by
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Assumptions:

1. Users are interested in threaded discussions or conversations. We also assume that users will find value in organizing their conversations into threaded discussions rather than linear ones.
2. Ensure compatibility and usability across devices (mobile, desktop, web). The app will be mobile-focused, and users are assumed to access it primarily through mobile devices and expect a seamless mobile experience.
3. We assume that users prefer to interact with threaded conversations, such as through nested replies, visual indicators for threads, or other UI elements
4. We at Meta assume that there is a potential for inappropriate or abusive content within threads and there is a need for moderating features to manage such content effectively.
5. Users prefer organized and structured conversations over chaotic or cluttered communication channels.
6. Users are concerned about privacy and data security, so the app needs to implement robust privacy features and reassure users about the safety of their information.

Metrics Table:

Metrics	Define	Outcome	Action	Reasoning/Context
NorthStar Metric: **User Engagement Rate**	Average number of user interactions including - threads created, replies, reposts per active user An active user is someone who engages with the app/platform frequently	**Increased Overall user engagement:** The metric aims to elevate the quality of interactions, ensuring that users are not only present but are actively contributing to and deriving value from the platform.	**Better Interactions:** Enhance features for better interactions, introduce new features for more engagement	This metric reflects the core value of Threads, emphasizing closer communication and sharing among friends and family. Prioritizing the quality of user interaction and satisfaction, which, in turn, supports the long-term success for app/platform.

	= Total interactions count /total active users			
Number of Mobile applications Installs on devices	Tracks how many times the Threads app is installed on devices. Measured using app store/play store console	Aims to measure the app's reach and its adoption rate.	- Launch referral programs to incentivize current users to invite friends. - Analyze app store optimization to improve visibility and download rates. - Partner with influencers and content creators to showcase the app's unique features.	**Product visibility:** Essential for gauging initial market penetration and user interest in Threads by Meta.
New User Profiles Sign Ups	The number of new user accounts or profiles created in Threads. Measured on app signups	Evaluates user growth and the platform's appeal to newcomers. Basically, the rate at which new users sign up and start using Threads	- Streamline the registration/onboarding process - Introduce a welcome tutorial showcasing key features. - Use A/B testing to find the most effective onboarding strategies.	**User activation:** Reflects the platform's ability to attract new users and retain (Instagram & cross platform users) indicative of its growth potential.
Engagement Rate	The % of users who actively engage in a conversation within a thread after viewing it. The interaction includes thread post, replies, mentions, comments, likes etc.	**Higher Engagement Rate:** Indicates a vibrant and active community with strong user interest and participation. **Lower Engagement Rate**: Suggests potential issues such as user disinterest, content mismatches, or	**Analyze Engagement Patterns**: Identify which types of content or features drive the most interaction and replicate successful strategies **A/B Testing:** Experiment with different content formats, posting schedules, or user interface changes to optimize engagement.	**User Retention:** User engagement is a key indicator of the platform's success and user satisfaction. By continuously monitoring engagement metrics and acting based on users and product insights, the platform can improve content strategy, user experience, and overall performance, leading to

		usability problems within the platform.	**Collect User Feedback:** Solicit feedback from users to understand their preferences and identify areas for improvement	increased user satisfaction and retention.
Number of Threads Created/Posted on each day	The total count of original posts and reposts by users each day.	Measures active user engagement and content virality.	- Implement a content creator support program to reward engaging content. - Introduce regular engagement features like "theme days" or contests. - Develop and release new, easy-to-use content creation tools.	Indicates the level of user interaction and engagement, critical for maintaining a dynamic platform.
Net Promoter Score (NPS)	The likelihood of users recommending Threads scored from 0 to 10.	Assesses customer satisfaction and loyalty to the platform.	- Conduct deep-dive analysis on feedback from Detractors to identify specific areas for improvement. - Develop a loyalty program to convert Passives into Promoters. - Showcase success stories and testimonials in strategic locations	Provides insights into user satisfaction, guiding strategic decisions to improve service quality.