Problem Definition & Target User(s)

by

Group 1:

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Assumptions:

- Our parent company (Meta Platforms) has launched a social networking app called Instagram in the year 2010 for users to share photos and videos on social media. It currently with over 2 billion monthly active users
- We are considering a timeline from start of year 2023 January and in July'2023, we are coming up with our new social app called Threads which is a text-based conversation app targeting this active user base and potential new users from competitors like Twitter
- Given the mobile-centric nature of Instagram and the trend towards mobile messaging, the team assumes that Threads will primarily be used on mobile devices. As such, they may prioritize a mobile-first approach to development, ensuring that the app is optimized for smartphones and tablets.
- We intend to use the same backend & infrastructure of Instagram to leverage the existing tech stack for our new social app Threads.
- We at Meta found that there is a huge demand for private conversations and for improvement in the quality and organization of conversations that people really care about.
- With the growing popularity of messaging apps, the team assumes that users prefer direct and private communication channels for interacting with their close friends, rather than public posts or comments.
- Given the sensitivity of personal content shared among close friends, the team assumes that users prioritize privacy and control over who can view their updates and messages. As such, we assume that privacy features will be crucial for the success of the Threads app.

User Problems:

Unorganized Conversations: Conversations are unorganized and not easy to navigate through to and difficult for users to engage in conversations of a particular topic or theme.

Engaging Conversations: Instagram are unable to find likeminded individuals whom they share interests with and want to have meaningful conversations that matter to them

Interest Search: Search with keywords of topic interest is not available on Instagram which helps users join conversations of likeminded users.

User Inertia: On social networking platforms, users are lazy, to install a new app and gain followers from start to begin their content creation journey or join public conversations

Quick Wider Interactions: Currently, users cannot have one to many quick interactions with friends on Instagram with larger groups.

Problem Definition:

Many socially active Millennials and Gen Z users face challenges in finding engaging, private conversations with close friends on existing social media platforms like Instagram. These users desire more control over their interactions, seeking intimate spaces free from distractions and noise. Current platforms (including Instagram) lack streamlined communication tools for quick interactions within their social circles, leading to frustration. Additionally, users are reluctant to join new platforms due to the effort required to gain followers and participate in public conversations.

Target Users:

1. **Socially Active Millennials/Gen Z:** Threads is primarily aimed at younger demographics who are heavily engaged in social media and have close-knit friend circles. These users prioritize intimate communication with their closest friends over broadcasting to a wider audience.
2. **Privacy-Conscious Users:** Individuals who are concerned about their online privacy and seek platforms that offer enhanced privacy controls and selective sharing options.
3. **Busy Professionals with Close Friend Circles:** Even within the professional sphere, there's a need for private communication channels with close friends. Busy professionals who value their personal relationships and want to stay connected without the distractions of public social media may find Threads appealing.

4. **Students and Young Adults**: Given the social nature of Threads, students and young adults navigating the complexities of social relationships and personal connections may find it particularly useful for maintaining close friendships.
5. **Users acquired from Twitter:** Individuals transitioning from Twitter, seeking a platform that offers more intimate communication options and selective sharing capabilities, may find Threads to be a suitable alternative.

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