

BUSINESS IMPACT OF DESIGN

A practical workbook to understand the
business impact of design

Your Name:

Exercise 1

In this exercise, by thinking and answering questions, you will be made to realise some very important factors in the Business impact of design

Task 1

If at all you met the designer of Instagram, what would be the questions you would ask about the UX of the following screens? You can open the app yourself & come up with some more questions outside these screens.

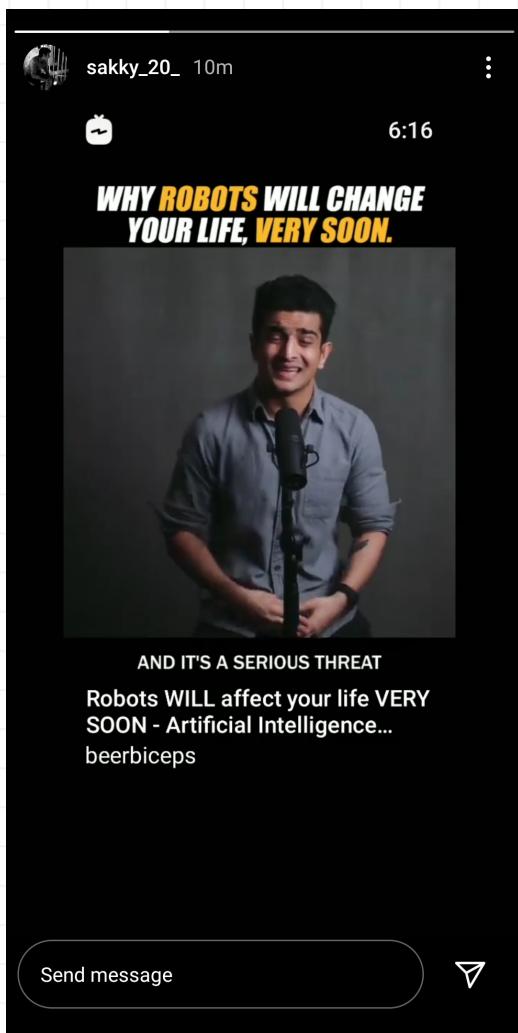
Write questions here:



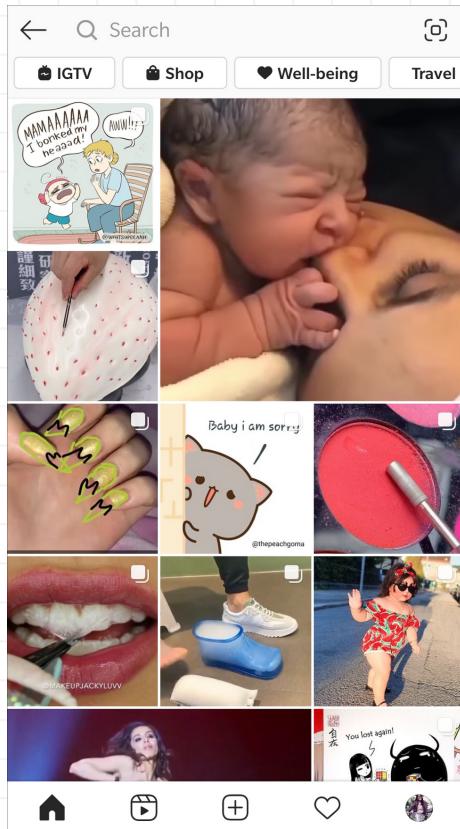
Ex 1 - Why is there a never ending scroll for posts?

Ex 2 - Why is the create post icon in the bottom centre of the app?

Write questions here:

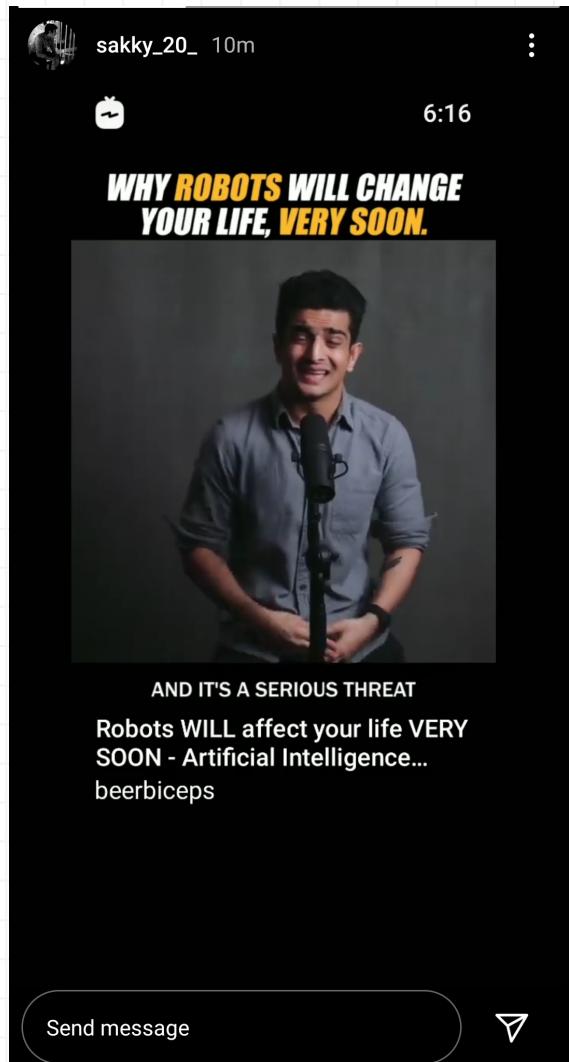


Write questions here:



Task 2

The below are the common questions you all arrived at.
Now it's time to answer them yourself from the point of a user as well as the business, using common sense.

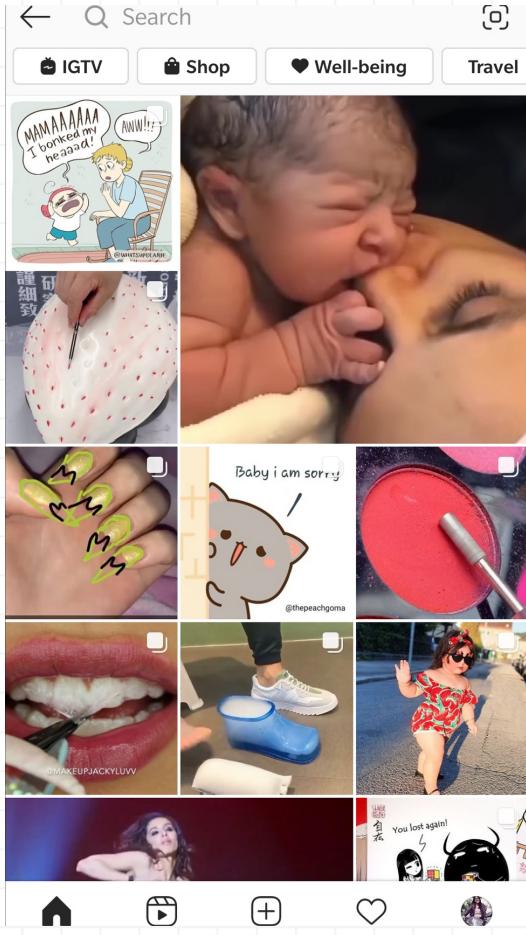


Why do the stories play continuously if we leave them?

Your answer here:

It's easy to keep viewing more content with least interaction and an infinite loop of content

It enables the business to insert ads in between stories and make users buy products through the app



Why is there content of people I don't follow shown under Search?

Your answer here:

A screenshot of an Instagram post. At the top left is a camera icon, followed by the word "Instagram". To the right are search and filter icons. Below this is a row of profile pictures for "Your Story", "sakky_20_", "sumanthchil...", "zalimkhajoor", and "aze...". The main image is a photograph of a man sitting on a path surrounded by greenery. Below the image is the caption "YAMSI CHERRY" and "BYZCREATION 2018". At the bottom left are like, comment, and share icons. At the bottom right is a bookmark icon. The post has a like count of "Liked by sahadsahad_ and others", 1 comment, and was posted 46 minutes ago.

Why can users post stories as well as posts?

Your answer here:

Messages



SsainadDh
Active 1h ago



ganeshsai
Active 3h ago



Sandeep Yadav
Thanks Ra mama ❤️❤️❤️ · 6d



Shilpa.k
Yeah · 7d



Harshitha_290
thank you · 2w



PreetiJha
Active 27m ago



🔥 BHARATH VIRAJ...
Reacted to your story 🔥 · 4w



Why does the app have in app messaging and push notifications?

Your answer here:

Task 3

Here are the below answers for the questions. But there are some vital Business metrics you all have learnt through this simple exercise, let's find out.

It's easy to keep viewing more content with least interaction and an infinite loop of content.

It enables the business to insert ads in between stories and make users buy products through the app

It keeps the user hooked by having an infinite scroll of new content based on their searches.

It helps the app to keep the users engaged for longer periods of time

They provide the users with different ways of seeing the people they follow what they are up to and check on them.

This helps the business by making the users to keep coming back to use their app

The in-app messaging allows users to share posts with friends and constantly be in touch with them. The push notifications reminds users stay updated

This helps the business with more and more users using the app daily