





by

Group 1:

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### Assumptions:

1. Users show a growing preference for platforms that cater to their specific needs, be it for real-time news (X), intimate conversations (Threads), or a mix of both. This assumption underlines the importance of understanding and segmenting user preferences accurately.
2. There's a growing demand for cross-platform integration, allowing users to interact across different social media without the need for multiple accounts. This interoperability could be a significant competitive advantage.
3. Users are interested in threaded discussions or conversations.
4. Platforms with a clear and user-friendly privacy policy may have a competitive edge.
5. The way content is presented to the user—whether through a chronological timeline or a personalized algorithmic feed—can significantly impact user engagement and satisfaction
6. Considering a timeline of before and after twitter was rebranded as X
7. Offered feature is labelled in yellow color
8. We are considering only one relevant competitor
9. Threads and Twitter represent two distinct social media platforms with different purposes and user bases (Zuck's Thread stated that "Twitter has had the opportunity to do this but hasn't nailed it. Hopefully, we will." Which only means that Meta is building on the strategies of Twitter not replicating them.

Category	Threads	X (formerly Twitter)
Parent Platform	Meta Platforms, Inc	X Corp (recently changed)
About	<div></div> <p>Threads app is a text-based social media platform, designed to facilitate deeper, more meaningful conversations among users.</p>	<div></div> <p>Twitter is a social media platform that allows users to post short messages called tweets, share content, and engage with others.</p>

Market Size	Rely on Instagram's 2 billion monthly active users	415.3 million global users according to Statista
Vision	Threads App is designed to provide a unique and intimate experience for a close-knit circle of friends. It enables users to share posts, photos, videos, and messages, revolutionizing private social networking.	Twitter is a global platform that allows open expression of thoughts and fosters discussions among individuals, businesses, and public figures worldwide.
Target Users	<ul style="list-style-type: none"> <li>• Younger users (Gen Z and Millennials) who prioritize close-knit social circles.</li> <li>• People who value more intimate and personal interactions on social media.</li> </ul>	<ul style="list-style-type: none"> <li>• People who want to stay updated on current events and trends.</li> <li>• Professionals who use the platform for networking and communication.</li> <li>• Anyone who enjoys the fast-paced and potentially viral nature of social media.</li> </ul>
Similarities (including offered features)		
Public Visibility	Yes	Yes
Unique Selling Proposition	Real-time conversations and focuses on text-based posts, allowing users to share photos and videos.	Real-Time Communication: Twitter enables users to share and receive updates instantly, making it an essential tool for following live events, news, and trends as they happen.
FEED Posting	Threads have character limit 500, users can express themselves through text, links, photos, and videos up to 5 minutes long	Tweets are standalone posts limited to 280 characters (previously 140 characters) on Twitter. They are not inherently organized in a thread-like structure.

Account Creation	Users can Sign in only with Instagram login. Only Instagram users can create Threads accounts.	Users can Sign in using Gmail, apple and other email domains to create X user account.
Account Verification	Instagram verification	Twitter Blue subscription
Profile Creation	Users can create Public and Private profile	Users can create Only public profiles
Share limit	10 media per thread	4 media per tweet
Deleting account	Cannot delete without deleting Instagram	Possible
Multiple media view	Swipe view	Collage view
Differences (including offered features)		
Platform Interoperability (means that without creating additional accounts, this enables users to interact with accounts on other social media platforms)	Yes	No
Primary Purpose	Threads are conversation based	Tweets are information based
Messaging	Instagram messaging	In-app messaging (Direct messaging)
Application Safety	Threads strongly emphasize safety, with Instagram's Community Guidelines strictly enforced on all content and interactions within the app.	Content moderation, Reporting tools and fake tweets
Strategic Positioning	Niche as a platform for intimate connections among close friends	Facilitate public conversations, retweets, and engagement on a larger scale
Hashtags	Users cannot search for text or phrases	In Twitter, hashtags let users easily find posts related to specific text and topics and identify trending content in one centralized location

Content Discovery	Integrated with Instagram's discovery features	Twitter has its own content discovery and trends system.
User Engagement Structure	Threads offer a more structured and organized way to present content. Messages within a thread are displayed chronologically, allowing users to easily follow and navigate the conversation.	Tweets are organized based on individual posts and user timelines, making it challenging to follow a conversation or track a specific topic
Conversations/Post	Threads are a great way to create organized and structured conversations among a close-knit group of friends	Twitter is ideal for browsing short and standalone posts
Monetization and Advertising	To be figured out in later phases of product	Twitter relies heavily on advertising for revenue generation
Integration	Integration with Meta's ecosystem	Advanced search, Tweet Deck, Lists, etc.
Pricing	Free	\$8/ month. (Twitter Blue)
Privacy Settings	For threads on Threads depend on the platform where they are created, and users may have control over who can view and participate in their threads	For Twitter allow users to customize their privacy settings, making their accounts public or private. Once a tweet is posted, it is generally visible to the public unless the user has a private account or deletes it.