Appendix

Table A. The results of the mapping process with topics emerging from Instagram mobile app users' reviews along with examples of comments highly associated with the topics (original spelling).

Topic No	Facets of the UX - Honeycomb model	Facets of the Usability – The 5Es model	Topic Label	Keywords Included	Sample Reviews	TP
1	Useful	Effective	Unsuccessful/ Frustrating changes that have been made	instagram, know, day, hate, story, load, samsung, clear, freeze, login, time, bad, frustrate, fun, public, ability	"Instagram has taken away chronological order of posts on the feed, filled our feeds with ads and now you've taken away who's actually viewed our stories after 24 hours (instead if being able to see it for an infinite amount if time). What was the point of that? Instagram is becoming useless (…)" "I can't give 5 star because When I click on share post, there are I didn't see "add this post to your story". I updated instagram, however my problem not solve so what I do? I report the instagram this problem but still my problem not solve, Please fix this problem" "This app is really best among other apps. I'm really love it so much. But my instagram can't post anyone posting on my story. My app is up to date too. So what's the problem? Can you help me ASAP"	0.06088156
2	Usable	Effective Error Tolerant	Technical issues	people, want, stop, fix, watch, think, app, multiple, show, link, request, story, insta, feature, bug, disappear	"Sometimes the DM notification is too late (i already read the message but the notification coming few minutes later) or too early (notification shows up but there is no DM in the app) and also the story is not adapted to different screen ratio, the story will be cut if other user display has differ" "The app is wonderful. But, it's really annoying because Instagram has this issue with tall phones that when you view people's stories from your tall phone(s) e.g., Samsung A7 (2018) or S8 Samsung some words are cut off from the story. When I tried to read my friends' story I can't seem to decipher (…)" "Not sure what's going on with the app. I've updated it with the new update, uninstalled and reinstalled it, restarted my phone, and it still won't load anything. I would say it's my wifi but Facebook and Snapchat load perfectly fine, only Instagram is having this issue. (…)"	0.06230715
3	Findable Usable	Error Tolerant Efficient Effective	Lack of some features	love, notification, pic, use, page, make, photo, fee, explore, happen, nice, activity, remove, need, create	"I have an account with absolutely zero features. Instagram is a highly dissapointing platform where features are given to a privilege few and others who are ardent users are left out. Good to know you can make people feel outdated." "(…) I still don't have stories Poll, Emoji Slider and Gif features in the app. I've tried clearing cache and data but no result, Tried to mail you personally about this issue but no result, no respond. I'm really disappointed (…)" "the polls haven't yet shown up in my stories. I update insta regularly, and I've looked up how to do it, but it still isn't there. Fix this please. its been months and i still dont have polls or questions. tried everything?? ive also reported a couple posts and you guys don't do anything about them."	0.06211762
4	Accessible	Effective Engaging	More options are needed	like, send, message, block, time, keep, ask, lose, wrong, buy, problem, social	"It's an amazing app!, it cool being able to connect with your friends. But this app needs minor touches like a dark theme for people that have more sensitive eyes, other than that it's an awesome app, keep up the good work" "Difficult to swipe left on photos because it is overloaded with opening the right sidebar. cmon, this is basic UIUX101" "I've always loved IG the most for posting pics.. only thing I'd change is more sizing options for pictures. some won't crop right and you can't fit the whole pic.."	0.06089550
5	Usable	Efficient Effective Error Tolerant	Freezing problems	great, freeze, phone, issue, annoy, support, screen, bring, option, contact	"I continuously have to force stop or log out to stop the app from freezing. When I leave the app and come back, it doesn't load properly. I thought the most recent update would fix this issue. I'm currently using an Alcatel Fierce ... maybe I should update my phone" "I adored IG b4 but now, since the new year, it KEEPS FREEZING and it's the ONLY app that KEEPS FREEZING! I have to "Force Stop" at least three to four times PER DAY. Oh goodness. And I've already re-installed & upgraded (…)" "Constantly crashes. Freezes. I have an Huawei Mate20 Pro so device and performance isn't even an issue. With over 100	0.06119440

					"apps installed and have no issues with any other app; yet Instagram fails time and time again. Come on developers. Sort it out!!"	
					"It constantly freezes. I exit out of the app (without closing it) and reenter it, and it's still frozen. I can close the app and restart my device, but when I open Instagram again after that, nothing will load. I have to keep opening and closing the app over and over to get things to work (…)"	
6	Usable	Effective Error Tolerant Engaging Easy to Learn	Problems among Android devices	video, fix, photo, help, quality, version, need, android, problem, contact, update	"Why does it lower the image quality when I record videos or take photos through the app? my internet connection is fine and there's nothing wrong with my camera. I asked my friends about it and it seems to be an occurring problem among Android devices. Please fix it immediately!"	0.06217726
					"Upgraded my phone to a Samsung S9 and now all the instagram stories are cut off on the edges. They are too big to fit my screen. So irritating."	
					"This application has lacked borders/frames on Android phones for MONTHS. As a beta tester my comments about the missing borders/frames went completely unaddressed. Any of my multiple 'Report a Problem' submissions resulted in nothing."	
					"I'm a galaxy note 9 user. One of the best smartphones on the market and i can't upload an Instagram story. I had the same problem with my previous phone Samsung Galaxy S7 Edge. All the android users had/have the same problem!! Just Google it. You are promoting ios and apple products! Shame on you!!!"	
					"HUGE BUG: The dimensions are not supported for the Samsung Galaxy A7 (2018) screen, and other Samsung phones with a bigger screen. People's stories are cropped on the edges, so you can't see the full image. It's zoomed in a weird way and that's very very annoying."	
7	Usable Useful	Engaging Error Tolerant	Errors and app crashes	app, time, work, follow, report, late, open, year, crash, restart, archive, lag, freeze	"Great app to share your photos, memories, etc.. Wonderful to stay connected with long lost friends. Sometimes this app crash for no reasons & only at times it does lag. Otherwise its an awesome social media platform."	0.06405118
					"Don't know why this app is crashing at this kind of rate. recently i have also send the feedback but no response from team. now using this app the phone is crashing all the way to reboot"	
					"App crashes every time i try to film on stories and now it keeps autoplaying sound on videos in my feed! Update: several months later and this still keeps happening. Also there should be an option to not have to use this awful nonchronological algorithm"	
8	Usable	Effective Engaging Error Tolerant	Quality issues	update, new, old, profile, change, person, bug, look, draft, zoom, limit, easy, hard, reinstall, useless, filter, image, like	"Performance is ok but quality is very bad. Doesn't matter what phone I use, the quality of instastory that I posted will always be downgraded in term of quality."	0.06371281
					"I am so much addicted to IG, but sometimes I'm not satisfied with the quality of videos and boomerang taken on Android phones. This did not happen on my iPhone before."	
					"I have to lower the rating.. because now, when I uploaded video to my post or story, the video appeared not smoothly (laggy), unlike the original one.. I still don't know the cause and still can't find the solution (…)"	
					"I am getting very low quality of videos and photos in my instagram account i have reported the problem also but you guys are not taking it srs..please help me out.... pleaseeee □□"	
9	Useful	Engaging Easy to Learn	Functionalities to be brought back	account, get, picture, delete, follower, work, long, okey, write, connection, code, follow, main, people, terrible, week, access, awesome, little, automatically	"❤♥❤♥….app is undoubtedly excellent!! there is one rqst to u plz swtich to ur old version for story viewers...y v r not able to see vierws list after 24hr in highlights"	0.06239939
					"Previously before the update, you would be able to go back to your archives and check who viewed your stories. Now , Instagram only displays the number of users who viewed your stories. I really hope the previous version where you could view the users who saw your stories would be brought back (…)"	
					"I really like Instagram, it became part of my life. But can you make viewer list on hightlights able to be seen? It was better when it was able. It's so inconvenient. Thank you for paying attention)"	
10	Useful Desirable	Easy to Learn	Issues of hiding story/highligh	story, view, hour, viewer, highlight, list, feature, see,	"(…) giving it 1 star for that viewers list isn't available after 24 hours"	0.06844064
					"why aren't we alowed to know who has seen our story?	

#				Keywords	Reviews	Value
			ts viewers'	privacy, issue, change, pop, safe, cause, money	"even we can't know viewers of our highlighted stories, it does not make any sense, and please let us know who watched our story, again like previous versions □"	
					"I love this app, but now I can't even know who is watching my highlighted stories although the viewer keep on increasing. It should not be private from us that post it then we don't know who is watching (...)"	
					"You can't see viewers lists after 24 hours... What a joke. What are their purpose then? Is there any reason to do something like that? Is there a team who is paid to worsen the user experience? On top of that content search is terrible. There are 5 categories and no personalised content search."	
					"Love instgram but only giving it one star because the new update doesn't let you see who viewed your hightlight after 24hour. Thought the whole point of the highlight was to have permanent stories, which includes seeing a list of your viewers. It's annoying that the number still goes up but you can't see it (...)"	
11	Usable	Efficient Effective	Posts publishing problems	user, option, know, log, take, good, come, phone, net, hide, live, big, freeze, time, appear	"Here's my issues ... Why when writing captions does Instagram rearrange the way it is written during posting even after several attempts to edit it back to the way it was previously written? So irritating!"	0.06226447
					"sometimes i write things about the post and nothing shows up. forcing me to delete and post again. it is annoying and i hope it gets repaired in an update since i use my account for business"	
					"(...) I have major problem with insta stories, cannot see the whole text of someone's story and when I try to update my own, that moment I publish it, text moves a little bit up or down and it's annoying, ruins my picture and story (...)"	
12	Usable	Error Tolerant Easy to Learn	Problems arising from the new update	instagram, problem, try, allow, unable, remove, version, love, previous, disappear	"I cannot login to instagram on this app. THERE WAS JUST AN UPDATE FOR IT AND IT STILL DOESN'T WORK. I can log in on my computer. Please help. I've cleared the app cache, the app data then deleted it then wiped my cache partition then reinstalled AND IT STILL WON'T WORK. What a joke. Pure garbage"	0.06212463
					"App keeps freezing. Ever since last update app freezes numerous times a day causing my to have to shut down completely before logging back on. Also I have noticed the privacy and security features aren't as private or secure as they should be. Please fix these issues"	
					"Very unhappy about latest update where the viewers disappear from us. I'd really like this information back please."	
13	Useful Usable	Engaging	Adding some options to switch on and off	bad, add, friend, datum, numb, wish, report, application, change, text, annoy, mobile, network, remove	"Would be very nice if you add option to switch on and off automatic video playback on mobile data. It cost me a lot of data when videos play by itself."	0.06163717
					"The capabilities and performance of this app are great. However there are some obvious tweaks that need to be made. Posters can't share usable links in descriptions, so the readers have to either c/p or go to the user profile to click the link, which is a pain (...)"	
					"Please enable to view stories viewer list even after 24 hours (...)"	
14	Credible Valuable	Engaging	Assessment of Insta app	good, use, app, feature, algorithm, camera, able, need, android, filter, fix	"it's the best app ever ❤❤❤❤❤❤❤"	0.06246741
					"fantastic app"	
					"Great app."	
15	Usable Useful	Error Tolerant Easy to Learn Efficient Engaging	Users' suggestions on what to fix	try, upload, make, reason, comment, report, right, like, lot, give, page, phone, edit, overall, update, available	"Okay so 1. don't change the profiles to the other way around, not a good design. Secondly, don't make the bio collapsed so that you have to press "view more" to see the rest, people will not press it at a glance and will miss information about you (...)"	0.06154288
					"The current version doesn't allow me to tap on my activity logs because when I do, the app crashes. I've tried most of the common solutions (restarting my phone, reinstalling the app) but the problem still persists. Love this app, so I hope y'all fix it soon."	
					"*viewers lists not available after 24hours* this new update , trust me is of no use. To be very honest its horribleeee!? and this is needed to be changed :)"	
16	Useful	Easy to Learn Engaging	Instagram's algorithm and policy	post, share, friend, content, medium, social, button, possible, account,	"(...) I wish you would show a person's full profile text without having to click ... also please bring back chronologic order! Please please get ride of algorithm. So frustrating to only see the same 10 people's photos in my feed. Stop showing me	0.06178593

show, care, hope, service, change, chronological, click, mess, mode	what you think I want to see."
	"Generally I'm satisfied with this application, even if it has some disadvantages, like trashy algorythm, blocking for few days because of big activity. However, there is one specific that irritates me so much - regulations. Simple historical post (non-political) can be suddenly delete because of swastika, or just names like „hitler" or „Himmler". (…)"
	"It's great, but it kinda gets so heavy loaded these days. Not that I am complaining. Also, my fav artist accounts keep disappearing because of IG's policy. I am not happy about that."
	"(…) I have to uninstall and reinstall it. And then we don't have access to the viewers' list after 24 hours. Maybe better fix the algorithm so I don't see the same posts ALL time or posts from 10 accounts only? Or allow us the option of seeing the posts chronologically"