At present, the drive to use Big Data to define or enhance corporate strategies seems to be a global business trend. State an example of where this data can improve a business, focusing on user-interface aspects. Cite a past experience where user-interface development methods might apply to another system development activity that might not have a strong user-interface component.

Step 1:

Big data has completely changed how we interact with the digital data we produce. Petabytes of data are being examined by businesses, governments, and researchers in an effort to better understand people and their needs.

Big data is a collection of structured, semi structured, and unstructured data that is gathered by businesses and may be mined for information for use in advanced analytics applications like machine learning and predictive modelling.

Step 2:

In order to position elements more effectively, it may be useful to look at large amounts of big data, such as user click positions, eye-tracking data, and so on from huge archives.

Mention a previous instance when user interface development techniques may be used for a different system development project that didn't necessarily include a lot of user interface work.

User interface: hashtags, visibility on Explore page, ability to view who was affected by your post

You can produce more timely and relevant content if you gain a better understanding of the demographics and behaviour of your audience.

Instagram has been essential for brand awareness, communication with current and prospective customers, and being found by collaborators and retailers.