

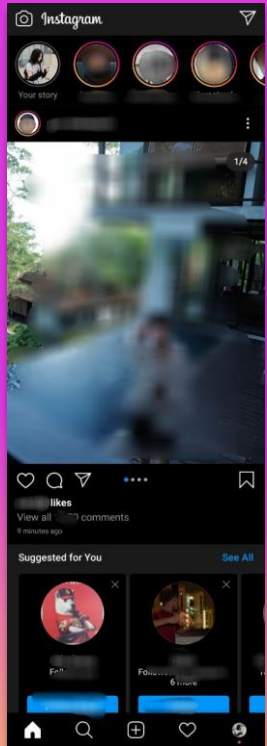
# Week 1 Assignment: Awareness



*Instagram*

By Yuki Tan

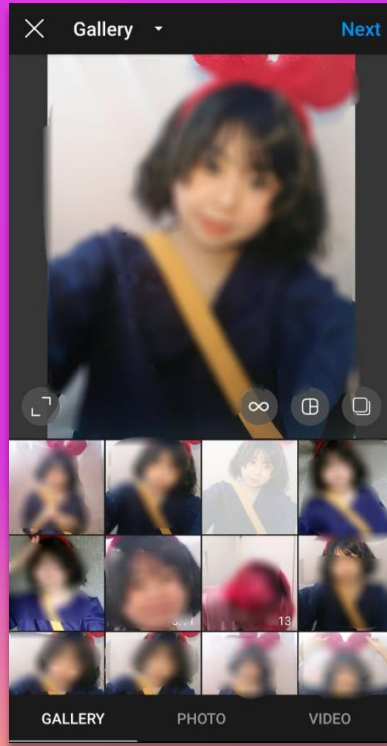
# Features in App



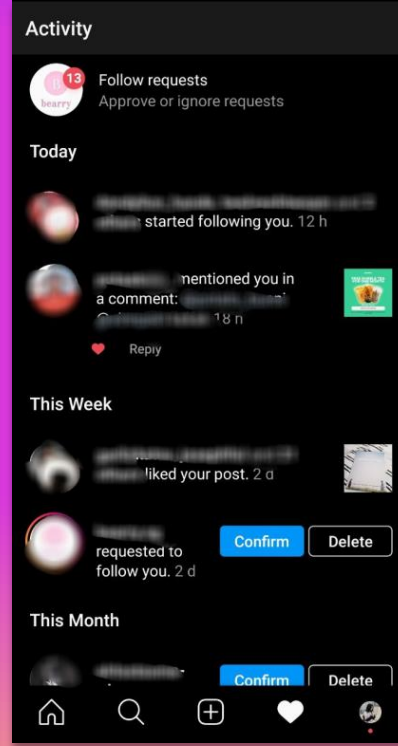
Home



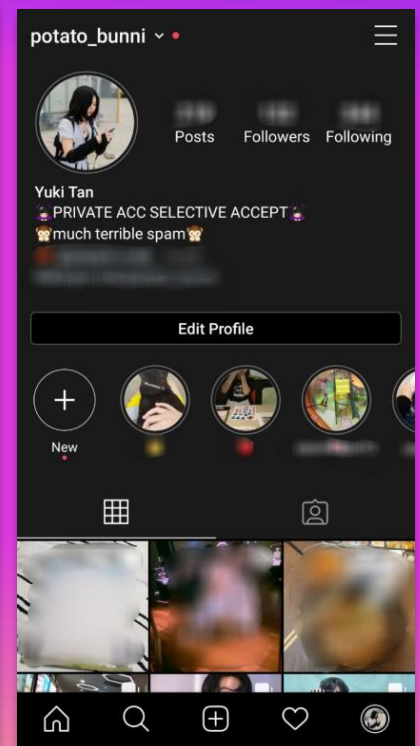
Search



Post

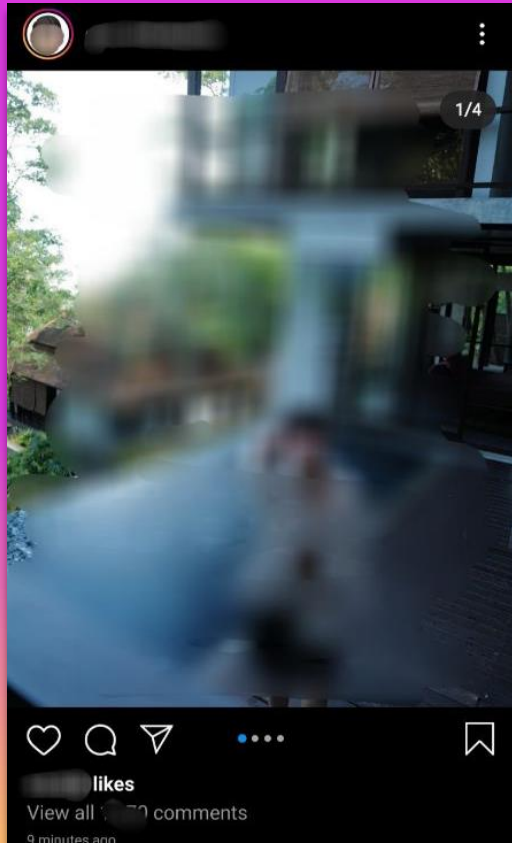


Notifications



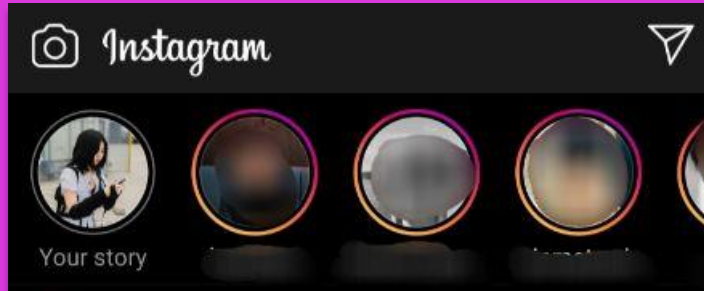
Profile

# Home Page

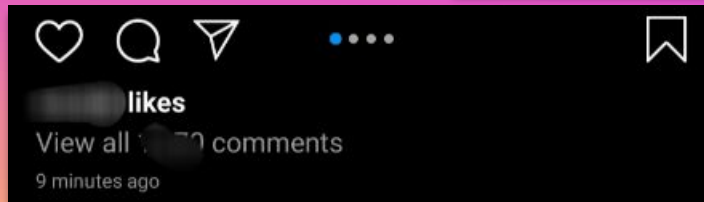


Posts

Updates



Interact



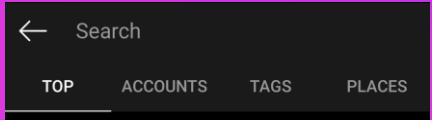
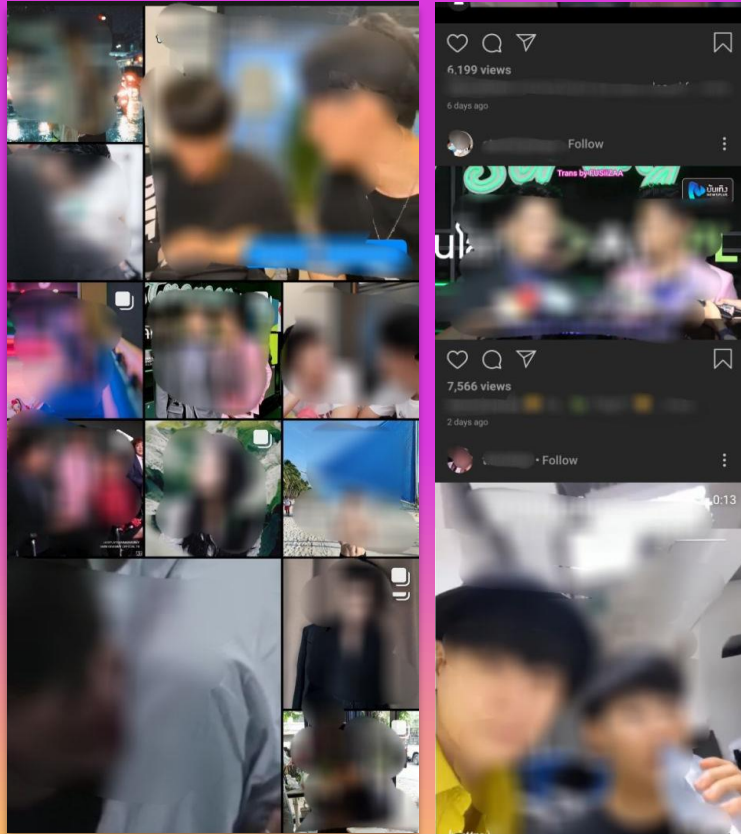
The page you are directed to when you open the app.

See **updates** from people you follow.

## Features in Home

- Posts  
See latest **photos** and **videos** people share.
- Ways to interact with posts  
**Like, Comment, Share** other people posts are ways to interact or **communicate** with one another. **Save** the post to reference back to it when needed.
- Stories  
Another way to share photos and videos but for only **24hours**.

# Search Page



Search

Explore

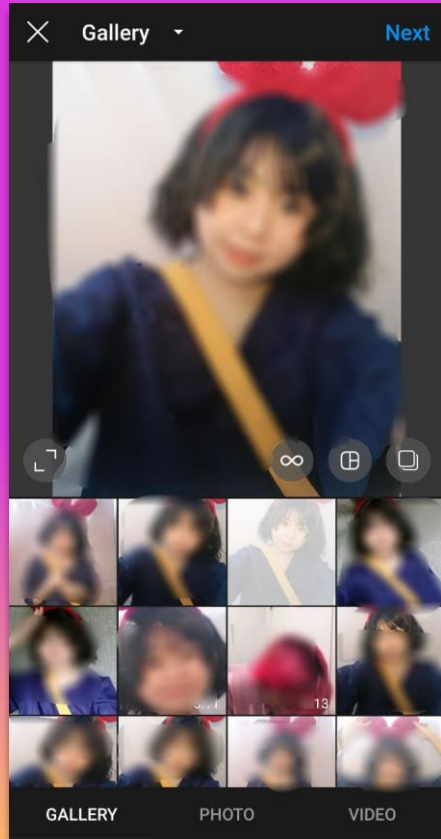
The page you can search and explore.

Find profiles, hashtags or scroll through content you may be interested.

## Features in Search

- Search Bar  
Search for accounts, hashtags or places.
- Explore Feed  
Previews of photos, stories and videos of content you may be interested. Scroll from one post to the next without the need to backout back to the previews.

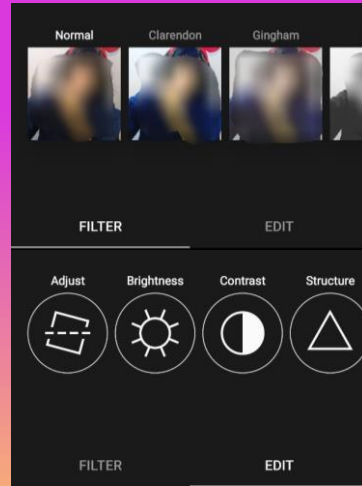
# Post Page



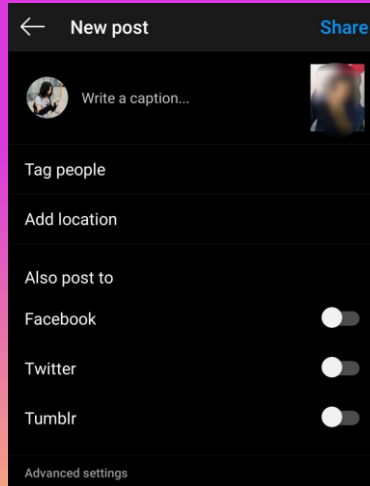
Choose



Edit



Share



The page you share your content.

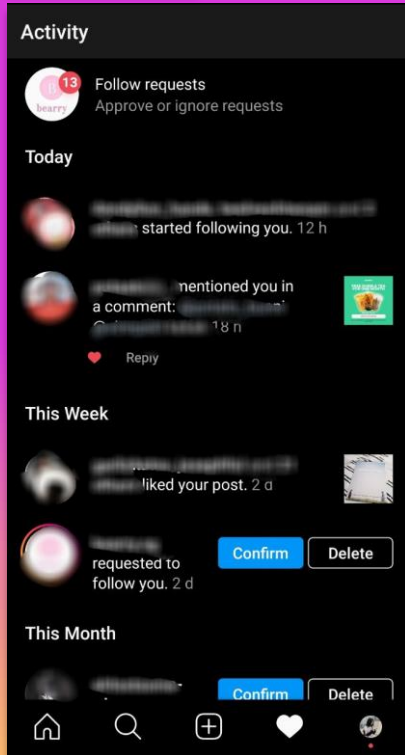
Select your photos/videos, edit and share them.

## Features in Post

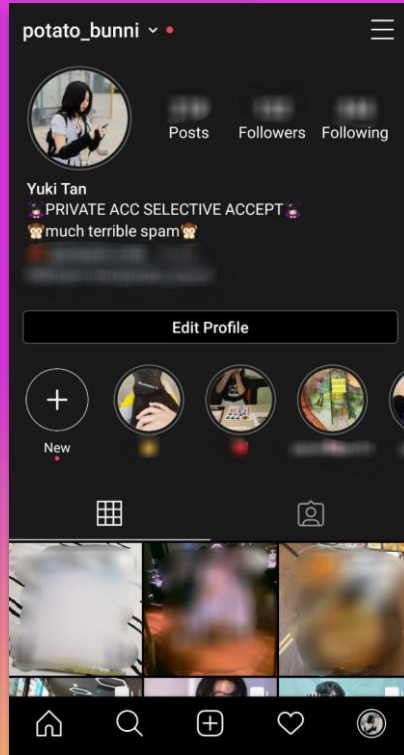
- Choose  
Select the photos or video you would want to posts.  
Tools such as **cropping**, **boomerang**, **collage** and **multiple photos**.
- Edit  
Filters and edit tools available.
- Share  
Write a caption and share! Easily accessible functions like **tagging** other accounts or sharing through **other social platforms**.

# Notifications & Profile Page

## Update



## Customize



The page you receive activity notifications.

## Features in Notifications

- Activity
- Easily view latest notifications.

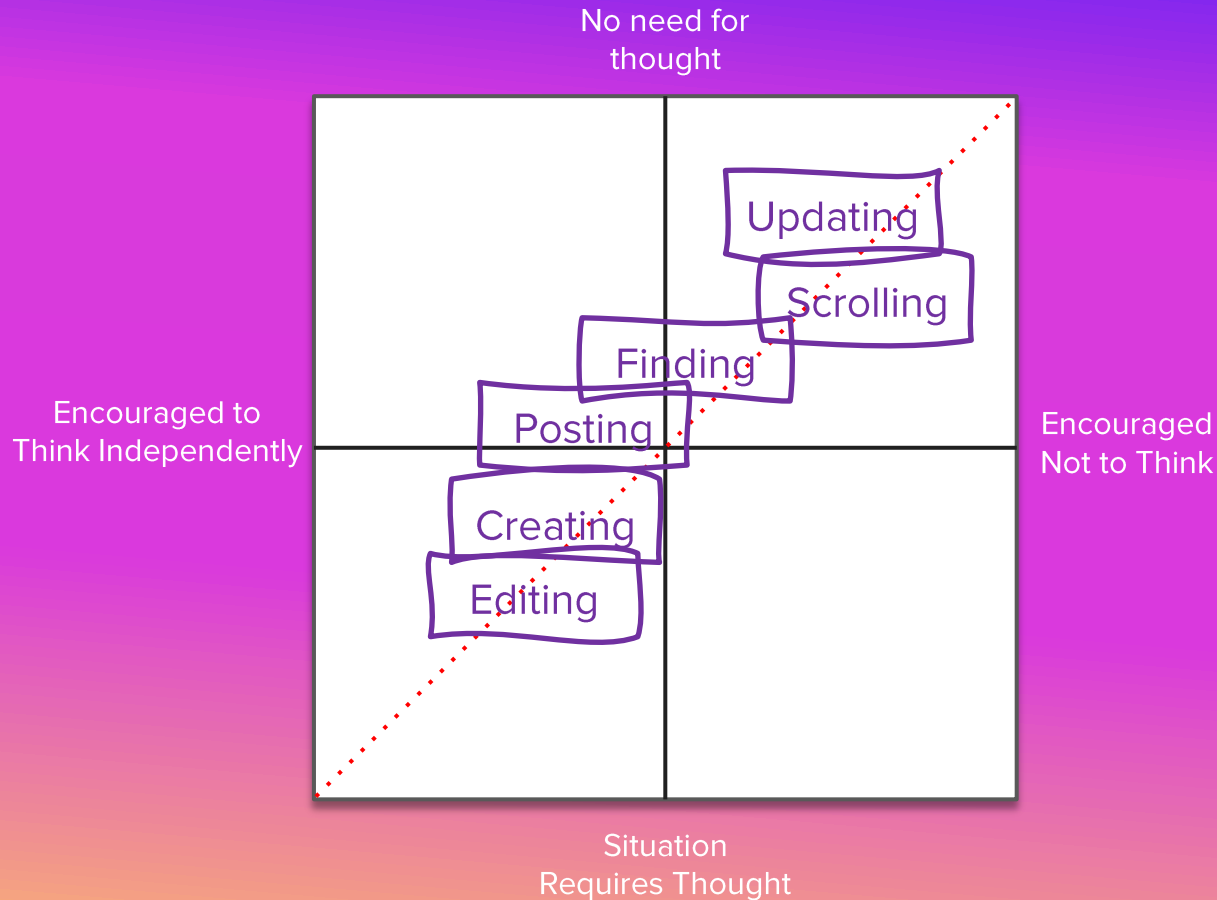
The page you can view your own profile and feed.

## Features in Profile

- Customize
- Create your own profile page, biography, content and highlights from your stories.



# Interaction Grid



## ○ Home

### **Updating** with others

- No need for thought to view updated content and the designs of the page encourages the user not think as updates can be easily viewed by scrolling through the page.
- Stories of right at the top of the page and can be easily viewed with a click of a button of the respective account.

## ○ Search

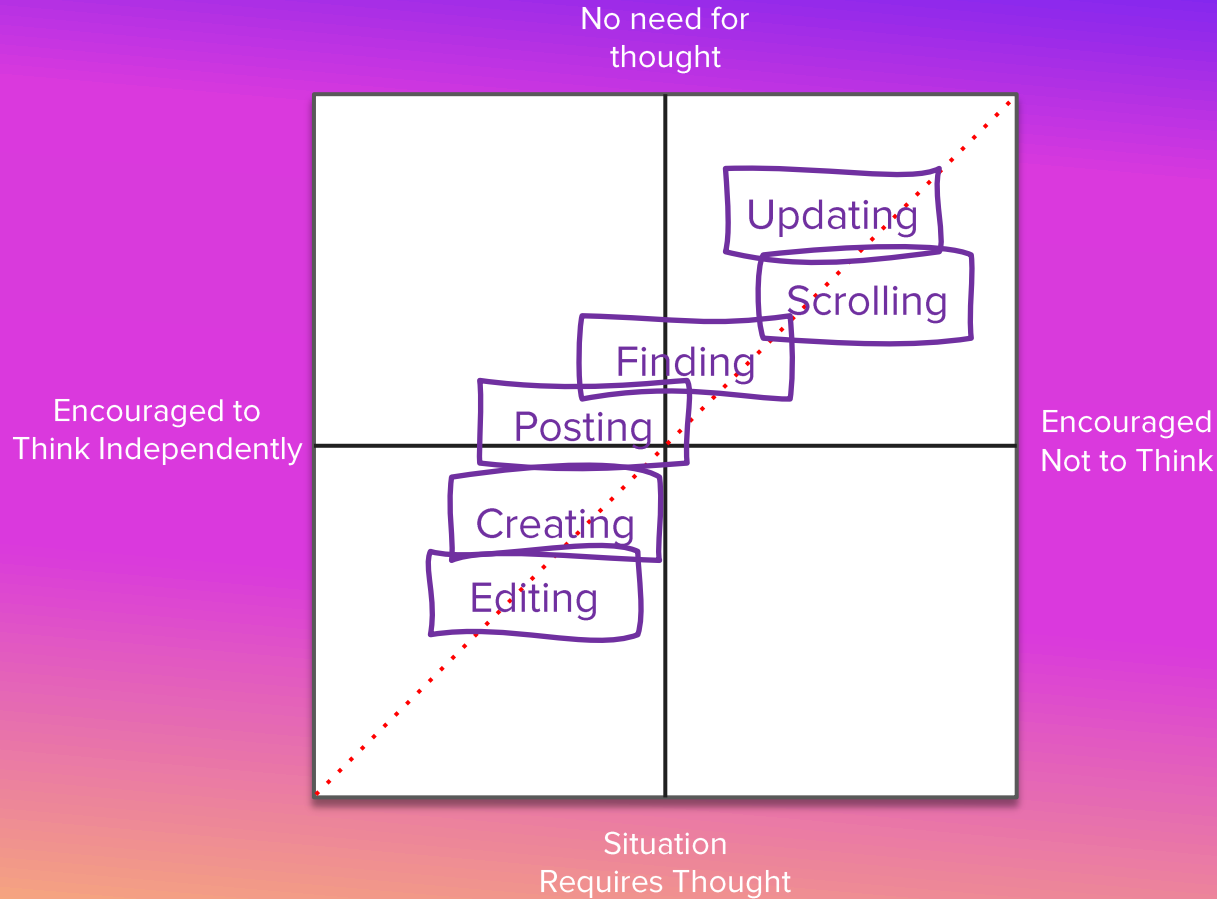
### **Finding**

- Easily accessible but requires a little more thought compared to updating and scrolling as to type and filter what you are looking for.

### **Scrolling** through content

- Required not to think as content is presented on page.

# Interaction Grid



## ○ Post

### **Editing** content

- Assisting user with editing functions, requires to think more independently on how or whether to use the editing tools.

### **Posting**

-Some thought and independency required for caption and sharing to other platforms.

## ○ Profile

### **Creating** your page

-Customization needed to user to think independently

-Functions are also easily accessible and easily pleasing to the eye with the fixed 3x3 grid display for content and limitation on words for biography so when displayed, biography would not look too chunky.



# 100 words Report



I use Instagram daily to check on updates from people I follow, post my own content and scroll through content in the search page. I feel the app is quite convenient. From being able to easily transition to different pages to the accessibility of the functions provided. The design of the app provides good usability to the respective pages without annoying or confusing the user.

An example, the app assists the user through the editing functions but gives the user the chance to figure out how and whether they want to use them.

Same goes with scrolling through content in the search page. First displaying them in a viewable 3x3 collage of previews, only when the user clicks on one of them, it enables the user to scroll from one post to the next without having to back out from the post back to the previews.