“StreamSphere” — A Short + Long Video Media Platform

Product Roadmap and Prioritization Strategy



I. Executive Summary and Business Context

1. Product Brief 📄

StreamSphere is a youtube inspired platform that supports Short-form videos (similar to Shorts/Reels), Long-form educational + entertainment content, Creator subscriptions, Likes, comments, sharing, Personalized recommendations

2. Vision & Mission

- **Vision**

“To become the world’s most engaging and accessible video learning + entertainment ecosystem.”

- **Mission**

“Help users discover meaningful content effortlessly while empowering creators to grow sustainable audiences.”

3. Business Context

- Good Platform viewership
- Good content consumption
- Poor Day-7 retention
- Low engagement

4. Problem Statement

Users consume content passively but do not develop a habit of returning daily.

5. Business Goal 🎯

- Improve Day-7 Retention
- Increase DAU
- Increase Session Duration
- Increase Engagement per Session

II. My Role

Role: Product Manager (Case Study)
Duration: Self-initiated Portfolio Project
Key Contribution:

- Prioritized product initiatives using the MoSCoW framework to define a focused MVP.
- Developed a phased Product Roadmap and Agile Sprint Delivery Plan aligned with business goals.
- Identified product risks, assumptions, dependencies, and future roadmap opportunities.
- Defined delivery milestones and success criteria to support iterative product execution.

III. Product Objectives

Features	Objective	Business Outcome
Continue Watching	Improve content continuity	Improve watch completion
Continue Watching Personalized Recommendation	Reduce content discovery effort	Increase watch time
Personalized Recommendation	Increase Personalization	Improve user engagement
Bell Notification Personalized Recommendation	Improve retention	Increase returning users

IV. Product Strategy

6. **Strategic Theme 1: Improve Content Discovery** 🧩

- **Initiatives**

a. Personalized Recommendations

b. Video Preview cards

7. Strategic Theme 2: Improve Viewing Continuity 🧩

- **Initiatives**

a. Continue watching

8. Strategic Theme 3: Improve Engagement 🧩

- **Initiatives**

a. Bell Notifications

b. Homepage Recommendations

V. Opportunity Mapping

User Pain Point	Opportunity	Proposed Feature
Users leave after completing one video	Encourage continued viewing	Personalized Recommendations
Users abandon videos	Resume playback	Continue Watching
Users forget new uploads	Re-engagement	Bell Notifications

VI. Feature Brainstorm

9. MVP [Phase 1]

- Personalized Recommendations
- Continue Watching

10. Phase 2

- Bell Icon
- Notification System
- Homepage Enhancements

11. Future

- AI Assistant
- Homepage Recommendation Feed

VII. Minimum Viable Product [MVP]

Deliver a focused enhancement that improves content discovery and viewing continuity, enabling users to seamlessly discover relevant videos and resume partially watched content while validating the impact on user engagement and retention.

12. MVP Scope 📍

Included in MVP	Reason
Personalized Content Recommendations	Improve content discovery and encourage continued viewing
Continue Watching Experience	Help users resume interrupted sessions and reduce drop-offs

13. Excluded From MVP 📍

Feature	Reason
Homepage Recommendation Feed	Deferred until recommendation performance is validated
Bell Notifications	Depends on understanding user engagement after MVP launch
AI Support Bot	Lower immediate business impact and larger implementation effort

14. Success Criteria

The MVP will be considered successful if it demonstrates measurable improvements in:

- Recommendation Click-Through Rate (CTR)
- Resume Playback Rate
- Average Watch Time per User
- Day-7 User Retention

VIII. Prioritization

15. We have used MoSCoW prioritization technique

Feature	Priority	Reason
Personalized Recommendations	Must	Addresses primary user pain point

Continue Watching	Must	Improves retention
Bell Notifications	Should	Encourages repeat visits
Homepage Improvements	Should	Enhances discoverability
AI Support Bot	Could	Lower short-term business impact

IX. Final Roadmap & Sprint Delivery Plan

- StreamSphere is an existing video streaming platform with core playback, authentication, analytics, and recommendation infrastructure already available.
- This roadmap focuses on delivering the Phase 1 MVP, consisting of Personalized Content Recommendations and Continue Watching.
- The team follows Agile Scrum with 2-week sprints.

16. Strategic Roadmap

Phase	Timeline	Objective	Key Features
Phase 1 (MVP)	Jul–Aug 2026	Improve Content Continuity	Personalized Recommendations, Continue Watching
Phase 2	Future	Increase Engagement	Bell Notifications, Homepage Enhancements
Phase 3	Future	Enhance Content Discovery	AI Support Bot, Homepage Recommendation Feed

17. Roadmap and Sprint Delivery Plan 🚀

Sprint	Theme	Activities	Outcomes (Exit Criteria)	Owner(s)	Date
Sprint 1	MVP Planning & Initial Development	• Finalize PRD and user stories • Complete UX/UI designs and design review • Technical solution discussion with Engineering • Finalize API contracts and event tracking plan • Sprint planning and effort estimation • Begin backend and frontend implementation	• Product scope approved • UX/UI designs signed off • Development-ready user stories • API contracts finalized • Initial implementation of the features	Product Manager Product Designer Engineering Team	20 Jul 2026 – 2 Aug 2026
Sprint 2	MVP Development & Validation	• Complete features development • Backend & frontend integration • Instrument analytics events • Functional QA on completed stories • Internal demo and bug fixing	• MVP feature development completed • Analytics instrumentation verified • Functional QA completed • Internal demo approved • MVP ready for release validation	Engineering Team QA Team Analytics Team	3 Aug 2026 – 16 Aug 2026
Sprint 3	Release, Monitoring & Hypercare	• Regression testing • UAT and stakeholder sign-off • Production deployment • Post-launch KPI monitoring	• Production release completed • Successful feature rollout • KPIs actively monitored	QA Team Engineering Team	17 Aug 2026 – 30 Aug 2026

		• Monitor Recommendation CTR, Resume Rate and production health • Address critical production issues (if any)	• Stable production environment with no critical issues • MVP officially launched	Product Manager Analytics Team	

X. KPI Mapping For Phase 1 [MVP]

Feature	Primary KPI	Secondary KPI
Personalized Recommendations	Recommendation CTR	Average Watch Time
Continue Watching	Resume Rate	Watch Completion Rate

XI. Dependencies

- UX designs approved
- Recommendation algorithm available
- Playback timestamp service
- Mixpanel event instrumentation
- QA sign-off

XII. Risks and Assumptions

- Recommendations may not be sufficiently relevant for new users.
- Recommendation CTR may not meet target expectations.
- Users may ignore or dismiss Continue Watching prompts.

XIII. Future Scope

- Addition of recommendation/suggestions column with relevant video content on
- homepage
- Sending recommended video contents based on the user's interest as notification
- pop-up for the users.
- Addition of bell icon for wrt each video and sending notification pop-up consistently
- once the user clicks on bell icon for a respective content
- Adding an AI support bot which will help the users in naivgation to required content.

XIV. Key Product Decisions

Decision	**Rationale**
Recommendations limited to three videos	Reduce choice overload and keep the viewing experience focused.
Recommendations shown only near the end of long-form videos	Minimize interruption while maximizing the likelihood of continued viewing.
Continue Watching expires after six days	Keep the home screen relevant and avoid showing stale content.

Homepage recommendation feed deferred	Validate the effectiveness of in-player recommendations before expanding personalization to other surfaces.
Bell notifications postponed to a future phase	Focus engineering effort on solving the highest-impact retention problems first.

XV. Product Reflection

This project reinforced the importance of solving a focused user problem before expanding the product scope. Rather than introducing multiple engagement features at once, I prioritized the two initiatives that directly addressed the key pain points identified during product discovery—improving content discovery and helping users seamlessly resume partially watched videos.

Applying the MoSCoW prioritization framework helped me evaluate features based on user value, business impact, and implementation effort, enabling me to define a lean MVP and a phased delivery roadmap. I also identified the key metrics that would determine the success of the MVP, including Recommendation CTR, Resume Playback Rate, Average Watch Time, and Day-7 Retention.

This experience strengthened my understanding of end-to-end product planning, from identifying user problems to defining requirements, prioritizing features, planning delivery, and measuring post-launch success. It also reinforced the importance of balancing user experience, business goals, and engineering effort when planning future product investments.