

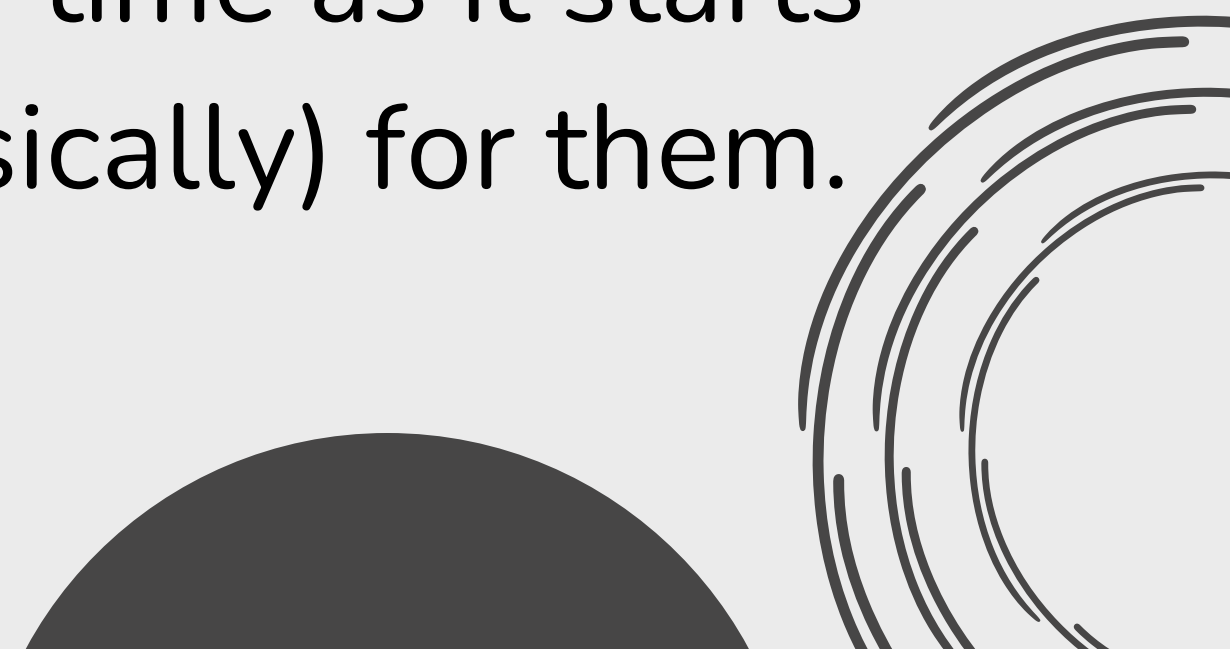


HELLOPM.

PHASE 3: FEATURES, PRIORITIZATION, AND PRD

By Ankita Singh



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- **Product Chosen:** Instagram
 - **P0 Problem Statement:** The consumer user segment that uses Instagram to keep in touch with loved ones, scroll memes, and explore hobbies struggles to use the app for the intended purpose for a long period of time as it starts getting overwhelming (digitally and physically) for them.
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Ch 1: Braistorm Solutions

Solution	Short Description	Key Assumption	Category
Multiple Feed Options	Instead of having just one feed, give users the flexibility to choose from multiple feed options like: “Default”, “Only My Friends”, “Only Random Content”, “Select friends and pages”	Users will love this feature as it will give them the flexibility to chose what they want to view and when.	High Confidence
Feed Optimisation Using Agentic AI	Employ an AI agent to learn my behaviour, the content I like vs dislike, the content that bores me, the content that creates anxiety, and filter my feed based on all this input.	Users will love this feature as it will automatically take care of their feed, eliminiating the need for them to exhaust their energy on selecting a feed that they like.	Moonshot
Intent Based Discovery	Instead of making my usual feed overwhelming with repetitive/trending content, show a list of top 10 trends in the Instagram search page similar to how X does.	Users will have a clean feed, and they will always have the option to explore trendy content.	Low Confidence

Ch 1: Braistorm Solutions

Solution	Short Description	Key Assumption	Category
“Palette Cleanser” Injection	After 3 similar Reels, the AI forces a "diversity node" (e.g., nature or a hobby you follow).	Breaking the "topic loop" reduces the "annoyance" exit rate.	High Confidence
Temporal Decay Engine (Inspired by Reddit)	Posts lose "gravity" faster; no viral post can stay at the top of a feed for >4 hours.	Freshness is a stronger signal for retention than pure "Likes."	High Confidence
Enhanced AI Watermarking	A mandatory, un-skippable "AI-Generated" tag at the bottom of the screen for any synthetic content.	Transparency reduces the "cognitive load" of differentiating real vs. fake.	High Confidence
Shadow AI Assistant	An agentic AI that summarizes family updates and drafts personalized DM replies for user approval.	Users are comfortable delegating social "labor" to an AI agent to save time.	Moonshot

Ch 2: Feature Prioritisation

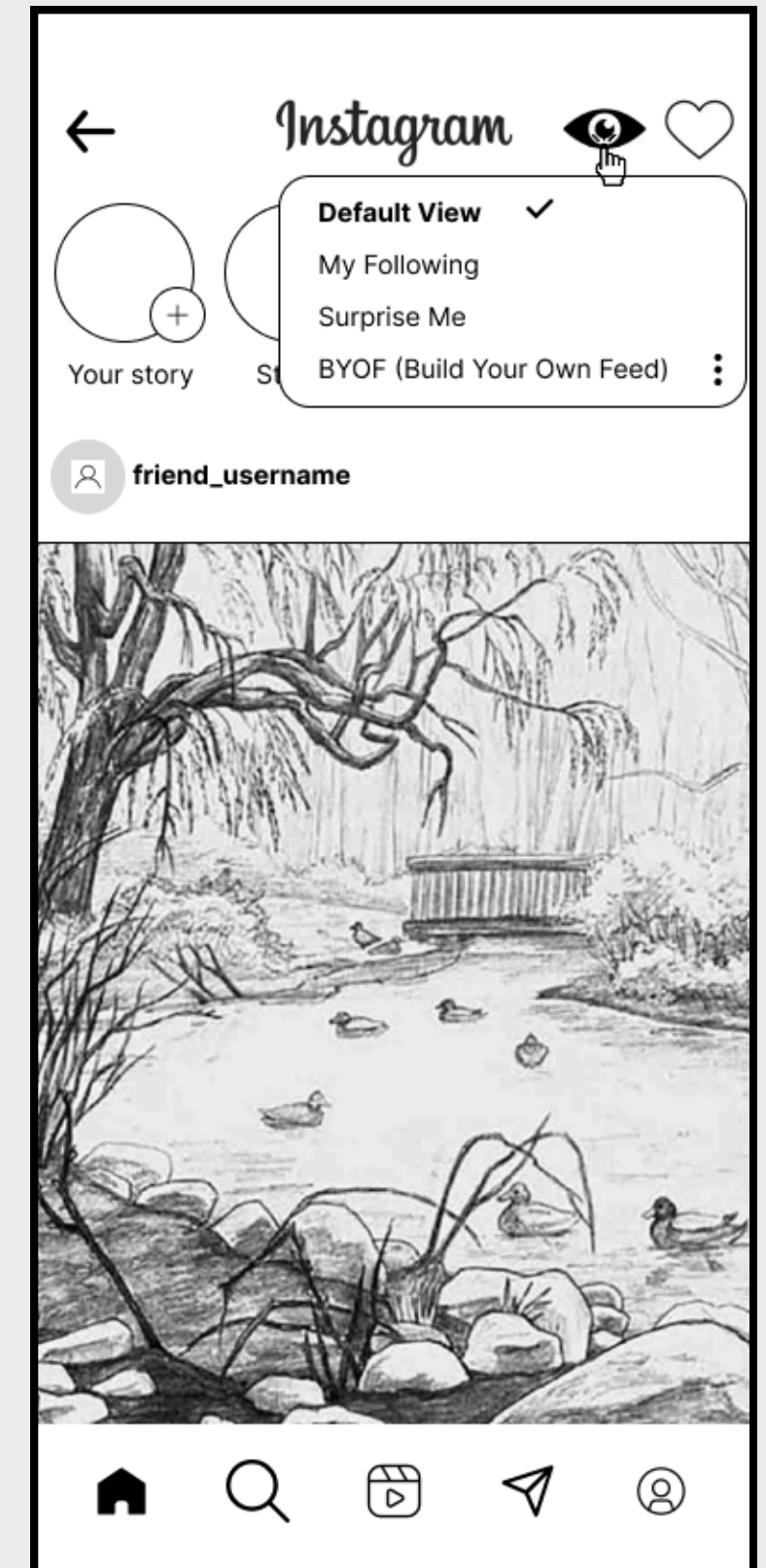
Solution	Reach	Impact	Confidence	Effort	Score
Multiple Feed Options	3	3	3	2	13.5
Feed Optimisation Using Agentic AI	3	3	2	3	6
Intent Based Discovery	3	2	2	2	6
“Palette Cleanser” Injection	3	1	3	2	4.5
Temporal Decay Engine (Inspired by Reddit)	3	2	3	2	9
Enhanced AI Watermarking	3	3	3	3	9
Shadow AI Assistant	3	1	1	2	1.5

Ch 3: Wireframes - Multiple Feed Options

- A new CTA will be added next to the “Likes” CTA.
- Clicking on the CTA, a dropdown will open which will have 4 options:
 - a. Default View
 - b. My Following
 - c. Surprise Me
 - d. BYOF (Build Your Own Feed)
- The default view will be loaded by default everytime a user opens Instagram.

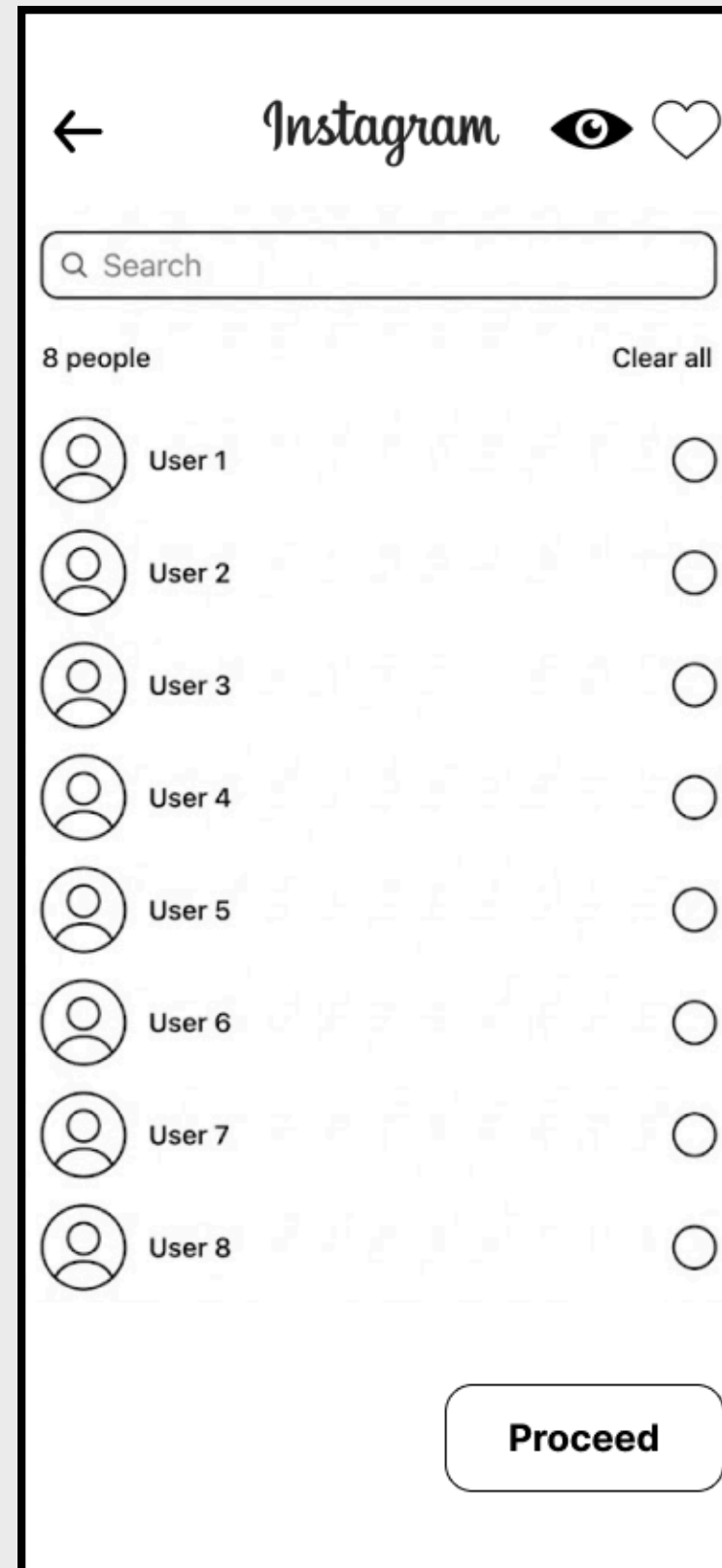


- When the BYOF option is selected, there are 2 options available.

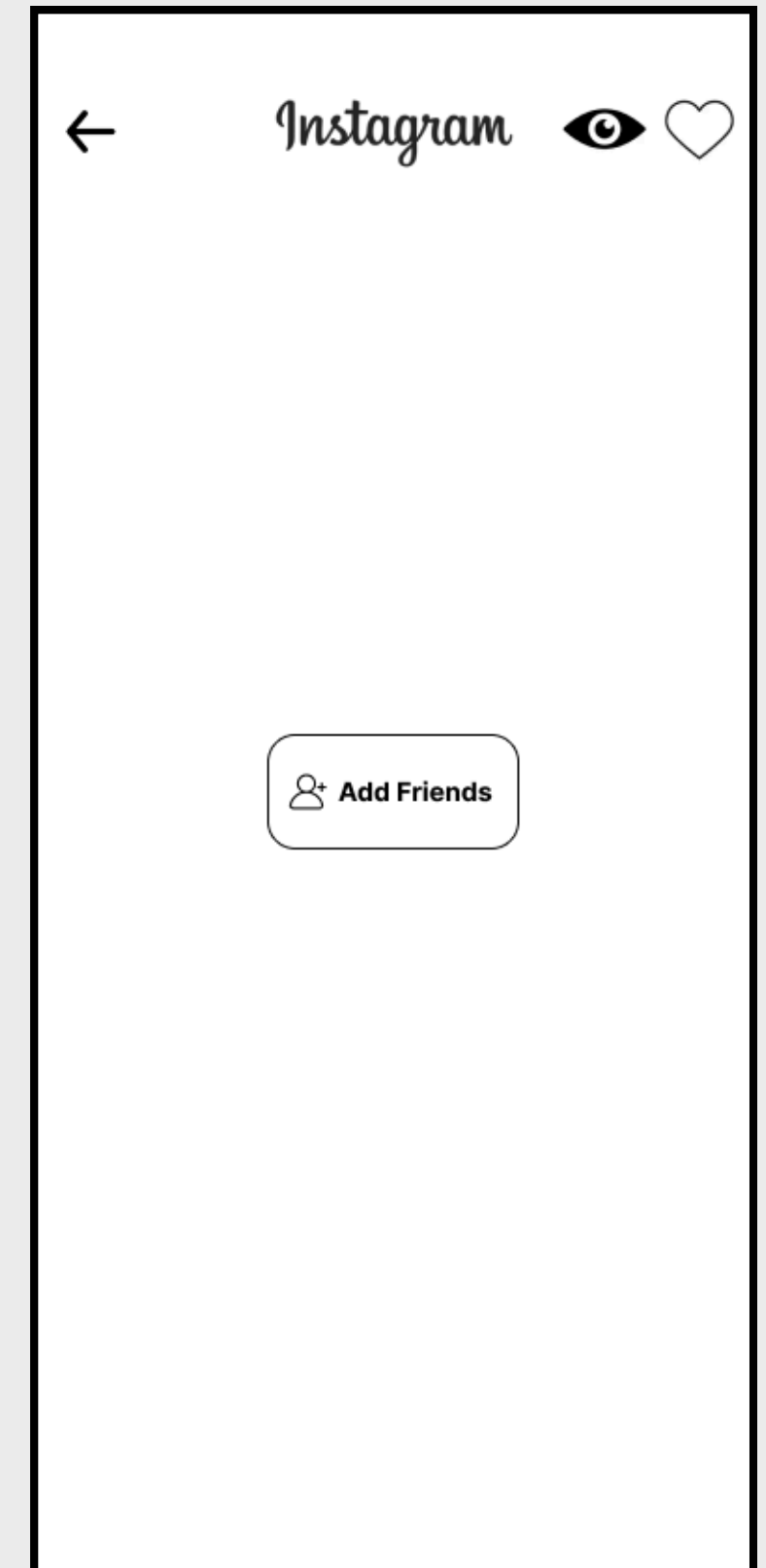


Ch 3: Wireframes - Multiple Feed Options

- If the user follows people already, they will be asked to choose the users whose content they want to view.
- Once the list is selected, if the user wishes to change the list, they can tap on the 3 dots hamburger CTA, and they will be able to edit the list.



- If the user is a new user and hasn't started following people yet, they will be asked to add friends from this page.



Ch 4: Success Metrics

- P0 Solution: Multiple Feed Options

Metric Type	Metric Name	Definition	Why It Matters
Key Metric	Feed Selection Adoption Rate	% of Daily Active Users (DAU) who switch from the "Default" feed to a custom feed (e.g., "My Following") at least once per day.	Directly measures if users find value in having alternative views to solve their digital fatigue.
Secondary Metric	Meaningful Interaction Rate (MIR)	The ratio of likes, comments, and DM shares per post viewed within the custom feeds.	High interaction in these feeds proves the feature successfully surfaces content that users actually care about, reducing "mindless scrolling."
Guardrail Metric	Ad Revenue per User (ARPU) Impact	The change in total ad impressions and click-through rates for users primarily using custom feeds.	Ensures that giving users more control doesn't inadvertently "starve" the business by removing too much monetizable real estate.

Ch 5: Pitfalls & Mitigations

Sections	Assumption 1	Assumption 2
Assumption At Risk	Users will discover and use the toggle	Custom feeds provide enough "fresh" content
Failure Mode	Users stay in "Default" by habit and continue feeling overwhelmed	Users "finish" the feed too fast and feel there is "nothing to do," leading to churn
Impact	H	M
Likelihood	H	M
Mitigation	One-time "Welcome Nudge" tooltip explaining the new feeds	Inject "Old Memories" or "Posts you Liked" if new content is exhausted
Detection Signal (Metric)	Low feed selection adoption rate	Scroll Depth
Containment/Rollback	Hide the toggle and revert to "Default" logic	Auto-switch back to the “Default” view



THANK YOU

