

AMENDED Exhibit 925

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

Streaks Experiment Brainstorm

Context

Design user experience tests which measure different Key Positives and Negatives of streaks. The goal is to understand the impact of sunseting streaks, in the most low-impact way possible. In these tests, we'll mostly be tweaking the existing streaks logic versus implementing a replacement feature. Some of the treatments may be rolled out as transition states.

[Streaks Deep Dive Master Doc](#)

Illustrative Solutions

The solution space should aim to capture and maximize the key positives of streaks listed above and exclude or minimize the key negatives. Some illustrative examples are the following:

- Consistent Snapping between friends creates an egg that eventually hatches into a Pet, which only hides (rather than dies) when you don't Snap each other that day.
- Consistent Snapping between friends makes the design of the Conversation View become increasingly appealing.

Illustrative Ramp-Down Plans

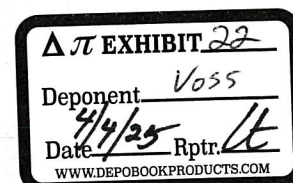
We are unlikely to do something that would break user trust, like killing existing streaks without a replacement, so any solution is likely to be coordinated with a ramp-down plan for existing streaks.

- Existing streaks turn into eggs that eventually hatch into Pets, with higher streaks turning into rarer eggs.
- No new streaks; existing streaks are unaffected.

Questions we want to answer

Bolded items are priority.

1. What is the snap engagement impact of no longer starting streaks?
 - a. **Do not allow users to initiate new streaks. Streaks in relationships that die cannot be re-started.**
2. How much does showing a number matter?
 - a. **Hide number everywhere. Keep fire, keep timer.**
 - b. **Hide number except in Friendship Profile. Keep fire, keep timer.**
 - c. *Test a few levels of streaks.*
3. How much does showing streaks in the feed matter?
 - a. **Hide streaks from feed.**
4. How much does showing streaks in Send To matter?
 - a. **Hide streaks from Send To.**
5. How does lessening the anxiety of a streak dying affect engagement with streaks?
 - a. *Allow users to freeze a streak.*
 - b. *Allow users to restore in app.*
6. How much of the stress around streaks come from only very long streaks?
 - a. **After X days, show X+ as streak number on FF and Send To.**



7. How does celebrating the end of streak affect restarting streaks?
 - a. *Teaching that we have the Longest Streak Charm and alerting you when you get it.*
8. How much requiring a Snap every 24 hours affect streak engagement? (Daily Habit hypothesis) *Note: Change the increment window (start or end): hour 21 to hour 32, timer emoji shows between 24 and 32.*
 - a. *Show the timer earlier (during the full increment window)*
 - b. ***Extend increment window end time to 48 hours or 7 days - timer will still show at 8 hours from end.***
 - c. ***Increment / decrement.***
 - d. *Show a countdown*
9. How much does having too many streaks matter?
 - a. *Cap number of friends you can have streaks with*

Measuring Success

- Customer feedback via in-app surveys
- Number of contacts to customer ops
- Engagement metrics
- Diaries?

Success Metrics

1. Unique Interactions via Snap
2. Snap Send (Total, UU, Active Days, Recipients)
3. DAU, Active Days
4. All Tier 0 & 1 Metrics

Appendix

Brainstorm

We should start with aspects of streaks (pros and cons) that we think

1. Key Positive #1: Excuse to start talking *"Want to start a streak?"*
 - Streaks without numbers
 - Friendship Levels
2. Key Positive #2: Daily Habit Training *"Oh, I have to send streaks today."*
 - Streaks only increment every X days (with $X > 1$)
3. Key Negative #1: Stress around losing a long streak *"OMG I'm freaking out, I can't lose my streak"*
 - Allow streaks to only increment after X days, streaks cannot be lost after a certain X day threshold is reached
 - Allow streaks to decrement if you miss a day rather than disappear entirely
 - Allow users to freeze streaks when they know they'll be offline

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