<u>Problem statement:</u> Friend requests are down to 10% from actual numbers within a span of 3 months in facebook, what would be:

1. Possible reasons for downfall.
2. Factors that affected or caused the downtime.
3. Possible solution for the same.

Solution:

What do we mean by Friend Requests?

    → when a Facebook user sends requests to other users through the 'Add Friend' button.

1. Possible reasons for downfall

Problem can be broken down into following small buckets like:
1. External factors
2. Internal factors
3. Product related issue
4. Demographic
5. Pandemic
6. Marketing
7. Fake accounts, even we have bots
8. Users perspective

2. Factors that affected or caused the downtime.
  → following can be the possible aspects for the downfall in the friend request are:
1. **External factors:**
   - ❖ **competition**
      1. Do we have new competition in the market with similar product with more features: if yes then we need improvement in ours products with more new features
      2. Like Dating apps, infinite reels loop on instagram, video sharing apps etc.
      3. Any similar product company has launches new marketing strategy for advertisement or campaign: **if yes then we have to improve our strategy**
      Is there a similar kind of decrease in the % in other products.

- ❖ **rule and regulation**
    1. Any news from company head or CEO for any changes on the rule and regulation
    2. Data issue news of users
    3. Removal of fake accounts
    4. Government policy for detection of fake news

2. Internal factors
- ❖ **Bug in code**
- ❖ **Algorithm issue/** Poor suggestion

    1. Drops in the new friends suggestion algorithm PYMK (People You May Know) algo.

    2. Is there any advertisement or process for connecting people?: if not then we have to look on this for more improved version of message
    - ❖ fake user
    - ❖ locked profile
        1. Due to the locked profile in the user to other users, there is a hesitation in the people to send friend requests.
- ❖ Notification
- ❖ Any new feature launched: may be we have to review once if any
- ❖ Any application problem like
    1. Application are different on desktop then the smartphone application
    2. Any changes in button or ui of Friend request page/interface

3. Search algorithm problem for friends suggestion to narrow down search

4. Company changed its name to META on Thurs. (OCT, 28) [Link](#)

5. Product related issue

On fb we have following option were we can find our new friend suggestion usually
1. Search
2. Friend suggestion
3. In between feed
4. Friend friends list (may be private or public)

    If any changes like ui, adding/ deleting options is done in the above aspects then we have to look again

    - ❖ Suggestion of new friend algorithm changes
    - ❖ Any limit like in one day you can send this much of friend request

❖ platform compatibility issues like web (any browser), android, iOS?

❖ Traffic volume on these 3months

5. Demographic
❖ Demographic i means is there any decline in particular
  1. Age group like (12- 19 are using any new and more new features loaded apps like video apps tik tok, dating app tinder etc.)
  2. Particular gender
  3. Location : this was globally as problem state so the issue of regional decline due to certain influence like
     1. Elections
     2. Festival
     3. Movements
     4. Network problems etc.

6. Pandemic
❖ This lockdown leads to increase in the user of online social media
❖ And after the opening in the past 3-4 months : this may be the reason for the less interaction on fb and even on friend requests.
❖ If we have data then it could be better to comment on the sudden decrease may be due to the high peak in lockdown
❖

7. Marketing
❖ Is there any changes in the strategy of competitor of similar product
❖ Advertisement and message embedded in it like connect to your connection

8. Fake accounts, even we have bots
❖ 16% of All Facebook Accounts Are Fake or Duplicates this is data from [Statista](#)
❖ This pandemic have leads to increase in the number of bots uses fb

This fake and bots leads to create problems in the user's privacy and even trust on product

9. Users perspective:
❖ Is there any changes in the users behaviour on these past 3 months
❖ Any research team data need for more info
❖ Is time spent on facebook also reduced along with decline in friend requests ?
❖ Any advancement or innovation is appended on facebook or not like other platforms are adding. So, this can be one reason for their migration.

Possible solution:

1. We need to look deep every aspects on the above question to detect the root cause of sudden decline of 10% friend request on facebook
2. In general if we find some suspicious in any of small buckets like

    a) external factor: if any competition are there then we have to look on the
        i) competitors strategy
        ii) advertising technique to connect people
        iii) flexibility other are providing
        iv) government policy

    b) internal factors
        i) then we have to improve on search algorithm
        ii) bugs if any
        iii) designing, interface issue then we need to work with team to make it more optimal then other

    C) Marketing
        i) can also be the one major reason for this as we have to figure out how to connect new people of similar requirement and need. So, that they can use this product
        ii) any innovation and new features must me timally added or improved like

    a) We can provide payment options as Whatsapp just updated.
    b) Video calling feature
    c) Unlimited reels of never ending loops feature on instagram
    d) New friends suggestion algorithm PYMK (People You May Know)

Based on the above answers and data we can narrow down to our problem and then act on it for improvement.

Thanks you
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