**PRD – Instagram**

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**Overview**

Instagram is a social media platform that allows users to share photos and videos, connect with friends, and discover content from around the world. The goal is to create an engaging environment for users to express themselves, interact with others, and build a community through visual storytelling.

**Hero Scenario**

* User should be able to create an account and set up a profile.
* User should be able to upload photos and videos.
* User should be able to follow other users and be followed back.
* User should be able to like and comment on posts.
* User should be able to send direct messages to other users.
* User should be able to explore trending content and discover new accounts.

**Personas**

* **User:** Individuals who create and share content, interact with friends, and explore new content.
* **Content Creator:** Users who produce high-quality content, often aiming to grow their audience and engage with followers.
* **Business Account:** Brands and businesses that use Instagram to promote products, engage with customers, and analyze performance metrics.
* **Admin/Moderator:** Individuals who manage content, handle user reports, and ensure community guidelines are followed.

**Key User Stories**

* As a user, I should be able to create an account using my email or phone number.
* As a user, I should be able to upload and edit photos and videos.
* As a user, I should be able to follow and unfollow other users.
* As a user, I should be able to like and comment on posts from others.
* As a user, I should be able to send and receive direct messages.
* As a content creator, I should be able to analyze my post performance through insights.
* As a business account, I should be able to run ads and promote posts to reach a larger audience.
* As an admin, I should be able to review reported content and take appropriate action.

**Metrics**

Number of active users (daily, monthly).

Engagement rate (likes, comments, shares).

Growth rate of followers per user.

Number of posts created per user.

Number of direct messages sent and received.

Performance metrics for business accounts (impressions, reach, click-through rates).

**Mockups**

Include visual representations of key screens such as:

User profile page

Feed with posts

Upload interface for photos/videos

Direct messaging interface

Insights dashboard for content creators and businesses