Instgram Product Case

Question: **How would you Improve Instagram Stories**

Assumption
- I'm the Product Manager / Analyst at Instagram/ Meta

Goal of the company / Mission
- Keep users happy and entertained all over the world
- Keep users updated with their friend's interests and activities

Asking clarifying Questions
1. Are there any specific features part of it: **NO any**
2. Platform Mobile Or Desktop web = Mobile app
3. Geography = Instagrammeble city Called NYC (New York City)
4. What is the Budget and timeline = No Unlimited Resource
5. Software only

Mani Focuses:
- Creation of Insta Story
- Viewing Of Insta Story

Note: After **30sec - 1min** Brainstorming my ideas and capture and also organize them in the right manner to explain them in a better way

Structure of solutions
- Users - All
- Pain Points -
- Solutions
- MVP + Metrics
- Summary

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Business Answers

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So I come up with some ideas to build or insert into Instagram Stories
- Idea 1 Improvement:
  - Collaboration
    - Collaborating with the Close-friends section
      - When the user adds or creates their own story the user can also invite or collaborate with their close friends list to contribute to the story
      - This will help to make more and more informative and interactive

- And also boosts engagement and one user spends the most time and is also invited their other X person to contribute
  - Idea 2 Improvement:
    - Birth Notify
      - This is in between close friends to get a notification of the friend who is to celebrate the birthday
      - This will just notify LIKE: Your close friend's birthday is coming @username
      - This will help to attract more and also increase the user engagement
      - Upcoming Birthday
  - Idea 3 Improvement:
    - Gamify
      - Use some of the gaming motions and Provide some of the gaming stickers for specifically those who use to upload gaming videos
      - Use background gaming motions to make more interactive
      - Gaming graphics

So these are the features that I have brainstormed within 2-3 min
Does that sound good #meta #facebook #instagram #whatsapp

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