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PM School ✔ @Problem Statement

Only10%ofTwitterusersareresponsiblefor92%ofTweets. The average Twitter user doesn't Tweet much – just once per monthonaverage.Youwanttoimproveuponthesemetrics by launching new features on the platform/gamifying the platform andincreasetheaveragetweetsperuserfromoncepermonth to once per week by next year.

Chandrabhan Ahirwar
@CHANDRABHAN7@gmail.com

Content ✓

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Chandrabhan Ahirwar
@CHANDRABHAN7@gmail.com

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Chandrabhan Ahirwar
@CHANDRABHAN7@gmail.com

About ✔

X,formerlyknownasTwitter, is a global social media platform where users share thoughts, news, and multimedia in real-time through "tweets."Itfacilitates dynamic interactions among individuals, public figures, and organizations, utilizing features like hashtags andlivebroadcasting to foster community engagement and discourse.

In 2022, X launched new features to diversify their income beyond advertising, including Twitter Blue subscriptions, multiple media formats, co-Tweets, an edit button, and more. This platform is bustling with activity; on average, about 6,000 tweets are sent every second, amounting to more than 350,000 tweets per minute, 500 million tweets daily, and approximately 200 billion tweets each year. Despite this massive volume of content, the tweeting behavior among users varies significantly. A mere 10% of Twitter's user base generates 92% of all tweets, with the average user tweeting just once a month. In stark contrast, the platform's most active users, a small but prolific group, tweet an astonishing 157 times per month on average, showcasing the diverse levels of engagement within the X community.

421 M	$3.4 B	$18.79	1
MAU	**Revenue**	**ARPU**	**Average tweet per user per month**

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@CHANDRABHAN7@gmail.com

User Personas & Pain Points ✅

Stas
@The Passive observer
Age: 32

Interests: Enjoys staying informed and connected with current events and trends without actively participating.
Pain Points: Overwhelmed by the volume of content; desires a more curated experience.

Goals with X: Prefers to consume content silently, seeking to stay updated without the pressure of contributing.

Holmes
@The Occasional Tweeter
Age: 26

Interests: Engaged in creative or professional fields, uses X to share significant personal or global events.

Pain Points: Struggles with finding the right moment or content to tweet, leading to sporadic activity.

Goals with X: Wishes to share and connect over meaningful content occasionally without the need for daily engagement.

Shiran
@The Newcomer
Age: 20

Interests: New to the platform and eager to explore and connect.

Pain Points: Feels lost in the platform's vastness, unsure how to find relevant content or interact effectively. Hesitant about his writing skills and have fear of being judged.

Goals with X: Looking to discover communities, engage with content, and perhaps build a following.

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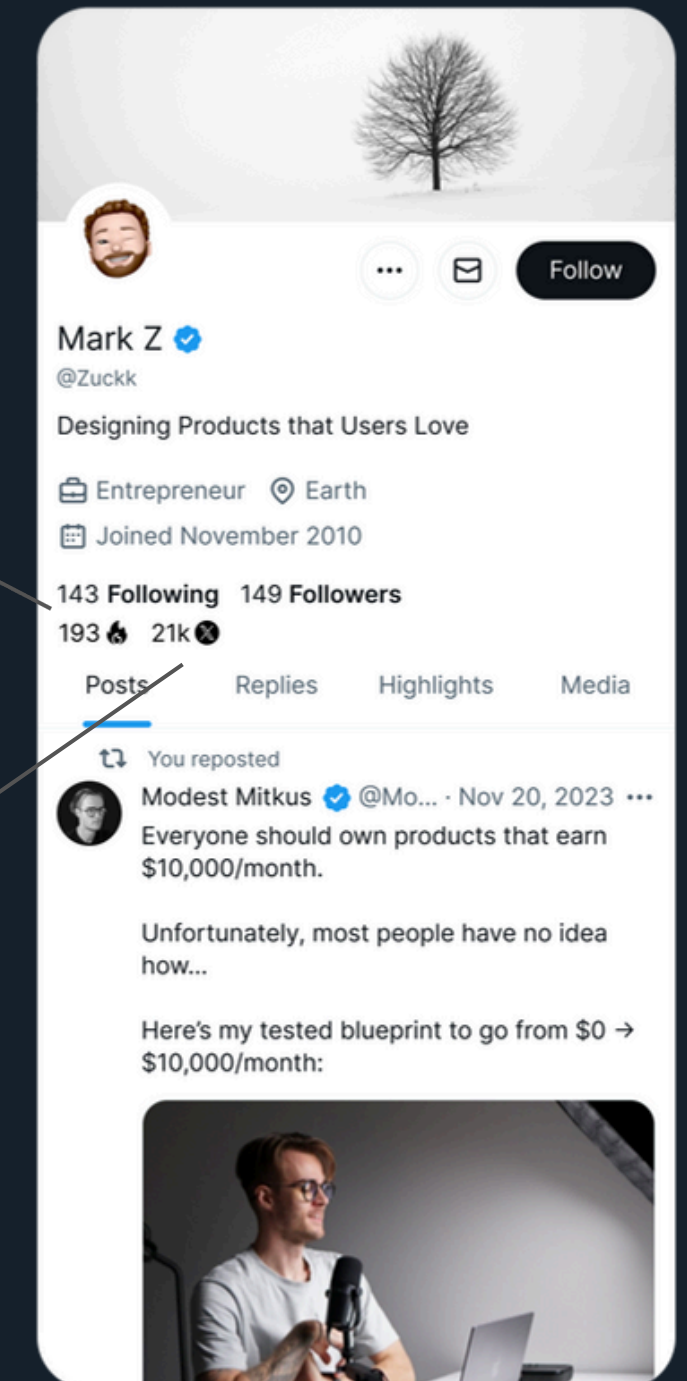@CHANDRABHAN7@gmail.com

#Feature 1 : X Streak and X Score ✅

Encourage usersto tweet dailyby introducinga"Tweet Streak" feature. Users can build streaks by tweeting every day, andlonger streaks unlock special badgesoremojithey canuse. Thisfeature gamifies the tweeting process, encouraging more frequent engagement.

Benefits

- Gamifies the tweeting process; incentivizes consistent engagement

- By motivating users to maintain daily activity streaks, X Streak encourages regular platform use, increasing overall engagement rates

- Including X Scores on user profiles adds an additional layer of engagement metrics, making profiles richer and more informative for both the user and their followers

- The X Score provides a holistic measure of a user's activity on the platform, including tweeting and retweeting, offering a clear metric for engagement levels

- The visibility of X Scores on profiles motivates users to contribute more actively to the platform, aiming to increase their scores through regular and meaningful engagement

Users build streaks by tweeting daily, with streak length visible on profiles

Sum of the number of tweets and retweets is a solid start as it rewards both content creation and engagement

Follow

Mark Z ✅
@Zuckk

Designing Products that Users Love

💼 Entrepreneur 📍 Earth
📅 Joined November 2010

143 Following 149 Followers
193 🏅 21k ✖

Posts   Replies   Highlights   Media

You reposted

Modest Mitkus ✅ @Mo... · Nov 20, 2023 ···
Everyone should own products that earn $10,000/month.

Unfortunately, most people have no idea how...

Here's my tested blueprint to go from $0 → $10,000/month:

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@CHANDRABHAN7@gmail.com
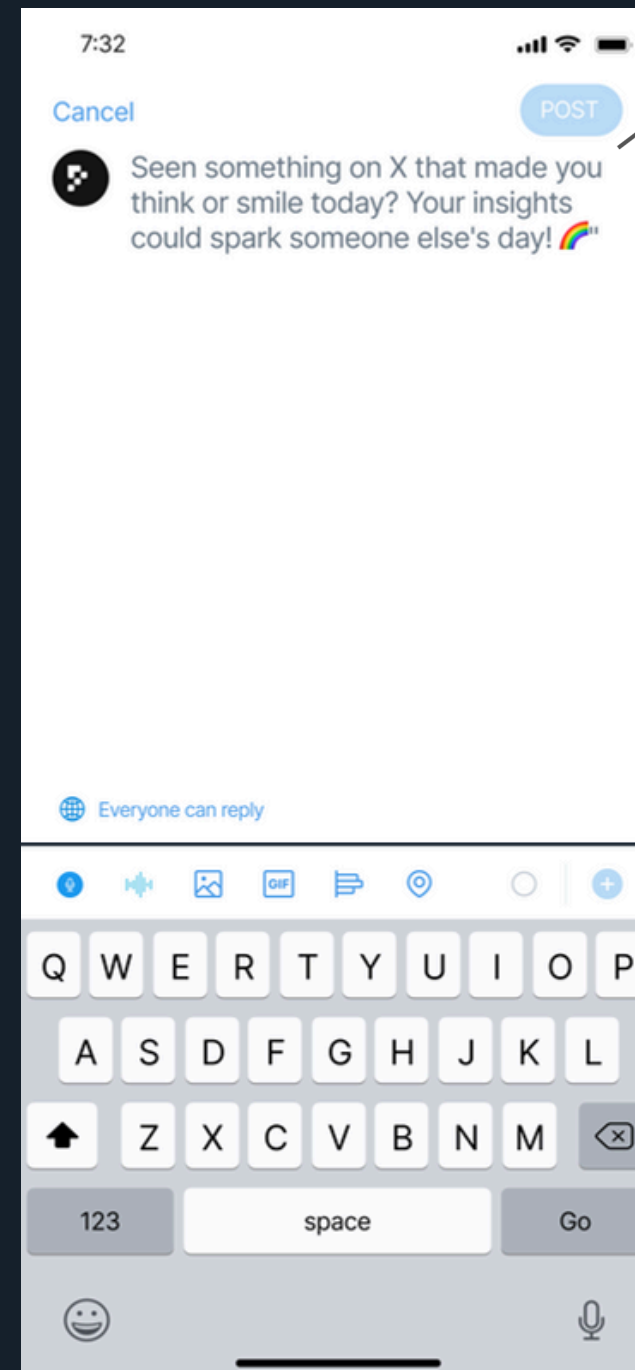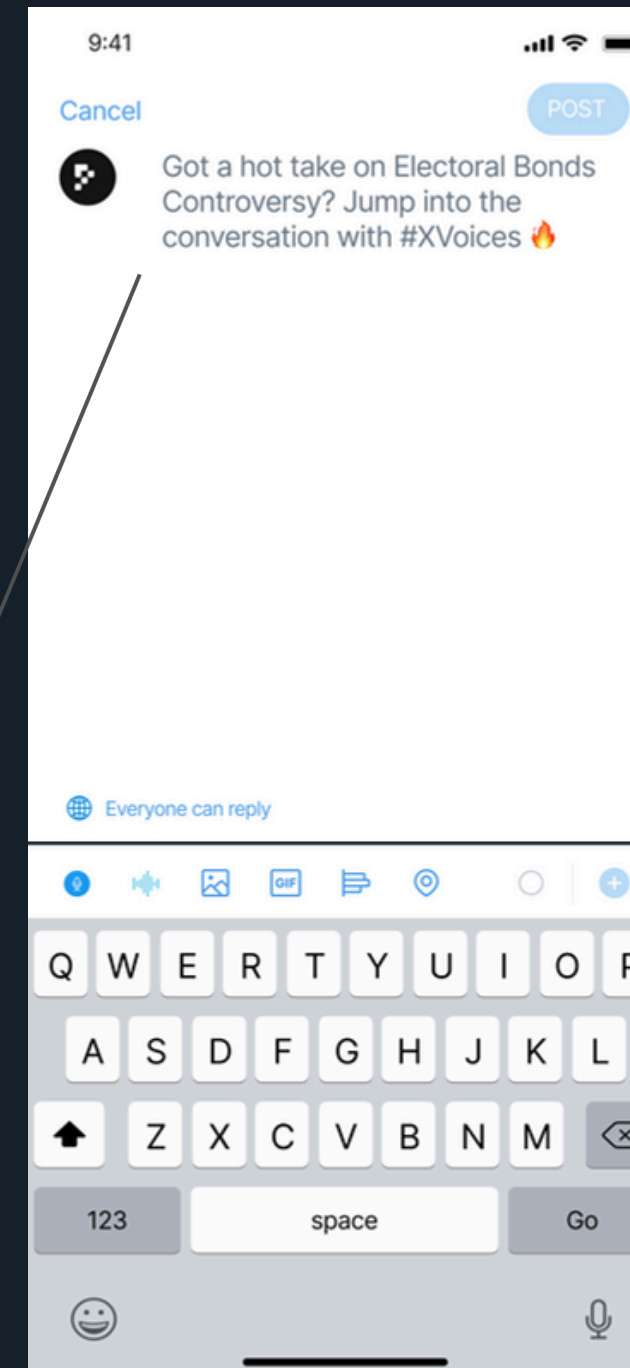
#Feature 2 : Personalized Post Prompt ✔

Improve the algorithm to suggest more engaging tweet promptsto usersbased on their interests, previous interactions, andtrending topics. This could include askingfor their opinionon hot topics, encouraging them to share a photo from their day, or prompting them to join a live event discussion.

7:32
Cancel   POST
Seen something on X that made you think or smile today? Your insights could spark someone else's day! 🌈

🌐 Everyone can reply

Encourages users to transition from silent observers to active participants by sharing something that already interests them. It leverages the familiar action of observing while inviting a small step towards engagement, reducing the barrier to participation

Empowers the user by valuing their opinion on subjects they care about. This prompt capitalizes on the occasional tweeter's existing willingness to engage on topics of personal or public interest, encouraging more frequent contributions.

9:41
Cancel   POST
Got a hot take on Electoral Bonds Controversy? Jump into the conversation with #XVoices 🔥

🌐 Everyone can reply

5:19
Cancel   POST
"Dive into X with your unique voice! What's a cause you care deeply about or a change you want to see in the world? Share your vision with #XChangeMakers 🌍✨"

🌐 Everyone can reply

Acknowledgment and invitation to the community provide a sense of belonging. The prompt encourages sharing personal aspirations or interests, tapping into the newcomer's desire for connection and exploration
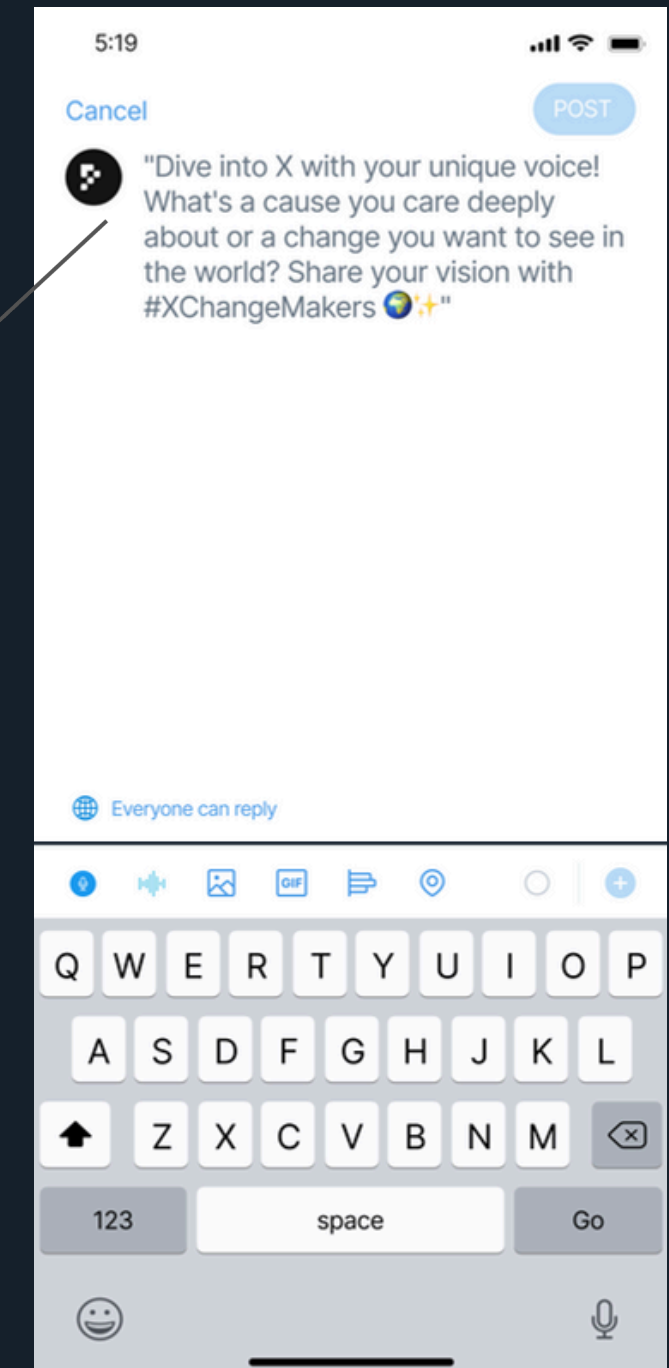
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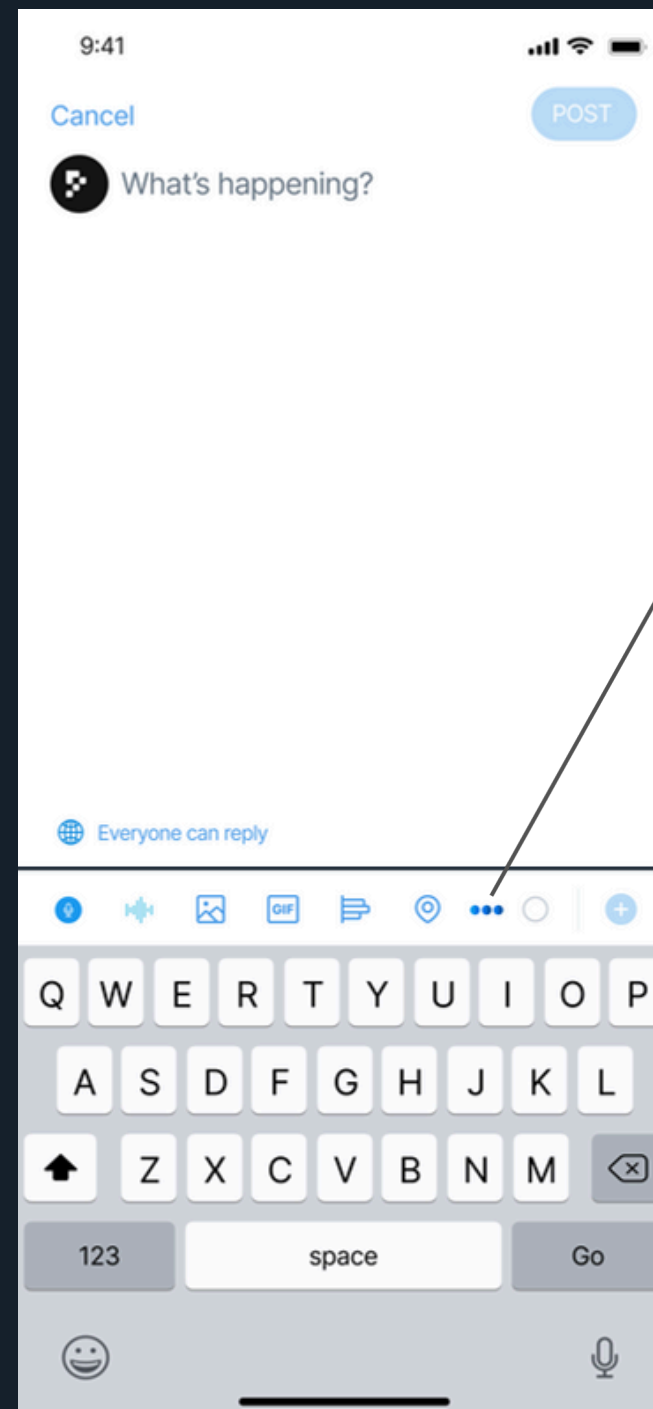Chandrabhan Ahirwar
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#Feature 3 : AI Copilot Integration in Tweet Composition ✅

TheAI Copilot feature is designedto revolutionize the way users compose tweets on X by providing advanced, real-time writing assistance.
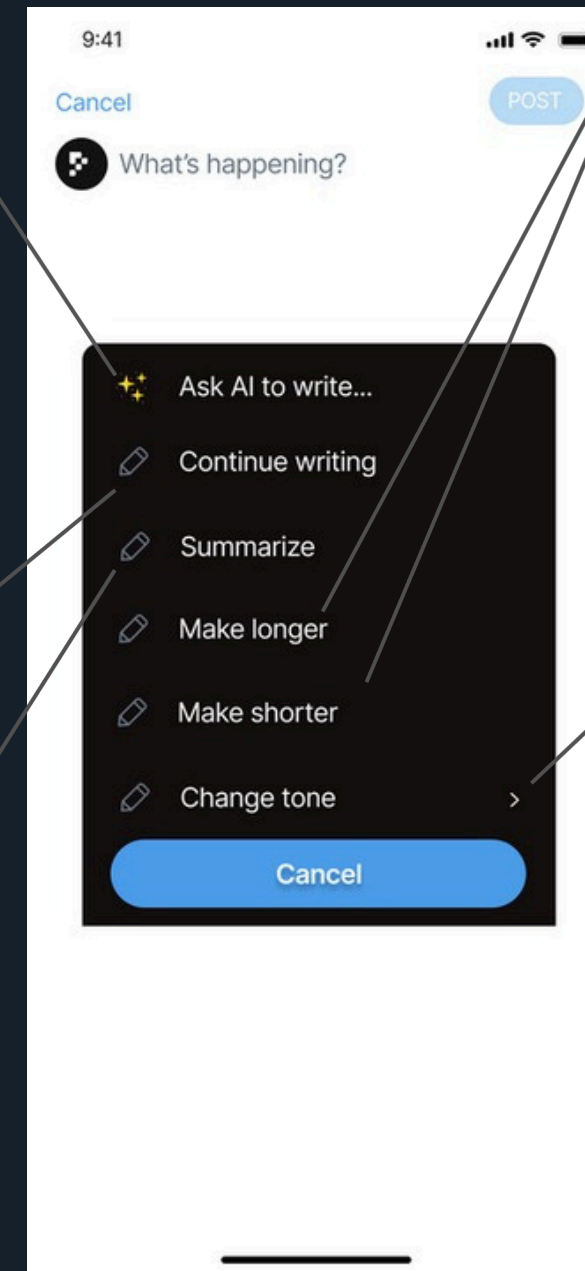
This feature integrates directly into the tweet composition box, offering a suite of tools to enhance user creativity and communication.

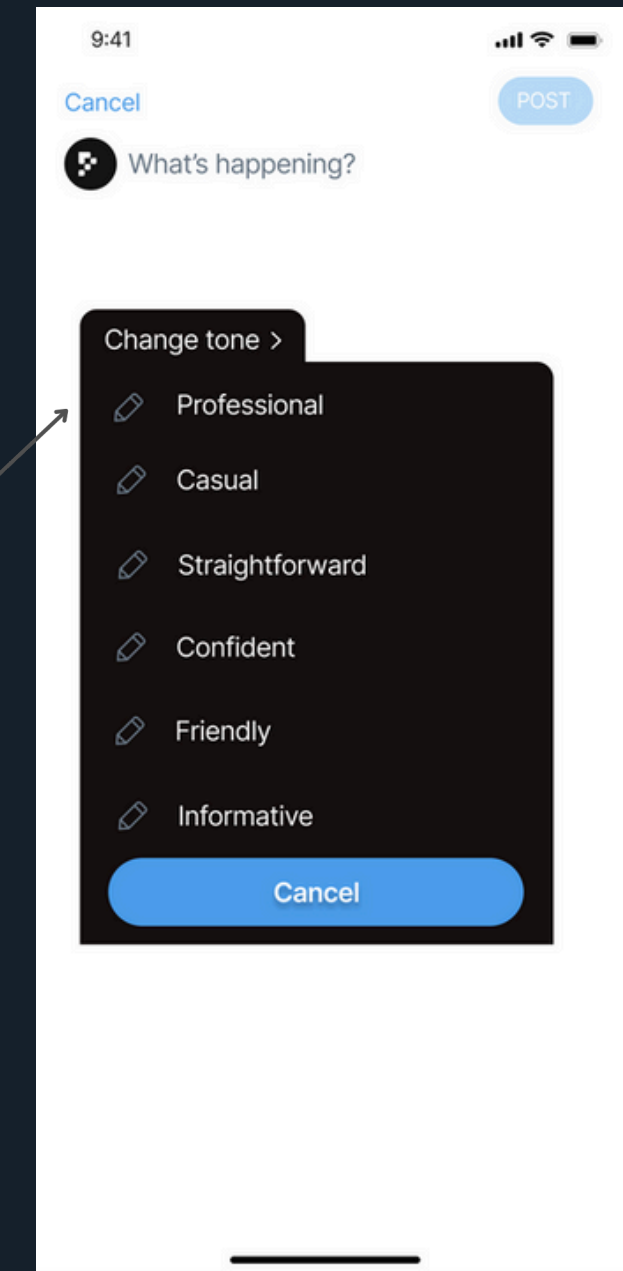Generates tweet ideas or complete drafts based on a brief user input

Picks up where the user left off, aiding in the creation of longer tweets or threads.

Condenses long articles or complex topics into tweet-sized summaries

Tailors tweets to fit desired length

Tailors tweets to fit desired l tone, enhancing message clarity and impact

9:41
Cancel   POST
What's happening?

Everyone can reply

QWERTYUIOP
ASDFGHJKL
ZXCVBNM
123   space   Go

9:41
Cancel   POST
What's happening?

✦ Ask AI to write...
✎ Continue writing
✎ Summarize
✎ Make longer
✎ Make shorter
✎ Change tone   >
Cancel

9:41
Cancel   POST
What's happening?

Change tone >
✎ Professional
✎ Casual
✎ Straightforward
✎ Confident
✎ Friendly
✎ Informative
Cancel

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Chandrabhan Ahirwar
@CHANDRABHAN7@gmail.com

Feature Prioritization ✅

Feature	Reach	Impact	Confidence	Effort	Rice Score
X Streak & X Score	5	4	4	2	40
Personalized Post Prompt	5	4	4	5	16
AI Copilot Integration in Tweet Composition	4	5	3	3	20

RICE FRAMEWORK

RICE Score = (Reach *Impact * Confidence) /Effort

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Go-To-Market Strategy ✔️

Pre-Launch

Objective: Build anticipation and ensure readiness

Market Research: Gather insights on user needs and preferences to refine features

Beta Testing: Select a diverse group of users to test the features and provide feedback

Teaser Campaign: Start a teaser campaign on X and other social media platforms to build anticipation. Include sneak peeks of the features

Stakeholder Engagement: Inform internal teams (support, sales, marketing) about the upcoming features to ensure alignment

Launch

Objective: Maximize visibility and initial adoption

Official Announcement: Use all available channels (email, blog, social media) to announce the launch. Highlight the value and benefits of the new features

Live Demonstration: Host a live event or webinar demonstrating how to use the features and showcasing real-life use cases

Influencer Collaboration: Partner with influencers or power users on X to showcase the features in action.

Post-Launch

Objective: Sustain engagement and gather actionable insights

User Feedback Collection: Implement mechanisms to collect user feedback directly within X or through surveys

Performance Monitoring: Track adoption rates, user engagement metrics, and other relevant KPIs to assess the impact of the features

Iterative Improvement: Use the collected feedback and data to refine and improve the features. Communicate updates and improvements to users

Chandrabhan Ahirwar
@CHANDRABHAN7@gmail.com

Success Metrics ✅

Analyzing Features Using Tracking Metrics

- **User Engagement (DAU, MAU)**: Expect increases across all features as they encourage more frequent and meaningful platform interaction.
- **Feature Adoption (% of users using new features)**: Success depends on UI/UX integration and user awareness efforts.
- **User Satisfaction**: Surveys and feedback will measure how these features affect overall satisfaction.
- **Retention & Churn Rate**: Improved content creation tools and engagement mechanisms should positively impact retention, reducing churn.

North Star Metrics

Overall Platform Engagement: An aggregate metric that reflects the increase in daily and monthly active users, the frequency of user posts, and engagement levels post-feature implementation. This framework should provide a solid foundation for evaluating the proposed features and guiding their successful implementation and market introduction.

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Chandrabhan Ahirwar
@CHANDRABHAN7@gmail.com

Thank You!

Feedback or questions? Hit me up:

https://www.linkedin.com/in/chandrabhan-ahirwar-234579263/