

AMENDED Exhibit 811

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

3/8/2023, 4:13 AM UTC
Labels
type: document

Quip

Increment Snapscore for Viewing Snaps in Group and 1:1 Chats

Overview

As part of our Groups initiative, we want to reward and incentivize users who engage in Group behaviors, such as viewing Snaps. This proposal aims to increment a user’s Snapscore if they view Snaps in Groups and in 1:1 conversations for consistency.

At the same time, we also want to test incentivizing Story posting, and want to try weighting points earned from Story posting, particularly in markets where we want to grow this.

Team

Sheet1

Product Design	PM	Production Design	Localization	Engineering	QA	Comms / Marketing	Customer Ops	Data Science
	Abby Tran Is	FILL IN	Tag , and when ready!		FILL IN	FILL IN	FILL IN	FILL IN

Resources

- Figma: TBD
- Design
Doc: <https://docs.google.com/document/d/1JimHvPKCI2tRCJ1xGOwiwQuTSJiUrV3zZul3iQF1QvI/edit#heading=h.fgff3ags142g>
- Considerations
Doc: https://docs.google.com/document/d/1DjcbEsZnsTH9zkWopbxear0RTOyFQ8ZhtsrZeU_XGSM/edit#

Goals

- **Incentivize more Group Snapping**
 - Justification: Current Snapscores discount Snap sends into Groups by counting only a single Snap when sending into a Group, regardless of how many users are receiving the Snap. This project aims to add more weight to Snap sends in Groups
- Success/KPIs: Group engagement metrics
 - **Incentivize more Story posting**
 - Justification: Current Snapscores are heavily in favor of individual snap sending; in markets like India, this incentives mass fanout rather than posting to Stories.