

Clubhouse Case Study

Product Management Perspective

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Guidelines

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- Product Components
- Product Use Cases
- User Engagement Actions
- Key Personas
- Value Proposition
- Business Model Canvas
- Customer Journey Map
- Product Risks

- Product Features to Consider
- Grow Strategy
- Nurture Strategy
- User Retention Strategy
- Monetization Methods
- Future Vision

What's Clubhouse?

An invitation-only audio-chat social networking app launched in 2020.

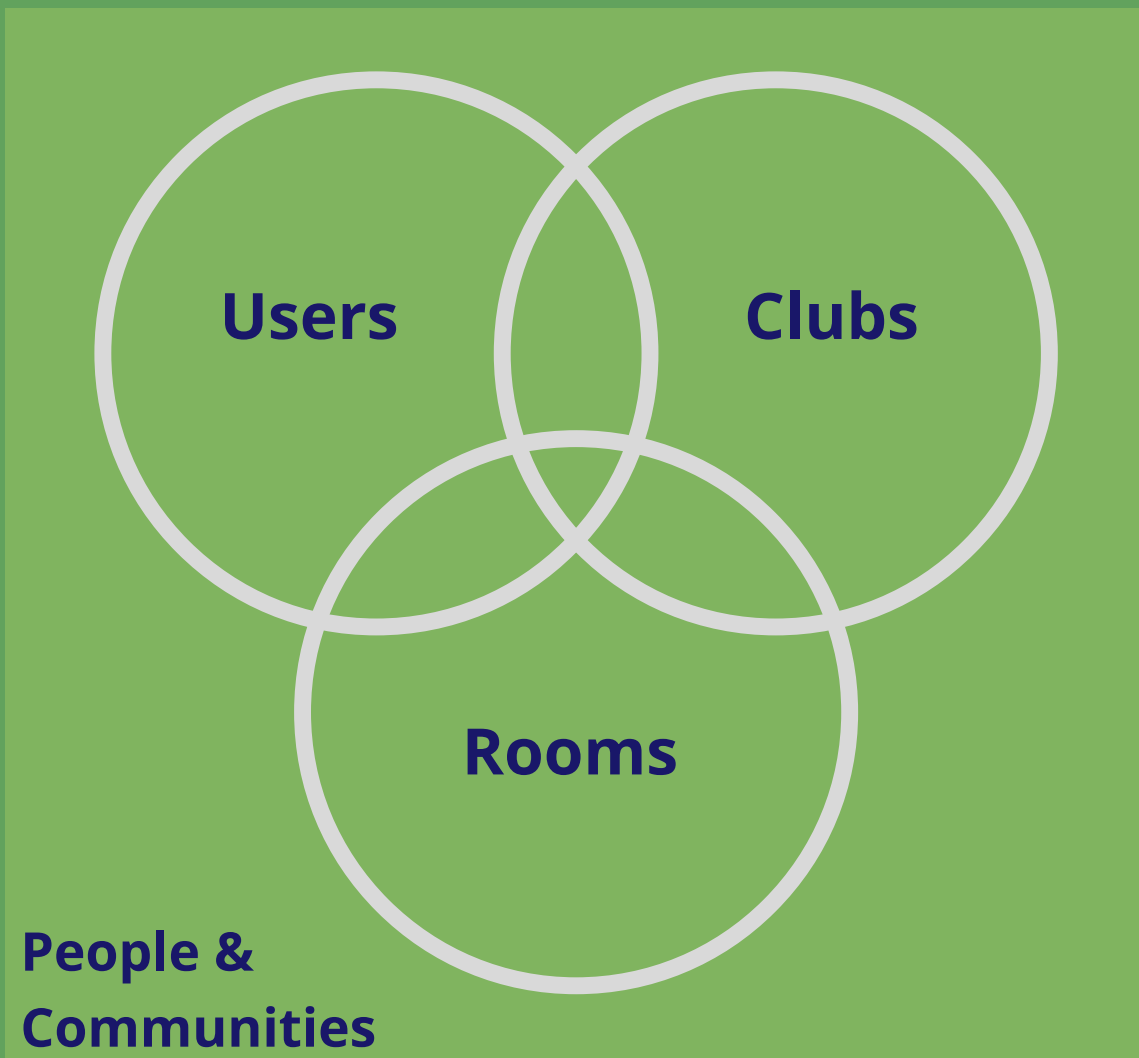
The company describes itself as a "new type of social product based on voice. It allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people around the world."

Product Platform(s)

- IOS
- Android (in development)



Product Components

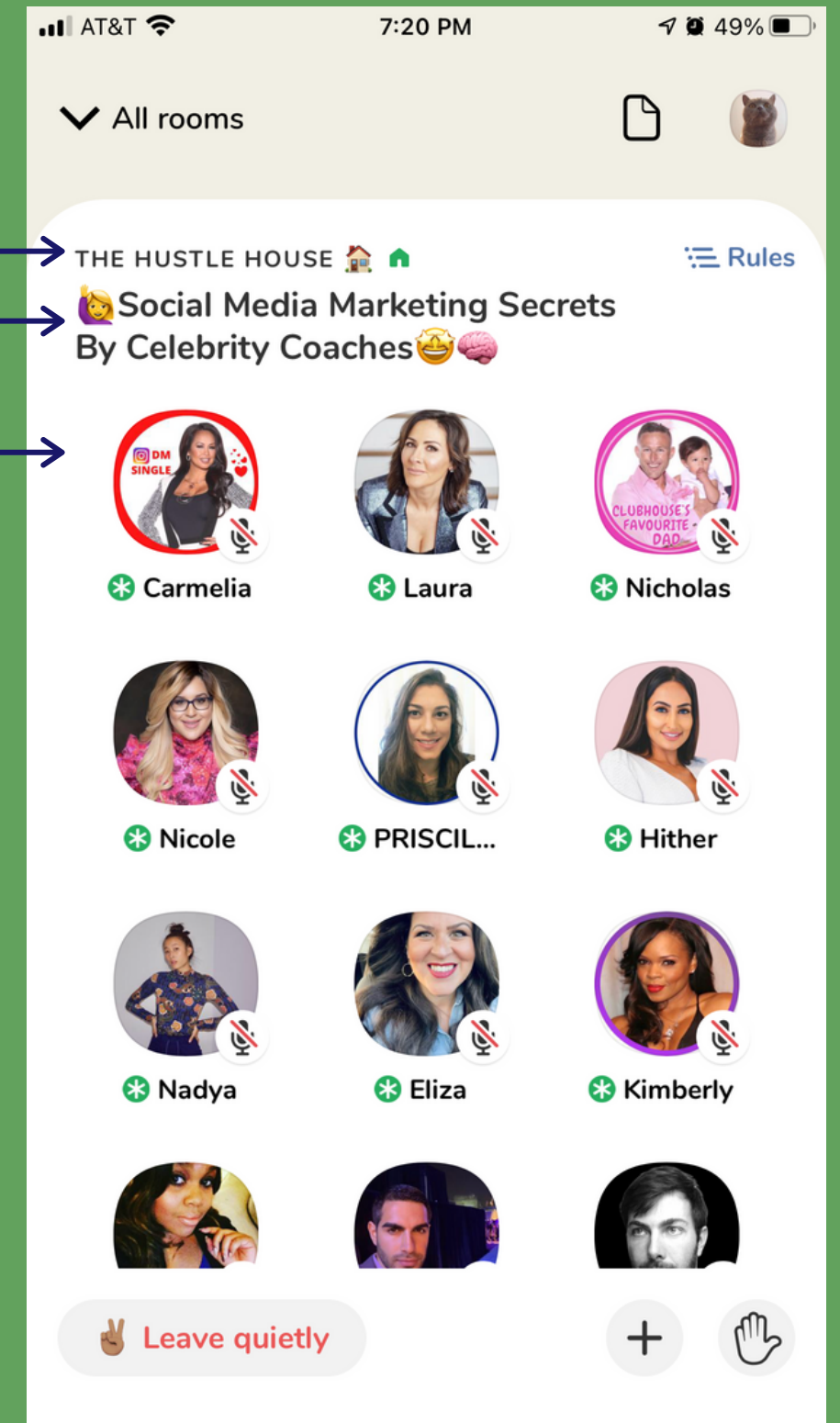


Components	Engage	Disengage
Users	Follow	Unfollow
Clubs	Follow	Unfollow
Rooms	Join	Leave

Clubs

Rooms

Users



Product Use Cases

When to use Clubhouse

Clubhouse can be used in both private and public settings.

Private

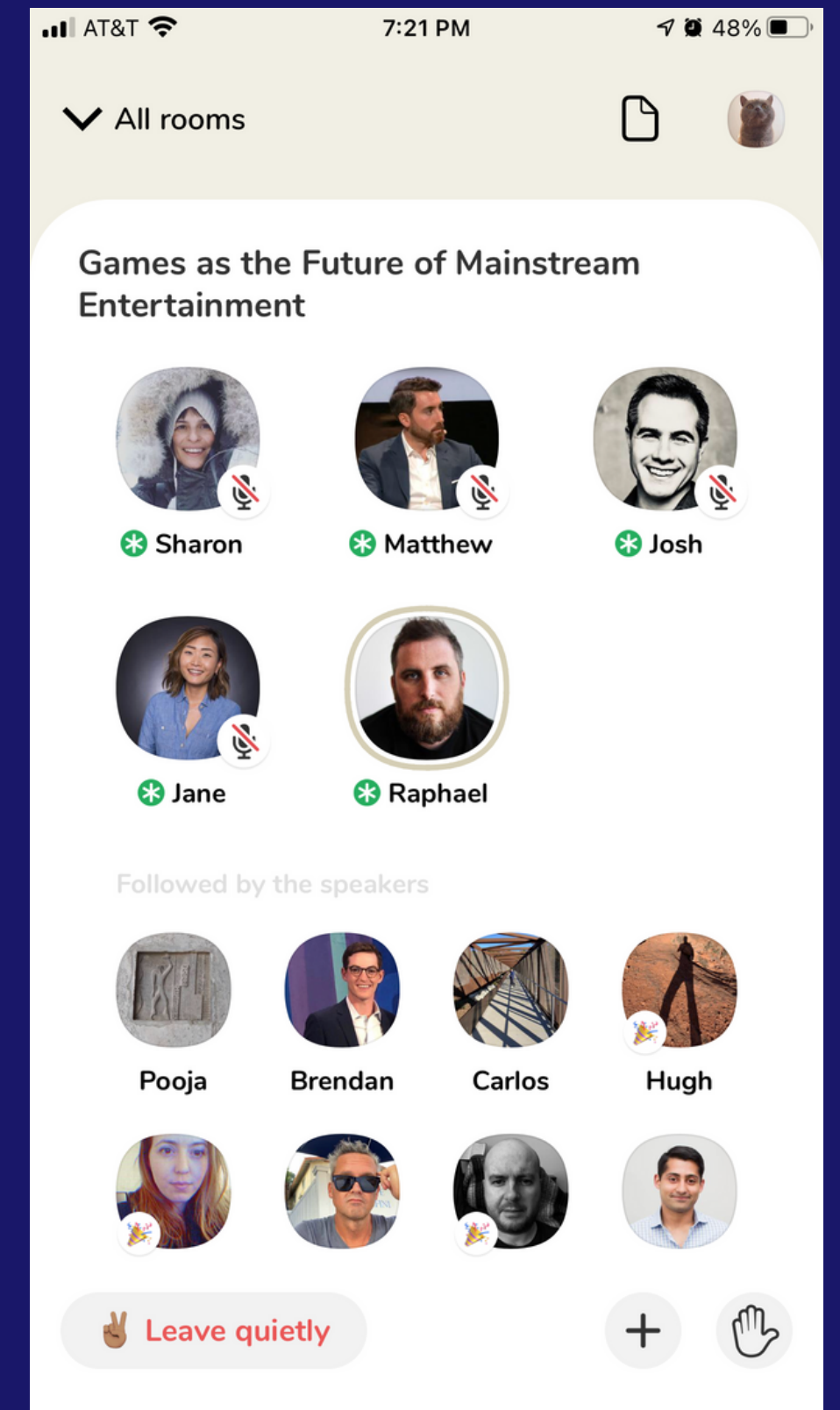
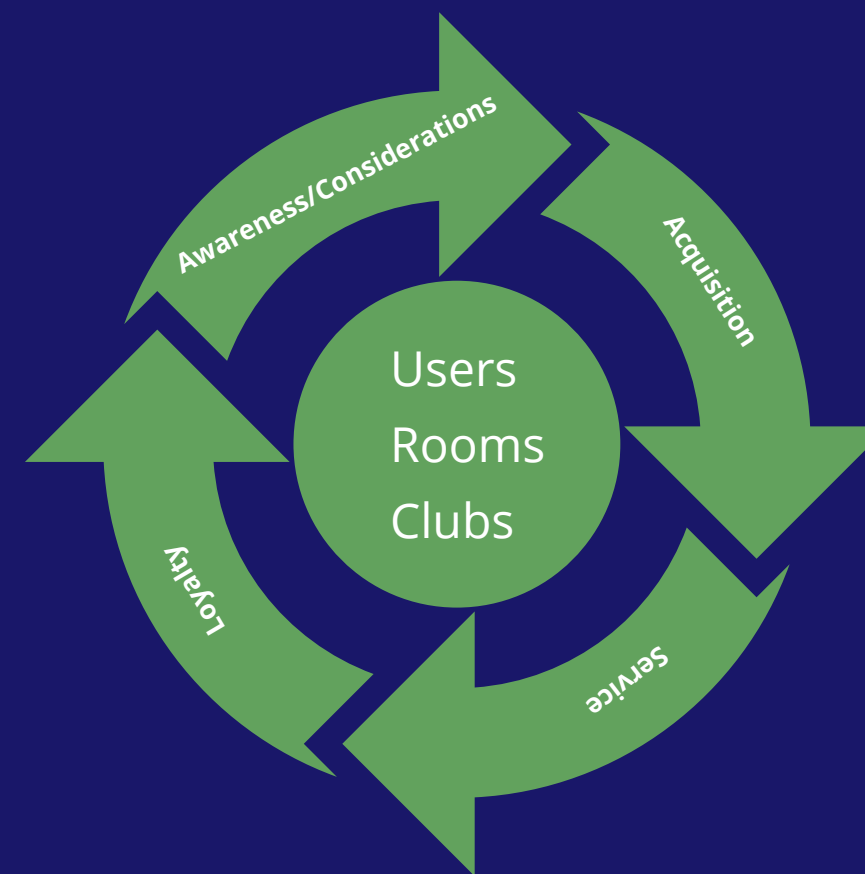


Public



User Engagement

- **Users**
 - Engage in conversations with people being following and followed
 - Invite people to Clubhouse -> Gain credit
 - Follow people
 - Accept people in Clubhouse from request
 - Report/Block incident (Trust & Safety Policy)
 - Build profile
 - Search people
- **Clubs**
 - Establish clubs
 - Join clubs
 - Attend club events
 - Invite people to clubs
 - Become Club event moderators/hosts
 - Book Club event reminders
 - Search club
- **Rooms**
 - Moderate conversations
 - Speaking up (invited by moderators, or raise hands)
 - Listen to conversations
 - Book room reminders
 - Join rooms
 - Leave rooms
 - Explore room (search room* externally by clubsearch.io)



Regular Users

Individual who joins Clubhouse for personal use, mainly to enjoy conversations, meet people, find entertainment and knowledge for personal interests



Influencer Users

Individuals who join Clubhouse to create conversations and events to gain and maintain followers and fans (content creators, comedians, voice actors, game creators, social media influencers, etc.)



Professional Users

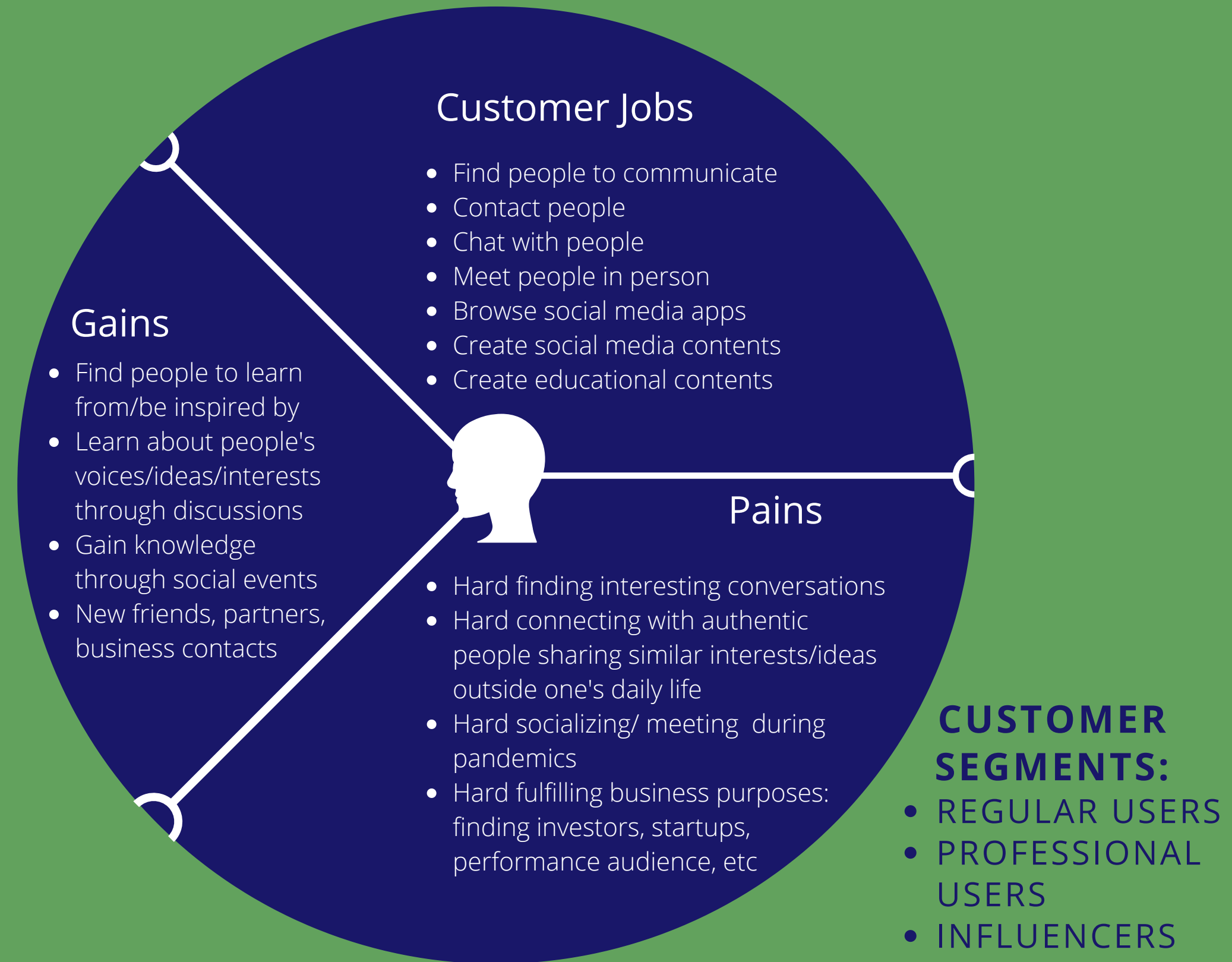
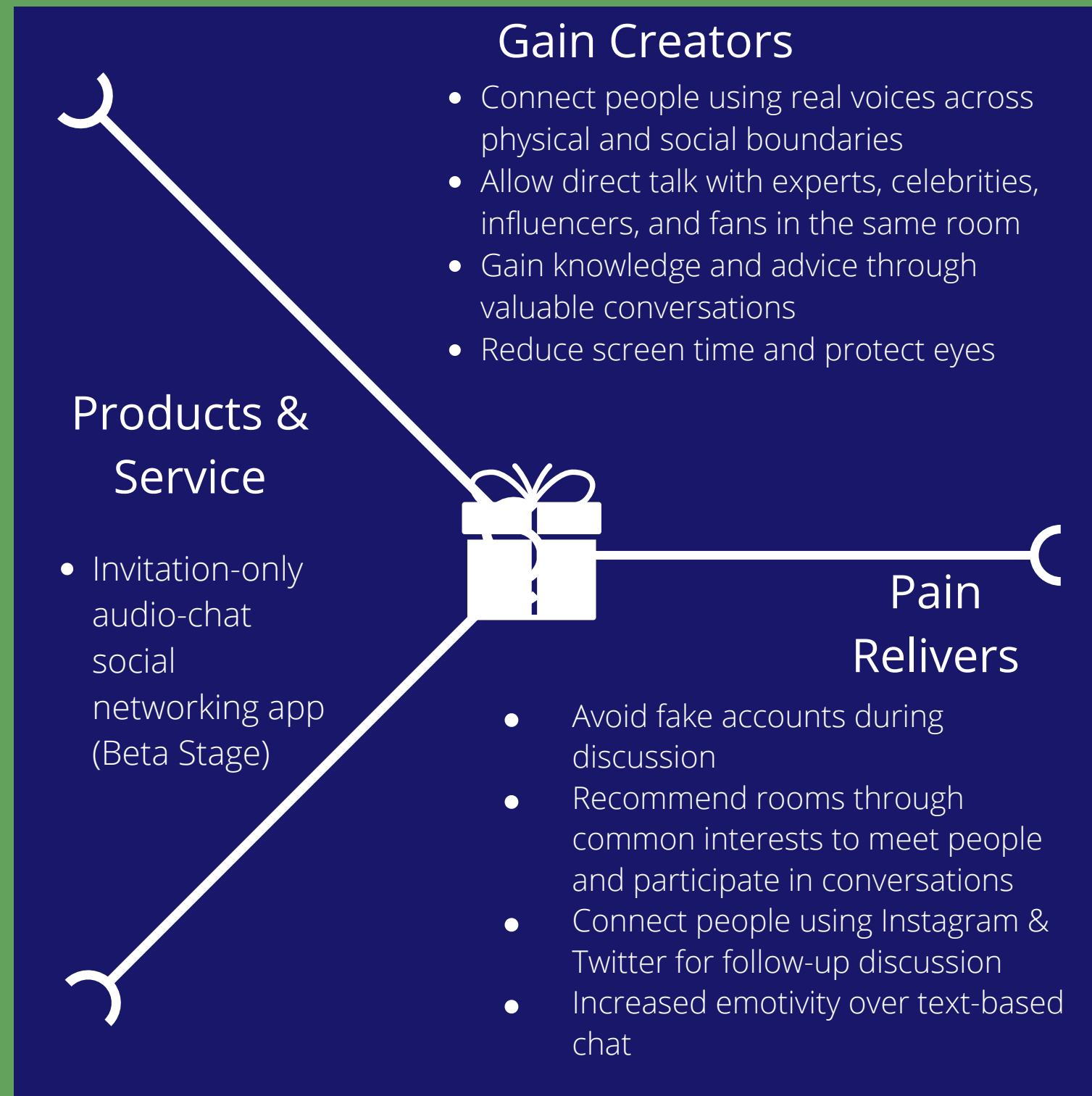
Individual who joins Clubhouse for business/professional use as well as building brands (Investors, Entrepreneurs, Service Providers, Company employees such as (PR, marketing, engineering, operations, etc.)

User Personas

Below are some examples. Details and data could be validated by surveys, user interviews, and hypothesis experiments in the future. Circle Size = Use frequencies

Main Purposes to use Clubhouse	Regular Users	Professional Users	Influencers
Socialize/Meet people	●	●	●
Gain Knowledge/Get Educated	●	●	●
Let voice get heard	●	●	●
Gain Entertainment	●	●	●
Engage with communities including employees, customers, & connections (Q&A, Townhall, professional conseling, etc)	●	●	●
Fulfill specific purposes including podcasts, voice performance, concerts, comedy shows, games, crowdsourcing for NGOs, etc	●	●	●

The Value Proposition Canvas



Business Model Canvas

KEY PARTNERS

- Influencers
- Professionals
- Agora
- Instagram, Twitter
- Potentially LinkedIn

KEY ACTIVITIES

- Follow people
- Participate in conversations
- Join clubs
- Search/Explore conversations

KEY RESOURCES

- Backend, frontend, and UI/UX dev
- Machine Learning dev team
- Community of professionals, influencers
- Marketing & Compliance
- Notion page docs

VALUE PROPOSITION

- "A new type of social product based on voice. It allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people around the world."
- Audio-Only social media app

CUSTOMER RELATIONSHIPS

- Room notifications, reminders
- Email about the club, & incident info
- Recommended rooms
- Connect people together through conversations

DISTRIBUTION CHANNELS

- Mobile
- Email
- Twitter
- Word of mouth
- Notion page
- Facebook Groups

CUSTOMER SEGMENTS

- Regular users for social media purposes - join communities
- Professional users - build/expand communities
- Influencers - build/expand communities

COST STRUCTURE

- Mobile/Web Development
- Marketing Campaigns
- Server fees to Agora

REVENUE STREAM

- User Level
- C2C, C2B, or Mix
- Please see Monetization slide for details (page 16)

Customer Journey Map

In-Room Experience
Follow <-> Join/Listen <-> Speak <-> Moderate/Host



GOALS

Know what the app is and how it is unique
Know what conversations are happening/ happened and who are active on the app

CONSIDERATION

Check/Search app-related articles, blogs, news on Google and other social media platforms
Ask friends about the app and their experience
Get to know about the app and its community

ACQUISITION

Download the app
Open the app

PARTICIPATION

Follow people
Build profile
Enter interests
Become listeners, speakers, moderators, club organizers/founders

RENTENTION

Share feedback and invite others to join
Share success stories on social media platforms
Increase time spent & # of rooms joined on the app per user



ACTIVITIES & TOUCHPOINTS

Friends/Contacts invite to join
Social Media Ads
Word of mouth
Influencer's social media marketing

Mobile App download page
Social Media Ads
Word of mouth
Invite link from friends/contacts
Influencer's social media marketing

Sign up through the invite link
Send a request to wait for friends/contacts to approve
Download and install the app on the mobile phone

Mobile notifications & reminders
Create, Join, & Leave rooms
Raise hands to speak
Follow & unfollow users or clubs
Report incident
Mute/Unmute Microphones
Check in-app pages

Social Media posts, blogs, articles
Word of mouth
Room events hosted on the app
Influencers' impact to attract new users and keep existing users on the app



THINKING & FEELING

Curious
Interested
Not sure why to use the product

User impact level is zero to the app community

App seems interesting
People who use seem happy and talkative about the product
User community seems attractive

User impact level is low to the app community

Excited
Curious
Would like to meet new people or join conversations

User impact level is low to the app community

Satisfied, Excited, Surprised
Would like to join more and more conversations and talk to more people

User impact level is low/med/high depending on the user segments & engagement levels

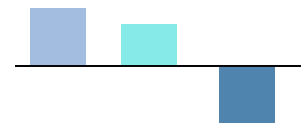
Happy with the connections and relationships built through the app
Make a successful conversation
Love to share experiences

User impact level is high to the app community



EXPERIENCE

Happiness
Engagement
Satisfaction



OPPORTUNITIES

Learn more about the app & use cases
Current users share success stories with the app

KPI: # of ad clicks, # of tweets viewed/commented

Help research company and startup team; Ads

KPI: # of clicks on the app download page, # of tweets viewed/commented

Multiple environments beyond IOS

KPI: # of downloads, # of invite used, # of user sign up requests

Better in-app & in-room experience (see details in features to consider page 12)

KPI: # of time spent on app daily/weekly/monthly. # of total followers per user, # of active rooms hourly/daily/weekly/monthly, average time spent & # of users joined in room

Keep tracking weekly active users and # of total active users

KPI: # of users invited
of users invited then joined
of users invited then joined becoming weekly active users

Product Risks



Verbal Communication Barriers

Not friendly to people who are not good at verbal communications/ have language barriers/voice dysphoria

- Hard to encourage people who are not comfortable with verbal communications.
- Hard to connect people who speak different languages through voice-only conversations (May need some type of translation mechanisms built-in for future releases)



Weak Ecosystem to Support

No audio records & No DM choices & Hard to be compliant with Trust & Safety

- Valuable conversations can not be tracked/referenced later. Users need to make notes or connect in other apps to engage further (non-verbal ways). The weakness may benefit competitors who offer relatively complete social media ecosystems.
- In addition, audio data would be hard to make Trust, Safety, & Privacy compliant.



No Obvious Core Technology

Reply on third-party Audio Server

- The product is built using third-party audio technology. The current core technology is not obvious to users. The product technology may be easily copied by competitors, especially with vast user data.
- An accurate recommendation engine across different languages might be difficult to achieve on a smaller scale. However, the existing community and culture are essential to the user experience.

Product Features to Consider

Platform/ Technologies

- Build Android-based app
- Expansion to tablet, web
- Better recommendation engine and machine learning algorithms
- Better search engine
- Trust, safety, & privacy policy
- Automated Incident investigation & detection mechanism

Club Experience

- Ways to apply for a new Club in the app
- Transparency in the Club application process
- Ways to invite users from professional associations
- Ways to pay club membership fees
- Ways to assign/train moderators in clubs

In-Room Experience

- Make tags to improve recommendation
 - learn
 - entertain
 - socialize
 - professional discussion
 - other business use
 - more...
- Make active speakers more visible
- Make options to rearrange speaker icons, allow queuing
- Make options to record conversations with speaker opt-in and show recording status in the room
- Room theme/background choices
- Add emoji/interaction for the audience - increase engagement and retention (community success analytics)
 - Liked
 - Loved
 - Inspired
 - Tipped
 - Supported
 - More...
- Add time limit and indicate time limit to audience & speakers (encourage more people to talk)
- Ability to set max room size
- Improve language barriers in conversations
- Add a small survey when leaving Rooms

In-App Experience

- Improve search and browse (add search for Rooms)
- Optimize User Profile Page (add other social media hyperlinks such as LinkedIn, personal website, markup formatting, etc)
- Rank Following users by frequency of shared Rooms
- Search Rooms in real-time
 - to learn
 - to entertain
 - to socialize
 - for purposes
- Add option to tip/pay other users on their profile page
- Fix occasional crashes due to high active user volume
- Score moderator performances to rank room recommendations

Grow (User Supply Community)

Potential Market Size:

3.96B using social media worldwide
-backlinko.com

LinkedIn: 310M+ monthly active
users, 722M+ total users
-market.us

Instagram: 500K # of active
influencers
-omnicoreagency.com

Facebook: 2.7B active users
Youtube: 2.3B active users
WhatsApp: 2B active users
-statista.com

- College Students
- New Grads
- Researchers
- Professionals
- Investors
- Startup
Entrepreneurs
- Content Creators
- Educators
- Artists
- Comedians
- Voice Performers
- Employees
- Customer
Representatives
- Marketers
- More....
- (Can be
connected/Partnered
with LinkedIn)



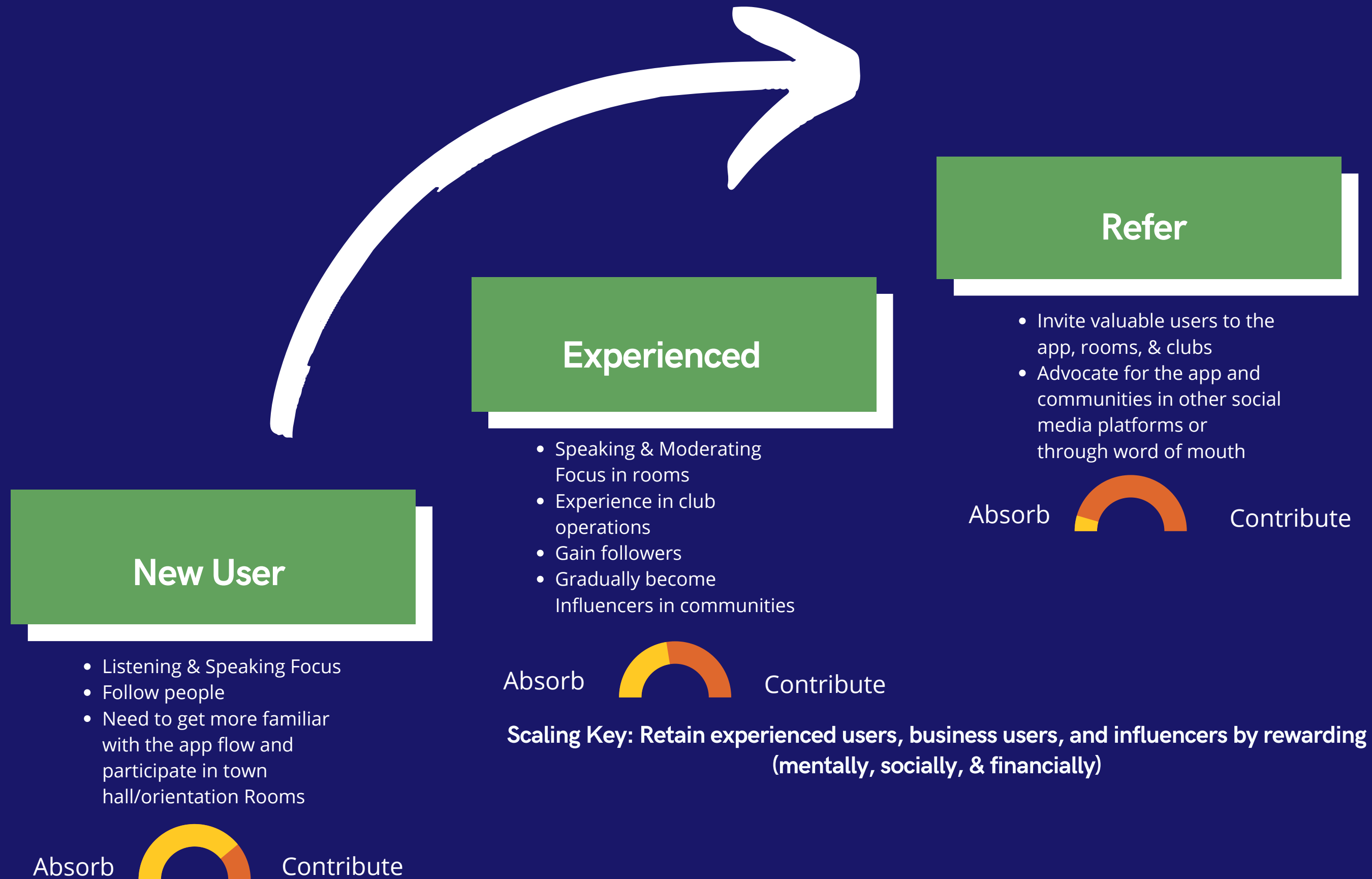
Regular Users

Professional Users

Influencer Users

Scaling Key: Encourage new professional or regular users to join, speak up and find community values

Nurture (Optimize the Experience)



User Retention

Experience/Reward Levels

Key metrics to determine influence score

- total # of the audience when users speak
- total # of engagement emotions (tips, inspired, liked, loved, clapping, etc) gained from the audience in-room conversations
- total # of followers
- total # of hours using the app
- total # of hours in active rooms
- total # of hours moderating conversations
- total # of clicks on the user profile page
- total # of followers joining users' current room
- total # of new users invited by the user
- total # of weekly active users followed by the user
- More...

Badge Levels

New

Unfamiliar with App flow
Gain Orientation
Participation Conversations

Bronze

Participate in
conversations & Become
moderators

Silver

Familiarization with Room,
Club, & Followers Operations,
May gain earnings from other
users

Gold

Familiarization with Valuable
Conversation/events, May gain
earnings from the platform


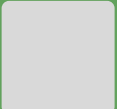


Superhero

Community
Influencers/Inspirers, May
gain earnings from the
platform

Monetization

Some potential methods to get paid

Example Pros & Cons Factors

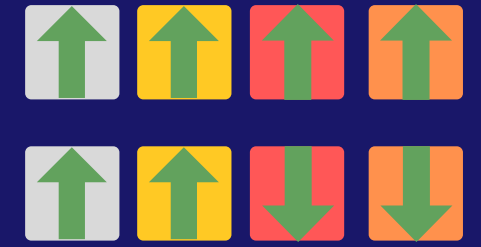
-  Regular Users Retentions
-  Professional Users Retentions
-  Influencer Users Retentions
-  New Users Growth

User

App Service Fee %

- C2C Tips/Payments (inspiration, education, support, service, etc)
- C2C Subscription Fees to participate payee's active room (visible to payer)

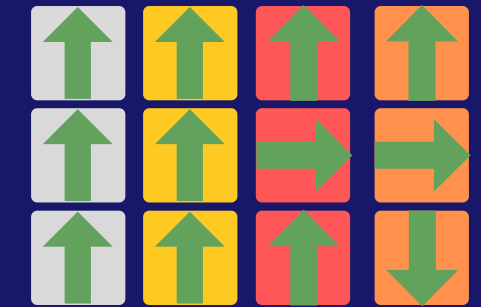
Example Pros & Cons



Room

App Service Fee %

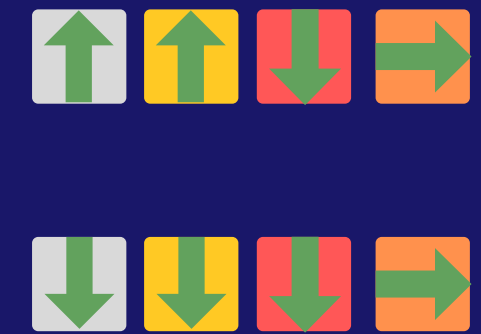
- C2C (Moderators) Room Fees
- C2C (Moderators) Moderator Fees
- C2C (Moderators) Speaker Stage Fees



Club

App Service Fee %
App Subscription

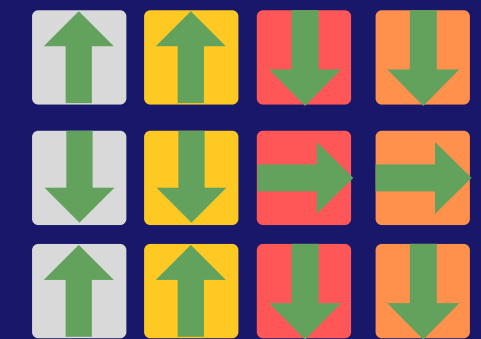
- C2C (Club organizers) Club Fees, Host/Moderate Room Fees (eg: marketing/branding), Speaker Stage Fees
- B2C Club Establishment/Maintenance Fees (one-time/monthly) Refer to MeetUp



App

App Subscription
Ads Fee

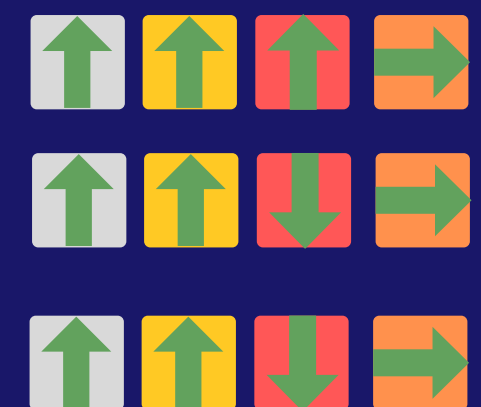
- B2C Monthly Subscription Fees
- B2C Pay minutes as users use (moderate, speak, listen, etc)
- B2B Advertising version for free



Service

App Subscription

- B2C audio recordings for note purposes by minutes
- B2C Advanced level of room recommendation/search algorithms
- B2C Advanced level of people search algorithms



Pros & Cons can be measured & validated through A/B testings using real data.

Future Vision

Clubhouse activity creates lots of voice data every day. Voice data from each user can be served back to the individual user for personal use. In addition, with user permission, the voice data could contribute to phonetic research for language modeling in both cognitive science and commercial settings. Such real human voice data can also help solve language barriers especially for the visually-, hearing-, and speech-impaired.

Use personal voice data to improve communication skills

- Option to save users' own voice records when speaking in Rooms
- Option to convert voice files to texts file so users can analyze the data for communication improvement
- Option to develop voice algorithms to detect grammar flaws, verbal fillers, pitch and intonation fluctuations, & volume changes to offer users advice
- Option to let users sell their own selected recordings to other users as learning materials
- These opt-in features can be monetized through the app for a monthly subscription fee while still protecting users' data privacy.

Use personal voice data to personalize synthetic voices (Siri, Alexa, Google Assistant, etc)

- Option to save users' own voice data as phonemic inventories
- Option to train AI models to develop a selection of synthetic voices
- Option for users to export machine-trained personalized synthetic voices to customize digital assistants
- These features can be monetized via corporate partnerships, with user permission, and through monthly subscriptions from users

Questions? Comments?

Feel free to get in touch with me.

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