



facebook

Improving User Engagement

Akriti Tewari

14th November 2021



Agenda

Background – Facebook

Objective

User Personas

Suggested Solutions

Assumptions

Metrics to measure success

Roadmap + Launch Strategy

Appendix



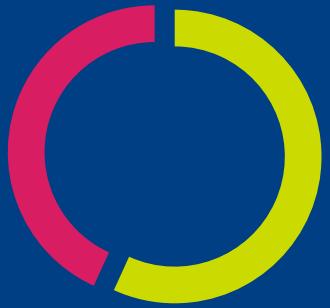
Facebook

Facebook is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online.

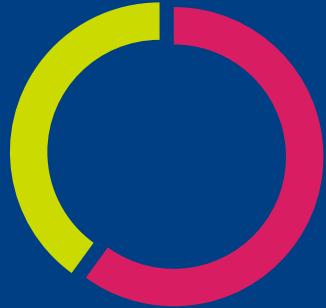
It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people they like.

Mission : enable people to build communities and bring people together.

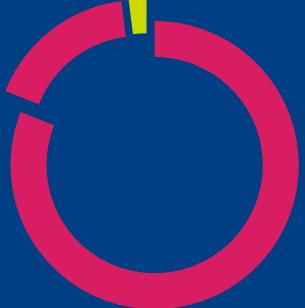
Demographics of users



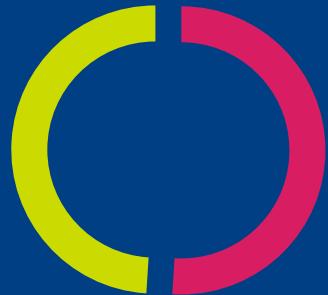
56%
Male Users



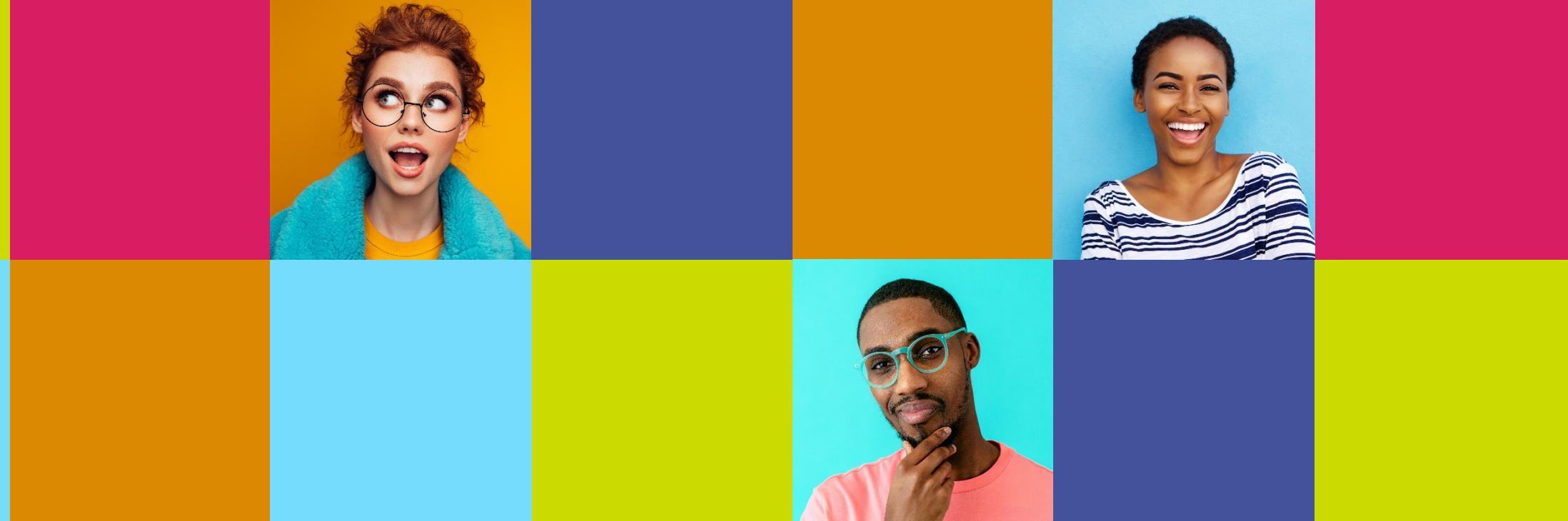
60%
Users below 35 years



81%
Mobile App Users



51%
Content via photos &
videos



Problem Statement

“Improve engagement among young users (below 30 years) who have been using more of Instagram, Snapchat and TikTok over the last few years.”

Feature Comparison



- ✓ Photos
- ✓ Text
- ✓ Videos
- ✓ Reels
- ✓ Stories
- ✓ Messaging
- ✓ Memories
- ✓ Marketplace
- ✓ Games
- ✓ Events
- ✓ Groups
- ✓ Jobs
- ✓ Pages
- ✓ Birthdays



- ✓ Photos
- ✓ Videos
- ✓ Reels
- ✓ Stories
- ✓ Messaging
- ✓ Business
- ✓ Disappearing Photos
- ✓ Archive
- ✓ Highlights



- ✓ Disappearing Photos
- ✓ Videos
- ✓ Discover
- ✓ Messaging
- ✓ Memories
- ✓ Stories

FB User Personas



Nikita 26, Female
 Delhi IT Sector

Primary use for Facebook

- Connecting with friends
- Flat & Flat-mate groups (marketplace)
- Birthday Reminders

Pain Points

- Less visibility to friend's post, Irrelevant content pushed
- UI/UX difficult to navigate

Shekhar 17, Male
 Pune Student

Primary use for Facebook

- Dedicated Meme groups
- Connecting with friends
- Fun activity

Pain Points

- Less privacy – elder family members added to network
- Settings very manual
- Difficult to message directly



Pooja 22, Female
 Bhopal Graduate

Primary use for Facebook

- Browsing content
- Study groups
- Birthday Reminders

Pain Points

- Irrelevant posts
- Too many targeted ads

Proposed Solution 1.1 :



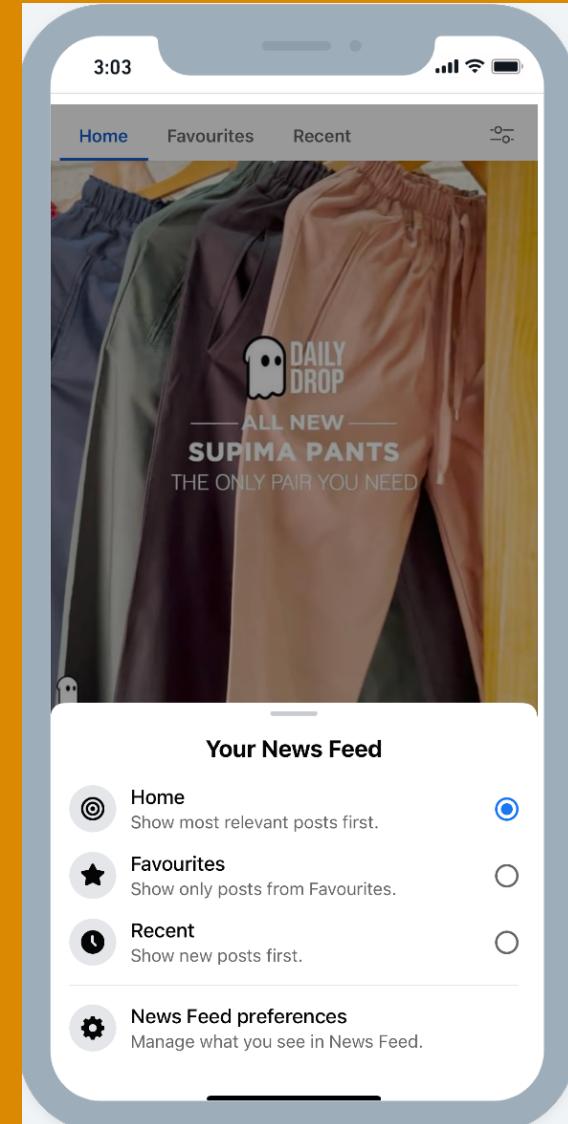
Show more relevant post from connections



Many people believe that the content being pushed/recommended to them is not relevant which drives them away from the platform.

Currently, default sort of posts is by popularity.

Default sorting should be based on time/close friends first.

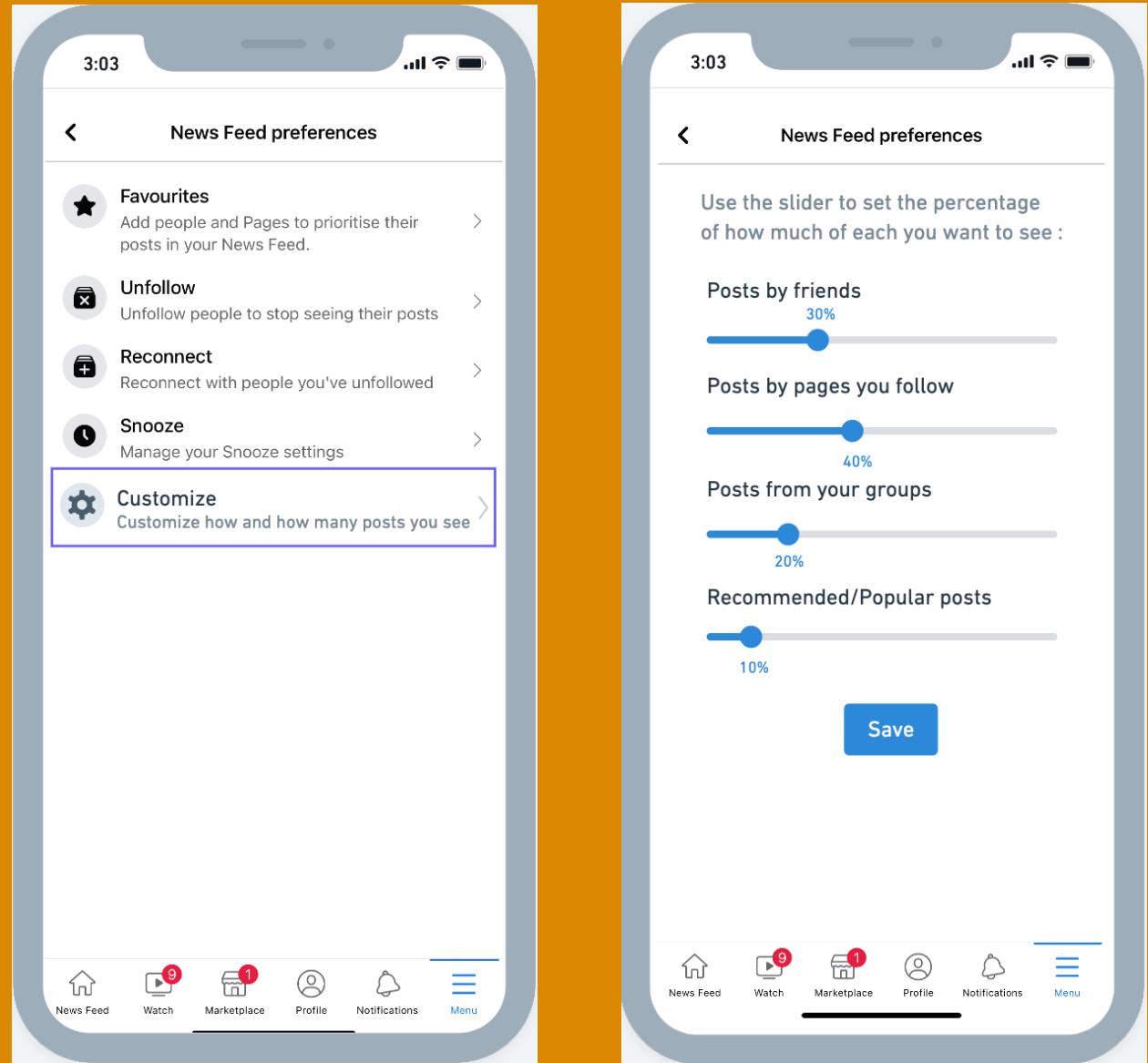


Proposed Solution 1.2 :

Customize Feed

Since people have different use cases for Facebook – this options gives them the liberty to customize and see content which is more relevant to them.

In your News Feed preferences, using a slider, choose what % of your feed should have posts from your friends, liked pages, groups and recommended content



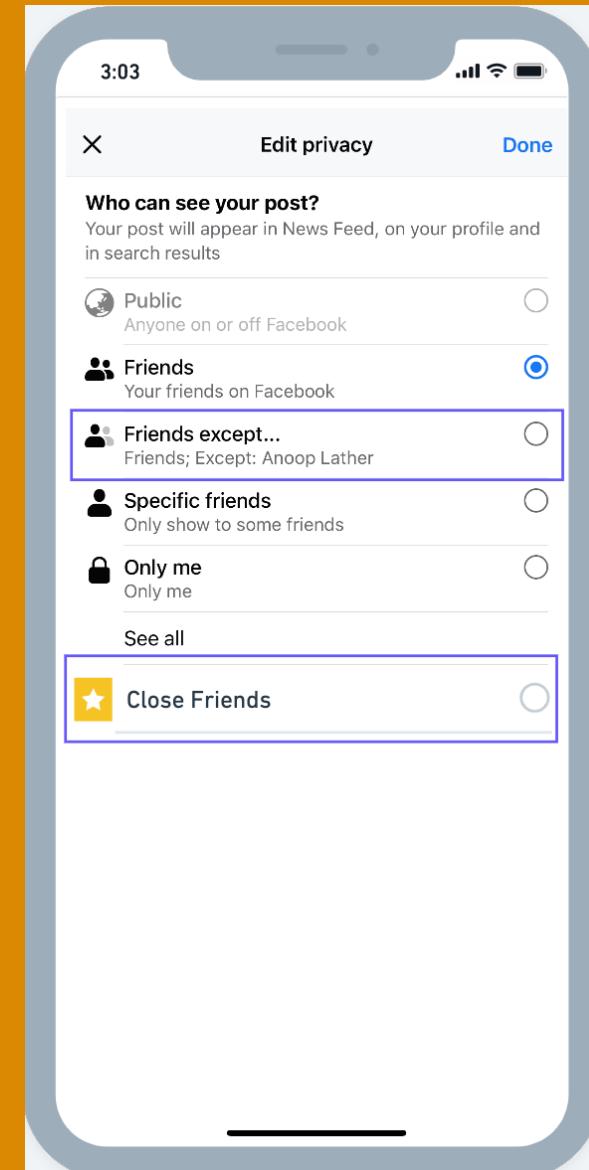
Proposed Solution 2 :



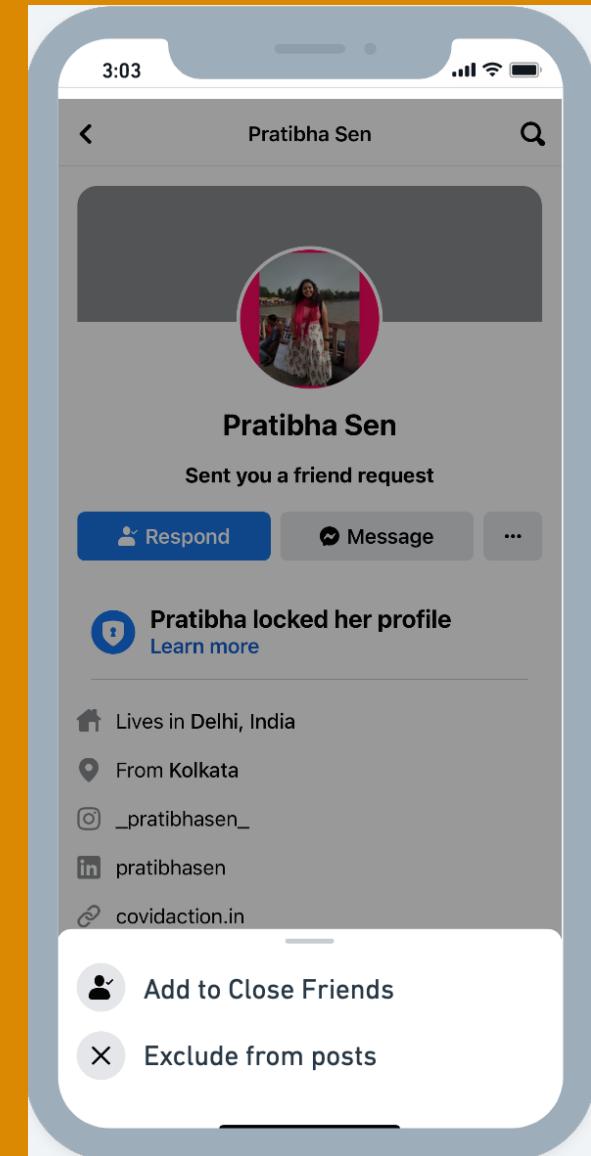
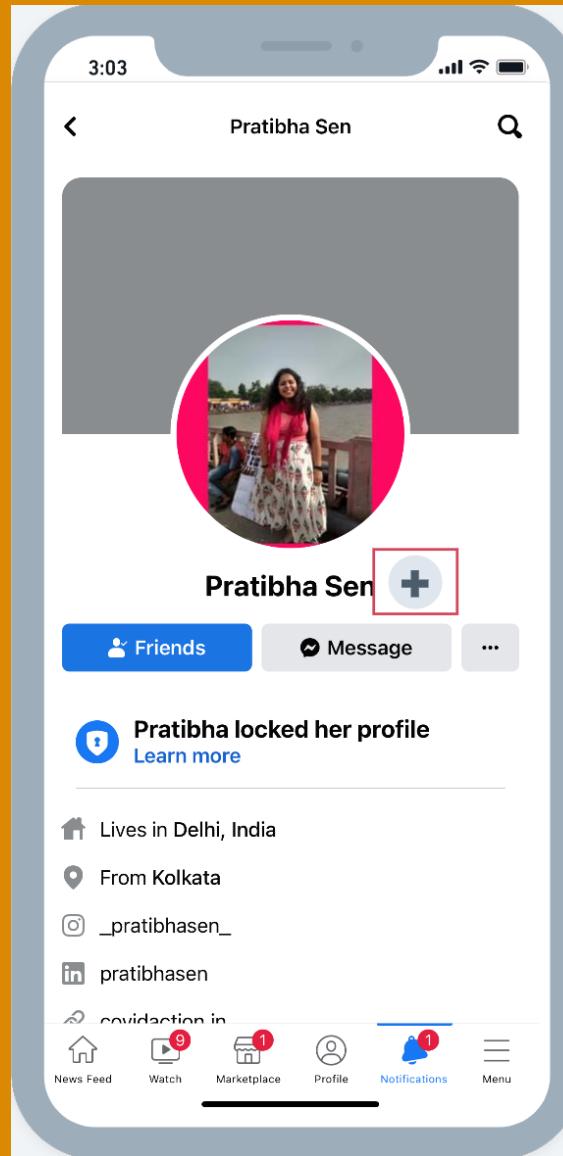
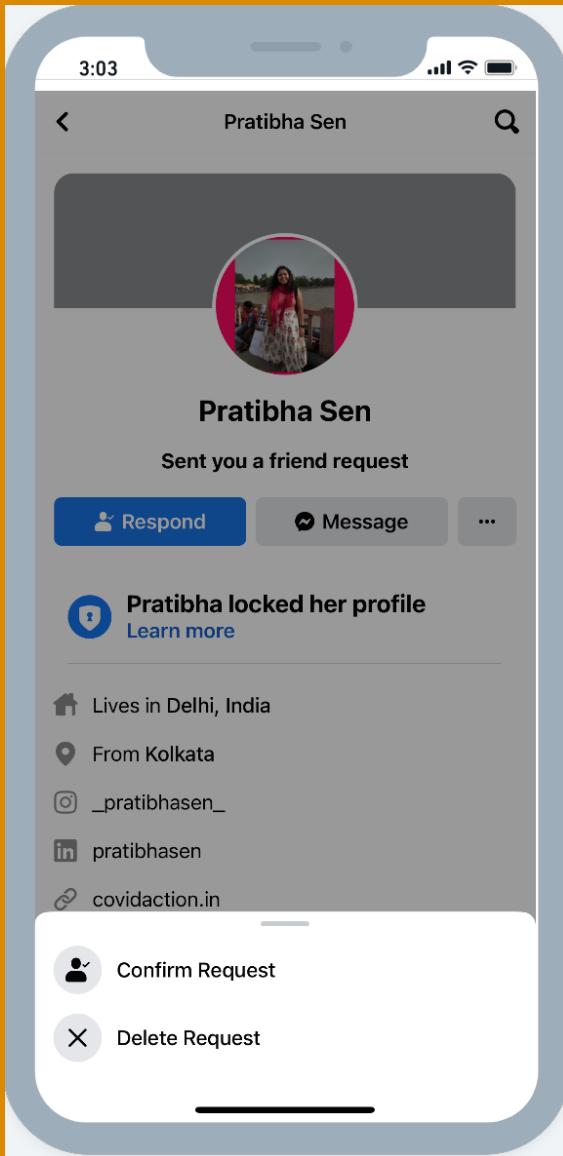
Improving Privacy among connections

Currently, you can customize who can view each post but that list isn't persisted which means you need to manually manage audience for each post. Hence, I suggest :

1. “Close Friends” :
 - a) Where you share a post only with a subset of your connections.
 - b) This list is saved and can be set as default for all future posts. (Similar to Instagram)
2. “Friends except..” :
 - a) Where your posts are visible to all connections excluding pre-defined few users (Similar to WhatsApp)
 - b) This list is also saved for future use.



While adding a new friend, you can directly add them to Close Friends List or Exclude them from seeing your activity



Proposed Solution 3 :

Personalized Widget Display – Home Screen

Customize widgets on user's home screen based on user's past activity & interests.

- “Marketplace” is relevant for resellers
- “Gaming” is relevant for mainly kids or some elders
- “Jobs” for job seekers



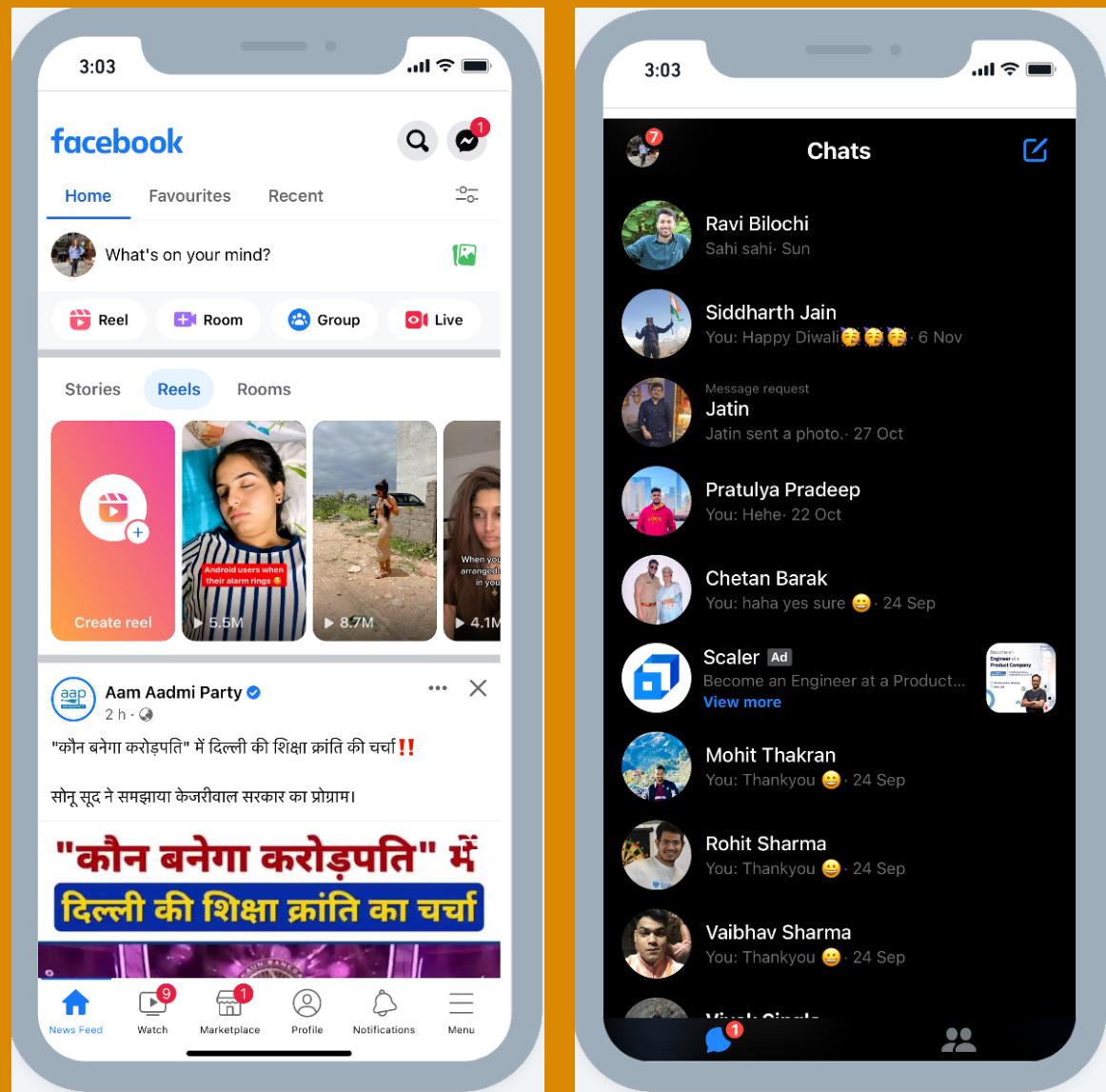
Proposed Solution 4 :



Integrate Messenger

Messaging is tougher on Facebook as 2 separate apps are needed.

Integrating messenger within Facebook app while ensuring app size isn't impacted.



Other operational suggestions



Trust Deficit

Young millennials especially from Tier 1-2 cities are concerned about privacy and tracking.

It is imperative that we establish trust through public statements, popups, company communications, celebrity engagements.





Assumptions

Users have installed the app

Users open the app at least once a day (even if briefly)

Key Metrics



Time spent on the platform - daily, weekly & monthly



Engagement on posts by users (views, likes, comments, shares count)



Number of post creators



Number of posts



User retention on app
(daily, weekly, monthly)

Other Metrics

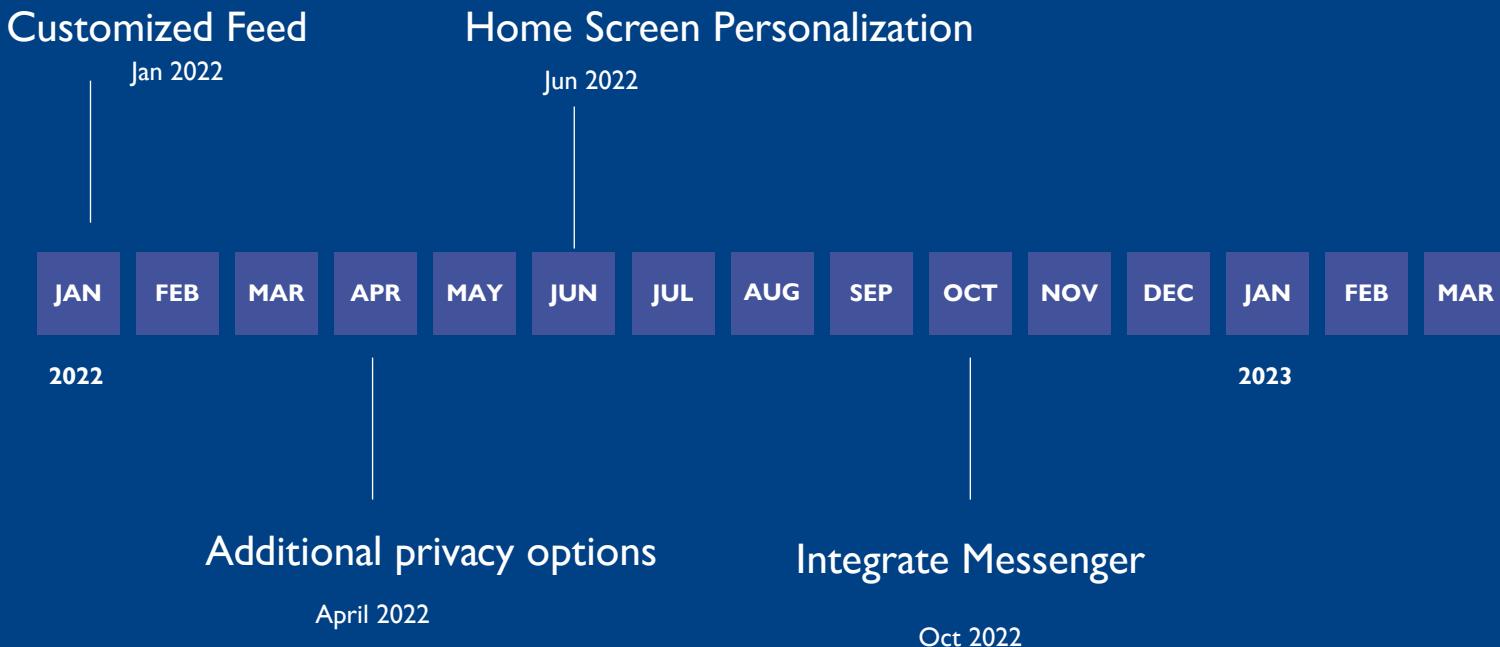
- Post creator vs non creator retention (daily, monthly, weekly)
- Engagement by post type (post, story, photo, reels)
- Number of people added to Close Friends or Excluded Lists

Solution Prioritization

Feature	Description	Priority
Customizing news feed	<p>Set default news feed sorting by connections rather than popularity.</p> <p>Set preferences for different type of posts based on user interests</p>	P0
Improving privacy among connections	Option to add connections in a “Close Friends” list or to “Exclude from” list i.e. restrict audiences for posts	P1
Personalize home screen widgets	Customize widgets on app’s home screen based on user’s past activity & interests	P1
Integrate Messenger	Include messaging with the Facebook app without redirecting to another one (Messenger app)	P2



Launch Roadmap



Cold Start Problem : Solution



Test multiple variants
(A/B testing) with user
until you get the product
right



Listen to customers and
learn what they need
(User feedback and
activity on the app)



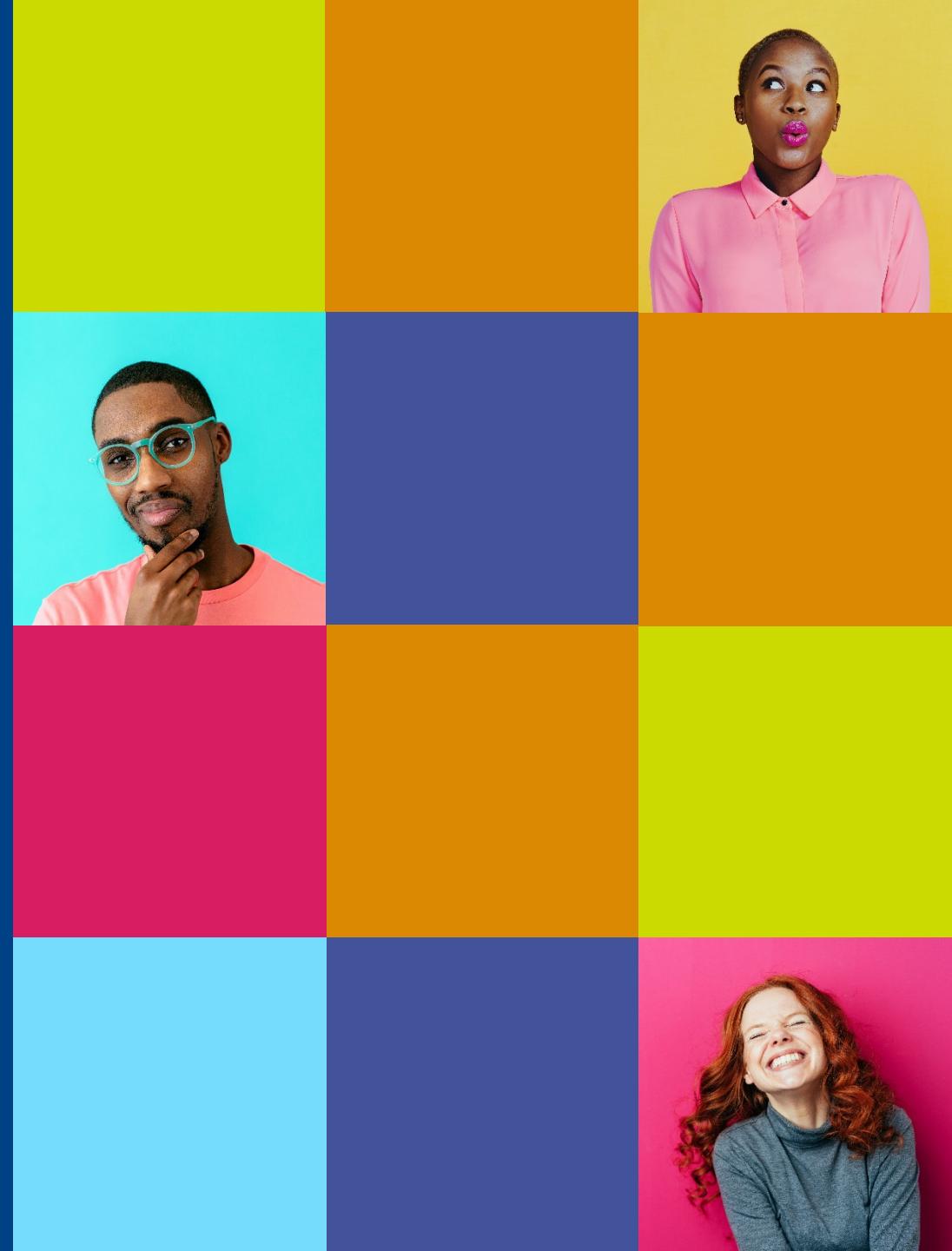
Incorporate feedback in
Agile manner

Thank you

Akriti Tewari

akrititewari239@gmail.com

<http://www.akrititewari.in>



APPENDIX



USER RESEARCH

I conducted a small poll on WhatsApp and Instagram to get real time feedback from users. I reached out to around 600 people (age <30 years) via these platforms and below is the summary :

Q. Why do you not use Facebook anymore?

- Can't find friends posts/updates – scour for posts : Other people don't use it.. less community.. less frequent updates
- Too many targeted ads & irrelevant watch suggestions, pledges
- Lack of trust/privacy concerns or violation/location tracking/browser history based suggestions
- Too many boomers/ relatives
- Lack of quality content/polarizing/toxic
- Difficult to change privacy settings – too manual
- Difficult to change navigate/ UI boring
- Different app for messaging
- Content discovery is easier in Instagram – go to someone's profile and get to see photos, reels, IGTVs, etc

Q. Why they use it?

- Birthday reminders
- Meme/dedicated groups
- To remain in touch with older/distant family members