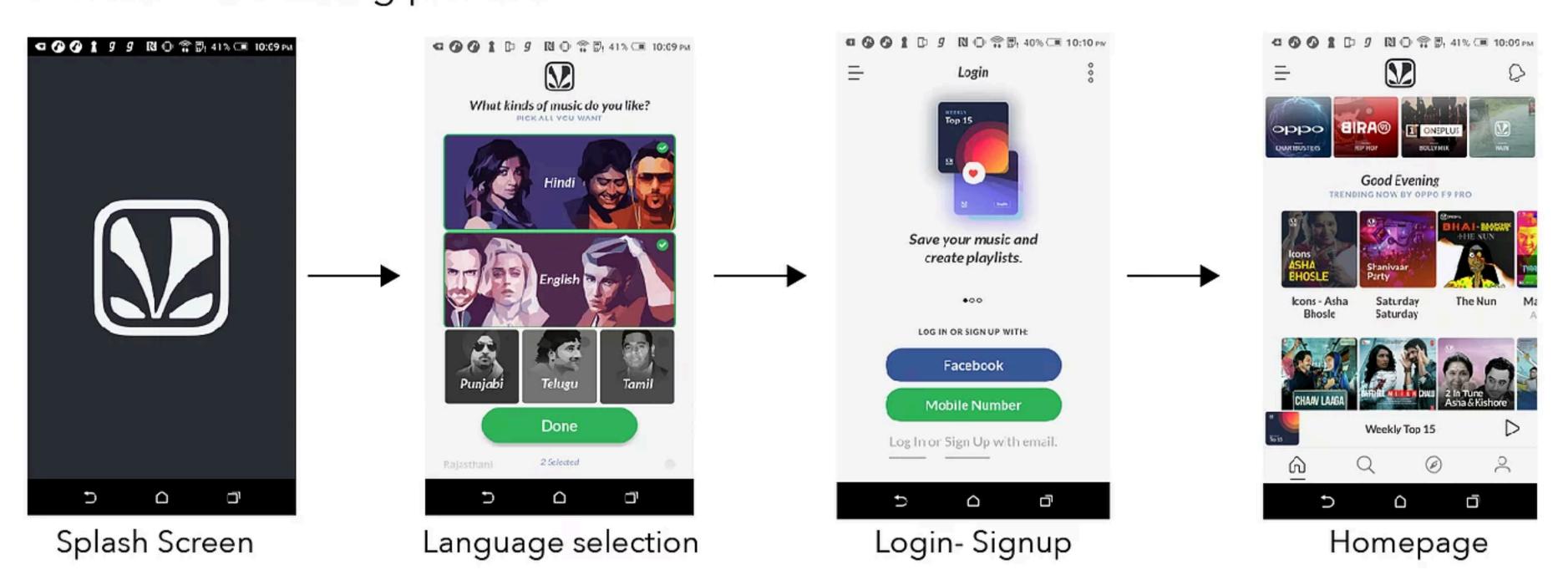
## Competitor study research document



Based out of the US Started in 2007 Was cofounded by - Rishi Malhotra, Vinodh Bhat and Paramdeep Singh Mainly rely on Ads to generate revenue. Saavn's focused target audience also remains the youth.

## Overall Onboarding process-



Comparatively shorter onboarding process, but complicated Login-Sign up screen.

There is a difference between selecting music language and what kindof music you like. A broken communication on selecting song language page.



Headquatered in Mumbai Started in 1999

Was cofounded by - Ashish Kacholia, Hiren Ved, Lashit Sanghvi, Rakesh Jhunjhunwala, and Neeraj Roy.

## Overall Onboarding process-

Media Access

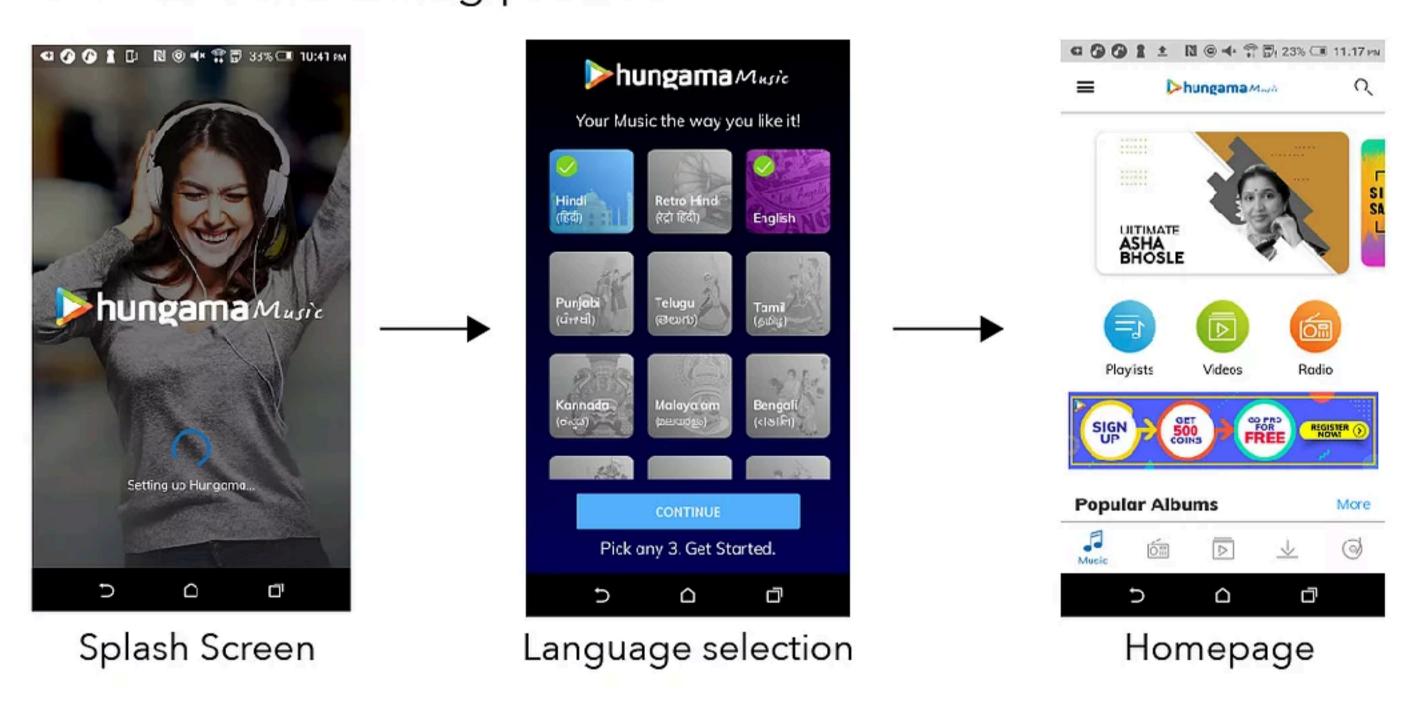
To support song download and MP3 playback

By continuing, you agree to our <u>Terms of Use</u> & <u>Privacy Policy</u>

Start Listening

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Splash Screen



No login-Sign up screen in the onboarding process. User can try the app and then register at their own pace

Brand New Wynk For You

See what's new

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Homepage

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Andhadhun Title Track

Raftaar - Andhadhun

Enjoy unlimited streaming &

offline music only for Airtel Users!

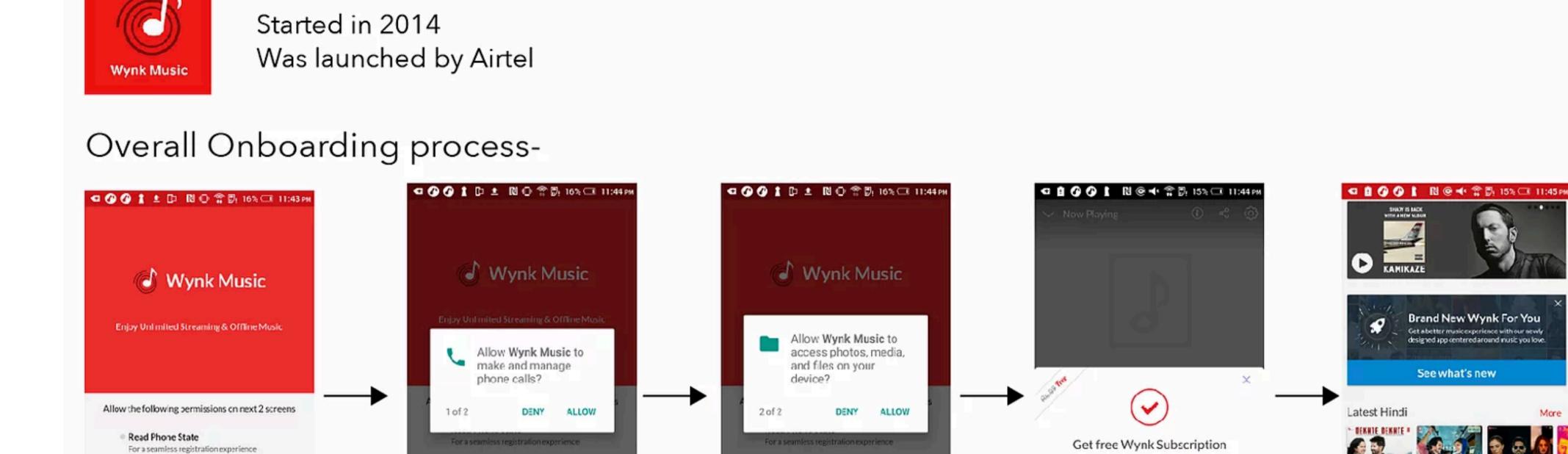
+91 Enter Your Mobile Number

Q

Subscription Pop Up

Short and crisp onboarding process.

Upper limited to song language is 3.



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Permission Pop Up 2

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Permission Pop Up 1

try the app and then register at their own pace

2 mandatory permission pop up breaking the usual pattern of onboarding. Sometimes the users are not comfortable with the prospect of unlearning a conventional way of task completion.

No login-Sign up screen in the onboarding process. User can