Usability Design of Software Applications

Term Test 2

Set 2   **Time: 60mins**

love collection gallery

Read the following case study (You can make your assumptions wherever is needed) and answer the given questions:

In 2010, Instagram was a casual photo-sharing app for silly selfies and over-saturated food pics. In just over a decade, the app has evolved into one of social media's most prominent platforms with over 1 billion users. Some 90% of users follow a brand on Instagram and there are over 200 million business accounts on the app as well. It's imperative for brands to craft a game plan to stand out against their competitors. A new brands want to do marketing over Instagram but facing problems to identify competitors. Also, they want to create the collection of their brands and save directly on Instagram account for further use.

(a) Identified the problems and explain one research way under different categories of UX research. ~~catagory~~ (4)

(b) Who are the competitors? Design the persona of only one competitor with goal and pain points. (6)

(c) Provide the possible solutions of identified problems and draw at least one neat and clean sketch for each problem. Highlights the features in sketches wherever problem can be solved. (7)

(d) Explain competitive analysis for the given case study. (3)

Note* Students are supposed to write the answers for mapping the solution of given case study