

Task 1.3

Human Needs & Motivations

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Instagram



As a social media user, I want to edit and post a photo so that other users can view, comment, and like my photo.

Triggers

1. Usability (reduction)

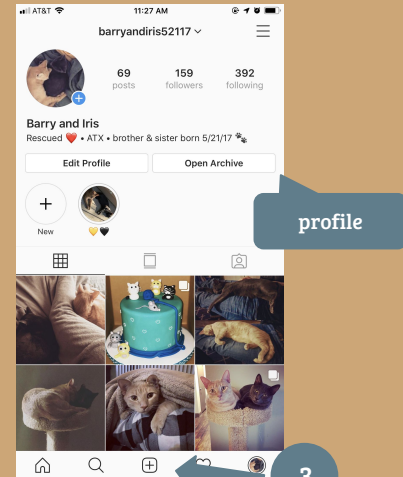
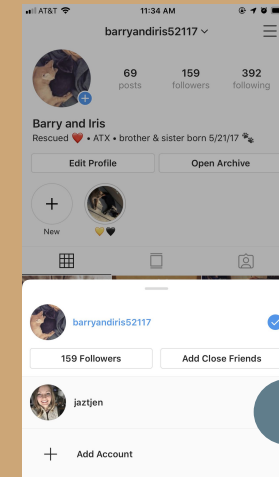
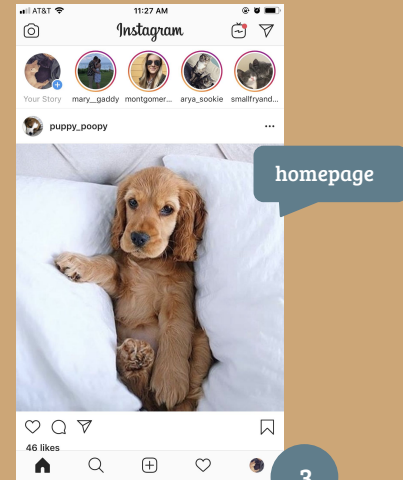
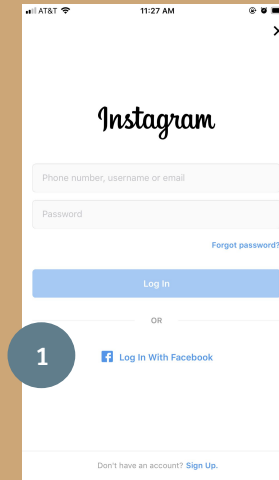
When signing in users can connect to their Facebook which is another commonly used social media platform. Once a user is signed in, the app will automatically open to users home page.

2. Proficiency/Usability (tailoring)

Users can have more than 1 account and are able to toggle between them without logging in/out. This allows users differentiate between personal and business accounts and can cater to a different set of “followers”.

3. Functionality/Reliability (tunneling)

Menu consisting of 5 main functions remains constant on each page. Menu includes option to add a photo with “+”.

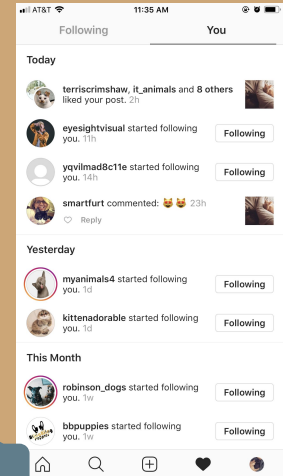
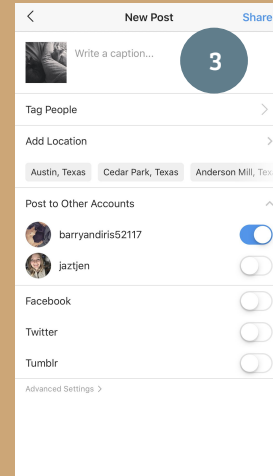
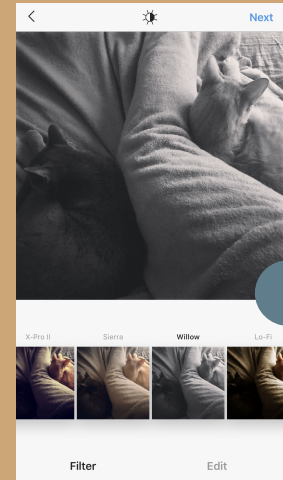
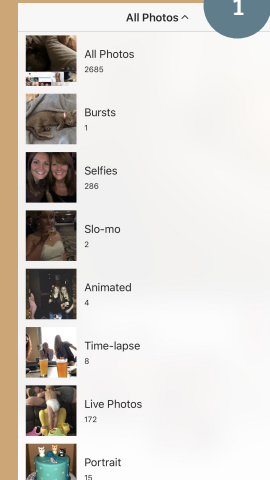
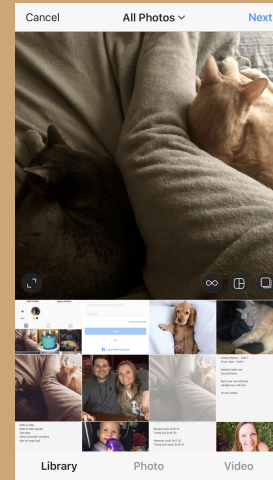


Triggers

- 1. Proficiency (reduction & tailoring)**
User must allow access to iPhone photos then user has choice to filter by albums created on phone.
- 2. Usability/Creativity (reduction & suggestion)**
Users given a choice of pre-made edits (filters) they can apply to their photo, plus the option to edit aspects further.

Friction

- 3. Proficiency**
User prompted to create their own caption but app does not inform user of how many characters/words the caption can consist of.
- 4. Proficiency**
Users has ability to preview photo with edits, but not able to preview edited photo with caption attached.



Triggers

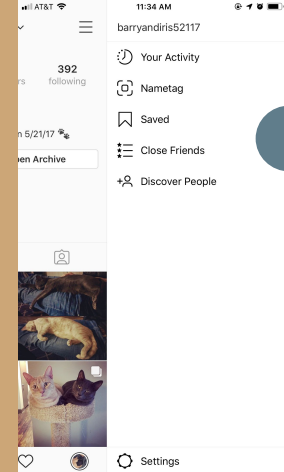
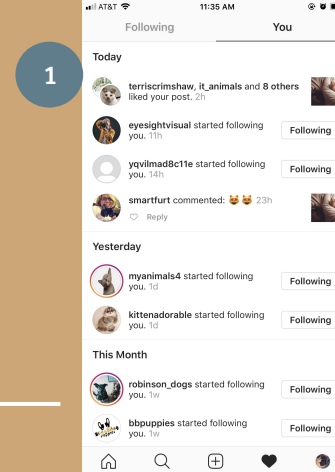
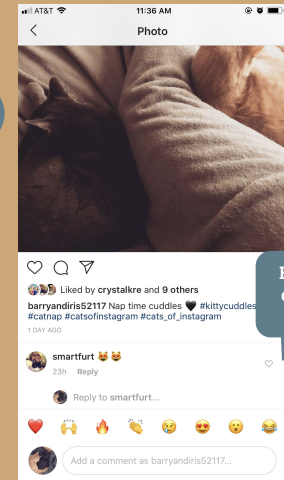
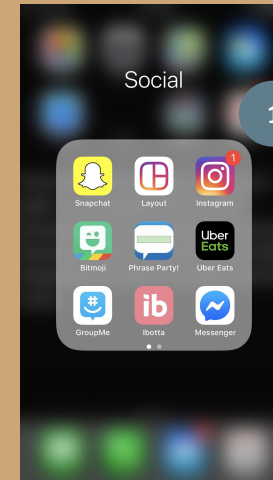
1. Proficiency (surveillance)


When push notifications are allowed, the app notifies user when their photos are liked or commented on. A notification also appears on the app itself.

Friction

2. Usability

Settings and additional functions menu can only be accessed through user profile. When viewing the menu, it takes up $\frac{2}{3}$ of the screen and leaves a sliver of the profile visible. I am not sure why this is, it feels less intuitive and brought a feeling of confusion on whether or not the menu was fully loaded.





Overview: Instagram is a widely used social media app that revolves around user photos. It is clear that the developers have thought through the entire user process of editing/posting a photo and have created a very intuitive approach that does not involve much friction.

