Instagram Reels is a popular feature on the Instagram platform that allows users to create and share short, entertaining videos. It provides users with a variety of creative tools and effects, to make engaging and visually appealing content.

Reels is just 2 years old and has gained huge traction in countries like India and Brazil.

INSTAGRAM REELS

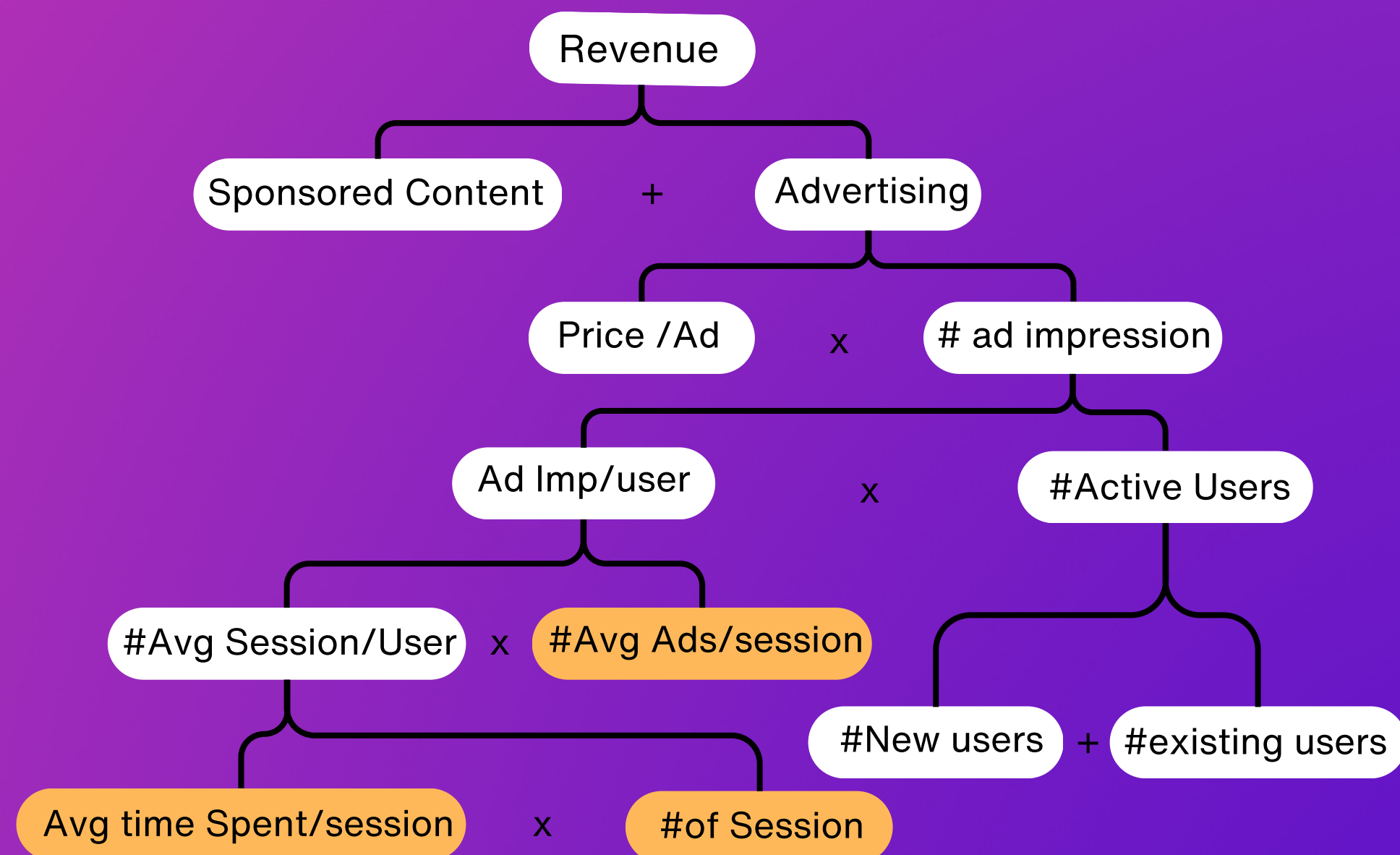**MAU of Reels**
2.3B

18-35Years
60%

REELS ENGAGEMENT
**1.95%**

Instagram Revenue Model

Advertising: Instagram inserts advertisements within Reels. Advertisers pay Instagram to display their ads to a targeted audience, providing Instagram with advertising revenue.

Sponsored Reels: Brands and businesses can collaborate with influencers or content creators to create sponsored Reels. Instagram benefits from these partnerships by either charging a fee for facilitating the collaboration or taking a percentage of the transaction made through the sponsored content.

MAPPING BUSINESS OUTCOME TO PRODUCT OUTCOME

Revenue

Sponsored Content + Advertising

Price /Ad x # ad impression

Ad Imp/user x #Active Users

#Avg Session/User x #Avg Ads/session

Avg time Spent/session x #of Session

#New users + #existing users

To improve the Feed quality the business outcome of impact will be the revenue. To achieve this business outcome, **Avg Ad/Session, Avg Time spent/session**, and **#of sessions** are the possible Product Outcome. A thorough user research will help us with find the True Problem and what problem to solve.
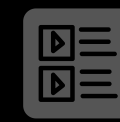
Who would be the ideal segment to focus on?

- Out of the 2.3 Billion Active users, 60% of the user segment falls under the age group of 18-30.
- Targeting this segment would yield better results and higher revenue, due to a couple of factors.
  - Higher CLTV
  - Tech Savy
  - High product awareness and most active users.

User Interviews Insights

"Many times I see unrelated content and this is when I close the app."

"I do like cat videos but many times I get bored of them, but the recommendation doesn't change."

"Some times I could not relate to the content shown to me"

"The type of content I would like to see changes with my mood, but the recommendation doesn't."

User Journey Map

| Stages	Home	Reels Feed	Scrolling	Posts Feed	Search
Users Action	User opens app and see the Reels tab. Clicks on it since the Reels are more entertaining then posts	User does not have any control on what he/she can see. User skips few reels since they may not interest him.	User scrolls through multiple Reels, but sometimes find nothing interesting so quits the session.	User is scrolling through the posts when he/she sees recommendation for Reels. Clicks when he finds it interesing	User searches for a product or account and sees multiple reels related to the same.
Insights	User has the motivation to go to Reels tab. Doesn't always need external motivation.	User does not have control over the system, or Algorithm	Session is cut short because of not very quality content in the feed.	User has high motivation to watch a reel. The only factor is the retention of session.	Reels has been integrated seamlessly with the parent app.

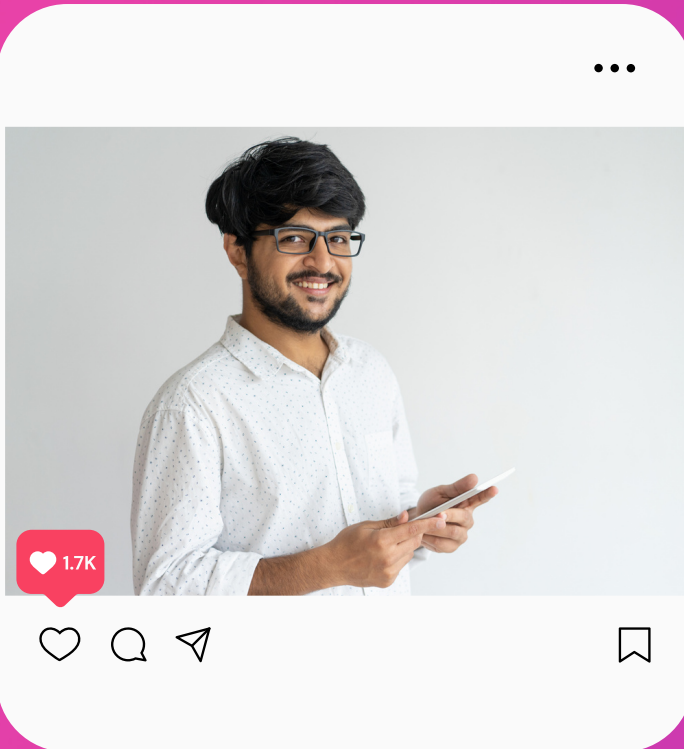## Problems faced by Users while using reels

- The user is confused about how the recommendation can be changed when he/she gets tired of the Reels.
- 57% of the user say they are not shown relatable content due to which they quit the app.
- 71% Skip a reel when the content is irrelevant and not to their taste.

Search ...
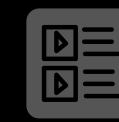
Who are facing this problem?

User Persona

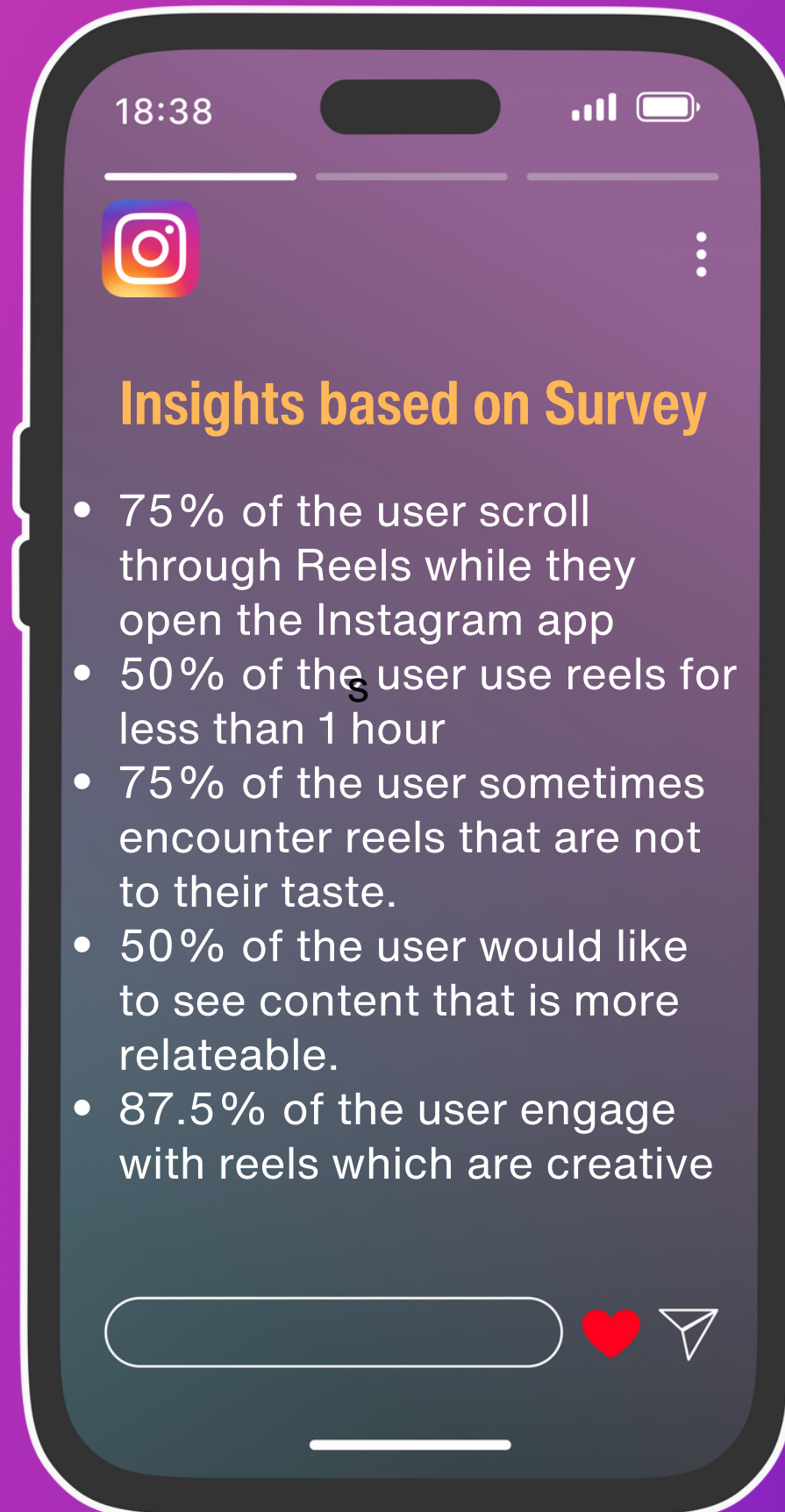- Rohit Sharma
- 26 yrs
- Software engineer
- Mumbai

Rohit, a Mumbai-based Software Engineer, enjoys scrolling through funny and creative Instagram Reels during his daily commute.

Needs

- Wants to see content that is related to him.
- Wants to consume local content.
- Wants more power over what content he sees on his reels feed.

Goals

- Wants to make the most of his time while traveling and want to consume creative content.
- Does not want to see content recommendations that are not to his taste.

18:38

Insights based on Survey

- 75% of the user scroll through Reels while they open the Instagram app
- 50% of the user use reels for less than 1 hour
- 75% of the user sometimes encounter reels that are not to their taste.
- 50% of the user would like to see content that is more relateable.
- 87.5% of the user engage with reels which are creative

What is the TRUE Problem?

The majority of the users don't continue to one long Reels session. They often encounter reels that are not relevant to them or not to their taste. So we should try to maximize the Avg time spent /session by a user for the user segment age 18-30 years.

How do we know it is a real problem

- Instagram Reels have a presence in the Posts Feed, search, and even Stories. So Instagram wants to bring back the user to Reels Feed. This is done to maximize the user's session time to be spent on reels.
- 75% of the user encounter reels which they do not want to consume and quit the session after that.

Survey Question   **Survey Insights**

Why should we solve the problem now ?

Instagram accounts for 14% of the global market share for vertical form video, whereas tik tok accounts for 26%. More market share and higher session time /user translates to higher ad spending on the platform. Instagram is best placed to lead the race provided proper actions as taken.
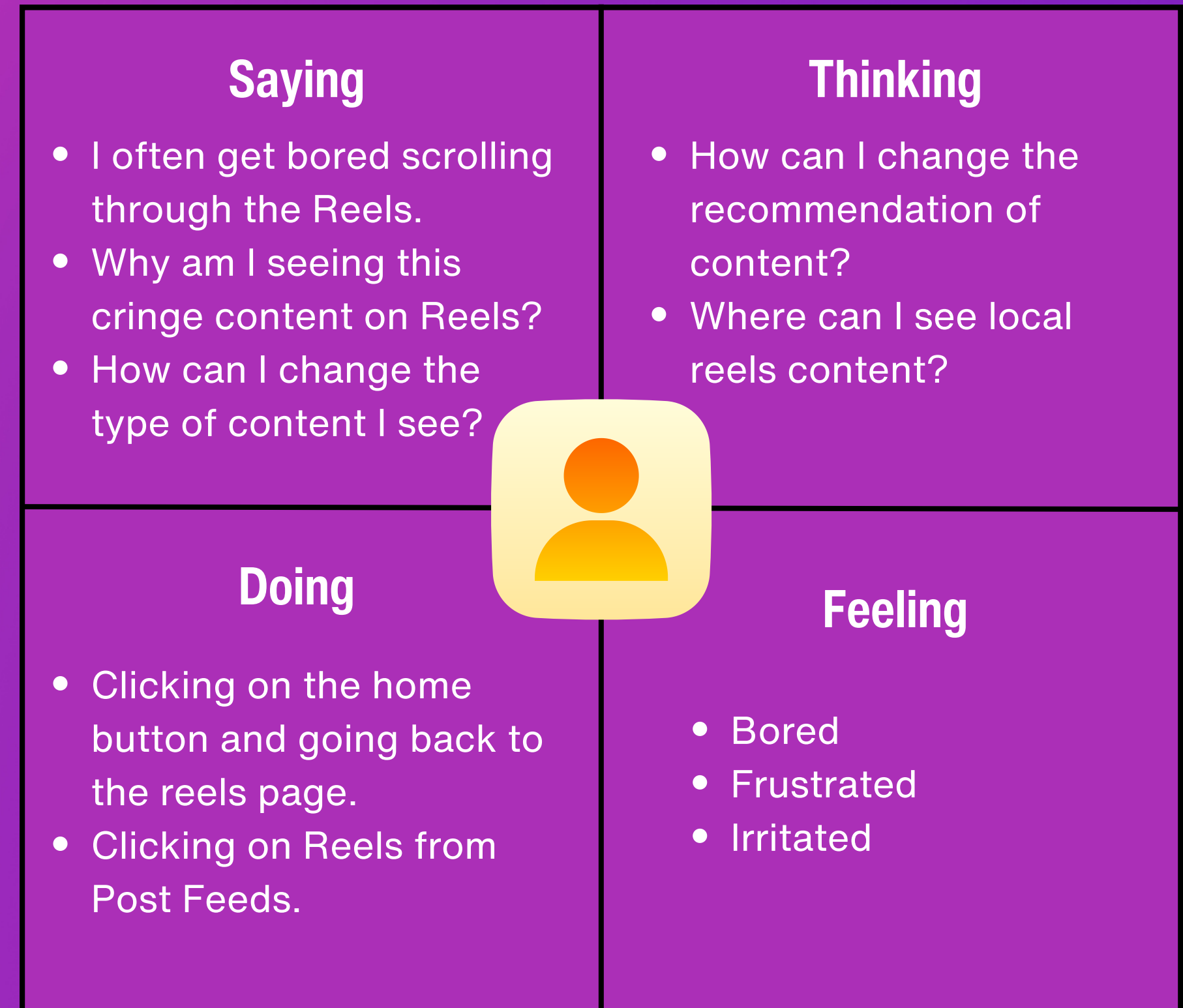
Value generated for users

This will allow users to continuously enjoy the content in the app. Less irrelevant data means the user will enjoy the content more this will directly translate to a better user experience and more quality content to users.

Value generated for Business

With higher Avg user session time, this will directly impact the amount spent by the marketers on Ads in the platform which would mean a higher revenue for Business. And reduce the overall platform user churn.

Empathy Map

Saying

- I often get bored scrolling through the Reels.
- Why am I seeing this cringe content on Reels?
- How can I change the type of content I see?

Thinking

- How can I change the recommendation of content?
- Where can I see local reels content?

Doing

- Clicking on the home button and going back to the reels page.
- Clicking on Reels from Post Feeds.

Feeling

- Bored
- Frustrated
- Irritated

Magic Ball Button

The Magic Ball button will be available above the Like button on the Reels feed. The magic ball on click will change the type of content which is shown to the user. The system will skip the current recommendation and show reels from 3 different categories and then based on user interest will adapt the recommendation.

Pain points which it will solve

- This will help to reduce Session Churn by keeping the users hooked.
- Help to reset user content recommendations and improve the quality of content the user sees on the feed.

Send Message

Choosing interest

Choosing interest is about giving more power to the user. Whenever the time /Reel tends to decrease for any user, this means there is a very high chance of churn. To reduce this and continue user sessions, divide the videos into different categories. And show a category selection view where the user can select what category of videos he wants to see next.

Pain points which it will solve

- Give more power to the user on what content he/she wants to see next.
- Giving choice to the user, to select the content type rather depend on the algorithm.

Send Message

Real Time personalization

For Real-time personalization behavior profiling has to be done. If the user time spends/reel is decreasing then personalize the content to show more location-personalized content. This will help increase curiosity and which in turn can lead to more session time. Eg. if the user is in Gokarna for a trip, show more trending(famous) Gokarna videos.

Pain points which it will solve

- Providing users with more local and relatable content. This will help increase session time and provide diversity of content.

Send Message

Prioritization

To evaluate what feature to build and if the one we are building is worth it, we will use prioritization technique to select the feature which is worth building.

Solution	Magic Ball	Choosing interest	Real Time personalisation
Impact (Users)	5	4	3
Reach	5	4	3
Ease of Use	5	5	5
Impact on Business	4	4	3
Total	500	320	135

Acceptance Criteria

When the user's time per reel decreases for a continuous period highlight the magic ball button indicating the user to press it. On Uuer pressing it shows new content which is not as per the user's past behavioral pattern.

User Stories for Magic ball Button Feature.

- As an Instagram Reels user, I want a button that on click quickly helps me change the content I see on my Reels feed.
- As an Instagram Reels user, the content I see should be local and more relatable to me.
- As an Instagram Reels user, The magic ball button should highlight or glow when I am moving quickly through the feed, and when I click on the same the feed content recommendation should change.
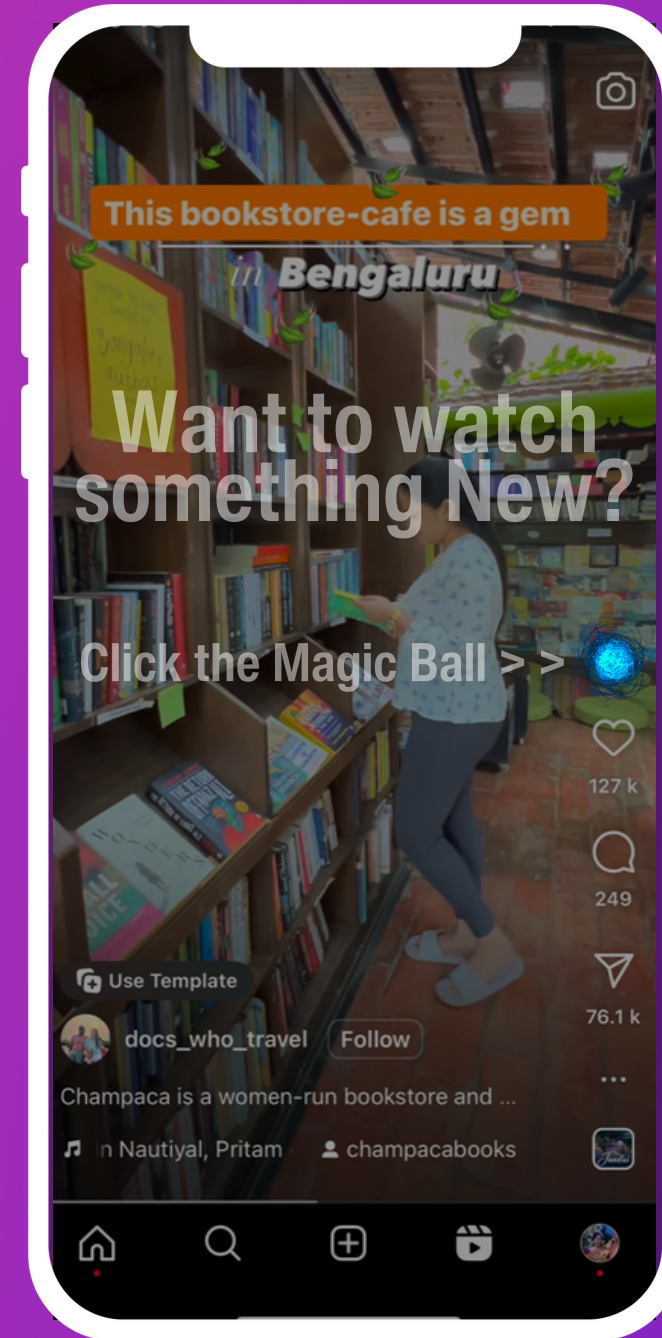
Magic Ball feature Wireframe
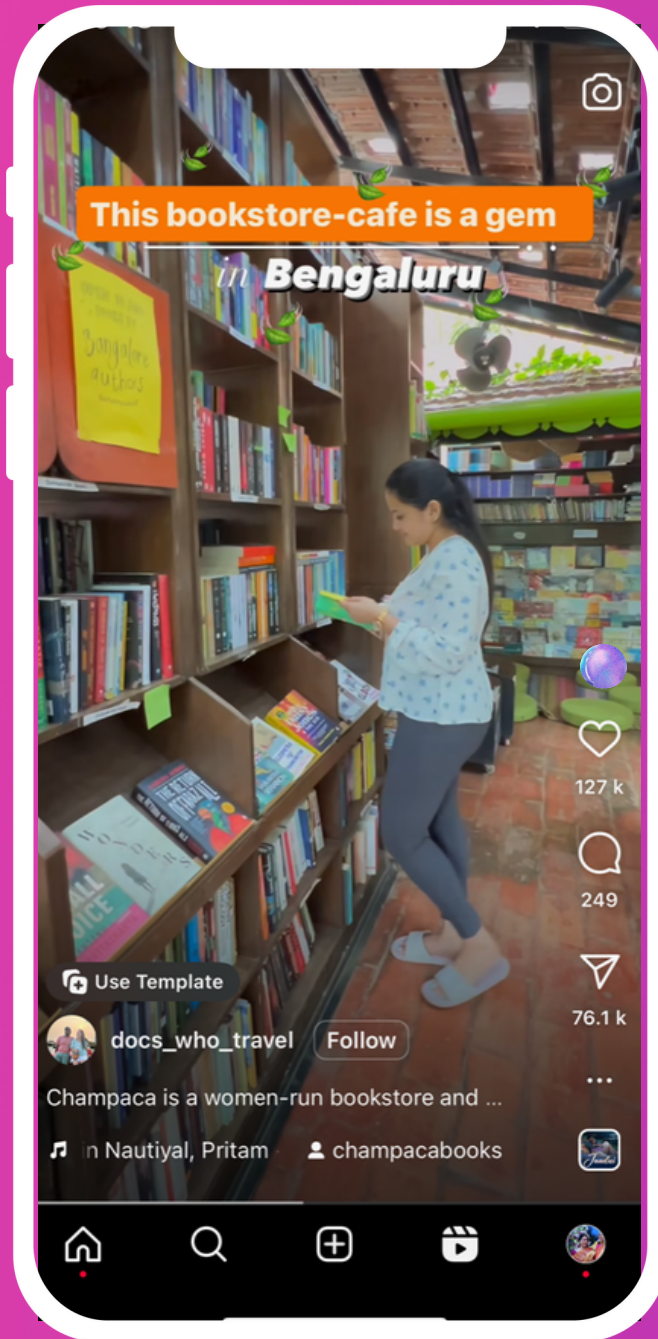
This will be visible to all the users. But will be in inactive state till the session exit intent gets triggred.

The active state will be triggered for users who have session exit intent. In this state, the magic ball will start glowing.

Magic ball States
Active state: Here the Ball will glow and nudge the user to click. The active state will happen when the user's time /reel decreases.
Inactive state: This is a normal state where the ball will not be clickable.

The magic ball button will be placed above the like button. The initial state of the button will be inactive state.

In the triggered state the magic ball will glow and we will highlight the ball over the Video. And we will have the following nudge text: "Want to watch something new?"
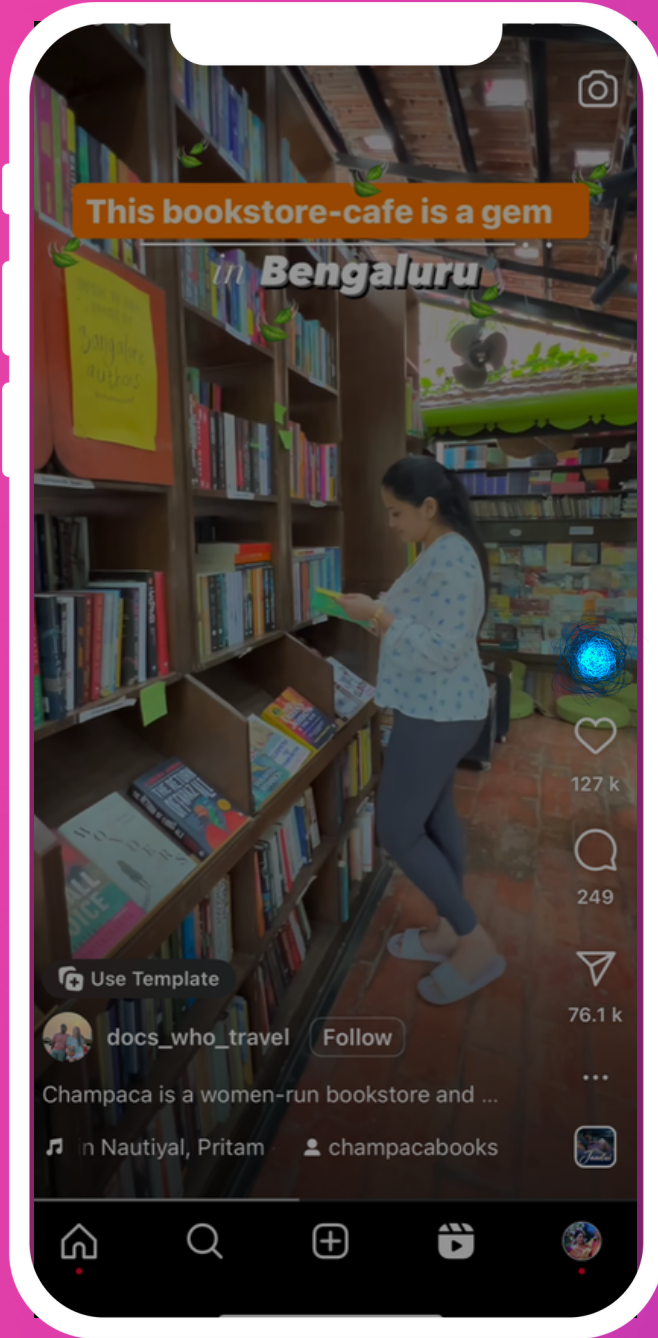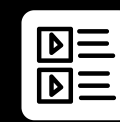
The text-based nudge will be only for the user's initial understanding. And user will not see it after 2 impressions

Once the user has learned the behavior. We will only highlight and glow the ball when the user has exit intent.

Recommendation flow design

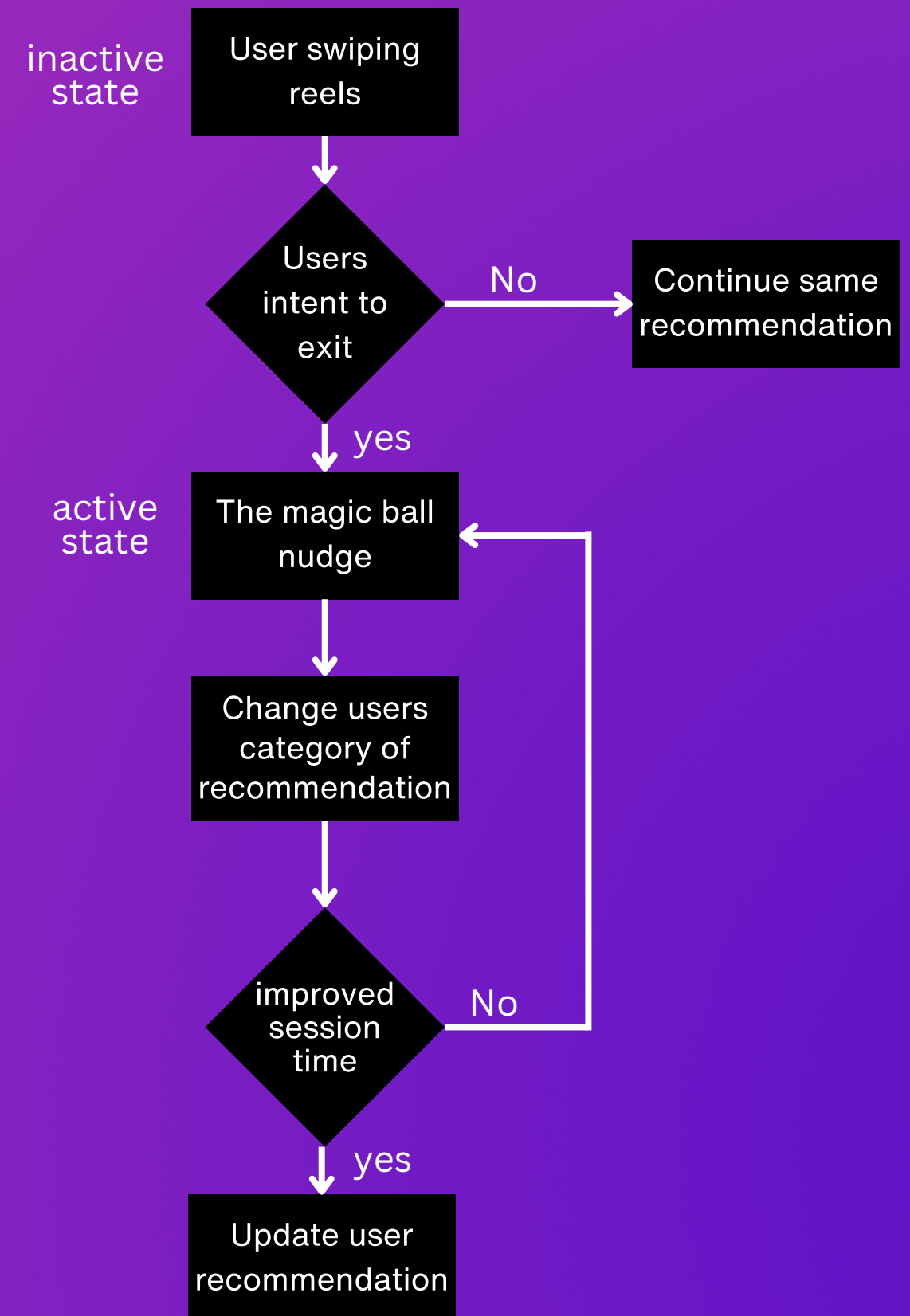Below is the explanation for various terms of the recommendation flow design

User Exit Intent: If the user's time /reel is decreasing drastically, which can be defined as 30% less than avg time per reel. Then it can be assumed the user has the intent to exit the app.

The magic ball nudge: The ball will glow when the exit intent is true, nudging the user to click the ball and change recommendated videos.
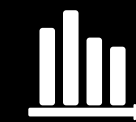
User recommendation change: Once the user clicks on the ball, update the user's recommendation with videos from 3 different categories.

User recommendation updation: If the session time improves after the recomm change. Update the User's recommendation with Old + new category videos in the feed.

Recommendation flow design

inactive state → User swiping reels

↓

Users intent to exit → **No** → Continue same recommendation

↓ yes

active state → The magic ball nudge

↓

Change users category of recommendation

↓

improved session time → **No**

↓ yes

Update user recommendation

Metrics

NORTH STAR METRICS: AVG SESSION TIME/USER

AWARENESS	# magic ball clicks/# of session
ACTIVATION	% increase in magic ball clicks compare to last month.
ADOPTION	% Increase in average session time/user
SATISFACTION	% Increase in NPS
RETENTION	% Increase in the user session time comapred to last month

Pitfalls & Mitigation.

Pitfalls

- When the user's disinterest in the content increase there are chances that he/she might not notice the magic ball and the user might exit the session
- Users might click on the magic ball multiple times. This might sometimes cause a problem with our engines on what content to suggest.

Mitigations

- To increase visibility a sound notification is to be played when the magic ball glows and we highlight the ball in the user feed. This will increase the button's visibility.
- Restrict the number of times the magic ball can be clikced.