WANG JIAYI

"I like to share my life and make friends on the Internet."

Age: 20
Occupation: Student
Status: Single

Frequently used applications:

ABOUT

Wang Jiayi is currently studying at the university. She goes for her internship thrice a week, and commutes subway for two hours back and forth. During her daily travel she spends her time on mobile phone, browses few social media applications. She cares too much about her physical appearance, and think about what the outside world thinks of her. She spends a lot of time editing her pictures before posting them Online. Most of her feeds are about the beauty products and the latest trends, that are promoted by her favorite celebrities. Social media is her daily diet and a huge influence on her personality.

LIKES

K -POP
Playing video games
Workout routines
Fancy watching TV shows
Movies
Love dogs & other cute animals
House parties

DISLIKES

Unproductive days
Doesn't get a break!
Read long articles
Hate feeling disturbed
Low self esteem problems

PERSONALITY TRAITS

Ambitious
Passionate
Motivational
Loving
Optimistic
Energetic
Creative
Social

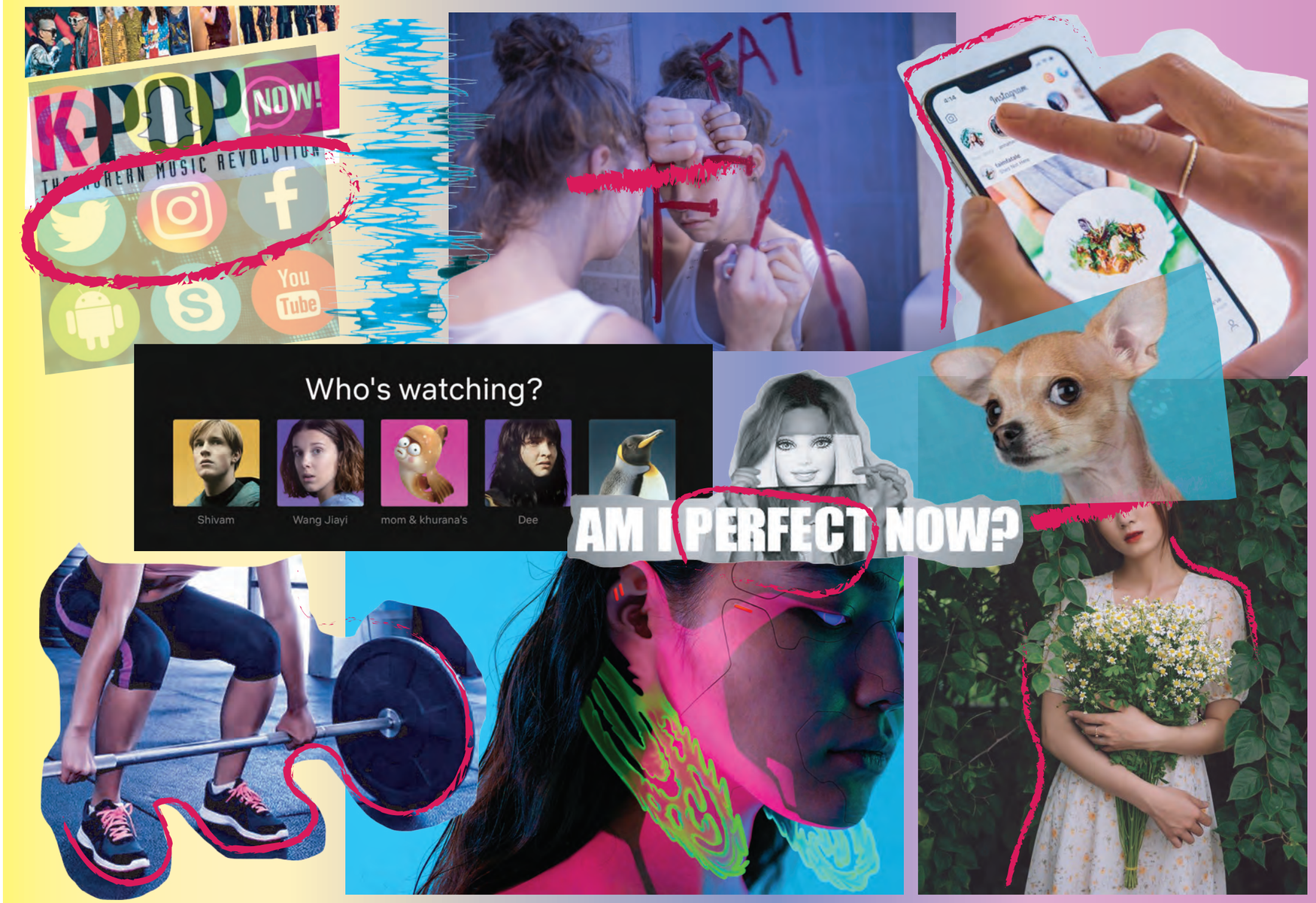
GOALS

One platform that groups all her needs
Doesn't want to consume too much brainpower
Happy & relaxed mind
Easy to browse pictures
Filters the content she prefers
Convenient to follow the celebrities & their lifestyles

FRUSTRATIONS

Overloaded with feeds all the time
Suggestions aren't really good
Compare lifestyle, beauty & body with others
Influential medium
Distracts from set goals
Too many words description
Excess advertisements, promotions

Wang Jiayi
Frequent Instagram user


K-POP NOW!
You Tube
FAT
Who's watching?
Shivam
Wang Jiayi
mom & khurana's
Dee
AM I PERFECT NOW?

STYLE GUIDE

HEADER

EXTRA BOLD ITALIC
BOLD ITALIC
BLACK BOLD

SUB-HEADER

SEMI BOLD
SEMI BOLD ITALIC
REGULAR

BODY

LIGHT
LIGHT ITALIC
EXTRA LIGHT

Instagram

INSTAGRAM

WANG JIAYI
Designer, Shanghai
CREATIVE & SOCIAL

FACEBOOK

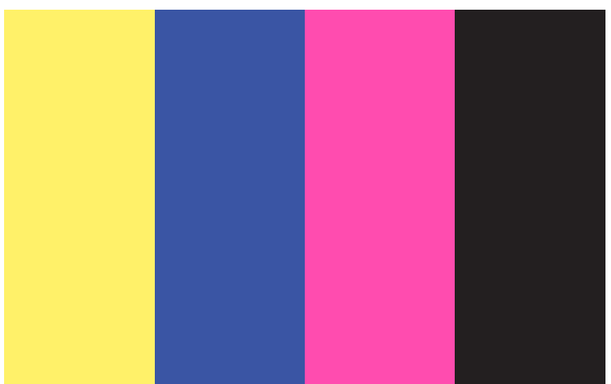
WANG JIAYI
Designer, Shanghai
FASHION & STYLE

TWITTER

WANG JIAYI
Designer, Shanghai
FASHION & STYLE

Instagram

COLOR PALETTE



#FFF27D	#3F55A0	#FF5DAD	#221F20
GLEE	RHETRO	PANACHE	PERIOD

USER TESTING

VISHESH SHARMA (Shivi's friend)

Gender : Male
Age : 23 years
Occupation : IT Engineer

1. How often do you use Instagram and what for?
- Frequently use Instagram for entertainment.

2. How do you feel about Instagram's 'likes' ?
- I like the content if it's funny or when any of my close friends uploads their images.

3. What do you think about the number of likes' on Instagram?
- I really don't mind to be honest. Numbers are just numbers.

4. How or what do you feel after using this application?
- I feel light-headed, and use this application to simply relax my mind from work or sometime to get to know whereabouts of a person.

5. Have you ever felt overwhelmed due to the number of likes you get to see on your pictures or on someone else's pictures?
- I do like to see how many likes I have got, I look back to observe the reaction received from people. But, I don't ever feel bad if I don't get much likes. It's just normal to me, I don't get bothered by any the numbers.

6. Have you noticed your friends having the low self-esteem or inferiority complex issues due to social media likes & dislikes?
- I believe that the 'number of likes, comments, followers' affects some people's life because they devote extra time thinking about what other people thinks of themselves and compare their beauty with each other.

7. How would you feel if there were not set-marks for numbers on Instagram likes?
- I would like it, if there would not be any rating system or a competitive feeling about physical appearance. People can have a better life and can feel good about themselves.

MENTAL HEALTH IS A SOCIAL ISSUE

MENTAL HEALTH IS ALSO CAUSED BY SOCIAL MEDIA

1. SOCIAL RESPONSIBILITY TO MAKE PEOPLE FEEL COMFORTABLE & HAPPY.
2. USER FRIENDLY PLATFORM FOR EVERY USER.
3. CUSTOMER SATISFACTION & CREATE HEALTHY ENVIRONMENT WITHIN THE SOCIAL MEDIA PLATFORM.

> **Imagine if every time you go to a bank, you get your balance, but you also see the balance of other people. It will cause most people to feel annoyed or dissatisfied with what they have...**
>
> **— Ofir Turel, cognitive neurologist**

USER TESTING

XIAOYUE ZHANG (Jinyin’s friend)

Gender : Female
Age : 25 years

"I really want to try the hide the likes feature, because sometimes I post my artworks on ins, but if I get few likes, then I will feel ashamed. If hiding the number of likes, I think I can share my artwork as long as I want, and I will not limit my desire to share because of fear of not getting likes.
I also like the quotation feature. Because sometimes I encounter some setbacks in the real world, I use social software itself for the purpose of finding spiritual comfort in the online world. If I can see some encouragement, I will feel much better. Who doesn't want to listen to praise words? Besides, nowadays, cyber violence often occurs on the Internet, and many people comment abusive words recklessly on the Internet, so I think it is necessary to add encouraging quotations feature to make the Internet environment clean and warm."

USER TESTING

JEESOO'S MUM

Jeesoo: How do you like the fact that you don't get to see the number of likes on other peoples' posts?

Mom: My immediate reaction was that I wouldn' know the crowds' opinions. Sometimes, seeing the number of likes helps me measure if such work (art) is currently on trend or not. It also is the tool to check if my work is being appreciated by the crowd. But I think that in a long term, i'll get adjust to this and will feel better.

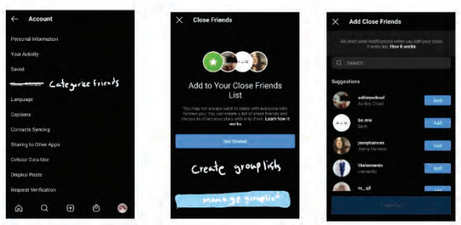
Jeesoo: What do you think about the elongated photo on your profile?

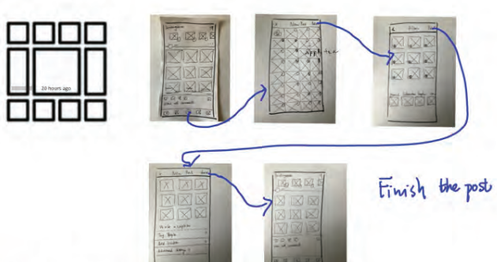
Mom: Was this for a more accurate touch? I kinda like the square shapes of the existing Instagram, but seeing a new layout feels fresh. It's also easier to find a specific photo that I need. I

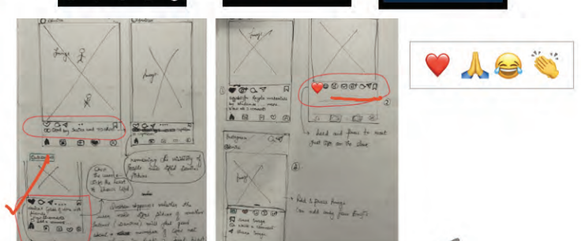
CONCLUSION

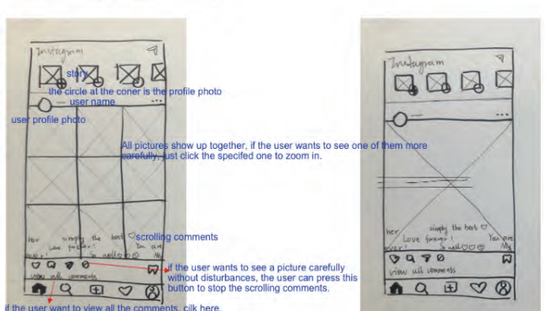
1. Majority of people use Instagram to surf casual things.
2. Numbers on Instagram creates competitive-ness.
3. Value person, not numbers.
4. Put smile on their faces, instead of adding fea-tures that gives tension.
5. Empower the user through means of casual but positive comments.

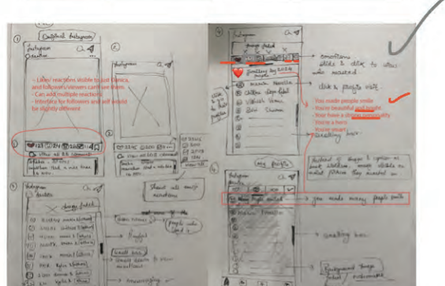
DESIGN PROCESS - BRAINSTORMING IDEAS FOR FEATURES



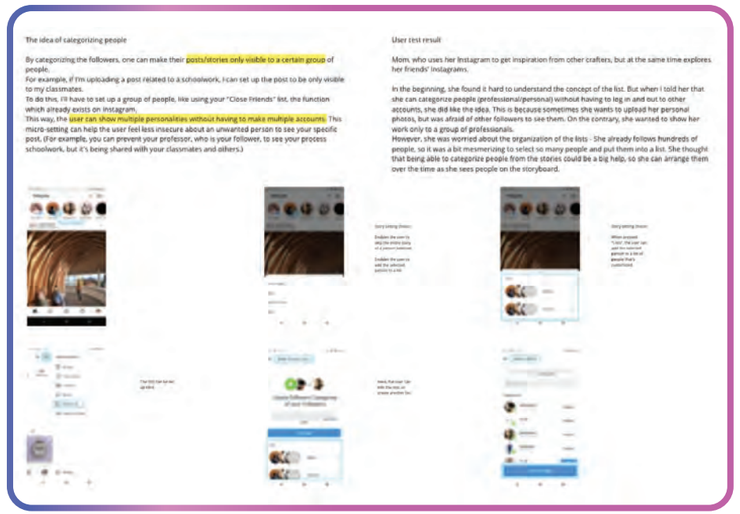








DESIGN PROCESS - BRAINSTORMING IDEAS FOR FEATURES



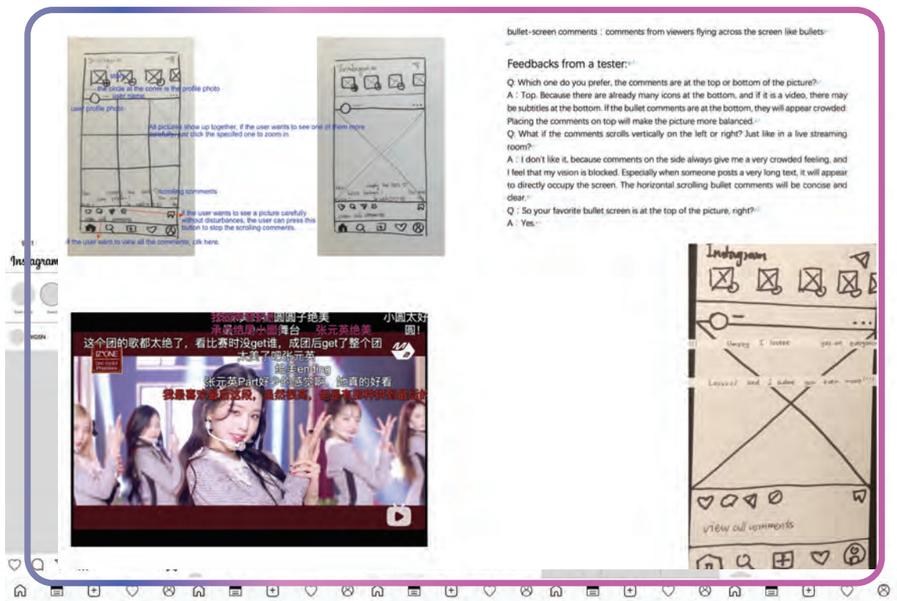
The idea of categorizing people

By categorizing the followers, one can make their posts/stories only visible to a certain group of people.
For example, if I'm uploading a post related to a schoolwork, I can set up the post to be only visible to my classmates.
To do this, I'll have to set up a group of people, like using your "Close Friends" list, the function which already exists on Instagram.
This way, the user can show multiple personalities without having to make multiple accounts. This micro-setting can help the user feel less insecure about an unwanted person to see your specific post. (For example, you can prevent your professor, who is your follower, to see your process schoolwork, but it's being shared with your classmates and others.)

User test result

Mom, who uses her Instagram to get inspiration from other crafters, but at the same time explores her friends' Instagrams.

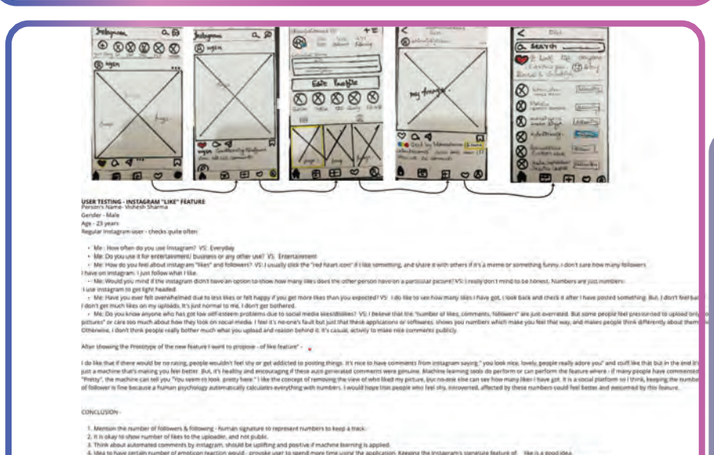
In the beginning, she found it hard to understand the concept of the list. But when I told her that she can categorize people (professional/personal) without having to log in and out to other accounts, she did like the idea. This is because sometimes she wants to upload her personal photos, but was afraid of other followers to see them. On the contrary, she wanted to show her work only to a group of professionals.
However, she was worried about the organization of the lists - She already follows hundreds of people, so it was a bit mesmerizing to select so many people and put them into a list. She thought that being able to categorize people from the stories could be a big help, so she can arrange them over the time as she sees people on the storyboard.



bullet-screen comments : comments from viewers flying across the screen like bullets

Feedbacks from a tester:

Q: Which one do you prefer, the comments are at the top or bottom of the picture?
A : Top. Because there are already many icons at the bottom, and if it is a video, there may be subtitles at the bottom. If the bullet comments are at the bottom, they will appear crowded. Placing the comments on top will make the picture more balanced.
Q: What if the comments scrolls vertically on the left or right? Just like in a live streaming room?
A : I don't like it, because comments on the side always give me a very crowded feeling, and I feel that my vision is blocked. Especially when someone posts a very long text, it will appear to directly occupy the screen. The horizontal scrolling bullet comments will be concise and clear.
Q : So your favorite bullet screen is at the top of the picture, right?
A : Yes.



USER TESTING - INSTAGRAM "LIKE" FEATURE
Person's Name- Vishesh Sharma
Gender - Male
Age - 23 years
Regular Instagram-user - checks quite often

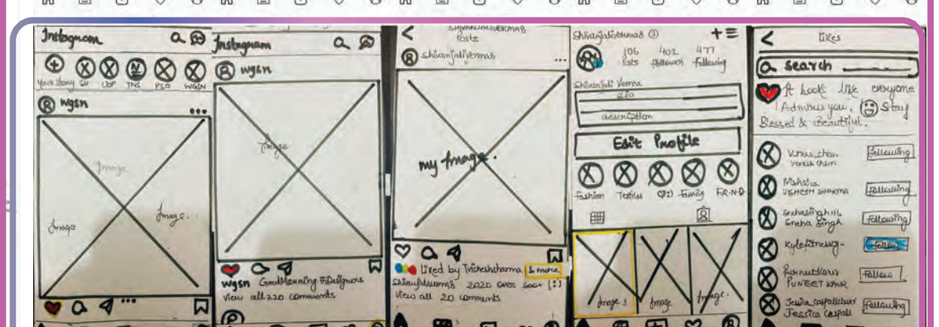
- Me : How often do you use Instagram? VS: Everyday
- Me: Do you use it for entertainment/ business or any other use? VS: Entertainment
- Me: How do you feel about instagram "likes" and followers? VS: I usually click the "red heart icon" if I like something, and share it with others if it's a meme or something funny. I don't care how many followers I have on instagram. I just follow what I like.
- Me: Would you mind if the instagram didn't have an option to show how many likes does the other person has/or a particular picture? VS: I really don't mind to be honest. Numbers are just numbers- I use instagram to get light headed
- Me: Have you ever felt overwhelmed due to less likes or felt happy if you got more likes than you expected? VS: I do like to see how many likes I have got, I look back and check it after I have posted something. But, I don't feel bad if I don't get much likes on my uploads. It's just normal to me, I don't get bothered.
- Me: Do you know anyone who has got low self-esteem problems due to social media likes/dislikes? VS: I believe that the "number of likes, comments, followers" are just overrated. But some people feel pressurised to upload only pictures" or care too much about how they look on social media. I feel it's not-one's fault but just that these applications or softwares, shows you numbers which make you feel that way, and makes people think differently about themselves. Otherwise, I don't think people really bother much what you upload and reason behind it. It's casual, activity to make nice comments publicly.

After showing the Prototype of the new feature I want to propose - of like feature" -

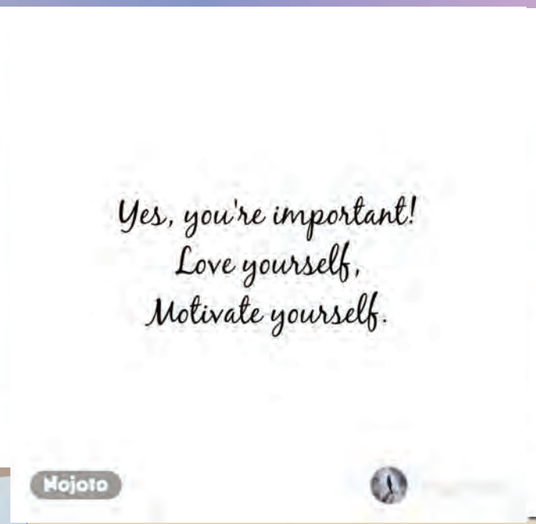
I do like that if there would be no rating, people wouldn't feel shy or get addicted to posting things. It's nice to have comments from instagram saying," you look nice, lovely, people really adore you" and stuff like that but in the end it's just a machine that's making you feel better. But, it's healthy and encouraging if these auto-generated comments were genuine. Machine learning tools do perform or can perform the feature where - if many people have commented "Pretty", the machine can tell you "You seem to look. pretty here." I like the concept of removing the view of who liked my picture, but no-one else can see how many likes I have got. It is a social platform so I think, keeping the number of follower is fine because a human psychology automatically calculates everything with numbers. I would hope that people who feel shy, introverted, affected by these numbers could feel better and welcomed by this feature.

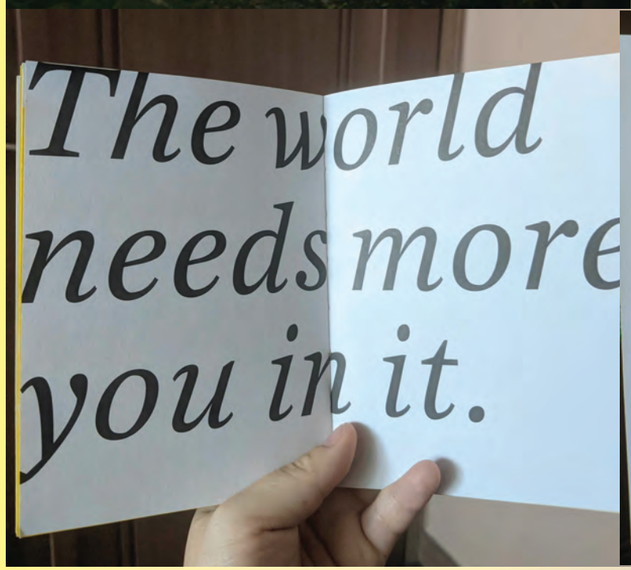
CONCLUSION -

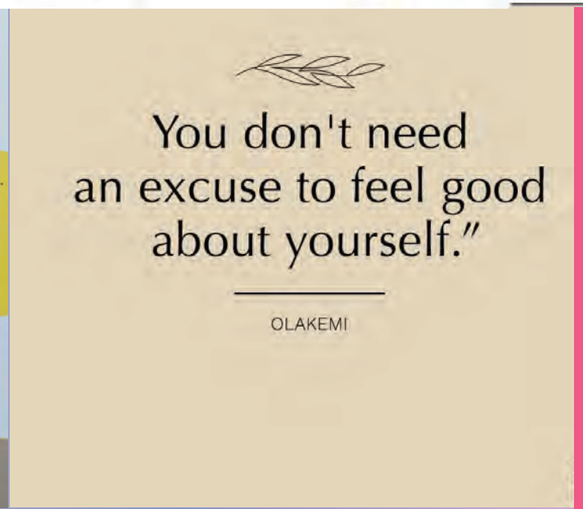
1. Mention the number of followers & following - human signature to represent numbers to keep a track.
2. It is okay to show number of likes to the uploader, and not public.
3. Think about automated comments by instagram, should be uplifting and positive if machine learning is applied.
4. Idea to have certain number of emoticon reaction would - provoke user to spend more time using the application. Keeping the instagram's signature feature of like is a good idea.
5. There is a slight possibility that a user would like to see who liked who's picture. Since, it is a very common feature. But removing it, because this numbers actually affect people seem to be okay.

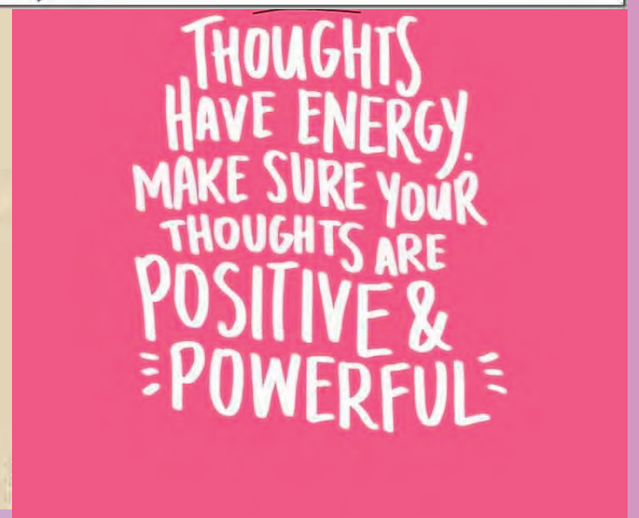


PROGRAMMING POSITIVITY

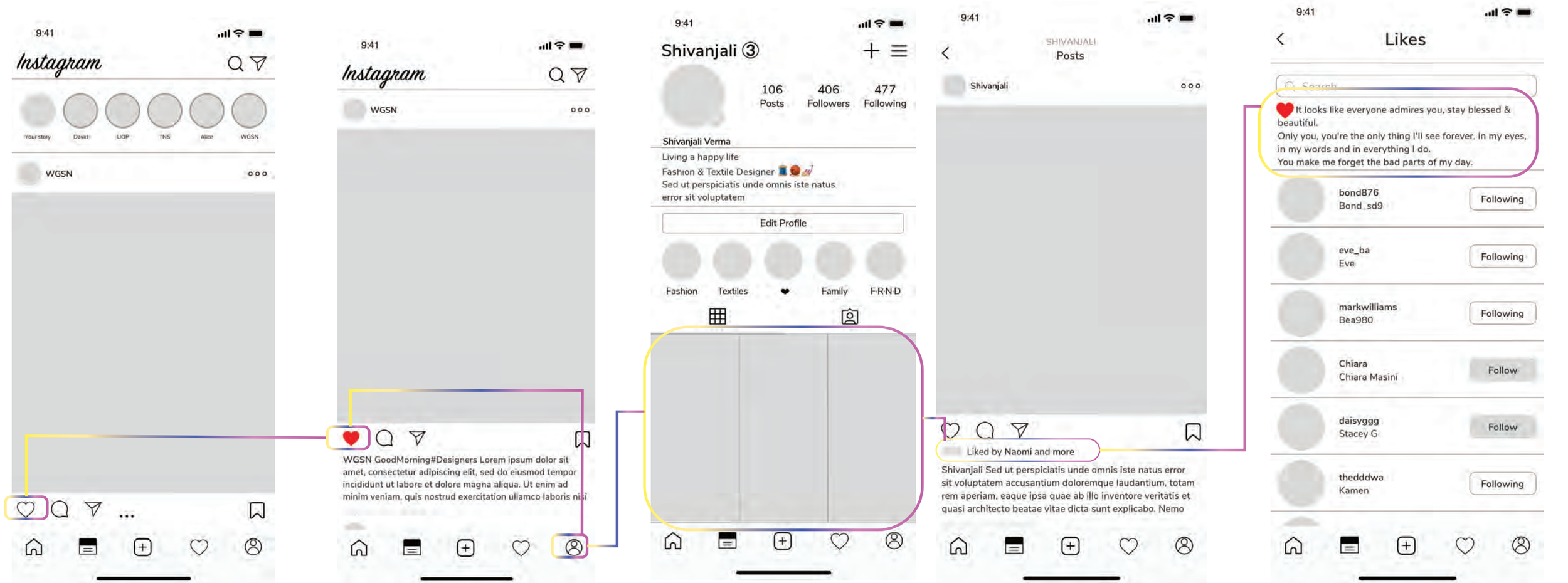




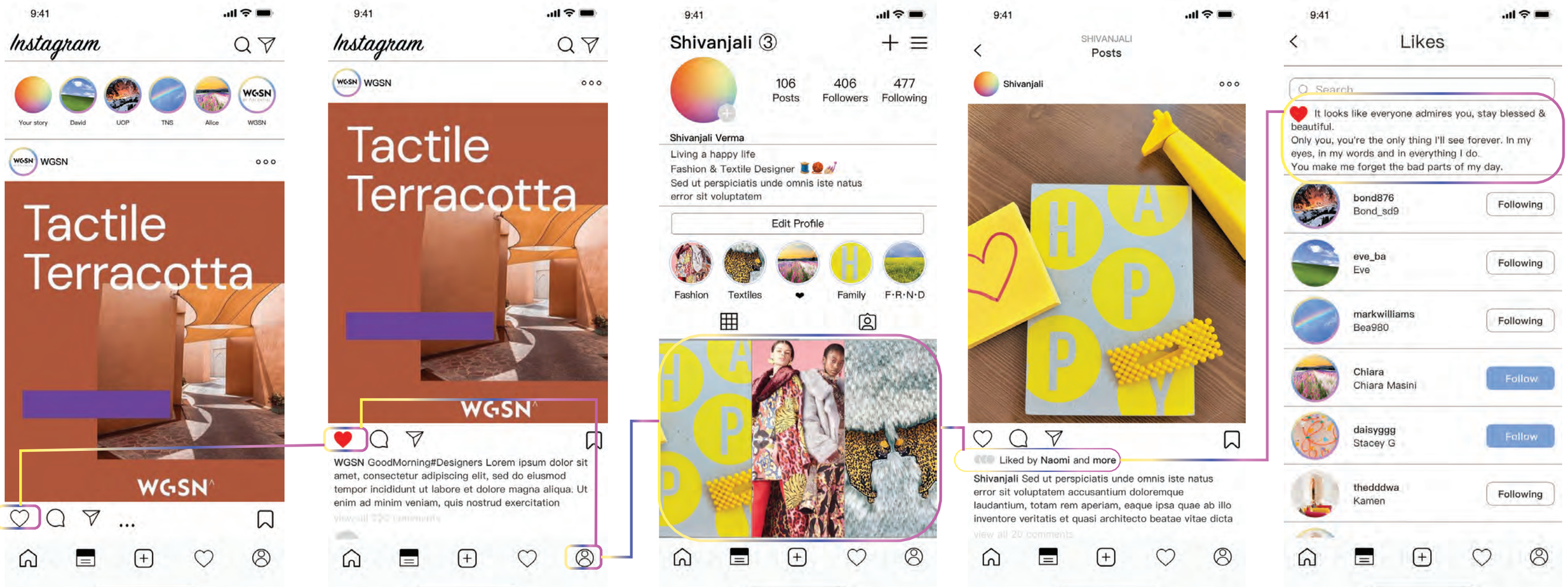




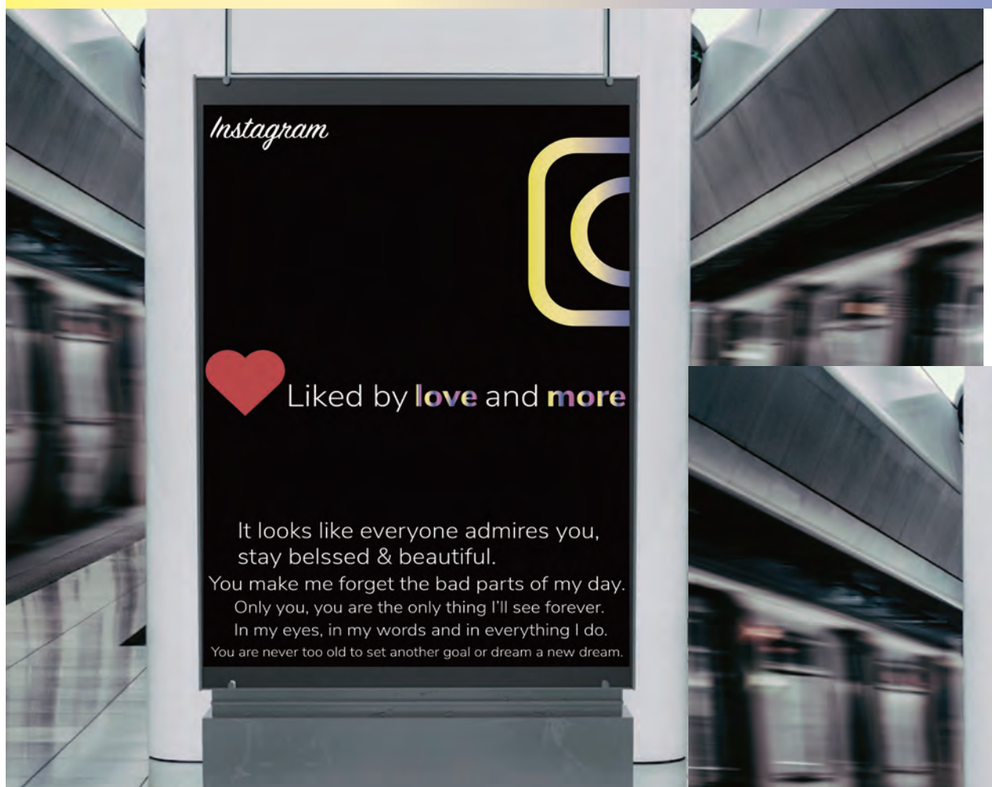
LOW FIDELITY PROTOTYPES / WIRE FLOW

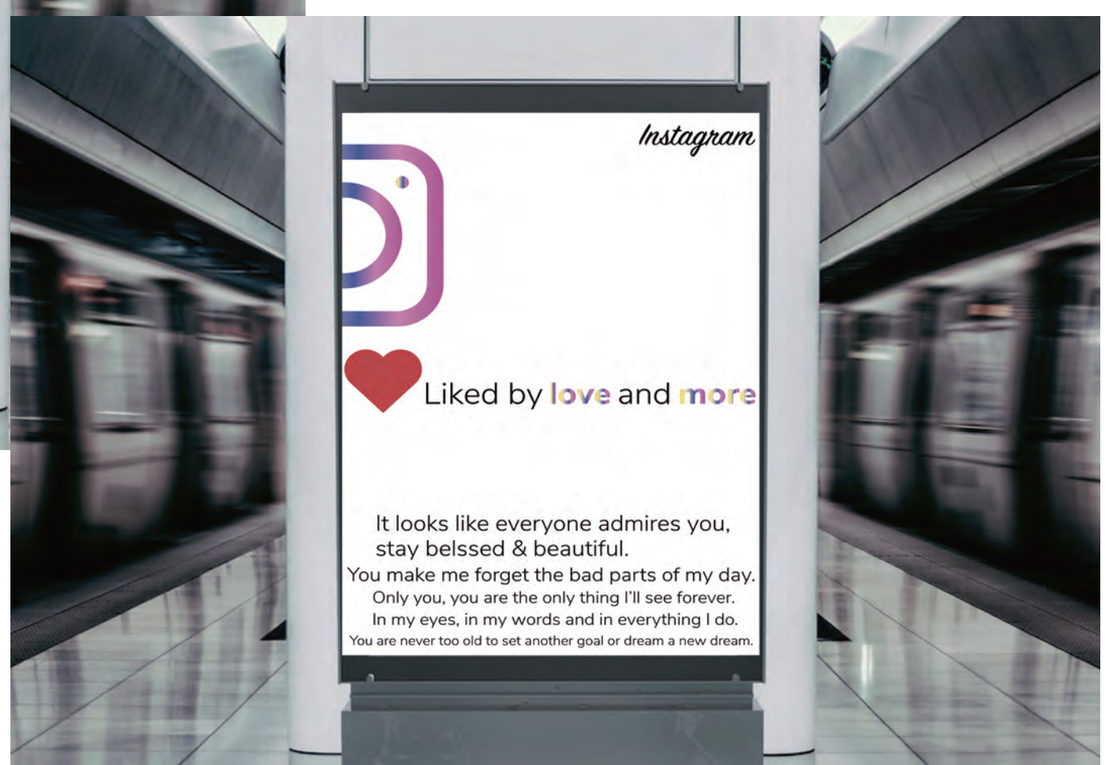


HIGH FIDELITY PROTOTYPES / WIRE FLOW



MARKETING MATERIAL - Jinyun





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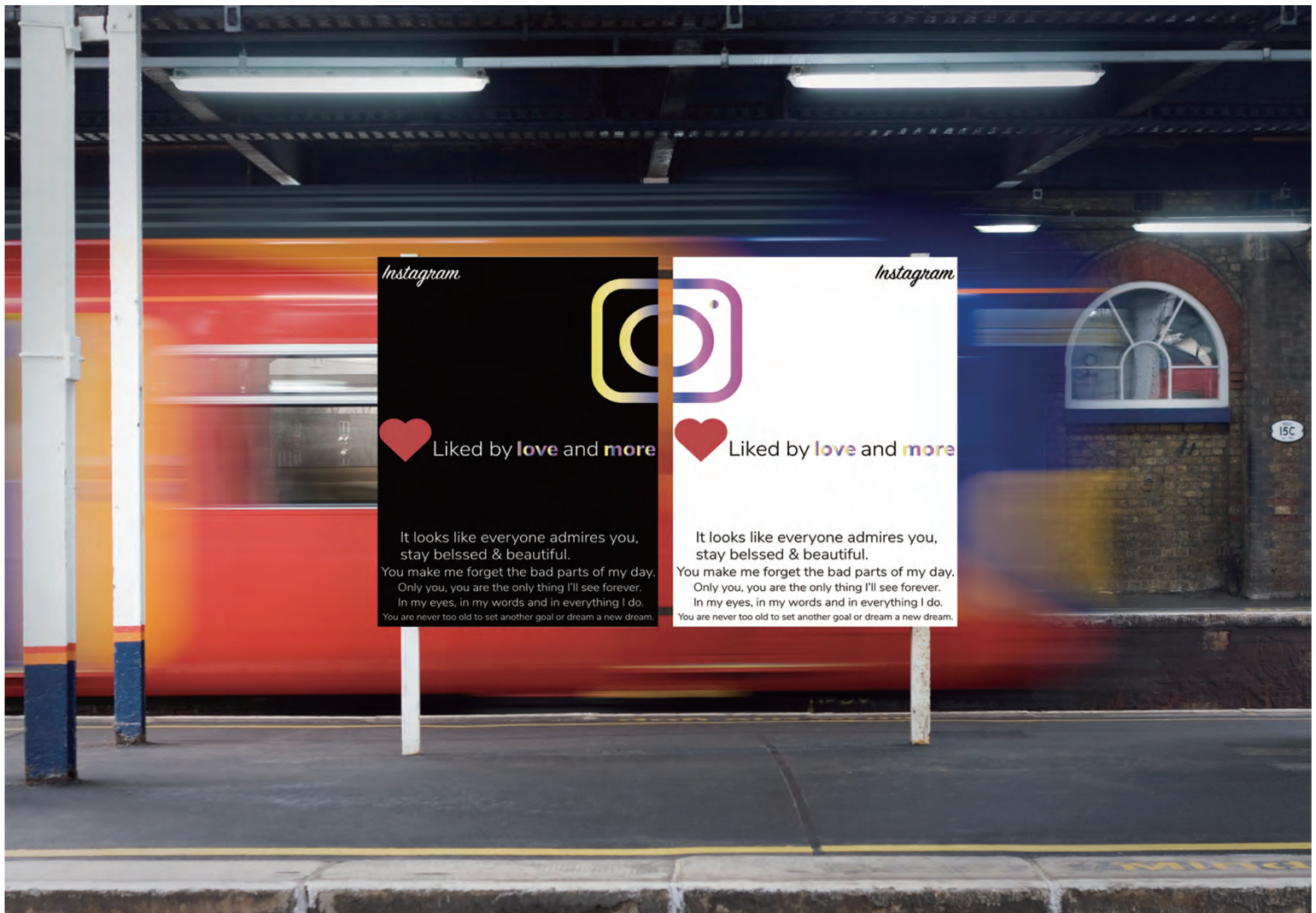
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