

Product Teardown



Discord

App Notifications



Gautham N Holla | PM C28

OVERVIEW

Discord is an **American** VoIP and instant messaging social platform. Users have the ability to communicate with **voice calls, video calls, text messaging, media, and files in private chats** or as part of communities called "**servers**"
Discord was launched in 2015 as a **gamers-friendly communication platform**, but it also acquired popularity among non-gaming audiences in recent years.

FUN FACT

Discord largest server was **Midjourney community** with over **9.5 million** registered users.

Discord Competitors/Alternatives



*VoIP = Voice Over Internet Protocol

RIGISTERED USERS

614 Million

NET WORTH

\$15 Billion

MONTHLY ACTIVE USERS

196 Million

ACTIVE SERVERS

20 Million

LANGUAGEG AVAILABLE

30

SERVER CONVERSATIONS DAILY

4 B Minutes

Age Demographics on Discord

25–34 years

Discord demographics



65%

35%

OVERALL ANALYSIS

BUSINESS MODEL

- Discord uses the **freemium business model**.
- Basic services are free for users, while premium features can be accessed by paying additional charges.

Target User Segment



Gamers



Students

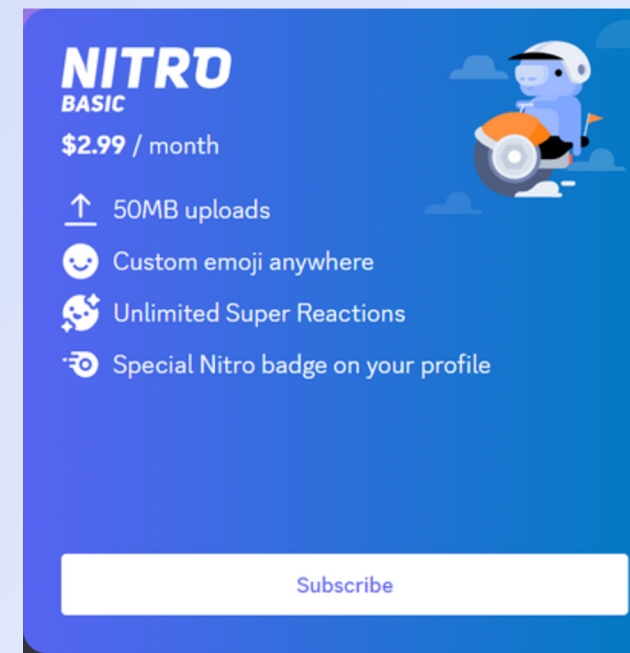


Companies

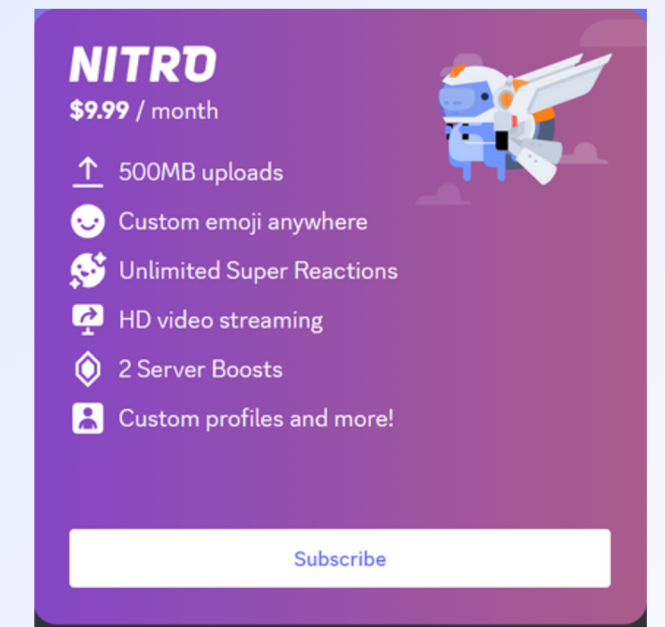


REVENUE MODEL

- **Discord Nitro:** Discord Nitro is the paid subscription option with charges of \$9.99 per month or 99.99 per year.
- **Game store:** The game store allows game developers to sell their games. Once the game is sold, developers get 90% and Discord got 10%.
- **Discord Merchandise Store:** Discord offers a great variety of merchandise like branded T-shirts, hoodies, caps, socks, etc. It earns a little revenue from selling these items.

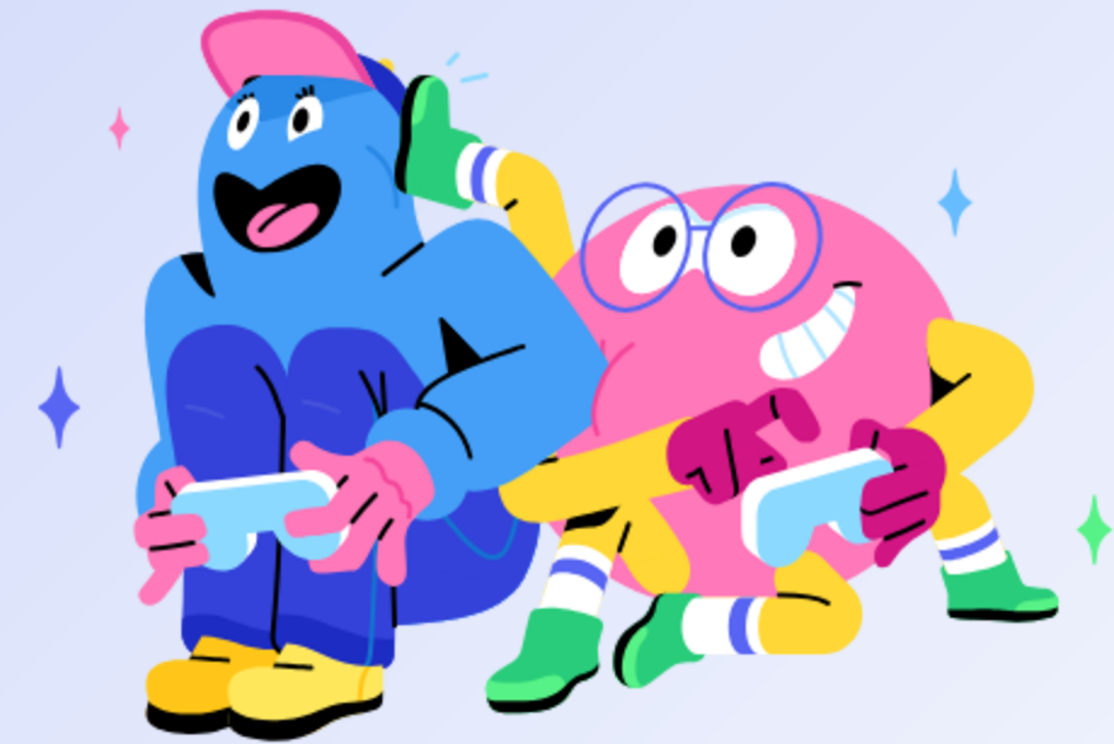


Currency	Monthly	Yearly
USD	\$2.99	\$29.99



Currency	Monthly	Yearly
USD	\$9.99	\$99.99

OVERALL ANALYSIS



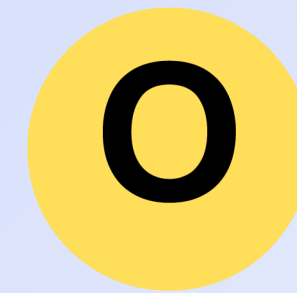
STRENGTHS

- Ease of use
- Freemium Model
- Large market share
- Unlimited use
- Customizability
- Innovative platform



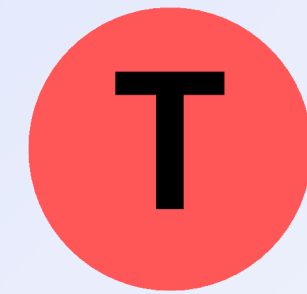
WEAKNESSES

- Unfavourable privacy policy
- Low-quality calls
- Persistent Association with online gaming



OPPORTUNITIES

- Entry into other markets
- Improved Security and data privacy
- Optimization of customer experience.



THREATS

- Presence Of Scammers
- Poor privacy and security policies
- Competitors

TECH STACK

Discord's tech stack comprises a combination of programming languages, frameworks, and technologies that enable its functionality as a communication and community platform.

It's main components are

Frontend

User interface

Backend

Programming language

Frameworks

Server

Databases

Why they are designed the way they are

- It meets the design needs of the UX team.
- It's cost-efficient.
- It's time-efficient.
- It can scale while maintaining quality.
- It ensures security remains uncompromised.

Discord uses four programming languages: Elixir, Erlang, Rust, and JavaScript.



elixir



- Discord utilizes React and React Native client libraries.
- For audio and video functionality, Discord implements WebRTC.
- The platform employs Apache Cassandra, an open-source distributed database management system.
- Discord also leverages Cloudflare to cache content in data centers across 250+ cities.



User Persona



Akash

22 y/o BE

Student

Tier 2 city Kochi

He/Him - Male

Goals & Behaviors:

- To meet new people in other servers/communities.
- Get notified about new content, community activities, or tournaments.

Pain Points:

- Too many notifications cause burnout and lower engagement.
- Notifications may not sync properly across devices.
- Struggles with organizing and prioritizing notifications from academic, social, and gaming sources.
- Frequent notifications disrupt study sessions and reduce focus.



Ananya

24 y/o Software Developer

Tier 1 city Pune

She/her - Female

Goals & Behaviors:

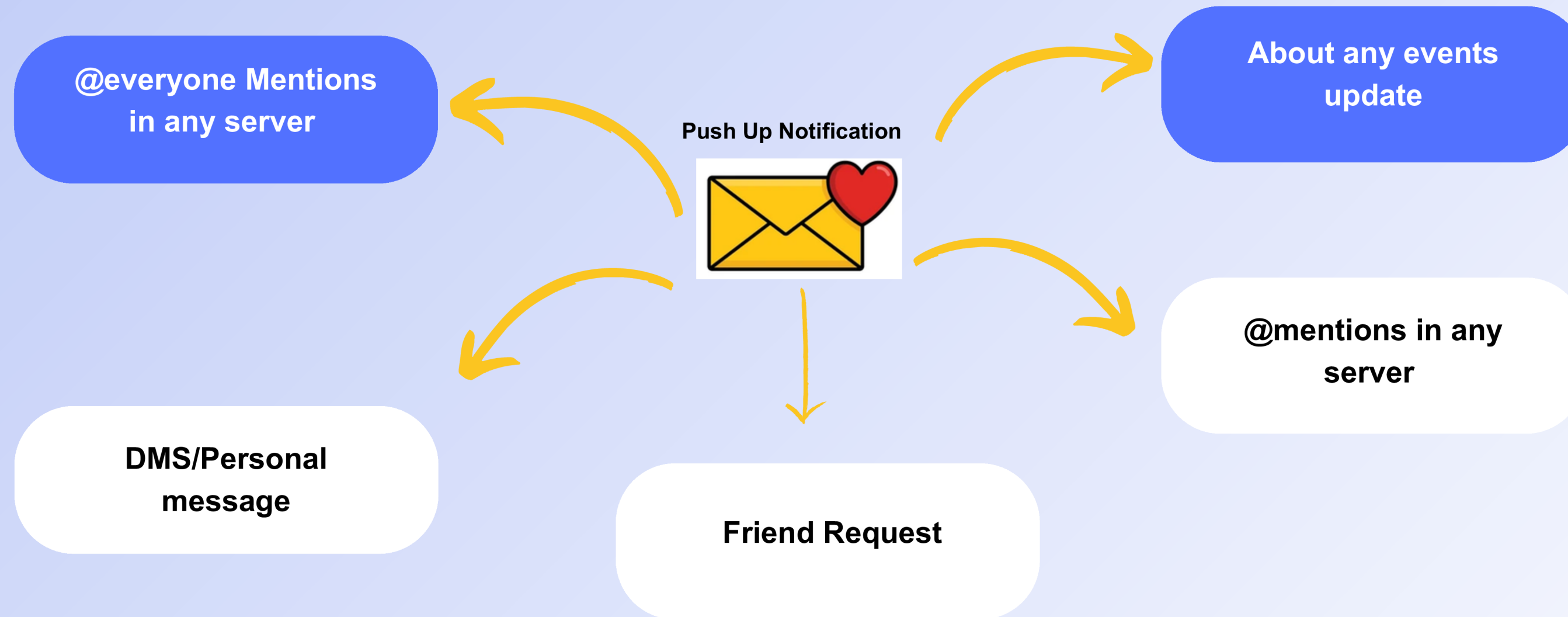
- Receive notifications promptly to stay responsive in collaborative projects.
- Enable “Do Not Disturb” mode during intense work periods.

Pain Points:

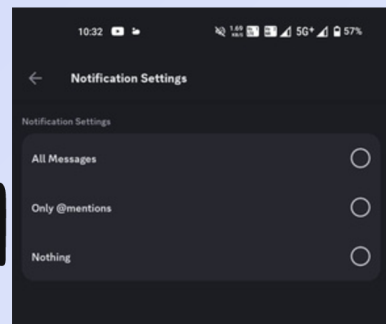
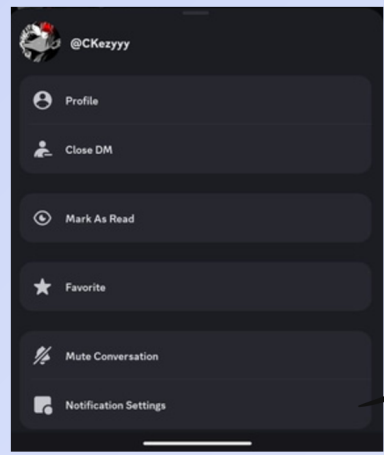
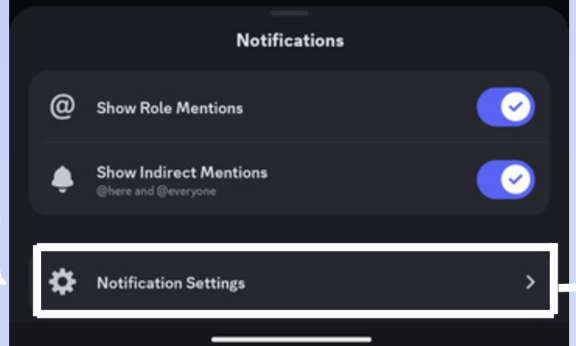
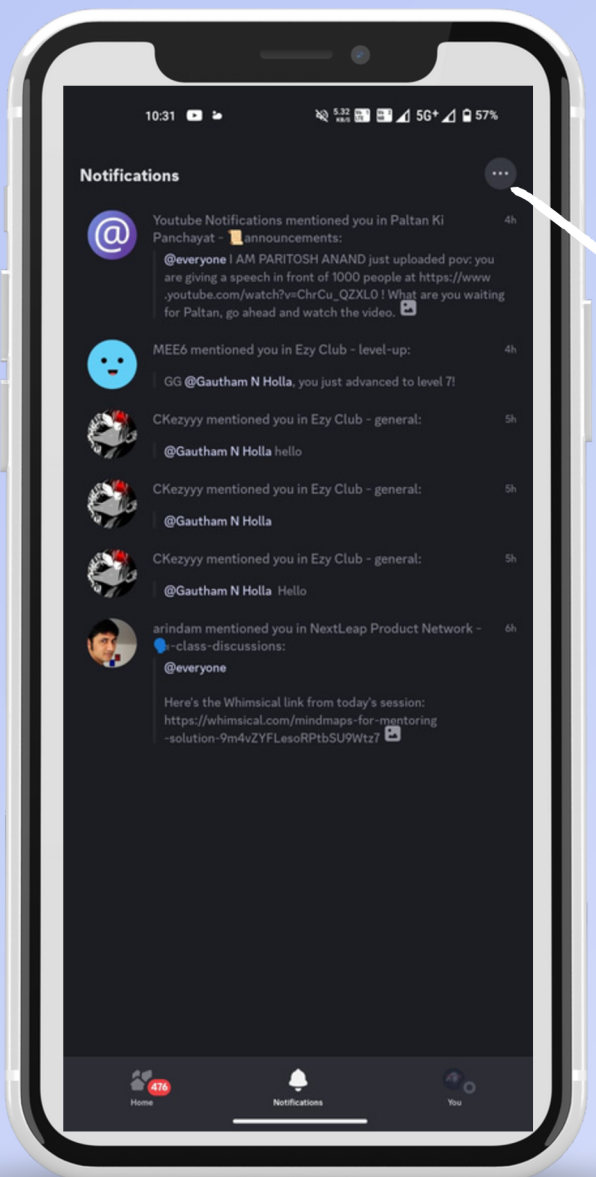
- Late alerts can impact timely responses and collaboration.
- Difficulty in organizing and prioritizing notifications from multiple channels.
- Excessive alerts from various servers can be overwhelming.
- Overwhelmed by the volume of notifications, making it hard to prioritize important messages.

DIFFERENT TYPES OF NOTIFICATION

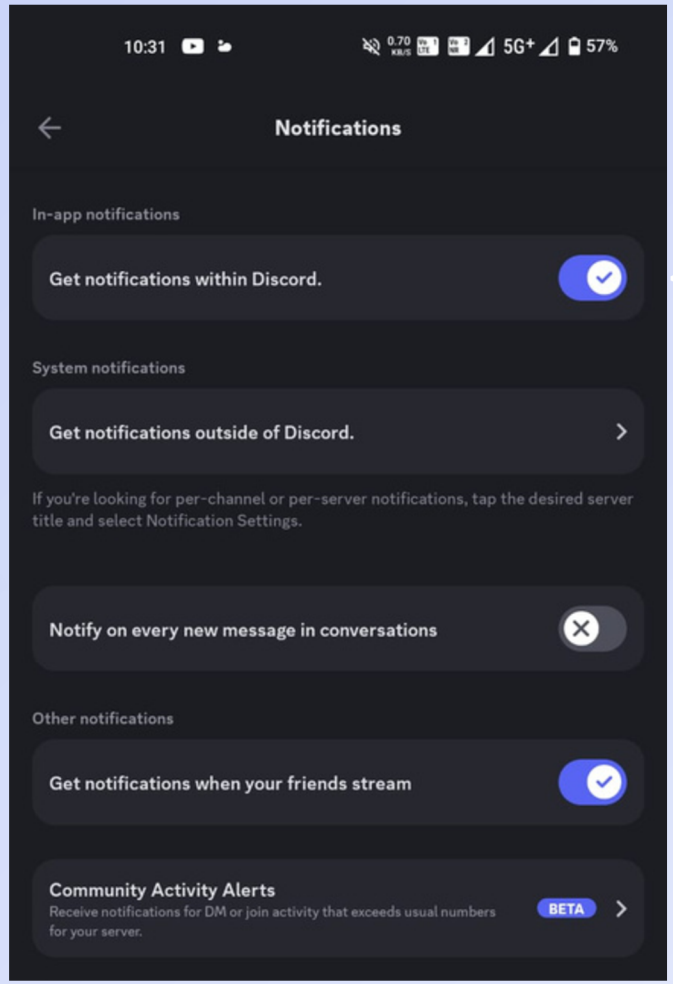
Push Notification: Push Notifications are the automated notifications sent to users when the app is not open.



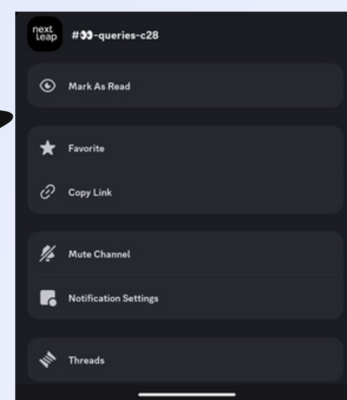
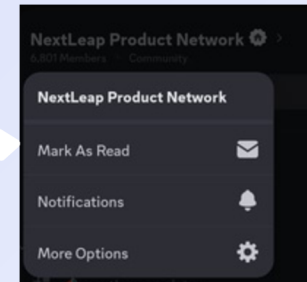
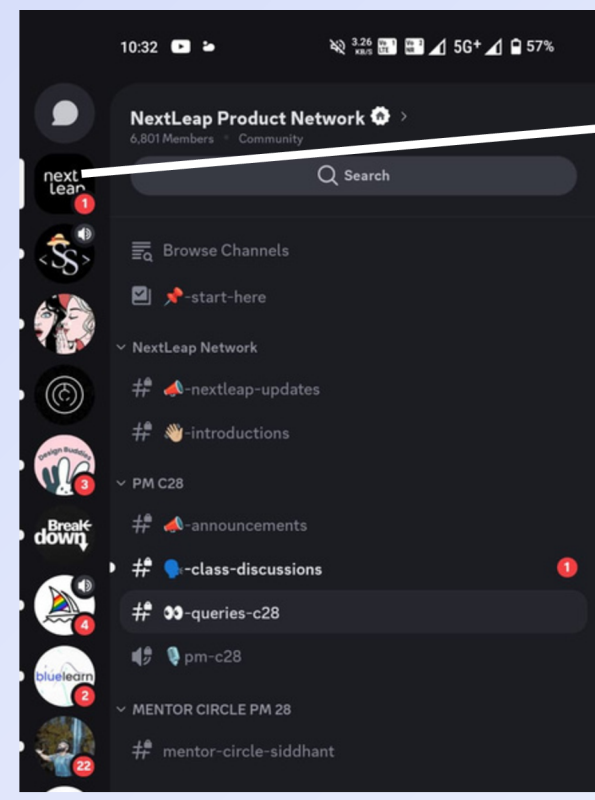
NOTIFICATION SETTINGS PANELS



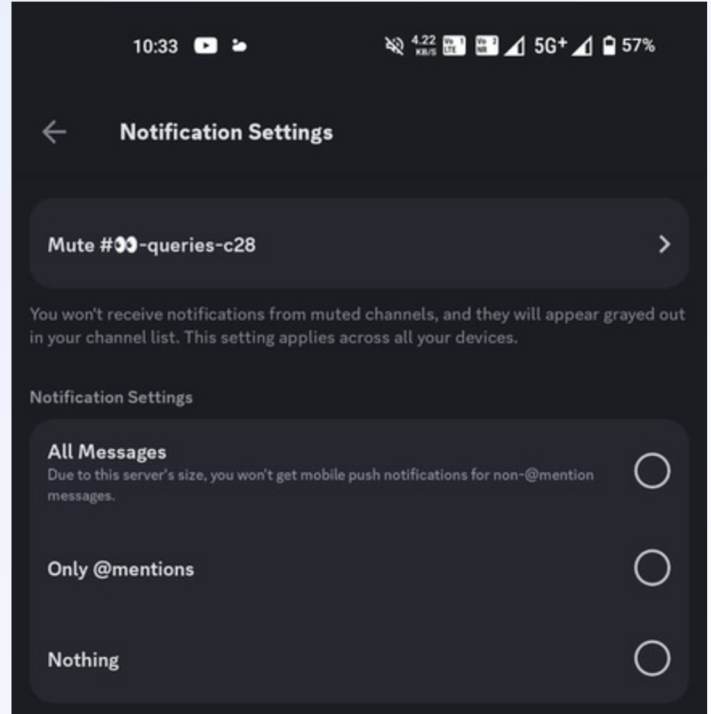
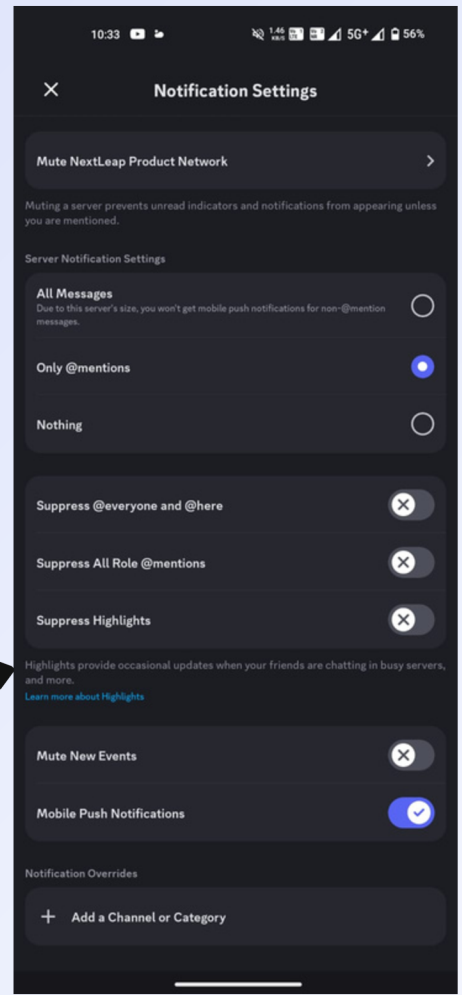
DM notification settings



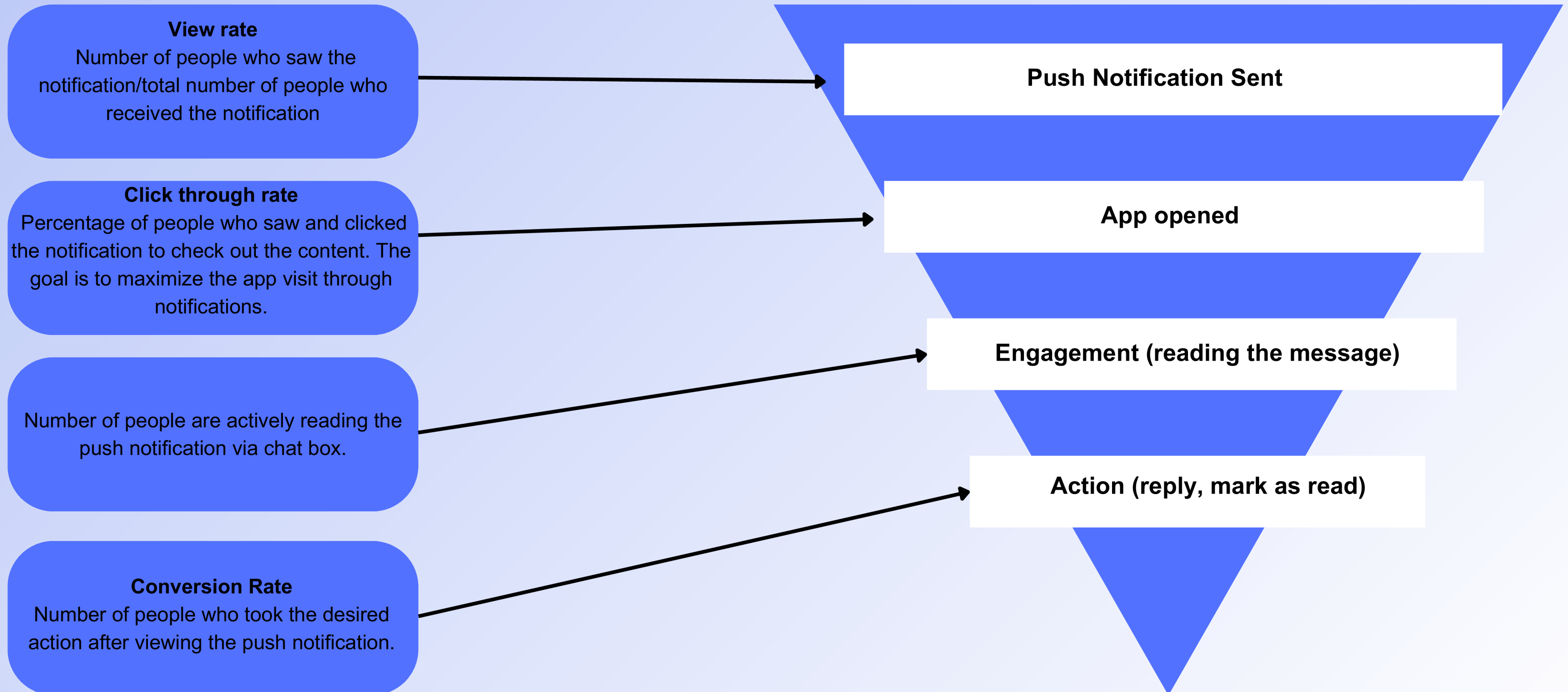
Discord's system notification settings



Server and server's channel Notification settings



KEY METRICS



THANK YOU



DISCORD

