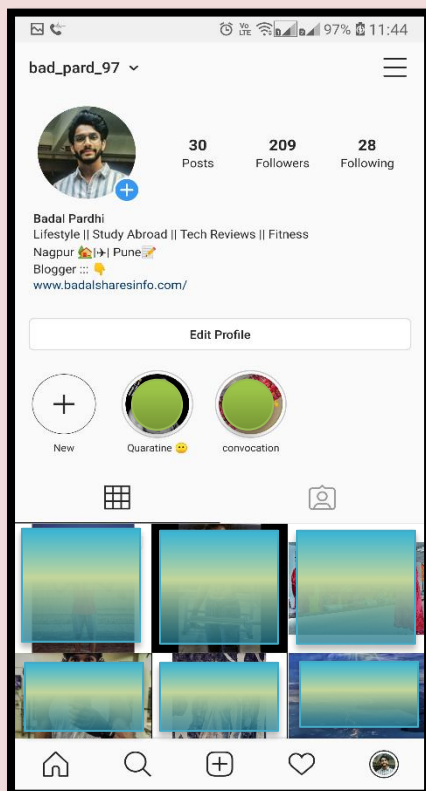


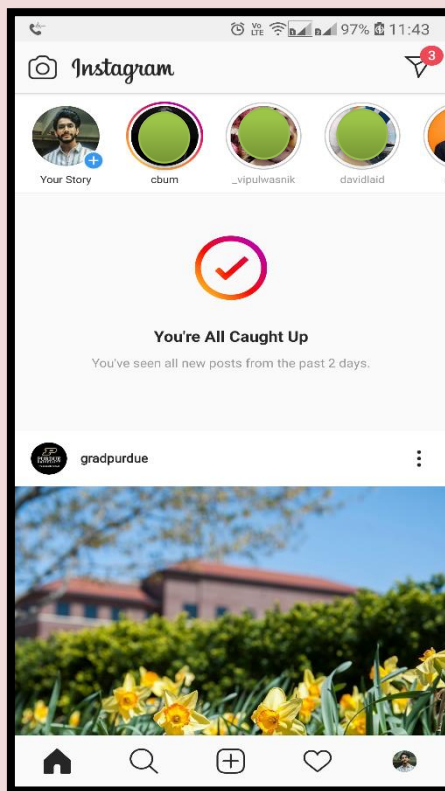
INSTAGRAM

Unlike twitter, Instagram is a platform for users to share their picture and videos to let the world know what exactly they are up to. Instagram also has a video platform called IGTV where a user can find short films and video logs of prominent personalities all around the world. One can also use Instagram for business purpose with a dedicated business account to market products on a visual scale.

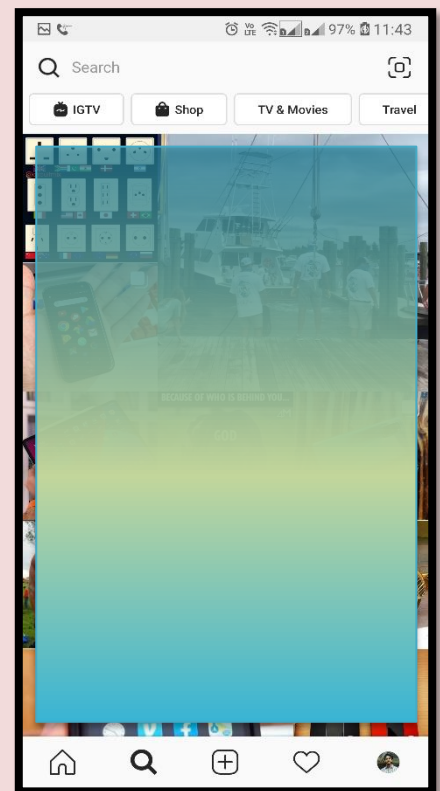
Website Interface/ Mobile Interface



I) Profile Interface



II) Home page Interface



III) Explore Tab Interface

These are some interface pictures of a specific Instagram account. Let's look at the various operations a user can perform in his/her Instagram handle.

OPERATION NAME	DESCRIPTION	Website	Mobile
Home Tab	On the home page a user can view all the latest uploaded pictures of the specific Instagram accounts that are followed.	✓	✓
Explore Tab	Search for specific or trending hashtags and accounts. Contains sub-categories like News, Fun, Entertainment, etc. The search tab also hosts an IGTV tab.	✓	✓
Notifications Tab	This is where a user can see notifications and mentions specific to their account. This may include Likes, Comments, Follow Requests, and much more.	✓	✓
Messages Tab	Here a user can read personal/direct messages received or sent to and from the respective Instagram account.	✓	✓
Profile Tab	Page where user can edit personal information, see his liked posts, shared media and other personal stuff.	✓	✓
More Options Tab	In this tab, the user can check Instagram analytics, moments, Ads, and access the platform settings.	✓	✓
Settings & Privacy Tab	The user can have access to account as well as general settings in this tab.	✓	✓
Add Story Button	Here the user can post an ongoing update via a picture or a video, containing any form of media or just plain text.	✓	✓
Story Archive Tab	It is present in the additional options in the profile menu. Here a user can find all the previous stories that were posted by that account.	✓	✓
Name Tag	In the name tab option, one can find a scannable Instagram tag, for others to find a specific account on IG easily.	✓	✓
Saved Tab	Here one can find all those posts that were marked as 'Saved' by the user.	✓	✓
Discover People Tab	In this tab, one can find new accounts that are mutually connected and send a follow request to such accounts.	✓	✓
Close Friends Tab	Certain people on Instagram can be marked as close friends, with whom one can share specific posts. This tab shows such accounts that are marked as close friends.	✓	✓

Conclusion: Instagram is a platform specifically designed to fulfill the purpose of sharing pictures and videos from a smartphone. Therefore, the website has an identical interface to the one that is found on an Android or IOS device.