

Quick WinsDay #2

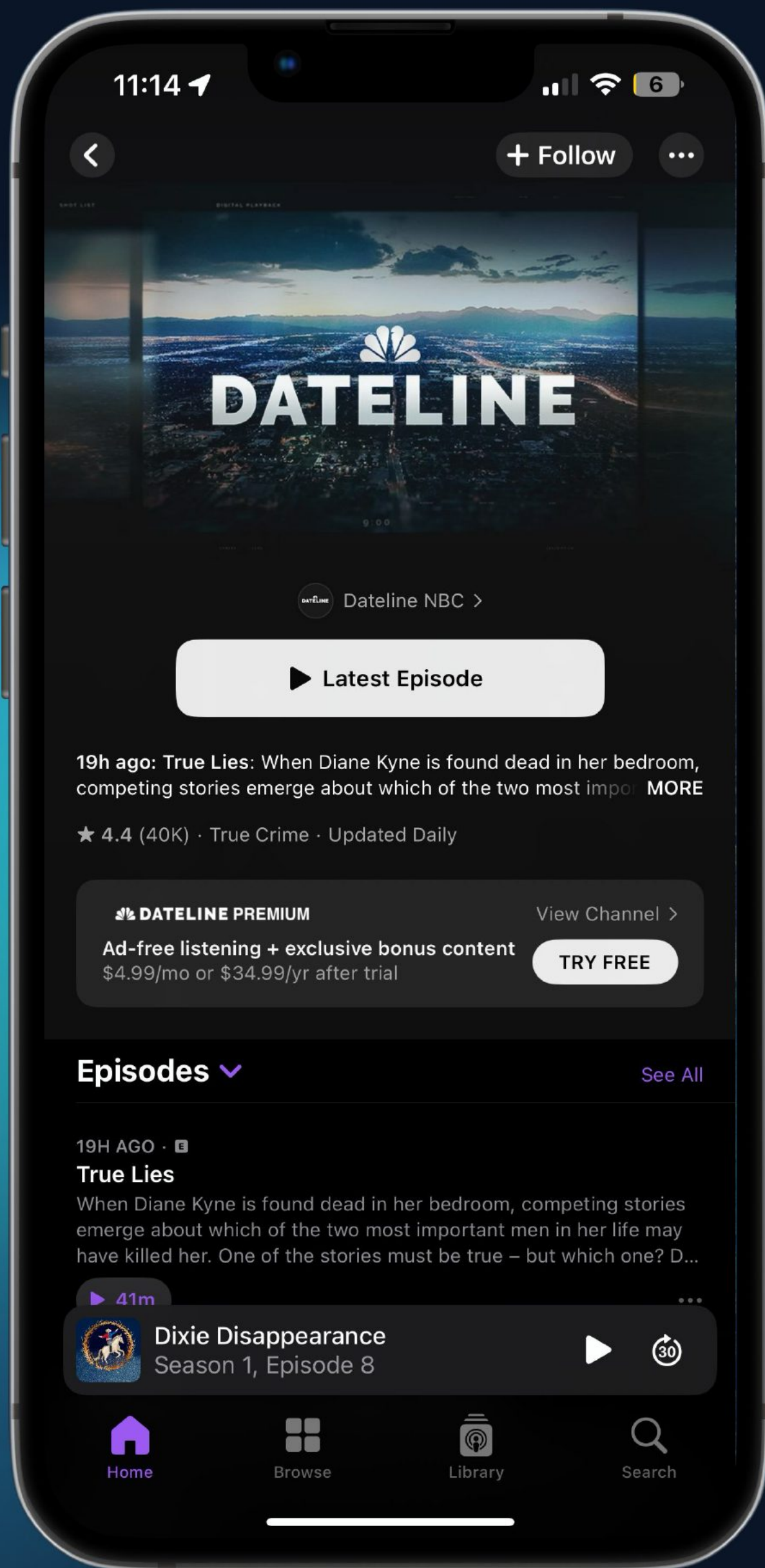
Podcast Apps Have Never Heard Of Episode One.



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Problem Statement

You find a new show, get hooked, and want to start from the beginning? Good luck. Most apps default to the newest episode, and "start from episode 1" for most podcasts means scrolling through hundreds of episodes by hand, or hunting for a sort toggle buried two menus deep. And if you need to restart your app, you often lose your place.



Podcast series generally play the newest episode first. Unless, in some cases, you're playing a true series with "Seasons."

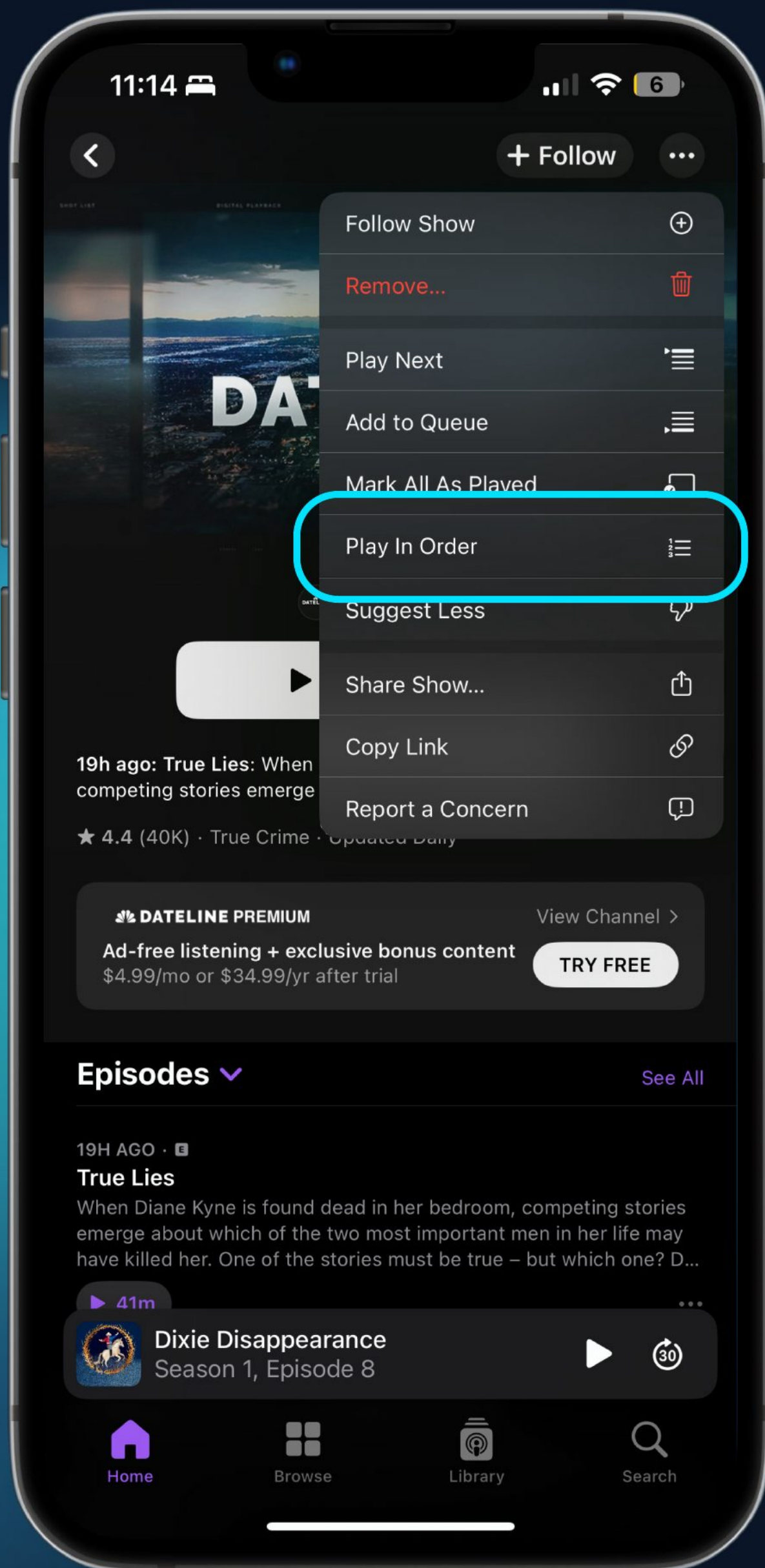
Even if you sort the series from oldest to newest, it often still plays the newest episode if you tap "play." Scrolling to the beginning or to where you left off is frustrating and time-consuming.

If you're driving it is nearly impossible to find where you left off and you likely just end up playing the most recent episode.

The Quick Win

Adding a “**Play in Order**” button allows you to start a podcast from the very beginning, or where you left off.

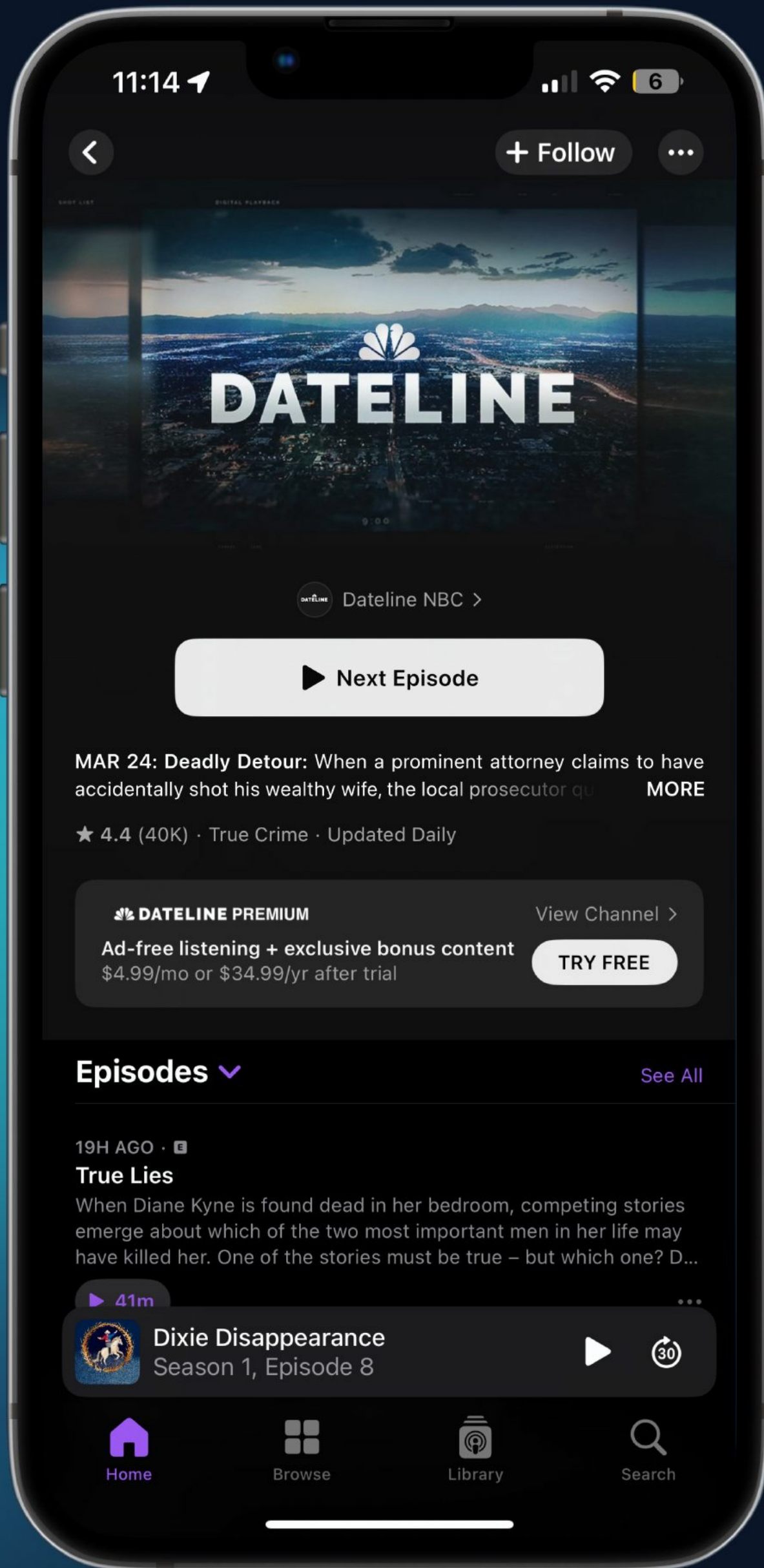
The app would remember the selection. When you opened that particular podcast it would **pick up from where you left off**, regardless of whether there is a new episode (or you restart your app) or not.



A quick win could be as simple as adding a “Play In Order” option on the menu.

This might look slightly different across apps, but the functionality would be the same: play the podcast from the earliest episode to the latest.

It would also be essential to ensure you’re able to easily pick up where you left off as well.



Instead of “Latest Episode” as the primary CTA, you will see “Next Episode” or “Resume Episode” respectively.

This is also more in line with the way you would watch tv series which follows Jakob’s Law of familiarity.