

GAMING FOR INSTAGRAM

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PROBLEM STATEMENT

- You feel that with the current huge user base on your app, it's the right time to expand your verticals, and you wish to launch Gaming inside the current app.
- You want to launch the feature as an MVP, and evaluate the results based on the feedback you are provided from the current users.



STRUCTURE



- **Product Overview**
- **Competitor Analysis**
- **User Personas**
- **Proposed Solutions**



- Instagram Play
- Lounge
- Gameistry
- **Success Metrics**
- **Prioritization of Features**
- **Go to Market Strategy**



INSTAGRAM



ABOUT THE COMPANY

- Instagram is a social media platform that emphasizes photo and video sharing.
- Users can interact with others' content via likes, comments, shares, and saves.
- In 2021, Instagram is currently ranked 4th out of all social media networks worldwide, with over 1 billion people using the app each month.
- India boasts of the maximum number of Instagram users, with 201 million users logging in from India.
- Also, increasing its audience by 16% quarter-over-quarter, India is the fastest-growing region for Instagram currently.

INSTAGRAM – Company Statistics



1 B

Monthly Users

100 M

Number of photos
uploaded every 24 hours

25 M

Businesses on Instagram

28

Average minutes per day

50%

Age < 34 years

18–24

Most active age group

4th

Rank amongst social
medias

500 M

Daily active users



Competitor Analysis

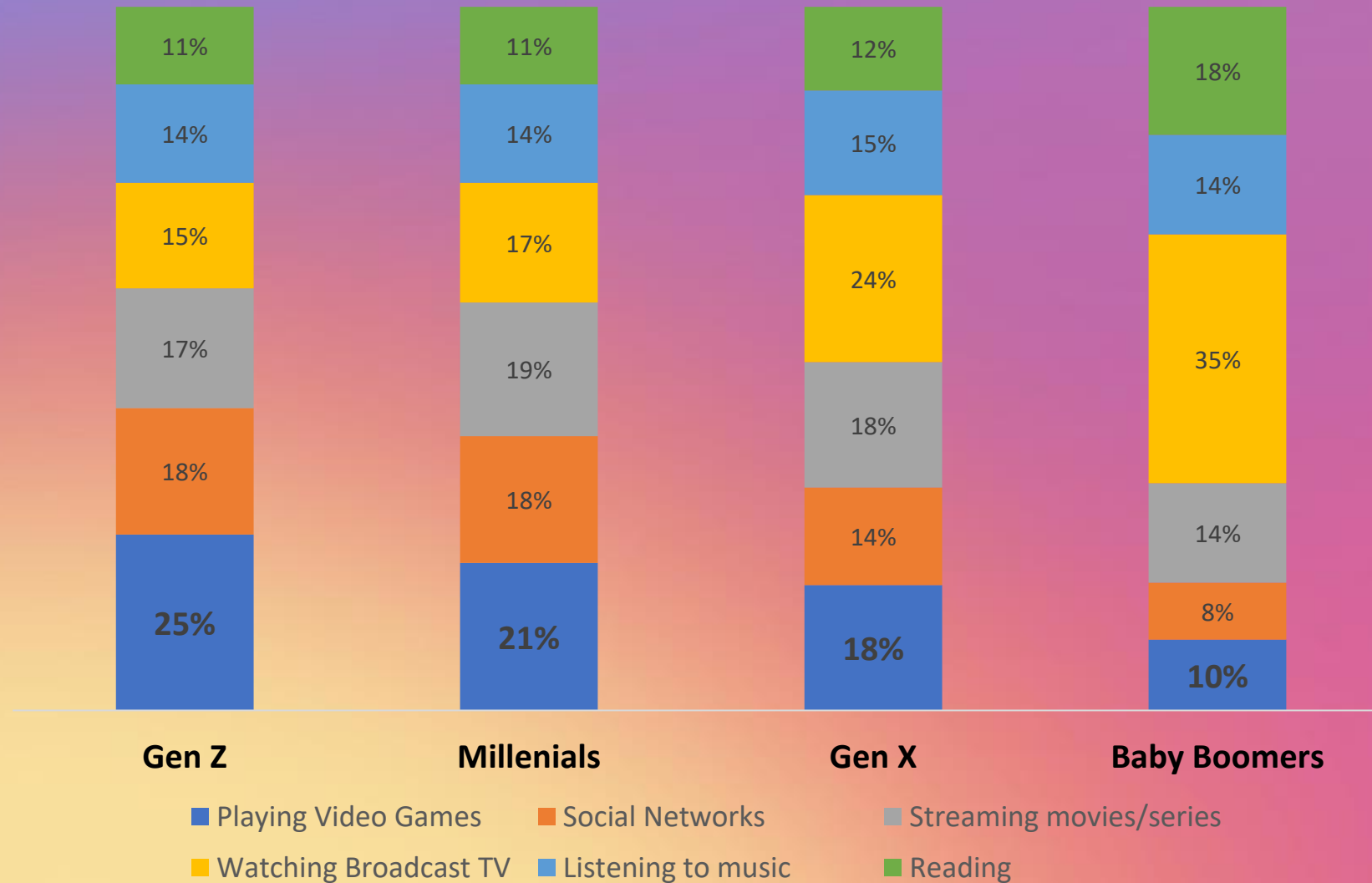
Feature	Instagram	Facebook	Snapchat	Twitter
Monthly Active Users	2 B	2.91 B	347.3 M	396.5 M
Daily Active Users	500 M	1.93 B	97 M	206 M
MAU Growth from 2019- 2021	+16.0%	+19.0%	+17.0%	+8.0%
Unique Features	3D Avatars	Facebook Cards, Facebook for Business. Marketplace	Native GIF	Scores, Snapcode, Snapstreak, Lenses
Rank in world's most used social platforms	4th	1st	9th	14th



Social Media Activities by Platform

Social Media Platform	Look for funny or entertaining content	Follow or research brands and products	Keep up to date with news and current views	Message friends and Family	Post or share photos or videos
Facebook	55.8%	55.6%	59.8%	71.1%	64.3%
Instagram	61.3%	62.2%	51.2%	49.9%	69.9%
LinkedIn	12.5%	26.2%	28.8%	14.2%	16.9%
Snapchat	34.6%	21.0%	20.2%	34.3%	40.3%
Twitter	36.5%	35.8%	59.7%	20.9%	29.6%

% Leisure Time spent per entertainment platform



What do we understand from the graph?

Gen Z and Millennials spent most of their leisure time playing video games. This coincides with Instagram's largest user age group. This is a good indication that Instagram should expand its verticals to Gaming



User Personas

Persona I



Robin, a
father of two

Behaviour

- Daughters work in different cities
- Finds it difficult to connect with them regularly and maintain strong bond

Persona II



Dan, the
gamer

Behaviour

- Plays online games regularly
- Has a gaming community online
- Shares experience of playing games online

Demographic

- 54 years old
- Lives in New York City
- Works at an MNC

Needs and Goals

- Wants innovative ways to interact with daughters
- Wants easy and engaging methods to spend time alone

Demographic

- 30 years old
- Lives in Kanpur

Needs and Goals

- Wants different and engaging games to play
- Wants to expand gaming community on different socials
- Wants to post more gaming videos



User Personas

Persona I



Kamal, a
small
business
owner

Behaviour

- Has started a small restaurant
- Is looking to promote his restaurant to people
- Searches for innovative recipes online

Persona II



Lakshmi, a
social
activist

Behaviour

- Is working to save the oceans
- Builds innovative campaigns to spread awareness to people
- Works with a few NGOs

Demographic

- 24 years old
- Lives in Madhurai
- Self- employed

Needs and Goals

- Wants to build a strong social media presence for his restaurant
- Wants to create engaging posts to attract new followers

Demographic

- 27 years old
- Lives in Dubai

Needs and Goals

- Easy ways to spread social message to more people
- Get more people to sign up for Ocean Cleaning Campaigns
- Leave a long lasting impact on society

Feature One: INSTAGRAM PLAY



What is it?

- Revolutionizing Social Interactions!
- A fun way to be closer than ever before with Instagram Play.
- Connect with friends, build a gaming community, promote your brand, spread awareness or just entertain yourself!

Benefits

- Expand the meaning of social entertainment by including games.
- Increase user engagement by providing alternate means to connect with followers and friends.
- All kinds of games available under one tab



Instagram Play Button on Home Screen

Pressing on the button



Incorporating Instagram Avatar in games to make it more personalised and interactive

To help users find trending games

Single Player Games

Multi Player Games

Instagram Play- Single Player

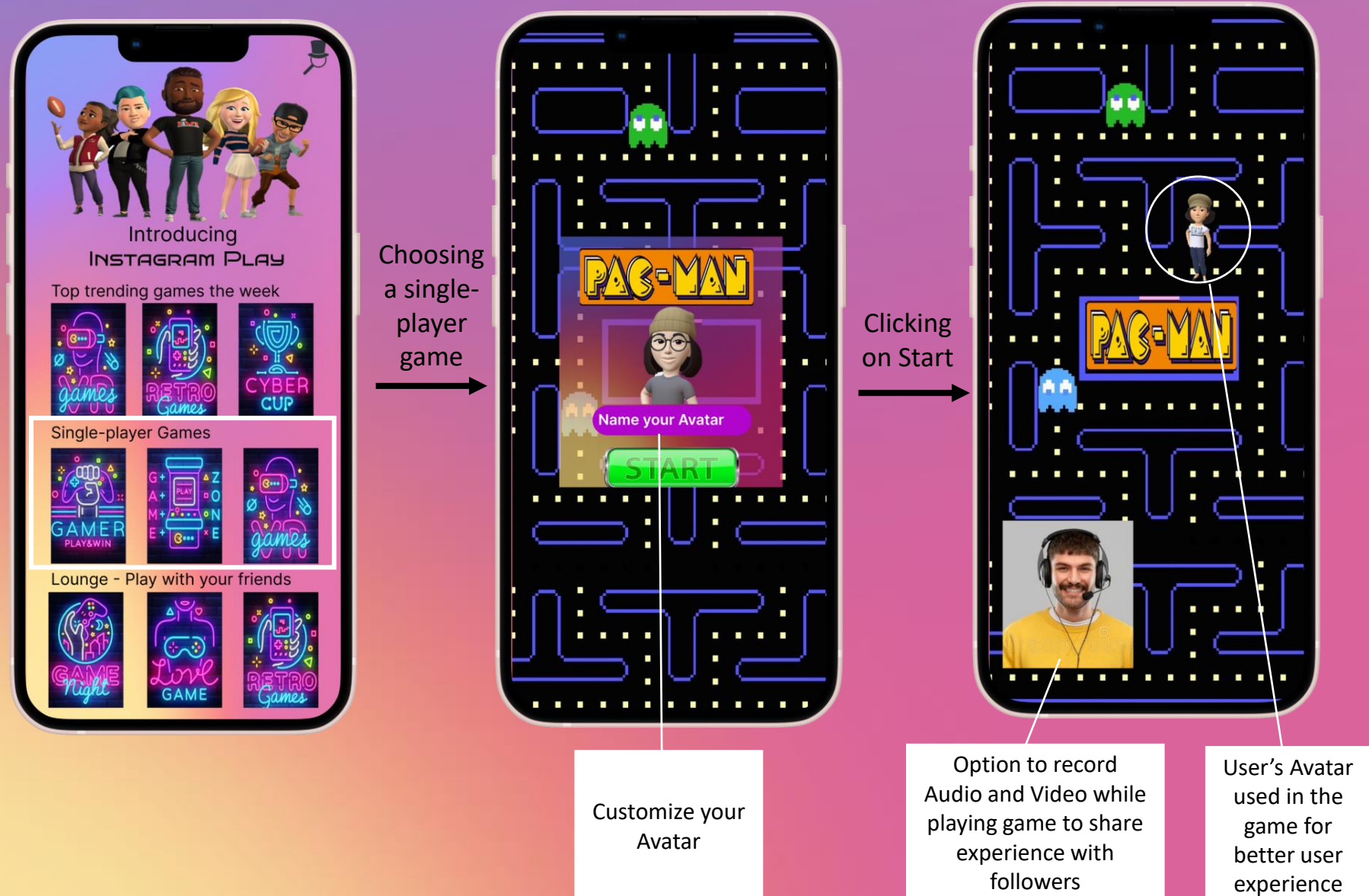


What is it?

- Play arcade games for fun or build gaming communities on Instagram.
- Share gaming experience by recording yourself while playing the game.
- Use your own avatar as characters of the game.

Benefits

- More adoption of Instagram Avatars.
- Personalised experience using Avatars.
- Increased engagement on the app thereby increased app usage time.



Instagram Play- Single Player

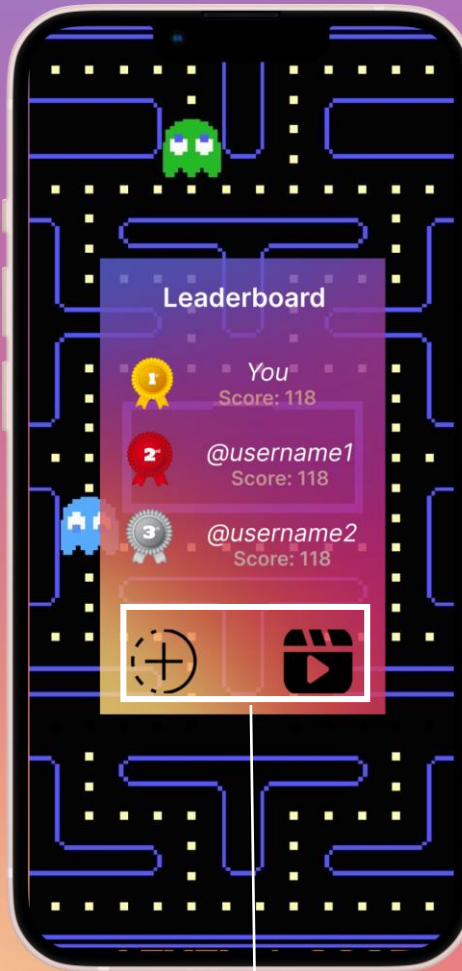


What is it?

- Share leader board on story and challenge friends to beat your score.
- Easily tap on a friend's story to access the game.

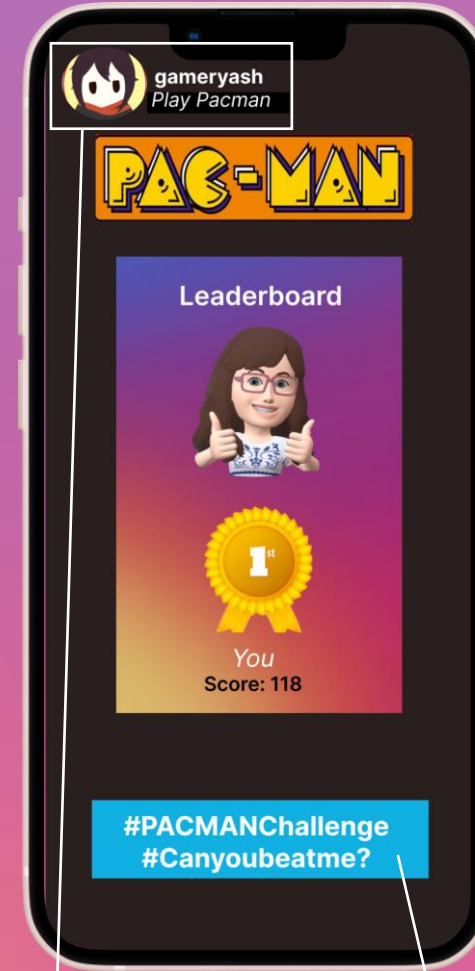
Benefits

- Easy discovery of games.
- More adoption of Instagram Avatars.
- Higher engagement with stories.
- Beating a set high score will encourage more people to play. It will also increase number of attempts and thereby increase time spent playing games.



Share Leader Board results on story or post the video as a reel.

Posting as a story



Followers can click on "Play Pacman" to view and play game

Find the game using hashtags

Instagram Play- Single Player



What is it?

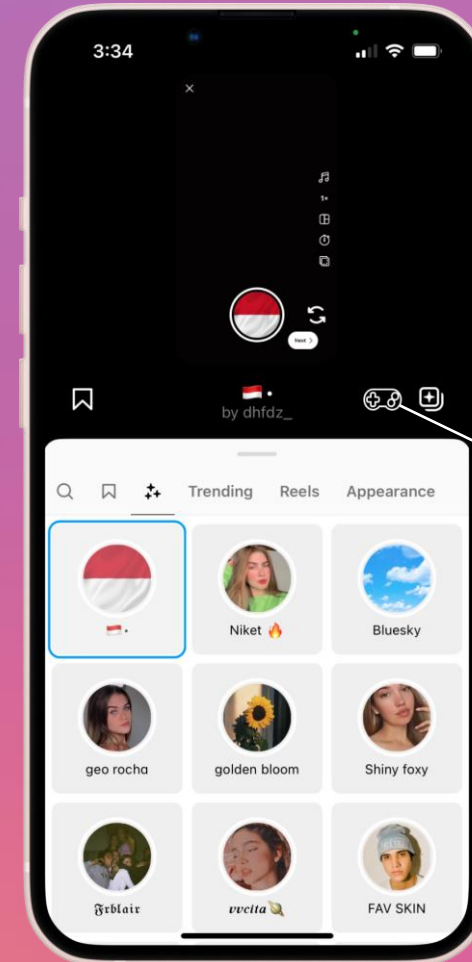
- Play interactive games using motion and record responses.
- Share it on your story or post it on your reels.
- Find games directly on reels.

Benefits

- Engaging and entertaining games to capture attention.
- Increased engagement with stories and reels.
- Easy content to share on reels.
- Since discovering games will be easy, more people will post reels with games, which will in turn increase visibility of games.



Share experience on
Stories or as Reels



Instagram Play button
inside Reels to help
find and create games
with ease

Feature Two - Lounge



What is it?

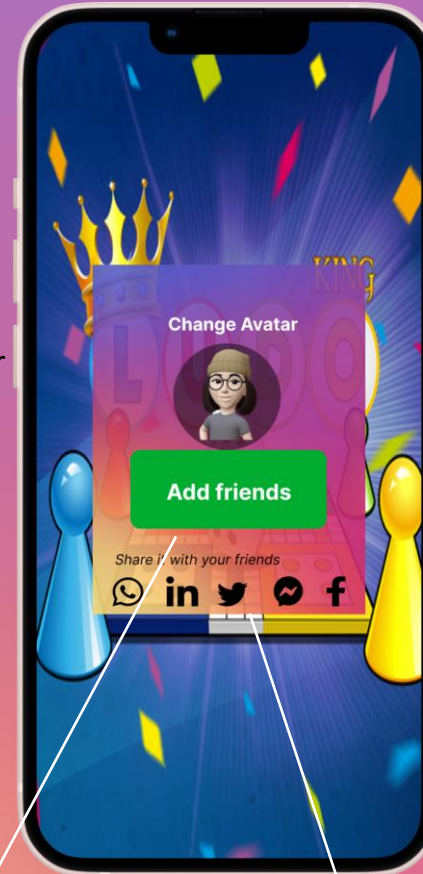
- An innovative way to text friends.
- Create lounge groups or join one.
- Easy to break ice with new people.
- Quickest ways to bond again.
- Amazing for group connects.

Benefits

- Continuous engagement with friends and followers.
- Promotion of Instagram through different social medias using share button.
- Multiplayer games are longer than solo games. This will increase time spent playing games.



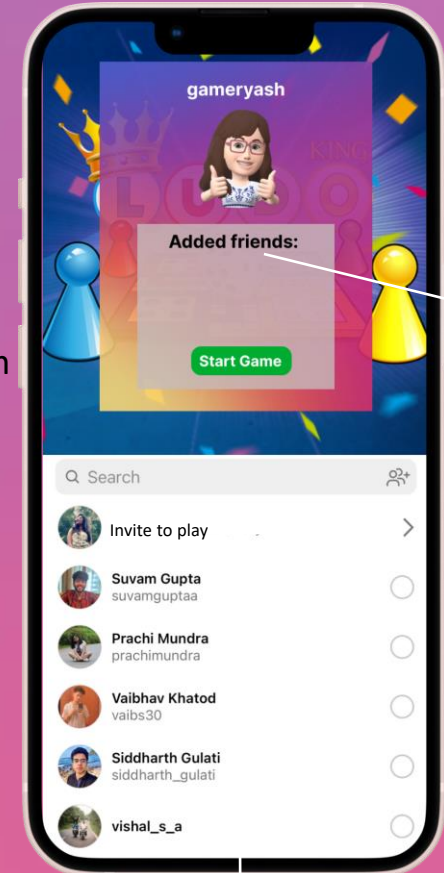
Choosing
multiplayer
games
→



Send game invitation
on Instagram

Share link of game to
friends on different
social medias

Adding
friends from
Instagram
→



Added friends
will
appear
here

Select friends to add
from the list or
search using their
names

Feature Two - Lounge

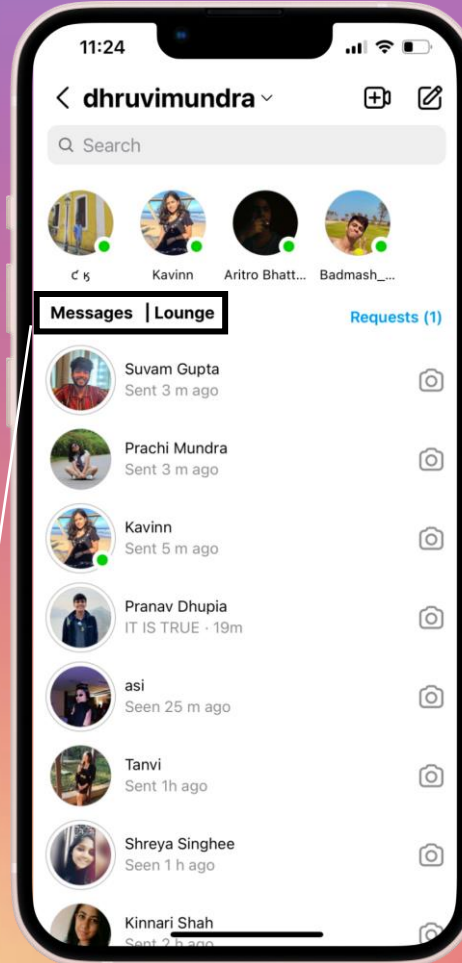


What is it?

- Let's amp up boring conversations!
- An innovative way to text friends.
- Create lounge groups or join one.
- Play your favourite games while juggling between activities.
- A lounge room does not end the the game if a user exists a lounge room.
- Play multiple games at once.

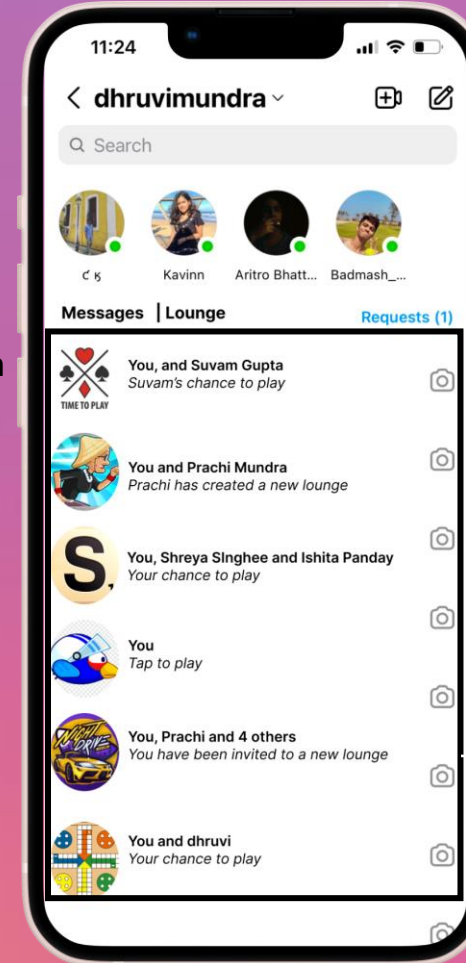
Benefits

- An alternative to texting, the dynamic nature of games will make for longer conversations.
- Continuous engagement with friends and followers.
- Increased time spent on app.



"Lounge" appears next to Messages on Instagram Chats

Clicking on "Lounge"



Get notified when it is your chance to play

Game invitations sent by your friends will appear here. You can click on the group to join.

Feature Two - Lounge

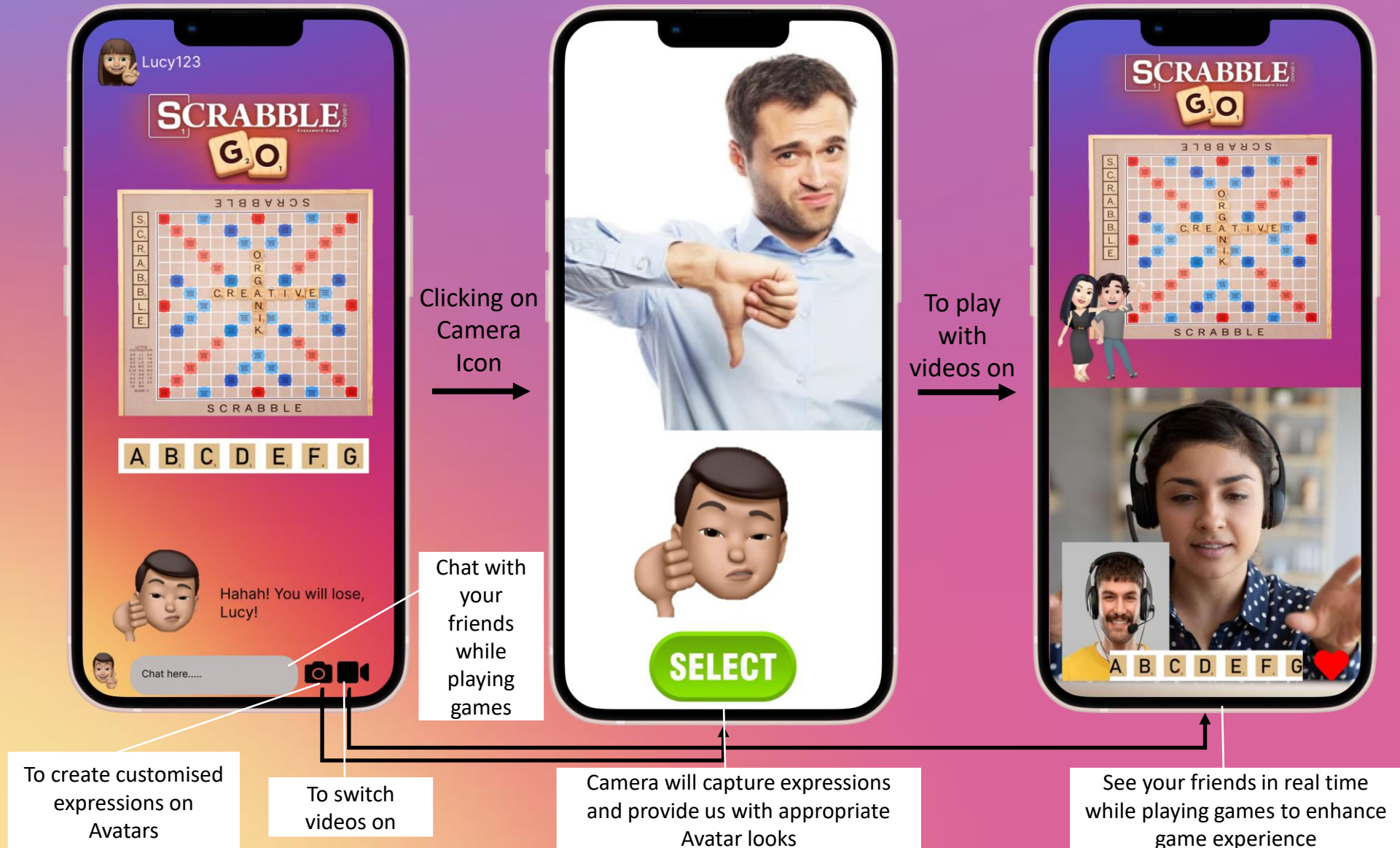


What is it?

- Features to increase experience of gaming.
- Send your real expressions to your friends with your Avatars!
- Experience the fun of gaming in real time with your friends by keeping videos on.

Benefits

- An alternative to texting, the dynamic nature of games will make for longer conversations.
- Continuous engagement with friends and followers.
- Increased time spent on app.



Feature three - Gameistry



What is it?

- A library of exciting and creative game templates ready to be used by you.
- Customize a ready made template for yourself or your company or build your own shareable template.

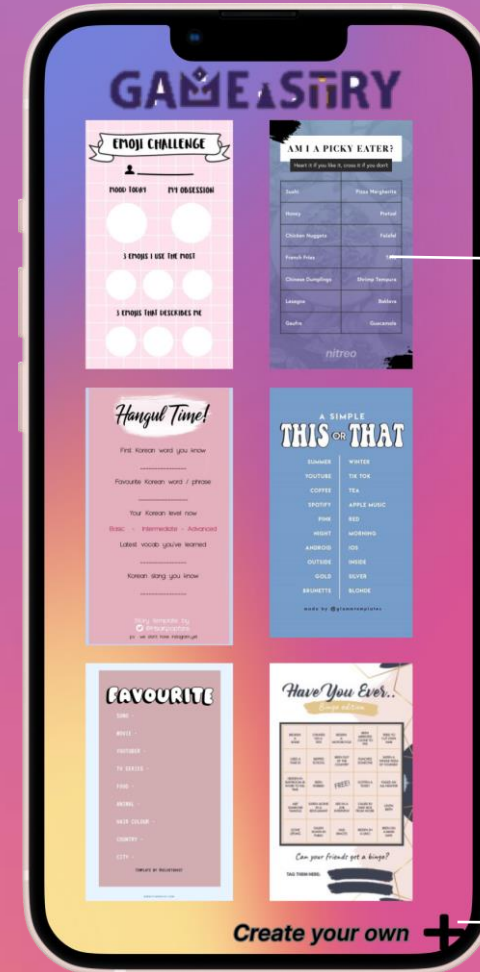
Benefits

- Fun ways to engage with audience and improve story reshares and replies.
- Lasting impression on followers.
- Expanded library of games.



Gameistry
Icon

Clicking on
Gameistry
Icon
→



Customizable
templates

Create your
own unique
template

Feature three - Gameistry

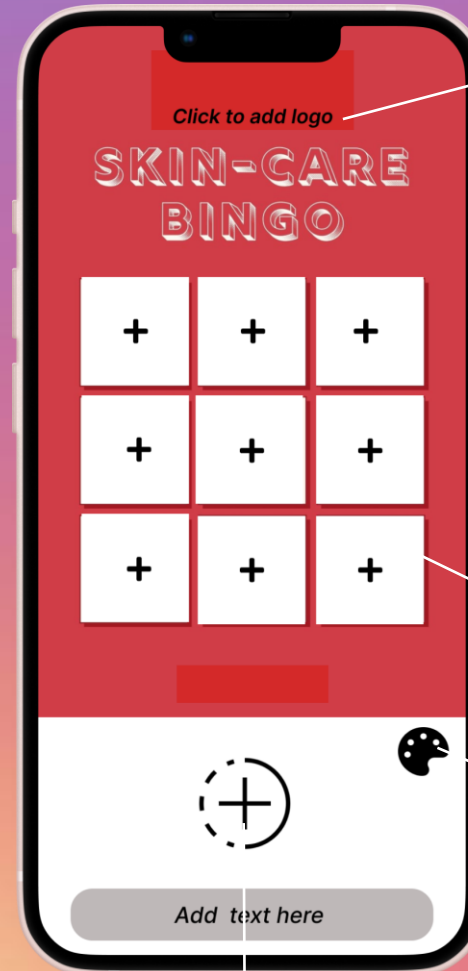


What is it?

- Gameistry allows you to edit a template as per your requirement.
- Insert your logo or change colours to suit your needs.

Benefits

- Easy and quick templates can be used by business on Instagram to connect with followers.
- Can help users find people with similar interests.
- Boosts story engagement.
- Resharing templates will expose more people to Gameistry and the brand.



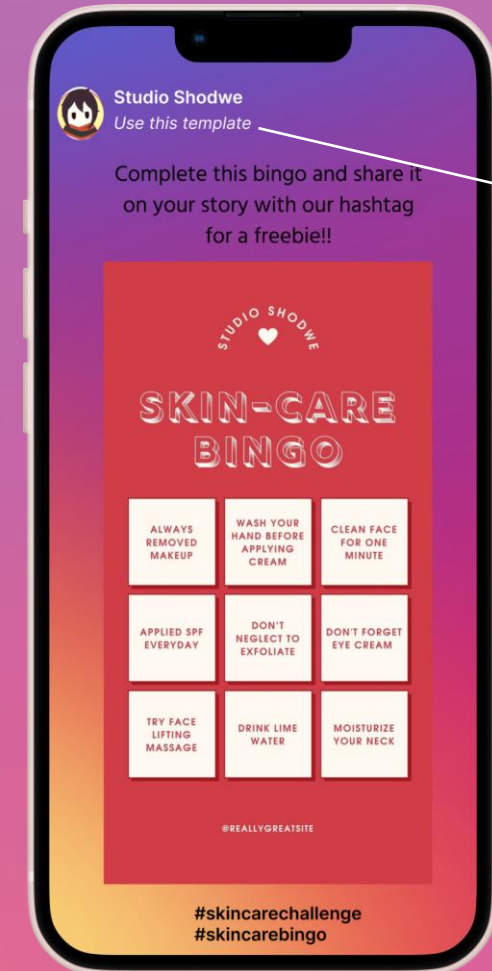
Add logo if you are a brand

Sharing customised template on story

Add text in each box

Change colours of the template

Share on your story



Studio Shodwe
Use this template

Complete this bingo and share it on your story with our hashtag for a freebie!!

Followers can use the completed template and share it on their stories

@REALLYGREATSITE

#skincarechallenge
#skincarebingo

Additional Features



- Make games available in various languages.
- Availability of offline gaming to make those remote area trips more bearable.
- Make games compatible on iPads and PCs as well.
- Introduce games for Instagram Live – allow followers to suggest questions from a question bank to make Lives more creative and pleasurable.

Success Metrics



Instagram Play

- % of time spent playing games out of total time on app for existing users
- % increase in downloads of the app
- % increase in daily and monthly active users
- % of new users playing a game within a week of joining the app
- % of stories with game leaderboards, game screenshots
- Engagement with stories with game leaderboards, game screenshots
- % of reels and stories with games from Instagram Play out of total reels and stories
- Average % increase in posting of stories and reels per user

Lounge

- % of time spent in lounge out of total time in 'Messages and Lounge' section
- % increase in downloads of the app
- % increase in daily and monthly active users
- % of new users creating a lounge within a week of joining the app
- Number of lounge groups being created
- % time spent playing multiplayer games in lounge out of total time on app
- Number of times link of multiplayer games has been shared to other social media platforms

Gameistry

- % of stories posted using Gameistry templates out of total stories
- % of people posting a template on their story out of those clicking Gameistry button
- Number of templates reposted on stories after seeing someone's story with a Gameistry template
- % increase in business accounts being created on Instagram
- Frequency of using Gameistry templates
- % of Gameistry templates created from existing templates
- % of Gameistry templates created using "Create your own" feature



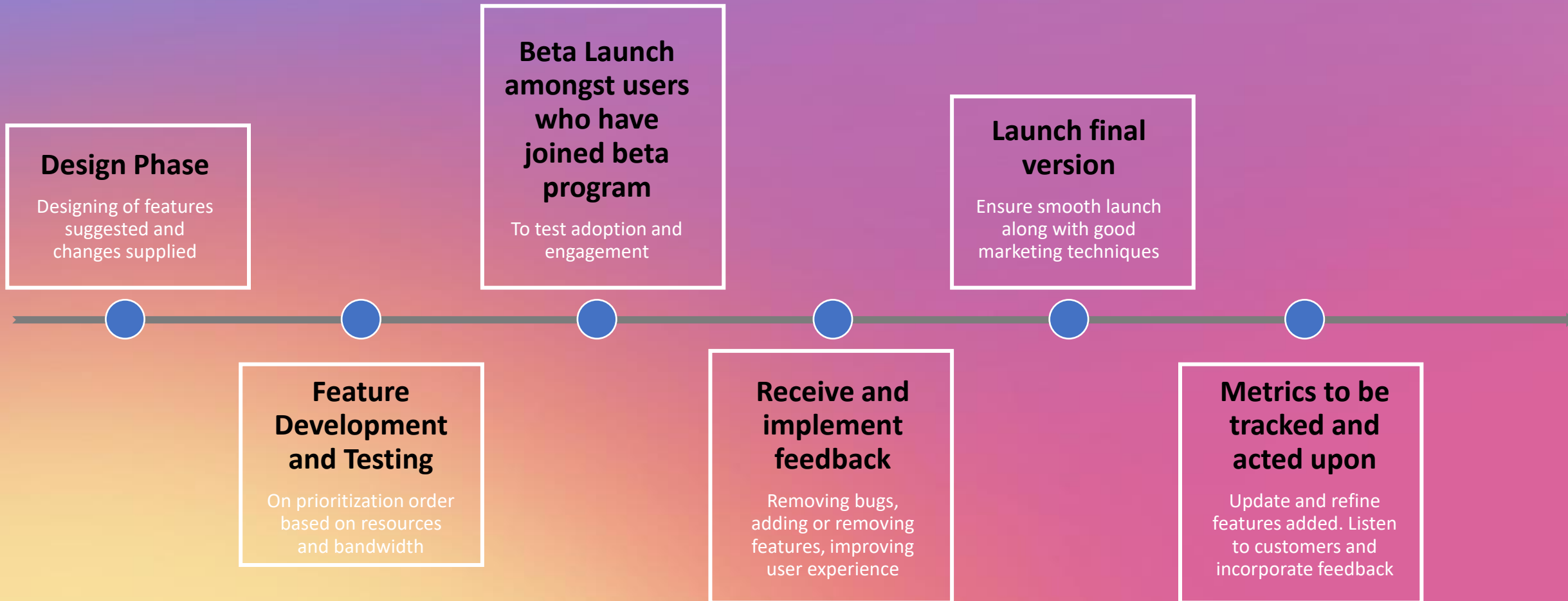
Prioritization of features – RICE framework

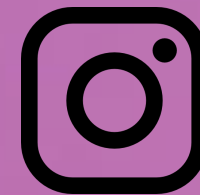
Feature	Reach	Impact	Confidence	Effort	Score
Instagram Play	10	10	10	9	111.1
Lounge	9.5	10	9	10	85.5
Gameistry	9	9	8	8	81

$$RICE\ SCORE = \frac{Reach * Impact * Confidence}{Effort}$$

Based on the above RICE Matrix, we believe that Feature I : Instagram Play should be the first feature to be rolled out in short term. The remaining features can be added in a phased manner over a period of time.

Go to Market Strategy





THANK YOU

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