



Phase 3: Features, Prioritization + PRD

Problem Statement

Frequent DM users (users from both casual and creator segments) on Instagram, experience friction during conversations due to the inability to search for specific information and move their important conversations involving access to previously shared information to other platforms which provide those features, resulting in increased churn rate.

Step 1: Brainstorming solutions

Root Causes: Why this problem exists?

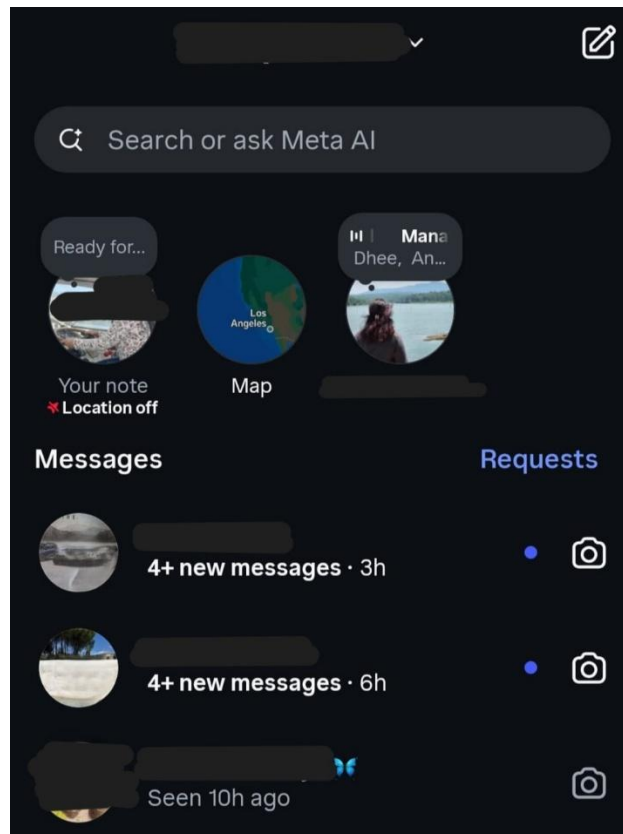
- A. Lack of search option within DMs.
- B. No option for saving favourite contacts.
- C. Unable to save important messages in DMs.
- D. Attaching files is not very convenient. Lack of options to attach documents (like receipts, important files for businesses, etc.).
- E. Deleting messages are not very convenient in DMs.
- F. No disappearing messages option for additional privacy.

Analogy Thinking

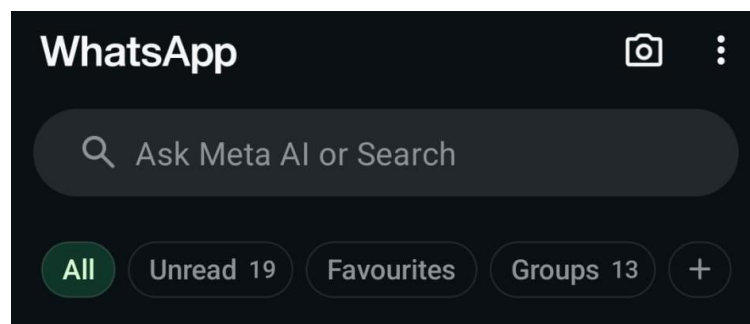
How do other products solve this problem?

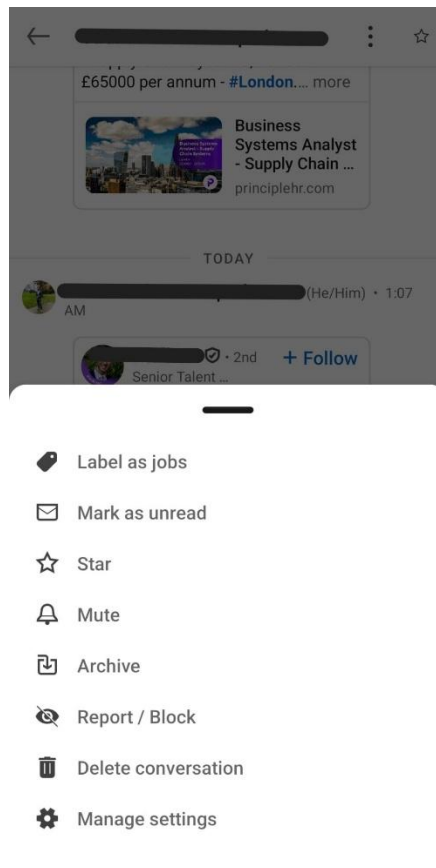
Comparing the messaging feature in WhatsApp and LinkedIn.

Firstly, looking at Instagram's DM, we have a common search option for all the messages.

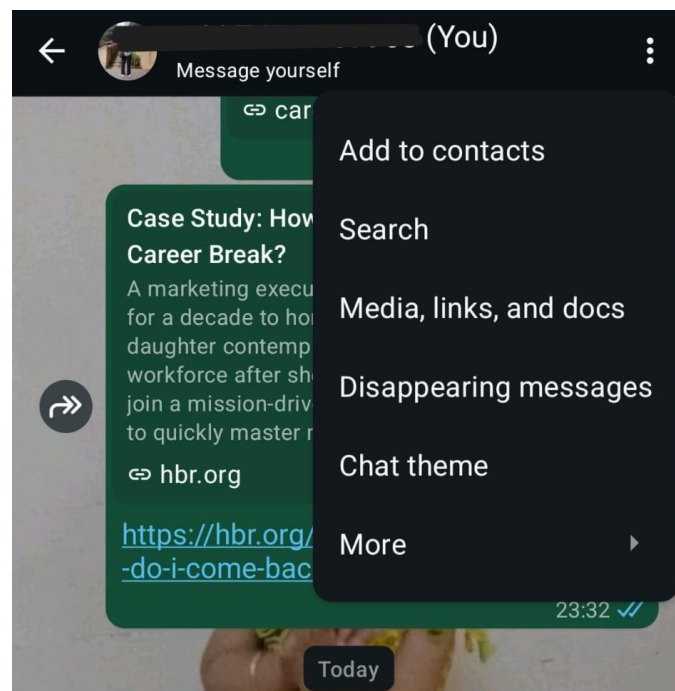


- A. Similarly, WhatsApp and LinkedIn have a common search option for all messages like the below depiction. Additionally, they either have a 'Favourites' tab with a selection of favourite contacts or the star option as in LinkedIn for easy access.

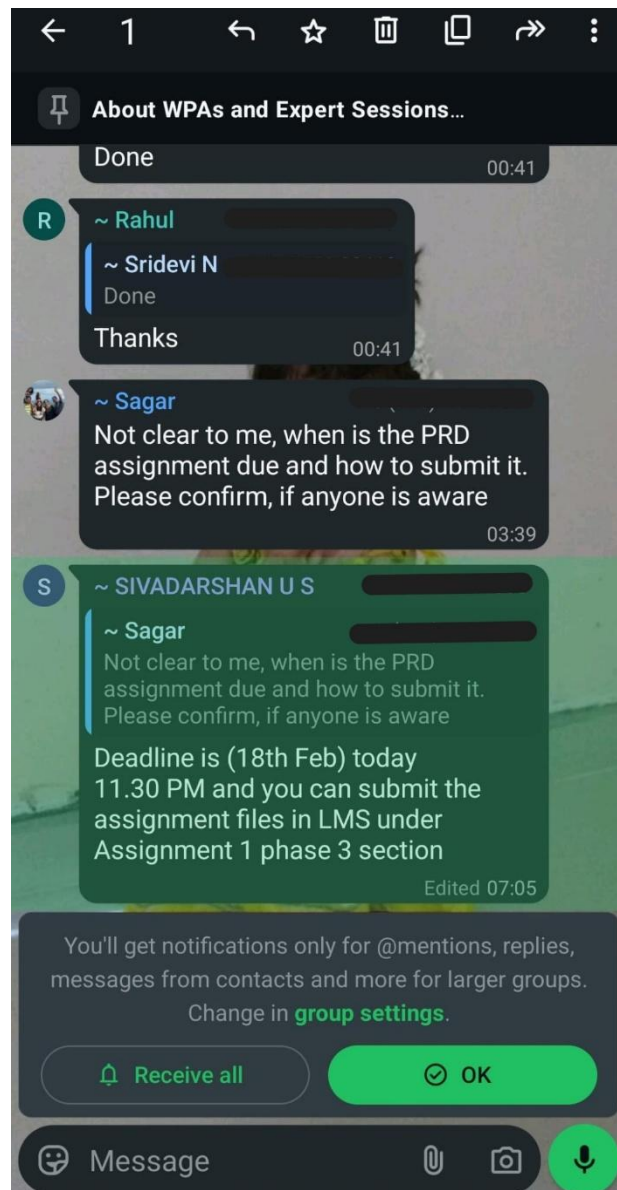




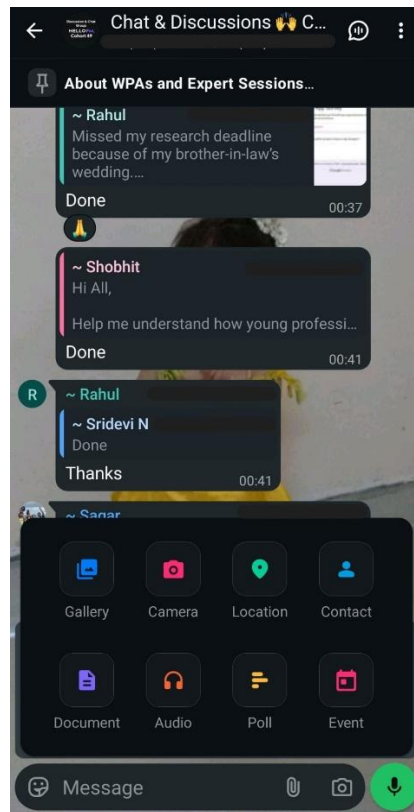
B. In WhatsApp there is also an option to search within individual conversations.



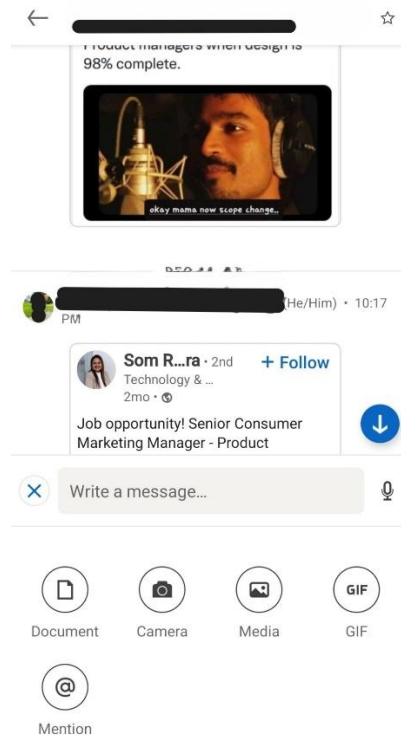
- C. Ability to save important messages by starring option within conversations in WhatsApp.



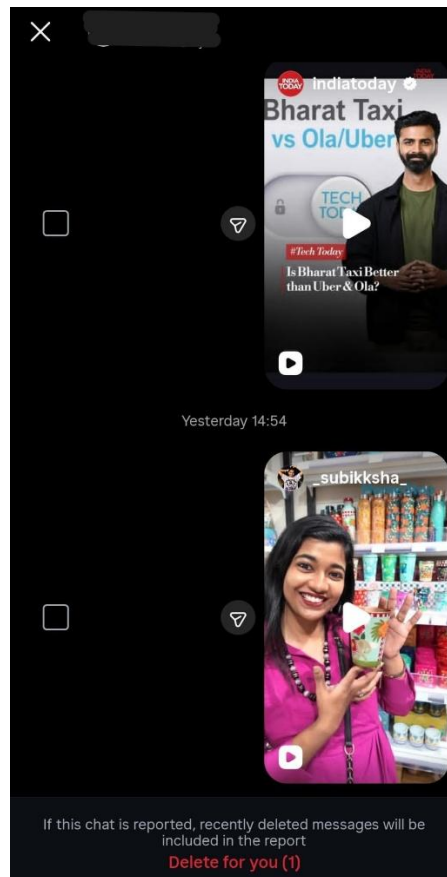
- D. Options to attach photos, videos, documents, location, contacts, poll, etc. are available in WhatsApp.



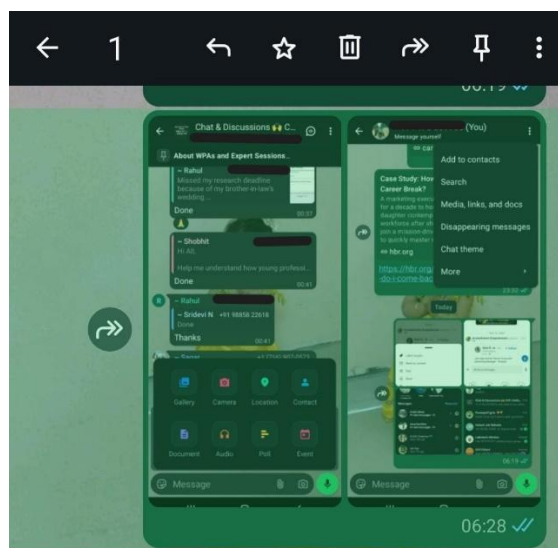
LinkedIn also has options to attach documents, media, tag profiles, etc.



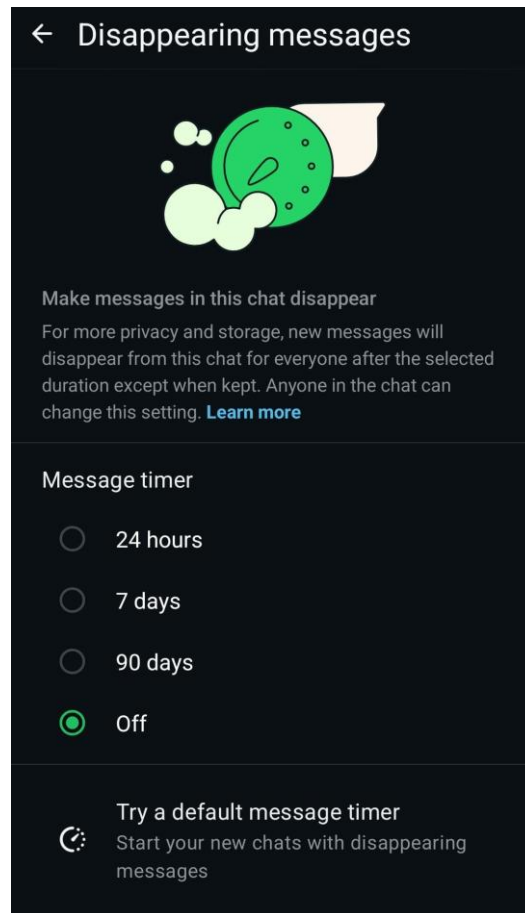
- E. Deleting messages on Instagram takes an additional step to select and delete a message in DM.



Whereas, in WhatsApp a user simply can select or highlight a message, and it can be deleted.



F. WhatsApp has a disappearing messages option for additional privacy.



By comparing Instagram with other competitors having the messaging features, we can view the gaps and identify solutions to fix it.

Solution	Short Description	Key Assumption	Category
Search option within a DM	Search option within each conversation for access to previously shared information.	Users feel they have more control to previously shared information.	High Confidence
Favourites tab	Favourites tab for favourite or important contacts to access favourite or frequent contacts in DM.	Quick access to favourite contacts improves engagement.	High Confidence
Save option in DM	Option to save important messages within a conversation.	Important messages within conversations can be saved.	High Confidence
Attach files/documents option	Including a document attachment option in DM.	Reduces drop off by not having to move onto another platform to share important documents.	High Confidence

Making deletion easier	Highlight messages to be deleted and delete them, instead of the additional step of checking boxes to delete.	Convenience for users to delete unwanted messages.	Low Confidence
Disappearing messages	Creates a sense of privacy and control over storage by selecting a particular time after which the messages in the conversation disappear.	Enhanced privacy and storage control for users.	Low Confidence
Polls for group chat	Ability to have fun polls within group chats.	Increases engagement activity in groups.	Low Confidence
Linking phone numbers to accounts	Linking phone numbers to accounts for credibility when making purchases or enquiries.	Increases trust for businesses and reduces scams.	Moonshot

Step 2: Prioritization

To narrow down the solutions from brainstorming, we are implementing the RICE framework.

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
Search option within a DM	3	3	3	2	13.5	Higher reach and impact with an important function for a core feature. Reduces drop offs.
Favourites tab	2	2	2	1	8	Easy win with medium impact.
Save option in DM	3	2	3	2	9	High reach. This is a strong addition to the search function, which bookmarks important messages.
Attach files/documents option	2	2	3	1	12	Quick win with medium to high impact based on different user segments.

Making deletion easier	3	1	1	1	3	Low impact and doesn't contribute to business goals.
Disappearing messages	2	2	2	2	4	Medium impact and low reach.
Polls for group chat	1	2	2	2	2	Low reach as it is targeted primarily for groups
Linking phone numbers to accounts	2	3	3	3	6	High effort required. Legal aspects also to be considered. Long term bet.

RICE prioritisation framework evaluates the Reach, Impact, Confidence and Effort of the recommended solutions. The top 3 solutions derived from the framework are:

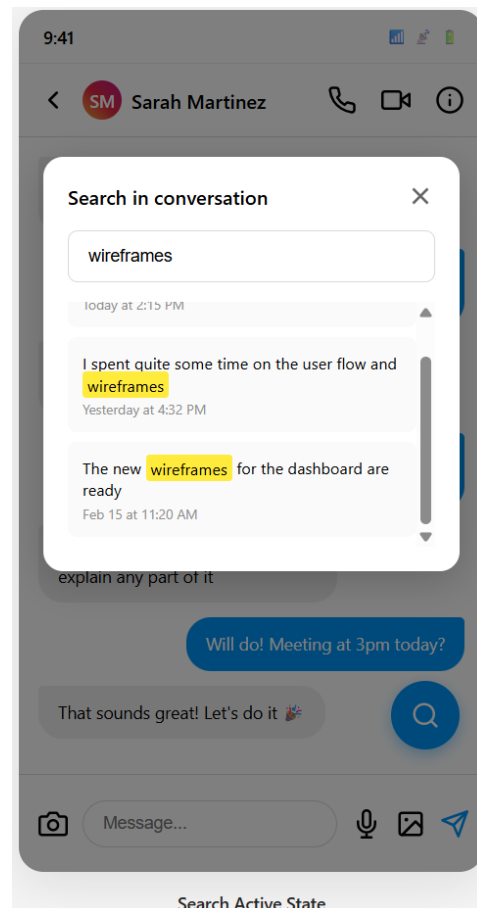
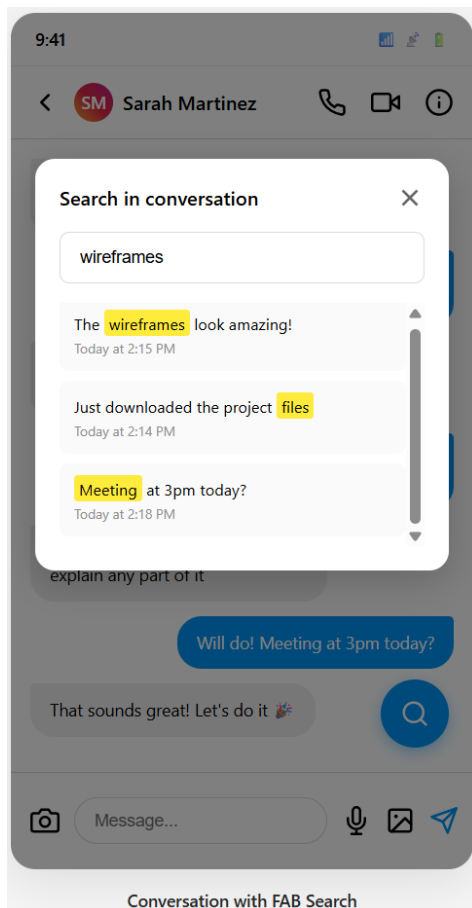
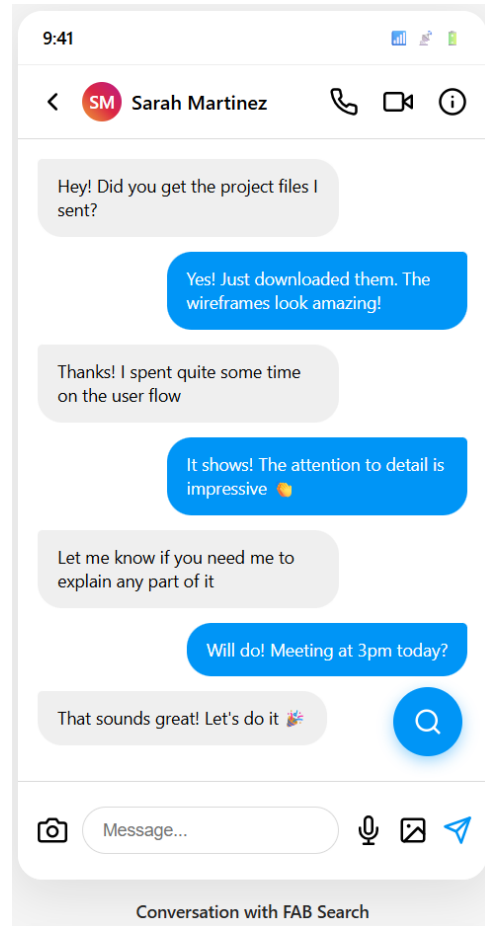
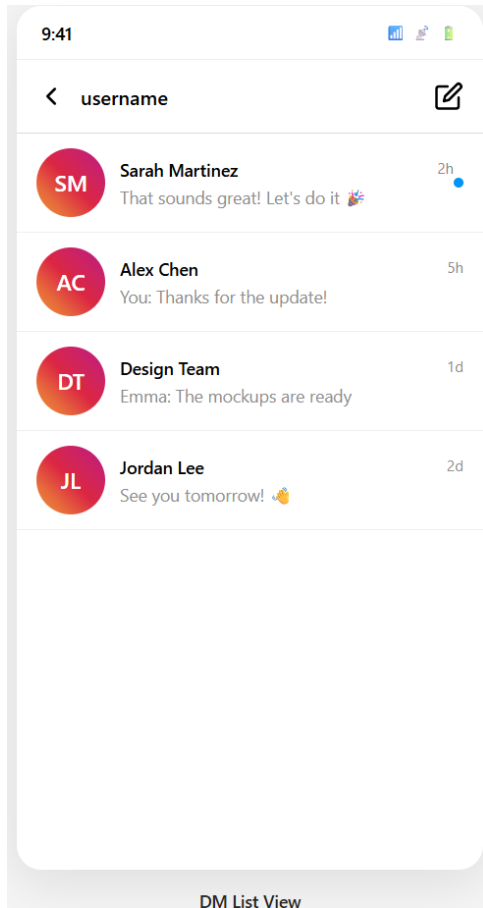
1. Search option within a DM
2. Attach files/documents option
3. Save option in DM

Step 3: Wireframes

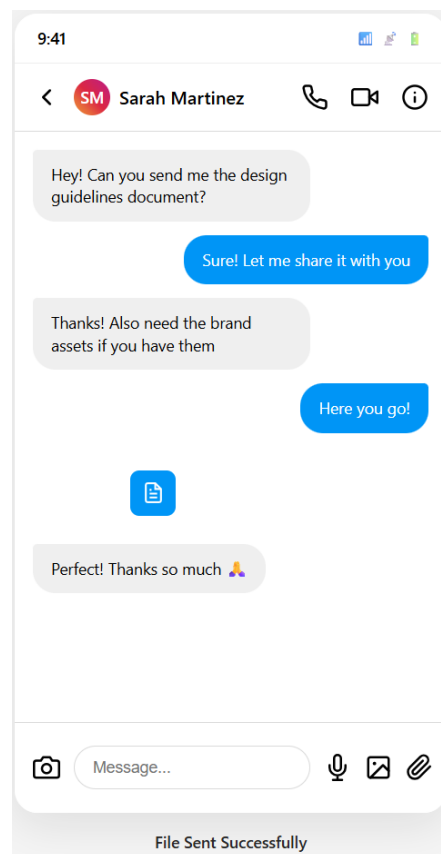
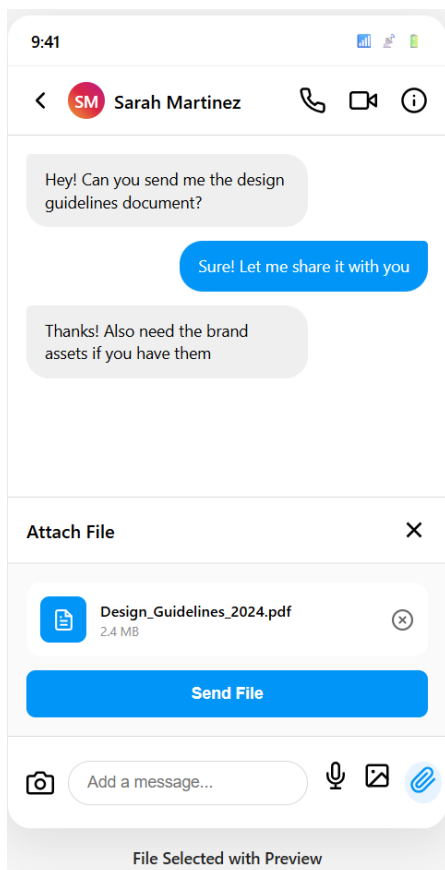
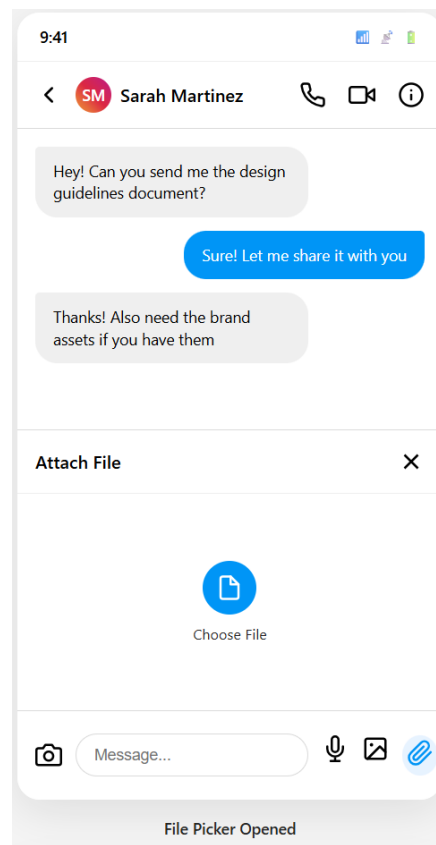
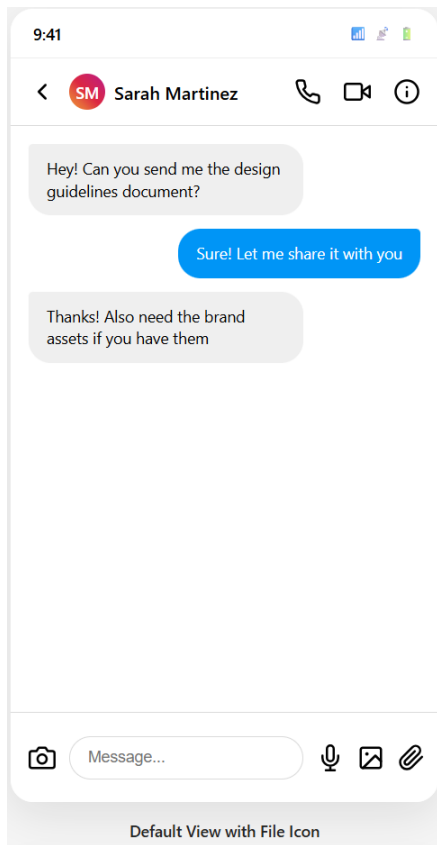
Wireframes are created for the top 3 solutions as separate User Flows below:

1. Search option within a DM

Introducing a Floating Action Button (FAB) search option in the conversation thread considering the better visibility and quick access for users.



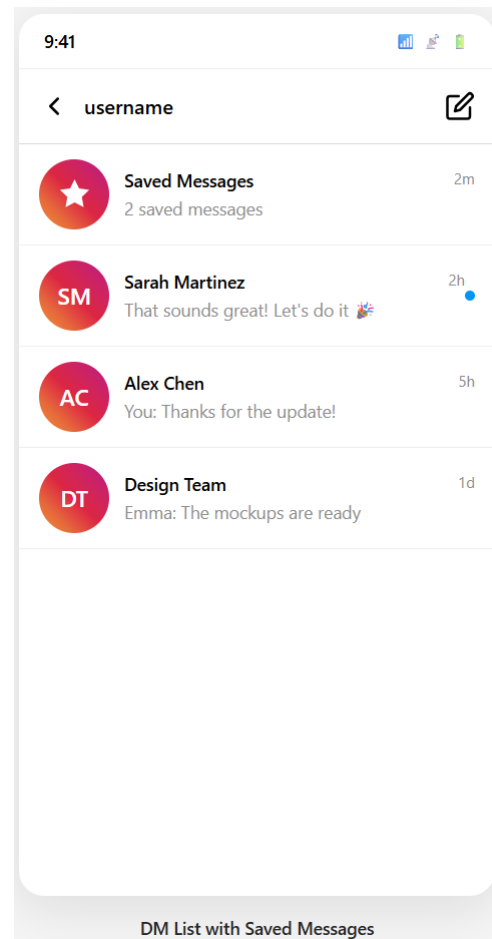
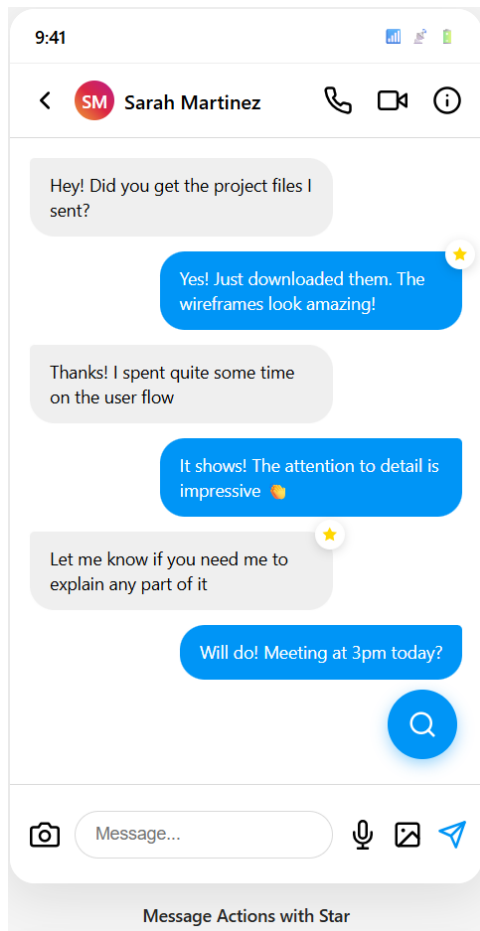
2. Attach files/documents feature

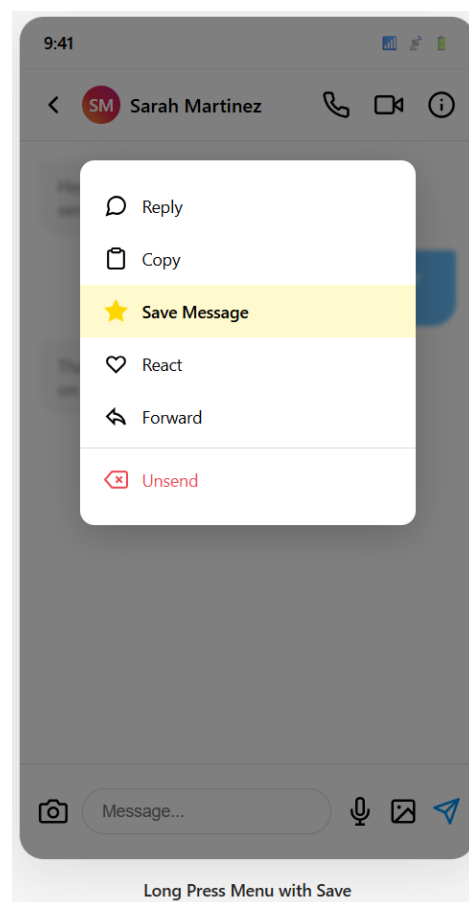
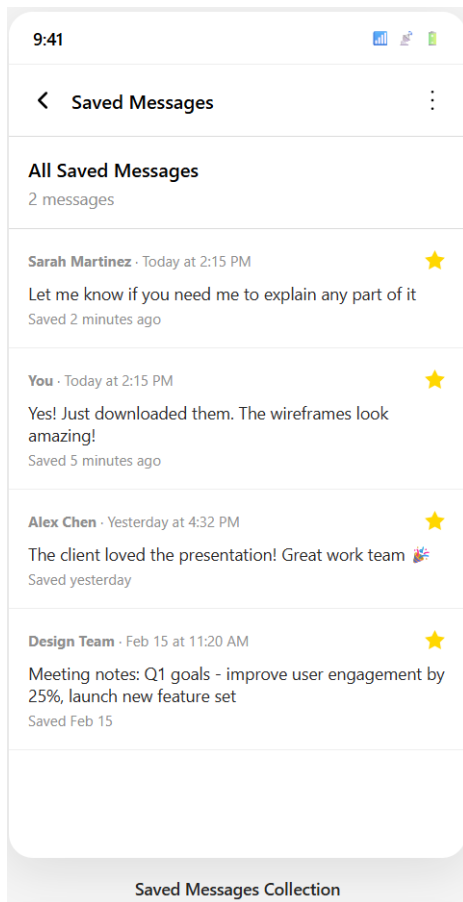


This feature reduces drop off by not having to move onto other platforms to share important documents.

3. Save option in DM

Important messages within conversations can be saved for future reference.





Step 4: Defining Success Metrics

After the solutions are prioritized for development, the success metrics are defined.

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Search Click Through Rate	% of users clicking through the resulting messages of the search function within DMs	To understand whether improving the utilities of DMs help in reducing platform switching
Secondary Metric	Session Retention Time	Average time users stay on the session after finding the information in DMs	To understand the improvement in session time after introducing the search function
Secondary Metric	File Attach Rate	% of users attaching files for sharing in DMs	To understand whether improving the utilities of DMs help in increasing engagement
Secondary Metric	Message Save Rate	% of users saving messages within DMs for future reference	Measures the engagement of users within DMs
Guardrail Metric	DM Latency	The time taken to load search results after using the search function in DM	Introducing additional feature in DM should not affect the core messaging functionality

Step 5: Identify Pitfalls & Mitigations

It is crucial to evaluate pitfalls and the corresponding mitigations for risk assessment. Some of the important assumptions are discussed below:

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation	Detection Signal	Containment / Rollback
Message indexing enables faster search results	Search results are slow	High	Moderate	Performance testing and optimization of indexing	Increase in the search latency	Limit the search to recent messages by specifying a timeframe and rollback any animation to improve the search functionality
A search option (FAB - Floating action Button) will be easier for users to access	Adoption of the FAB search is less	Moderate	Moderate	A/B testing FAB search vs header search. Onboarding users with a quick guide of the search feature	Low Search Click Through Rate	Rollout to only a specific segment (E.g. Power users) of users
File attach option will improve the usability of the DMs feature.	No improvement in File Attach Rate	Moderate	Moderate	Improving the visibility and attachment speed of the File Attach feature.	No change in attach rate	A/B test for different file attach options
Adding Save will increase users revisiting messages	Rarely use the Save feature	Moderate	Moderate	Reduce friction by double tap save	Low Message Save rate per active user	Disable Save for low user segments
Introducing Search, File attach and Save feature will reduce platform switching and improve user experience	Users continue switching platforms for sharing and retrieval. The DM page could be seen as crowded with features	High	Moderate	Optimizing the user flows, faster retrieval speed and appropriate placement of the icons to avoid cluttered appearance	No decrease in platform switching	Rollback the least effective feature experimenting one feature at a time. Keep the features only for Power users.

Step 6: Create Your PRD

The Product Requirement Document (PRD) is created based on all the prior analysis, to align all the stakeholders involved in the product development.

The PRD is attached a separate document in the assignment submission.