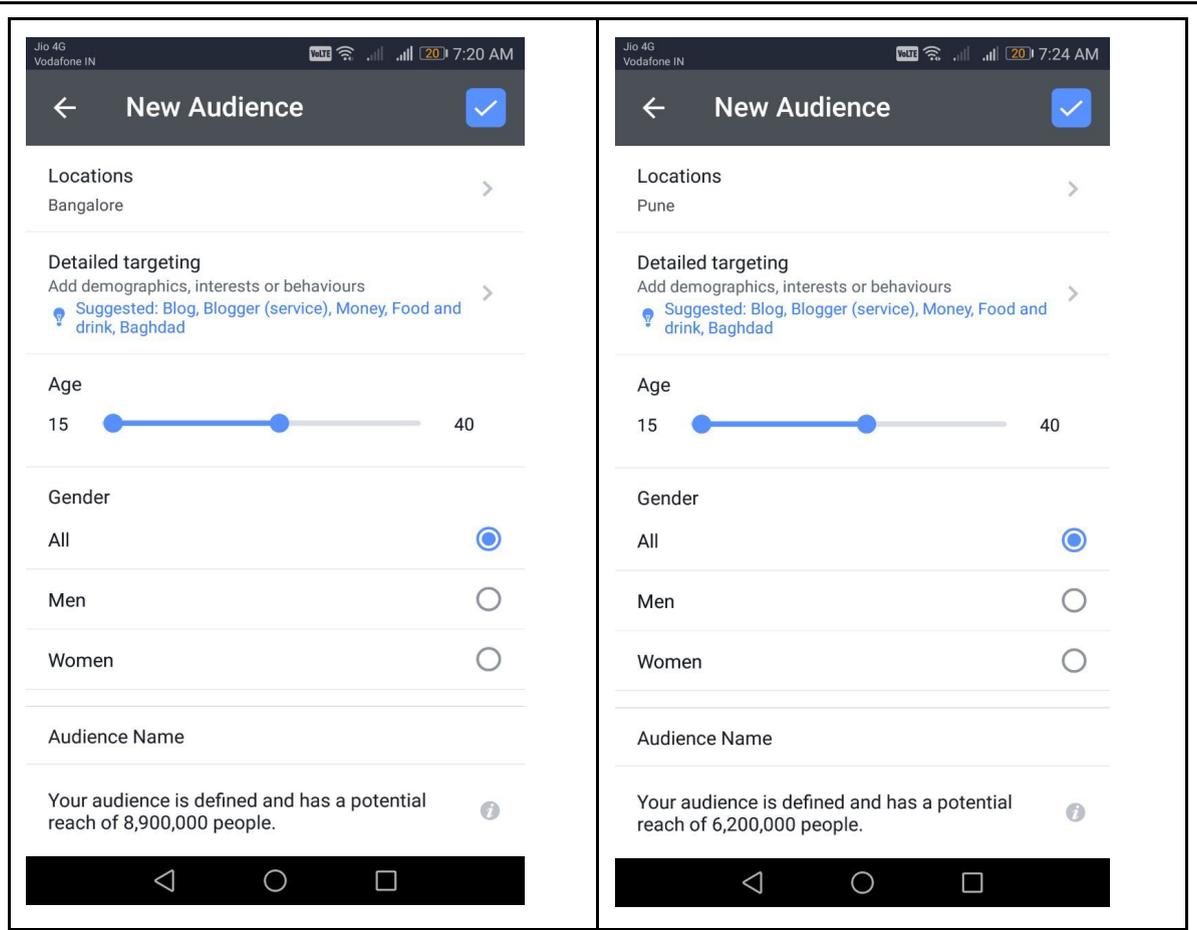
Hyderabad - 7.3 million;

Bangalore - 8.9 million;

Pune - 6.2 million;

Total Population: 37.1 million;





Total Target Population	37.1 million
Confidence level	95% (Assuming)
Margin of error	10% (Assuming)
Sample Size	97 (calculated from https://www.surveymonkey.com/mp/sample-size-calculator)

Assuming 20% response rate- ideally the survey should be sent to 485 people.

(In the interest of short time the survey insights has been taken based on 8 initial responses)

Survey Link : <https://goo.gl/forms/hu3kxJVCleSK1WYx2>

Survey Response Spreadsheet link :
https://docs.google.com/spreadsheets/d/1h_QSAzFmQOxl67H1Oxjop-NXqV_RO3mb6PkSqYdmRc4/edit?usp=sharing

Local Social App Survey

This survey is a social app that lets you know about the events happening around you and has features such as organising the events, attending the events, sharing your contents about whatever you have attended.

1. Email address *

2. Name

3. Which social apps do you use for knowing about the events happening around you?

Tick all that apply.

- No
- Eventbrite
- Events High
- Meetup.com
- Other: _____

**4. What problems do you face with these apps? What improvement would you suggest?
(choose one or more options)**

Tick all that apply.

- No one app has all events
- Notifications for area based content should be there
- Content sharing option after/before attending an event
- Other: _____

5. Would you be interested in a social app that lets you know what is happening at the places near you, places of your interest and what is trending in world around popular places.

Mark only one oval.

- Yes
- No
- Maybe

6. Would you be interested in contributing and sharing your content like photos and posts on this social app like you do on other social media sites?

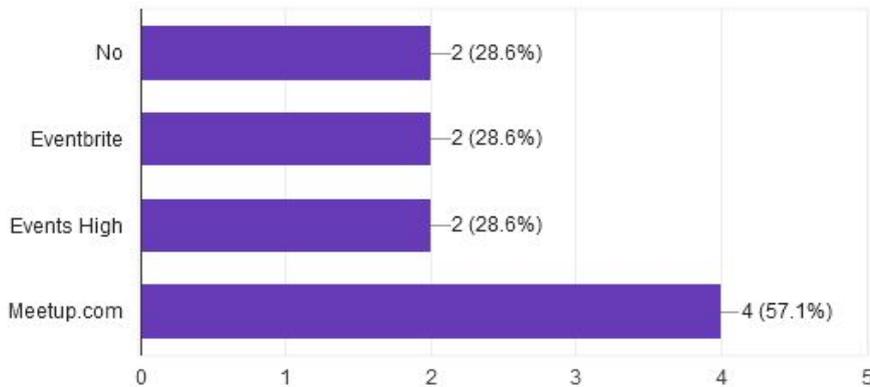
Mark only one oval.

- Yes
- No
- Maybe

Insights and explanations

Which social apps do you use for knowing about the events happening around you?

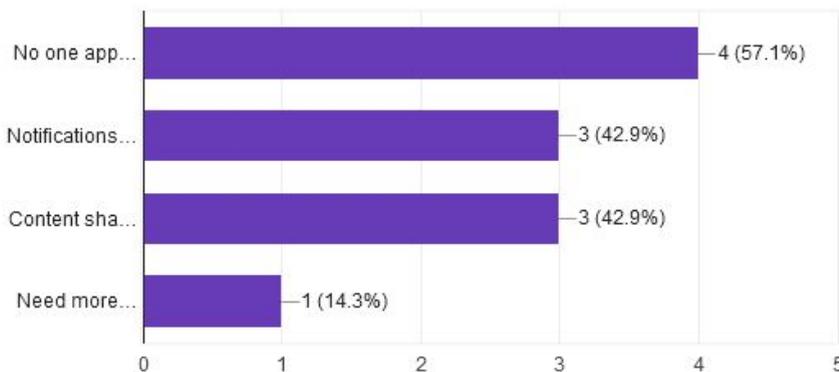
7 responses



Biggest competitor for the app is Meetup.com. Events high and Eventbrite stand at the second spot simultaneously.

What problems do you face with these apps? What improvement would you suggest? (choose one or more options)

7 responses



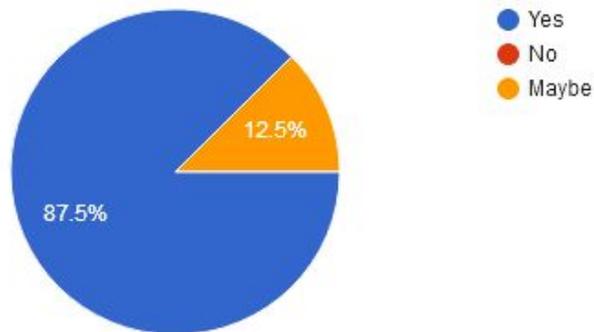
Pain-points: None of the competitors exhaustively present all the events in any area. For example meetup.com only provides the events organizes using meetup.com Events high and eventbrite also are unable to list all the events.

There should notifications for area based events. Although, these websites mail about the events, the are mostly not curated according to area.And their apps are inefficient in terms of notifying.

None of those apps are like a social content sharing platform, they are more like event listing websites. So, you can organize or attend events through them, but to hold conversations like facebook and share contents like picture etc. is not viable on them.

Would you be interested in a social app that lets you know what is happening at the place...n world around popular places.

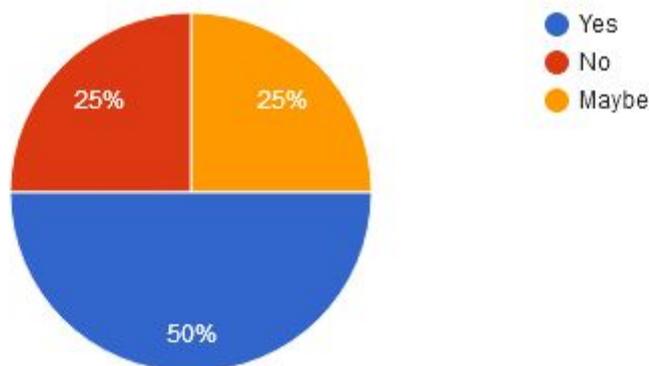
8 responses



87.5% people said yes and no one said no, hence our **1st Hypothesis** is validated, and people do want such an app.

Would you be interested in contributing and sharing your content like photos and posts o...o on other social media sites?

8 responses



Users would like to contribute to such a platform, **Hypothesis 2nd and 3rd**, also hold reasonably true, 50% people are sure that they would contribute and 25% may contribute.

Wireframes For the APP

Upon identification in the above answer, how would you want to structure the data in an App that give users better experience. Explain the same creating wireframes and role of technologies that you might want to use.

Description of Wireframe functionality:

Wireframe 1: Home

The first wireframe shown below is of home page. User can easily check the today's (or any other day's) events on it. There is newsfeed available where user can participate in the conversation that is going around the area about the events.

"+" button can be user to post on the platform that would be visible to the friend circle or public depending on user's choice.

Wireframe 2: Sidebar

The sidebar is available on every page left top corner. User can choose any page from the side bar. The available pages from the side bar are

1. Profile
2. Events organized by you
3. Select different Area for event
4. Friends
5. Places followed by you
6. Setting

Wireframe 3: User Profile

It provides all the profile information of the user. User can edit it anytime. There is an option to organize an event here. Also in the timeline of the user given here, all the content shared by the users, events attended and organized by the user are also mentioned.

Wireframe 4: Events Organized by you:

It lists the events that have been organized or scheduled to be organized by the user.

Wireframe 5: Select different Area for event

People can select some area other than their present area which is taken by default from their GPS location.

Wireframe 6: Friends

This page enlists all the friends of the user on the platform.

Wireframe 7: Places followed by the user

This page lists the places which are followed by user for their events, on the platform and are frequently visited by the user.

Wireframe 8: Setting

It gives normal setting options to the user.

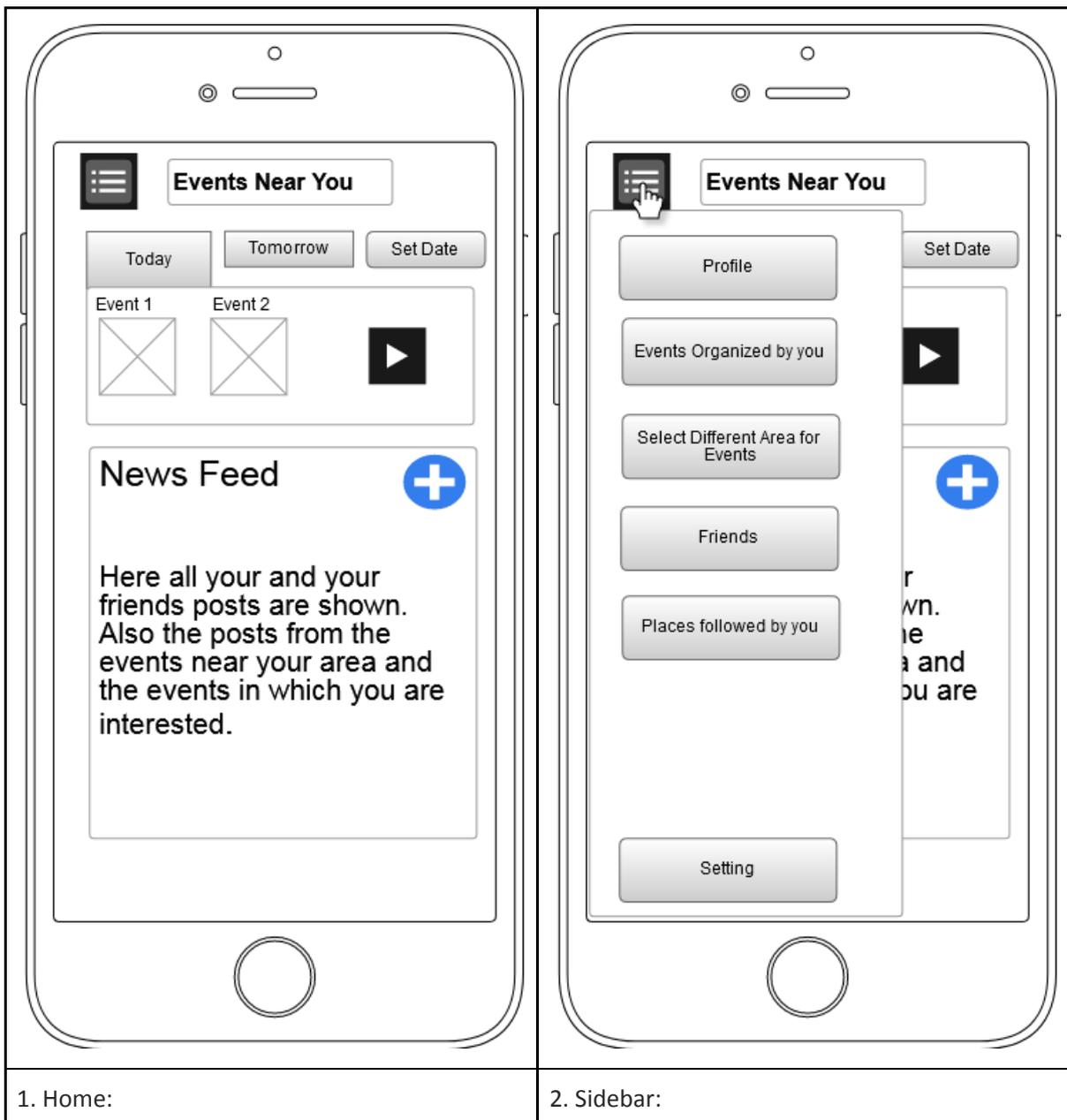
Note : One more page that could have been shown is that when a user visits someone else's profile. User should be given an option to add or follow that person.

Technologies used:

GPS technology is used to get the user's location.

Maps can be integrated so that the user can get the directions to the event.

Photo editing options can be provided for better content sharing experience.

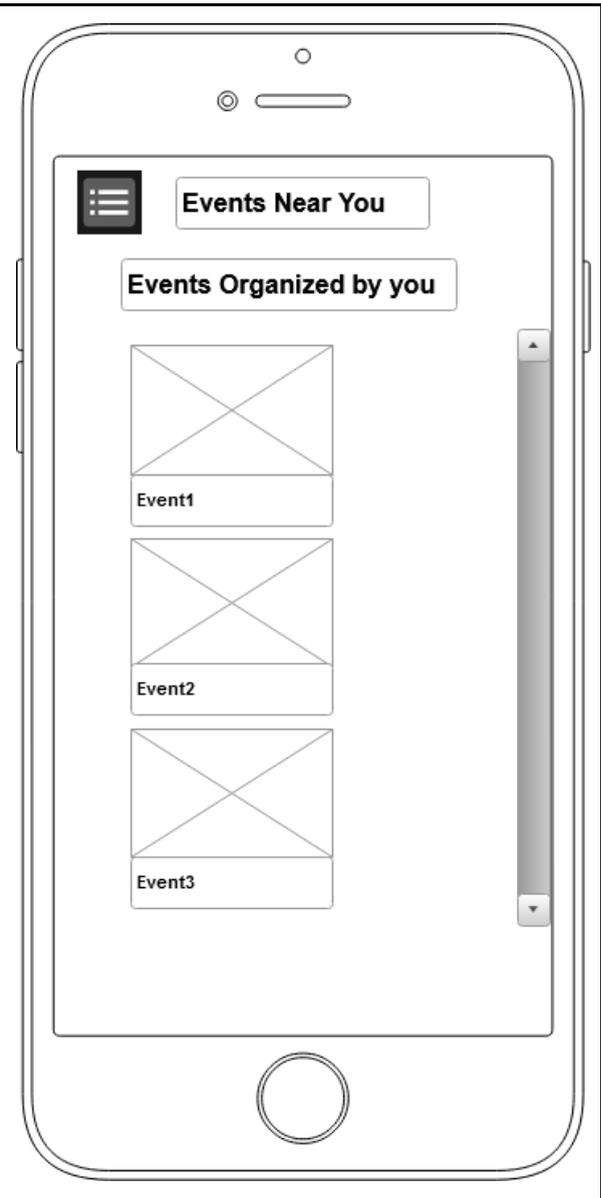


1. Home:

2. Sidebar:



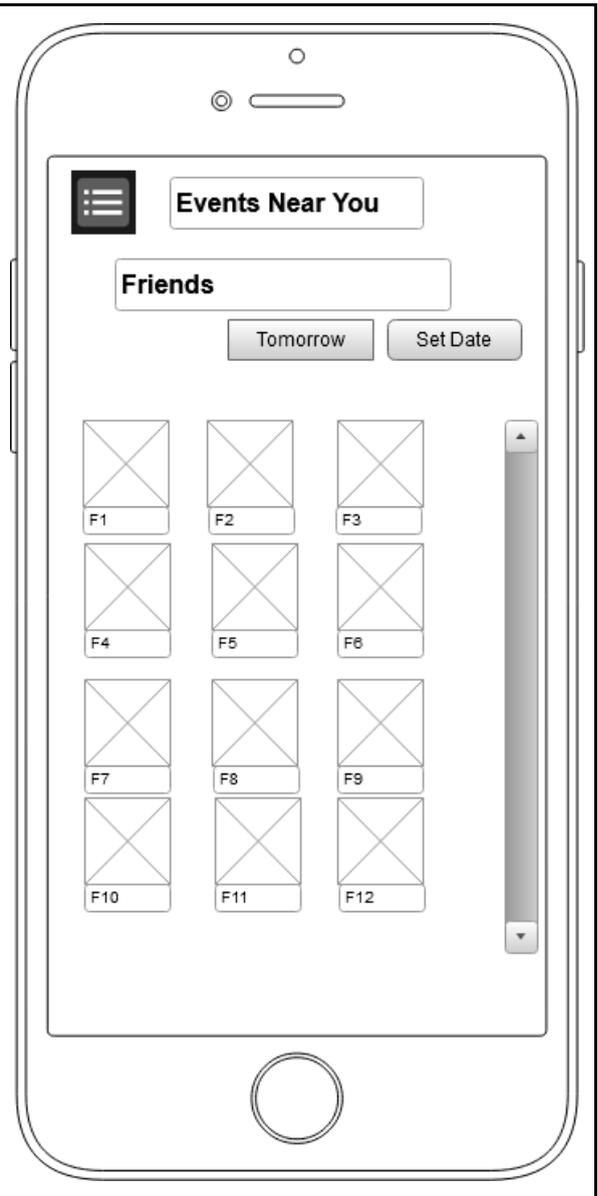
3. Profile:



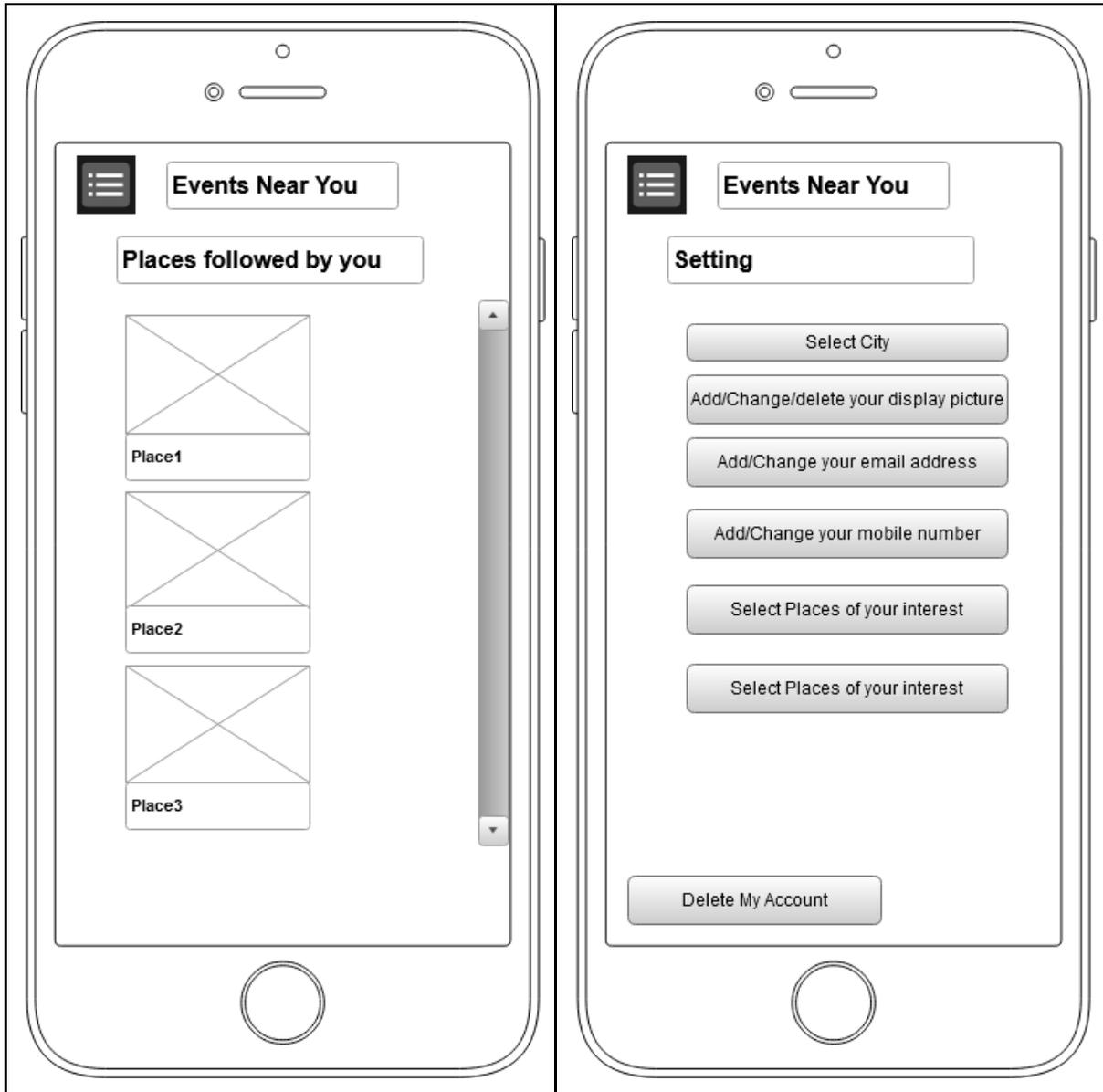
4. Events Organized by you:



5. Area:



6. Friends:



7. Places followed by the user

8. Setting

If WhatsApp decides to make their closed groups to open groups(i.e. anyone can join), why should they do so and what are the benefits of doing open groups in WhatsApp that you may think.

If whatsapp started giving an option to the administrator's of the group to make it public, there can be several outcomes of it.

The reason for doing so could be increasing the user engagement. As of now, the whatsapp group cater to closed group members, however wider discussions on topics relating to everybody are not possible. However, Bringing the open group facility on whatsapp would provides people an opportunity to connect and converse with the other people who may like the same thing or topic but are totally unrelated.

This is good for both users as well as the company Whatsapp. Users would be more engaged as the result of it. And users will be engaging with a diverse group of people whom they would never have know otherwise.

Small businesses can also make use of public groups of Whatsapp and advertise their content.

The benefits of this feature are as follows:

1. More user engagement
2. Diverse Conversation amongst users
3. Small Business can thrive using whatsapp public group
4. Apartment Room-renting/sharing would be feasible using public groups in a particular city or across cities
6. Hiking/cycling groups would be able to organize their public events via whatsapp public groups.