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Link to my posts

<https://discourse.onlinedegree.iitm.ac.in/t/lxi-3-2-identify-usability-goals-and-principles-sept-2024/150064/25?u=risdornthereaper>

1. Which of the given software services have you chosen?

I have chosen Instagram as my software service.

2. Write the usability goals and principles used in these software apps?

Usability goals and principles used on Instagram are as follows

**Effectiveness:** Instagram is effective in allowing users to easily upload, share, and view content like photos, videos, and stories. Its streamlined interface ensures that users can efficiently engage with posts, comments, likes, and shares.

**Efficiency:** Instagram's user interface (UI) is optimized for quick interaction. Features like the story feed, explore page, and the double-tap to like function allow users to navigate and interact with content swiftly. This increases the overall speed at which users can interact with content.

**Learnability:** Instagram's design is intuitive, which makes it easy for first-time users to learn how to use the app. Icons and gestures (like swiping between stories or posts) are clear, which reduces the learning curve.

**Memorability:** The design choices on Instagram, like the profile layout and simple navigation, make it easy to remember how to use the app, even if you take a break from using it.

**User Control and Freedom:** Instagram allows users control over their content, such as editing posts, managing privacy settings, and deleting posts if needed.

3. Write the usability goals/principles are being violated in these software apps?

Usability goals that are being violated can be

**Privacy and Security:** Instagram has faced criticism for its handling of privacy, especially when it comes to data sharing, targeted advertising, and how user data is handled. Users often feel a lack of control over how their data is used, violating the principle of ensuring **trust and transparency**.

**Satisfaction:** While Instagram provides a visually appealing experience, the frequent **ads and suggested posts** can disrupt user satisfaction. Many users feel bombarded by non-organic content, which violates the satisfaction goal by creating a less enjoyable user experience.

**Customizability:** Although users can control what they post and whom they follow, there is little customization available when it comes to the content Instagram shows in the explore tab or the algorithm-generated feed. This limits user **control** over their experience.

**Efficiency:** For content creators, Instagram's **post-scheduling and in-app editing features** are relatively limited. This makes the process inefficient compared to other platforms that offer better management tools for creators.

4. How many posts did you respond to?

I have responded to 2 posts.