



Instagram

About Instagram

Instagram is a social media platform that emphasizes photo and video sharing. Users can interact with others' content via likes, comments, shares, and saves.



In 2021, Instagram is currently ranked 4th out of all social media networks worldwide, with over 1 billion people using the app each month. India boasts of the maximum number of Instagram users, with 201 million users logging in from India. Also, increasing its audience by 16% quarter-over-quarter, India is the fastest-growing region for Instagram currently



STRENGTHS

1. Strong Parent Brand

Meta is the parent brand for Instagram which has a strong tech background and financial resources

2. Multimedia Pioneer

Instagram has the unique advantage of being the pioneer of specialized video/photo platforms in the social media industry.

3. Integration

It allows users to post their content on various platforms at once.

4. Filters

Instagram offers a very efficient built-in filters tool. It allows people to fix their photos/videos and add various effects to them if needed.

5. Global Reach

Instagram has a growing customer base with over 1 billion users

OPPORTUNITIES

1. Smartphones and social media

There has been an increase in internet penetration & number of smartphone users where rapid technological development can help brand grow

2. Potential E-Commerce

With growing marketplace on Instagram. It has potential to expand in fashion and beauty e-commerce



WEAKNESSES

1. Data & Privacy Issue

Privacy & data leaks has been raised as an issue by certain Instagram users

2. One way traffic

Many Instagram Ads and paid promotion goes ignored.

3. Unorganized Market Place

Instagram has unorganized marketplace and is unable to earn revenue of it.

THREATS

1. User Engagement

Continuous innovation is needed to engage users; else users get bored of this application

2. High Competition

Entry barriers are lesser for internet-based businesses and hence other players can easily enter.

Problem Statement

Instagram has always been a market place for small business . Many small business owners use the platform to showcase and sell their products.

During pandemic there has been a rise in number of small business and thrift stores that operate majorly through Instagram

As many of these business cannot afford to manage its own E-commerce portal.

The proposed solution provides an insight on feature to be added to Instagram that will empower these small business owner



User Persona

Priyanka

25 year old Instagram thrift shop owner

Priyanka runs a small business of thrift clothes & shoes, and she takes all orders from Instagram only. She manages things all alone, but diving into trends with Instagram reels has really helped her to gain engagement.

Deepika

21 year old – Priyanka's Customer

Maya is an active Instagram user; she is fond of small-business products. She feels they are unique and affordable.

Pain Points

Buyer

- There is an trust issue regarding quality of the product. Need products with good ratings
- The customer has to wait for manual confirmation of payments and delivery.

Seller

- Take and updates order manually
- Not enough reach on Instagram.
- Customer payment issue, cannot afford payment gateway services.

Proposed Solution

- *Feature 1*

Creating a separate small business category on public accounts.

- *Feature 2*

Creating different section for Instagram marketplace on home screen where user can search various products

- *Feature 3*

Adding an option to place order directly

- *Feature 4*

Adding a integrated payment gateway and delivery tracking option.

Prioritizing Solution

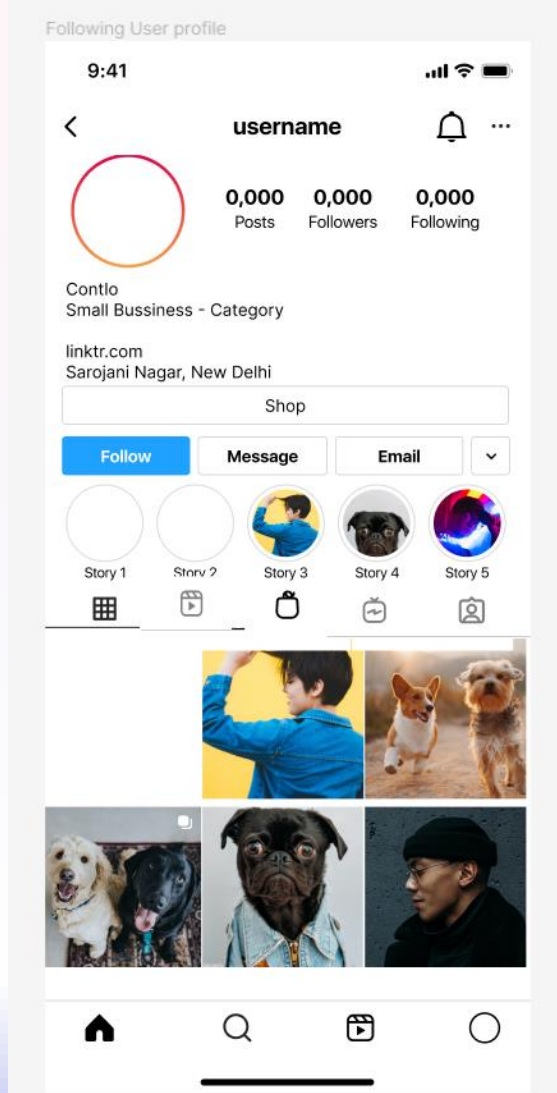
Out of previous solutions we can go with no 1 and 3 for now, as it will be more viable to start slow with lesser feature for implementation

Hence, we will be creating a separate category under public business account named as "Small Business". And we can start slow paced and with one or two basic features to make it easy to use.

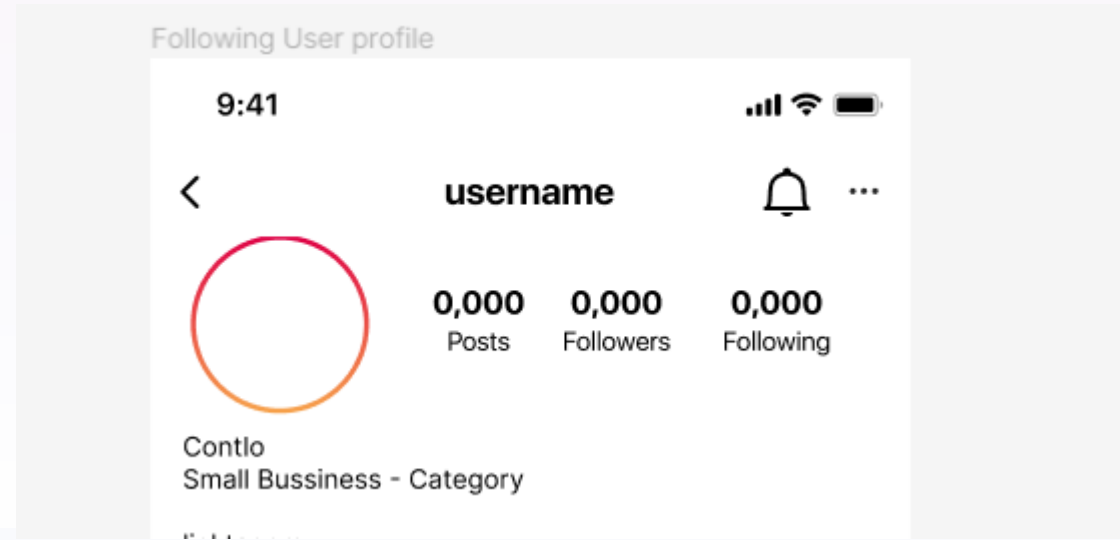
Let's have look how it would look and work after its release

Feature 1

Creating a separate small business category on public accounts



- Buyers will be able to see all the products listed on the Instagram page under shopping bag icon.
- Small business can be classified from the text details on their Instagram, here it is "Small Business - Category".
- Similar phrase "Small Business - Category " can be used to search nearby or most relevant shops from search tab.

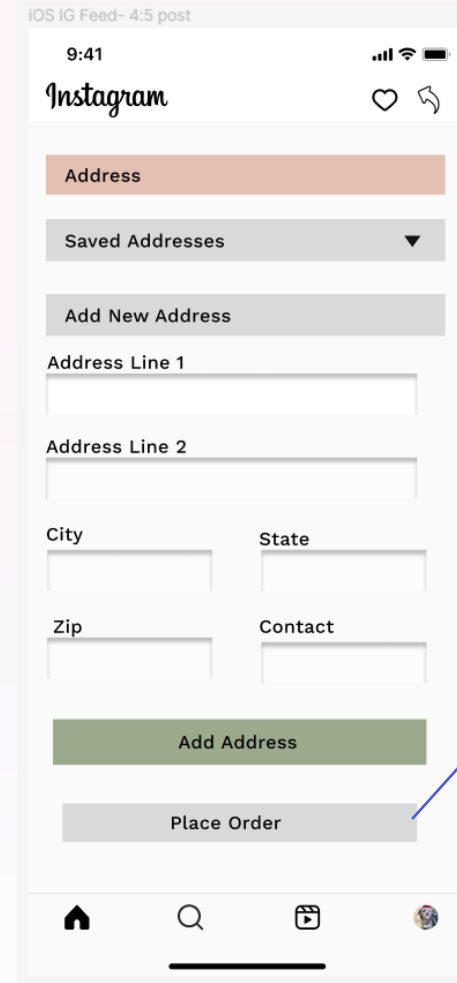




The bag icon will redirect you the product page



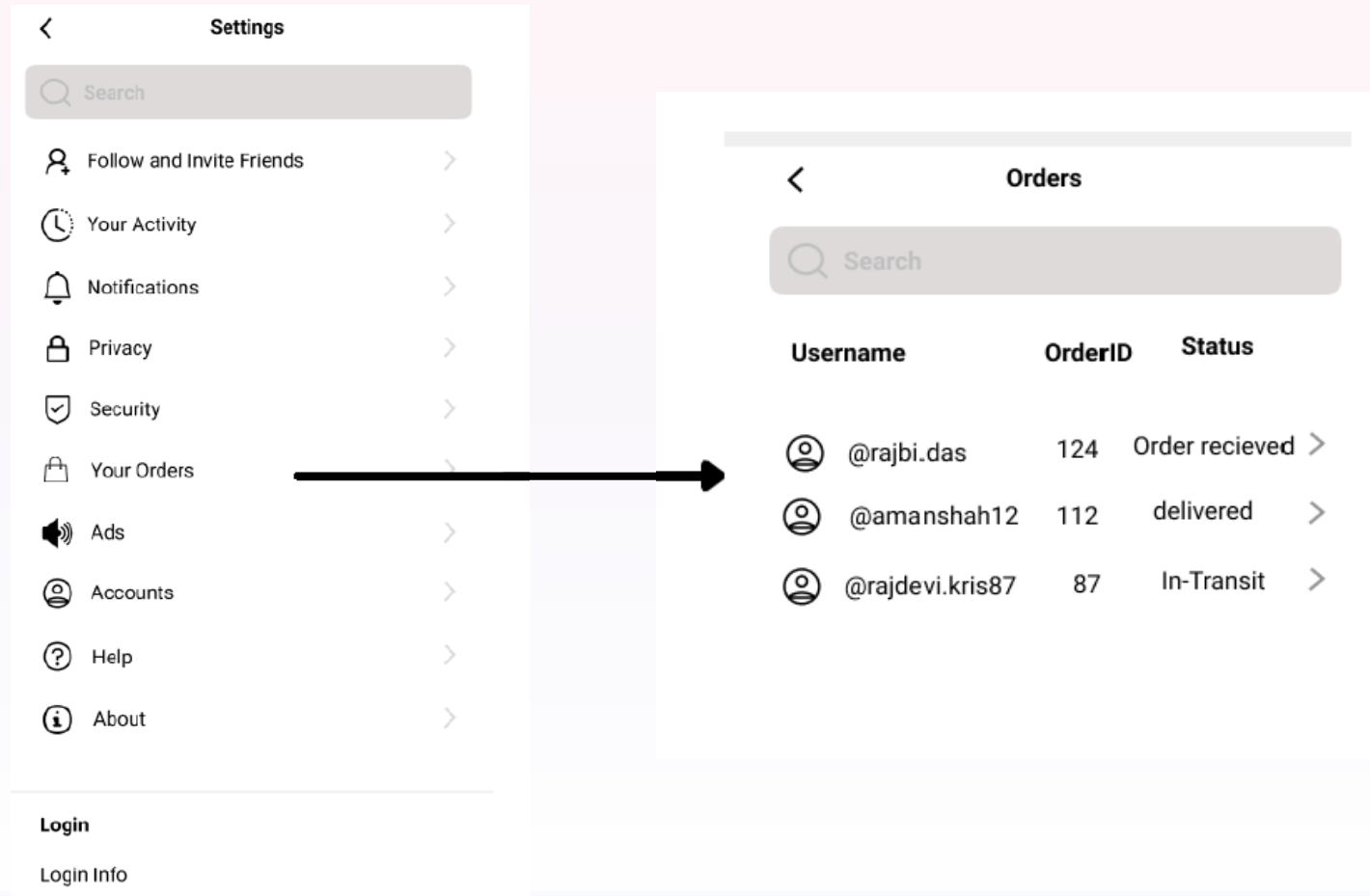
You can select size as per availability and will be address selection page



Select Saved Address or Add new Address and Place Order

Will redirect to payment gateway [yet to be decided]

WHAT SELLERS WILL SEE



- On confirmation of order from chat, it can be easily stored in Your orders section.
- Orders will get orders ID and status can be updated by buyers.

Go to Market Strategy



Analyzing
target market
and
competitors

Launching Beta version
And testing the feature

Interviewing customers
for reviews and
Make necessary
changes

Relaunching
the feature
and repeat
same process

THANK YOU

Devashish Kedar

