

# Gaming MVP for Instagram



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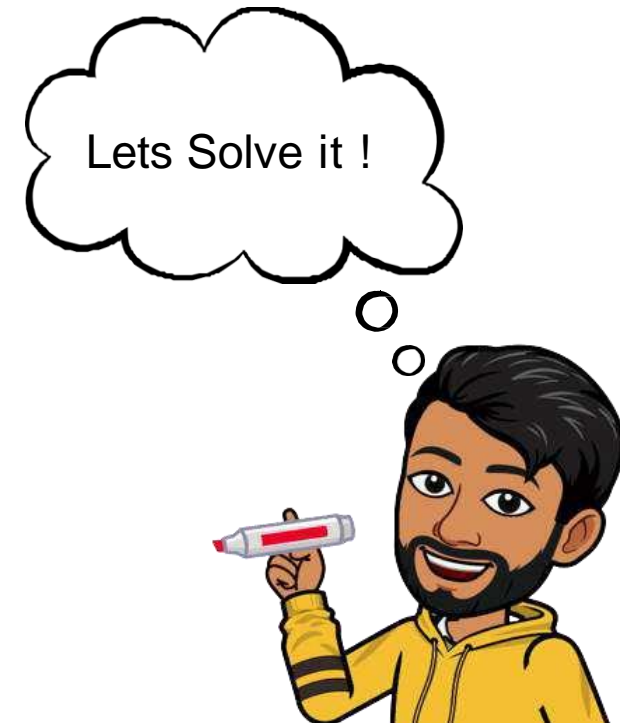


# Problem Statement

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You've joined Instagram as Head of Product.

You feel that with the current huge user base on your app, it's the right time to expand your verticals, and you wish to launch Gaming inside the current app. You want to launch the feature as an MVP, and evaluate the results based on the feedback you are provided from the current users. You are sure that this will be the next step for Instagram to become one of the most engaging online platforms.



# About Instagram

## Overview

- ❑ Social Media Platform for photo and video sharing
- ❑ Content ranges from pictures, reels, stories

## Metrics

**500 Mn**

Daily Active Users  
(DAU)

**2 Bn**

Monthly Active Users  
(MAU)

**0.98%**

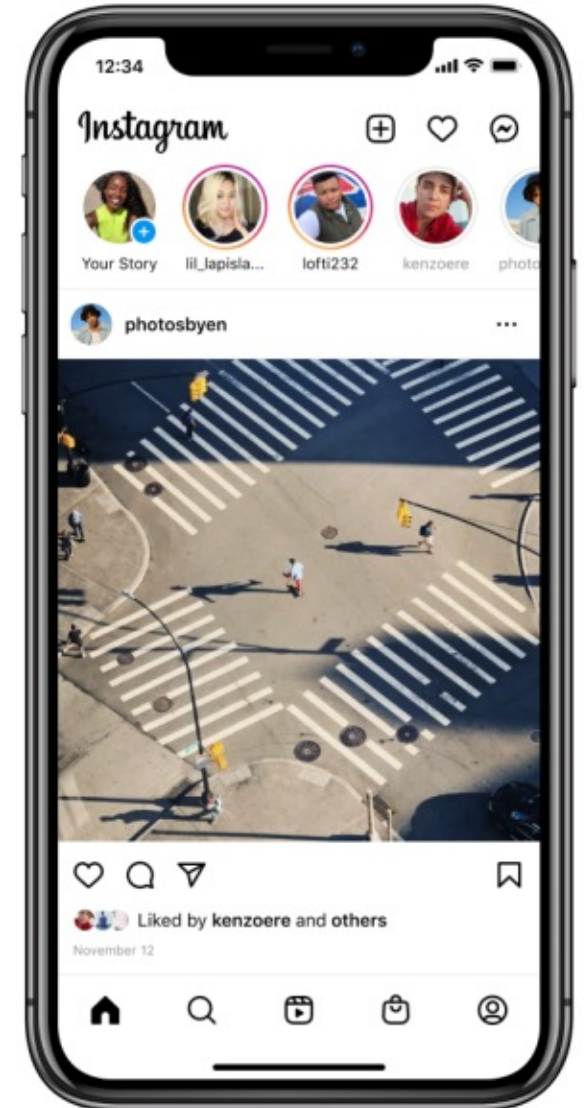
Average  
engagement rate  
per post

**29 Min**

Average  
time spent on the  
app

## Revenue Streams

- ❑ Ad revenue is the primary source of revenue for Instagram
- ❑ Sponsored Content from various brands contributes to revenues



# User Personas (1/2)



**Name** – Serena

**Age** – 25 years old

**Occupation** – Product Manager

**About the user** – Serena generally uses Instagram to stay in touch with her friends. She generally posts reels and stories when she goes out with her friends or on a vacation

## Motivations

- To stay connected with friends and family
- Follows influencers and brands to know about latest products
- Provides an escape from real-life stress
- Is a way to express herself

## Goals

- Wants more interactive content on Instagram to express herself
- Wants to interact with her friends and acquaintances frequently
- Wants brands to experiment with the content they post

## Frustrations

- Annoyed by the increase in ads in stories and Instagram feed
- Feels that ads in stories and posts are obtrusive and uninformative
- Mindlessly scrolling the feed leads to poor mental health
- Feels only a handful of her friends actually interact with her on the app
- Feels interaction with friends is superficial



# User Personas (2/2)



**Name** – Rafael

**Age** – 23 years old

**Occupation** – College Student

**About the user** – Rafael uses Instagram because all his friends do it. He does not interact much with anyone nor does he like to do it. He is active on Discord with strangers and wants to interact with his friends in the same way by playing competing with them instead of posting on Instagram

## Motivations

- To use Instagram because all his friends use it
- To escape from the stress and relax by watching memes and reels
- To know about niche brands and their offerings

## Goals

- Wants more interactive feed
- Wants to compete with his friends in something real instead of posting pictures and making reels
- Wants to develop communities on Instagram

## Pain-Points

- Feels wary of interacting with friends with whom he has not been in touch
- Feels the life people show on Instagram is fake
- Instagram feed feels passive and not interactive
- Irritated by mindlessly scrolling on the feed





# All Features

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## Gamified Stories

Stories on Instagram would have games that users can play. These games would be riddle, puzzle games that can be quickly solved in 15 seconds. This would increase drive up engagement and lead to more users to brand's page



## Interactive Reels

Reels would have gaming involved in which users would have the ability to make it interactive. This would be similar to Netflix's interactive episodes and reel watchers would have the ability to interact with the content



## Feed Games

Games would be shown in the feed of users to make it more interactive and engaging. These games would be quick and easy to play with no learning curve. This would then increase engagement on sponsored posts



## Game Center

This would represent a full-fledged game zone wherein we will have users competing against their friends. There would a variety of games that will be present here ranging from PvP, puzzle, strategy. Additionally, ads, in-game currency, extra skins can be new revenue sources



# Feature #1 – Gamified Stories

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## 01 Feature Description

- With the current format, stories on Instagram seem passive and not engaging.
- With gamified stories, users will have the ability to play quick games on stories like puzzles and riddles
- These games would be over in 15 seconds, thereby requiring less effort from the users
- Brands can have their stories with games so that it becomes more engaging for the users
- Initially, Instagram would develop 8-10 generic game templates for stories which can be pitched to brands
- For top brands, customized game would be created according to their campaigns with higher cost involved

### Phase 1 - Beginning

Generic game template developed in-house would be pitched to small brands

### Phase 2 - Consolidate

Based on traction and conversions, customized games would be developed for top brands with increase in cost charged

Generic game templates would be pitched to small and niche brands with lower cost

### Phase 3 - Reward

Guidelines can be developed wherein game development is open-sourced so that developers can create games. Quality-check would be done by Instagram to ensure only quality games are developed. Brands can then be offered a range of games which can select as per their campaign. A percentage of revenue generated would be shared with developers on a per-campaign basis.

## 02 Pros

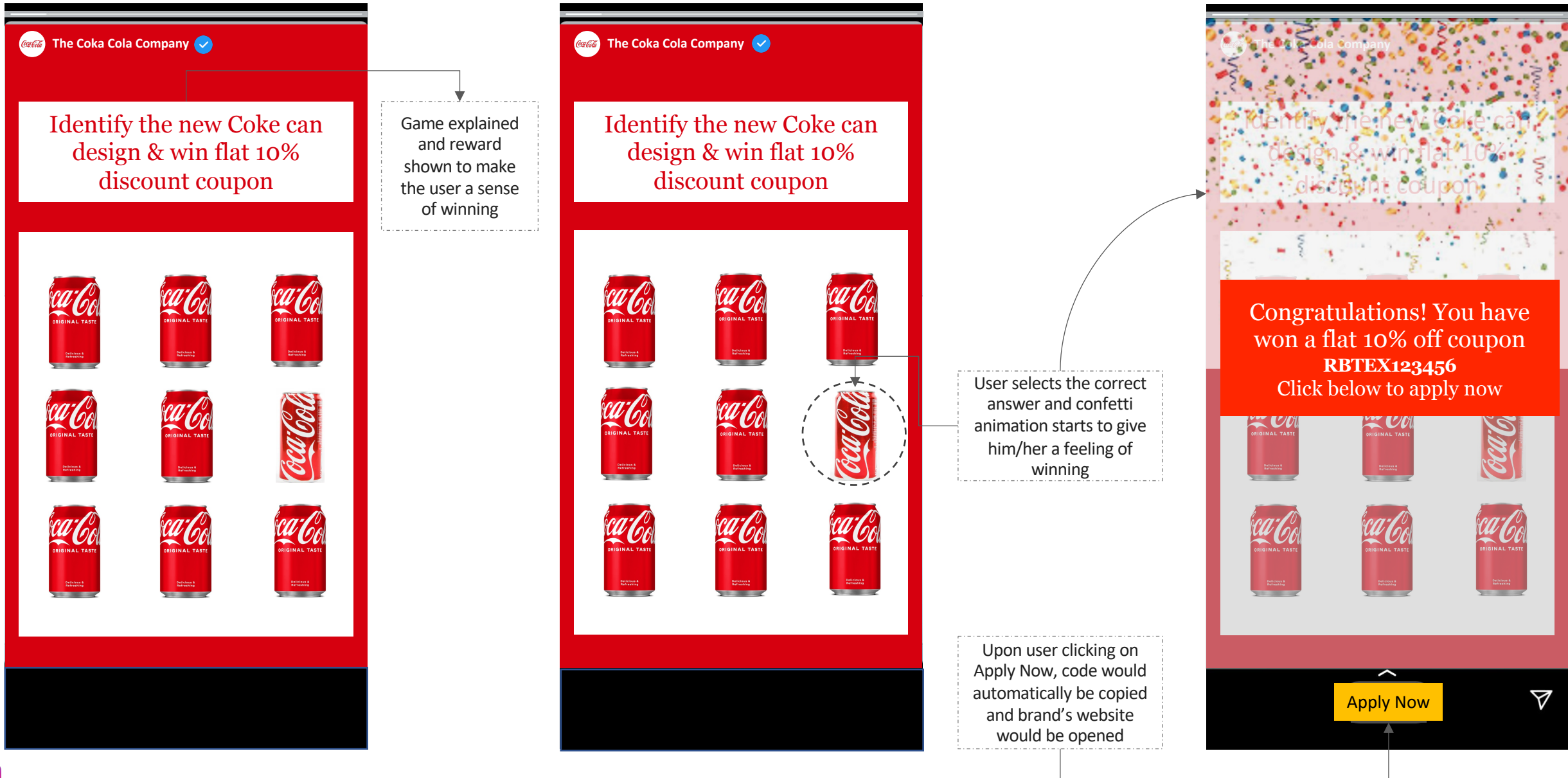
- More engaging stories for the users will drive more clicks thereby bringing in more revenue for Instagram on CPC basis
- Keep users hooked on the platform for longer
- Different offerings for different brands will allow customization and increased targeting

## 03 Cons

- Users education would have to be done regarding interaction with the stories
- Brands might be dissuaded to try it out owing to user backlash about game complexity



# Feature #1 - Gamified Stories Wireframes





# Feature #2 – Feed Games

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## 01 Feature Description

- In the current format, the Instagram feed feels passive with only likes and comments as the major points of interaction
- Furthermore, with banner blindness, users tend to skip the ads placed in the feed
- With games placed between posts, users would have the ability to play games in the feed itself
- This would make the feed more interactive and reduce doom-scrolling
- These games would be quick and casual games like puzzle and riddle based games
- Brands can games as part of the sponsored posts, thereby increasing engagement
- Furthermore, users interacting with these games will be able to challenge their friends and continue playing variations of the same game
- In the next phase of development, these games could be even more interactive from different genres like action, and adventure

## 02 Pros

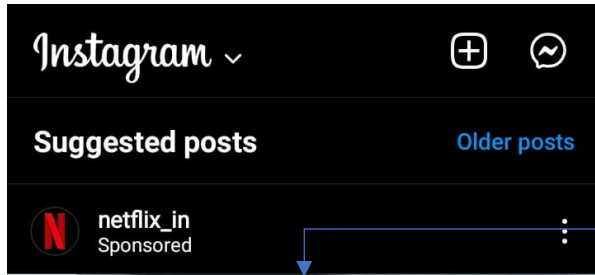
- Feed would be more interactive thereby improving increasing engagement on the platform
- With games in sponsored posts, the chances of banner blindness would be less
- It would allow more interaction among the users

## 03 Cons

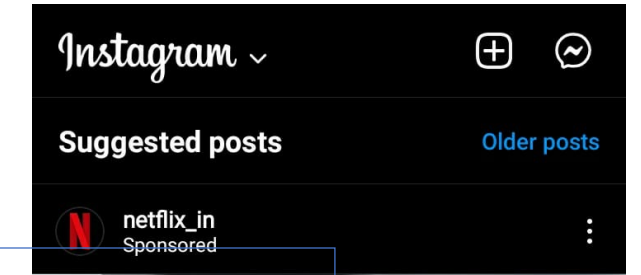
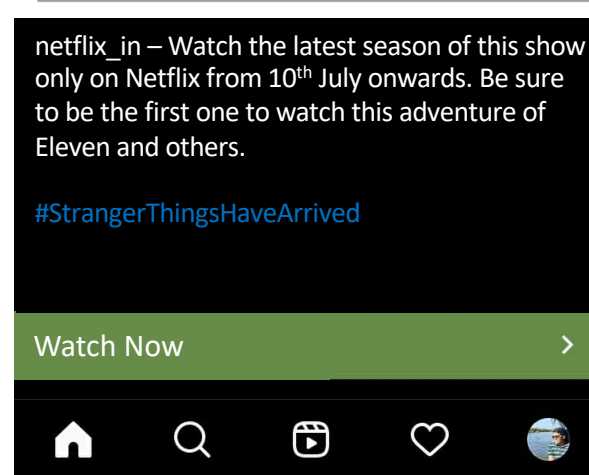
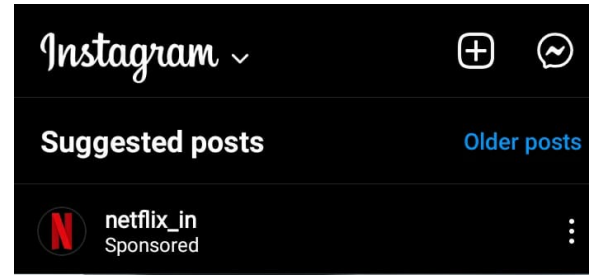
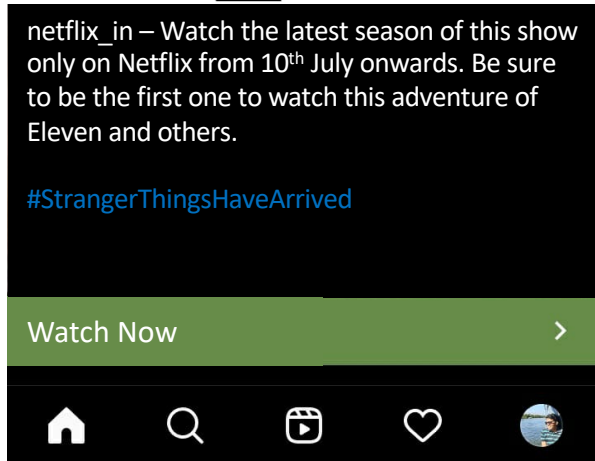
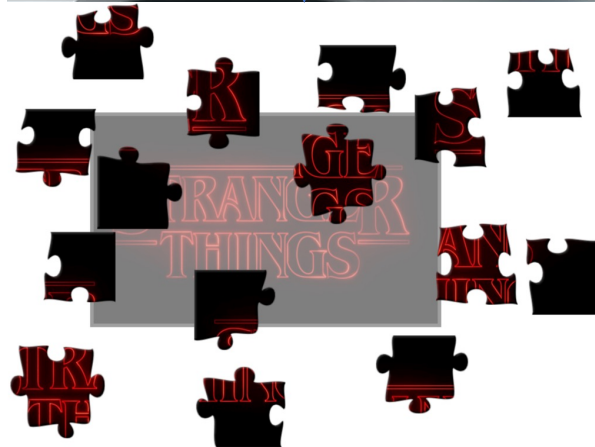
- Users education would have to be done regarding interaction with the feed games
- Users might want to revert back to original feed



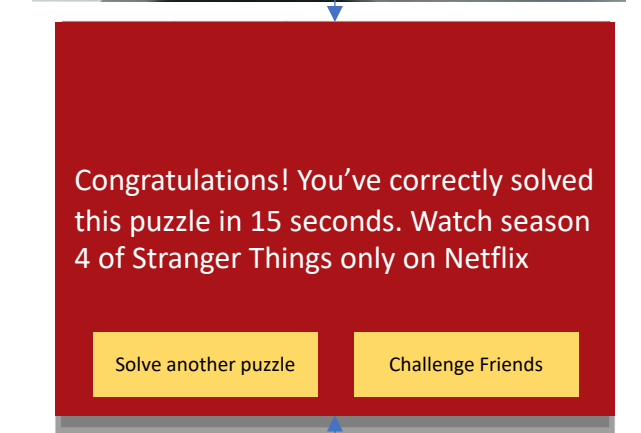
# Feature #2 – Feed Games Wireframes



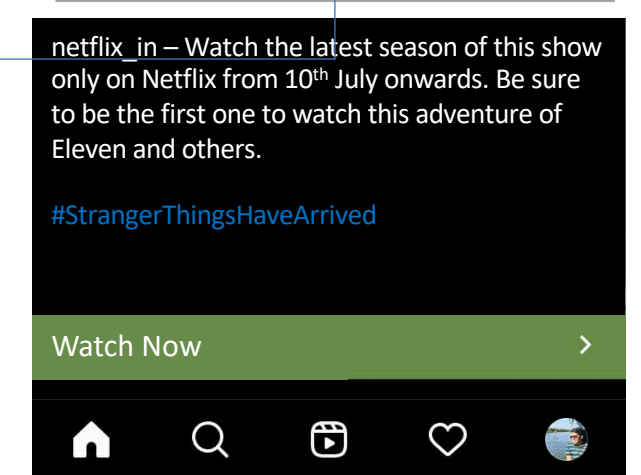
Sponsored post in the form of puzzle game being shown to the user



When a user completely solves the game, congratulations screen is shown



User is invited to play another puzzle or challenge his/her friends to solve the same puzzle in lesser time



# Feature #3 – Game Center

## 01 Feature Description

- Game center would represent a dedicated icon on Instagram wherein users can click and play games
- These games would be from a variety of genres like – puzzle, arcade etc.
- Initially, based on user reaction on gamified stories and feed, certain genres of games would be developed
- Post analyzing the user engagement and CTRs, we will evaluate the types of games to be promoted
- Users would be able to play against their friends and buy in-game items like currency, skins etc.

### Phase 1 - Start

Certain genres of games like puzzle, lifestyle, casual, player-v-player to developed in-house by Instagram

### Phase 2 - Pitch

Based on user engagement in the previous phase, certain genres of games would be developed. Furthermore, ads would be introduced in games for additional revenue

### Phase 3 – Flywheel

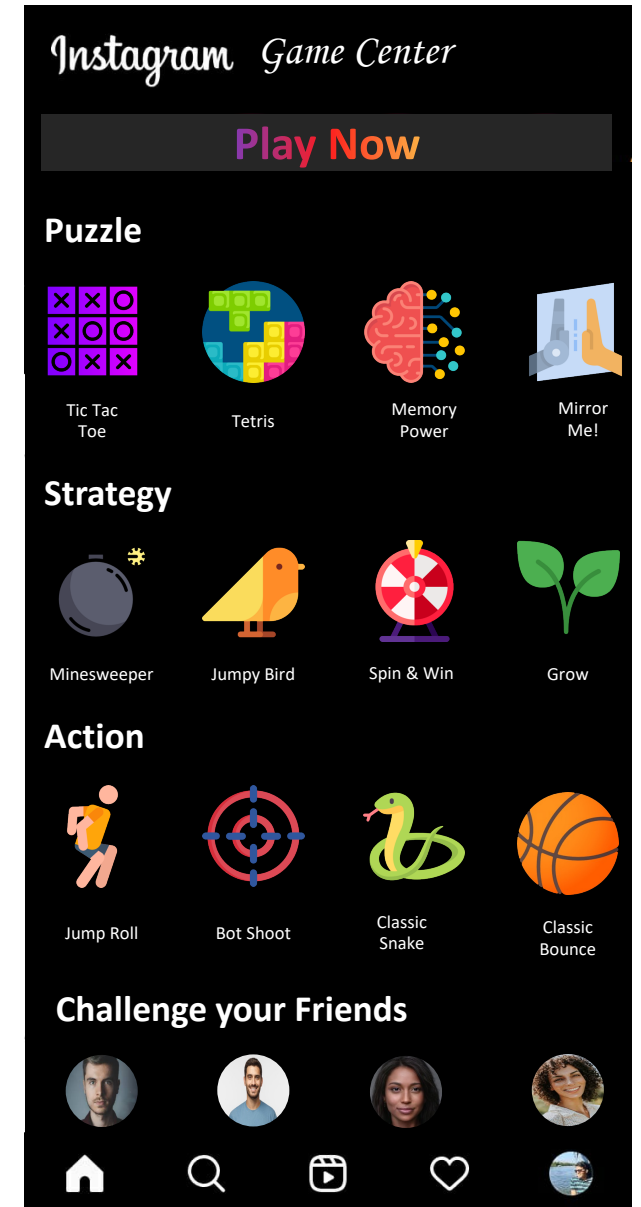
Game development to be open-sourced for developers. A listing fee would be charged from developers to make games for Instagram and a percentage share of ad revenue would be shared with them. QA team would ensure only quality games are published

## 02 Pros

- Games tend to be captivating and engaging, thereby increasing the time spent on the app
- Additional revenues from in-game ads, currencies and add-ons
- Post-initial development, internal resources would be freed and open-source development would take place

## 03 Cons

- Owing to Facebook's reputation about privacy, developers might not be excited to partner with them
- User backlash might be received with the introduction of gaming



# Feature Prioritization

Feature	Reach (% per 100 users)	Impact (Scale 1-5)	Confidence	Effort (person-month)	RICE Score	Priority
Gamified Stories	95	4	90%	4	8550	1
Gamified Feed	90	4	85%	5	6120	2
Interactive Reels	80	3	85%	6	3400	3
Game Center	75	3	75%	6	2812	4

Based on the RICE Score, we will start with the development of gamified stories as the top priority. Furthermore, we will then develop gamified feed as the 2<sup>nd</sup> priority feature



# GTM Strategy

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## Feature Development and Testing

The top 2 features – gamified reels and feed games will be developed and tested



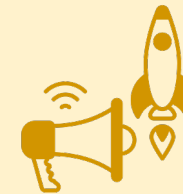
## Soft Launch and Activation

Features will be rolled out to a select set of users and their engagement will be tracked



## Refinement

Based on metric evaluation, the features will be refined, user experience would be improved and pitching to brands will start



## Promotion and Complete Launch

Complete launch of the MVP will be done with promotions across channels. Tech development would be ensured to handle increased load



## Tracking

Over time essential metrics should be tracked and the other features should be developed to ensure constant user engagement



# Success Metrics

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## 1 Average Session Time

Increasing session time would represent higher engagement

## 2 Average Revenue per User (ARPU)

ARPU would represent higher revenue generated from new game features

## 3 Drop-off rates

High drop off rates would represent that low user interest in the games

## 4 Install Ratio

Higher install ratio would represent that DAU have adopted the games

## 5 Load Times & Crashes

As Instagram is installed in millions of different devices, load times and crashes would have to be monitored

## 6 CTRs of New Features

Daily/ Weekly tracking of CTRs would enable us track user engagement with the features





**Thank You**