

Instagram is a popular social media platform with over 1 billion active users. Users share moments of their life via photos with their friends and family. Quite a few businesses use Instagram to increase their customer base and spread awareness. My question deals with the process of uploading photos on Instagram, and what parts of the process users like or find unsatisfactory.

What do Instagrammers find useful or frustrating while uploading their pictures? I want to explore the whole process of uploading a picture (or multiple pictures) and understand which parts users like and don't like. The process involves editing pictures, adding captions and tagging.

## **Interview Protocol**

### **[Overarching Question]**

What do Instagram users find useful or frustrating during the process of uploading their pictures to their profile?

### **[Introduction]**

Hi, my name is Aditi Bhat and I'm here to understand better how you use Instagram, particularly to upload pictures to your profile. This interview will take about 1-2 hours, during which time we'll go through some questions. Throughout, I'd like you to treat me as if you're describing the situation to someone who isn't familiar with Instagram. I'm here to learn from you.

A couple of things before we start. To the extent possible, I will take your comments to be confidential. My research team and I will aggregate all the comments from several interviews we're conducting so that your comments are not easily traced to you. If we quote you in our final report, we will do so without identifying your name or specific role. If there's anything you really don't want on the record, even if it's anonymized, please let me know that, too. Also, this interview is entirely voluntary on your part – if for any reason you want to stop, please let me know. We can end the interview at that point with no repercussions for you of any kind. I can also throw out anything you've told me until that point.

Do you have any questions for me? All right, then, let's proceed.

### **[Once the interview begins...]**

Hey also, do you mind if I take an audio recording? This is just so that I don't miss anything – no one other than the research team will have access to the recording. Thanks.

### **[o-Warm up]**

How often do you use Instagram?

### **[1-User's need for Instagram]**

Why do you use Instagram?

- Are you satisfied with Instagram's features?
- Are your goals met with the application?
- Are you happy with Instagram in general?

### **[2-Recent use of Instagram]**

I'd like you to think back to the most recent time when you used Instagram to upload a picture or multiple pictures. Can you tell me a bit about that post?

- What was the post about?
- Did you upload a single picture or did you use the multiple photo feature?
- What was the aim of this post?
- Were you able to achieve what you wanted with this post?

[Repeat above, for other posts if useful]

### **[3-Useful features]**

Instagram provides some features while uploading a photo to your profile. Have you used any of these, and do you find them useful?

- Did you use the filters Instagram provides?
- Did you use Instagram's edit feature?
- Have you used Hashtags?
- Do you tag a location in your posts?
- Do you tag people/pages in your posts?
- Do you post captions/descriptions along with pictures?

### **[4-Frustrating features]**

During the process of uploading pictures, do you find yourself frustrated or dissatisfied with anything?

- Were you happy with how the post looked once you finished posting?
- Is there anything that you think can be improved?
- Why would you say that the particular feature was dissatisfying?

### **[5-Useless features]**

Have you ever encountered any feature that you thought served no purpose or you didn't see the need for?

- According to you, why is this feature not quite useful?
- Do you think other users might need this feature?
- What should be done to these features according to you?

### **[6-Competitors]**

Are there other applications that you prefer over Instagram to serve your purpose?

- Why do you prefer these applications over Instagram?
- Are there any particular features that make you feel this way?
- If Instagram incorporated these features, would you continue to use the competitor's app?

### **[7-Other questions]**

One of the things I'm most interested in how Instagram can be used in an unusual or creative way. Can you think of any such instances where you used Instagram that wasn't typical?

- [Use follow up questions from above]
- Is there anything else that might be relevant- for example, someone else, maybe someone you follow on Instagram used a feature creatively?

### **[Conclusion]**

Thank you – those are all the questions I have for you. If anything else occurs to you after I leave, please don't hesitate to let me know by email. I may be in touch with you again to ask a few follow-up questions. If you'd like, I can send a version of the report that we'll write based on this interview. Do you have any questions? Thanks again!

## Affinity Notes from Interviews

### Quotes

- P02: “Best application out there currently to share your work and update your life events”
- P02: “Everyone uses Instagram these days, helps me connect with fellow photographers and helps me gain popularity”
- P01: “Flickr is one app that doesn’t reduce the quality of pictures, so I use that. I like Pinterest because I can also click on links when I see pictures. If Instagram incorporates these features, I will prefer it over others”
- P01: “Instagram doesn’t let you insert links in your posts, I have to insert them in my bio and ask people to go there. And as lazy as human beings are, they most likely won’t. When I write blogs, I prefer to have the link with the post, so that people can see it then and there.”
- P01: “I follow celebrities (people and dogs), photographers, artists, friends, family and anyone whose work I find interesting. I also use it as a platform to showcase my creativity and document interesting moments of my life.”

### Observations and Interpretations

- P02 doesn’t use the multiple photo feature as he/she feels that most people don’t see all the posts
- P02 is very happy with Instagram and the features, finds Instagram very useful, but thinks that Instagram filters make the pictures very artificial.
- P01 uses hashtags and tags locations so that her/his posts reach more people and are categorized
- P02, a photographer thinks that captions and descriptions are very helpful especially to convey the complexity of a shot
- P01 and P02 post pictures only when they have special pictures to post, they are selective about what is uploaded on their pages. P01 shares things to his/her stories when it’s not important enough to be on his/her page.
- P01 and P02 Both of them browse Instagram everyday.

### Factual statements

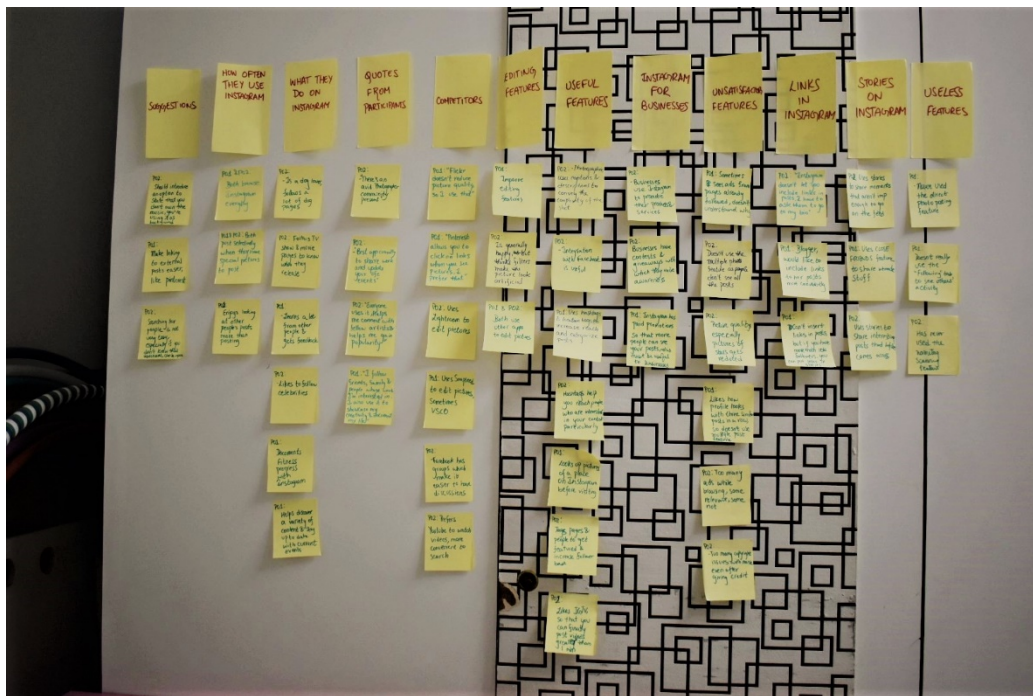
- P01: Instagram doesn’t let you insert links in your posts.
- P02: Hashtags helps you reach people who are interested in your content particularly
- P02: Instagram is used by almost all photographers, there is an avid photographer community present

- P01: Instagram helps you discover a variety of content and stay up to date with current events
- P02: Many businesses use Instagram to promote their products and services, there are multiple contests and giveaways with which they raise awareness

## Others

- P01: There's an option to take a picture directly through Instagram and upload it to your profile. I have never used this feature.
- P01: Too many ads while browsing, some might be relevant to me but most aren't. And some ads are from pages already followed. I don't see the point of those ads.
- P02: Too many copyright issues with music, even when proper credit is given to the artists. There should be an option stating that you don't own the music but are using it as background music.
- P01: It would be very convenient if pictures could be edited on Instagram itself, their editing features can be improved.
- P02: Their integration with Facebook is very useful, the entire process doesn't have to be repeated, I can just share to Facebook.

## Affinity Wall



## Affinity Notes Report

**Finding 1:** *Both of the users suggested that the editing features on Instagram are not satisfactory.*

Po1 and Po2 both use other applications to edit their pictures. Po1 uses Snapseed and sometimes VSCO. Po2 uses Adobe Lightroom and Adobe Photoshop to edit and post process pictures. Po2 thinks that Instagram filters make pictures look artificial.

Design Suggestion: It would be easier for users to directly edit pictures on Instagram and then upload it rather than edit it on other applications and then upload, so the editing features can be improved or, Instagram can collaborate with other applications to have plugins to directly export their pictures to Instagram.

**Finding 2:** *Instagram doesn't let users include links in their posts, which was inconvenient for both users.*

Po1 is a blogger, who likes to share her blog posts along with pictures on Instagram. But she has to change the link in her bio every time she writes a new post, and then ask her followers to go click on it. Quite a few people do not go to the lengths to do this. Po2, a photographer also faces the same issue as he likes to post his pictures on other platforms as well. If you have more than 10k followers, you can include links in your stories and your users can swipe up to visit them. Po1 likes Pinterest more, as you can click on pictures and visit links which provide more details.

Design Suggestion: Rather than having the user change the bio everytime, Users can be given the option to include a link in the description or caption of their post. If they want the user to see the page when the photo is clicked on, that can also be provided. And the swipe up to see more feature, which is currently available to only people with more than 10k followers, can probably be reduced to people with 5k or more, to help more businesses grow.

## Conclusion

Overall, based on the affinity wall, the users are pretty happy and satisfied with Instagram, they use it quite often and for a variety of reasons. The two main issues that can be improved have been highlighted in the above document.