

Reels Categorization

For providing personalized reels recommendations to viewers

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Problem Alignment

What problem are we solving?

Viewers are recommended reels which they aren't interested in.

Problem brief

Currently Instagram uses a variety of algorithms, classifiers, and processes, each with its own purpose to provide reels recommendations to viewers.

It has been observed that viewers are not happy with current recommendations and they expect these recommendations to be personalized.

Users Reviews -

Stacey McLachlan

September 8, 2021

After all, the Reels button is right at the bottom center of the Instagram home screen, and when I tap on it, I'm fed a nonsense parade of content from accounts I've never heard of.

I see some guy trying to walk down the stairs with the whirlpool filter on; I see cute tweens dancing; I see an Indian bride showing off her makeup. Who are these people, and how did they get in my phone...



Humza Ahmad

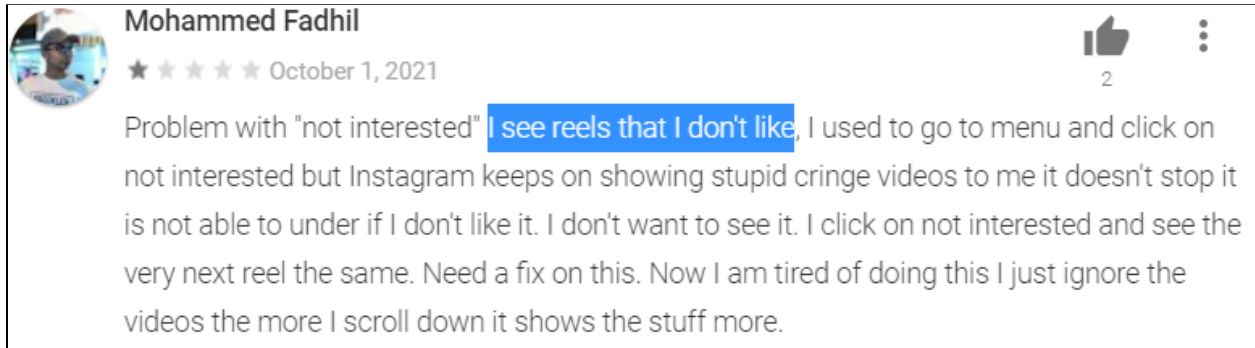
★★★★★ September 13, 2021



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The application has become very laggy especially when dealing with direct messages (speaking of still no option to enable cross app messagin doesn't resulting in my account not being able to use "new" features such as reply). Furthermore, the app used to handle reels surprisingly well showcasing content j was interested in but ever since the update the algorithm must've changed as I'm only getting garbage content there now which makes me just close the application.



Solution Alignment

What solution are we building?

“Reels Categorization” - for providing personalized reels recommendations to viewers.

What is Reels Categorization?

- Reels Creators will have to select the category of reel based on its content type, before uploading it
- Viewers will have to choose reels categories they are interested in watching
- With this data (category of reel & viewers interest) we can now strengthen our algorithms, classifiers, and processes to
 - Provide personalized reels recommendations to our viewers
 - Ensure creators reels reach the right set of viewers

Who are we building this solution for?

1. Viewers → Instagram users who watch reels
2. Creators → Instagram users who create & upload reels

Goals of building this solution?

1. Provide personalized reels recommendations to viewers as per their interests
2. Ensuring creators reels reach the right set of viewers

User stories

- As a viewer, I want reels categorization, so that I can enjoy the content
- As a viewer, I want reels categorization, so that I find value for the time I spend on viewing reels
- As a creator, I want reels categorization, so that my reels to reach the right set of viewers
- As a creator, I want reels categorization, so that viewers engagement with my content increases & I feel motivated to create more reels

Success metrics

1. Improving reels customer satisfaction score
2. % increase in average reels watch time per week per user

Other key metrics

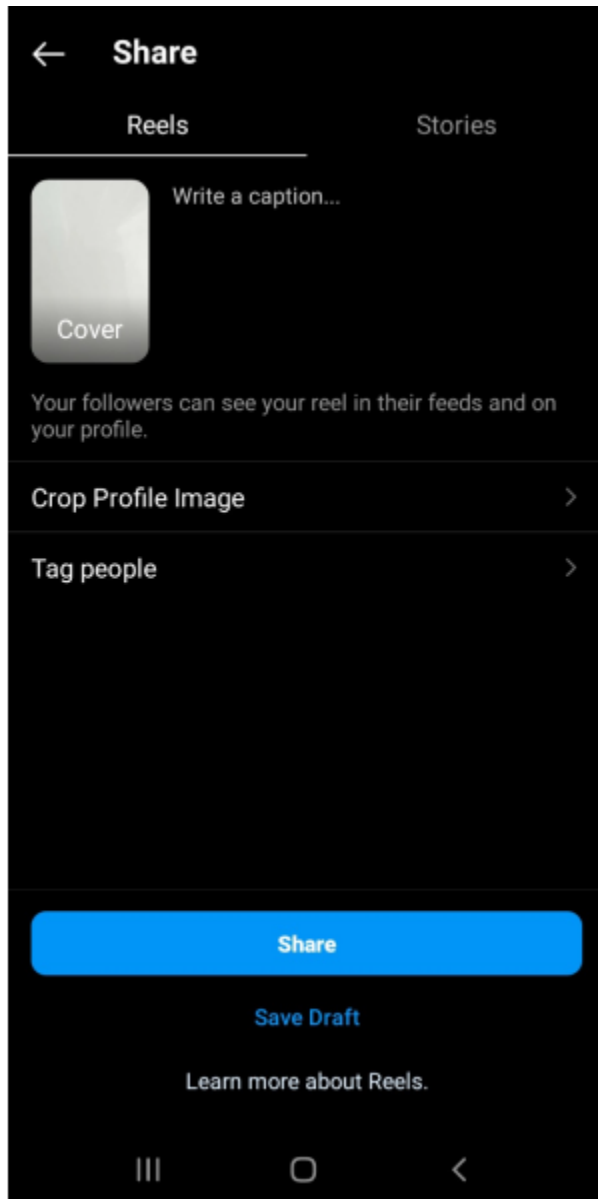
To be measured over a period of 1 month

1. % of viewers interested per category
2. Average # categories chosen per user
3. % viewers clicking Skip on interests screen
4. % increase in average number of views per reel
5. % increase in average likes, shares and comments per reel

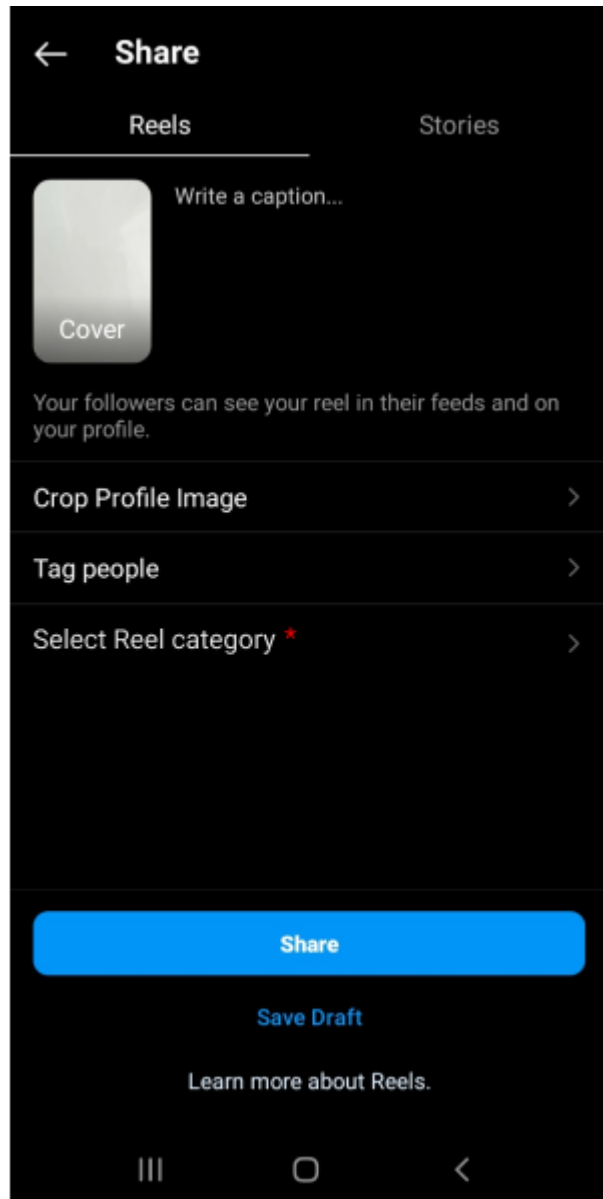
Mockups & solution details

1. Final screen before uploading a reel

Current



New

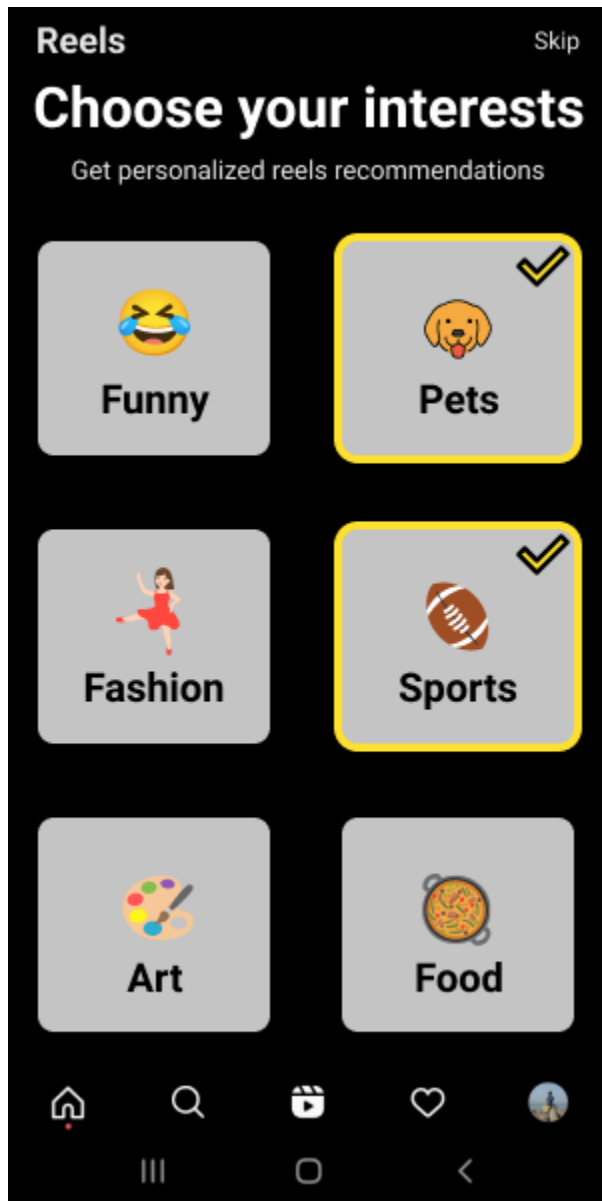


What changes have been made above?

- Added "Select Reel category"
- Before uploading a reel, creators will now have to compulsorily select the category of reel

2. Asking viewers to choose their reels interests

New

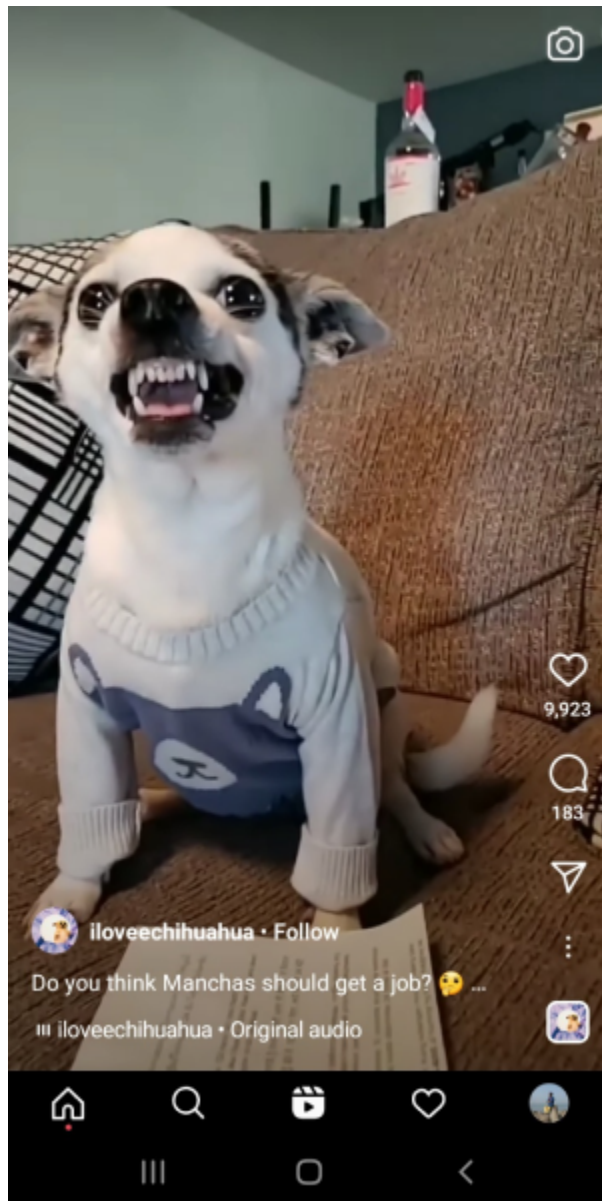


- When viewers will click on Reels icon for the first time after we roll out this solution, they will be presented with this new screen
- Here we ask viewers to choose their interest(s), in order to provide them personalized reels recommendations
- Viewers can choose any number of interests from the available list
- If viewers are not yet sure about their interests, they can click on "Skip"

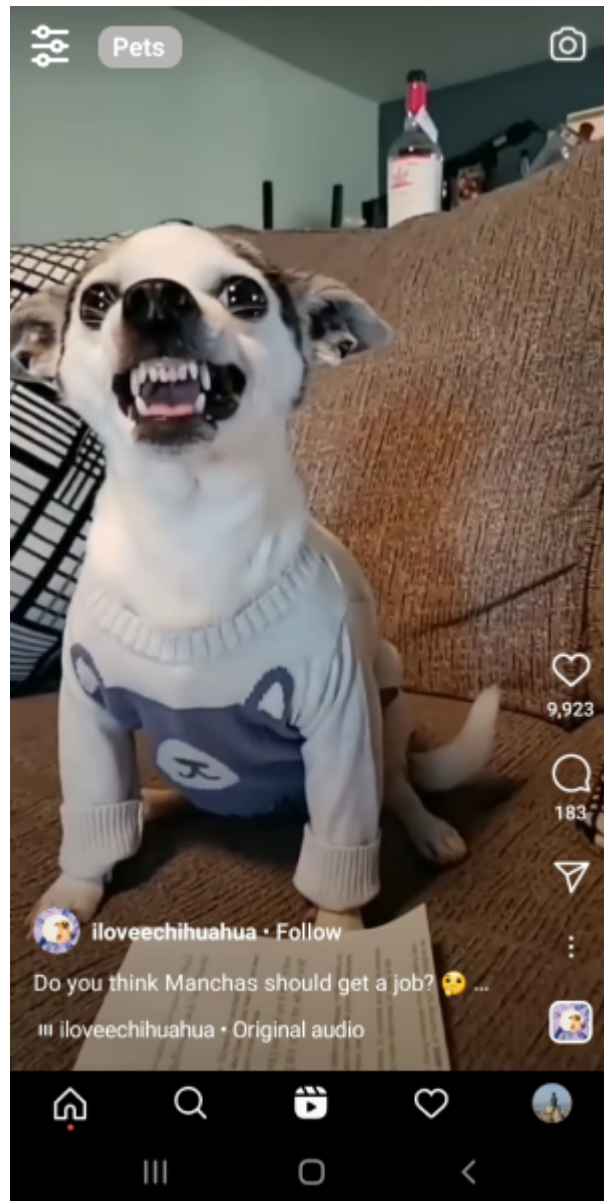
- After choosing their interests / clicking on Skip, they will be presented with reels feed

3. Reels feed screen

Current



New



What changes have been made above?

- “Edit your interests” icon & “Category of reel” label added on the left top side of the screen

- By clicking on the “Edit your interests” icon, viewers will be presented with the “Choose your interests” screen , here they can update their reels interests any number of times
- “Category of reel” label is included to inform the viewer about the category of that specific reel

Reels Categorization Requirements

Requirement	Location	Priority	Milestone	Status
“Select Reel category” option	final screen before uploading a reel	Must have	M1	Yet to start
6 reels categories	Choose your interests screen	Must have	M1	Yet to start
“Skip” option		Must have	M1	Yet to start
“Surprise me” option		Should have	M2	Yet to start
“Edit your interests” option	Reels feed	Must have	M1	Yet to start
“Category of reel” label		Must have	M1	Yet to start

FAQs

Q) What is the “Surprise me” option?

→ When viewers click on “Surprise me”, their Reels feed will be filled with recommendations based on their behavior.

Q) What if the creators are not sure about the category of reels. Before uploading what do they select the reel category as?

→ We will have an “I’m not sure” option to cover this edge case.

Roll Out Plan

- M1 & M2 will be first rolled out only for the USA
- Once Reels Categorization is stable & successful in the USA, we will launch it globally in a phased manner

(Consider this document was written on February 1, 2021)

M1

- Alpha on 1st April 2021
- Beta on 1st May 2021. Provided there are no bugs or major concerns in Alpha
- Production as an experiment on 10th May 2021

M2

- Alpha on 25th May 2021
- Beta on 9th June 2021. Provided there are no bugs or major concerns in Alpha
- Will launch on production after we have experiment results from M1
- Production 18th June 2021

Feature Evolution

If this feature succeeds, what should we do next?

Feature

- Introduce more interest categories for viewers to choose from.
- Explore all reels from a particular category by tapping on the “Category of reel” label on reels feed.