Product Goal

After clearly understanding the users' objectives, I created a Venn diagram to visualise how the user and business objectives are aligned to ensure that our product is supported by all stakeholders.

Business Goals

Increase time spent on the app/Engagement

Increase the podcast's rank on search engine results pages (SERPs) for those keywords

Allow search engines to properly index episodes, leading to improved search visibility

Increase subscriptions and app downloads

Optimizing podcasts with accessibility features

Understanding the audience and define the niche

User Goals

Interact with podcasters

Discover new interesting podcasts

Be engaged with comments, likes, follows and ratings

Explore podcasts in different languages

Take part to events and contests

Be updated with a newsletter

Get user Feedback

Interaction with listeners

Introductory videos/teaser /vodcasts

transcriptions

subtitles

Stories sharing

Interaction through Ig, Fb stories and Whatsapp status

Reach new listeners through the SEO and Audio SEO

Customized podcast suggestions

Share contents on different platforms

Contact form

Technical Considerations

Automating transcriptions

Autogeneration subtitles

Editing layout transcriptions

API Integration with IG, Fb, Whatsapp stories

Reminder/push notifications

Podcast Landing page

Timestamp

FABIANA FERRARA   Product Designer   Case Study Spreaker