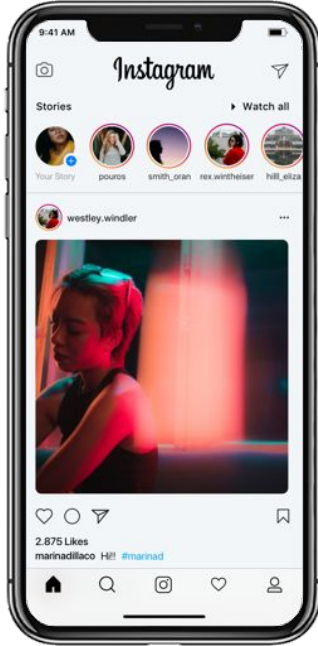**Tell us of a problem with a product which bothers you.**

- How would you use technology to solve the problem? Propose more than one potential solutions (max 3).
- Compare and choose the best solution for the problem.
- How would you measure whether the proposed solution is working?
- What might be the reason for this solution to fail ?

BANOTH MANASA CHANDRA

THE PRODUCT

Instagram is a photo and video sharing social networking app.

Launched in **2010** by Kevin Systrom and Mike Krieger,

later acquired by **facebook** for **US$ 1 Billion.**

Currently valued at **US$ 100 billion**

It is the **2**nd largest Social Network after **facebook**

SCOPE

Our Scope: Creative Professionals

Creative Professionals make up over a fifth of the user base and drives over 700 times the average user engagement per post as that of a personal profile.

	Personal	Professional	Business	Influencer
% of Profiles	67.3	22.3	2.8	7.6
Post per day per user	0.03	0.09	0.7	0.53
Engagement/post	17	12,418	35,714	48,899

How much do people 💛 Instagram?

People love Instagram to such an extent that 95 Million posts are uploaded everyday!

THE PROBLEM

No Returns

Even with very large user interaction, the number of post by professional content creators are significantly low.

Full time professional Instagrammers who create quality content are not getting an effective return on investment or not being rewarded.

Whom does this affect?
The professional *Instagram* community.

There is no tangible reward for their creative work other than increase in the number of followers.

They have zero control over the digital content that they post on *Instagram* as it can be copied, reposted or otherwise redistributed. They are frustrated on their content being used by others and being able to do nothing about it.

Instagram is currently only being used as a tool to divert traffic to their own website.

SOLUTION 1

Copyrighting

The ability to copyright ones content prevents resposting of creative content on the platform. This allows them to properly monetize the content that they have created.
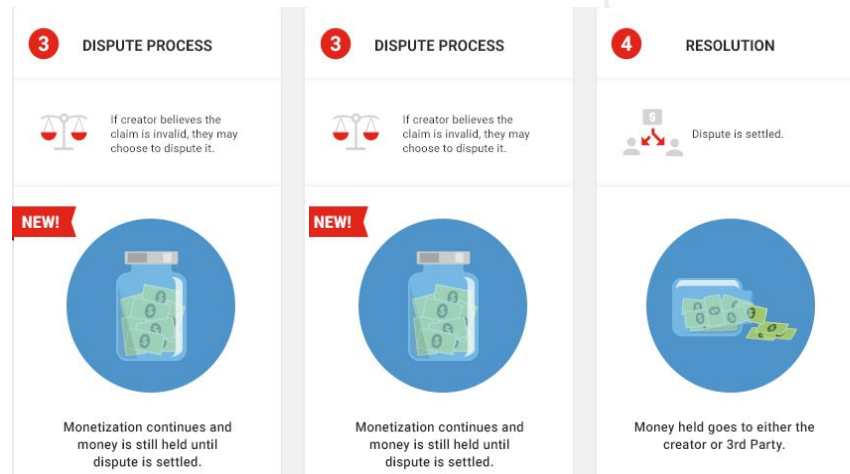
IGTV model is a failure due to not having a proper monetization channel

A tried and tested example on how copyrighting empowers content creators has been set by Youtube by **ContentID** Technology.

Facebook uses similar technology called AudibleMagic to prevent copyright infringement.

When you match a content that was uploaded by the publisher, the content gets flagged and you are presented with some hard choices.

- Pay the publisher a sum
- Pull Down the content

1 VIDEO ON YOUTUBE

Creator uploads video to YouTube.

Monetization starts.

Assumes creator is opted into monetization.

3 DISPUTE PROCESS

If creator believes the claim is invalid, they may choose to dispute it.

NEW!

Monetization continues and money is still held until dispute is settled.

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4 RESOLUTION

Dispute is settled.

Money held goes to either the creator or 3rd Party.

Youtube's ContentID

SOLUTION 2

Marketplace
Where do you go if you need a style consultant?

Adding a marketplace so that users can directly buy the artwork directly on *Instagram*. Huge creative professional population on *Instagram* can generate revenue through sales. The user stays inside the *Instagram* platform and helps in avoiding loss of traffic.

Why *Instagram* should be a marketplace of digital products just like **amazon** being a physical marketplace?

It has more subscribers than **amazon** So if they are able to convert *Instagram* into a viable marketplace viable without losing its essence of the personal content. It can revolutionize E-commerce, Social media and Creative industry.
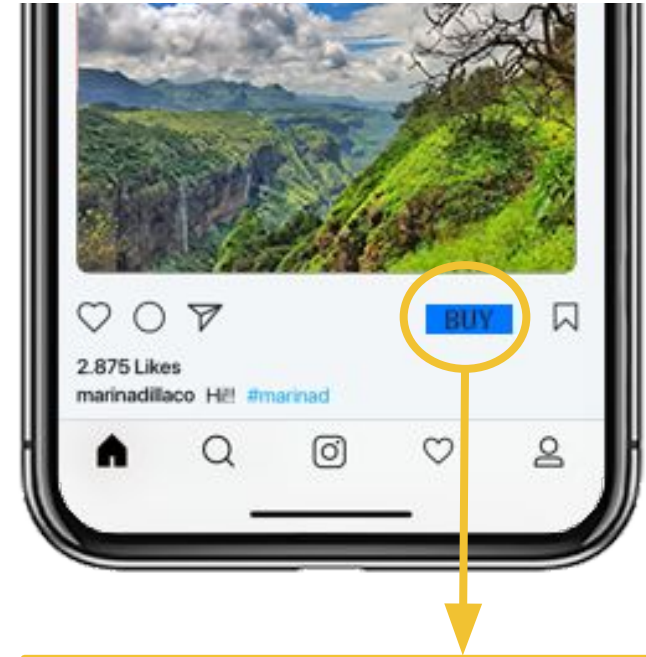
Proposed quick checkout option for buying digital content from within Instagram retaining the user traffic.

THE BEST SOLUTION

Disadvantages of Marketplace

- The motto of Instagram was never to become a marketplace.

- Creates a lot of unwanted users who would come to the app just for the sake of sales and revenue. This can lead to huge degradation of quality.

- No longer serve the purpose of a photo sharing app which was the original intent.

- Quality assurance cannot be guaranteed as instagram has no control over what the seller is delivering to the buyer. This can again lead to negative publicity.

Since the disadvantages of marketplace questions the existence of the app itself, **Copyrighting** can be chosen as a far better option for improvement.

PRODUCT IMPROVEMENT

How do you track if the change suggested is improving the product?

% Engagement — Product Improvement — Survey

User Satisfaction

Revenue

Decrease in Repost
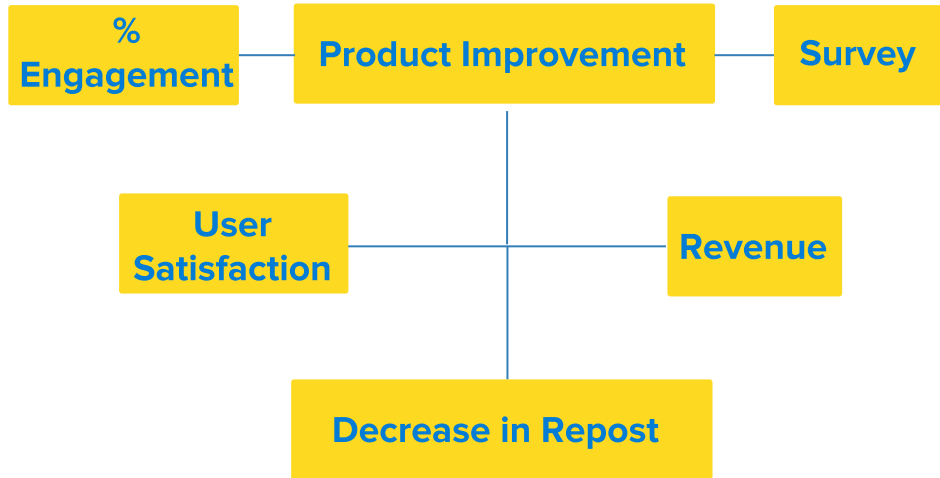
User Satisfaction

User satisfaction α Increase in number of posts

As of now, the average creative professional posts once every 11 days, while influencers post more than once every couple of days.

This is sufficient proof that the Professional users needed some rewards/empowerment for the content that they are creating when compared to the influencers.

SUCCESS METRICS

- **Increase in Revenue:**

Revenue forms an important part of any strategy that needs to be adopted.

Calculating Lost opportunity (L):
Lost opportunity would be defined as any possible content that would have been reposted and missed flow of revenue because of the absence of a copyrighting and monetization.

Average Lost Opportunity – 0.09 post per day (assuming that professionals would double the amount of content that they created before)
Total increase in content per day - 20 M
Increase in amount of content - 21%

Current ad revenue - 19M/day
Assume ad revenue α content
Increase in revenue = 4M/day
Revenue Generated – 23M/day

Therefore by adding copyrighting we would be adding an additional revenue of 4 million per day to instagram.

- **Percentage of accounts that use these features.**

- **Decrease in repost**

- **Increase in followers, likes and engagement shows more quality content has been posted by the proffesional creators.**

- **Survey:**
Opinion surveys could be carried to ascertain whether or not people have noticed the change in the App and if they have then how has it changed their usage experience.

RISK AND FAILURE

- The ad revenue of facebook is already going down as users always reluctant against ads.

- There will be initial investment in revamping the app to integrate the copyrighting algorithm. However even after the algorithm being implemented if the professional users are unable to increase content engagement .

- If the complexity of the app increases because of the implementation of copyrighting, it can lead to users shifting to other better options.

- Even the pages who does not post their original content attracts a lot of traffic for a variety of content. Removing of them can lead to decrease in overall traffic and thereby a possible decrease in the total ad revenue.