

Product CaseStudy for FaceBook



Consider yourself as an Analyst working at FACEBOOK

Assume: Let's say you work at Facebook

Problem Statement: Facebook - implementing the payment option on Facebook Messenger like Venmo

How do you determine whether the business is good or bad

Clarifying Questions:

- Goal of a new feature - Engagement
- The feature is option / compulsory to all - optional
- Marketplace / P2P (non-friends as well) can transfer
- Enabled if the chat is open for that marketplace reason

Technical requirements:

- Start from scratch - payment gateway implementation
- User exp: It should not be disruptive: it is always in chat
- Compline: comply with all finance regulations that we have in the current policies
 - Available in Zell or Venmo
- Competition: security, some extra features that are not available in Zell/Venmo

Solution:

- **Research:** understand user needs, payment methods, and wallet for security & privacy concerns, Analyse what Venmo does not offer their users
 - And also analyze the competition

- **Competitors: (India)**
 - **PhonePe** - P2P
 - **Google Pay** - P2P , W2B , add , Verify
 - **Zelle:** — Security pin, UPI pin Implementation—

Many other payment platforms

Most Imp: If you are building payment Apps / Platform

Consider all these

- **Easy UI/UX interface**
- **Trust** - in the user journey
- **Strong Security**
- **Seamless interface to payment**
- **Easy steps to make a transaction 2- 3 steps**

Given all these would you recommend Facebook payments

Not Yet: user willing to use feature/context test messenger - an extra layer of security

Metrics:

- 50% - control gap
- 25% - Just like Venmo
- 25% - extra features

After conducting all this research and analysis - we can say whether it is the best feature or bad feature for Facebook - also consider some of the metrics like DAU, no of users

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