**ANITAH KIMANZI**

**INSTAGRAM STORY BY KEVIN SYSTROM AND MIKE KRIEGER**

Instagram is an online mobile photos and video sharing app which was founded by Kevin Systrom and Mike Krieger; it was on 2009 when they came out of Stanford University whereby they involved themselves in activities such as; making startups and coding. After few month of experience Kevin built an Instagram app which at first was called Burbn, it was a check in app where people would share their stories of where they were and what they were doing.

Kevin discovered the idea to improve His app from using text and voice to use of photos to communicate because the devices used had camera, he built the app and prototyped it, he then passed it over the friend to test how people were going to react. By then 80 to 90 people were using the app and from this he saw that it could be a good idea, the only big problem he had was lack of momentum.

He went to look for an investor in a bar and come across Steven Anderson whom he showed His first prototype and how it was used, Steven was interested and asked him to look for a partner to help him with the development of the app and he gave him $50,000 to start launching the App. They had to work on changing Burbn to Instagram by doing research on user base and found out that over 100 people 80 of the them liked photo aspect and therefore they focused on photos. They had $495,000 dollars left in bank, while they had used other money for buying computers, Kevin moved to Mexico and mike was left prototyping.

While he was at the beach in Mexico with his wife Nicole, they discussed on the ideas of using photos in Instagram, Nicole was interested by the ideas but now her question was how was the photos going to be improved because they were pure unlike her friend’s which were good, Kevin suggested they are going to use photo filter app to improve the quality of the photos to make people fill like their photos were worth of sharing. He did the research on photo filter, went out to work on his first Burbn picture of a Dog feet and Nicole feet and he managed it. He took the first filtered photo and posted it on the prototype that Mike had given him.

The problem that they were solving was to share something that people love and make sure that they fill good sharing it. They used 8 weeks to move from Burbn and launch to Instagram. It was on Oct,6,2010 when they launched Instagram and within 24 hours 25,000 people had signed which was an achievement, as server the main problems about it was that they only had one computer the sever crashed every time. Kevin and Mike had to send invite email to 100 people and 10 great designers, this made the App famous, within nine months, Instagram had 7 million users, including celebrities like Justin Beiber and Obama, despite a hard start, Instagram became one of the most popular apps in the world.

Instagram become famous and people started signing up thinking they are going to make their photos cool only discovering that you can meet new people, follow up people and post. People became more interested in using Instagram and withdrew from Facebook; this made mark Zuckerberg of Facebook to notice, and decided to buy Instagram for $1billon. Before he decided this Kevin had an idea of finding where the app can fit in the bigger social media to make it more accessible.