| Feature category | current features | Gaps | Potential solutions | Priority |
| --- | --- | --- | --- | --- |
| Video features | Photos, videos,reels | Limited video editing tools,no native video trimming/splittinng | Advance video editing tools, native video trimming/splittinng | High |
| Discovery | Hashtags, explore page | Limited discovery of new accounts no intrest-based content discovery | Intrest -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 messeging | Limited group chart functionality,no community management tools | Group chat with polls/events, community management tools | Medium |
| E-commerce integration | Product tags, shoping cart | Limited shoping features,ni native payment processing | Expanded shoping features,native payment processing | High |