Tennessee v. Meta
Case No. 23-1364-IV
PX-00506

Teen Ecosystem: Day in the life, & our family products' roles for teens & young people FINAL

Intro

Instagram has historically had a foothold as the social media app of choice for the teenage community in many markets and this population is a priority to acquire and retain in order to sustain growth and engagement. To do this, we must continue to evolve with new generations and maintain cultural relevance globally. To that end, this research will help us to:

- Generate holistic insight beyond the confines of product or organizational lines - identify opportunities we might miss with a narrow product focus. Identify new bets.
- Understand the value and role of IG for teens, in relation to other apps in the family as well as the broader set of media touch points in their lives. Discover "Age Up" and IG onboarding opportunities across the adolescent development process.
- Keep a pulse on the rapidly changing world of teens and how needs are fulfilled through people, products, trends and experiences in different priority geographic locations (ie. U.S., India, Japan and Brazil).

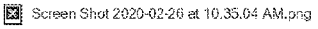


Fig. 1.1 adapted from Bronfenbrenner's Bioecological Systems Theory

Strategy

This will be accomplished by understanding teens fundamentally (Phase 1), benchmarking their ecosystem and experience at the present (Phases 2-3) and developing ongoing programs to aid in foresight and innovation for this user group (Phase 4).

We will start our work in the U.S. and expand to other high priority markets, e.g. India, Brazil and Japan and capture insights from age segments representative of each developmental stage of early adolescence (ages 10-12), adolescence (ages 13-17) and emerging adulthood (18-22).

We will also work collaboratively with our UXR peers, DS and Marketing to inform other strategic research initiatives such as IG Global User Segmentation and India as well as with relevant product teams to drive the impact of this research.

Relevant product teams and projects include but are not limited to:

- Community product teams such as Multiple Accounts, Graph, Wellbeing Support, Systems, etc.
- Sharing experiences product teams such as Home Experience, Creation - especially Reels, Groups Stories and Threads
- Interests product teams such as Discovery and Media
- Facebook youth-focused products such as Messenger Kids

These teams will be consulted to field open questions and identify opportunities to incorporate their needs and deliver insights to inform their product decisions.

Research Questions

- What are the unique characteristics of a teenage population?
- What developmental features distinguish segments of teens from each other and adults?
- What does the online and offline teenage world look like holistically?
- How do teens discover and adopt trends? Who are trendsetters?
- What are the privacy needs of teens and what drives them?
- What level of friction and change to an adopted experience is acceptable to teens?
- What drives app usage?

- What jobs do the FoAs serve for teens?
- Which teen needs are unmet by IG and the FoA and where are they turning otherwise?

Priority User Segments

- We will look at at least 3 age cohorts within the adolescence to adulthood development process
    - tweens (10-12 yrs old)
    - adolescents (13-17 years old)
    - transition to early adulthood (18-22 years old)

Research Approach

Phase 1: Understanding Teen Fundamentals

Objective:

- Define "teens" and bring forward their stages of development with their corresponding priorities, struggles, values and needs as they mature and navigate life as a youth. Additionally, this work will establish our foundation of existing teen product knowledge and clearly demonstrate the gaps that will be addressed in the subsequent projects.

Goal:

- Baseline knowledge and identify gaps
- Engage and excite stakeholders
- Envision what "Winning with Teens" looks like

Execution:

- Academic literature review
- Synthesis of historical Understand XFN IG and FB insights (former Youth team, Messenger Kids, etc.)
- Stakeholder roadshow informing of fundamentals and forthcoming projects (end of May)

Output:

- Living artifacts that will evolve as we continue to learn
    - Table of core teen jobs that are linked to healthy adolescent development
    - Snapshot of teen behavior and trends on IG today
- Lexicon and shared vocabulary for talking about teens
- Evergreen teen fundamental material for company-wide distribution
- Early product insights and recommendations

Phase 2: Driving Digital Trends Among Teens

Objective:

- Provide a combination of "quick win" product findings and recommendations that also ladder up to longer term strategic insights by breaking down the formula for teen trends (including content, interactions, new apps, etc.) understanding their cycle and how they meet unrealized needs of teens.

Goal:

- Create a blueprint for planting and cultivating new digital trends among teens
- Collaborate with Reels, Home, Explore and Threads XFN to inform decisions for teen-priority products strategies such as Legos

Execution:

- TBD remote hybrid method (eg. interviews + concept testing or focus groups + cognitive walkthrough, etc)
- Collaborate with Marketing and Quant UXR from relevant product teams to initiate and/or leverage existing survey efforts to size behavior and perceptions as they relate to teen trends in priority markets and across teenage segments in comparison with adult users.

Output:

- Inform a company wide strategy for planting internal and anticipating external trends among teenage populations
- Help drive decisions around Reels implementation and iterations to prime adoption among teens
- Provide insights about what teens want to see in their Feed and shape new feed recommendations features on Home
- Provide insights about teens' perceptions of Stories and recommendations for enhancing trends or other content through that channel

Phase 3: Traversing the Teen Ecosystem for New Opportunities

Project A: Building Bridges to our Family of Apps

Objective:

- Situate FoAs in the teen lifestyle across segments and markets.
- Discover "Age Up" and/or other bridging opportunities to IG and from IG to other FoAs

Goal:

- Identify teen jobs FoAs are and are not competing for
- Validate, identify dependencies and requirements of an "Age Up" strategy
- Protect crucial elements of IG experience to acquire and retain teen user base

Execution:

- Teen FoA JTBD study across teen segments and priority markets (U.S., India, Brazil, Japan)

Output:

- Inform company-wide strategy for dividing/sharing swim lanes for teen product solutions
- Generate touch points and life stage signals to introduce FoA onboarding and value props
- Host company-wide Teen Summit event
- Series of Teen JTBD Share-outs (eg. by app, by product space, etc.)

Project B: Teen World Immersion

Objective:

- Identify all of the online and offline components of teenage life and understand how they diverge and intersect to shape the teen experience and well-being.

Goal:

- Identify core value of IG and competitors for teens across teen segments and in priority markets (U.S., India, Brazil, Japan)
- Identify new meaningful teen opportunities and unmet needs for IG products and features to fill
- Deliver frameworks and recommendations around teen relationships and wellbeing (eg. Wellbeing, Threads, "close friends" risk and disclosure mental models, Graph, MAC, etc.)

Execution:

- Ethnographic approach (such as contextual inquiries, diary study, survey) in priority markets (U.S., India, Brazil, Japan)
- Survey to understand prevalence of key discoveries and opportunities

Output:

- Recommendations for new product/feature area investments for 2021+
- Provide insights to foresee future teen generations' needs and develop short term and long term visions
- Design workshop to materialize teen opportunities
- Provide signals to IG DS to inform teen data models

Phase 4: Keeping up with Teens

Objective:

- Stay abreast of changes and trends occurring within ever-evolving forthcoming teen generations

Goal:

- Develop a program for tracking teen trends and market shifts over the long term. This program could also be a resource for stress testing teen-focused products/features.

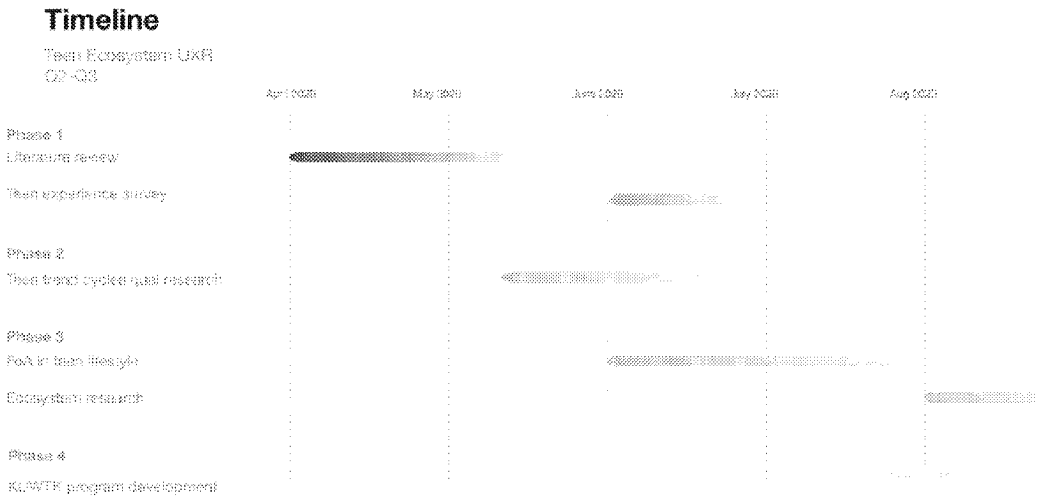
Execution:

- Participatory design sessions with power users (of particular features or generally)
- Flexible long term diary studies across teenage segments
- Panel of teen trend spotters with periodic interviews and subsequent log data investigations

Output:

- Further insight to inform "Age Up" strategy
- Trend candidates to build product/features around

Project Timeline



Communication Plan

Pre-Phase: Introduce Effort

Goals:

- Share Teen Ecosystem research proposal widely
- Establish channels of communication for partner audience and stakeholder audience

Touchpoints:

- Present proposal to leadership stakeholders (whoever is available?)
- Email proposal to all stakeholders
- Create centralized open "Teen Ecosystem Discussion" Workplace group
    - Seed existing research
    - Add all interested parties
    - Post proposal, tag stakeholders
    - Capture desired level of involved stakeholders want to have

Phases 1-3: Regular Cadence

Goals:

- Update stakeholders as projects develop
- Capture feedback and top-of-minds from stakeholders
- Initiate and manage collaborations with Understand XFN
- Share findings
- Drive impact

Touchpoints:

Updates

- Weekly project update posts to partner and stakeholder groups including relevant links
- Share study documents, solicit feedback as they become available to partner group
- Email monthly update to stakeholders with relevant links
- Project session debriefs (daily/weekly)

Reports

- Share draft to partner group
- Deliver presentations to stakeholder audiences
- Post to stakeholder group
    - Cross post to product team groups
- Live stream event presentations
- Workshops
- Panels
- Print artifacts (personas, brochures, postcards, etc.)

Contact Support

Conversation History

Quipbot#09 left the thread Aug 23 at 5:52 am

Quipbot#09 Aug 23 at 5:47 am

=====IMPORTANT=====

This Quip file has been copied to Google Workspace (https://docs.google.com/document...) as part of the Quip2Google migration efforts. Quip is moving to Read-Only. Please work in the new Google file moving forward.

Learn more

https://fb.workplace.com/groups...

Questions?

Visit the Quip2Google Migration Feedback Group (https://fb.workplace.com/groups...).

Note

New edits in this Quip file will NOT be automatically synced to Google Workspace.

Quipbot#09 added Quipbot#09 to the thread Aug 23 at 5:52 am

Quipbot#09 added you to a document Aug 23 at 5:47 am

Leah [redacted] added Ally [redacted] to the thread Apr 1, 2022 at 5:32 pm

---

Leah [redacted] added you to a document Apr 1, 2022 at 5:26 pm

---

Leah [redacted] opened your conversation with Crystine [redacted], Betty [redacted] Shayli Jimenez, Ally [redacted] and Mariana [redacted] Mar 29, 2022 at 6:47 pm

---

Shayli Jimenez added Leah [redacted] to the thread Mar 29, 2022 at 6:51 pm

---

Shayli Jimenez added you to a document Mar 29, 2022 at 6:46 pm

---

Shayli Jimenez edited Jun 18, 2020 at 1:12 am

Phase 4: Keeping up with the Kids Teens

Shayli Jimenez renamed Teen Ecosystem: Day in the life, & our family products' roles for teens & young people v2 to Teen Ecosystem: Day in the life, & our family products' roles for teens & young people FINAL Jun 10, 2020 at 3:54 pm

---

Shayli Jimenez edited Jun 10, 2020 at 3:45 pm

Teen Ecosystem: Day in the life, & our family products' roles for teens & young people v2 FINAL

Project B A: Building Bridges to our Family of Apps
Project A B: Teen World Immersion

- Create closed Workplace "working group" for Understand XFN
    - Add UXR, DS, Marketing partners
    - Capture any feedback on proposal
- Present proposal to leadership stakeholders (whoever is available?)
- Email proposal to all stakeholders
- Create centralized open "Teen Ecosystem Insights FYI" Discussion" Workplace group

---

Mariana [redacted] opened your conversation with Leah [redacted] Crystine [redacted], Betty [redacted] Shayli Jimenez and Ally [redacted] Jun 8, 2020 at 8:04 am

---

Shayli Jimenez edited May 20, 2020 at 6:11 pm

Shayli Jimenez edited May 18, 2020 at 8:51 pm
We will start our work in the US U.S. and expand to other high priority markets, e.g. India, Brazil and Japan and capture insights from age segments representative of each developmental stage of early adolescence (ages 10-12), adolescence (ages 13-17) and emerging adulthood (18-22).

Shayli Jimenez May 15, 2020 at 11:37 pm

Betty [redacted] It is both. We want to learn what needs are being served by the family and what needs are not. Those that we are not meeting, -- who are the competitors are. Ideally, we would discover an unmet need with little competition.

Betty [redacted] May 15, 2020 at 6:32 am

is the idea to understand which of our competitors they use or how do they spend their free/screen time and what serves those needs?

Betty [redacted] opened your conversation with Leah [redacted] Crystine [redacted] Shayli Jimenez, Ally [redacted] and Mariana [redacted]
May 15, 2020 at 6:28 am

Betty [redacted] edited May 15, 2020 at 6:31 am

Shayli Jimenez edited May 7, 2020 at 12:37 am

- Provide a combination of "quick win" product findings and recommendations that also ladder up to longer term strategic insights by breaking down the formula(s) formula for teen trends and (including content, interactions, new apps, etc.) understanding their cycle(s) cycle and how they meet unrealized needs of teens.

Crystine [redacted] opened your conversation with Leah [redacted], Betty [redacted] Shayli Jimenez, Ally [redacted] and Mariana [redacted]
May 6, 2020 at 10:46 pm

Shayli Jimenez edited May 6, 2020 at 10:33 pm

- Generate holistic insight beyond the confines of product or organizational lines - identify opportunities we might miss with a narrow product focus. Identify new...
- IG for teens, in relation to other apps in the family as well as the broader set of media touch points in their lives. Discover "Age Up" and IG onboarding opportunities across the adolescent development process.
- Keep a pulse on the rapidly changing world of teens and how needs are fulfilled through people, products, trends and experiences in different priority geographic locations (ie. U.S., India, Japan and Brazil).

Fig. 1.1 adapted from Bronfenbrenner's Bioecolgical Systems Theory
This will be accomplished by understanding teens fundamentally (Phase 1), benchmarking their ecosystem and experience at the present (Phases 2-3) and developing ongoing programs to aid in foresight and innovation for this user group (Phase 4). We will start our work in the US and expand to other high priority markets, e.g. India, Brazil and Japan.

We will start our work in the US and expand to other high priority markets, e.g. India, Brazil and Japan and capture insights from age segments representative of each developmental stage of early adolescence (ages 10-12), adolescence (ages 13-17) and emerging adulthood (18-22).

- What distinguishes segments of teenagers?
- What developmental features distinguish segments of teens from each other and adults?
- What does the online and offline teenage world look like holistically?

- We will look at 4 at least 3 age cohorts within the teen segments adolescence to adulthood development process
    - tweens (10-12 yrs old)
    - early high school adolescents (13-17 years old)
    - late high school
    - transition to early adulthood (18-22 years old)

- Discover "Age Up" and/or other bridging opportunities between to IG and from IG to other FoAs

---

Shayli Jimenez enabled link sharing - View/Edit May 6, 2020 at 3:34 pm

---

Shayli Jimenez edited May 6, 2020 at 3:28 pm

Teen Ecosystem: Day in the life, & our family products' roles for teens & young people v2

Intro

Instagram has historically had a foothold as the social media app of choice for the teenage community in many markets and this population is a priority to acquire and retain in order to sustain growth and engagement. To do this, we must continue to evolve with new generations and maintain cultural relevance globally. To that end, this research will help us to:

- Generate holistic insight beyond the confines of product or organizational lines - identify opportunities we might miss with a narrow product focus. Identify new bets.
- Keep a pulse on the rapidly changing world of teens and how needs are fulfilled through people, products and experiences in different priority geographic locations (ie. U.S., India, Japan and Brazil).
- Understand the value and role of IG for teens, in relation to other apps in the family as well as the broader set of media touch points in their lives.

Strategy

This will be accomplished by understanding teens fundamentally (Phase 1), benchmarking their ecosystem and experience at the present (Phases 2-3) and developing ongoing programs to aid in foresight and innovation for this user group (Phase 4). We will start our work in the US and expand to other high priority markets, e.g. India, Brazil and Japan.

We will also work collaboratively with our UXR peers, DS and Marketing to inform other strategic research initiatives such as IG Global User Segmentation and India as well as with relevant product teams to drive the impact of this research.

Relevant product teams and projects include but are not limited to:

- Community product teams such as Multiple Accounts, Graph, Wellbeing Support, Systems, etc.
- Sharing experiences product teams such as Home Experience, Creation - especially Reels, Groups Stories and Threads
- Interests product teams such as Discovery and Media
- Facebook youth-focused products such as Messenger Kids

These teams will be consulted to field open questions and identify opportunities to incorporate their needs and deliver insights to inform their product decisions.

Research Questions

- What are the unique characteristics of a teenage population?
- What does the online and offline teenage world look like holistically?
- What distinguishes segments of teenagers?
- How do teens discover and adopt trends? Who are trendsetters?
- What are the privacy needs of teens and what drives them?
- What level of friction and change to an adopted experience is acceptable to teens?
- What drives app usage?
- What jobs do the FoAs serve for teens?
- Which teen needs are unmet by IG and the FoA and where are they turning otherwise?

Priority User Segments

- We will look at 4 age cohorts within the teen segments
    - tweens
    - early high school
    - late high school
    - transition to early adulthood

Research Approach

Phase 1: Understanding Teen Fundamentals

Objective:

- Define "teens" and bring forward their stages of development with their corresponding priorities, struggles, values and needs as they mature and navigate life as a youth. Additionally, this work will establish our foundation of existing teen product knowledge and clearly demonstrate the gaps that will be addressed in the subsequent projects.

Goal:

- Baseline knowledge and identify gaps
- Engage and excite stakeholders
- Envision what "Winning with Teens" looks like

Execution:

- Academic literature review
- Synthesis of historical Understand XFN IG and FB insights (former Youth team, Messenger Kids, etc.)
- Stakeholder roadshow informing of fundamentals and forthcoming projects (end of May)

Output:

- Living artifacts that will evolve as we continue to learn
    - Table of core teen jobs that are linked to healthy adolescent development
    - Snapshot of teen behavior and trends on IG today
- Lexicon and shared vocabulary for talking about teens
- Evergreen teen fundamental material for company-wide distribution
- Early product insights and recommendations

Phase 2: Driving Digital Trends Among Teens

Objective:

- Provide a combination of "quick win" product findings and recommendations that also ladder up to longer term strategic insights by breaking down the formula(s) for teen trends and understanding their cycle(s).

Goal:

- Create a blueprint for planting and cultivating new digital trends among teens
- Collaborate with Reels, Home, Explore and Threads XFN to inform decisions for teen-priority products strategies such as Legos

Execution:

- TBD remote hybrid method (eg. interviews + concept testing or focus groups + cognitive walkthrough, etc)
- Collaborate with Marketing and Quant UXR from relevant product teams to initiate and/or leverage existing survey efforts to size behavior and perceptions as they relate to teen trends in priority markets and across teenage segments in comparison with adult users.

Output:

- Inform a company wide strategy for planting internal and anticipating external trends among teenage populations
- Help drive decisions around Reels implementation and iterations to prime adoption among teens
- Provide insights about what teens want to see in their Feed and shape new feed recommendations features on Home
- Provide insights about teens' perceptions of Stories and recommendations for enhancing trends or other content through that channel

Phase 3: Traversing the Teen Ecosystem for New Opportunities

Project A: Teen World Immersion

Objective:

- Identify all of the online and offline components of teenage life and understand how they diverge and intersect to shape the teen experience and well-being.

Goal:

- Identify core value of IG and competitors for teens across teen segments and in priority markets (U.S., India, Brazil, Japan)
- Identify new meaningful teen opportunities and unmet needs for IG products and features to fill
- Deliver frameworks and recommendations around teen relationships and wellbeing (eg. Wellbeing, Threads, "close friends" risk and disclosure mental models, Graph, MAC, etc.)

Execution:

- Ethnographic approach (such as contextual inquiries, diary study, survey) in priority markets (U.S., India. Brazil, Japan)
- Survey to understand prevalence of key discoveries and opportunities

Output:

- Recommendations for new product/feature area investments for 2021+
- Provide insights to foresee future teen generations' needs and develop short term and long term visions
- Design workshop to materialize teen opportunities
- Provide signals to IG DS to inform teen data models

Project B: Building Bridges to our Family of Apps

Objective:

- Situate FoAs in the teen lifestyle across segments and markets.
- Discover "Age Up" and/or other bridging opportunities between IG and FoAs

Goal:

- Identify teen jobs FoAs are and are not competing for
- Validate, identify dependencies and requirements of an "Age Up" strategy
- Protect crucial elements of IG experience to acquire and retain teen user base

Execution:

- Teen FoA JTBD study across teen segments and priority markets (U.S., India, Brazil, Japan)

Output:

- Inform company-wide strategy for dividing/sharing swim lanes for teen product solutions
- Generate touch points and life stage signals to introduce FoA onboarding and value props
- Host company-wide Teen Summit event
- Series of Teen JTBD Share-outs (eg. by app, by product space, etc.)

Phase 4: Keeping up with the Kids

Objective:

- Stay abreast of changes and trends occurring within ever-evolving forthcoming teen generations

Goal:

- Develop a program for tracking teen trends and market shifts over the long term. This program could also be a resource for stress testing teen-focused products/features.

Execution:

- Participatory design sessions with power users (of particular features or generally)
- Flexible long term diary studies across teenage segments
- Panel of teen trend spotters with periodic interviews and subsequent log data investigations

Output:

- Further insight to inform "Age Up" strategy
- Trend candidates to build product/features around

Project Timeline

Communication Plan

Pre-Phase: Introduce Effort

Goals:

- Share Teen Ecosystem research proposal widely
- Establish channels of communication for partner audience and stakeholder audience

Touchpoints:

- Create closed Workplace "working group" for Understand XFN
    - Add UXR, DS, Marketing partners
    - Capture any feedback on proposal
- Present proposal to leadership stakeholders (whoever is available?)
- Email proposal to all stakeholders
- Create centralized open "Teen Ecosystem Insights FYI" Workplace group
    - Seed existing research
    - Add all interested parties
    - Post proposal, tag stakeholders
    - Capture desired level of involved stakeholders want to have

Phases 1-3: Regular Cadence

Goals:

- Update stakeholders as projects develop
- Capture feedback and top-of-minds from stakeholders
- Initiate and manage collaborations with Understand XFN
- Share findings

- Drive impact

Touchpoints:

Updates

- Weekly project update posts to partner and stakeholder groups including relevant links
- Share study documents, solicit feedback as they become available to partner group
- Email monthly update to stakeholders with relevant links
- Project session debriefs (daily/weekly)

Reports

- Share draft to partner group
- Deliver presentations to stakeholder audiences
- Post to stakeholder group
    - Cross post to product team groups
- Live stream event presentations
- Workshops
- Panels
- Print artifacts (personas, brochures, postcards, etc.)

Shayli Jimenez created the document May 6, 2020 at 3:34 pm
