Instagram

instagram redesign of one of the biggest social media platform

UI/UX case study

used tools Figma AI

PR

About Instagram

Instagram is a popular photo and video sharing social media platform owned by Meta. It allows users to connect, share moments, and explore content through features like posts, stories, reels, and direct messages, making it one of the most engaging mobile apps globally.

Problem solving

Cluttered Interface
The increasing number of features (Reels, Shops, IGTV, Threads) can overwhelm users and make navigation confusing.

Poor Content Reach for New Users
New creators often struggle to get visibility due to algorithm favoring already popular content.

Solution

A cleaner, simplified, and user-friendly instagram experience that puts content first and reduces unnecessary distractions.

- Key Solutions Implemented
- Redesigned Navigation Bar
- Content-First Home Feed
- Improved Profile Layout
- Consistent Design System

Design process

Discovery
- analyzed competitors
- Conducted a Heuristic Evaluation
- Time_Sensitive PI-I Design

Define
- clearly articulate the core problems and user needs

Ideate
- sketches
- user flow planning

Prototype
- Prototype Tab
- Smart Remote
- Startlyst

Swot

Strengths
- Dominant Social Media Platform
- Strong Brand Recognition
- Time_Sensitive PI-I Design

Weakness
- Limited Monetization for Commercial Features
- Risk of Minimizing Long-Time Users

opportunities
- Enhance Monetization with a Cleaner Experience
- Enhance Greater Engagement and Retention

Major features

- **Simplified Bottom Navigation Bar**
- **Content-First Home Feed**
- **Redesigned Profile Page**
- **Improved Reels Experience**
- **Clean Explore Page**
- **Story Viewer Enhancement**

Qualitative Research (In-Person Interview)

The user interview helped me understand their pain points, frustrations, goals, and needs.

- **How long have you been using Instagram?**
- **Do you mostly use Instagram on mobile or laptop?**
- **Do you face any problems using Instagram?**
- **How many Instagram accounts do you use?**
- **How often do you use Instagram on mobile?**
- **Have you ever encountered any technical issues or bugs when using Instagram on mobile?**

Flowchart

Typography

Poppins

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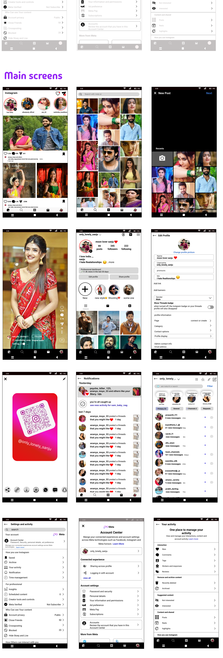
Icons

Wireframes

Main screens



Prototype

thank you

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