# Problem framing and prioritisation

Project Brief:

Imagine you're a PM at X(twitter) tasked with identifying growth opportunities by doing a detailed study of the app

Interview ~20 X users across different age groups:

- Conduct secondary research online
- Build a quick questionnaire
- Conduct direct interviews (use minor incentives if needed)
- Analyse interview notes

- Your goal is to turn your research & understanding about the space to:

- Figure the top 6 most effective ways to increase engagement(Engagement = Like/Share/Comment on videos) across X – force yourself to think of 3 low-effort ideas and 3 high-effort but massive impact ideas.
- Make sure to justify each idea with a clear rationale coming from user research and/or product strategy.
- Prioritise the ideas using the RICE framework
- Use the template as used for the live exercise:

Try Pitch

# X

# About X

This article outlines the history and evolution of **Twitter, Inc.**, an American social media company founded in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. Originally launched in July 2006, Twitter became known for its microblogging platform, where users posted short messages known as "tweets." By 2012, the platform had more than 100 million users, with millions of tweets posted daily. Twitter went public in 2013 and grew to over 330 million monthly active users by 2019.

In 2022, **Elon Musk**, the CEO of SpaceX and Tesla, initiated a high-profile $44 billion acquisition of Twitter. Although Musk initially attempted to terminate the deal, leading to a legal battle, he ultimately completed the purchase in October 2022. Following the acquisition, Twitter experienced significant transformations, including major staff layoffs and policy shifts, along with critiques of increased hate speech and a perceived prioritization of right-wing content.

In April 2023, Twitter ceased to exist as an independent company after merging with **X Corp.**, a company owned by Musk, marking the end of Twitter, Inc. and the rebranding of the platform as **X**. Previously, Twitter had also operated services such as **Vine**, a short video app, and **Periscope**, a live-streaming platform, both of which were eventually discontinued.

The rebranding and transformation of Twitter into X represented a major shift in the company's identity and operations under Musk's leadership.

# Case Study - X

## Brief

As a Product Manager at X, your goal is to identify key growth opportunities to increase user engagement (likes, shares, and comments on videos). You will achieve this by conducting a comprehensive user research study involving both primary and secondary research methods.

## Submission guidelines

- Each group consists of 3 members. You can find your assigned group members on your dashboard.
- Only one submission is required per group.
- If a group member is unavailable, please proceed with the remaining members and mention the names of those who contributed to the project.
- This exercise is designed to help you practice working with cross-functional teams, a key skill for product managers.

# Clarifying Questions 🚀

- Target Audience

- Current Engagement Metrics

- Content Analysis

- Platform Insights

- User Feedback

- Engagement Drivers

- Call-to-Action (CTA)

- Timing and Frequency



CIRCLES Method
- Comprehend situation — What? Who? Why? How?
- Identify customer — 88 Personas
- Report customer needs - as __ , I want __ so that __
- Cut through prioritization → ROI estimate?
- List solutions
- Evaluate trade-offs - thoughtful, analytical, objective
- Summarize recommendation — What, recap, why vs others

Try Pitch

# Conducting User Research

Interview ~20 X users across different age groups

- Conduct secondary research online
- Build a quick questionnaire
- Conduct direct interviews (use minor incentives if needed)
- Analyse interview notes

**UX research methods**
(listening stage)

| Survey | Search-log Analysis | Usability Bug Review |
|---|---|---|
| Analytics Review | FAQ Review | |

# Casual Users

Interview Questions:

1. What type of videos do you enjoy watching on TwitterX?

2. What motivates you to like, share, or comment on a video?

3. Can you describe a recent video you shared? Why did you choose to share it?

4. How do you feel about the video recommendations you receive on your feed?

5. What could encourage you to engage more with video content?

6. Is there any feature you would like to see on TwitterX that could enhance your engagement with videos?

Hypothetical Answers:

1. I mostly enjoy funny clips or trending memes.

2. I like to share videos that make me laugh or relate to something I've experienced.

3. I shared a hilarious meme about work-from-home life because it resonated with my friends.

4. I find them okay, but sometimes they don't match my interests well.

5. If there were more relatable content or challenges, I'd definitely engage more.

6. It would be great to have a 'reaction video' feature where I can record my reactions to trending videos and share them.

# Content Creators Users



Interview Questions:

1. What type of videos do you create, and what platform do you use?

2. How important are likes, shares, and comments to you as a content creator?

3. What specific strategies do you use to encourage engagement on your videos?

4. Can you share an example of a video that performed exceptionally well? What made it successful?

5. How do you feel about the interaction you receive from your followers?

6. What new feature would help you increase engagement with your video content on TwitterX?

Hypothetical Answers:

1. I create lifestyle vlogs and tutorials primarily.

2. They are crucial for visibility and growth; they validate my work.

3. I ask questions in my videos and use polls to encourage interaction.

4. A recent video on my morning routine went viral because I included a challenge that viewers could try.

5. Most of my followers are supportive, and I appreciate their comments. It feels rewarding.

6. A collaborative feature where I can invite followers to create videos with me would be amazing!

# Professionals and Thought Leaders Users



**Interview Questions:**

1. What types of videos do you share or create related to your field?

2. How do you engage your audience through video content?

3. What motivates you to comment on videos created by others?

4. How often do you engage with video content, and what types do you prefer?

5. What suggestions do you have for improving engagement in professional content?

6. Are there any specific features you'd like to see on TwitterX that would facilitate more engagement with professional videos?

**Hypothetical Answers:**

1. I share industry insights and conference highlights.

2. I focus on providing value and invite discussions on key topics.

3. I comment to add my perspective or to ask questions.

4. "I engage with professional content weekly, mostly educational videos.

5. More interactive features, like Q&A sessions, would enhance engagement.

6. I'd love to see a feature that allows for live webinars directly on TwitterX where viewers can participate and ask questions in real time.

# News Consumers Users



Interview Questions:

1. What kind of news videos do you follow on TwitterX?

2. How likely are you to share breaking news videos, and why?

3. What factors make you comment on a news video?

4. Do you follow specific news outlets or journalists? If so, why?

5. How do you think TwitterX can improve video engagement for news content?

6. What new feature would you want TwitterX to implement to enhance your interaction with news videos?

Hypothetical Answers:

1. I follow videos about current events, especially political news.

2. I often share breaking news to keep my friends informed; it feels necessary.

3. I comment when I disagree with the content or want to discuss implications.

4. Yes, I follow reputable outlets for their credibility and timely updates.

5. Incorporating more live discussions or expert interviews could boost engagement.

6. A feature that highlights trending news videos in real-time and allows for immediate commentary would be very helpful.

# Activists and Advocacy Groups



Interview Questions:

1. What types of videos do you use to promote your causes?

2. How important are likes and shares for your advocacy efforts?

3. Can you provide an example of a successful video campaign?

4. What motivates you to comment on videos related to social issues?

5. How can TwitterX facilitate better engagement for activism-related videos?

6. What specific features would you like to see on TwitterX to improve video engagement for advocacy?

Hypothetical Answers:

1. I use videos that highlight social injustices and campaigns.

2. Likes and shares help spread awareness and mobilize support; they are vital.

3. Our recent campaign video about climate change went viral, sparking conversations.

4. I comment to educate others and share additional resources.

5. TwitterX could create dedicated spaces for advocacy discussions and live Q&A sessions.

6. A tool for creating video petitions that followers can easily share would be incredibly powerful.

Try Pitch

# Brands and Businesses Groups



Interview Questions:

1. What types of video content do you produce for your brand?

2. How do you measure engagement on your videos?

3. What strategies have you implemented to increase likes and shares?

4. Can you share a successful video campaign and its impact?

5. How do you respond to comments on your videos?

6. Are there any features you wish TwitterX would offer to enhance your brand's video engagement?

Hypothetical Answers:

1. We produce promotional content, tutorials, and customer testimonials.

2. We track views, likes, shares, and comments to assess performance.

3. We encourage user-generated content and offer incentives for sharing.

4. Our campaign for a new product launch received thousands of shares, increasing sales significantly.

5. We actively respond to comments to build community and address customer feedback.

6. It would be beneficial to have a feature for creating video ads with built-in analytics to see real-time engagement metrics.

Try Pitch

# Trend Followers Users



Interview Questions:

1. How do you discover trending video content on TwitterX?

2. What type of videos do you typically engage with the most?

3. What motivates you to participate in challenges or share viral content?

4. Can you describe a recent trend you engaged with?

5. How does video engagement influence your perception of trends?

6. What features would enhance your experience of engaging with trending videos on TwitterX?

Hypothetical Answers:

1. I usually find trending videos through the 'Explore' page or hashtags.

2. I engage mostly with funny memes or challenges that go viral.

3. I love being part of something fun and sharing laughs with friends.

4. I recently participated in a dance challenge; it was fun to share my video.

5. Engagement shows how popular something is, and it motivates me to participate.

6. A feature that allows allows for easy collaboration with friends on trending challenges would be awesome!

# Gamers and E-Sports Fans Users



**Interview Questions:**

1. What types of gaming videos do you engage with on TwitterX?
2. How do you share or promote gaming content?
3. What motivates you to comment on gaming videos?
4. Can you share an example of a video that resonated with you?
5. How can TwitterX improve video engagement in the gaming community?
6. What specific features would enhance your engagement with gaming videos on TwitterX?
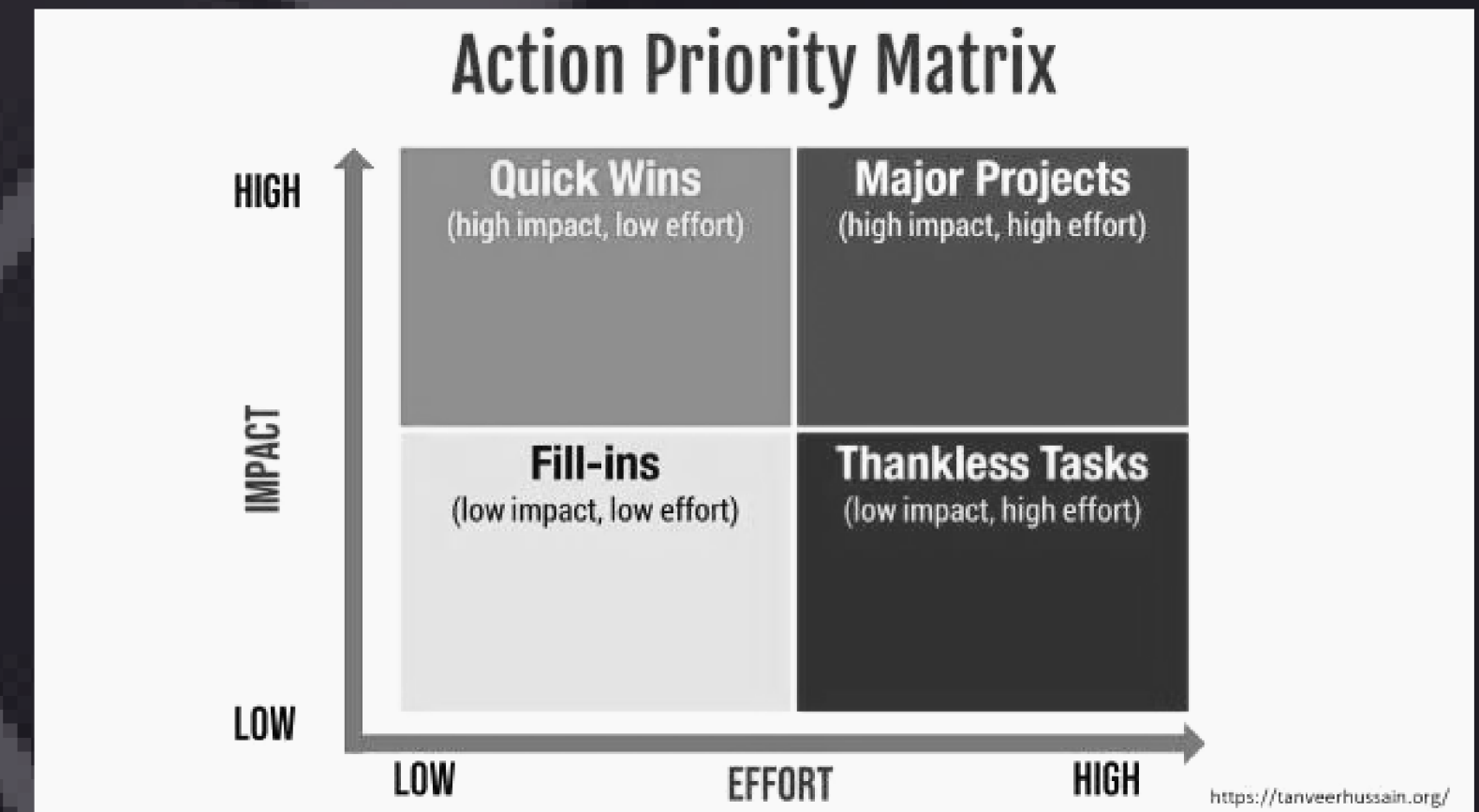
**Hypothetical Answers:**

1. I engage with game trailers, gameplay highlights, and live streams.
2. I often retweet or share clips from my favorite streamers or tournaments.
3. I comment to discuss strategies or share my opinions on game mechanics.
4. I loved a highlight reel of an e-sports tournament; it was exciting and well-edited.
5. Hosting more live tournaments on TwitterX with interactive features could enhance engagement.
6. A dedicated gaming section that showcases live gameplay and allows for audience interaction during streams would be fantastic!

Try Pitch

# Ideation

Your goal is to turn your research & understanding about the space to:

- Figure the top 6 most effective ways to increase engagement (Engagement = Like/Share/Comment on videos) across X. Force yourself to think of 3 low-effort ideas and 3 high-effort but massive impact ideas.
- Make sure to justify each idea with a clear rationale coming from user research and/or product strategy



Action Priority Matrix

| | | | |
|---|---|---|---|
| HIGH | Quick Wins (high impact, low effort) | Major Projects (high impact, high effort) | |
| IMPACT | Fill-ins (low impact, low effort) | Thankless Tasks (low impact, high effort) | |
| LOW | | | |
| | LOW | EFFORT | HIGH |

https://tanveerhussain.org/

# High Effort - High Impact

| Collaborative Video Features | Live Q&A and Webinars within Videos | Reaction Videos with Personalized Sharing |
|---|---|---|
| Rationale: Content creators, casual users, and trend followers all showed interest in collaborative experiences. By allowing users to create videos together (e.g., split-screen challenges, duets, or stitched responses), TwitterX can tap into the highly social nature of video platforms like TikTok and Instagram.<br><br>Product Strategy: This feature fosters deep social interaction, encouraging users to engage more deeply with content. While it requires significant development, it has massive potential to increase content creation and engagement, leading to higher platform retention. | Rationale: Professionals, thought leaders, and activists indicated a desire for more interactive content. A live video feature that allows real-time Q&A or webinars, directly within TwitterX, creates an opportunity for expert-led discussions, drawing in users who want to engage with thought-provoking content.<br><br>Product Strategy: Although technically challenging, this feature could establish TwitterX as a leading platform for professional and educational content. Live video with real-time interaction fosters meaningful conversations and higher engagement through comments and shares. | Rationale: Casual users and content creators love reacting to video content, as indicated in the interviews. A feature that allows users to create and share reaction videos directly on the platform can significantly increase shares and comments, particularly for viral content.<br><br>Product Strategy: This feature aligns with current social media trends, where reaction content is highly shareable and engaging. While it requires robust video editing capabilities on the platform, it's likely to become a major driver of both content creation and viral sharing. |

Try Pitch

# Medium Effort - Steady Growth

| Timed Polls or Questions Embedded in Videos | Challenge Participation Notifications | Real-Time Video Recommendations Based on Engagement |
|---|---|---|
| Rationale: Content creators and professionals love to engage their audience directly. By embedding timed polls or questions within the video, users can interact in real-time, responding to the video without leaving it. This method engages viewers in the middle of the content, keeping them connected longer.

Product Strategy: This strategy focuses on creating interactive content experiences within videos, driving users to engage immediately rather than waiting until the end. The tech behind it involves some development but uses existing tools like Twitter polls. | Rationale: Trend followers and casual users expressed interest in participating in viral challenges. By adding notifications for when friends or influencers participate in challenges, users feel encouraged to join in themselves, creating a viral loop of engagement.

Product Strategy: This is a notification-based feature that requires medium effort but enhances social proof. If users see their friends engaging with challenges, they are more likely to join in, which drives engagement at scale. | Rationale: Casual users and news consumers expressed dissatisfaction with how their feed sometimes doesn't reflect their interests. An improved recommendation system based on real-time likes, shares, and comments could show users content their network is engaging with, boosting interactions.
- Product Strategy: An improved recommendation engine builds on existing AI technology to enhance user experience. By showing users videos that are popular within their network in real time, it leverages the network effect to drive further engagement. |

# Low Effort - Quick Wins

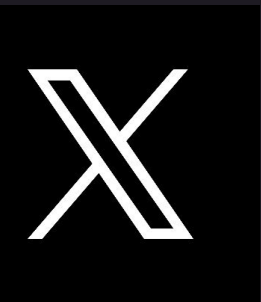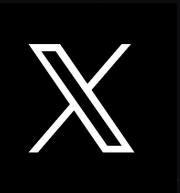| Reaction Stickers and Emojis for Video Comments | Enhanced Video Discoverability through Hashtags | Pinning Popular Video Comments |
|---|---|---|
| Rationale: Users like to react quickly to videos without having to write long comments. Casual users, in particular, mentioned they would engage more with relatable content and simple interactions. Adding reaction stickers or emojis to video comments allows for fast, low-barrier engagement.<br><br>Product Strategy: This feature capitalizes on quick, low-effort engagement, which can snowball into more interactions. It's a simple UI addition that can be integrated into the existing platform with minimal development. | Rationale: Trend followers and casual users discover content through hashtags, and making video discoverability easier through trending or featured hashtags can push more users to like, comment, and share.<br><br>Product Strategy: By surfacing videos with popular hashtags in the feed or explore page, TwitterX can leverage its existing algorithm to promote timely, viral videos. This helps new or unknown content gain visibility, enhancing overall engagement with minimal technical investment. | Rationale: Users who like to add meaningful comments (e.g., professionals, thought leaders) can see their contributions highlighted if their comment is pinned. This will incentivize more thoughtful or valuable engagement on videos as users aim to stand out.<br><br>Product Strategy: This is a low-effort feature where high-quality or top-voted comments get pinned at the top of video threads. It builds a sense of community and promotes more thoughtful interactions without a huge development cost. |

# RICE METHOD

| | | | | |
|---|---|---|---|---|
| High Impact | 3 | High Confidence | 100% |
| Medium Impact | 2 | Medium Confidence | 70% |
| Low Impact | 1 | Low Confidence | 40% |

## RICE RICE Framework

| Ideas | Reach | Impact | Confidence | Effort | RICE score |
|---|---|---|---|---|---|
| Reaction Stickers and Emojis for Video Comments | 3 | 3 | 100% | 1 | 9 |
| Enhanced Video Discoverability through Hashtags | 3 | 2 | 70% | 1 | 4 |
| Pinning Popular Video Comments | 2 | 2 | 100% | 1 | 4 |
| Timed Polls or Questions Embedded in Videos | 3 | 3 | 70% | 2 | 3 |
| Challenge Participation Notifications | 4 | 3 | 70% | 2 | 4 |
| Real-Time Video Recommendations Based on Engagement | 4 | 3 | 70% | 2 | 4 |
| Collaborative Video Features | 5 | 3 | 70% | 4 | 3 |
| Live Q&A and Webinars within Videos | 4 | 3 | 70% | 4 | 2 |
| Reaction Videos with Personalized Sharing | 4 | 3 | 70% | 4 | 2 |

summary - Real-Time Video Recommendations and Challenge Participation Notifications offer a great balance of moderate effort and strong engagement potential, fostering a lively community interaction. Meanwhile, Collaborative Video Features and Live Q&A/Webinars, though requiring more resources, present valuable opportunities for deeper audience connections. Lastly, while Enhanced Video Discoverability through Hashtags and Pinning Popular Comments have promise, their lower impact suggests we may need to refine them to truly resonate with users. Balancing these approaches could significantly enhance overall engagement on the platform.

Try Pitch

THANK YOU