

MARKETPLACE FEATURE FOR INSTAGRAM

- Product Improvement Case Study

- Deck prepared by

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PROBLEM STATEMENT



- You are Head of Product for Instagram
- you have observed that apart from users sharing their pictures and videos and content creators moving towards monetization through their content, the number of small businesses have been growing especially since the onset of Covid, with followers and reach in thousands or even millions.
- You, as Head of Product for Instagram, have decided to propose a marketplace feature, where-in small businesses can set up shops, and searching and shopping at such businesses become easier for users.



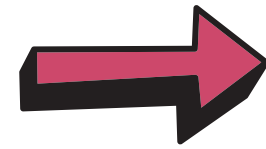
ABOUT INSTAGRAM

*"Give people the power to build community
and bring the world closer together"*

Instagram is a social media platform that emphasizes photo and video sharing. Users can interact with others' content via likes, comments, shares, and saves.

In 2021, Instagram is currently ranked 4th out of all social media networks worldwide, with over 1 billion people using the app each month. India boasts of the maximum number of Instagram users, with 201 million users logging in from India. Also, increasing its audience by 16% quarter-over-quarter, India is the fastest-growing region for Instagram currently.

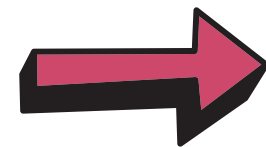
OUR GOAL



To empower small business owners with a marketplace feature.

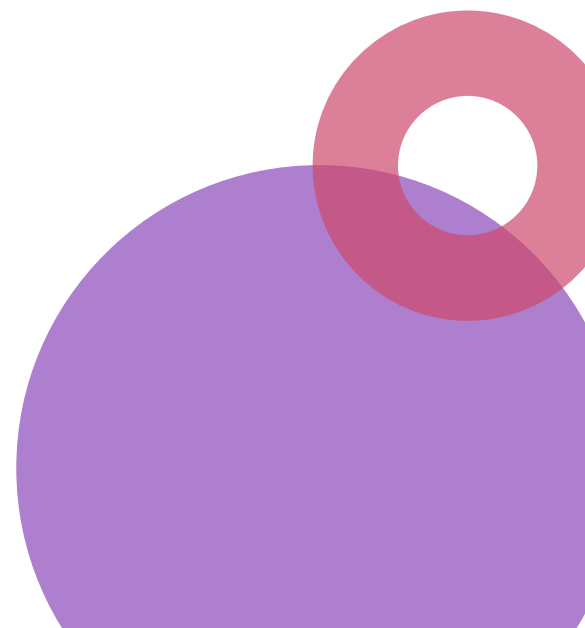


USER-SEGMENT



In this case, we will be concentrating on two kinds of users.

- 1). Users who runs small businesses on Instagram
- 2). Users who buys products via Instagram



USER-STORIES

1. Rajvi Patel

23 year old Instagram thrift store owner

Rajvi runs a small business of thrift clothes and she takes all orders from Instagram only. She manages things all alone, but diving into trends with Instagram reels has really helped her to gain engagement.



2. Maya Sharma

30 year old Instagram user and Rajvi's Customer

Maya is an active Instagram user, she is fond of small-business products. She feels they are unique and affordable.



PAIN POINTS

- Have to take manual note of incoming orders
- It becomes difficult to take note of all the details manually from IG chat while confirming order.
- Official reviews and rating is not there, these points are required to win customers trust.

PROPOSED SOLUTIONS

1. Separate small business account category can be built under public account section and some customized features can be released under this.
2. Separate option to directly placing the order
3. Adding payment options and order tracking feature
4. Allowing customers to add reviews and ratings to the product.
5. Including live updating availability of orders for customers



PRIORITIZING SOLUTION

Out of previous solutions we can go with no 1 and 2 for now, as it will be more viable to start slow with lesser feature for implementation

Hence, we will be creating a separate category under public business account named as "Small Business".

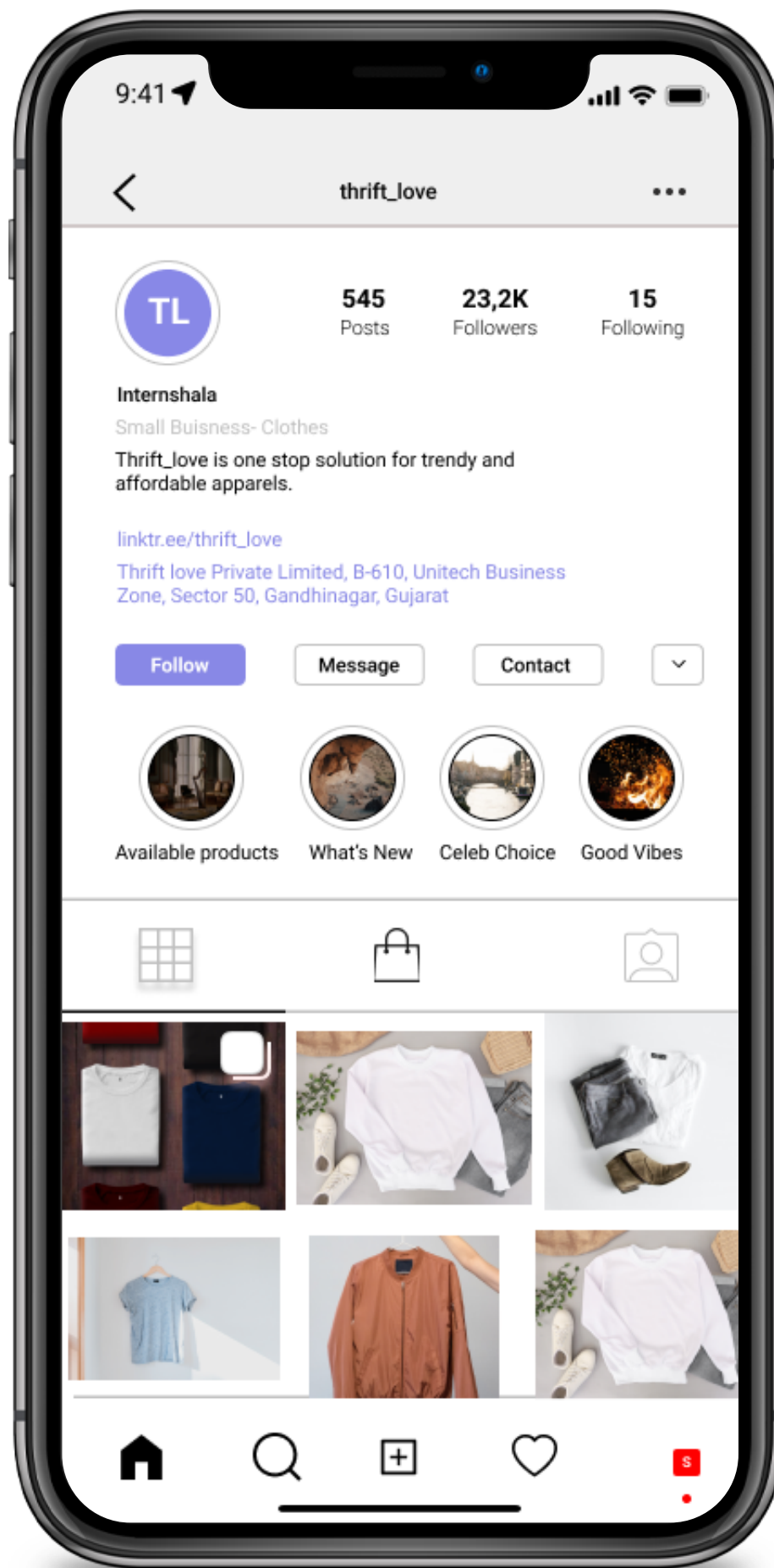
And we can start slow paced and with one or two basic features to make it easy to use.

Lets have look how it would look and work after its release!

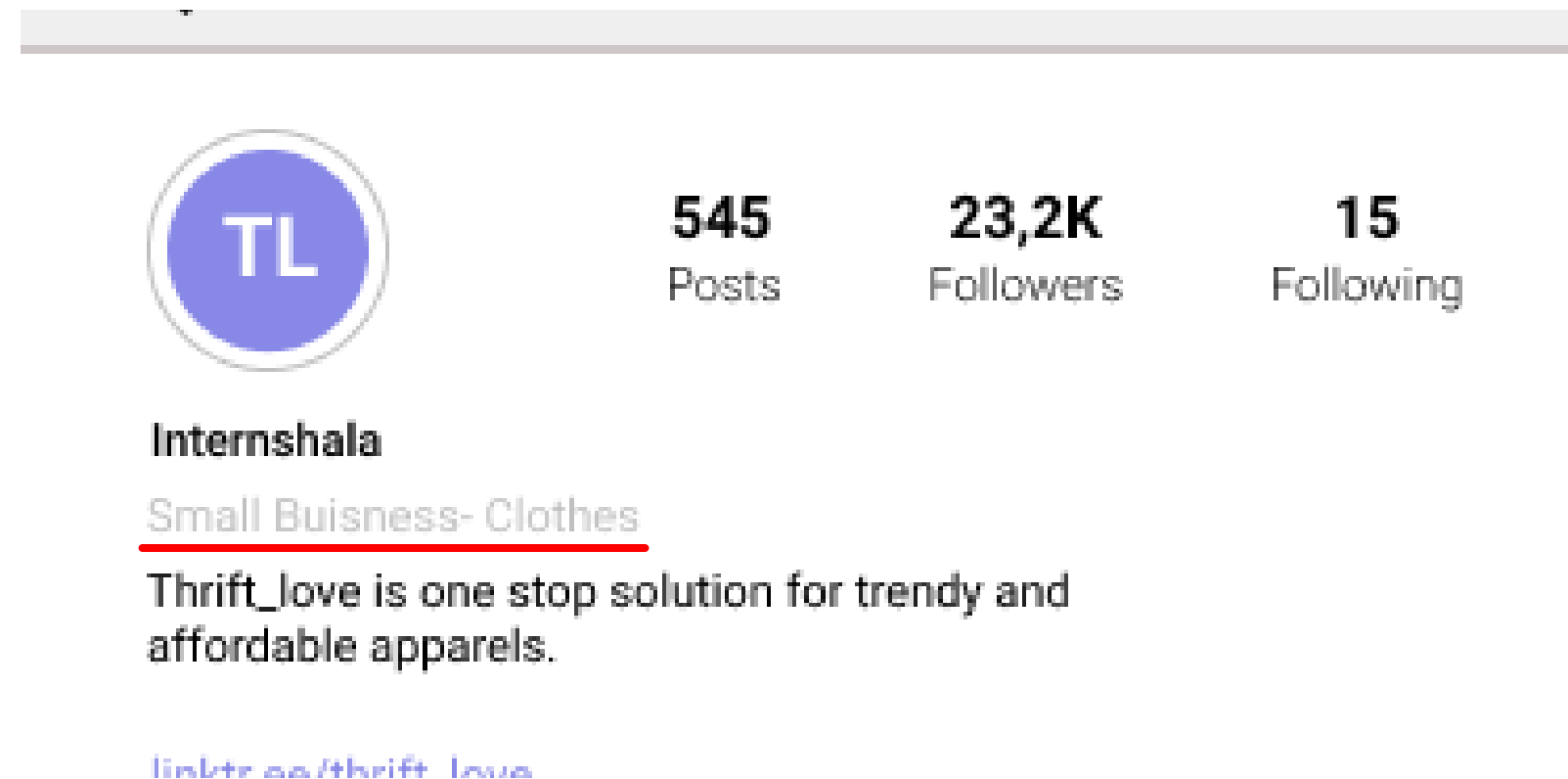


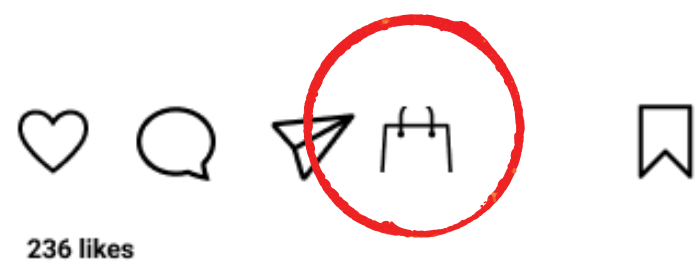
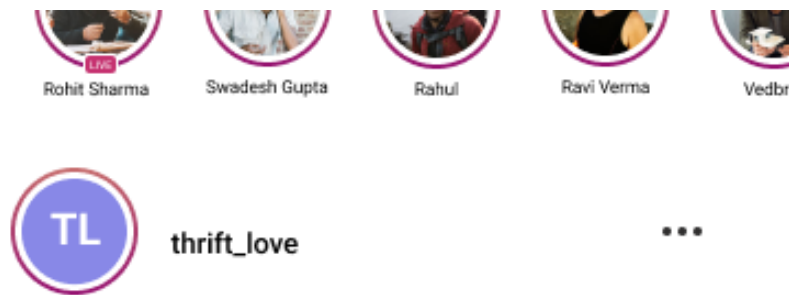
WHAT BUYERS WILL SEE

- Buyers will be able to see all the products listed on the Instagram page under shopping bag icon.
- Small business can be classified from the text details on their Instagram, here it is "Small Business - Clothes".
- Similar phrase "Small Business - Clothes" can be used to search nearby or most relevant shops from search tab.

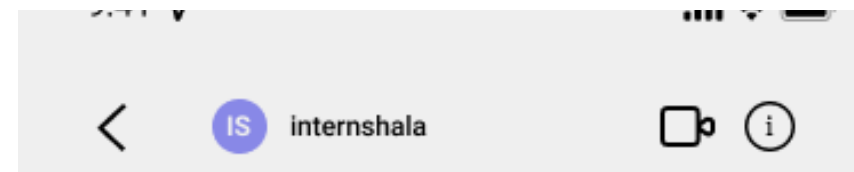


Instagram bio page of small business account holder





Tap on bag icon above the caption.



4:49 PM

Hello, I am interested in your product #123 .

Thank you for your interest!
It is of 450 + 50 Rs Shipping

Please choose your size to
check its availability in your
size

XS

S

XL

XL

It will redirect to the chat with auto generated message.

Seller will be able to responds immediately with same type of automated responses.

HOW IT WORKS

- For sellers, posting their product under this list will be similar to posting photos on Instagram.
- Buyers will able to buy product by tapping Bag icon above caption.
- When tapped, buyer will be redirected to the chat of that particular account

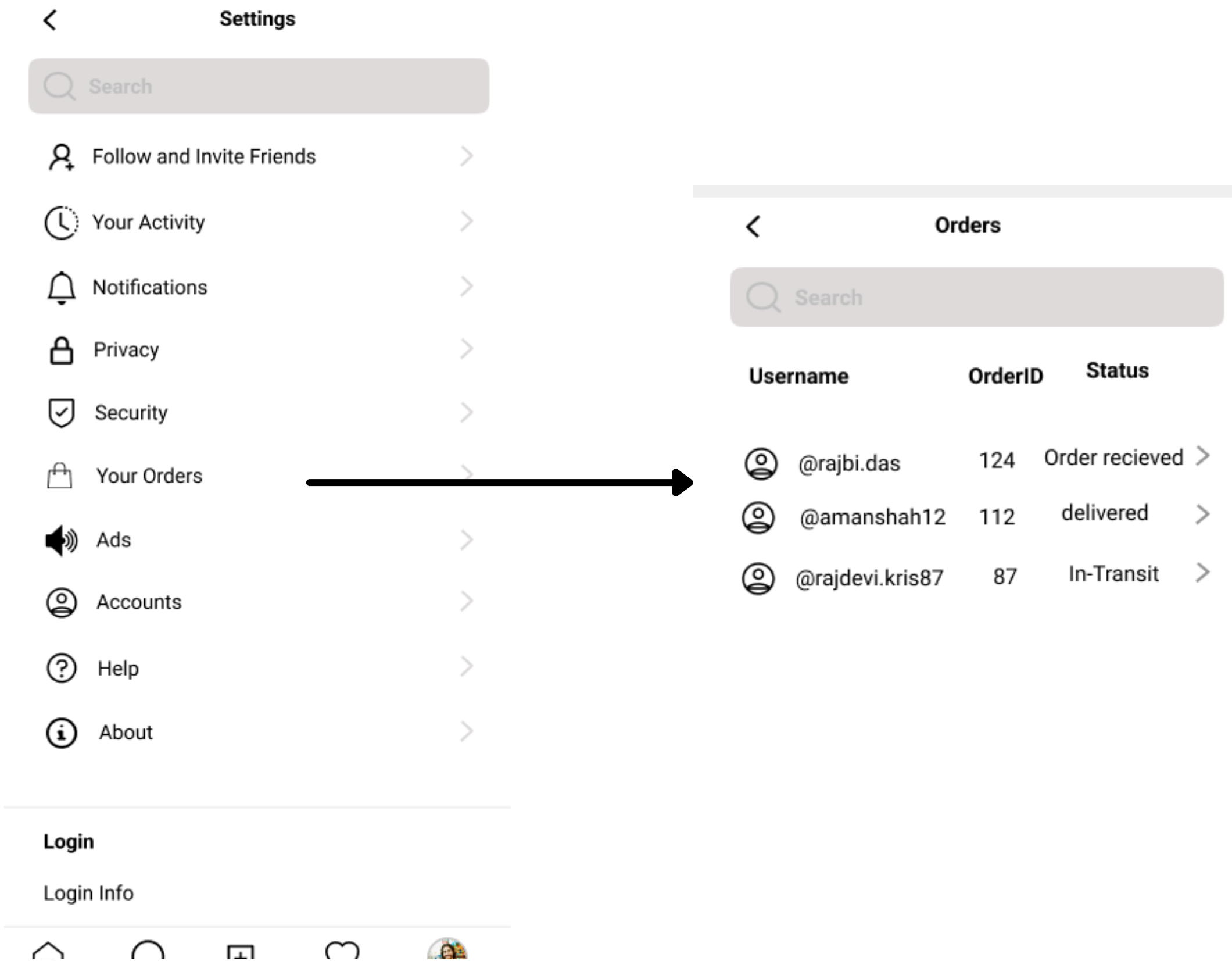
Yes, It is available, confirm order by adding address and mode of payment

Address:-



Example of auto generated message from a buyer.

WHAT SELLERS WILL SEE



- On confirmation of order from chat, it can be easily stored in Your orders section.
- Orders will get orders ID and status can be updated by buyers.

GO-TO-MARKET STRATEGY



Analyzing
target market
and
competitors

Launching
Beta version
and
testing the
feature

Interviewing
customers for
reviews and
make
necessary
changes

Relaunching
the feature
and repeat
same process

SUCCESS METRICES

**No. of small
business users**

**No. of Order placed
via IG**

Most prominent metrics will be No. of small business users, this number will play a vital role even if decide to monetize this feature

**% of new customers
acquired per business**

**Customer satisfaction
score**

