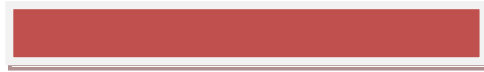


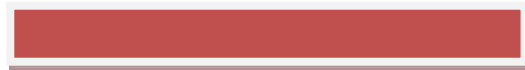
## **Report**

**Title – Comparing the website version of Instagram and  
LinkedIn.**

**By**



**And**

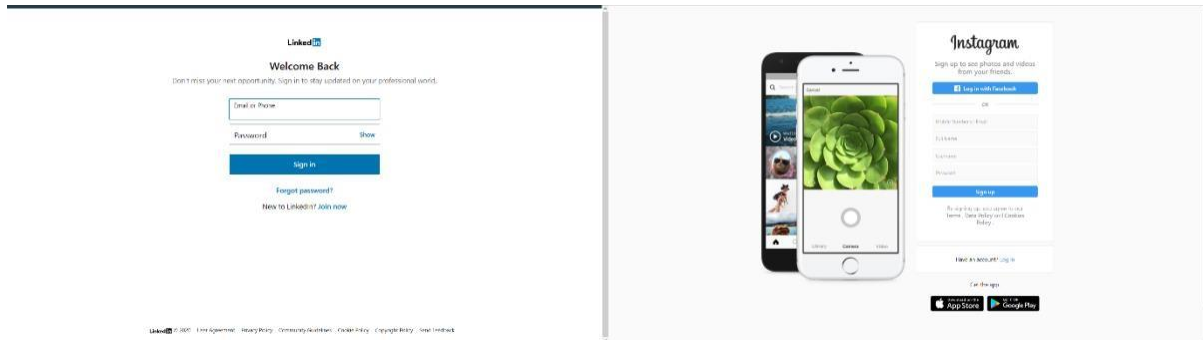


**Vs**



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## The Login Page



Instagram's login page uses the CSS flex property to set flexible length on the items present on the page. The login box gives an option to create a new account or to log on using the existing Facebook account or log in using the existing Instagram account. The log in button redirects the user when its clicked, where the user can log in using his username/email/phone number. The page also provides with links to App Store and Google play to download the application on the respective platforms.

Phone number, username, or email

The login box has textbox to take input, that uses input type="text" and aria-description="" as place holder.

Sign up

The sign-up button uses the html button tag.

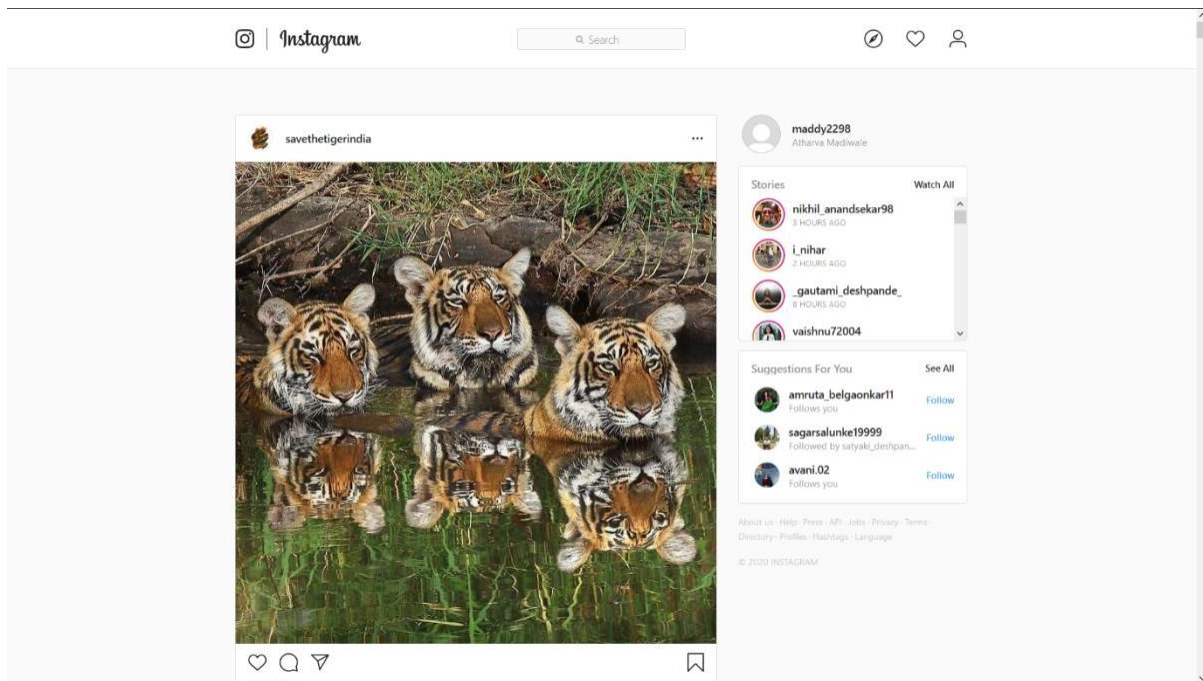
[ABOUT US](#) [HELP](#) [PRESS](#) [API](#) [JOBS](#) [PRIVACY](#) [TERMS](#) [DIRECTORY](#) [PROFILES](#) [HASHTAGS](#) [LANGUAGE](#)

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The page has a footer that shows the copyright information as well as links to help, about us and privacy as shown above. The footer internally uses a <nav> tag to display all the links and a <span> tag for the copyright information.

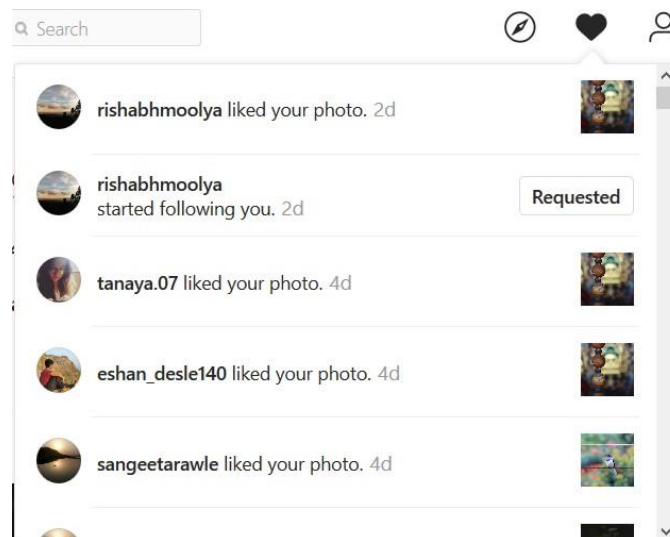
LinkedIn -

## The Home Page

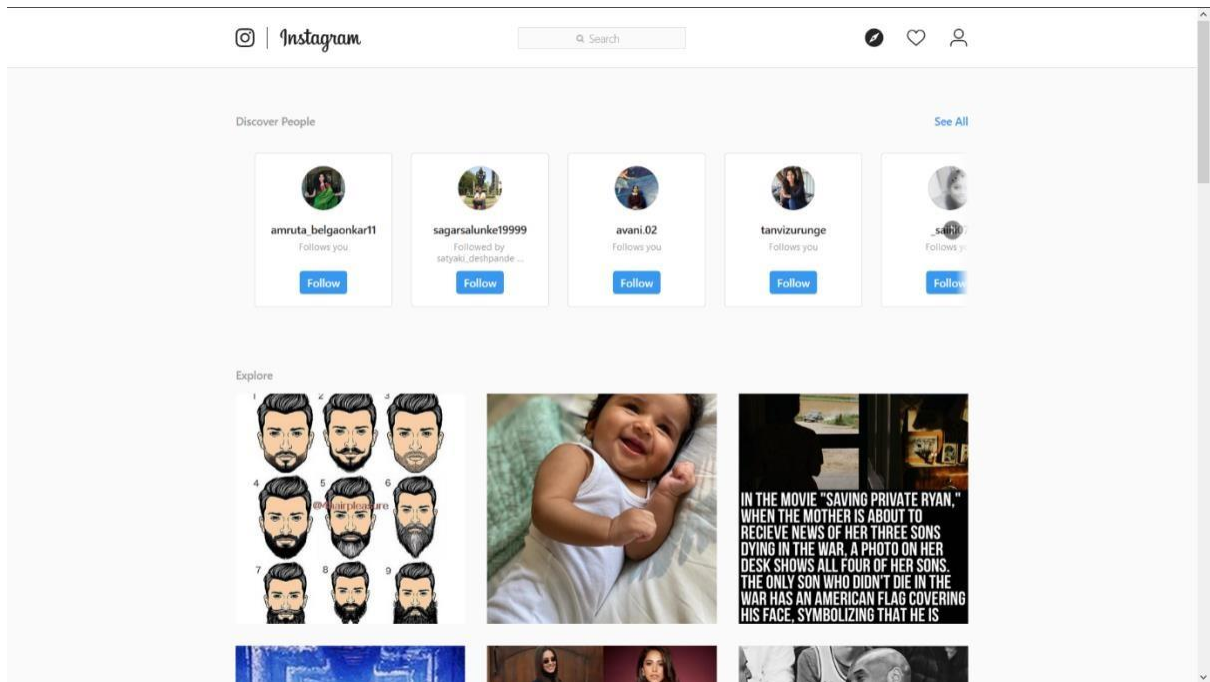


Instagram has a simplistic design approach for the homepage. It displays the image/news feed panel in the left that acquires 70% of the screen. The right-hand side column has the stories panel, the suggestions panel and it also displays the username that doubles as a hyperlink to users account.

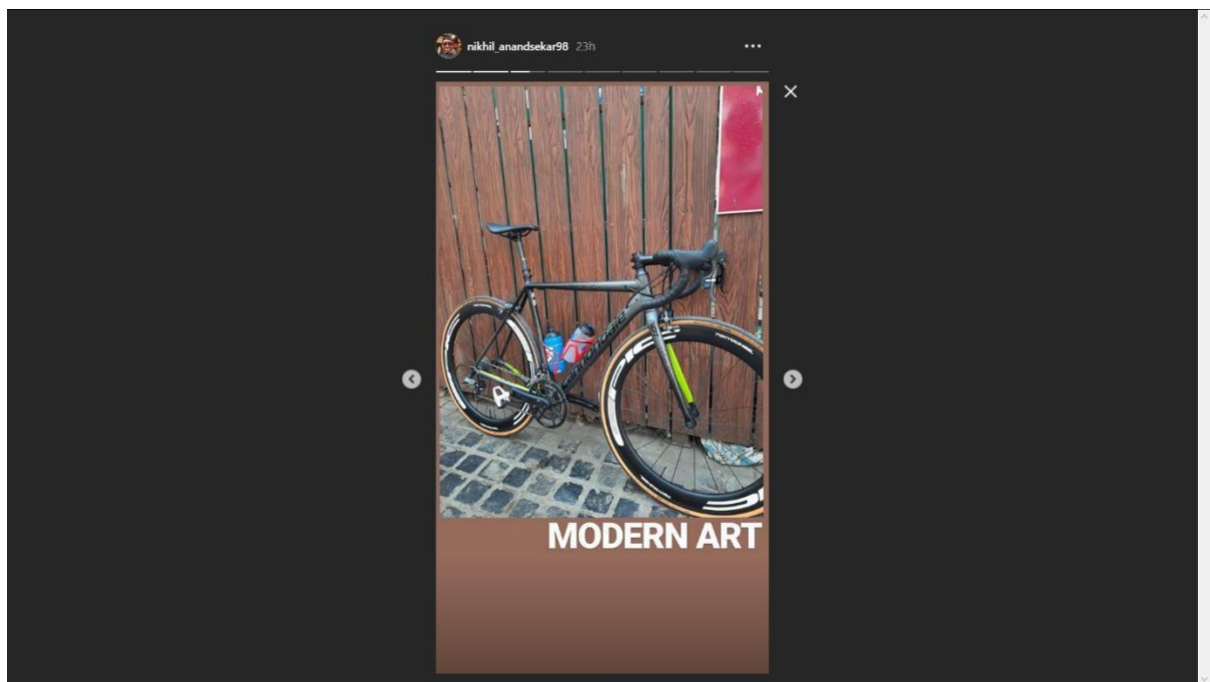
The navbar consist of a search bar, the logo and the links to discover page (shows photos that matches users liking), the like panel (shows the likes and follow requests/details) and also has an option to go to user account.



Notifications panel.

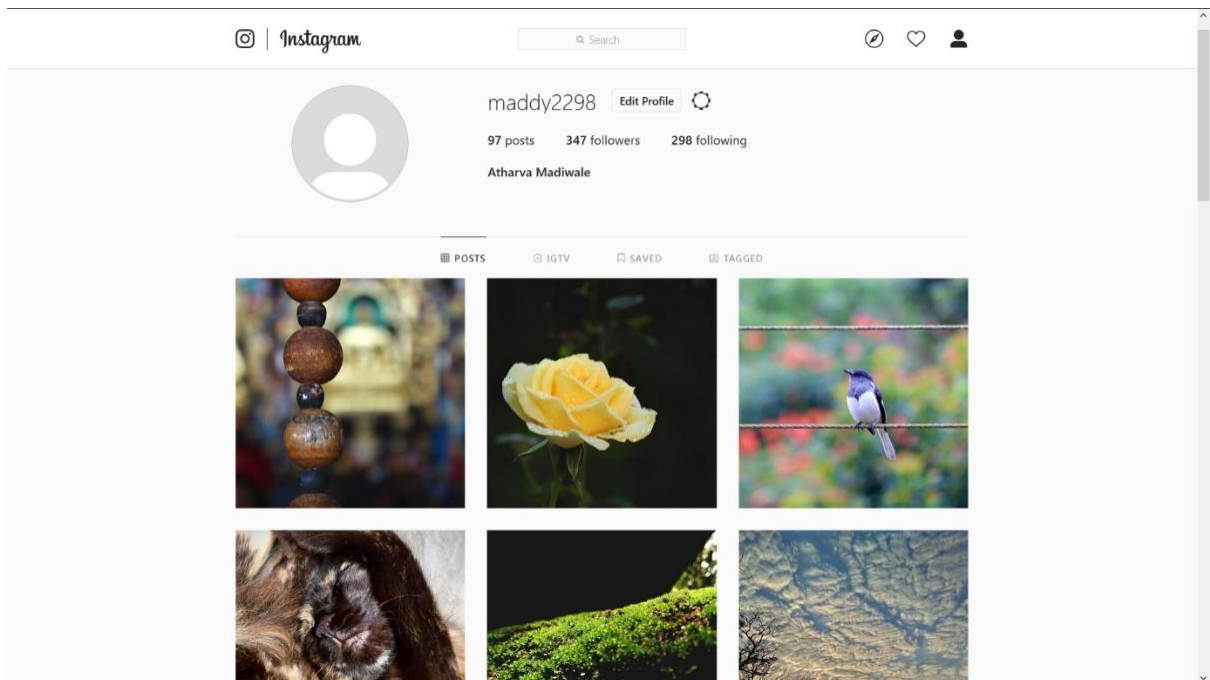


Discover page.

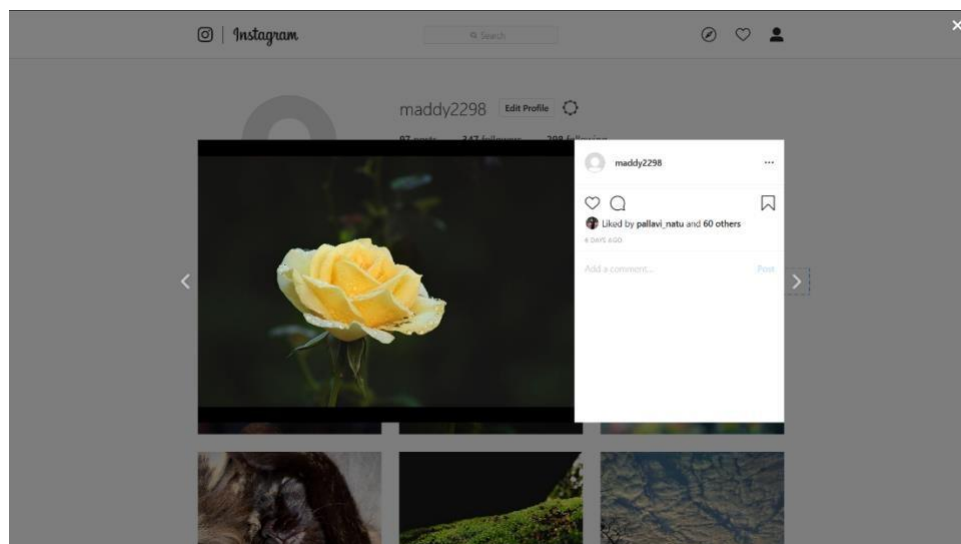


Stories.

## User Account



The user account displays all the posts by the user and the overall information about the account. User also gets an option to edit the profile. The page also offers to show the saved and tagged photos of the user. It looks like the page may be using a grid layout, but it does not. It uses list, div, footer to achieve this look.



## Photo Viewing

## **The Overall Verdict**

### **Instagram –**

The user experience is very simplistic. A clean, white background UI greets the user, where the photos and stories are displayed. The overall design is self-explanatory adding to the easy navigation through the website.

The website does use cookies for better user experience and can send notifications to the user if allowed to do so. The website offers a secure connection and also offers a two-factor- authorisation along with password for better security.

The website uses HTML `<div>`, `<nav>`, `<footer>`, `<span>`, `<svg>`, `<button>`, and `<input>` tags in abundance. It also uses CSS flex. And numerous events are linked to these elements.

The website offers a different set of features when compared LinkedIn. Both the website come under the “Social media” domain, but Instagram can be classified as a casual, personal website whereas LinkedIn is for professional use.

### **LinkedIn -**

Parameter	Elements	Instagram	LinkedIn
Input controls	Buttons	Yes	
	Text fields	Yes	
	Checkboxes		
	Radio-buttons	No	
	Dropdown list	No	
	List boxes		
	Toggles		
	Date field	Yes	
Navigational Components	Breadcrumb		
	Search Field	Yes	
	Pagination	No	
	Slider	Yes	
	Tags		
	Icons		
Informational Components	Tooltips		
	Progress Bar	No	
	Notification	Yes	
	Message Boxes	Yes	