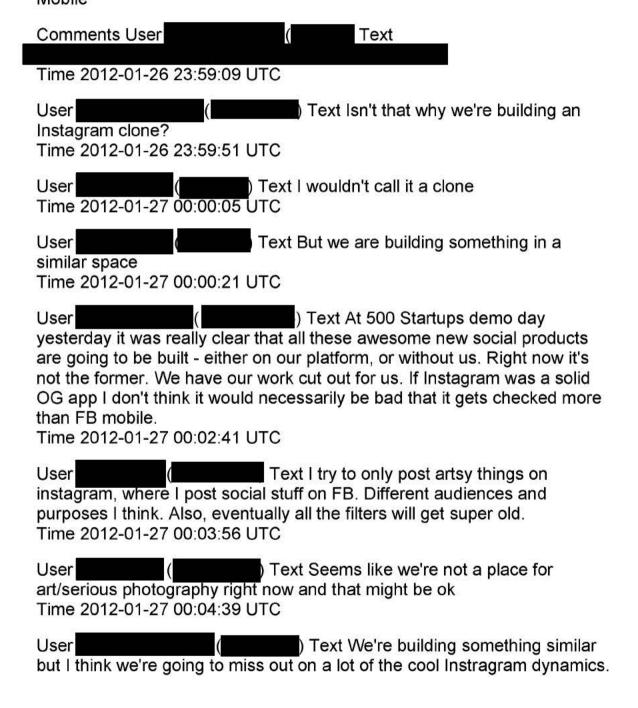Posted 2012-01-26 23:52:32 UTC
Status Instagram is eating our lunch. We should've owned this space but we're already losing quite badly. Lots of new friends are joining and following me every week, and I find myself checking it far more often than FB Mobile. It's a far more focused, compelling way to keep up with what my friends are doing. Google+ is a red herring — we are getting distracted by a shitty clone while guys like Instragram and Pinterest ramp up and create new markets that we should've seen coming.
Mobile

Comments User ████████ (█████ Text ████████████
████████████████████████████
Time 2012-01-26 23:59:09 UTC

User ████████ (████████) Text Isn't that why we're building an Instagram clone?
Time 2012-01-26 23:59:51 UTC

User ████████ (████████) Text I wouldn't call it a clone
Time 2012-01-27 00:00:05 UTC

User ████████ (████████) Text But we are building something in a similar space
Time 2012-01-27 00:00:21 UTC

User ████████ (████████) Text At 500 Startups demo day yesterday it was really clear that all these awesome new social products are going to be built - either on our platform, or without us. Right now it's not the former. We have our work cut out for us. If Instagram was a solid OG app I don't think it would necessarily be bad that it gets checked more than FB mobile.
Time 2012-01-27 00:02:41 UTC

User ████████ (████████) Text I try to only post artsy things on instagram, where I post social stuff on FB. Different audiences and purposes I think. Also, eventually all the filters will get super old.
Time 2012-01-27 00:03:56 UTC

User ████████ (████████) Text Seems like we're not a place for art/serious photography right now and that might be ok
Time 2012-01-27 00:04:39 UTC

User ████████ (████████) Text We're building something similar but I think we're going to miss out on a lot of the cool Instragram dynamics.

I've heard that we might cut the focused consumption experience from v1 of snap, but I spend most of my time on Instagram looking at other people's photos. Instagram also makes it easy to follow people you don't know (in addition to people you do know), which makes things quite interesting as well. They've done a lot to build an interesting community and I think that's going to be hard to replicate. ███ — I don't think most people use Instragram for "art" photography. It's more "fun" photography. Lots of people I follow post at least a photo a day, and it's still really interesting to see how people's lives are unfolding in real time. The filters and the different square format give people artistic licence that they didn't have before, and that makes them more likely to post.
Time 2012-01-27 00:08:43 UTC

User ███████ (██████) Text Google+ isn't shitty. It's a better implementation of a broad social network than our own in many respects; it just happens to be late to the party. We definitely need to be ahead of the upstarts as well, but most days I'd take a Facebook that just worked better, looked better and wasn't riddled with bugs over a social pin board. Also, as far as I know there are only like 3 people in the company who are focused on Google+, and we haven't shifted our product roadmap in any meaningful way to respond to it.
Time 2012-01-27 00:09:22 UTC

User ████████ (███████) Text ███, I don't really think people make that distinction. More and more of my friends are using Instagram and Path to share their life and I don't think artsy photo filters are to thank. It comes down to how focused and simple these apps are and how frictionless it is to share with them. What's interesting now that more "regular people" adopt these products is that they don't seem to care too much about their friends being a part of it.
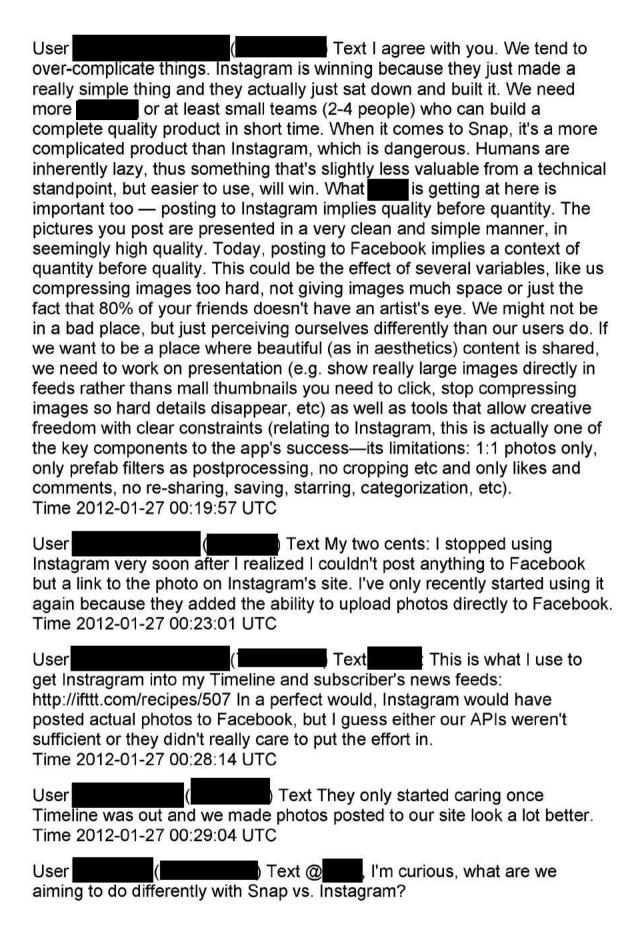Time 2012-01-27 00:13:05 UTC

User ███████ (███████) Text I've heard really good things about the new Path as well.
Time 2012-01-27 00:13:11 UTC

User ███████ (███████ Text (Not trolling)
Time 2012-01-27 00:13:18 UTC

User ██████ (█████) Text Interesting fact: 40% of photos uploaded in instagram don't use a filter. Although this could mean these users are filtering their photos in other apps or using tilt-shift (which doesn't count as a filter)
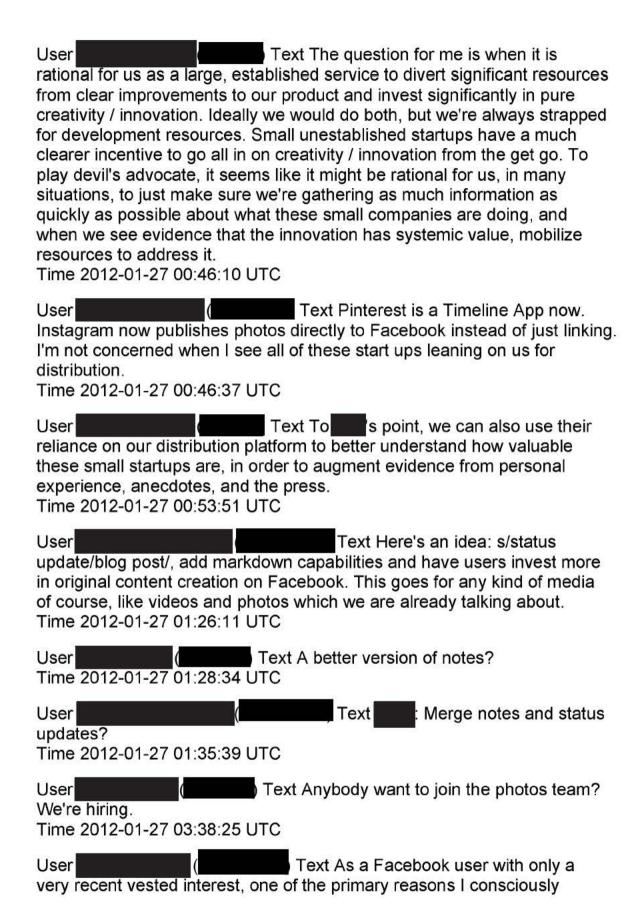Time 2012-01-27 00:18:59 UTC

User ███████████████ (█████████ Text I agree with you. We tend to over-complicate things. Instagram is winning because they just made a really simple thing and they actually just sat down and built it. We need more ███████ or at least small teams (2-4 people) who can build a complete quality product in short time. When it comes to Snap, it's a more complicated product than Instagram, which is dangerous. Humans are inherently lazy, thus something that's slightly less valuable from a technical standpoint, but easier to use, will win. What █████ is getting at here is important too — posting to Instagram implies quality before quantity. The pictures you post are presented in a very clean and simple manner, in seemingly high quality. Today, posting to Facebook implies a context of quantity before quality. This could be the effect of several variables, like us compressing images too hard, not giving images much space or just the fact that 80% of your friends doesn't have an artist's eye. We might not be in a bad place, but just perceiving ourselves differently than our users do. If we want to be a place where beautiful (as in aesthetics) content is shared, we need to work on presentation (e.g. show really large images directly in feeds rather thans mall thumbnails you need to click, stop compressing images so hard details disappear, etc) as well as tools that allow creative freedom with clear constraints (relating to Instagram, this is actually one of the key components to the app's success—its limitations: 1:1 photos only, only prefab filters as postprocessing, no cropping etc and only likes and comments, no re-sharing, saving, starring, categorization, etc).
Time 2012-01-27 00:19:57 UTC

User ███████████████ (█████████ Text My two cents: I stopped using Instagram very soon after I realized I couldn't post anything to Facebook but a link to the photo on Instagram's site. I've only recently started using it again because they added the ability to upload photos directly to Facebook.
Time 2012-01-27 00:23:01 UTC

User ███████████████ (██████████ Text ██████ This is what I use to get Instragram into my Timeline and subscriber's news feeds: http://ifttt.com/recipes/507 In a perfect would, Instagram would have posted actual photos to Facebook, but I guess either our APIs weren't sufficient or they didn't really care to put the effort in.
Time 2012-01-27 00:28:14 UTC

User ██████████ (█████████ Text They only started caring once Timeline was out and we made photos posted to our site look a lot better.
Time 2012-01-27 00:29:04 UTC

User ████████ (█████████████ Text @███, I'm curious, what are we aiming to do differently with Snap vs. Instagram?

Time 2012-01-27 00:30:21 UTC

User ███████████ (███████████ Text No offense, but I personally still wonder why we're trying to play the platform and product game at the same time with Snap. If we make the photo consumption experience better than every other platform out there, then wouldn't external apps that can make it easy to share photos just flock to us?

Time 2012-01-27 00:32:20 UTC

User ███████████ (███████ Text ████ I'm certainly not advocating that we create a social pinboard. But there's a bunch of subtle things that we could do to encourage that same kind of sharing. Some of that sharing, like the recent proliferation of re-shared photos, is already happening. Mostly I'm just frustrated by our tendency to pay attention to what the Valley is saying instead of what the real world is doing. Pinterest is a great example of this: Techcrunch et al didn't really pay attention to them until they really started to blow up in the last month or so, and this is because most of their initial popularity came from outside the valley. There may only be 3 people working on Google+ related things (although didn't we have a whole war room of people working on FL redux?), but there's certainly a lot more people devoting energy to thinking about them, when really their product is not that much different than our own. It's fairly easy to one-up G+ on features, and though their distribution is scary, I'm far more scared by things that make us look like dinosaurs (Instragram, Pinterest), in the sense that they're creating categories of experiences that just don't exist (and can't easily exist) on FB. And as ████████ points out, we're not set up well as a company to innovate with new categories. Snap is taking months and months, and it only exists as a reaction to Instragam. It's not like someone said "Hey, wouldn't it be cool if...", and then went and built a new thing in two months. If everything is strategic then nothing is creative and innovative.

Time 2012-01-27 00:32:27 UTC

User ███████████ (███████████ Text @████████ as of now, the big differentiator is multi-photo upload (which is what we've been spending a lot of time nailing on design) Face detection for ease of tagging is realistic for 1.0. We're really interested in face recognition, but not sure if it will make it for 1.0

Time 2012-01-27 00:39:30 UTC

User ███████████ (███████ Text A simple multi-photo upload is really tough. No one I know of has done it right yet, I think we'll be the first to nail it.

Time 2012-01-27 00:42:28 UTC

User ████████████ ███████ Text The question for me is when it is rational for us as a large, established service to divert significant resources from clear improvements to our product and invest significantly in pure creativity / innovation. Ideally we would do both, but we're always strapped for development resources. Small unestablished startups have a much clearer incentive to go all in on creativity / innovation from the get go. To play devil's advocate, it seems like it might be rational for us, in many situations, to just make sure we're gathering as much information as quickly as possible about what these small companies are doing, and when we see evidence that the innovation has systemic value, mobilize resources to address it.
Time 2012-01-27 00:46:10 UTC

User ████████████ (████████ Text Pinterest is a Timeline App now. Instagram now publishes photos directly to Facebook instead of just linking. I'm not concerned when I see all of these start ups leaning on us for distribution.
Time 2012-01-27 00:46:37 UTC

User ████████████ (██████ Text To ████'s point, we can also use their reliance on our distribution platform to better understand how valuable these small startups are, in order to augment evidence from personal experience, anecdotes, and the press.
Time 2012-01-27 00:53:51 UTC

User ████████████ (████████████ Text Here's an idea: s/status update/blog post/, add markdown capabilities and have users invest more in original content creation on Facebook. This goes for any kind of media of course, like videos and photos which we are already talking about.
Time 2012-01-27 01:26:11 UTC

User ████████ (██████ Text A better version of notes?
Time 2012-01-27 01:28:34 UTC

User ████████████ (██████ Text ████: Merge notes and status updates?
Time 2012-01-27 01:35:39 UTC

User ████████ (██████ Text Anybody want to join the photos team? We're hiring.
Time 2012-01-27 03:38:25 UTC

User ████████ (██████ Text As a Facebook user with only a very recent vested interest, one of the primary reasons I consciously

choose to tap on Instagram/Path/Gowalla/Whatever rather than Facebook to share is because I know that then a set of friends are highly likely to see it. With Facebook, its more of a shot in the dark. I don't know if my content will appear in my friends feeds such that they even have a chance of seeing it. Most of the times I've made one of these conscious choices to share elsewhere but still publish that activity to Facebook I get a significant amount more feedback on the originating application, likely for the reason I'm citing in addition to many of the reasons cited here so far. This then further dilutes any need I might feel to share on Facebook. I just want my friends to see my stuff and I want to know that they did. This, by and large, is the only reason I would opt out of sharing on Facebook over any other service.

Time 2012-01-27 05:55:28 UTC