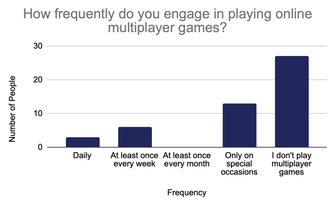
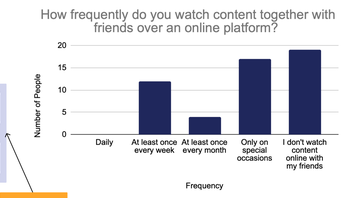
User Research

Discord survey insights - with 52 respondents

Survey Link Results





Don't prefer interacting with friends online

Can't find time

I'm an Introvert

Tough to coordinate timings with friends

I don't watch content online with my friends

I don't play multiplayer games

57%

Stream TV shows or movies

Short form video content like Vlogs, Reels, Shorts

Audio content like podcasts, audiobooks

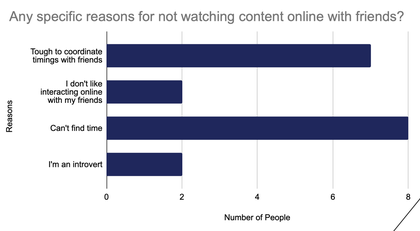
Gaming

Youtube

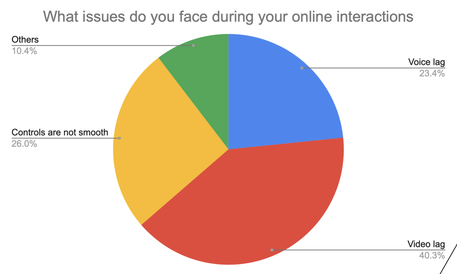
Jamming to music

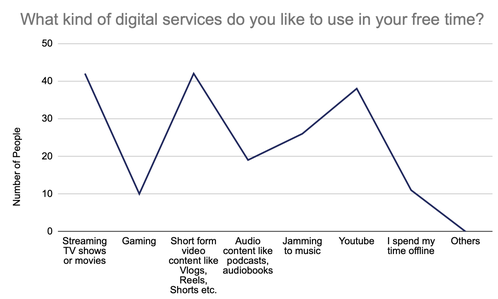
79%

43%



People who watch content online and play multiplayer games online





21%

I spend my time offline

Others

Everyone

79%

Have heard of Discord

55%

All interactions are covered between WhatsApp, Instagram, Facetime and Zoom

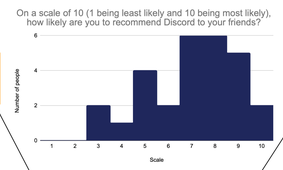
Don't use Discord

Not involved with the gaming community

Don't use too many apps

Friends don't use Discord

45%



Use Discord

Least pleasant part of the onboarding experience

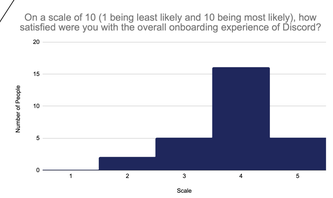
Lack of a tutorial walkthrough

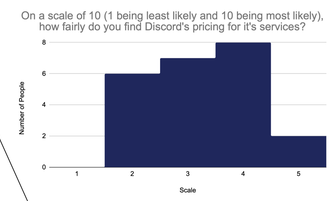
Unable to spot menus and settings

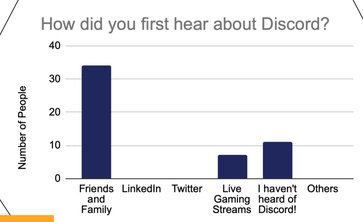
Way more complicated and less intuitive UI compared to other social media apps

Poor discoverability of friends

Calls don't disconnect automatically







21%

Haven't heard of Discord

favourite part of the onboarding experience

UI/UX was refreshing and dynamic

Easy account creation

Most services are free

Ease of navigation

Friends helped me figure it out

Rahul Paul

Problem Framing

What is the true problem?

People don't use Discord, since their friends are not using it. Most people associate Discord with the **gaming community.** New users:

1. Find the **interface confusing** since it is very different from other social media platforms
2. Find it difficult to add friends
3. Unaware of **Discord Discover**.

Who are the customers facing the problem?

People who own a smartphone/laptop and want to interact with their friends online for a high quality shared audio-video experience.

How do we know it is a real problem?

- Conducted Survey
- Interviewed multiple people

What is the value generated by solving this problem?

For the target customers

New users will be able to interact with other as part of multiple different communities. People can enjoy shared online experiences at a high quality

For the business

Increasing activations will potentially increase MAU. MAU is a core indicator of business revenue for Discord.

Why should we solve this problem now?

- Increasing smartphone penetration
- Increasing internet speed and decreasing mobile data costs

Rahul Paul