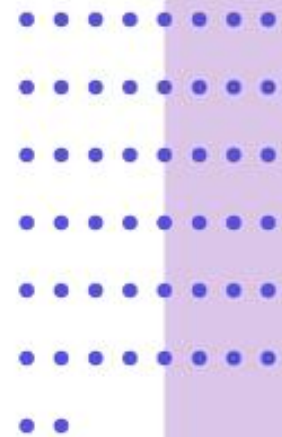# Gaming MVP for Instagram

Problem Statement

- As Head of Product Instagram, You feel that it's the right time to expand your verticals, and you wish to launch Gaming inside the current app.

- You want to launch the feature as an MVP, and evaluate the results based on the feedback you are provided from the current users

- Come up with product features to be rolled out on the current platform

Goal

- To tap the gaming users by rolling out a gaming feature as an MVP and evaluate the results based on the feedback you are provided from the current users.

About Instagram

- Instagram has over 2 billion monthly active users (source)

- On Instagram, 52% of Users Are Female, and 48% of Users Are Men (source)

- Instagram Users Spend 28 Minutes per Day on Average on the Platform (source)

- The average engagement rate for all post types is 0.83% (source)

Vision
Give people the power to build community and bring the world closer together

Mission
to capture and share the world's moments.
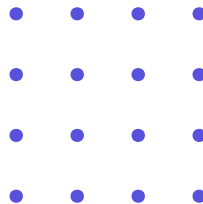
Why solve it now?

- Video gaming industry revenue for free-to-play games reached $98.4 billion in revenue in 2020 (source)

- The growth of the video game industry is expected to register a 12% CAGR in 2020–2025 (source)

- Globally, 87% of gamers are frustrated because of slow game downloads (source)

- The number of mobile gamers in 2021 is 2.6 billion. (source)

- Mobile gaming demographics for 2021 show that 55% of players in the US are women, and 45% are men (source)

- Women account for roughly 76% of mobile puzzle players (source)

Value for Business

- Increase in DAU/MAU

- New source of Revenue

- Increased engagement

Value for Users

- New source of entertainment

- Ability to easily play multiplayer games

- Relief from downloading games
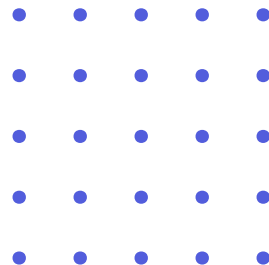
User Persona

Name: Jim Halpert
Age: 26
Occupation: SDE

Goals and Behaviours

1. Has a quite busy daily work schedule

2. Watches Reels to relax and kill time in between work

3. Loves gaming but doesn't have time to play immersive games

4. Feels trending mobile games are less relaxing and more frustrating

Name: Pam Beasley
Age: 34
Occupation: Painter

Goals and Behaviours

1. Always looking for a light activity to quickly refresh her mind

2. Scrolls Instagram to kill time

3. Prefers group activities over exploring things alone

4. Finds games on App store extremely confusing

Types of Mobile Games

According to AppAnnie's State of Mobile 2022, these subgenres got the most downloads in 2021 (source)

- Action (Hyper-casual) – 4.01 billion
- Puzzle (Hyper-casual) – 3.78 billion
- Simulation (Hyper-casual) – 3.15 billion

- Kids (Other) – 2.57 billion
- Driving (Simulation) – 1.63 billion
- .io (Hyper-casual) – 1.41 billion

- Runner (Action) – 1.20 billion
- Creative Sandbox – 1.12 billion
- Simulation Sports – 1.10 billion

Hyper-Casual Games suitable for MVP

WHAT
As the name suggests, hyper-casual games are lightweight games with simple mechanics that offer instant gameplay. Literally "tap to play."
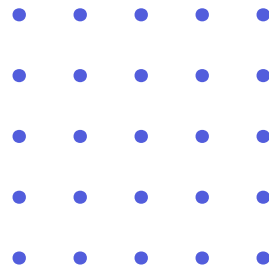
WHY
Because of their fundamental 'simplicity,' hyper-casual games are not only instantly playable but infinitely replayable, making them highly addictive and engaging

TYPES
- Action - Angry Birds 2, Battle of Polytopia
- Puzzle - Candy Crush Saga, 2048, 1010!
- Simulation - The Sims, Pocket City

We will move forward with above three types of Hyper-casual games for the MVP

Market opportunity

active users
2,000,000,000

Age wise distribution	% users	# users	% users who are likely to plan Instagram games	# users who will are likely to plan Instagram games	Avg Revenue/user (# sessions/month * # Ad clicks/session * avg CPC)	Revenue in $
13-17	7	140,000,000	5	7,000,000	5*1*0.80	28,000,000
18-34	63	1,260,000,000	10	126,000,000	5*2*0.80	1,008,000,000
35-44	16	320,000,000	10	32,000,000	5*2*0.80	256,000,000
45-54	8	160,000,000	10	16,000,000	5*2*0.80	128,000,000
55+	6	120,000,000	5	12,000,000	5*1*0.80	48,000,000
					Total yearly Revenue in $	17,616,000,000

Pain Points & Solutions

Persona	Pain Point	Solution	Feature Name
Jim Halpert	• Does not want to invest in high end phones to play heavy mobile games	Cloud based gaming as service system where users pay and play games without downloading	IG Cloud
	• Have to set up multiple tools to play with friends in real time	In-built Discord like channel system where players can talk in real time as well as play	Rooms
	• Does not know which games to play	Games classified into different categories based on the popularity, difficulty, genre and personalised recommendation	Categories
Pam Beasley	• Does not know which games to play		
	• Finds the process of paying for/buying items in games long and confusing	Ability to Pay with a single click using WhatsApp Pay	Payments
	• Difficult to play multiplayer games due to long and complex room creation process	Ability to Join & Invite a game through a single message in DM	Share

Prioritization

Feature	Reach (out of every 100 user)	Impact (0.5-2)	Confidence (%)	Effort (person-month)	Final Score
IG Cloud	60	1.5	70	3	21
Rooms	70	1	65	2	22.7
Categories	80	1.5	80	2	**48**
Payments	70	1.5	90	3	**31.5**
Share	80	1.5	85	2	**51**

The above selected features will be added on top of the MVP

Additional reasons for not choosing the features

IG Cloud: Introducing big and Tech heavy games will lead to more development cost as well as very high CAC as Pro gamers won't be easy to onboard

Rooms: This feature will be more of a add on in later stage, as providing it in the beginning will make the experience overwhelming
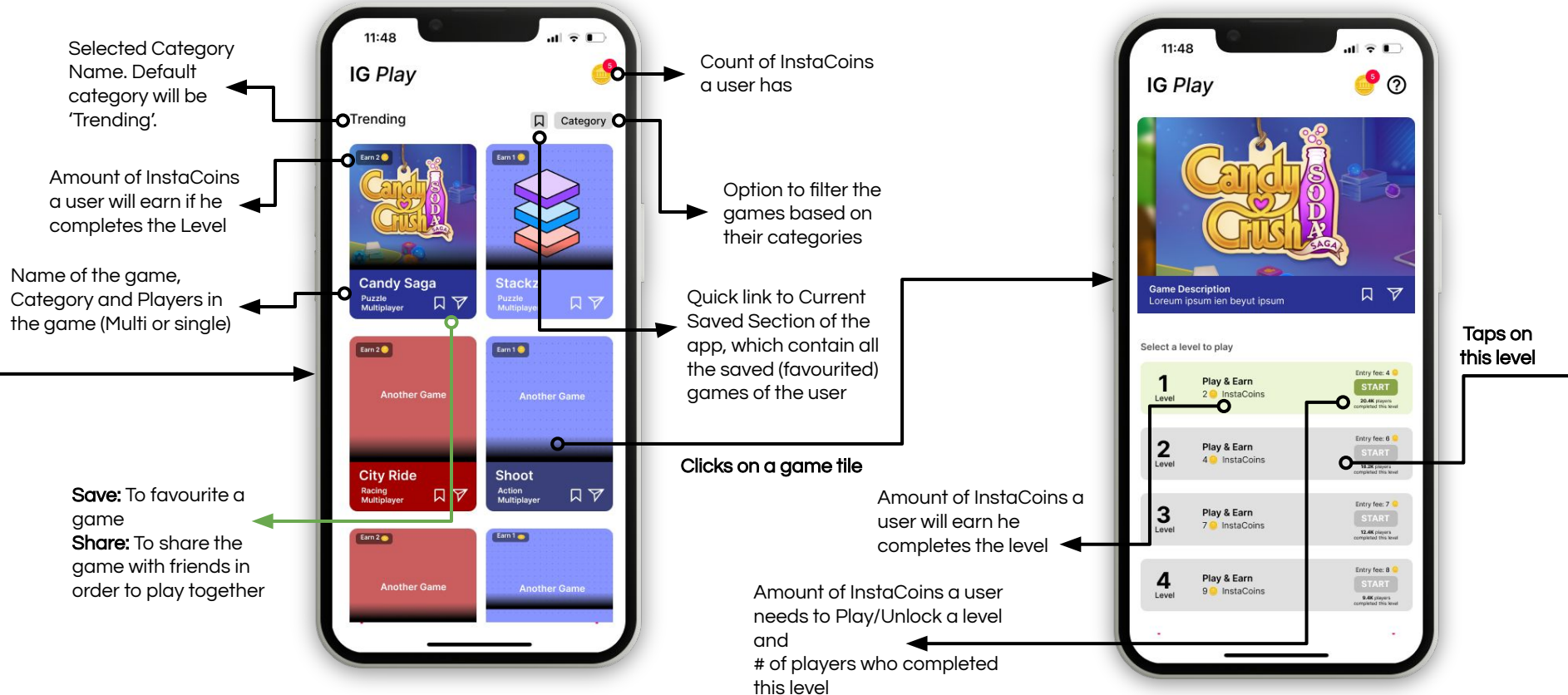
The MVP : IG Play

Feature Description

- Instagram Play (IG Play) will enable the users to play games with their friends, acting as a one-stop entertainment place

- In the MVP initially 6 games will be included. These games will be the iterations of popular Hyper-casual games containing these elements of the secret sauce
  Happiness after Frustration, Randomness of the Game, Competition with Friends

- InstaCoins will be the currency used across all games. A player can unlock a level only and only by earning InstaCoins

- Primarily there will be two ways to earn InstaCoins
  - Completion of a level
  - Watching Ads

- There will be only Multiplayer games. User will have an option to play games with their friends or a stranger

- User will be able to share the games as a link in DMs just as the normal messaging experience
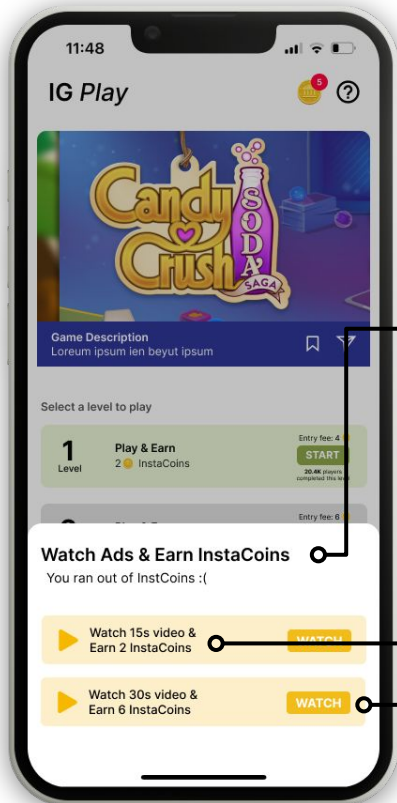

User clicks on the icon

The MVP : IG Play

Selected Category Name. Default category will be 'Trending'.

Count of InstaCoins a user has

Amount of InstaCoins a user will earn if he completes the Level

Option to filter the games based on their categories

Name of the game, Category and Players in the game (Multi or single)

Quick link to Current Saved Section of the app, which contain all the saved (favourited) games of the user

Save: To favourite a game
Share: To share the game with friends in order to play together

Clicks on a game tile

Taps on this level

Amount of InstaCoins a user will earn he completes the level

Amount of InstaCoins a user needs to Play/Unlock a level and
# of players who completed this level

Phone 1 (left)

11:48

IG *Play*

Trending

Category

Earn 2 🪙 — **Candy Saga**
Puzzle
Multiplayer

Earn 1 🪙 — **Stackz**
Puzzle
Multiplayer

Earn 2 🪙 — Another Game — **City Ride**
Racing
Multiplayer

Earn 1 🪙 — Another Game — **Shoot**
Action
Multiplayer

Earn 2 🪙 — Another Game

Earn 1 🪙 — Another Game

Phone 2 (right)

11:48

IG *Play*

🪙 5

Game Description
Loreum ipsum ien beyut ipsum

Select a level to play

| **1** Level | Play & Earn 2 🪙 InstaCoins | Entry fee: 4 🪙 START 20.4K players completed this level |
2 Level	Play & Earn 4 🪙 InstaCoins	Entry fee: 6 🪙 START 18.2k players completed this level
3 Level	Play & Earn 7 🪙 InstaCoins	Entry fee: 7 🪙 START 12.4K players completed this level
4 Level	Play & Earn 9 🪙 InstaCoins	Entry fee: 8 🪙 START 9.4K players completed this level

The MVP : IG Play

Option to earn InstaCoins by watching Ads in order to unlock a level

Length of ad & amount of InstaCoins earned after watching it

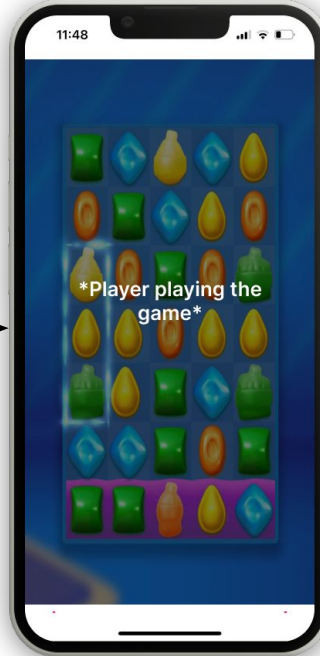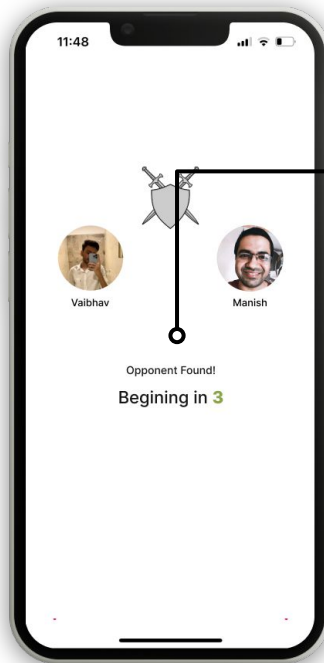User clicks on WATCH button, Ad plays. Post ad Flow
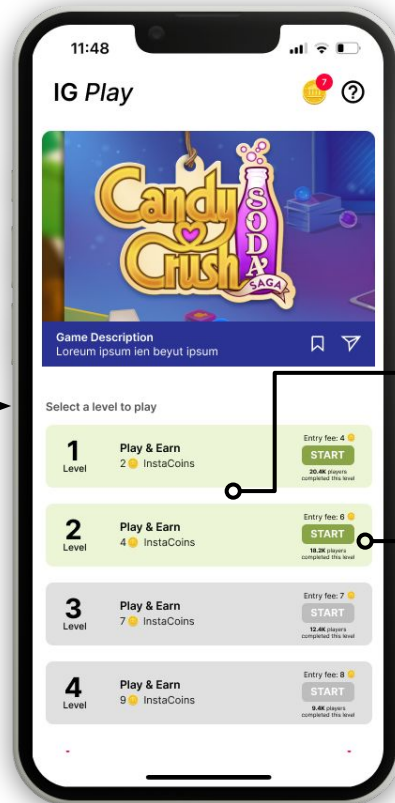
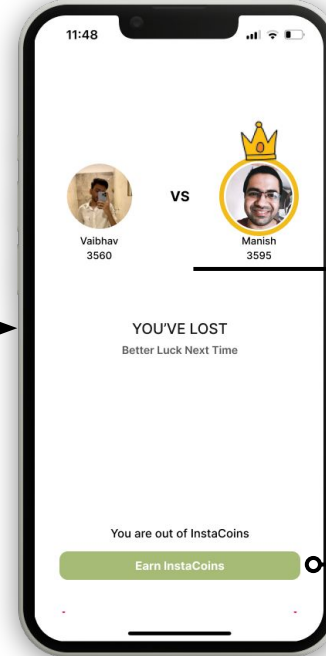Green tiles indicate that player has enough InstaCoins to Play the level

Taps on the Start button
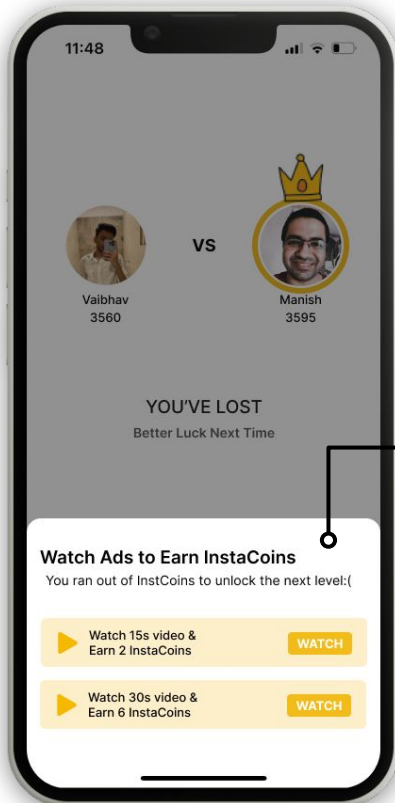
If user can play with his friend or
a random stranger

Vaibhav

Manish

Opponent Found!

Begining in 3

*Player playing the
game*

Game ends

User can see who
won the game

VS

Vaibhav
3560

Manish
3595

YOU'VE LOST

Better Luck Next Time

Clicks the button

You are out of InstaCoins

Earn InstaCoins

11:48

Vaibhav
3560

VS

Manish
3595

YOU'VE LOST
Better Luck Next Time

Watch Ads to Earn InstaCoins
You ran out of InstCoins to unlock the next level:(

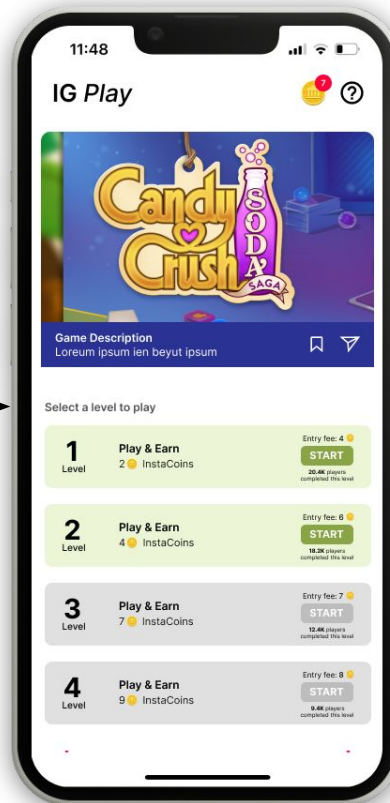▶ Watch 15s video &
Earn 2 InstaCoins — **WATCH**

▶ Watch 30s video &
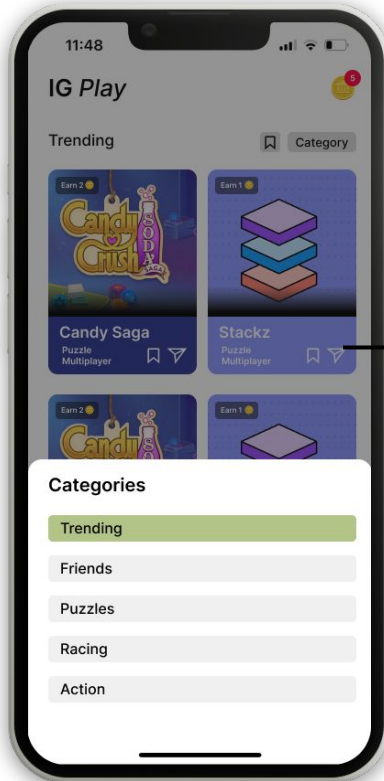Earn 6 InstaCoins — **WATCH**

Again is presented to watch ads as he doesn't have enough coins

After watching the ad user will again be taken to the game screen where he can play other levels or go back to home screen

11:48

IG *Play*

Candy Crush SODA SAGA

Game Description
Loreum ipsum ien beyut ipsum

Select a level to play

1 Level — **Play & Earn** 2 🪙 InstaCoins — Entry fee: 4 🪙 **START** 20.4K players completed this level

2 Level — **Play & Earn** 4 🪙 InstaCoins — Entry fee: 6 🪙 **START** 18.2K players completed this level

3 Level — **Play & Earn** 7 🪙 InstaCoins — Entry fee: 7 🪙 **START** 12.4K players completed this level

4 Level — **Play & Earn** 9 🪙 InstaCoins — Entry fee: 8 🪙 **START** 9.4K players completed this level

Features: Categories, Share, DMs

User clicks on share icon

Copy and share link externally

To share link in DMs

DM Feature

When the user clicks on Category button he will be presented with a list of categories to choose from
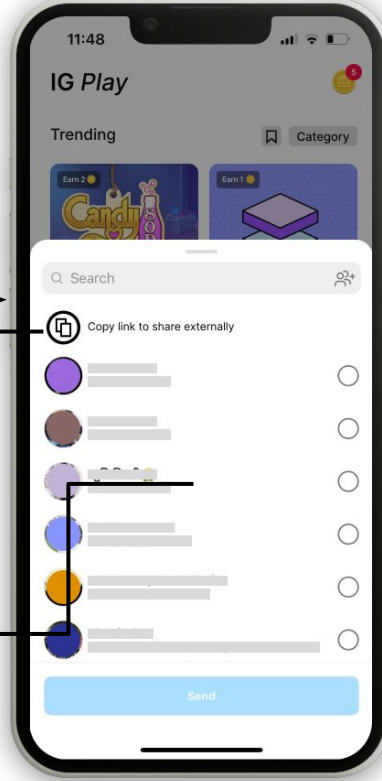
Share Feature

Option to directly start a game with a friend, clicking on the icon will take both the players to IG Play homescreen

Success Metrics

Theme	Metrics
Acquisition	1. CTR of stories ads related to IG Play 2. CTR of other ads run related to IG Play
Activation	1. # users completed at-least 1 level 2. Daily active users 3. Weekly active users
Engagement	1. Avg # sessions per user per day 2. Time spent per user per day
Retention	1. Daily/weekly repeat users 2. Resurrected Users 3. [D1, D7, D30] Retention
Referral	1. # of game shares per user per week 2. # of games started directly from Dms per user per week

GTM Strategy

1. **FEATURE DEVELOPMENT**
   For MVP we will do extensive user research in order to know the optimal first 6 games to be released as well analyse the models of other Hyper-casual gaming apps.. Post that we will begin with design and technical development.
   Exit criteria: No bugs in the final testing week

2. **PRE LAUNCH**
   We will release MVP for early cohort of 1% of iOS & android customer base.
   Exit criteria: At least 50% of customers disappointed if features were taken away

3. **BETA LAUNCH**
   We will release MVP for early cohort of 10% of customer base. and start with the marketing.
   Exit criteria: Increased interaction and trips bookings

4. **FEEDBACK**
   We will ask the users for feedback through rating popups and Interview some sample users.
   Exit criteria: Features improved as per feedback and no bugs in the final testing week

5. **RELEASE**
   After making the changes as per feedback, we will roll out the final MVP of IG Play.