Purpose & Scope

Overview

Instagram Threads is a new feature that will allow users to create tweets-like posts on Instagram. This will allow users to share their thoughts and ideas in a more concise and easy-to-read format.

Target Audience

The target audience for Instagram Threads is millennials and Gen Z users who are looking for a more engaging way to share their thoughts and ideas.

Stakeholders

The stakeholders for Instagram Threads include Instagram's users, as well as the company itself. Instagram's users will benefit from being able to share their thoughts and ideas in a more concise and easy-to-read format. Instagram will benefit from the increased engagement and user activity that Instagram Threads will generate.

Gap it is trying to fill

Instagram Threads is trying to fill the gap in Instagram's current offering by providing a way for users to share their thoughts and ideas in a more concise and easy-to-read format. Instagram currently does not have a feature that allows users to do this, and as a result, users are often forced to use other platforms, such as Twitter, to share their thoughts and ideas. Instagram Threads will allow users to stay on Instagram and share their thoughts and ideas with their followers.

Product Objectives

Instagram Threads is aligned with Instagram's overall objective of providing a platform for users to share their thoughts and ideas. Instagram Threads will allow users to do this in a more concise and easy-to-read format, which will increase engagement and user activity.

Instagram Threads is also aligned with Instagram's objective of staying ahead of the competition. Twitter is a popular platform for users to share their thoughts and ideas, and Instagram Threads will allow Instagram to compete with Twitter in this area.

The business style of the PRD should be similar to the business style of the company. This means that the PRD should be concise, clear, and easy to understand. The PRD should also be focused on the business objectives of the product.

Market Research

Competitors

The main competitors of Instagram Threads are Twitter and Facebook. Twitter is a social media platform that allows users to share short messages, known as tweets. Facebook is a social media platform that allows users to share photos, videos, and status updates.

Target Audience

The target audience for Instagram Threads is millennials and Gen Z users who are looking for a more engaging way to share their thoughts and ideas. These users are often active on social media and are looking for new ways to connect with their friends and followers.

Industry Trends

The industry trends for social media are moving towards more concise and easy-to-read content. This is due to the fact that users are increasingly busy and have less time to read long, detailed posts. Instagram Threads is aligned with this trend by allowing users to share their thoughts and ideas in a short, concise format.

Customer Expectations

Customers expect social media platforms to be easy to use and engaging. They also expect platforms to be constantly innovating and adding new features. Instagram Threads is aligned with these expectations by being easy to use and by providing a new way for users to share their thoughts and ideas.

Feature Requirements

Must Have

- Users must be able to create tweets-like posts on Instagram.
- Tweets must be limited to a maximum of 280 characters.
- Tweets must be visible to the user's followers.
- Users must be able to like, comment, and share tweets.

Should Have

- Users should be able to add photos, videos, and links to their tweets.
- Users should be able to tag other users in their tweets.
- Users should be able to reply to tweets.

Could Have

- Users could have the ability to create polls in their tweets.
- Users could have the ability to schedule their tweets.
- Users could have the ability to create private tweets.

Won't Have

- Users will not be able to edit their tweets after they have been posted.
- Users will not be able to delete their tweets after they have been posted.

Questions for the user:

- What are the key features that you would like to see in Instagram Threads?
- What are the features that you would consider to be essential?
- What are the features that you would consider to be nice-to-have?
- What are the features that you would consider to be unnecessary?

Acceptance Criteria

The following are the acceptance criteria for Instagram Threads:

- The feature must be available to all users of Instagram.
- The feature must be easy to use.
- The feature must be reliable.
- The feature must be secure.
- The feature must not negatively impact the performance of Instagram.

The following are the non-technical quality of completeness required to be able to get to the MVP stage of this product:

- The feature must be aligned with the company's overall strategy.
- The feature must be feasible to develop within the given time and budget constraints.
- The feature must be able to generate a positive return on investment.

The following are the technical quality of completeness required to be able to get to the MVP stage of this product:

- The feature must be developed using agile methodology.
- The feature must be tested using unit testing, integration testing, and user acceptance testing.
- The feature must be documented using user stories, acceptance criteria, and technical specifications.

The following are the non-functional requirements for Instagram Threads:

- The feature must be accessible to users with disabilities.
- The feature must be compatible with all major browsers.
- The feature must be available in all major languages.

The following are the functional requirements for Instagram Threads:

- Users must be able to create tweets-like posts on Instagram.
- Tweets must be limited to a maximum of 280 characters.
- Tweets must be visible to the user's followers.
- Users must be able to like, comment, and share tweets.
- Users must be able to add photos, videos, and links to their tweets.
- Users must be able to tag other users in their tweets.
- Users must be able to reply to tweets.
- Users could have the ability to create polls in their tweets.
- Users could have the ability to schedule their tweets.
- Users could have the ability to create private tweets.

The following are the use cases for Instagram Threads:

- User creates a tweet.
- User likes a tweet.
- User comments on a tweet.
- User shares a tweet.
- User adds a photo to a tweet.
- User adds a video to a tweet.
- User adds a link to a tweet.
- User tags another user in a tweet.
- User replies to a tweet.

- User creates a poll in a tweet.
- User schedules a tweet.
- User creates a private tweet.

Success Metrics

The following are the success metrics for Instagram Threads:

- Number of active users
- Number of tweets created
- Number of likes, comments, and shares
- Time spent on the platform
- Engagement rate
- Customer satisfaction

The following are the key performance indicators (KPIs) to look out for:

- Number of active users: This metric will measure the number of users who are using Instagram Threads on a regular basis.
- Number of tweets created: This metric will measure the number of tweets that are being created on Instagram Threads.
- Number of likes, comments, and shares: This metric will measure the engagement with tweets on Instagram Threads.
- Time spent on the platform: This metric will measure the amount of time that users are spending on Instagram Threads.
- Engagement rate: This metric will measure the percentage of users who are engaging with tweets on Instagram Threads.
- Customer satisfaction: This metric will measure the satisfaction of users with Instagram Threads.

Technical Feasibilities

The following are the technical feasibility considerations for Instagram Threads:

- **Devices:** Instagram Threads will be available for web, iOS, and Android devices.
- **Frontend:** The frontend of Instagram Threads will be built using React.
- **Backend:** The backend of Instagram Threads will be built using a microservices architecture.
- **Scalability:** The backend of Instagram Threads will be scalable using a distributed database and a load balancer.

The following are the technical risks for Instagram Threads:

- **Security:** Instagram Threads will need to be secure from unauthorized access, data breaches, and DDoS attacks.
- **Performance:** Instagram Threads will need to be performant, even when there is a large number of users.
- **Scalability:** Instagram Threads will need to be scalable to support a large number of users.

The following are the technical mitigation strategies for Instagram Threads:

- **Security:** Instagram Threads will use a variety of security measures to protect user data, including encryption, access control, and monitoring.
- **Performance:** Instagram Threads will use a variety of performance optimizations to ensure that the app is fast and responsive, even when there is a large number of users.
- **Scalability:** Instagram Threads will use a distributed database and a load balancer to ensure that the app can handle a large number of users.