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Collage of Computer Engineering and sciences



جامعة الأمير سطام بن عبدالعزيز
PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY

المملكة العربية السعودية
وزارة التعليم

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جامعة الأمير سطام بن عبدالعزيز

كلية الهندسة وعلوم الحاسب

Search subject :

Instagram

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I. Introduction

In recent years, social communication has taken on a new form with the emergence of various social networking sites. This shift in communication has made it easier for people to connect, regardless of the distance between them. One of the most popular sites in this regard is Instagram. With its online platform, users can easily upload photos and videos, and comment on posts in real-time. Additionally, Instagram offers voice and video communication, depending on your internet connection, which is only available on the app. Also the domain address platform, Instagram is a highly popular social media 2010 of Instagram its Meta. Launched in platform that aims to create a space for users to connect with each other through visual content. Users can share photos and videos with their followers and interact .with others through likes, comments, and direct messages

Instagram offers a range of services, including the ability to create a profile, post visual content, follow other users, and explore hashtags and trending topics. The platform also features a variety of tools and effects, such as filters, stickers, and .augmented reality effects, to enhance users' visual content

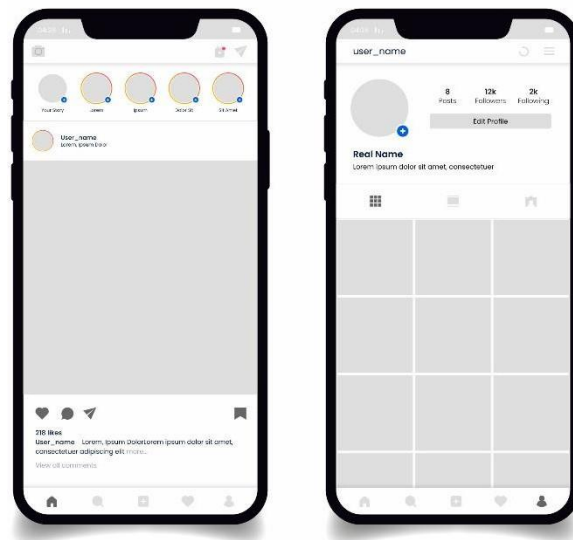
Additionally, businesses can create business profiles on Instagram to connect with customers, promote their products or services, and analyze their performance on the platform. Instagram has become a popular platform for digital advertising, with businesses utilizing sponsored posts and advertisements to reach their target .audience

The domain address of Instagram is www.instagram.com. With its emphasis on visual content and user-friendly interface, Instagram has become one of the most widely used social media platforms worldwide, boasting over one billion active users as of 2021.

II. Strategy

Instagram is primarily a social media and digital advertising platform, as evidenced by its primary function of enabling social connections and interactions through visual content, as well as its capacity to serve as an advertising platform for businesses.

The design of the Instagram website is centered on its primary objective of providing a space for users to share and connect through visual content. The design is straightforward, uncluttered, and user-friendly, featuring a predominantly white and neutral color palette that allows content to stand out (figure2.1). Additionally, the website is optimized for mobile devices, recognizing the significant portion of users who access the platform on their smartphones.



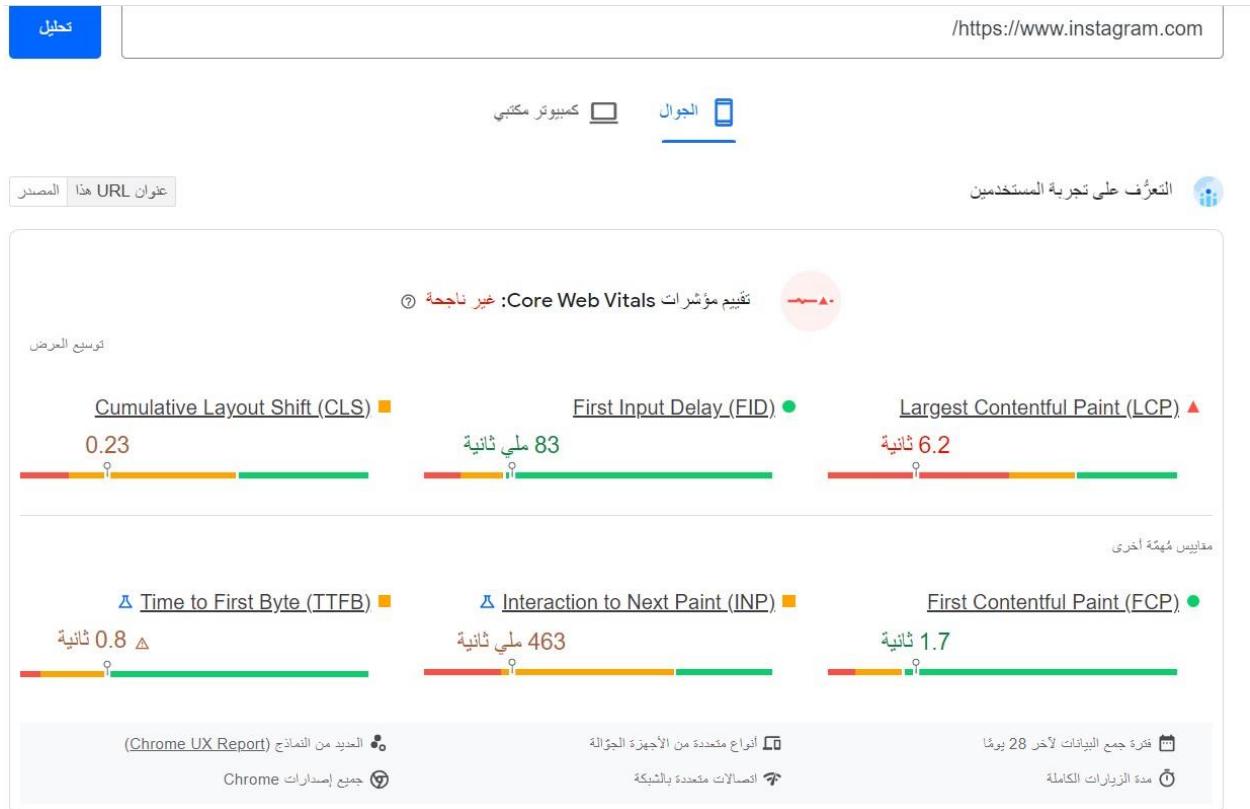
instagram interface2.1 Figure

Instagram's target audience is predominantly younger users, who are drawn to visual content and social media interactions. The website's design caters to this audience by prioritizing visual content, providing a range of features and tools to enhance visual content, and facilitating interaction between users through functions such as likes, comments, and direct messages.

Overall, Instagram's design is highly effective in achieving its purpose of providing an accessible and engaging platform for users to share and connect through visual content. The design is well-suited to its target audience and business category, and the website's features and functionality continue to evolve to meet the changing needs and preferences of its users.

UsabilityIII.

Instagram's page load speeds generally perform well, with pages loading quickly and visitors unlikely to experience long wait times (figure 3.1)



speed test how long to load3.1 Figure

The platform's design is intuitive and straightforward, making it easy for users to find information and navigate the platform. A prominent search button is available for visitors to use, and users can easily explore content through hashtags and trending topics.

All links on Instagram appear to be working properly, indicating that the platform is well-maintained and up-to-date. However, it is always a good idea to use online tools to check a website's links and ensure that there are no broken or dead links (figure 3.2).

Online Broken Link Checker

Scans webpages for **dead** hyperlinks • Can analyse unlimited number of pages* • Useful for **SEO optimization** • Checks both **internal** (local) and **external** (outbound) URLs** and finds which are stale • **Reports bad links location in your HTML code** • Validates websites online: the same way as how your users and Search Engines see those • Detects "linkrot" and other problems of web site integrity • **Supports sub-domains** • Works on-line so can be used on Windows, Mac OS, Linux, iOS, Android, and any other platform • Shows **404 errors** and other unsuccessful **HTTP response codes** - for each dead or problematic hyperlink

* free version has a limit of 3,000 pages, and only one running session per IP address is allowed

** links to documents (PDF, DOC, XLS, PPT etc) and images are not going to be checked. To get those covered please [contact us](#) for the commercial version.

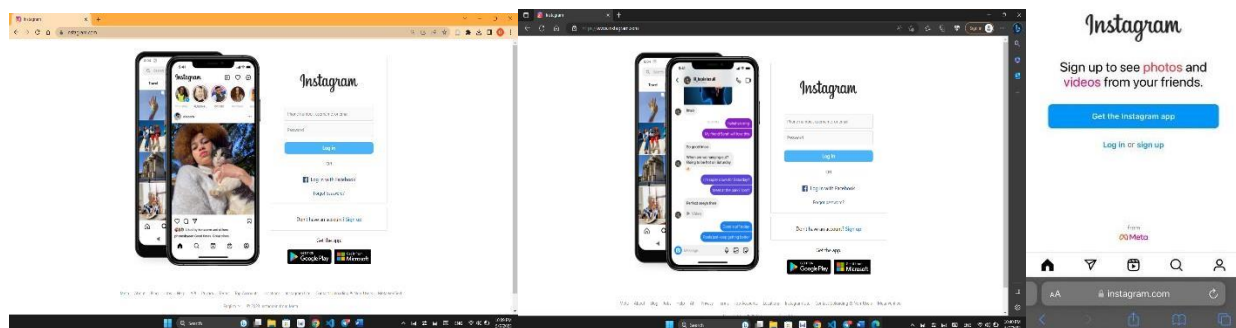
[Why dead links are bad](#)

[Why our Checker?](#)

[Nature of bad links](#)

online to check if the website its broken3.2 Figure

Instagram is optimized to work in a wide variety of browsers, including popular browsers like Google Chrome, and Microsoft Edge . Also we can open in mobile Safari (Figure 3.3) This means that users can easily access the platform device by regardless of which browser they use.



different websites3.3 Figure

IV. Content and Readability

The fonts chosen by Instagram are generally easy to read and prioritize legibility. Text is designed with a simple and clean design, with considerable contrast between the font color and the background color, making it easy to read text even on busy or colorful backgrounds.

Instagram's content is generally concise and easy to digest, with a focus on visual content that is easy to consume and engage with. However, the sheer volume of content on the platform can be overwhelming or difficult to navigate at times for some users.

V. conclusion and recommendations

In conclusion, Instagram is a widely popular and user-friendly social media platform that has gained immense popularity due to its focus on visual content, easy-to-use interface, and mobile optimization. However, there are still areas for improvement that can help Instagram better serve its users and maintain its position as a leading social media platform.

To improve the platform, Instagram could enhance its content curation algorithms to help users discover new content more easily. Additionally, Instagram could improve its privacy settings to address the growing concerns around data sharing and privacy. Lastly, Instagram could develop new features to foster community engagement, such as forums, chat rooms, or other interactive features.

Overall, Instagram remains a highly effective and well-designed social media platform that continues to serve the needs of its users. By continuing to innovate and prioritize user experience, Instagram can further strengthen its position as a leading social media platform and provide a valuable service to its users.