

Linda Jiang

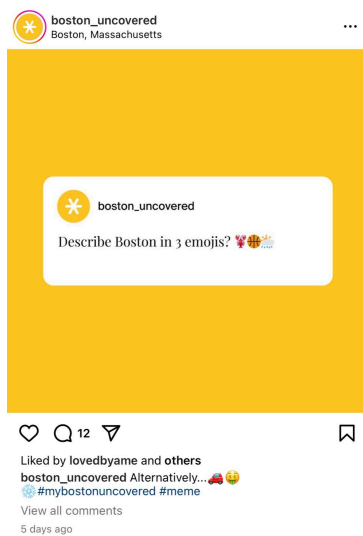
Prof. Surmacz

CM523

September 16 2024

1. Boston_uncovered

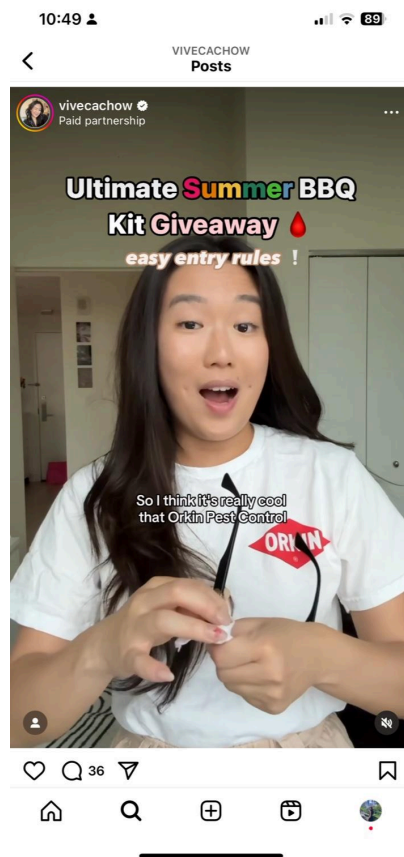
This post by Boston_uncovered asks users to describe Boston using three emojis which is a typical example by using user generated content to boost engagement and also involved in user interaction. This interactive design encourages users to participate and leverage emojis as universal language to increase inclusivity. This post creates an approachable and interesting for users, by using a visual format to promote interaction. The design choice and idea are great because it lowers the barrier for users to use and while it still gains community conversation and creative expression for centurion topics.



2. Vivecachow

This post is promoting a summer BBQ kit giveaway, which highlights an effective

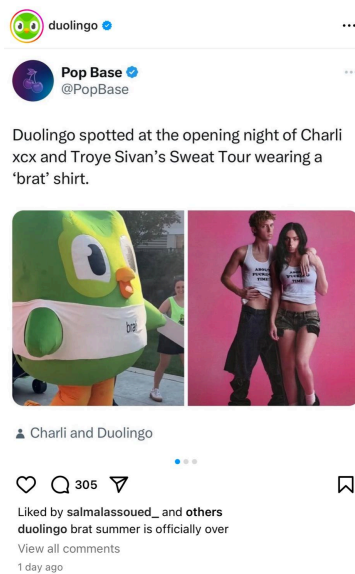
marketing strategy and also driving user engagement through incentive. By using an easy entry rule for this giveaway (follow and comment), and using a friendly tone, it makes the participation seem effortless and inviting. The video has a clear format and a call-to-action process which creates a strong interaction between the content creator asking audiences to take immediate action. I chose this post because it creates a positive user experience by simplifying participation. Giveaway as a user interaction behavior is a good example to launch promotional content by using interaction design and also boost audience engagement.



3. Duolingo

Duolingo uses its mascot with a “brat” shirt at a music event is a great example of brand personality related to interactive design. This post enhances Duolingo’s brand identity by using a

funny, humorous approach. This post uses visual cues and pop cultural references that resonate with their audience. Duolingo enhances its user experience by making the brand more relatable and entertaining towards the audience. I chose this post because it captures the audience's attention while also reinforcing the brand's identity. Using memes and pop culture makes the user experience more memorable through humor and visual creativity.



4. Studs

This post by Studs features a new product drop with a straight forward image of bow earrings and simple caption highlighting the main idea of this post. The post includes a link, it makes it easier for users to purchase the time directly. The post also includes a promo code that enhances the user experience by providing immediate value to encourage potential customers to take action. I chose this post because it keeps the content visually engaging and straightforward, it

allows the product to take center stage and also offers a clever incentive for users to make a

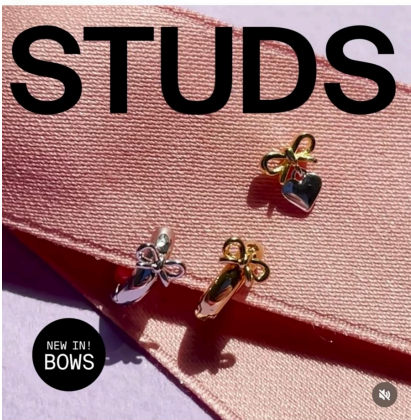
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studs

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