

Product Vision & Roadmap



by

Group 1:

Megha Bhasker, Gaurav Patil, Keshav Taneja, Aman Ajay Malawade

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
- For Threads product roadmap, we are considering an one year timeline starting January 2023 until December 2023. Having divided our 1-year roadmap into 2 phases. Each phase has 2 quarters of 3 months each.
- The first two quarters are focused on the initial groundwork and development while the last two are focused on the launch, growth and scaling of the product.
- For technical architecture in roadmap, we intend to use the same backend & infrastructure of Instagram to leverage the existing tech stack for our new social app Threads.
- Given the mobile-centric nature of Instagram (our parent company app) and the trend towards mobile messaging, the team assumes that Threads will primarily be used on mobile devices. As such, we may prioritize a mobile-first approach to development, ensuring that the app is optimized for smartphones and tablets.
- We at Meta found that there is a huge demand for public conversations and for improvement in the quality and organization of these conversations that people really care about.

Vision Statement:

Threads revolutionizes social media as a space of trust, privacy, and meaningful interaction on a global scale by addressing the need of real time information sharing platform among socially active tech savvy users who like to engage in quick discussions and instant news sharing. Unlike conventional platforms like Twitter, Threads focuses on facilitating simple text-based interactions for public communication within pre-existing social circles. Our vision is to make threads the primary go-to source to create, share and keep up with the latest trends, news and conversation globally.

Product Roadmap:

PHASES	PHASE I		PHASE II	
TIMELINE (Year 2023)	Jan-Mar	Apr-Jun	July-Sep	Oct-Dec
THEME	 PLANNING & IDEATION	 FEATURE DEVELOPMENT	 LAUNCH & OPTIMISE	 SCALE & GROWTH
GOAL	Lay the foundational work covering Market Research, Competitive Analysis, Concept Test	Completion of Mobile Application Development (Frontend and Backend) as per requirements with ZERO User Defects	Achieve 1 Million mobile app downloads upon successful product Launch within desired timelines	Explore Avenues for monetization while nurturing community growth
USER ACTIVITIES	<ul style="list-style-type: none">Users to participate in Surveys & Organised Closed Group InteractionsTo gather feedback, suggestions, improvements from usersUsers to help complete validate hypothesis testing	<ul style="list-style-type: none">To explore Exploring new features added to threadsProvide suggestions after testing new features for enhancement reporting bugs and other issues encountered	<ul style="list-style-type: none">Exploring and Utilizing the Fully Launched Product.Participating in Community Events and Activities.Providing Feedback on User Experience and Performance.	<ul style="list-style-type: none">Referral Programs for new users to onboard to Threads AppCreate Content Marketing Plans for users contributing to Content Creation and Curation.Advocating for the Threads App within Networks
INITIATIVES	<p>Introduce Brainstorm Sessions for Idea Generation and Planning:</p> <ul style="list-style-type: none">Encourage users to share their thoughts, insights, and suggestions openly within these dedicated threads sessionsExplore avenues for promotion within Instagram before launch <p>Competitive Analysis:</p> <ul style="list-style-type: none">Benchmark existing competitors include Like such as Twitter, RedditEncourage users to share their thoughts, insights, and suggestions openly within these dedicated threads <p>Market Opportunity:</p> <ul style="list-style-type: none">Strong adoption potential understanding the market needs <p>User Experience Design:</p> <ul style="list-style-type: none">Apply Design Thinking principles to come up with an intuitive user experiencesDesign mobile applications screens and prototype options using FigmaFinalize the final Product Name & Logo <p>Feature List:</p> <ul style="list-style-type: none">Team to come up with exhaustive feature list covering all product and business requirements	<p>Technical Deployments</p> <ul style="list-style-type: none">Ensure technical solution architecture for the mobile app is designed <p>Encryption and Privacy Focused</p> <ul style="list-style-type: none">Encryption and privacy-focused technologies can improve user experience without sacrificing security <p>Feature Scope & Release</p> <ul style="list-style-type: none">Implement new feature basis user needs and requirementsEstablish Bug Reporting and Issue Tracking Mechanism <p>User Privacy & Data Protection</p> <p>Take steps to ensure user privacy features, user consent and data protection is maintained</p> <p>Usability Testing</p> <p>Conduct usability testing for mobile app</p>	<p>Marketing Campaign Execution:</p> <ul style="list-style-type: none">Launch targeted marketing campaigns across multiple channels (social media, email, app stores) to promote the Threads app. <p>User Engagement Strategies:</p> <ul style="list-style-type: none">Implement strategies to encourage user engagement and retention post-launch.Collaborate with influencers, bloggers, and industry partners to expand reach and attract users. <p>Continuous Improvement and Optimisation:</p> <ul style="list-style-type: none">Establish processes for collecting, analysing, and acting on user feedback post-launch. <p>Activate Blog Post Launch</p> <ul style="list-style-type: none">Write blog content to make users and industry aware with the product.	<p>Enhance Moderation and Security:</p> <ul style="list-style-type: none">Implement AI-driven content filtering and reporting systemsStrengthen security measures to protect user data <p>Improved Analytics and Insights:</p> <ul style="list-style-type: none">Develop detailed analytics dashboards for thread ownersProvide data-driven recommendations for community growth <p>User Acquisition Strategies:</p> <ul style="list-style-type: none">Develop targeted user acquisition campaigns to attract new users to the Threads app.Utilise various marketing channels such as social media advertising, content marketing, and influencer partnerships.
MILESTONES	<ul style="list-style-type: none">Concept validation testFreeze MVP RequirementsComplete Design sprints for wireframes and mobile app screenFinalise business and user requirements	<ul style="list-style-type: none">Mobile Application Readiness for launchLaunch Beta Testing Mobile App Program	<ul style="list-style-type: none">Successfully launch Threads app during the 1st Week of JulyPress Release for LaunchAchieve Targeted User Growth and Engagement Metrics.Gather Positive User Testimonials and Success Stories.	<ul style="list-style-type: none">Implement AI-driven content filtering system with user reporting mechanismsStrengthen security measures to ensure user data protectionLaunch detailed analytics dashboards for thread owners with key performance indicatorsSuccessfully upgrade infrastructure to handle increased user load and data volume.

References:

- [1] Introducing Threads: A New Way to Share with Text. Available: <https://about.fb.com/news/2023/07/introducing-threads-new-app-text-sharing/>
- [2] Health Threads: The inside story of Meta's newest social app. Available: <https://engineering.fb.com/2023/09/07/culture/threads-inside-story-metas-newest-social-app/>
- [3] Instagram Monthly active user base
<https://backlinko.com/instagram-users#instagram-stats-top-picks>
- [4] MIRO SOFTWARE Available: <https://miro.com>