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Telegram - Case Study

1. Introduction

In this exercise, I am a product manager at Telegram and have been assigned a task to increase user adoption and retention on the Telegram Mobile App.

1.1 Understanding Telegram

I started this project by understanding what Telegram is, the goals of the company, and most importantly, how it positions itself in the Marketplace.

Telegram is a cloud-based mobile and desktop messaging app with a focus on security and speed.

Telegram positions itself:

- to deliver messages faster than any other application.
- Powerful, and
- no limits on the size of your media and chats.

1.2 Features

- **Simple** - Telegram is so simple you already know how to use it.
- **Private** - Telegram messages are heavily encrypted and can self-destruct.
- **Synced** - Telegram lets you access your chats from multiple devices.
- **Fast** - Telegram delivers messages faster than any other application.
- **Powerful** - Telegram has no limits on the size of your media and chats.
- **Open** - Telegram has an open API and source code free for everyone.
- **Secure** - Telegram keeps your messages safe from hacker attacks.
- **Social** - Telegram groups can hold up to 200,000 members.
- **Expressive** - Telegram lets you completely customize your messenger.

1.3 Main Competitor

WhatsApp

WhatsApp and Telegram are both instant messaging apps. Telegram has more comprehensive and efficient features, making the chatting experience more secure, easy, and enjoyable.

However, unlike Telegram, WhatsApp is one of the best and most popular apps, It has over 2 billion monthly active users.

2. Business Goal

To increase app downloads and user acquisition by 15% within the next 3 months after the launch of the new product feature.

2.1 Initial User-Centric Assumptions

To achieve the business goals, I came up with user-focused assumptions, which are:

- Users would adopt telegram more if there is a Story/Status enabling feature.
- Users would engage more on Telegram with a live audio conversation in the Telegram Group.

2.2 Research Objective

My objective of this research is to identify why people use WhatsApp more than Telegram.

The hypothesis is that a significant percentage of people will use Telegram if there is status-enabled feature on telegram.

The second hypothesis is that a live audio conversation on Telegram Group, would enhance discussion in the group and there by increasing user acquisition and retention.

The end user benefit I am aiming for is to help users engage more with their friends, families, and customers.

2.3 User Research Insights & Opportunities

I adopted both user interview and survey to be able to understand with qualitative data on how many are using Telegram within my network, why are they using it, and why not. Through the research I was able to come up with below insight:

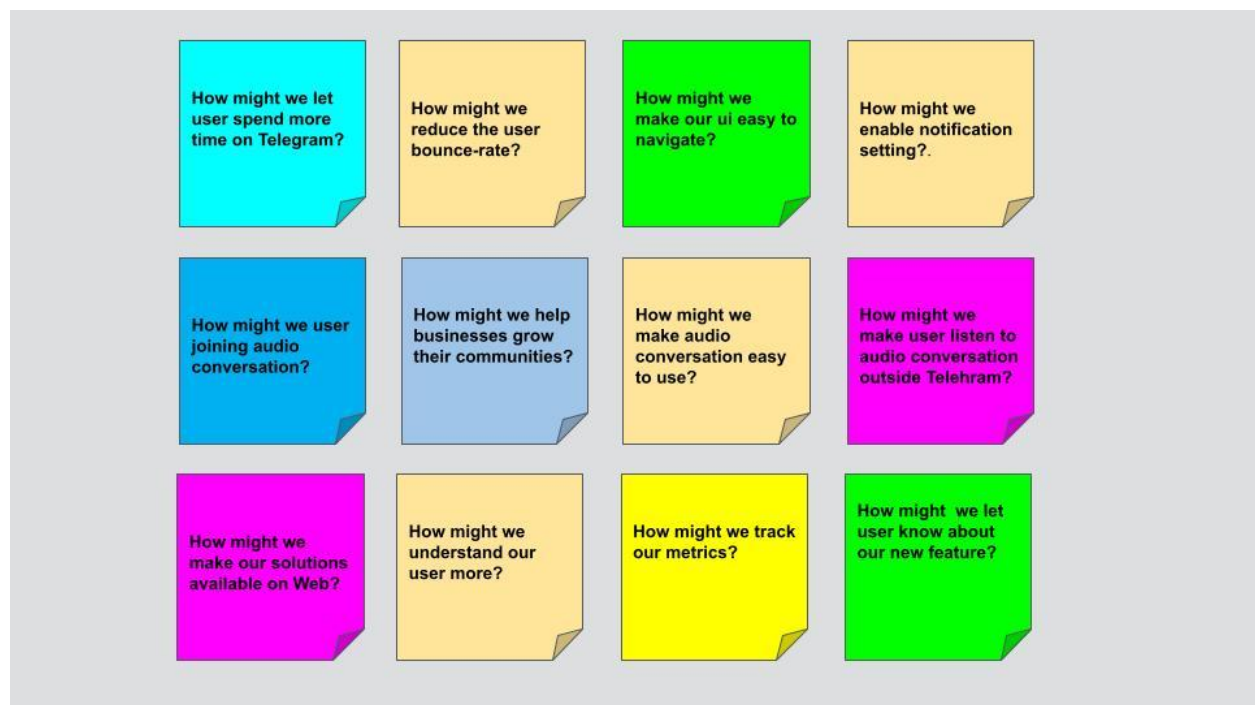
- *75% of those who use telegram, use Whatsapp more.*
- *100% of the interviewees love WhatsApp because their contacts are on WhatsApp, fast messaging, easily customized notifications, and easy to navigate.*
- *50% don't like telegram because of too many notifications causing a disturbance.*
- *I always get a lot of chat's from unknown people whose main intention was to scam.*
- *None of the interviewees agreed that they adopt Telegram with Story/Status posting and viewing feature.*

- 75% want a live audio conversation.

2.4 Identified Opportunities and Brainstorm Solutions

Unlike WhatsApp that has a limit of 250 members in a group, Telegram has 200,000 members, in which through my research I discovered that this is the major reasons why many individuals and businesses adopt Telegram as their preferred channel for growing and nurturing their communities.

With this, adopting a live audio conversation in the telegram group, would be one of the ways to help businesses nurture their audience and thereby enhancing user adoption and retentions.



Brainstorming Sessions

3. Testable Hypothesis & Solution

At this points, I want to test my hypothesis with visual approach by adopting Wireframes.

3.1 User Stories

A user story is a tool used in Agile software development to capture a description of a software feature from an end-user perspective.

I structured my user stories as related to the feature I am building.

- As a user, I want to create a group.
- As a user, I want to be able to create audio-conversation in my group
- As a user, I want to be able to see the speaker and the listeners.
- As a user, I want to listen to the audio-conversation.
- As a user, I want to be able to exit the conversation at any time.
- As a user, who created the audio-conversation, I want to be able to share link to people to join.

3.2 Product Requirements

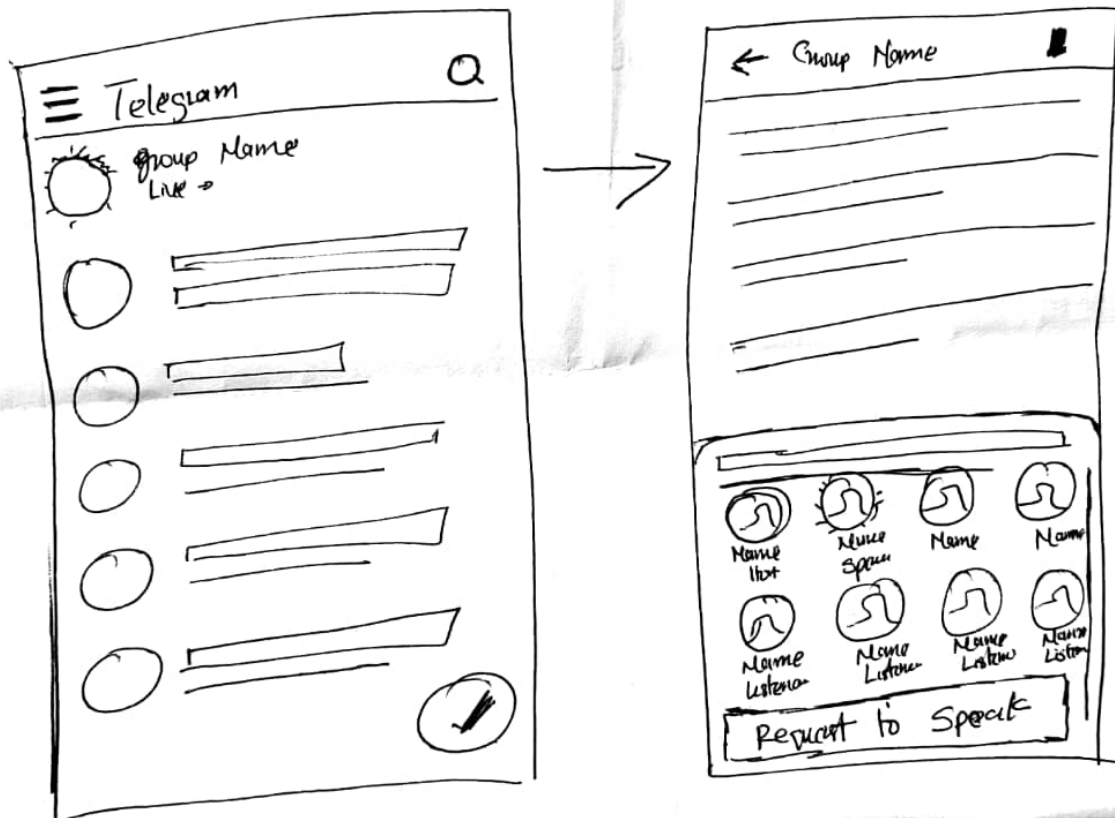
A product requirements defines the requirements of a particular product, including the product's purpose, features, functionality, and behavior. It serves as a guide for business and technical teams to help build, launch, or market the product.

- User can share link to the group for other to join the conversation.
- User can exit the conversation at anytime.
- User should be able to initiate the audio-conversation when it is time.
- User can ask to speak.
- User can mute and unmute.
- User as the group admin, should accept or reject who to speak.

3.3 Initial Wireframes

Now That I have the understanding of what user should be able to do, I will like to express this in wireframes.

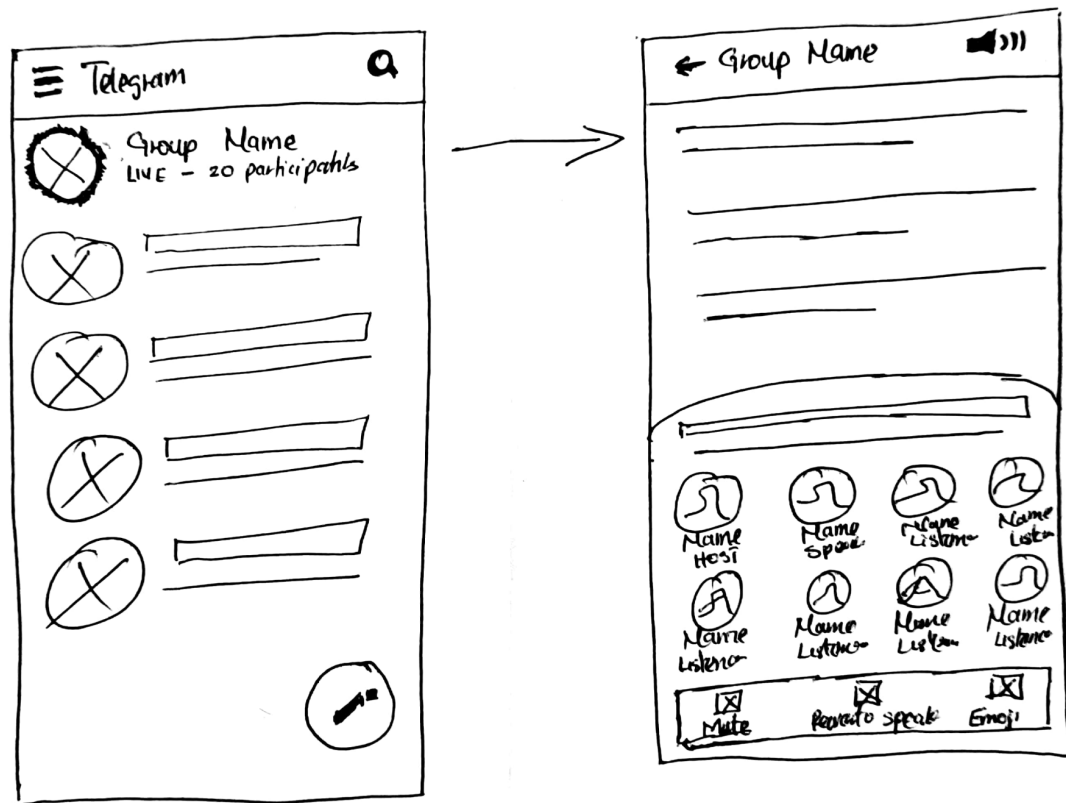
The core elements/items that must be part of the UI include User Profile Picture & Name, Call-to-Action, Audio-Visual, Participant counts, Speaker, and Host.



Initial Wireframes

3.4 Refined & Final Wireframes

After the initial sketch, I decided to refine it but at this point with emojis (love, like, thumb-up) included as a way for the participants to express themselves.



Final Wireframes

3.5 Success Metrics

The main objectives is to grow user adoptions and enhance the retention. However, to understand the the impact of the new feature to implement toward acheiving the business goals. I decided to track the following per session, per day, per week, and per month:

1. Toota number of time audio-converation has been created.
2. Total number of listeners against total no. of group members.
3. Time spent listening.
4. Percentage of members that exited the converation per session.

It would be considered a success for me when we are able to record at least 20% increase in user engagements.