

- **Course number** – 3461A
- **Assignment number** - 1
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TEAM-1

WEBSITE NUMBER - 3

INSTAGRAM.COM

1.1 Description of Website:

- What is the purpose of the website?

Instagram is a social media platform designed primarily for sharing photos, videos, and stories. It allows users to connect with friends, influencers, and brands, providing tools for communication, entertainment, and content creation.

- Who are the likely target users?

The primary target users are individuals aged 13-30, including influencers, brands, content creators, and general social media users. Businesses and marketers also use the platform to reach and engage with audiences commonly through direct message or comments.

- What can these users be expected to know?

Users are typically expected to be familiar with basic social media interactions such as posting, liking, commenting, following other accounts, and sharing content to others as a form of interaction. Users also get to know about the current affairs and events taking place all around the world.

- In what context are they using this website?

Users engage with Instagram in a variety of contexts — personal leisure, social interactions, professional networking, marketing campaigns, and creative content showcasing. Especially, in today's younger generation, people use it as an escape from reality as a relief from stressful environment. It's commonly accessed via mobile devices and has a massive downloads of about 3.8 billion.

- What tasks are they likely most interested in?

Users are primarily interested in tasks such as Posting and viewing photos and videos, Engaging with content through likes, comments, and shares, Direct messaging friends or followers. Most importantly, scrolling through reels has become highly addictive among teenagers. Observing lives of their favourite celebrity, sportsperson or influencer. Most popular trend called memes is fun for people where they get to participate in viral trends and challenges.

1.2 Proper Application of Design Concepts:

Design concepts that I select are affordance, mapping and transfer effects.

1) Affordance

Affordance refers to the properties of an object or feature that suggest how it can be used. On Instagram, we have camera icon at the top of the interface allowing users to post photos and videos.

Then, we get to see the heart icon for liking a post letting them know your liking or appreciation towards their uploads which also boost their confidence and stay in touch.

Third, we have comment icon, represented by a speech bubble, naturally invites interaction by signaling that users can leave responses on a post.



2) Mapping

Mapping is about how controls or actions are laid out in a way that mirrors the user's expectations, making interactions more intuitive. Instagram employs strong mapping principles across its user interface like double-tapping to like a post allowing users to interact with content quickly and efficiently.

Secondly, the top bar where user can see stories of everyone they follow and follow up with their life. Also, user does not have to go back to look at another person's story. Instead, it can happen with a single tap.

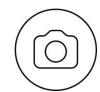
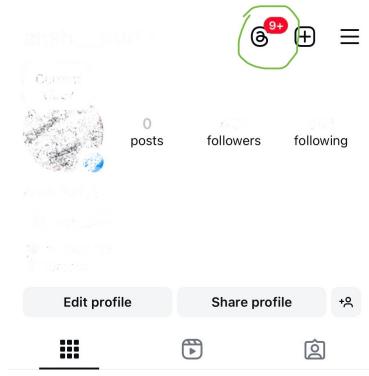
Third, Swiping left or right takes user to camera or direct messages respectively. It makes things easy as user can open these swiping anywhere at the screen instead of clicking on button at specific spots.



3) Transfer Effect

The transfer effect refers to users applying knowledge from one system or environment to another, making new interactions easier to learn. Instagram capitalizes on this by borrowing elements from other social platforms and integrating them into its design like reels have similarities to TikTok in terms of short-form video content and vertical scrolling.

Also, the story feature was introduced after Snapchat, allows users to post temporary content that disappears after 24 hours. Recently, Instagram also launched thread that refers to X (formerly known as Twitter).



No posts yet



1.3 Violation of a Design Concept:

One area where Instagram could improve based on violation of a design concept can be the quality of feed or posts that display on random feed area. This can display graphic nudity and mature content to minors and young children which is bad side of Instagram because of which CEO was hit with a lawsuit.

Also, this creates a disconnect between the user's action (scrolling through the feed) and their expectation of the content's order.

