



Introducing Screen Sharing





Screen sharing is a new Messenger feature that will allow participants to share their screen with other participants in a voice/video call

What is Screen Sharing?



Our Vision

To enrich our users' experience connecting with friends, families & communities through providing a means for them to engage in group activities in real-time



Our Objective

To increase our Messenger app user base, enhance the overall user experience and make Messenger the #1 video/voice-messaging leisure app choice for desktop & mobile users



Feature Metrics

[1]

Feature Adoption Rate



About this Metric:

- This metric indicates how existing Messenger users are receiving the new feature; whether they're incorporating it in their usual Messenger experience; it's a measure of the percentage of existing users who have started using screen sharing
- This metric is crucial during the first month of launch as a measure of the success of both our marketing strategies as well as the basic functionality of the feature
- Adoption Rate will be measured on a monthly basis and the success rate will be determined by comparing a month's Adoption Rate against the previous one

Why It's Important:

This metric provides insights about:

- The resonance of the feature design (button color and position, new feature notification with our users)
- Our users' willingness to include screen sharing in particular (and new Messenger features in general) into their video/voice calls
- The success of our strategies in promoting the new feature and creating anticipation and excitement about it amongst our users

How to Calculate:

$$\text{Adoption Rate (per month)} = \frac{\text{Number of users who are using screen sharing}}{\text{Total Number of Messenger Users}} * 100$$



[2]

Contribution to User Acquisition



About this Metric:

- This metric is a measure of the contribution of the screen sharing feature to our user growth – i.e., what percentage of new joiners have started using the app to leverage screen sharing?
- In order to measure User Acquisition Contribution, we will need to measure the time span between account creation & first time of using screen sharing for all accounts created after launching the feature
- This metric should be paired with User Growth Rate to see if the overall monthly average of new users is in any way impacted by the new feature even if not all new users are actively leveraging it – whether more users are joining Messenger just because we're offering more features

Why It's Important:

- This metric is an indication to whether new voice/video call features can be leveraged as a competitive edge that can attract more users or convert users from competing apps to Messenger
- It's also an indication to our preliminary hypothesis about the importance of the feature to the overall user experience

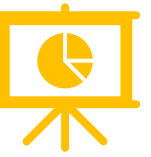
How to Calculate:

$$\text{Contribution to User Acquisition (per month)} = \frac{\text{New users who've used screen sharing within the first week of account creation}}{\text{Total Number of New Users}} * 100$$



[3]

User Retention Rate



About this Metric:

- This metric is a measure of the percentage of users who keep doing screen sharing beyond the first attempt
- User Retention Rate will be evaluated on a monthly basis

Why It's Important:

- This metric is an indication to the actual value of the screen sharing feature to our users – if the feature holds real value, users are likely to keep using it beyond the first attempt which is usually driven by curiosity and motivation to explore new features rather than a genuine need to achieve some kind of value out of a feature-
- Also, User Retention Rate can be a good indicator to the efficiency of screen sharing from a technical standpoint – if the feature works as expected without many hiccups, crashes or anomalies, users are more likely to use it again

How to Calculate:

$$\text{User Retention Rate (per month)} = \frac{\text{Number of users using screen sharing beyond the first attempt (in a given month)}}{\text{Total Number of feature users (either once or more)}} * 100$$



[4]

Average Call Time



About this Metric:

- This metric is a measure of how much time are users willing to spend on our app (collectively, not for a specific user); however, it has to be broken down and analyzed on a more granular level for more meaningful insights on the success of screen sharing as highlighted below

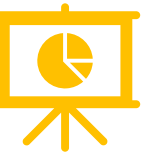
Why It's Important:

- This metric directly taps into the overall user experience because if screen sharing holds real value to our users or provides an additional perk that makes their experience more exciting, they will be spending longer time on video/voice calls which in turn should result in an increased average call time

How to Analyze:

- Compare the average call time with average screen share time (in the same month)
- Compare the average call time in a certain month against that in the previous one





[5]

User Satisfaction

About this Metric:

- This metric is a measure of how much our users like the screen sharing feature and whether they're willing to use it again, and recommend it to their connections

Why It's Important:

- It's critical to track user satisfaction as it's the only way to see the real picture of how the feature is resonating with our users from their vantage point rather than projections from numbers and calculations
- User feedback should give us valuable insights that we can use to define our priorities in terms of upcoming feature upgrades and fixes

How to Measure:

- In-app surveys – a follow-up question to the typical overall rating prompt asking about their overall satisfaction with screen sharing
- Prompt random surveys to users as they open Messenger dedicated for the screen sharing feature, asking whether they've used screen sharing or not, the likelihood of them using it again as well as recommending it to a friend
- Follow posts made by users regarding the new feature to get a better sense of what's happening on the ground as users are usually more comfortable expressing their opinions in a personal post rather than a survey



[6]

Errors & Crashes



About this Metric:

- This metric is a measure of the occurrences of errors, exceptions or unexpected crashes related to screen sharing

Why It's Important:

- While all the other metrics focus on the feature from a user standpoint, this one focuses on the technical aspect of it, and whether it's working properly without any hiccups or exceptions. This taps into the overall user experience; hence, all the other metrics because if the feature is faulty, it will surely have a negative impact on the user experience and this negative impact might even propagate to their overall experience with Messenger in general
- We need to keep tabs on any errors/exceptions logged from the feature and we have to do it proactively in order to fix them in a timely manner before they become a common source of complaints or frustration

How to Measure:

- Errors and exceptions will be tracked via an internal dashboard that reports any concerning screen-sharing-related events or error codes sent from the app





Feature KPIs

KPIs for Screen Sharing:



KPI	What It Means	Logic Behind It
Achieve 50% feature adoption rate within the first quarter	50% of existing Messenger users try screen sharing at least once within the first quarter of release	Users will not be using the feature the same day it's released. So, we need to give it some time to present itself and start getting noticed amongst our user base; hence, the delayed traction.
Retain 35% of feature adopters within the first quarter	35% of users who tried screen sharing keep using it beyond the first attempt – i.e. 35% user retention rate	We're not going for higher than 35% as the first quarter of release might come with some technical hiccups that might get some users weary of using the feature for some time
Contribute 10-15% to the overall user growth within the first quarter	10-15% of new joiners are joining to leverage the screen sharing feature, or start using it within one week of joining the app	We don't only want the feature to be successful amongst our existing user base but also be a competitive edge and an attraction for potential customers.
Contribute 15-20% to the increased average call time within the first quarter	15-20% of the overall average call time is spent on screen sharing	This KPI is derived from the 35% user retention KPI taking those two assumptions into consideration: <ol style="list-style-type: none">35% of the adopters will be using screen sharing more than onceThose 25% will not be necessarily using screen sharing in every call





Dashboards

Dashboards:

