GOOD DESIGN
iPhone 16 Pro Max - 1

BAD DESIGN
iPhone 16 Pro Max - 2

INSTAGRAM

Your Story   walter_white

INSTAGRAM

Walter_white

Why the LEFT is Good Design

- **Clear visual hierarchy**
  Stories are placed horizontally at the top, where users expect them.

- **Follows familiar patterns**
  Matches Instagram's real layout → users don't have to "re-learn" the app.

- **Lower cognitive load**
  Eyes move naturally: stories → feed → actions.

- **Better usability & reachability**
  Important actions are easy to find and tap.

- **Clean content focus**
  The feed gets priority instead of UI clutter.

Why the RIGHT is Bad Design

- **Breaks user expectations**
  Vertical stories go against established mental models.

- **Poor spatial organization**
  Content feels cramped and misaligned.

- **Visual clutter**
  Competing elements fight for attention.

- **Unnatural interaction flow**
  Users must scan awkwardly, increasing friction and confusion.

- **Inefficient use of screen space**
  Important content is pushed into uncomfortable positions.