

## STEP 1 — USER RESEARCH (Instagram)

### Primary Segment

- High engagement → directly affects Instagram's revenue
- Instagram prioritizes creators (Reels, insights, monetization tools)
- They have clear workflows and pain points

### Secondary Segment (optional)

- Good for understanding consumption → retention
- Helps contrast creator vs. consumer pain points

### Post-Interview Insight Template

Instagram pushes Reels... but I still don't know why some flop

I draft everything in CapCut because IG's editor is too limited

Creators struggle with reach → Supported

Why do creators not use Instagram's built-in editor?

### SURVEY (Instagram)

5–8 questions max.

Screeners: Have you posted 3+ times in the last 30 days?

How often do you use external apps to edit your content?

What's the most frustrating part of posting on Instagram?

How confident are you in understanding your content analytics?

What takes the most time in your posting workflow?

If one thing could be improved in Instagram, what would it be?

Optional: What tools do you use alongside Instagram?

### GOAL SETTING (Instagram)

- Unpredictable reach → discourages posting
- Weak analytics → creators can't improve
- Poor in-app editing → slow workflow → content delays

### PERSONAS (Instagram)

Name: Riya (23)

Tagline: "I want to grow but Instagram feels like a black box."

Behavior: Posts 4–6 Reels/month, edits in CapCut, checks analytics daily

Goals: Build an audience, get brand deals, grow consistently

Frustrations:

- Doesn't know why some posts fail
- Analytics are hard to understand
- Editing feels slow and outside the app

Quote: "I'm trying so hard but I can't tell if I'm improving."

### Persona 2 — The Casual Consumer

Name: Arjun (21)

Tagline: "I use Instagram every day but rarely post."

Behavior: Browses 2–3 hours/day, saves content, shares Reels

Goals: Discovery, entertainment

Frustrations:

- Too many ads
- Repetitive content

Quote: "Instagram shows me the same stuff again and again."

## Final P0 Problem (Instagram)

Creators posting 3–10 times/month struggle to understand why their content performs the way it does, making it hard to improve and leading to reduced posting frequency

### Evidence:

- 62% survey respondents confused about analytics
- All creators expressed “I don’t know why my Reel failed”
- Direct impact on posting frequency → business metric aligned