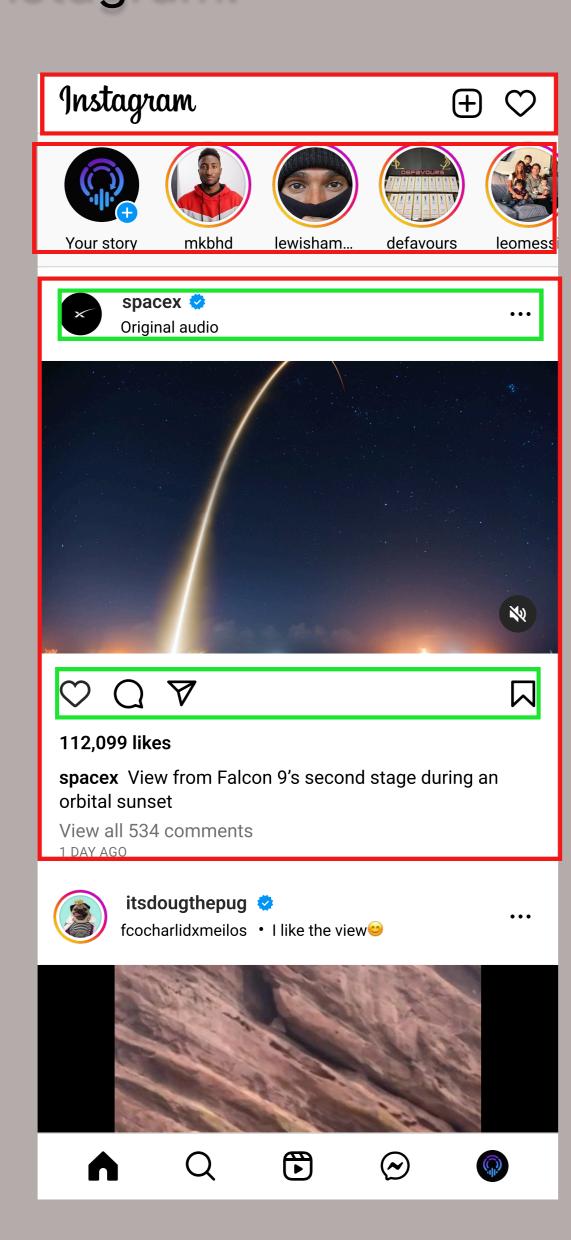
Discover:

Facebook:

9:41 + Q @ facebook What's on your mind? John Mobbin added a new reel.

Instagram:



Define:

Why?

Because when compared to instagram facebook has too many elements at the landinng page which is too annoying

Facebook is popular among old people, but it doesn't yet reach the young people more, UI is one of its major cause

What?

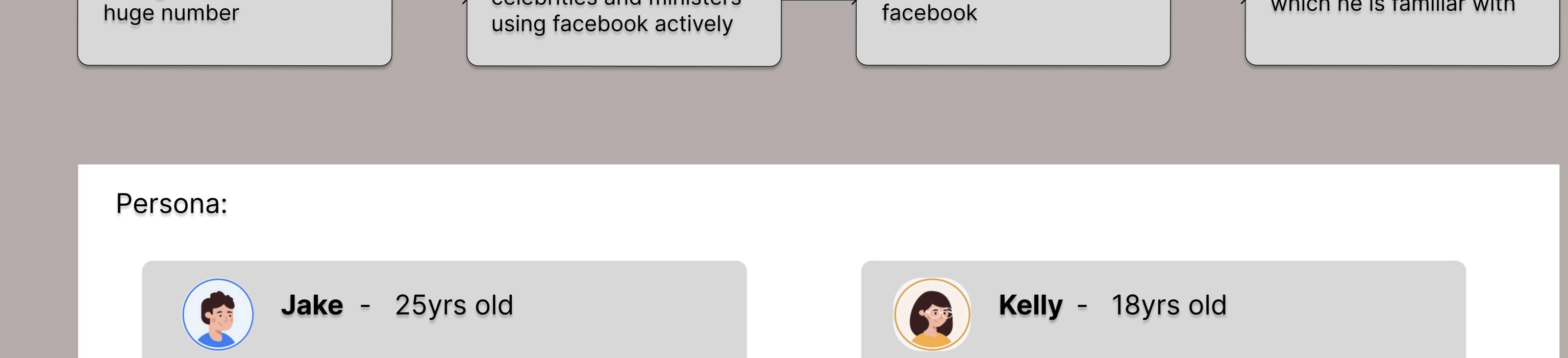
To redesign the landing page and make the elements similar to instagram to improve user experience by their muscle memory and use subconsciously

How?

By following the ui and design of instagram to give users the similar experience

An active instagram user needs to use

facebook because of his old facebook



The user downloads

A teen girl who is familiar with most of

downloads facebook for getting active

needs a better experience as that of

updates from celebrities and politicians,

the social media applications,

other apps

He expects the same experience of instagram because of his muscular memory

He needs a comfortable ui

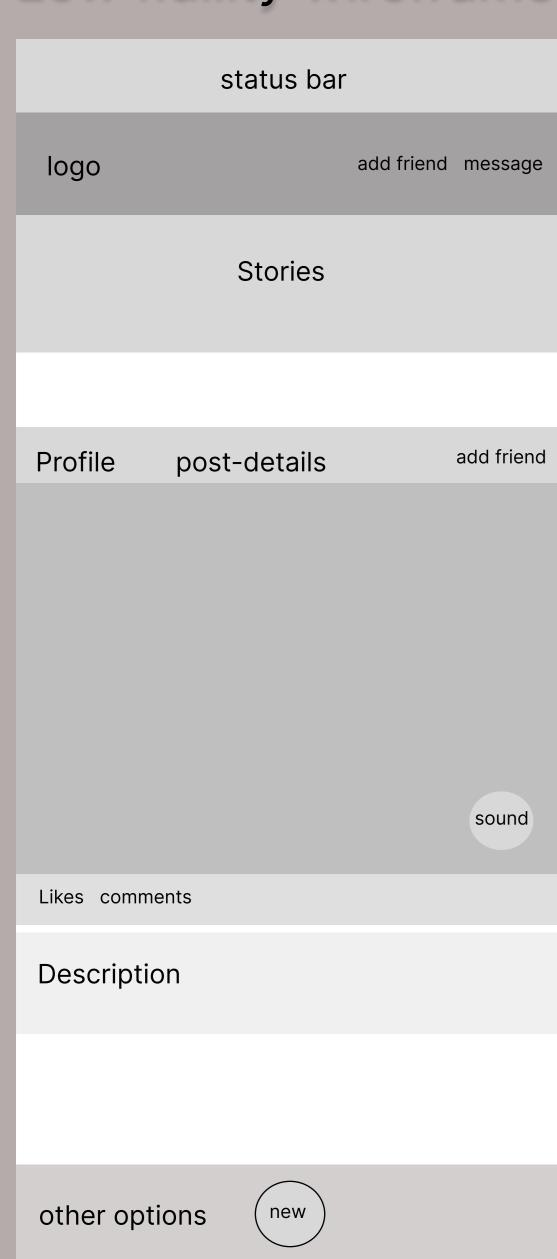
which he is familiar with

connections.

Instagram users are in a

Design (+Ideation):

Low fidility wireframe



High fidility wireframe

A user hears or sees the

celebrities and ministers

