



*How would you Design product  
for Movies in Facebook*



# facebook



∞ Meta



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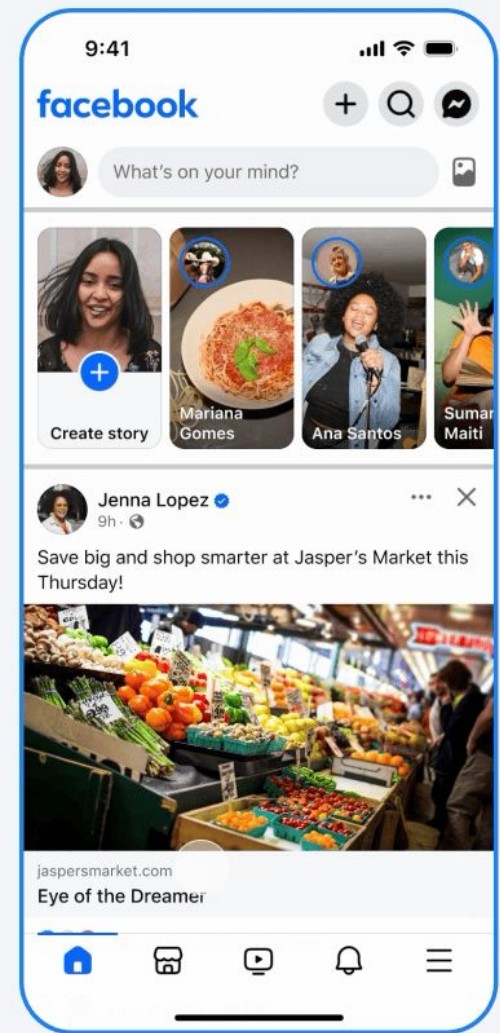
# Clarifying Questions

- Why facebook want to go into the Movie Space?
- Exciting or create a separate integration for it
- Questions about backend infrastructure (software / hardware)

# Understanding the Problem Space

## Facebook's Mission Alignment

- Facebook's goal: *"Connect the world and bring people closer together."*
- Movies are a global medium that aligns with Facebook's self-expression and connection goals.
- Builds on Facebook's existing video focus: Facebook Watch, IGTV



## Competitive Landscape & Facebook's Advantage

- Competitors: Netflix, YouTube, Amazon (video-first platforms).
- Facebook's edge: **social graph** – deep connections among friends and family.
- Opportunity to make the content **creation and consumption more social**.

# Defining the User Segments

## Two Broad Segments:

- **Creators**
  - Sub-types: Hollywood professionals, indie creators, everyday people
- **Viewers**
  - High engagement vs. casual consumers

## Prioritized User Segment:

- **Everyday creators** – untapped potential + highly social behavior
- Facebook Watch already caters to viewers → focus shifted to creator pain points



### 3. Identifying Pain Points

#### Key Pain Points for Everyday Creators:


1. Uncertainty about the value of their content
2. **Loneliness during content creation** ✅ *Top priority*
3. Lack of production skills
4. Limited reach or audience

#### Prioritization Logic:

- "Loneliness" is deeply emotional and aligned with Facebook's strength (social)
- Solving it enhances product stickiness and community building

# Solution Brainstorming

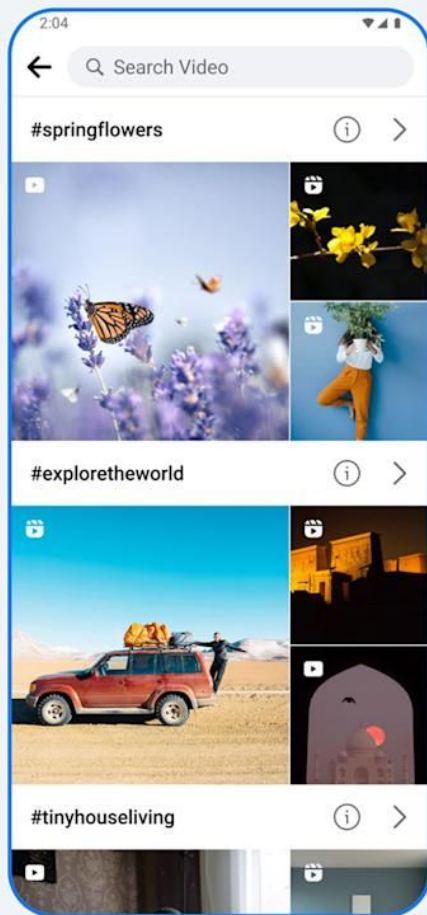
## Ideas Generated:

1. **Creative Groups** – peer support, community, feedback
2. **Portal Audience** – live viewer reactions while filming
3. **Collaborative Movie Creation**  *Chosen MVP Idea*

## MVP Definition & Core Features

### Minimum Viable Product (MVP):

- **Collaborative video creation** using existing Facebook tools



## Key Features:

- Add clips over time (asynchronous creation)
- Tag contributors and hand off scenes
- Editing: trimming, version control, scene transitions
- “Still editing” vs. “Published” modes
- Pull clips from existing video posts
- Shared media folder per collaborative project

## Metrics for Success

### Launch Metrics:

- Click-through rate
- Installments created per user
- Initial number of collaborative movies started

### Engagement & Retention Metrics:

- 2-month retention of active creators
- Average number of collaborators per project
- Time spent editing/viewing collaborative projects



# Vision and Long-Term Impact

## Product Vision:

- Make movie creation a **living, social experience** — not just a one-off upload
- Create "life movies" like Facebook Moments meets Boyhood
- Enable communities to build narratives together over time

## Strategic Fit:

- Taps into Facebook's strengths: connection, community, creativity
- Builds a **new content type** and drives engagement beyond passive scrolling

## Rollout Strategy

### Discovery Plan:

- Targeted country/region-based beta release
- Launch with a “big splash” using influencers or creator communities

*Thank you*  
*What's your design Approach?*

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