Improve the birthday experience on Facebook.

# Facebook's Vision

Give people the power to build community and bring the world closer together.

# Facebook Birthday Vision

Enhance user engagement, foster meaningful connections, and provide a platform for celebrating birthdays in a digital and interactive way.

# User Segmentation

Based on engagement level:

1. **Active Users:** Frequent interaction, posts, likes, comments, shares.

2. **Casual Users:** Moderate activity, occasional likes and comments.

3. **Lurkers:** Rare interactions, passive observers.

4. **One-Time Users:** Infrequent logins only during special occasions like birthdays or holidays

5. **Inactive Users:** Long periods of inactivity.

6. **New Users:** Recent joiners, exploring Facebook.

Focusing on active users for improving Facebook's birthday experience is ideal due to their high engagement levels. their interactions are more likely to be seen by a broader audience which can lead to a viral effect, where others are encouraged to participate, further enhancing the experience.

# User Goal

- **Celebration** : Celebrate birthdays with friends and family members

- **Connection** : Strengthen social connections by acknowledging important dates in their friends' lives

- **Visibility** : Increased visibility within social circles as posts and greetings are seen by a broader audience.

- **Personal Satisfaction** from Sending heartfelt birthday wishes and making others feel special

# User Pain point

**Generic Birthday Wishes** Users often receive a flood of identical or uninspired "Happy Birthday" messages, which can feel impersonal and overwhelming. This diminishes the genuine and meaningful connections that users desire on their special day.

**Difficulty in Responding:** Responding to individual birthday messages and posts can be time-consuming, especially for users with a large number of friends.

Focusing on Personalization is the way ahead as it help users convey more heartfelt messages to their friends, strengthening social connections.

# Possible Solutions

- **Personalized Greetings** including user's past interactions and posts to create personalized birthday greetings that includes relevant memories, photos, and even videos, making them more meaningful and engaging.

- **AI-Powered Gift recommendation** based on a user's friends and interests.

- **Charity Donations** which users can setup on their birthdays to support/endorse interests and causes they care about.

- **Memories Compilation:** video compilations of a user's past birthday celebrations and milestones, providing a nostalgic and heartwarming experience.

Personalized Greetings create lasting memories and positive associations with the platform, making it the ideal solution among the options presented.

# Product Vision

Enhancing Facebook birthdays with Personalized Greetings, crafted from past interactions and posts, fostering meaningful connections and lasting memories.
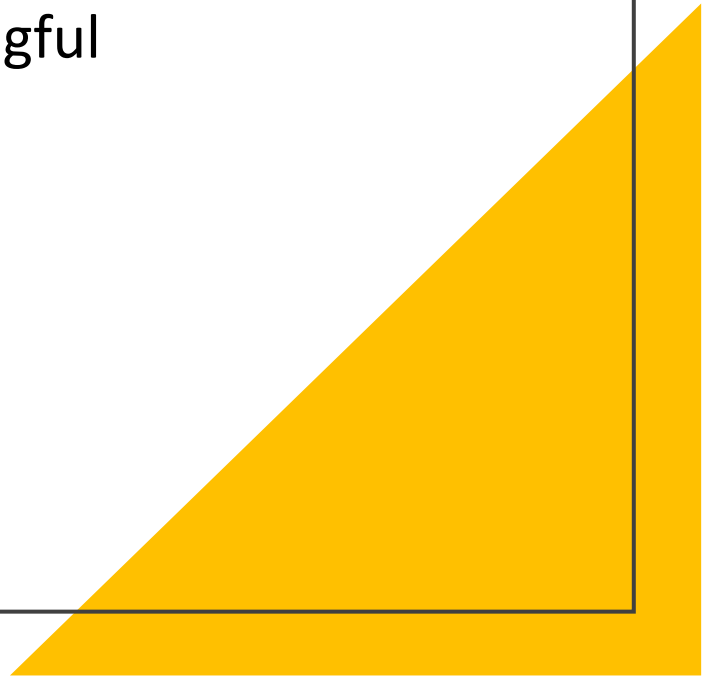
# Product Features

**AI Curated Birthday Message** based on the user's past interactions, memories, and posts.

**Personalized photo and video compilations** auto-generated to be included in the birthday wishes Showcasing memorable moments shared between the user and the recipient.

# North Star Metrics

**"Average User Sentiment Score (AUSS) for Personalized Birthday Wishes."**

- This metric measures the emotional impact of personalized birthday wishes sent through the feature. It considers factors like user feedback, reactions, comments, and the depth of emotional engagement generated by these personalized greetings.

- A high AUSS indicates that the feature is successfully fostering meaningful connections, creating emotional experiences, and enhancing user satisfaction during birthday celebrations on Facebook.

# Go To Market Strategy

**Market Research:** Analyze user data and feedback to understand the current pain points and preferences related to birthday greetings. Identify user segments that value personalized greetings the most.

**Product Development:** Build and test the Personalized Wishes feature with a select group of users to gather feedback and make improvements.

**User Education:** Create engaging tutorials and guides to show users how to use the new feature.

**Feature Promotion:** Announce the new feature through in-app notifications, emails, and social media. Encourage users to try it out during their friends' birthdays.

**Feedback Loop:** Continuously gather user feedback to refine and improve the feature. Address any issues or bugs promptly.

**Partnerships:** Collaborate with influencers or celebrities to promote the feature through their accounts.

**Data Analytics:** Monitor user engagement and satisfaction with personalized wishes. Track the North Star Metric