

Forecasting the Future – Shilpa Sarkar, Product Lead Instagram

Highlight from #pmf19 – Product Management Festival 2019

3 Principles of Innovative Products



Principle 1

**OBSERVE
INDIVIDUALS**



Principle 2

**DESIGN WITH
AN OPINION**



Principle 3

**EVOLVE WITH
YOUR COMMUNITY**

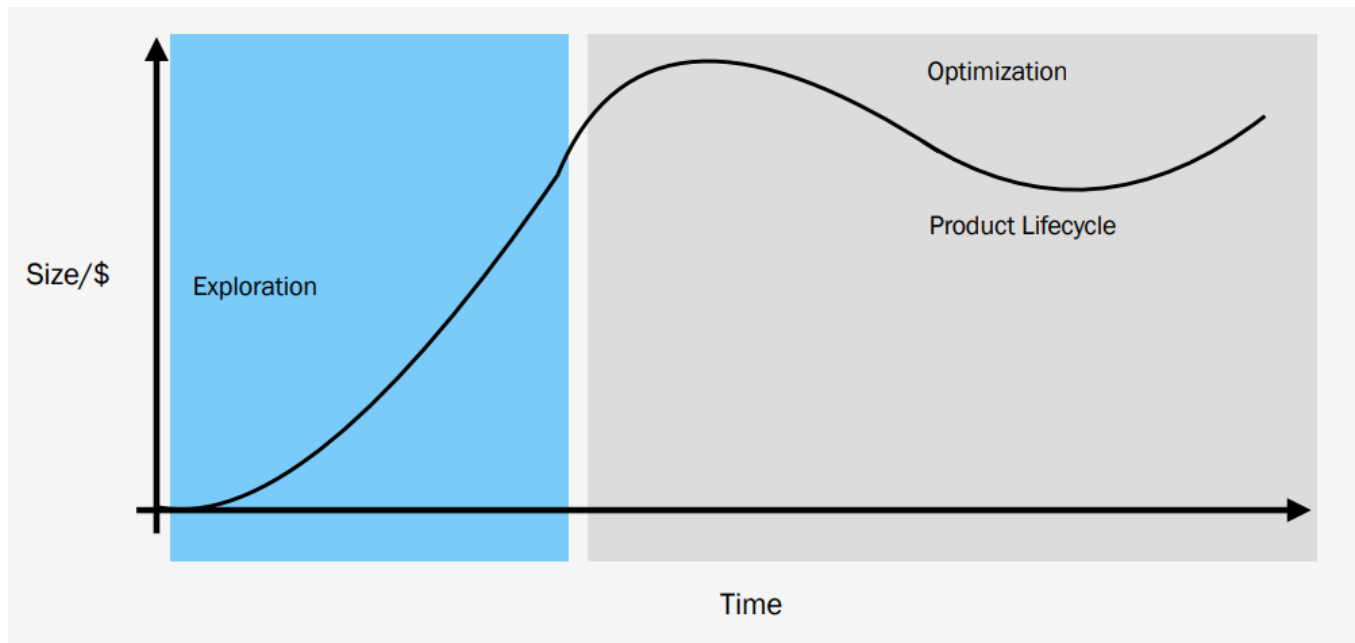
1. Observe individuals (don't just look at data)
2. Design with an opinion
3. Evolve with your community

The Instagram success story

Forecasting the Future – Shilpa Sark...

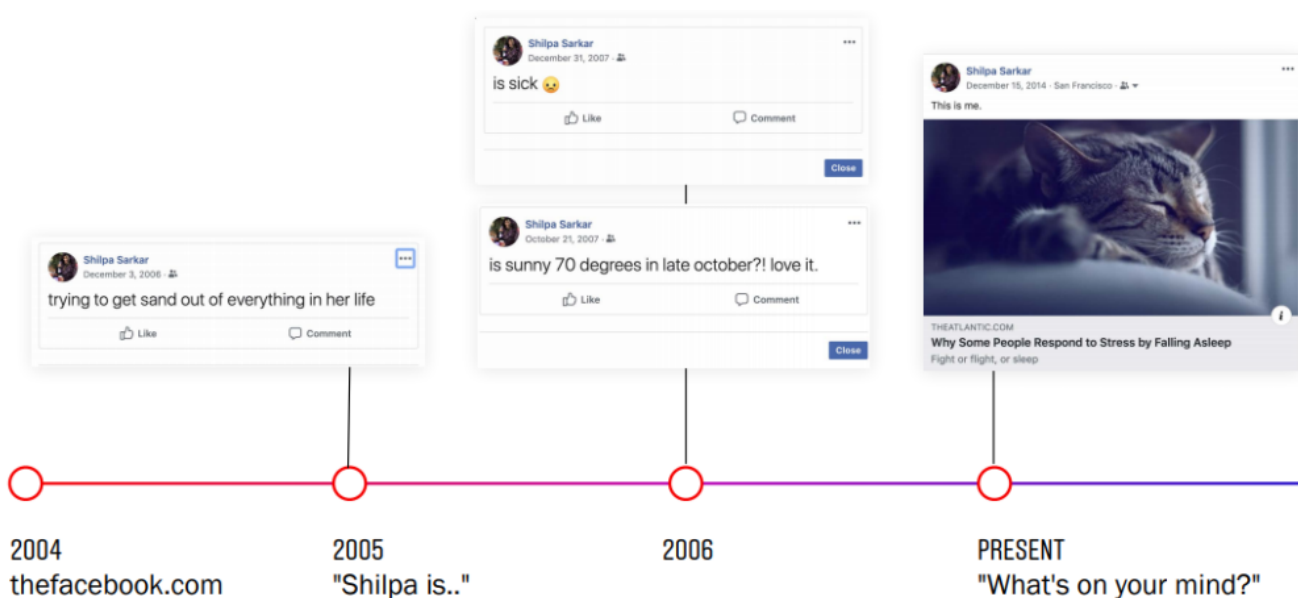
by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-forecasting-the-future-shilpa-sarkar-product-lead-instagram/>



Similar to the 3X model from Kent Beck (without purpose and activities)

Design with an opinion



Example from facebook

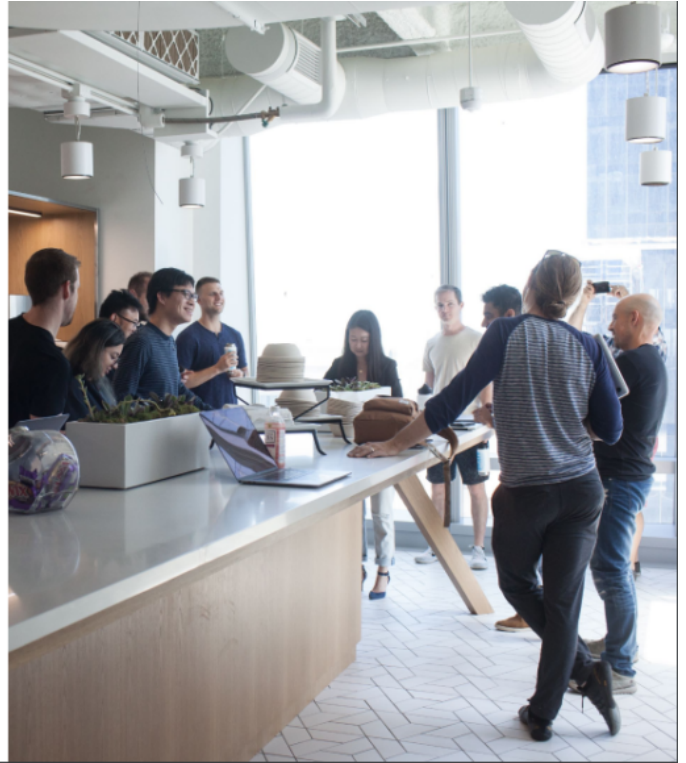
Forecasting the Future – Shilpa Sark...

by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-forecasting-the-future-shilpa-sarkar-product-lead-instagram/>



The CEO office



Evolve with your community



F&F
2010



CELEBS



BRANDS



CREATORS
TODAY



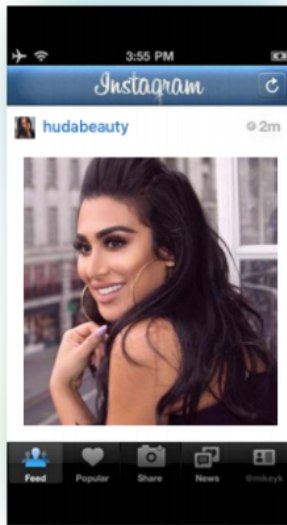
Example Instagram

Forecasting the Future – Shilpa Sark...

by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-forecasting-the-future-shilpa-sarkar-product-lead-instagram/>

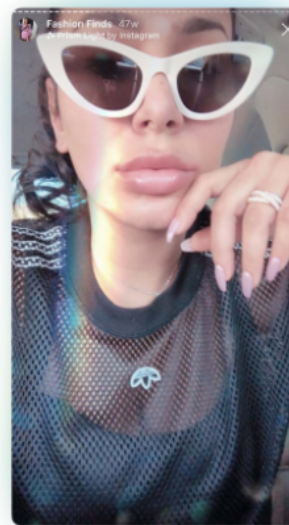
@HUDABEAUTY



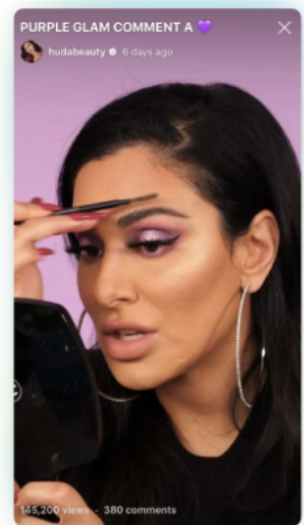
PHOTOS



VIDEOS IN FEED



STORIES



IGTV

Example @hudabeauty

Thanks [Shilpa](#).

[More highlights on the #pmf overview page.](#)

We Go Beyond Agile

Beyond Agility
Zürich - Switzerland