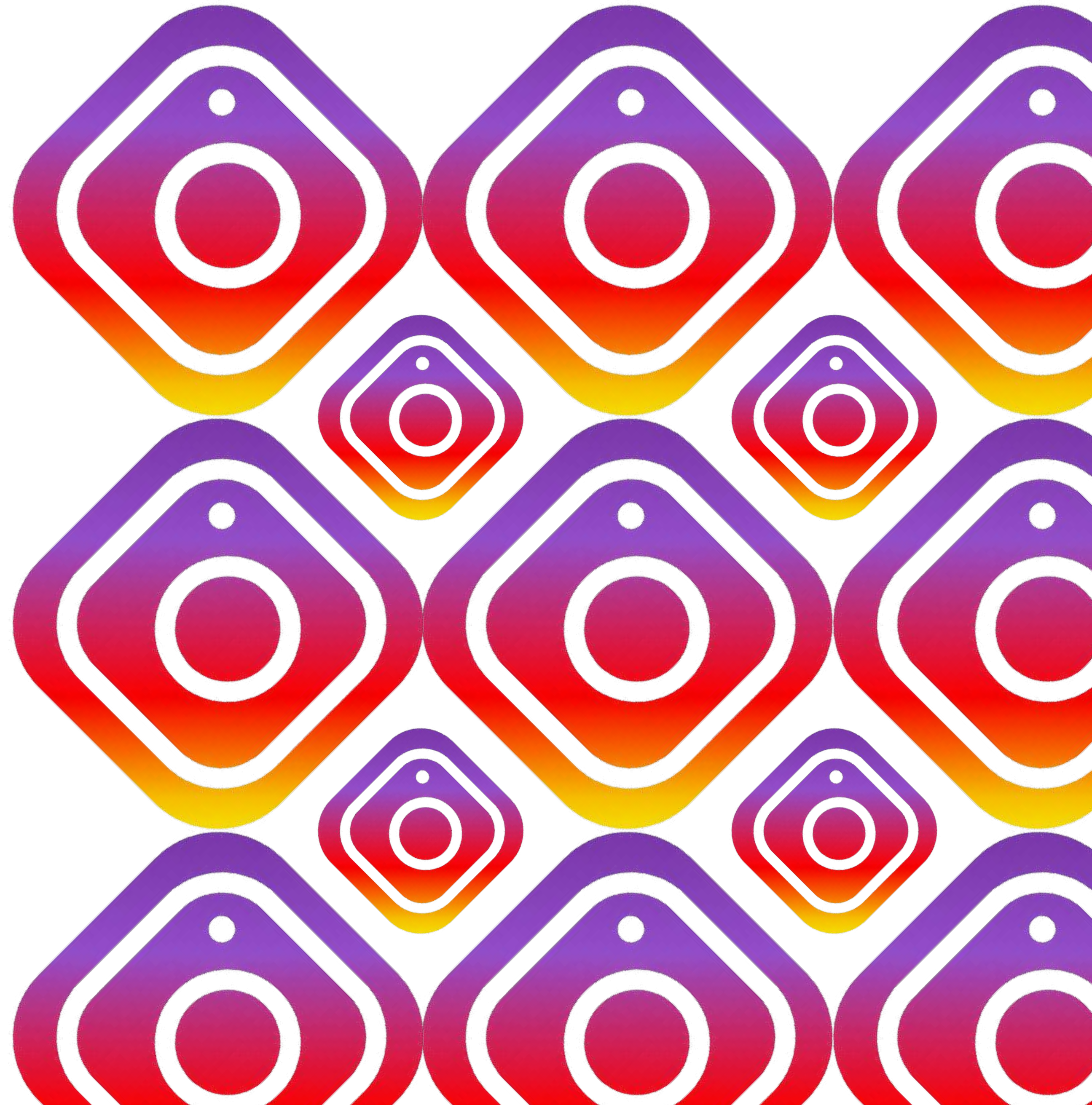


SUDO HACKS PRESENTATION

SUMEET DAS





PROBLEM STATEMENT

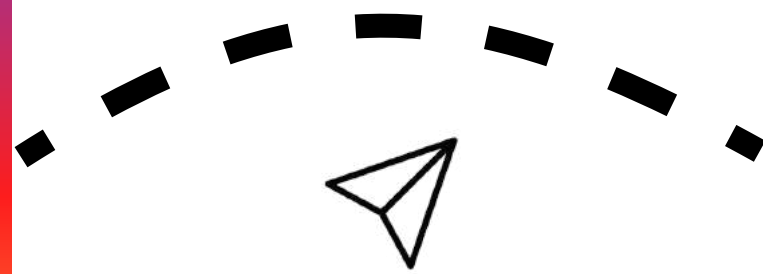
IDENTIFY AND ANALYZE UX PROBLEMS WITH PRESENT
INSTAGRAM MOBILE APPLICATION

IDENTIFYING VARIOUS UI SOLUTION TO TACKLE THE CURRENT
PROBLEMS
WITH RELEVANT REASONS AND RESEARCH

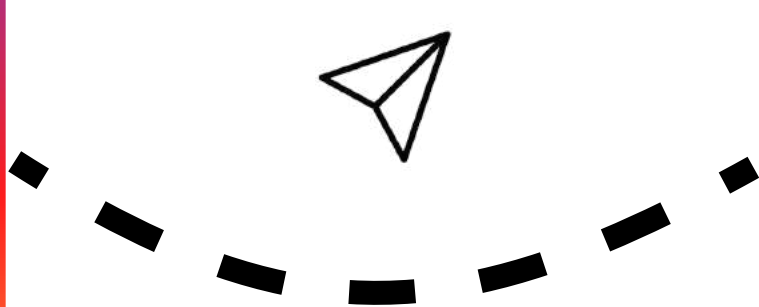
OUR PROCESS



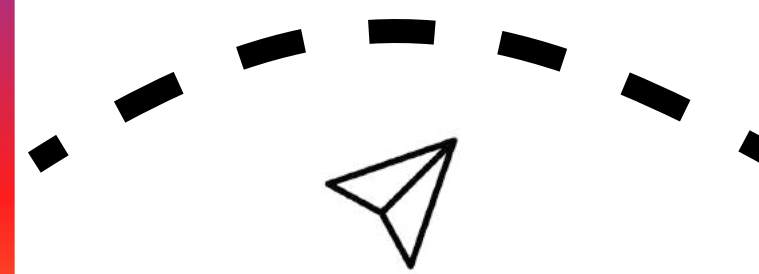
PROTO
PERSONA



HUERISITC
EVALUATION



IDEATION &
SKETCHING



UI DESIGN

PROTO - PERSONA

A PROTO-PERSONA IS A DESCRIPTION OF THE TARGET USERS AND AUDIENCE OF A PRODUCT BASED ON THE ASSUMPTIONS OF STAKEHOLDERS. CREATING THIS AD-HOC PERSONA ALLOWS TO BEGIN DESIGNING AND BUILDING IMMEDIATELY.



AARON

AGE 32

PROJECT ENGINEER

“MY COLLEAGUES TELL ME THAT SOCIAL MEDIA IS FUN AND THEY GET TO KNOW AND CONNECT TO A LOT OF USERS. I HAVE NEVER USED SUCH PLATFORM AND I FEEL WILL WHETHER I WOULD BE ABLE TO USE IT.”

NEED AND DESIRE

- 1) CONNECT WITH PEOPLE
- 2) FINDS CONTENT OF HIS INTEREST

FEARS

- 1) MIGHT NOT BE ABLE TO USE IT SMOOTHLY
- 2) MIGHT GET CONFUSED BETWEEN VARIOUS SUGGESTIONS



FIONA CASPER

AGE 25

COLLEGE STUDENT

“INSTAGRAM IS A GREAT PLATFORM FOR SOCIALIZING BUT IT COMES AT A PRICE”

NEED AND DESIRE

- 1) ABLE TO FIND CONTENT OF INTEREST
- 2) CREATE CONTENT EASILY

FEAR

- 1) NOT SPEND MUCH TIME ON PLATFORM
- 2) NOT WANT UNNECESSARY SUGGESTION

HUERISTIC EVALUATION

ADDING NEW STORY BUTTON

> NEW STORY BUTTON IS ON TOP AND AND ITS POSITION IS UNCOMFORTABLE BECAUSE FOR OUR THUMBS IT LIES IN HARD TO REACH ZONE AND PEOPLE WOULD HAVE TO STRECTH THEIR FINGERS.

DELETING PROFILE

> NO PROVISION OF DELETING ACCOUNT FROM MOBILE APP. USER HAS TO LOG IN FORM A COMPUTER TO DELETE ACCOUNT.

ASK CHOICE OF USER

> INSTAGRAM DOES NOT FILTER CONTENTS ACCORDING TO USER CHOICE. USER HAS TO EXPLORE THROUGH ENTIRE CONTENT TO FIND HIS/HER INTERSEST

HUERISTIC EVALUATION

BEGINNER TUTORIAL

> NO BEGINNER TUTORIAL AVAILABLE FOR THE APP. A NEW USER MIGHT FEEL POWERLESS AND MIGHT NOT BE ABLE TO USE THE PLATFORM TO ITS FULLEST

UNWANTED SUGGESTION

> INSTAGRAM OFFERS TO FOLLOW ALOT OF PEOPLE WHOM WE MIGHT NOT KNOW OR WHOM WE ARE NOT INTERESTED IN WHICH MIGHT IRRITATE THE USER

DOES NOT WANT TIME TO BE WASTED

> DOES SHOW DAILY AVERAGE SPENT ON INSTAGRAM BUT OPTION TO ANALYSE IS QUITE HIDDEN AND PEOPLE MIGHT NOT CARE TO VIEW THEIR USAGE AS IT IS OUT OF SIGHT

SOLUTION MAPPING

OVER THE NEXT FEW SLIDES I WOULD EXPLAIN MY DESIGN PROCESS AND THE SOLUTIONS WHICH I CAME UP WITH DURING MY RESEARCH

MEET **TED** - HE IS A STUDENT WHO IS NOT TECHNOLOGICALLY SOUND AND HAS NEVER USED A SOCIAL MEDIA PLATFORM. HIS FRIENDS SUGGESTED HIM TO JOIN INSTAGRAM SAYING IT WAS GREAT PLACE TO BE

LET'S SEE HOW HIS FIRST TIME EXPERIENCE GOES.....



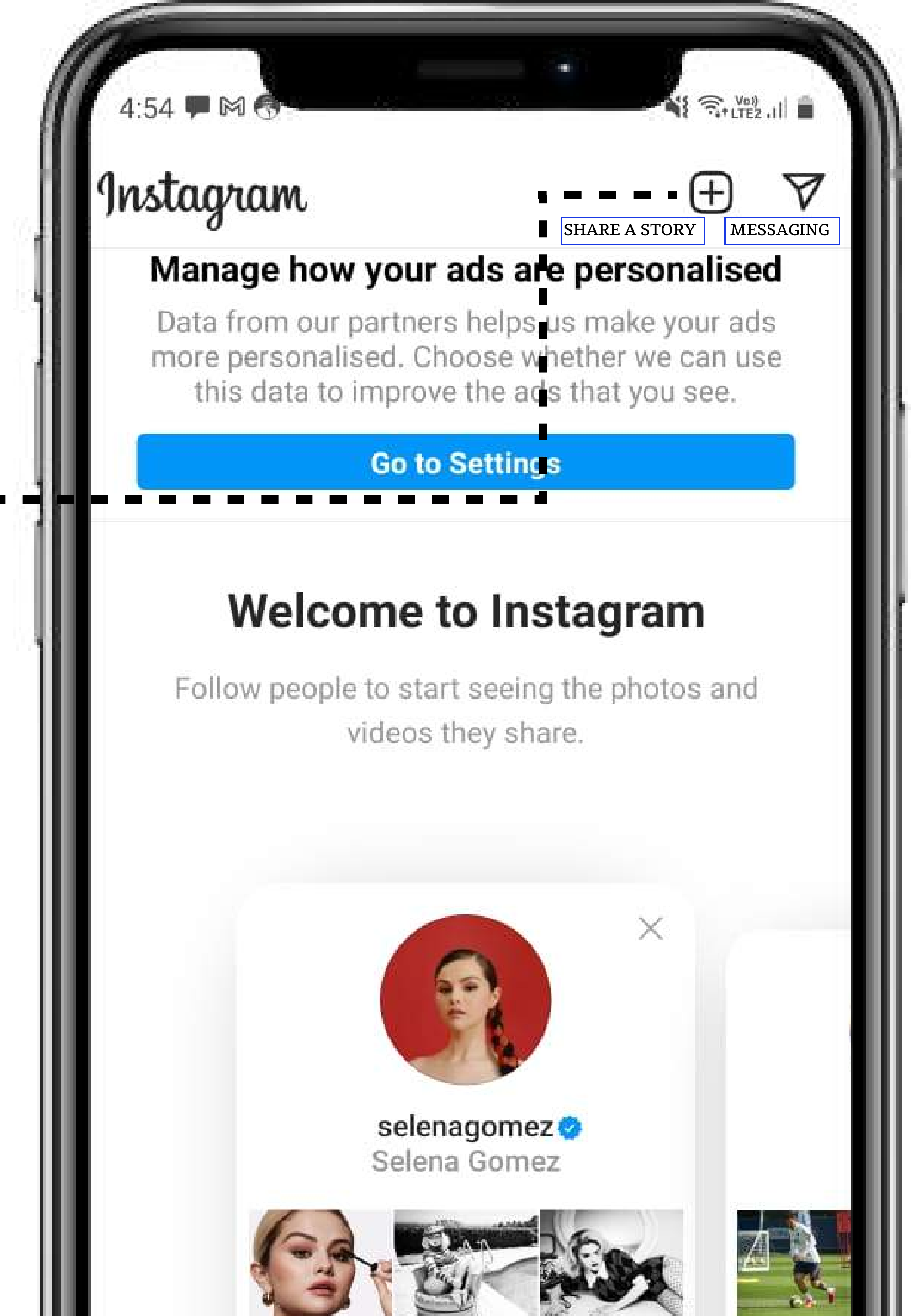
TED STARTS THE APPLICATION BUT IS NOT ABLE TO UNDERSTAND WHAT SOME ICONS MEAN

PROBLEM 1

NO BEGINNER TUTORIAL AVAILABLE FOR THE APP. A NEW USER MIGHT FEEL POWERLESS AND MIGHT NOT BE ABLE TO USE THE PLATFORM TO ITS FULLEST

BY PROMPT LABELLING (ONLY ONCE) WHAT EACH BUTTON MEANS IT WOULD :-

- 1) HELP THE USER TO UNDERSTAND THE FUNCTIONING OF THE APP BETTER
- 2) USER WOULD NOT FACE IN CONFUSION

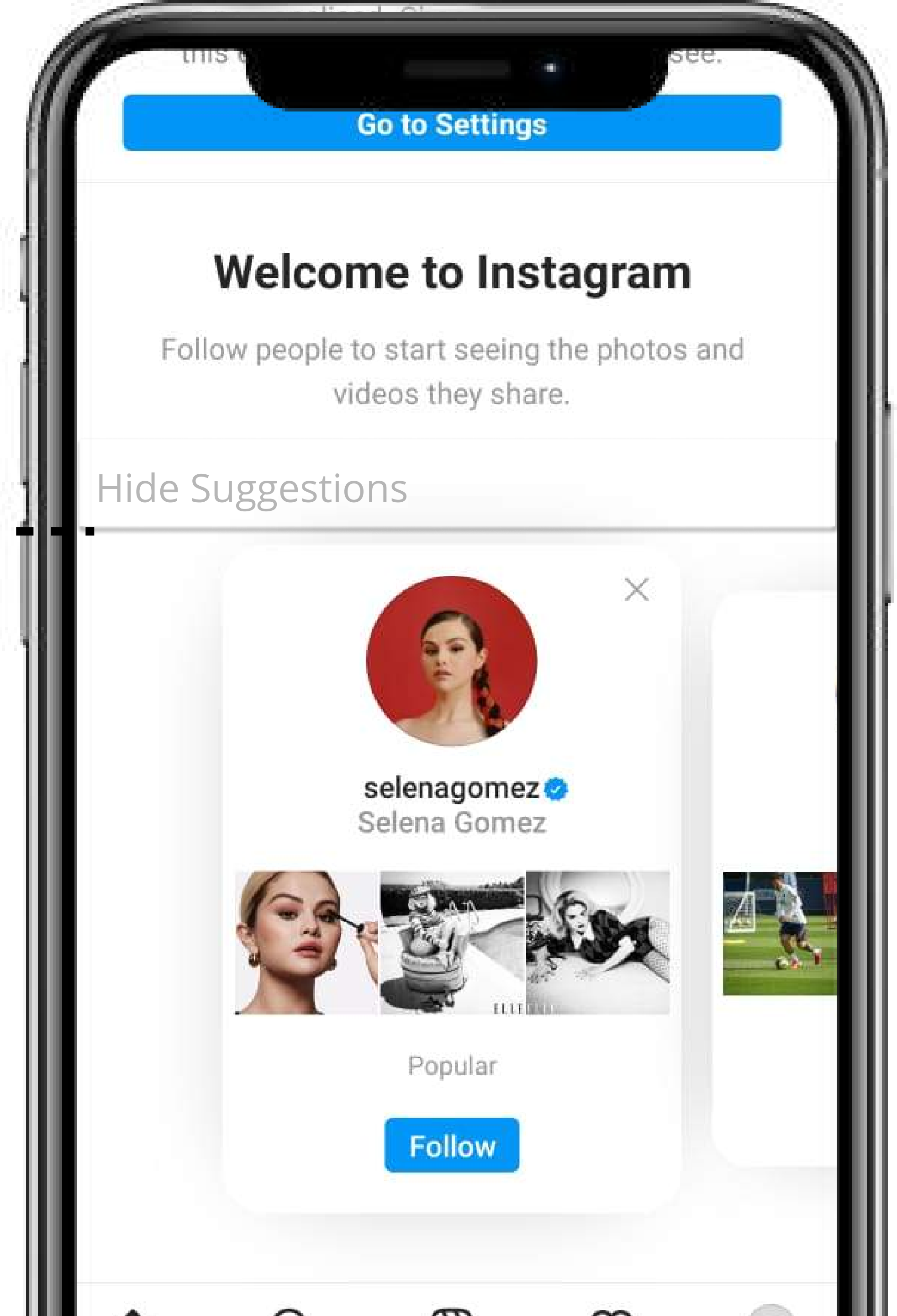


AS TED SCROLLS DOWN HE COMES ACROSS FEW PROFILE BUT HE IS NOT INTERESTED IN THEM

PROBLEM 2

INSTAGRAM OFFERS TO FOLLOW A LOT OF PEOPLE WHOM WE MIGHT NOT KNOW OR WHOM WE ARE NOT INTERESTED IN WHICH MIGHT IRRITATE THE USER

BY INTRODUCING THE FEATURE OF HIDING SUGGESTED OR POPULAR PROFILES THE USER MIGHT BE ABLE TO SEARCH RELEVANT PROFILE

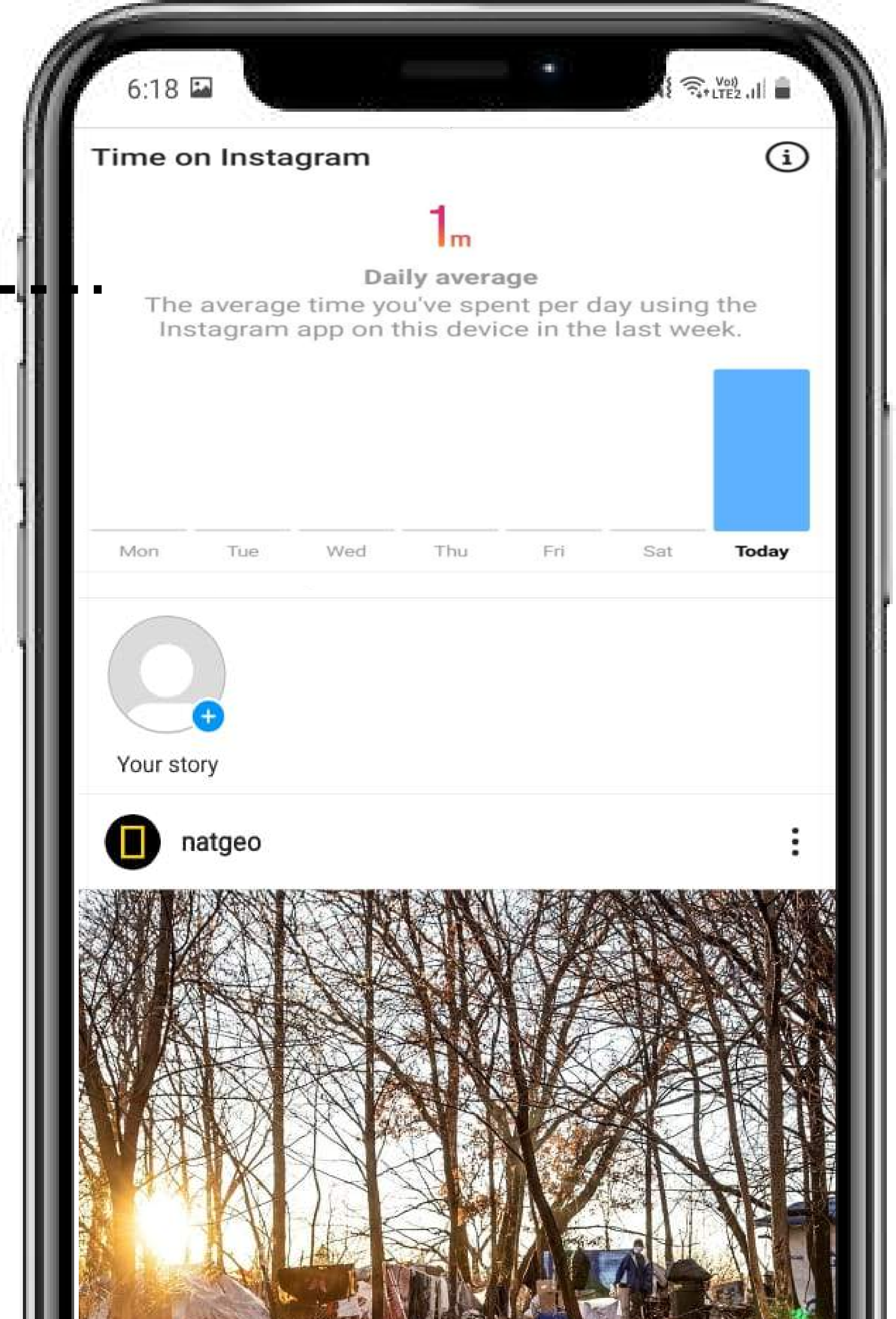


TED FEARS THAT IF HE IS TOO MUCH ENGROSSED
HE MIGHT MISS ON ASSIGNMENTS

PROBLEM 3

DOES SHOW DAILY AVERAGE SPENT
ON INSTAGRAM BUT OPTION TO
ANALYSE IS QUITE HIDDEN AND
PEOPLE MIGHT NOT CARE TO VIEW
THEIR USAGE AS IT IS OUT OF SIGHT

DISPALYING TIME SPENT AND
SETTING DAILY REMINDER ON
HOME SCREEN HELPS TO MONITOR
DAILY USER USAGE EASILY

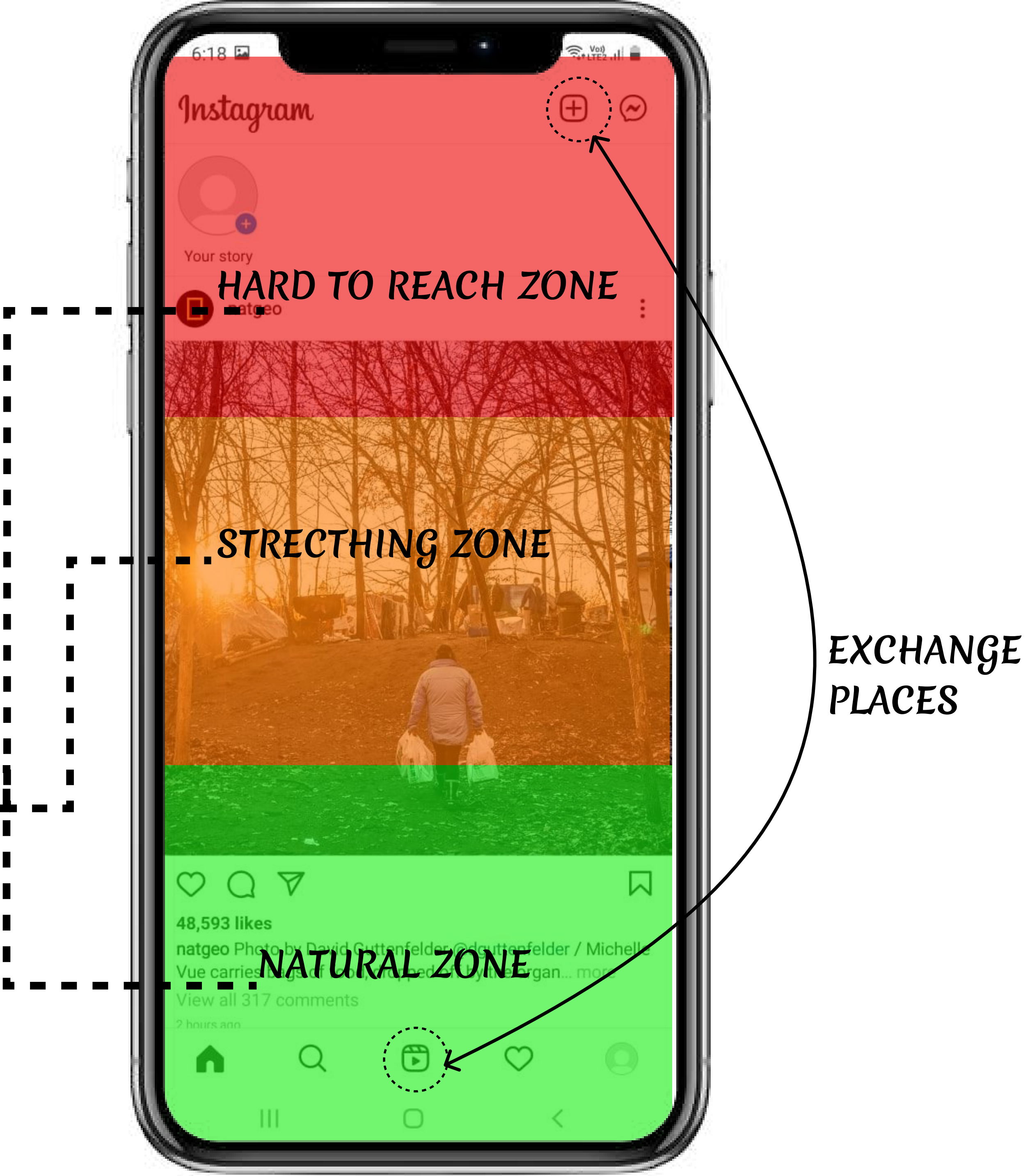


WHILE ADDING A NEW STORY TED IS FACING ISSUES IN BECAUSE HE FEELS THAT THE BUTTON IS QUITE FAR FORM HIS REACH

PROBLEM 4

NEW STORY BUTTON IS ON TOP AND AND ITS POSITION IS UNCOMFORTABLE BECAAUSE FOR OUR THUMBS IT LIES IN HARD TO REACH ZONE AND PEOPLE WOULD HAVE TO STRECTH THEIR FINGERS.

RELOCATION OF NEW STORY BOTTON IN THE BOTTOM REGION WOULD PROVE TO BE BENEFICIAL

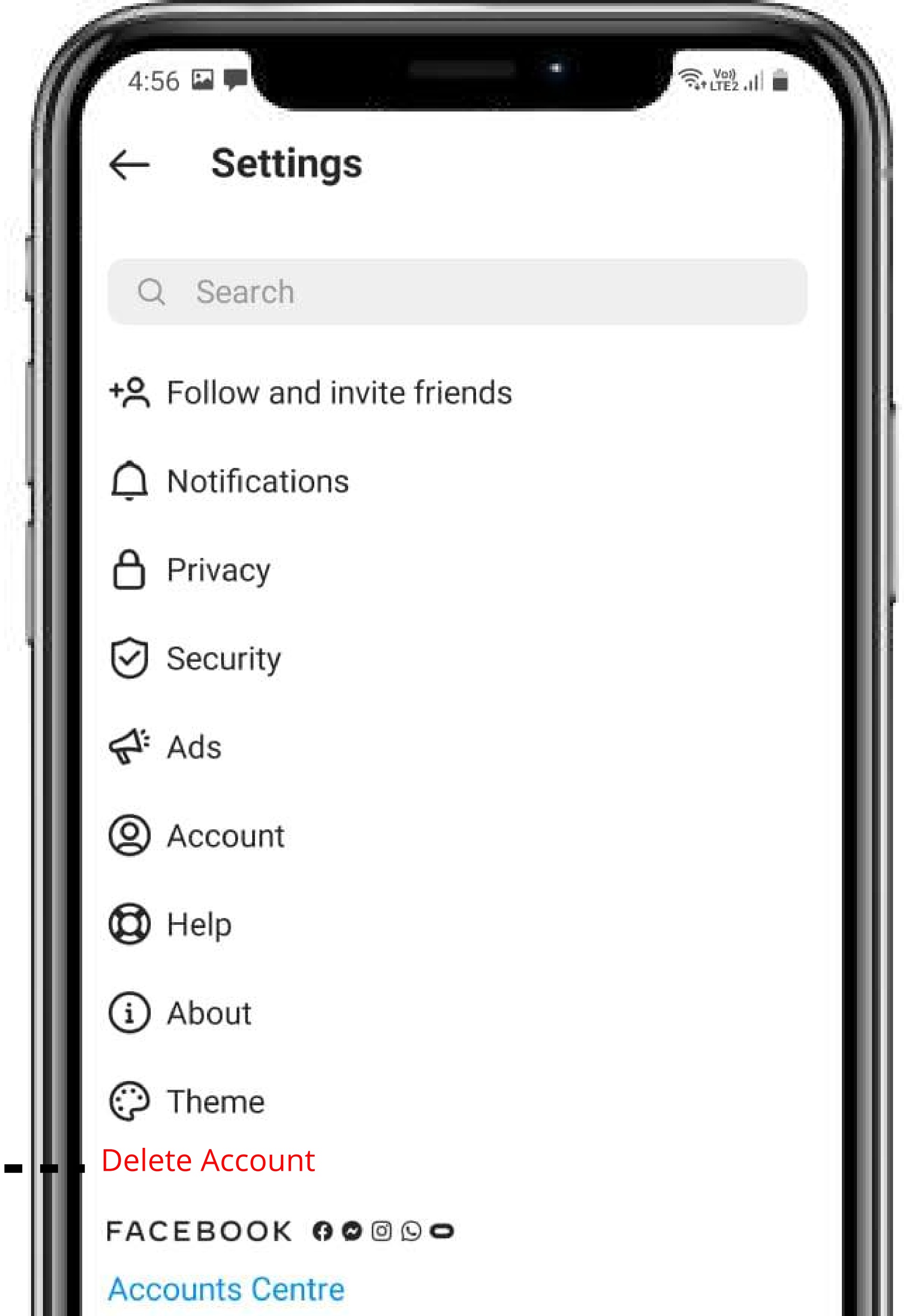


TED ACCIDENTALLY MADE TWO ACCOUNTS AND WANTS TO DELETE ONE BUT

PROBLEM 5

NO PROVISION OF DELETING ACCOUNT FROM MOBILE APP. USER HAS TO LOG IN FROM A COMPUTER TO DELETE ACCOUNT.

BY INTRODUCING THE FEATURE OF DELETING PROFILE IN THE USER SETTINGS PANEL WOULD EASE THE PROCESS.

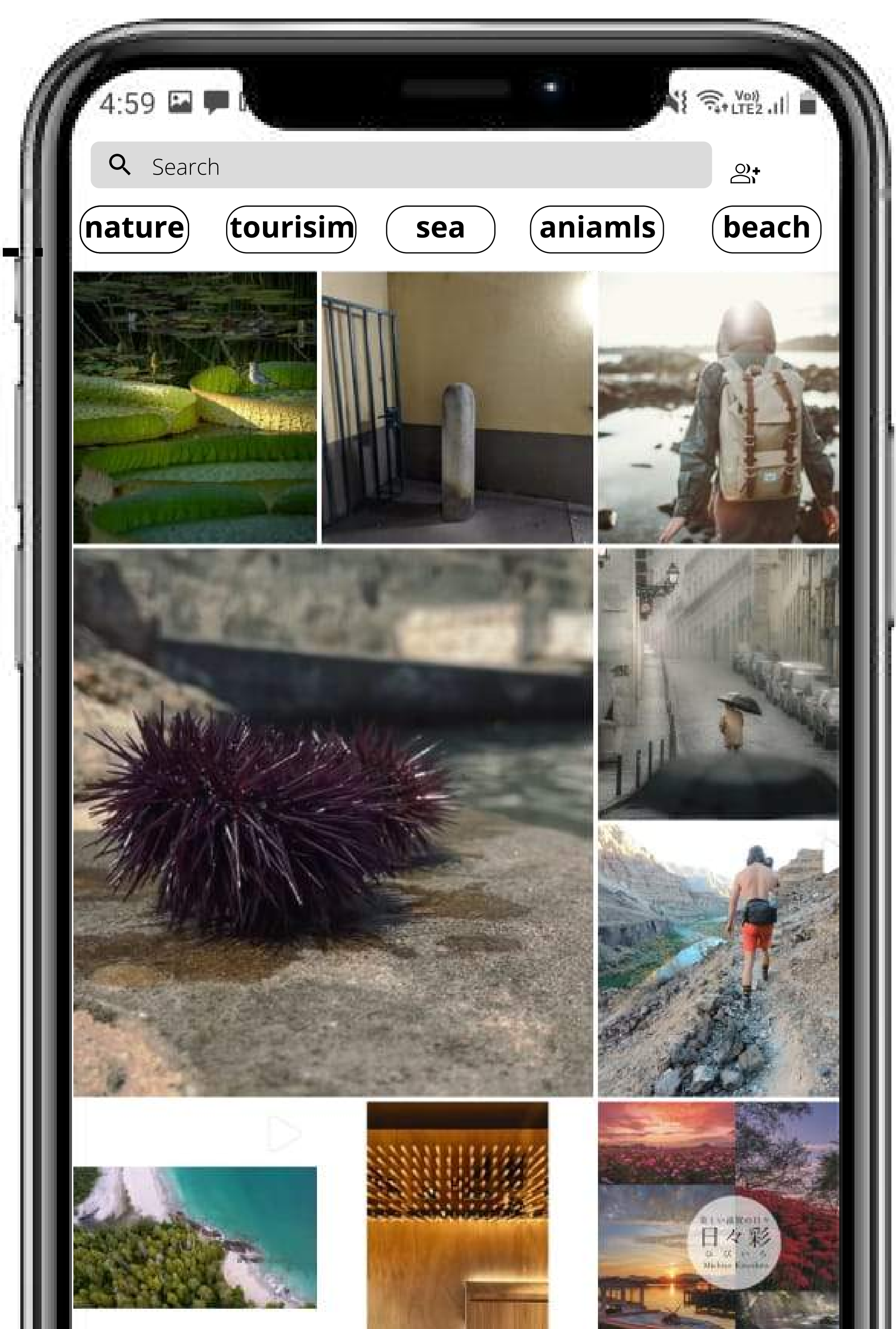


TED GOES TO SEARCH ABOUT A PARTICULAR TREND
BUT FINDS A WHOLE HEAP OF OPTIONS

PROBLEM 6

INSTAGRAM DOES NOT FILTER
CONTENTS ACCORDING TO USER
CHOICE. USER HAS TO EXPLORE
THROUGH ENTIRE CONTENT TO FIND
HIS/HER INTERSEST

BY INTRODUCING THE FEATURE OF
SMART FILTERS OF TRENDS IT WOULD
REDUCE THE EFFORT OF GOING
THROUGH HEAP



TED 'S FIRST EXPEIRNECE WAS GREAT AND HE
TOO LOVES THE PLATFORM
ALSO HAS SHOVE OFF HIS FEAR OF
TECHNOLOGY

THANKS FOR
READING !

