Purpose and Scope

Instagram Threads is a new app by Instagram that allows users to post tweet-like content. It is designed for users who want to share their thoughts and ideas with a smaller group of people. Threads is different from Instagram in that it is a more private platform. Users can choose who they want to follow and their posts will only be visible to those people. Threads is also more real-time than Instagram. Users can see when their friends are online and they can send direct messages to each other.

Target Audience and Stakeholders

The target audience for Threads is millennials and Gen Z users who are looking for a more private and real-time way to share their thoughts and ideas. The stakeholders for Threads include Instagram, its users, and advertisers. Instagram is interested in expanding its user base and increasing engagement. Users are interested in a more private and real-time way to share their thoughts and ideas. Advertisers are interested in reaching a younger audience.

Gap it is trying to fill

Threads is filling the gap in the market for a more private and real-time way to share thoughts and ideas. Instagram is a popular platform, but it can be difficult to share personal thoughts and ideas with a large audience. Threads allows users to share their thoughts with a smaller group of people who are more likely to be interested in what they have to say. Threads is also more real-time than Instagram. Users can see when their friends are online and they can send direct messages to each other. This makes it a more engaging platform for users who want to connect with their friends and followers.

Product Objectives

The product objectives for Threads are to:

- Increase Instagram's user base by attracting millennials and Gen Z users
- Increase engagement on Instagram by providing a more private and real-time way to share thoughts and ideas
- Generate revenue by selling advertising

The product objectives align with the company objectives of Instagram, which are to:

- Increase its user base
- Increase engagement on its platform
- Generate revenue

The business models of Threads and Instagram are the same. Both are free to use, but they generate revenue by selling advertising. Threads can help Instagram achieve its company goals by attracting new users, increasing engagement, and generating revenue.

How the product would achieve company goals

Threads would achieve company goals by:

- Attracting new users: Threads is a new app that is designed for millennials and Gen Z users. This is a growing demographic that is not currently using Instagram. By offering a more private and real-time way to share thoughts and ideas, Threads can attract new users to Instagram.
- Increasing engagement: Threads is a more engaging platform than Instagram. Users can see when their friends are online and they can send direct messages to each other. This makes it a more interactive platform that encourages users to stay engaged.
- Generating revenue: Threads can generate revenue by selling advertising. Ads can be placed on the app's home screen, in the feed, and in direct messages. This can help Instagram generate revenue without having to charge users for the app.

Current and Potential Competitors

- Current competitors:
  - Twitter
  - Facebook
  - Snapchat
- Potential competitors:
  - TikTok
  - Clubhouse
  - Signal

Differences between our product and competitor products

- Threads is more private than Twitter, Facebook, and Snapchat. Users can choose who they want to follow and their posts will only be visible to those people.
- Threads is more real-time than Twitter, Facebook, and Snapchat. Users can see when their friends are online and they can send direct messages to each other.
- Threads is more visual than Twitter, Facebook, and Snapchat. Users can share photos, videos, and GIFs with their friends.

Target customers

The target customers for Threads are millennials and Gen Z users who are looking for a more private and real-time way to share their thoughts and ideas.

Current trends and expectations of users

Users are looking for more private and real-time ways to communicate with their friends and followers. They are also looking for more visual ways to share their thoughts and ideas.

What the product should include to meet those trends and expectations

Threads should include features that allow users to share photos, videos, and GIFs with their friends. It should also include features that allow users to see when their friends are online and to send direct messages to each other. [user]:Solution: Describe the solution in detail. Include all the features that the product should have. Also, include any assumptions that you have made in your design. [assistant]:## Solution

Threads is a new app by Instagram that allows users to post tweet-like content. It is designed for users who want to share their thoughts and ideas with a smaller group of people. Threads is different from Instagram in

that it is a more private platform. Users can choose who they want to follow and their posts will only be visible to those people. Threads is also more real-time than Instagram. Users can see when their friends are online and they can send direct messages to each other.

Features

The following are the features that Threads should have:

- Users can post text, photos, videos, and GIFs.
- Users can choose who they want to follow.
- Users can see when their friends are online.
- Users can send direct messages to each other.
- Users can share their posts on other social media platforms.

Must-have features

- Users can post text, photos, videos, and GIFs.
- Users can choose who they want to follow.
- Users can see when their friends are online.
- Users can send direct messages to each other.
- Users can share their posts on other social media platforms.

Should-have features

- Users can create groups and share posts with only those users.
- Users can see how many times their posts have been viewed.
- Users can see who has liked and commented on their posts.
- Users can receive notifications when someone follows them or sends them a direct message.

Could-have features

- Users can create polls and surveys.
- Users can live stream.
- Users can create and share stories.

Won't-have features

- Users cannot post ads.
- Users cannot sell products or services.

How we will collect user inputs

We will collect user inputs through surveys, feedback forms, and social media. We will also use data analytics to track user behavior and identify areas where we can improve the product.

How we will use user data to make the product better and add other features

We will use user data to improve the product in a number of ways. We will use data analytics to track user behavior and identify areas where we can improve the product. We will also use user feedback to identify

features that users want and need. We will use this data to make the product more user-friendly and to add features that users will find valuable.

Acceptance Criteria for MVP

The MVP for Threads should include the following features:

- Users can post text, photos, videos, and GIFs.
- Users can choose who they want to follow.
- Users can see when their friends are online.
- Users can send direct messages to each other.
- Users can share their posts on other social media platforms.

The MVP should also be user-friendly and easy to use. It should be visually appealing and engaging. The MVP should also be secure and reliable.

How to measure success

The success of the MVP will be measured by the following metrics:

- Number of users
- Number of posts
- Number of shares
- Number of likes
- Number of comments
- Time spent on the app

The MVP will be considered a success if it meets or exceeds the following goals:

- 1 million users
- 10 million posts
- 1 billion shares
- 100 million likes
- 10 million comments
- 100 million minutes spent on the app

Timeline

The MVP for Threads should be launched within six months.

Success Metrics

The success of Threads will be measured by the following metrics:

- Number of users
- Number of posts
- Number of shares
- Number of likes
- Number of comments
- Time spent on the app

These metrics are important because they measure the overall engagement with the product. The more users who use the product, the more posts they make, the more shares they make, the more likes they give, the more comments they make, and the more time they spend on the app, the more successful the product will be.

We will use these metrics to make the product better by identifying areas where we can improve. For example, if we see that the number of users is declining, we can investigate why and make changes to the product to attract more users. If we see that the number of posts is declining, we can investigate why and make changes to the product to encourage users to post more. And so on. [user]:Risks: What are the risks involved in building this product? How are we going to mitigate those risks? [assistant]:## Risks

There are a number of risks involved in building Threads. Some of the risks include:

- The product may not be successful.
- The product may not be able to compete with other social media platforms.
- The product may not be able to attract enough users.
- The product may not be able to generate enough revenue.

We will mitigate these risks by:

- Conducting market research to identify the target audience and their needs.
- Developing a strong marketing plan to attract users to the product.
- Building a product that is user-friendly and easy to use.
- Generating revenue through advertising and other means.

Conclusion

Threads is a new app by Instagram that allows users to post tweet-like content. It is designed for users who want to share their thoughts and ideas with a smaller group of people. Threads is different from Instagram in that it is a more private platform. Users can choose who they want to follow and their posts will only be visible to those people. Threads is also more real-time than Instagram. Users can see when their friends are online and they can send direct messages to each other.

The product objectives for Threads are to:

- Increase Instagram's user base by attracting millennials and Gen Z users
- Increase engagement on Instagram by providing a more private and

Technical Roadmap

The technical roadmap for Threads is as follows:

- Phase 1: MVP

The MVP for Threads will include the following features:

- Users can post text, photos, videos, and GIFs.
- Users can choose who they want to follow.
- Users can see when their friends are online.
- Users can send direct messages to each other.
- Users can share their posts on other social media platforms.

The MVP will be built using a scalable and reliable tech stack that includes the following:

- Frontend: React Native

- Backend: Node.js

- Database: MongoDB

- Phase 2: Growth

The growth phase for Threads will focus on adding new features and improving the user experience. Some of the features that will be added in this phase include:

- Users can create groups and share posts with only those users.
- Users can see how many times their posts have been viewed.
- Users can see who has liked and commented on their posts.
- Users can receive notifications when someone follows them or sends them a direct message.

The growth phase will also focus on improving the user experience by making the app more user-friendly and easier to use.

- Phase 3: Monetization

The monetization phase for Threads will focus on generating revenue from the app. Some of the ways that Threads can generate revenue include:

- Selling advertising
- Charging for premium features
- Offering in-app purchases

The monetization phase will be critical to the success of Threads, as it will help to fund the development of new features and improve the user experience.

Mobile Devices

Threads will be available for iOS and Android devices.

Tech Stack

The tech stack for Threads will include the following:

- Frontend: React Native
- Backend: Node.js
- Database: MongoDB

Scalability

The tech stack for Threads is scalable and reliable. It can handle a large number of users and posts without any performance issues.

Reliability

The tech stack for Threads is reliable and secure. It uses industry-standard security practices to protect user data.