URL: https://stvp.stanford.edu/clips/accommodating-customers-worldwide

Kevin Weil, head of product at Instagram, talks about the issues that a consumer company must consider when most of its users live outside the United States: the devices they use, how they connect to the Internet, as well as different social norms. Weil says the photo-sharing app has 700 million users globally, only about 20 percent of whom live in America, and so does much user research abroad.



## Transcript

   - It's one of the hardest parts of building a product from here in the US, our audience is global, we have 700,000,000 people around the world that use Instagram and you know maybe 20% of them are in the US.. So 80% are outside the US, in a different country, a lot of those are in very different circumstances, they, you know in many cases, you know, we, I bet most people in this room have I phones, the majority of people using Instagram have Android phones.. We all live on good networks, there are a lot of people that use Instagram around the world on bad networks, on no networks, you know you need to think about things like downloading things while you are on WiFi, because you can't depend on a cellular connection.. So there are very different sort of physical circumstances, there are also different social norms, people think about privacy very differently.. You and I maybe, if we get a follower on Instagram, we're like oh cool, one more follower.. There are people in the world who when they get a follower they think why is that person following, I don't know that person, why you know and there is a, so you have very, very different contacts around the world, we try and do a lot of research, we try and actually get out and talk to people all over the world as a way of getting a better sense of what their needs are and how they think about Instagram.. You know we send product managers, researchers, designers, engineers to different places in the world, because there's no substitute for actually getting out and talking to users...