

Feature category	current features	Gaps	Potential solutions	Priority
Video features	Photos, videos, reels	Limited video editing tools, no native video trimming/splitting	Advance video editing tools, native video trimming/splitting	High
Discovery	Hashtags, explore page	Limited discovery of new accounts no interest-based content discovery	Interest-based content discovery algorithm	High
Analytic	Basic insights	Limited analytic for creators/ business no engagement tracking	Advance analytic, engagement tracking	Medium
Community features	Followers, direct messaging	Limited group chat functionality, no community management tools	Group chat with polls/events, community management tools	Medium
E-commerce integration	Product tags, shopping cart	Limited shopping features, no native payment processing	Expanded shopping features, native payment processing	High