

AMENDED Exhibit 414

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

US Product Design UR

Kersul Exhibit No.

9

8/20/2025 It

[REDACTED] 2019-06-12 01:47:04

sourcekey: [REDACTED]

; attachment id: [REDACTED]

Alex Zhu 2019-06-12 01:48:25

- Currently there is one challenge we haven't figured out yet - it's still hard to require the product specifications to be done in English since we still have lots of key audience in other functions who are not fluent in english.... But either way the high-level requirements will be communicated in english



Alex Zhu 2019-06-12 01:50:24

Regarding the research part, here are my opinions:

Alex Zhu 2019-06-12 01:52:11

- I think we should do much more interviews and observations, instead of pure usability testing



Alex Zhu 2019-06-12 01:54:42

- What's most value adding is to understand the user context (which we don't do enough apparently)

Alex Zhu 2019-06-12 01:57:53

[REDACTED] 2019-06-12 01:57:53

I read through categories about tribes we learned from the data of "bio". I don't know if it is consolidated and if it is a good start point to interview each type of users? Or still randomly interview people?

Alex Zhu 2019-06-12 01:58:04

[REDACTED] yes

Alex Zhu 2019-06-12 01:58:23

I'll recap some to-dos right after this meeting



Alex Zhu 2019-06-12 01:59:06

thank you guys. And whenever you feel something needs to be improved, just bring up at any time

Alex Zhu 2019-06-12 02:00:09

First, let me list some research needs in my mind:

Alex Zhu 2019-06-12 02:01:25

- Blue collar workers: we know our platform is attractive to this group of users but we haven't done enough interview/observation in the past. I think we should easily do it in LA by running some contextual inquiries in their current working environment if possible.

Alex Zhu 2019-06-12 02:02:49

Alex Zhu 2019-06-12 02:03:43

- DIYers and Gamers: these are 2 identified market segments we will target. We need run some targeted user research as well.

2019-06-12 02:04:23

@Alex Zhu I was thinking to conduct contextual inquiries earlier but not sure where to start and which group should be the focus. That's very helpful to give me a clear direction based on what we already know!

Alex Zhu 2019-06-12 02:04:50

- In addition to the segment-oriented research above, we also need to run some use case-oriented research on the following use cases. This can be combined with the segment-oriented research obviously.

Alex Zhu 2019-06-12 02:05:35

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Alex Zhu 2019-06-12 02:06:30

a) group experience: understand how people discover and engage with interest-based groups (Facebook, discord, etc.)

Alex Zhu 2019-06-12 02:10:41

b) Onboarding experience: this is same with what we have already been doing. Since onboarding experience will continue to be the key focus of the product iteration in near term, we need to continue this research (more testing in this case).

So, basically this is to-dos for product research

Alex Zhu 2019-06-12 02:12:48

And regarding the product planning process:

Alex Zhu 2019-06-12 02:14:13

- I'll send out a high-level product direction/backlog for the next 2 months this week. Not every requirement has been decided or defined clearly, but it should represent a general direction.

2019-06-12 02:14:38

We did a new user onboarding test last Friday, and here is some basic findings. I'm still working on summarizing the details.

OK Alex Zhu

Alex Zhu 2019-06-12 02:16:00

- Based on this product direction/backlog, [REDACTED] and [REDACTED] can work with you to plan which part needs design exploration/product research from the US team.

OK [REDACTED]



Alex Zhu 2019-06-12 02:16:20

And we can define the timeline for each activity...

Alex Zhu 2019-06-12 02:18:03

- On the weekly product planning Lark group, we make sure you are invited but understand it's hard for you to follow those conversations in Chinese. [REDACTED] we can make sure at least the one-sentence description of the requirement is in English so US colleagues know what are being planned into production.



Alex Zhu 2019-06-12 02:19:37

That's the to-dos I can think of now. Will be a continuous improvement process.

Michael Buzinover 2019-06-12 02:25:06

@Alex Zhu pro tip [REDACTED] and everyone else, turning on auto translate in that group will save your life:

Michael Buzinover 2019-06-12 02:25:11

POST

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Text:

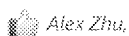


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Michael Buzinover 2019-06-12 02:25:36

It's actually very good



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