User Journey Map of ***Creating a Post on Instagram***

Phase of the journey	Brainstorming	Developing Content	Editing and Refining	Adding and Managing Caption	Analyzing Performance
Actions What does the user do?	Exploring Instagram or other social media to find ideas Considering post content, theme, & audience To learn what is **HOT and trending** at the moment	Developing media based on the brainstorming Creating content plans	Editing & preparing content using third-party tools Managing multiple media sources	Creating captions for the post Searching & adding hashtags Tagging people & locations	Review past contents Keep tracking number of followers Observe likes & comments
Touchpoints What part of the product/service the user interacts with?	Homepage Reels Search	Phone gallery Instagram's camera feature	Instagram's editing tools third-party editing apps (Capcut)	Caption input field, hashtag suggestion	Creators' homepage
Thoughts What is the user thinking? Gain Pain	**Gain :)** "This new trend perfectly align with my interests and my target audience." **Pain :(** "I'm struggling to come up with fresh ideas that will really resonate with my audience." **Pain :(** "It's hard to keep up with all the latest trends & hashtags on Instagram. What should I focus on?"	**Gain :)** "I am so excited when I come up with new content ideas" **Pain :(** "I wish I had a clearer idea of what's worked well for me in the past." **Pain :(** "How can I create content that stands out yet still fits within what's trending?"	**Gain :)** "I love this template and filter, I can use them directly." **Pain :(** "Editing takes so much time. How can I make this process faster and more efficient?" **Pain :(** "Am I using the right tools to enhance my photos and videos? There are so many options out there." **Pain :(** "I really want my content to look professional, but I'm not sure if I'm achieving that."	**Gain :)** "I will use hashtags that gained the highest views" **Pain :(** "It's challenging to constantly come up with fresh, appealing captions for each of my posts." **Pain :(** 'I'm not sure if my captions are engaging enough or if they're effectively communicating my idea.' **Pain :(** "I worry about whether I'm using the right hashtags and keywords to maximize my content's reach and visibility."	**Gain :)** "The comments and feedback from my followers are helpful!" **Pain :(** "I'm not sure which of my posts are performing well and why. It's hard to pinpoint what's working." **Pain :(** "How do I understanding my audience's demographics and preferences?" **Pain :(** "I wish I knew the best times to post and what kind of content would maximize my engagement and follower growth."
Feelings How is the user feeling?	**Positive** • Excited about discovering new trends & hashtags that align with their interests and audience. • A sense of uncertainty about what content will resonate with their audience. • Feel overwhelmed with the vast array of topics and trends to choose from. **Negative**	• Feel uncertain and indecisive about the most effective content format or style. • A mix of excitement and nervousness about experimenting with new types of content. • Concern about the time and effort required to research and experiment with different content styles.	• Overwhelmed by the complexity and variety of editing tools and options. • Frustration over the time-consuming nature of editing, especially for creators who want to post high-quality content frequently. • Doubt about their editing skills & the impact of their edits on content engagement.	• Feel overwhelmed by the pressure to be both creative and strategic with their captions. • A sense of frustration or anxiety about keeping up with trending hashtags and making captions stand out. • Experience a lack of confidence in their ability to consistently craft compelling captions.	• Overwhelmed by the complexity and time required to analyze performance data. • A sense of confusion over interpreting analytics and applying insights to content strategy. • Experience doubt about their ability to adapt their strategy based on the performance data they have.
Pain points What problems does the user encounter?	Difficulty in keeping up with rapidly changing trends and popular hashtags. Challenge in finding unique angles or ideas that still align with popular trends. Balancing personal preferences with audience expectations & popular trends.	Difficulty in consistently generating new, innovative ideas that align with current trends & audience preferences. Time-consuming process of researching trends, formats, and styles that are currently popular on Instagram.	Difficulty in finding & mastering the right editing tools that can cater to both photos and videos. Time constraints and the tedious nature of manual editing. Can be especialy challenging for creators who want to post high-quality post frequently. Uncertainty in choosing the right edits (like filters, cropping, color adjustments, bgm) that will make their content stand out while staying true to their personal brand.	Difficulty in crafting/ phrasing engaging captions Struggling to keep up with trending keywords and hashtags for optimal engagement. The time-consuming for researching & experimenting with different captioning strategies.	Difficulty in accessing & interpreting detailed performance data like engagement rates, reach, & audience demographics. Challenges in translating data insights into actionable content strategies.
Opportunities How can we improve the user's experience?	AI can offer personalized trend suggestions, reducing the time & effort required to research these manually. Using AI to compile data on popular Instagram hashtags and trends, also give suggests based on guidelines it receives from the content creator	AI provides real-time, data-driven suggestions for content styles and formats based on current trends and past performance. AI helps in overcoming creative blocks by suggesting fresh, personalized content ideas.	Ai-driven editing tools (build-in in Instagram) offering smart, customized suggestions based on the creator's style and content type. An AI tool that understands and executes creator instructions can significantly reduce the time spent on manual editing. AI could library offers a range of templates and automated edits, helping creators to maintain a consistent aesthetic with less effort and skill requirement.	AI can provide caption optimization suggestions, increasing engagement and reach. AI tools offering real-time hashtag and keyword suggestions to enhance content visibility. AI will learn from past caption performances and guide creators.	AI can provide comprehensive, easy-to-understand weekly performance reports, highlighting key metrics & trends. By analyzing past performance, AI can help creators understand their audience better, leading to more targeted and effective content. AI offers actionable insights and recommendations for future content themes and posting times.

Emojis to illustrate the user's feelings

😁 😃 😊 😐 😬 😔 ☹️ 😣 😭