Project Overview

Background

The Global Podcast Listener Forecast 2021–2025 revealed at the end of 2021 that the number of monthly podcast listeners will increase by 15.5% among the 18 countries* considered for the research, for a total of 383.7 million. Next year (2022), listenership will surge again, to 424.2 million. (eMarketer, July 2021)
Only 51% of Americans listened to at least 1 podcast in the last year (2020).
Only 32% of Americans listen to podcasts on a monthly basis.
Only 25% of Americans listen to podcasts on a weekly basis. (Infinite Dial 2021)

Enthusiasm for podcasts is still lagging in Asia-Pacific, although China is rapidly growing its listener base, adoption in Japan and South Korea is increasing relatively slowly (Insider Intelligence).

Audio SEO became important right after the announcement Google made in its May 2019 Google I/O Conference: "In the coming months, we'll start surfacing podcasts in search results based on the content of the podcast, and let users save episodes for listening later."

Challenge

Design a concept version of Podcast player app with:
• Stories sharing
• Subtitles
• Transcriptions

*US, Canada, the UK, France, Germany, Italy, Spain, Denmark, Finland, Norway, Sweden, Australia, China, Japan, South Korea, Argentina, Brazil, and Mexico.

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