

Ideation Phase

Define the problem statements

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Team ID	NM2023TMID09233
Project Name	Creating an Sponsored Post for Instagram

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer problem statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the

ideal solution for the challenges your customers face. Throughout the process, you'll

also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Defining problem statements for Instagram would typically involve identifying specific challenges or issues the social media platform faces, whether from a user, business, or technical perspective. Here are some problem statements for Instagram:

1. User Engagement:

- How can Instagram increase user engagement and time spent on the platform to keep users actively participating in the community?

2. Content Moderation:

- How can Instagram improve its content moderation system to effectively identify and remove inappropriate or harmful content while minimizing false positives?

3. Privacy and Data Security:

- How can Instagram enhance user privacy and data security to protect user information and maintain trust in the platform?

4. User Experience:

- How can Instagram optimize the user experience, making it more intuitive, accessible, and enjoyable for all users, regardless of their age, background, or abilities?

5. Monetization for Creators:

- How can Instagram better support content creators and influencers by providing more effective monetization options and tools for their work?

6. Fake Accounts and Spam:

- How can Instagram reduce the prevalence of fake accounts, spam, and bot-generated content on the platform?

7. Algorithm Transparency:

- How can Instagram increase transparency in its recommendation algorithms to provide users with more control over the content they see and reduce filter bubbles and echo chambers?

8. Cyberbullying and Harassment:

- How can Instagram combat cyberbullying and harassment more effectively, ensuring a safer and more inclusive environment for users?

9. User Authenticity:

- How can Instagram verify the authenticity of user accounts to combat identity theft and misinformation?

10. Internationalization and Localization:

- How can Instagram better adapt to and cater to the diverse needs and cultural sensitivities of its global user base?

11. Platform Stability:

- How can Instagram improve its technical infrastructure and server stability to prevent outages, crashes, and slow performance?

12. Explore and Discovery:

- How can Instagram enhance the "Explore" feature to help users discover more relevant content and accounts while maintaining diversity and avoiding filter bubbles?

13. Advertisements:

- How can Instagram balance the integration of advertisements into users' feeds without compromising user experience and engagement?

14. Sustainability and Environmental Impact:

- How can Instagram reduce its environmental footprint, particularly with data centers and energy consumption, to contribute to sustainability goals?

15. Accessibility:

- How can Instagram make the platform more accessible to users with disabilities, ensuring that all individuals can enjoy the platform's features?

These problem statements cover a wide range of challenges and opportunities that Instagram may face, reflecting various aspects of its operations and user experience.

Example:



PROBLEM STATEMENT (PS)	I AM	I AM TRYING TO	BUT	BECAUSE	WHICH MAKES ME FEEL
PS-1	Tom, a delivery boy	Who usually travels on road	It is always congested	The traffics are not clean at times	irritated
PS-2	Tom, a delivery boy	Facing traffic problems	The road condition is not upto standard	delay due traffic	frustrated
PS-3	Tom, a delivery boy	traffic affects his career	It is always congested	road is not cleaned , the people are facing many difficulties	uncomfortable
PS-4	Tom, a delivery boy	noise pollution due to traffic	It is always noisy	Uncleaned traffic	unpleasant
PS-5	Tom, a delivery boy	driving safety	but some peoples are facing accidents	It feels unsafe	fear