

Redesigning Instagram's Home Page:

CS6750

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Abstract: We will be investigating the existing design of Instagram's home feed interface regarding its customization and variety options. This paper aims to use the Design life cycle of *Needfinding*, *Design Alternatives*, *Prototyping* and *Evaluation* to discover if the interface needs a new redesign and what steps we need to take to achieve it.

1. INTRODUCTION

Instagram is one of the leading platforms around the globe in terms of users, interactions and daily posts, thanks to this volume of actions in the platform, it is not surprising to see users with friend lists above the thousands. The issue at hand is that Instagram does not offer any sort of customization to their Home Page interface. At times, user's may be scrolling through thousands of posts whether it be from accounts or hashtags but with no features to organize them for better viewing and enjoyment. As of November 14, 2021, Instagram offers no solution to allow users to customize their feeds, i.e., users will see all the posts of the accounts/hashtag they follow on the same feed. In order to tackle this issue, I will be iterating over a Custom Feed redesign of the interface, this feature will be subjected to feedback from users gathered through Needfinding methods such as surveys and other platform evaluations. Furthermore, a Heuristic Evaluation of the new interface will be done following the Needfinding, we will find out what works, what does not work and what principles the interface lacks or has. After the data gathering and heuristic evaluations, the interface will be prototyped using a card-prototype designed digitally to present to users for more rounds of data gathering and evaluations. Lastly, the new prototype will be evaluated qualitatively through a think-aloud protocol method to gather data based on what users are thinking while working through the card-prototype.

2. INITIAL NEEDFINDING

For the Needfinding plans, I have decided to go with the following two. Surveys, the reason for these is that they offer a great amount of data for relatively no cost/time or effort, and the questions can be objective which will allow us to have a more precise and quicker responses. Secondly, I selected the analysis of an existing platform, the analysis will provide me a reference point of view that can be evaluated to gather features and design methodologies that could be applied to the Instagram Home Feed, for this particular evaluation I have selected "Twitter Lists

2.1 Surveys

The first iteration of the Needfinding process will focus on data gathering to find out the user's general thoughts about the Instagram platform, how much do they use the platform, their dissatisfaction with it, how many friends do they have etc. Those are general questions that will give me a general idea of what I will be aiming for with the continuous design lifecycle for the next iterations of questions. The survey will be distributed to users via Instagram Surveys and the responses will be capped at 25 for the time being. As the process of Needfinding goes along, more questions will be added to the survey, and it will be redistributed to find more information about specific questions and narrow our findings to obtain more precise data.

2.1.1 Problem Space

Instagram is a common social media used for communication, entertainment and content sharing across the globe. Given its popularity, users at times have hundredths over accounts that they are following, this leads to big issues in visibility and customization of the Home Feed on Instagram. To explain further, users do not have the autonomy of customizing their Home Feeds to their liking, yes, they could follow 20 accounts with the same theme but what if they want to go deeper and out of the 20 accounts just see 5 of them on their Home Feed. Other social media platforms like Twitter (Lists) and Reddit (Custom Feeds) offer these features already to allow its users to have control over the content that they want

to see at any given time. In order to solve this issue, “Catalogs” are introduced. As suggested by its name, “Catalogs” is Instagram’s feature to organize and categorize its Home Feed to the user’s needs. In this project, I am proposing a redesign of the Instagram Home Feed with “Catalogs” to enhance the user experience and work on areas of improvements of the interface such as **Gulf of Evaluation, Discoverability, Consistency and Flexibility**.

2.1.2 User Types

For the Demographic Information, I believe keeping it as general as possible is the right avenue to take. Instagram being one of the biggest platforms available to most people around the world, offers an expansive range of ages, ethnicities, employment and marital status. So, I will be selecting age and location as my only demographic criteria. Ages between 18 and above will be covered in the survey, the reason for this range is that I want to make sure I avoid the challenges and procedures of surveying minors who legally fall into the protected class of people. On the other hand, the location of the user’s will be varied, the reason for this is because since the survey is being taken via Instagram Surveys across multiple accounts, the responses will practically come from users across the globe. The levels of expertise of the user’s will be from novice to experts, I feel there’s no need to target a specific type of experience since Instagram is mostly used daily by everyone and the degree of complexity of the platform is not that high. Having said that, the new interface that will be implemented will cover both expert and novice users' points of views. The user’s motivations that I am aiming to target is user’s that want to customize their Home Page on Instagram, I believe that being able to select the posts, accounts, and hashtags you want to see, group them together and be able to jump across groupings is something other user’s would love to have as well, since many other platforms like Reddit, Facebook, Twitter and LinkedIn already implement this method in one way or another. Lastly, with these surveys, I will be targeting at user’s that have 100+ friends followed on Instagram, I want users that have to scroll through an average of 10 posts a day or more since those are the targets who could be wanting the “Catalogs” the most given that they have to scroll through unwanted posts that they might not want to

see at the moment to get to the ones that they actually want to view and interact with

2.1.3 Survey Bias

- **Framing Bias:** One bias that I must keep in mind when developing the survey is Framing Bias, this happens if the user gets confused and they select a default response as their only option. In order to avoid this, I will be giving users a plethora of options to choose from, broader categories will be used, and different range of options will be offered as well
- **Confirmation Bias:** Confirmation Bias happens when the users have a prior belief prior taking the survey, this will be confronted by offering multiple choice options as well as offering both positive and negative sides for the new feature for users to select
- **Voluntary Response Bias:** Happens when users offer to take the survey which may result in over-sampling strong opinions on the survey and not seeing the moderate opinions. These responses usually come in the form of “Yes and “No” responses, to avoid this, I will be introducing more ranges in the questions

2.1.4 Survey Results

Having conducted the survey via Instagram Surveys on 25 accounts, the surveys resulted in a 100% turnout, no candidate left questions unanswered. The survey results are pictured on **Figure 1** below. The main takeaways are as follow:

- Most of the users are what could be categorized “heavy” Instagram users, this is thanks to the data recorded on the following questions. **Time using Instagram during the week:** 10+ hours obtained 56% of the votes. **Accounts Followed:** 400+ accounts received 56% of the votes
- The majority of the users interact with the Home Page interface over other interfaces such as User stories with a 72% to 28% difference
- The users rather go to a specific account to look for a post instead of scrolling with a 64% turnover vs 36%. This leads to the **tiredness of the**

user when scrolling through posts to be Very Frequently with almost half of the votes

- I also found out that the users get more annoyed with scrolling through unwanted posts vs Ads, Responsiveness of the Interface and Order in which posts are shown.
- Lastly, users voted yes with 60% to wanting a feature similar to Twitter Lists

This data preliminary confirms what I was expecting to be a big issue with Instagram Home Page. User's that spend a lot of time using the interface, more often than not get tired of not having autonomy over what posts they want to see at a given time. I specifically asked users what methods they preferred when accessing posts because I wanted to see if they were already looking for alternatives avenues instead of just scrolling through their feed to find such post, this matches well with the responses of wanting a feature similar to Twitter Lists



Figure 1: Survey Results

2.2 Evaluation of Existing Interface

For the evaluation of an existing Interface, I decided to use Twitter Lists. This feature is really similar to what I want to achieve with the “Catalogs” feature on Instagram. For this reason, the methods of evaluation that I will be doing an overall evaluation of the interface, looking at key heuristic aspects such as Simplicity and Discoverability among others.

2.2.1 Biases

- **Confirmation Bias:** It is possible to have some Confirmation Bias while looking at an existing interface, I might go into the interface with an idea in mind that this interface is better than Instagram when that might not be the case. To avoid this, I will be looking at both positive and negative features that the interface offers

2.2.2 Evaluation Results

2.2.2.1 Interface Actions

In order to access the feature, interact with it and overall make it function the user must go through an extensive list of steps. Firstly, the feature is located on the user’s profile, it is not on the Home Page of the application. Once clicked, the feature offers you your lists if you have created some and a button on the right corner to add some more if wanted to. If the user wants to create a list and clicks the button, they are offered with another page to add image, description and name to the list. Once created the user can add accounts to the list by searching or clicking on recommended.

If the user wants to add or remove members from an existing list, this also comes with a plethora of steps. Once the user is in the Lists interface, they can click one of the lists they want to edit, once there they have to click edit again to access the add and remove features. This comes in the shape of “Manage Members” once this is accessed the user has two different tabs, one to add and one to remove

2.2.2.2 Principles

The interface hits and misses in key principles when it comes to overall evaluation. Firstly, I believe the interface does a good job in keeping **consistency** with the overall feeling of the rest of the features. It matches font, styles and outputs with other Twitter interfaces. In addition, the interface offers good **Constraints** for the user, messages of warning before users do something and having color coded errors offers users avenues to not commit mistakes. Furthermore, Twitter Lists also offers a good **Structure** to its design, it is very phone like and matches well with other apps. In the other hand, I believe Twitter List lacks in **flexibility**, the reason for this is that it does not allow the users to access its Lists from the Home Page, this creates a feeling that the user must access a separate feature when Lists are supposed to be Custom Home Pages. Other principles Twitter Lists fails on is **Discoverability** and **Simplicity**, the interface being left out of the Home Page takes many steps to set up. This being a separate feature also affects the discoverability of it, it is not fully implemented with other twitter features. Also, the deletion and adding of members is not simple but rather a hassle, too many actions needed to be taken to get it done, different windows and tabs are open to get these tasks solved when they could all be on the same page with different pop ups.

2.3 Data Inventory

Inventory	Data
Who are the Users?	The users are Instagram users that might want autonomy over their Home Pages
Where are the users and what is the context?	The users are using their phones to scroll through the Instagram Home Page. In our case, users might want to look at food pictures only on their Home Page, but instead of limiting themselves to following only food accounts they can follow those plus others and then customize their feed to only show them pictures of specific food accounts

What are their goals?	The primary goals of the users are seeing the posts that they want to see without having to see
What do they need?	The users need some way of personalizing their feeds. This could be done by grouping accounts/hashtags into different groups and then having the users selecting them to change their viewing experience
What are their tasks and subtasks?	The user tasks are scrolling through their Instagram feed. This is done by scrolling up and down. Their subtasks are swiping left to right to see posts that include one or more pictures.

2.4 Data Requirements

Functionality: The functionality that the interface must provide is making it easier for users to look at their Home Feed

Usability: When it comes to Usability, the interface must provide a way of grouping the accounts that the user deems alike. Then the interface must provide a way of accessing these groups easier than Twitter List

Learnability: The users can learn the new interface by implementing it alongside the Home Page, once it is there it will be easier for users to access it. This is a problem with Twitter Lists being a separate entity from their Home Page

Accessibility: A color blind mode might be necessary for the different groups

Compatibility: The interface structure should be compatible with other platforms

3. HEURISTIC EVALUATION

As previously mentioned, the interface at hand that will be evaluated will be Instagram's Home Page (Timeline), for this evaluation, we will assume our user is executing a common task on the interface, this would be scrolling through their Home Page. To do this Heuristic Evaluation, I selected 8 design principles which

I believe cover the exact array of criteria needed to come up with a good Heuristic evaluation. The principles that I selected are as follow: **Gulf of Execution, Gulf of Evaluation, Simplicity, Discoverability, Consistency, Flexibility, Structure, and Constraints.**

3.1 Gulf of Execution

3.1.1 Identify Intentions

When applying the Gulf of Execution to our interface, we must look at what the user's task and goal is when working with Instagram's Home Page. In our case, a typical user predominantly only interacts with Instagram's Home Page to look at the latest posts made by accounts or hashtags that they follow, so that would be our user's intent/goals when interacting with the interface.

3.1.2 Identify Actions

In order to achieve their goal, the users must interact with a task through a series of actions. Instagram does a great job to allow its users the ability to identify these necessary steps in the context of the interface. They make their functions **discoverable**, meaning that there's barely any clutter or other tools obstructing the user's ability to interact with the interface. They also let the user mess around with the interface, all the other interfaces around the Home Page do not lead to other pages or lock you out of the application. In addition, one of the main reasons Instagram excels on making it easy for users to identify their actions is the **consistency** that they use on the Home Interface. Instagram adopts the pattern of **Invisibility** that phones and touch screens have allowed applications to obtain, by functioning the same way other apps work (swiping up and down) the users barely must explore the functionality of the interface since it works in parallel with what they are used to.

3.1.3 Execute in Interface

Executing in the interface is simple given the task that the user interacts with to reach their goal. Users must swipe up and down to see the posts as well as swipe left or right to see multiple pictures under one post. Executing is trivial thanks to

the **Direct Manipulation** the interface offers. There's no extra hassle the user's having to go through to execute the identified actions on the task to achieve their goal.

3.2 Gulf of Evaluation

3.2.1 Interface Output

When it comes to the Gulf of Evaluation, we will be focusing on the information expressed by the task to the user through the Home Page interface, which is based on the actions the user took. The Interface Output when interacting with Instagram's Home Page is simple and clean. Since our user's actions just involve swiping up, down, left, right, and the context of our goal just focuses on seeing the latest posts on the user's timeline, this will make the Interfaces output be about **visibility** over any other perception. As soon as one of the actions is executed, the Interface reacts to the actions immediately via touch, the user can see how the structure and layout of the interface changes as they execute those actions. If they swipe down, they can start seeing the next post coming up while the other one disappears on the screen. Furthermore, if user's swipe up when they are on the first picture of the timeline, then they will see the widely known refresh icon, another piece of feedback that will let users know something will happen

3.2.2 Interpretation

As the user sees the feedback given by the interface via **visibility**, they know right away that their actions are having effect on the interface. Instagram uses white spaces to separate the posts, this allows the users interpret that both posts are not connected to each other and there's a discontinuation when the next visible post shows up. In addition, the refreshing icon when swiping up on the first post will automatically refresh the timeline and let user's see a different post that they had not seen before

3.2.3 Evaluation

It is a given that the white spaces between posts lets users evaluate that that they can keep looking at the next posts until they are either tired or find one that they

have already seen it. This is a good small feature that Instagram placed strategically in a good place to have that separation be clear within posts

3.2.3.1 Evaluation Flaw

When it comes to evaluating the interpretation of the refreshing icon, we might have a problem. The refreshing icon indicates that the page will be changed, but this varies from time to time. Sometimes user's will be shown a post from 3 days ago that they have not seen over one that was posted not too long ago which they have not seen either, this varies every time you refresh the page. There's no consistency with what the outcome of the Home Page will look like when swiping up and refreshing the page.

3.3 Simplicity

The design principle of simplicity focuses on keeping the right information relevant and easy to access while keeping the unnecessary stuff out of the way and rarely needed. Instagram's Home Page works on this very well. Since the interface is rather simple from a functionality point of view, this translates well to its design part as well. The interface keeps all posts visibly accessible, following the same pattern over and over, this is swiping up, down, left, and right. There's no extra stuff interfering with the interface, other interfaces like user stories are strategically located in places that will not endanger the course of actions that user's take when interacting with the Home Page. The information shown is also simple, it follows like this: account name, location, post, post options, likes and comments, everything in readable font and easy to see.

3.4 Discoverability

Discoverability is a simple but important design principle which is used relatively well on Instagram's Home Page interface. The interface works like most phones' applications, so discovering the actions that the users need to take to interact with the interface usually come with experience, since phones have become a commonality rather than a luxury nowadays. If the user wants to see the next post they swipe down, if they want to see the next post of a series of posts they swipe right or left. This is all done thanks to **Invisibility** and its usefulness when it comes

to letting the users interact with a task without barely noticing the interface, this greatly reduces the user's cognitive load when working with the interface.

3.4.1 Discoverability Flaws

Now, the reason the interface is "relatively well" in terms of discoverability is the fact that in order to do other actions like searching a particular set of posts, the users need to access other interfaces such as the search bar and individual account profiles. The Home Page interface has the potential to include this functionality in one place altogether

3.5 Consistency

Consistency is one of the pillars that the interface provides. The interface remains consistent with other competitors out in the market, its actions and visualization match that of other social media apps. The posts have white spaces in between them to differentiate them, the posts have comments under them, like buttons, account name, location etc. Every post follows the same pattern, plus every post has the same dimensions on the screen, making it the same every time you see a new one.

3.5.1 Consistency Flaws

One flaw that the interface provides with consistency is that the order of the posts and the accounts that they come from varies every time that you open the app. The Home Interface automatically arranges the posts from new to oldest, but this does not arrange them in a way that could be personalized by the users. What I mean by this is that if the user wanted some consistency on their Home Interface with posts from a certain topic, they could only achieve it by following that topic only. If users had a mix of accounts that they followed, it would be almost impossible to see 3 posts one after the other from the same topic

3.6 Flexibility

Since the interface is mostly used via phone, the use of accelerators to enhance the experts experience when using the Home Interface are not that possible or have

not been implemented to work on the interface just yet. The interface is very novice friendly

3.6.1 Flexibility Flaws

Instagram does not offer any sort of way of browsing the Home Page besides the ways already stated. Users are bound to just seeing the posts that they follow but they do not have access to categorizing them or putting them into similar groups to enhance visibility when looking at the latest posts. Examples of these features are seen on Reddit with Custom Home Pages and Twitter with Lists. Both these social medias allow the users to have the flexibility of grouping the accounts or topics that they follow into groups and gives them the opportunity of morphing their Home Feed into the ones that they select.

3.7 Structure

Instagram's Home Interface does a good job of keeping a consistent layout across all the interactions user's do on it. The interface organizes its posts purposefully from top to bottom and left to right to mimic real world applications like albums and papers. Furthermore, the layout is useful and clear, consistent and easily recognizable to users that have used other social medias.

3.8 Constraints

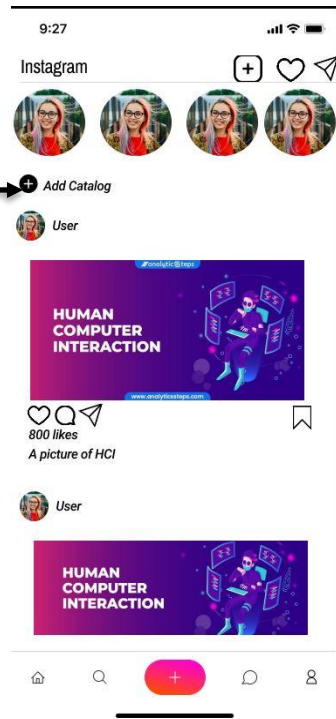
The use of Constraints in the Home Page is minimal, since this Interface is separated from the other ones, there's practically no errors the user could commit that could be prevented. There are barely any errors that users could do in the Home Page that could affect their user experience, since it is mostly looking up and down the timeline of posts shown to the user

3.8.1 Constraints Flaws

When users refresh the page by mistake by swiping up, there's no warning that the posts that they are currently seeing will be moved somewhere else, there's also no warning of what posts the users will see since this varies from time to time. I believe the interface could be fixed by letting users know what posts they will see or even how the algorithm works through some documentation.

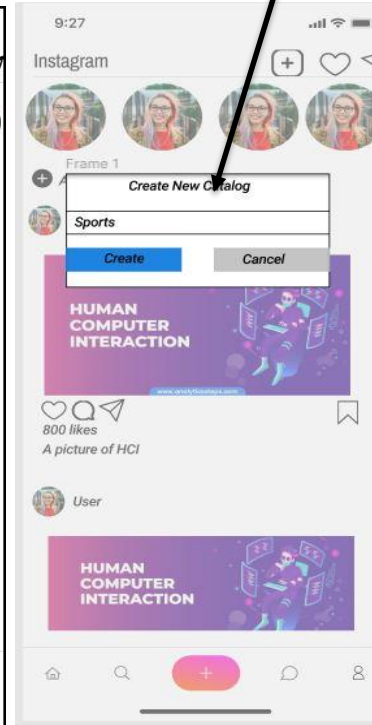
4. INTERFACE REDESIGN

Card #1



Add Catalog
Feature

Card#2



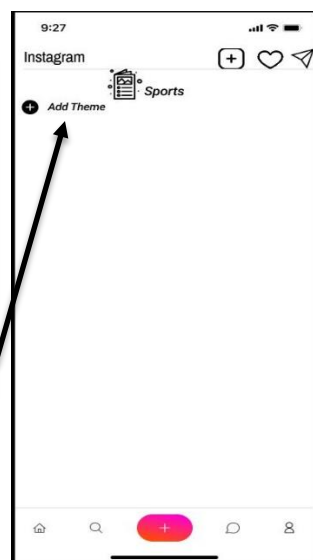
Create your
Catalog

Card #3



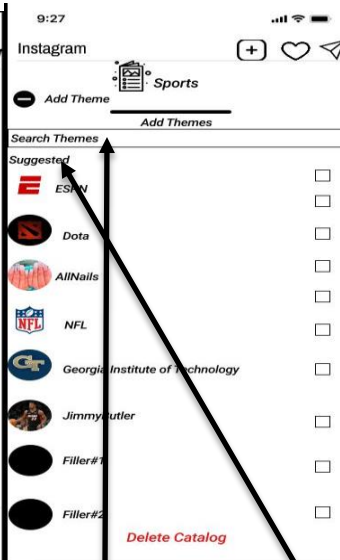
Catalog Created
with Button to
edit it

Card #4



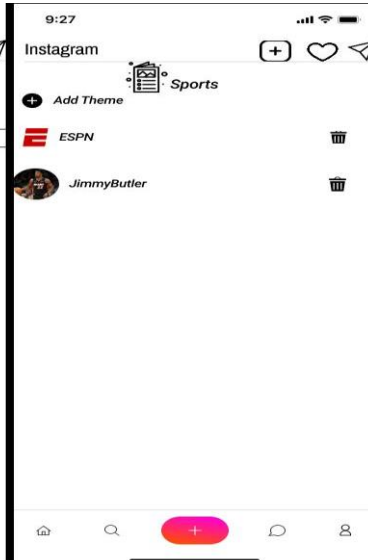
Edit Page for
Sports
Catalog,
option to Add
theme
(Accounts)

Card#5



Add Theme page,
Search and
Suggested Accounts

Card#6



Sports Catalog
with accounts
Added

Card #7

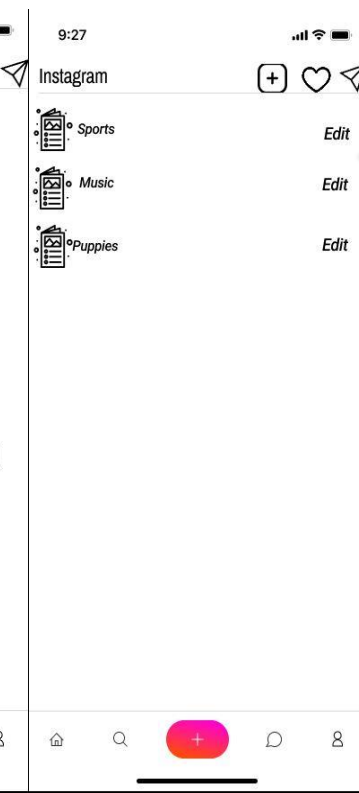
Card#8

Card #9

New Home
Page with
Catalog



Alternative
Home Page with
different
catalogs to
choose from



Alternative
Catalogs Page
when having
others created

Figure 2: Card Prototype, Instagram Catalog Feature. Figma and Flaticon for Design

5. INTERFACE JUSTIFICATION

The interface justification will be based on the principles covered on the Heuristic Evaluation of the Instagram Page. These are **Gulf of Execution, Gulf of Evaluation, Simplicity, Discoverability, Consistency, Flexibility, Structure, and Constraints.**

5.1 Gulfs of Execution and Evaluation

Looking back at the Execution and Evaluation of the gulfs done on the Instagram Home Page, I aimed to keep the same fidelity the interface offered while adding some personal touch to make it more viable. The intentions of the user remain the same but at the same time, since we added a new feature, the users will want to add Catalogs to their Home Page. The actions that the user needs to take are easy to identify, the user will see a new feature on the Home Page called “Add Catalog”

as seen on Card #1. From there the user will see a pop-up to write the name of the catalog they desire. Furthermore, the other actions the user can identify without any issues will be “Adding Theme” after clicking the Edit button, searching and adding the specific themes and deleting them by clicking the trash can button. All these actions are clearly shown to the user without any clutter or different functionality. For the Gulf of Evaluation, the interface output is typical with the Instagram interface, everything will be instantaneous and responsive. All the icons used give a sense of what the action of the button will be once touched, trash can to remove, edit to add, checkmark and squares to select etc. The evaluation will be easy for the users as well, the users will instantly see that the themes they selected are the ones they wanted because they will see the accounts posts and stories on the main page.

5.2 Simplicity

Instagram did a really good job on simplicity when it came to their main page, I followed up this by following the same color pattern on font and icons that Instagram uses. I did not want to stay away from the overall theme like blue for the buttons or the black for the icons. I also kept everything separated with a good layout to differentiate the options and features

5.3 Flexibility

Flexibility was a main issue during the previous Heuristic Evaluation. I aimed to tackle this by offering different ways the users could personalize their Home Page with Catalogs. Users are given different avenues for selecting their themes, they can search for them or select from a cauterized list. Once in the Home Page, users are not bound to seeing the same Catalog, since they can select from a variety of them as seen on Card#8

5.4 Discoverability

For Discoverability, I specifically put the “Add Catalog” option in a place that is visible for the users and not hidden behind a Settings feature like Twitter Lists has it. Furthermore, once selected, the lists will appear in conjunction with the Home

Page, they won't have to be looked for in other places but the current interface that it interacts with

5.5 Consistency

I stayed consistent with the already existing Instagram interface. None of the picture layouts or other interfaces were moved around to implement the new one

5.6 Structure

Once the user has various catalogs, I thought it would be a good idea to set up the Catalogs just how the User Stories are set up. Users can just swipe left or right to traverse through the user stories, this was applied the same way to the Catalogs.

5.7 Constraints

The only Constraint that Instagram had issues with was the refreshing button not letting users know that it will show old pictures that they did not want to see. This is an algorithmic feature that my feature does not cover. Hence, users will still see the picture replaced by others. The only difference this time will be that the picture they will see will be bounded to the Catalog they have selected

6. EVALUATION PLAN

6.1 Qualitative Evaluation

For this experiment, I decided to choose Qualitative Evaluation and combine it with a think-aloud protocol to carry out the investigative part of my project. These two strategies mix well together since the participants will be asked questions based on what they see, think, and feel when interacting with the Card Prototype that covers various steps and actions people can take to organize their Home Feeds on Instagram

6.2 Evaluation Plan

6.2.1 Participants and Recruitment

The participants for this Qualitative Evaluation will be friends and family at first, this process will be conducted as many times as possible, but I wanted to get

started with people that are easier to reach to get some initial early data in before conducting several other evaluations with other participants. The reason these users need to be familiar with the Instagram overall interface is that I want to get participants that have prior experience with the interface, since targeting experts is better for more quality data which could help trickle down to future novice friendly designs. Again, the line between expert and novice users when it comes to Instagram is hard to define, given that it is an app that shares many of its core phone features with other apps, so it comes as easy to learn and dominate.

The participants for the experiment will be contacted via text and phone calls. They will be invited at their earliest convenience during the weeks of 11/20/2021 to 11/27/2021 to conduct this study.

6.2.2 Location

The participants will be called to attend a coffee shop that is located at a good location that works well for both parties. The coffee shop provides a calm and “studious” environment that will have the participants relaxed and eager to carry out the experiment without any disturbances or interruptions. At the locations, the user will occupy a table and there I will showcase the various cards to ask them questions as they go through each task and sub-task.

6.2.3 Biases

- **Confirmation Bias:** I will tackle confirmation Bias by having multiple friends and family present doing the think-aloud protocol with the Card Prototype, by having many participants, the qualitative feedback I get will help me get a broad variety of opinions that might not be what I had in mind coming into the experiment
- **Observer Bias:** This bias will be avoided by having various coworkers review my interview transcripts to make sure there’s no indication that I am changing the questions to influence the user’s responses. This will help me separate the experiment motives from the participants
- **Social Desirability Bias:** In order to not run into this bias, I will be informing the participants that this interface was designed by another

student and that it was given to me to evaluate with other people. This will help me avoid my friends and family giving me good feedback just because I created the new interface

- **Voluntary Response Bias:** The response bias won't affect my experiment because I will be sitting everyone separately in the case, I get a big group of friends and family at once, they won't interact with each other, so they won't know what the other person said. Furthermore, most of the experiment will be carried out individually

6.2.4 Questions

Questions for the Qualitative Evaluation are attached on **Appendix 8.2**

7. EVALUATION EXECUTION

7.1 Raw Results

For the Qualitative Evaluation, results can be seen on **Appendix 8.2**. I showed the participants the cards and followed this with questions as they worked through each card. The participants were asked questions like what they were seen at the time, how they interpreted what they were seeing, what steps they would take when interacting with the buttons, what their expectations were, and what they would add to the specific card they were seeing. Users had plenty of time to work through each card and ask questions while they were working on them. Some questions that were asked were about the layout, what some of the options meant, if the icons of the Catalogs could be changed, if the Catalog would refresh to a normal page after awhile etc.

7.2 Analysis

After iterating over the questions asked by users as well as their responses as they went through the different cards while allowing me to study their thought process, I drew various conclusions that could indicate the prototype might be successful. One of the main takeaways from the experiment is the users iterated over the cards with ease, they barely asked questions as to where to go, what to click or what to interact with. This is extremely important to me, I wanted the prototype to be

simple, discoverable and functional to use. In addition, the participants gave sound feedback such as different colors for the Catalogs on the Home Page. Something that surprised me overall was on Card #9, users knew that they needed to swipe right to access the other Catalogs. This is something I specifically designed just like User Stories so users will be familiar with the new feature. The positioning of every icon, button and options was a success. Users were delighted that it followed the same structure as other Instagram layouts. Furthermore, users suggested the ability to change the icons of the Catalogs, they wanted to personalize them, so this might be an idea for the future

7.3 Future Changes

Some future changes based on the feedback that I might add are as follow:

1. **New Icons:** Some new Icons added as an option for the different Catalogs, like the photo option that Twitter Lists offers
2. **Button for Home Page:** This was asked because participants wanted to go back to the Home Page without having to swipe on the different Catalogs
3. **Delete button positioning:** Users want the option to delete the Catalog to be right next to the edit button instead of being within the edit button

7.4 Looking Ahead

Looking ahead, thanks to the different Needfinding methods, prototypes and evaluations. I truly believe the Catalog method would be a great addition to the Instagram Home Page. As we go through different aspects of the design lifecycle, this feature will be tested through other protocols, evaluations and Needfinding methods to gather more precise data. Moving forward, I would like to have the prototype implemented on a technological level, maybe working with the Instagram API a high-fidelity prototype would be possible at a local level on my personal phone. If this is done, I will do a naturalistic observation of users working on this live prototype to gather timings, and feature usage through an empirical evaluation. I want numerical data to back the qualitative data gathered on this project

8. APPENDIX

8.1 Survey Questions

- Are you 18 years or older?
 - Yes
 - No
- In the past seven days, how much time have you spent on Instagram?
 - 0 hours
 - 1-2 hours
 - 3-5 hours
 - 6-9 hours
 - 10+hours
- How many accounts do you follow on Instagram?
 - 1-100 accounts
 - 101-200 accounts
 - 201-300 accounts
 - 301-400 accounts
 - 400+ accounts
- Between these two Instagram features, which do you spend the most time interacting with
 - User Stories
 - Home Feed
- If you selected Home Feed, how often do you get tired of scrolling through posts
 - Very Frequently
 - Frequently
 - Occasionally
 - Rarely
 - Never
- If you wanted to look for a specific post/picture that you have seen before on your Home Feed, which would you do?
 - Scroll until finding the post
 - Go to account that posted it and scroll there

- How satisfied are you with the current Instagram Home feed features?
 - Highly Dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Highly Satisfied
- What do you struggle the most when using Instagram Home Feed?
 - Responsiveness
 - Order in which Posts are shown
 - Scrolling through unwanted posts
 - Ads
- If you selected “Scrolling through unwanted posts”, would Custom Feed like Twitter Lists be of interest to you
 - Yes
 - No

8.2 Qualitative Questions

Card#1

Where would you go if you wanted a new Catalog?

Participant #1: “That ‘Add Catalog’ feature there looks like it would do the trick”

Participant #2: “The ‘Add Catalog’ button”

Participant #3: “That button”

Participant #4: “Mmm let me see, is it in settings?”

Participant #5: “Catalog, of course”

What do you think will happen when adding a catalog?

Participant #1: “I believe we will be able to assort all of the pictures that we want to see in our timeline”

Participant #2: “We will go to another page to make a catalog”

Participant #3: “A pop up will appear that will allow us to write the name of our catalog”

Participant #4: "It will let me create the catalog

Participant #5:" I will select different accounts to add to my catalog"

Card#2:

What do you think about the placement of the pop up?

Participant #1: "I like it"

Participant #2: "I think it is common"

Participant #3: "Fine by me"

Participant #4: "The colors match Instagram's theme"

Participant #5:" It is ok, I like that it blurriest the back"

Card#3:

What do you think about the layout?

Participant #1: "It is pretty good"

Participant #2: "Clean"

Participant #3: "It is simplistic, I like it"

Participant #4: "Really good, actually

Participant #5:" It is easy to use"

What would you do to add or delete accounts in your catalog?

Participant #1: "Edit button"

Participant #2: "Edit"

Participant #3: "Edit"

Participant #4: "Edit

Participant #5:" I'd click the edit"

Card#4:

Is the position of the "Add Theme" button and the name of the Catalog good to you?

Participant #1: "Yeah, looks fine"

Participant #2: "I would like maybe an option to change the icons"

Participant #3: "Maybe change the color of the icon"

Participant #4: "Looks good"

Participant #5: "It is okay"

If I wanted to add the themes/accounts, what would I click?

Participant #1: "Add Theme"

Participant #2: "Add Theme"

Participant #3: "I would click "Add Theme""

Participant #4: "Add theme"

Participant #5: "Add Theme"

What are your expectations when clicking "Add Theme"

Participant #1: "I believe maybe a list of different accounts to follow would show up"

Participant #2: "Colors would show up?"

Participant #3: "So if themes are accounts, then that means it will be like searching for people to follow"

Participant #4: "This will give me the option to access accounts and add them to my catalog"

Participant #5: "I will add hashtags to my Sports catalog"

Card#5:

What do you think about the suggested and search bar for the accounts?

Participant #1: "I think it looks good"

Participant #2: "It is fine"

Participant #3: "Fine"

Participant #4: "Looks just like the search feature on Instagram"

Participant #5: "Good job on this"

Thoughts on the "Delete Catalog" button

Participant #1: "It is fine"

Participant #2: "It is easy to see and not touch by mistake"

Participant #3: "I think the location is good, but it could be somewhere else"

Participant #4: "I think it would be easier to have it before right next to edit"

Participant #5: "It is ok"

Card#6

What do you think the trashcan icon means?

Participant #1: "Delete the specific account"

Participant #2: "It will delete the catalog's account"

Participant #3: "Delete""

Participant #4: "Erase"

Participant #5: "Take off the theme"

Card#7

What are your overall thoughts on the feature?

Participant #1: "I think it is extremely good, I like how a lot of the icons are the ones that we see before on Instagram"

Participant #2: "It is pretty good actually, but maybe having a button to go back to the normal home page would be good"

Participant #3: "The only downside would be the delete button, the rest looks good"

Participant #4: "I like how it gives you the option to click easy on the different catalogs"

Participant #5: "Man, good job. I hope they implement it hahaha"

