Homework Project: Analysis of Social Media & Gaming Applications

# 1. Introduction

For this analysis, I have selected Instagram (Social Media) and Fortnite (Gaming Application).

## Instagram

is one of the most popular social media platforms, focusing on photo/video sharing, Stories, and Reels. It has evolved significantly since its launch, integrating ecommerce, influencer marketing, and short-form video content.

## Fortnite

is a leading battle royale game developed by Epic Games, known for its crossplatform play, live events, and in-game purchases. It has redefined online gaming with its interactive and social elements.

# Why were they chosen?

Both platforms have undergone major design and functional changes, heavily influenced by industry trends and user feedback. Their evolution offers valuable insights into modern UI/ UX design, competitive strategies, and user engagement techniques.

# 2. URL and Initial Release

## Instagram

Launch URL: [https://www.instagram.com](https://www.instagram.com)

Initial Release: October 6, 2010 (iOS only)

Key Features (2010)

Photo-sharing with filters

Square image format (inspired by Polaroid)

Simple social feed with likes and comments

## Fortnite

Launch URL: [https://www.epicgames.com/fortnite](https://www.epicgames.com/ fortnite)

Initial Release: July 25, 2017 (Early Access)

Key Features (2017):

Battle Royale mode (free-to-play)

Building mechanics

Cartoonish art style

# 3. Evolution of Design Systems & Interfaces

## Instagram

Design System: Initially used custom UI, later adopted Material Design principles (Google) and iOS Human Interface Guidelines.

### UI/UX Changes:

2016: Introduction of Stories (inspired by Snapchat).

2018: Shift from chronological feed to algorithm-based feed.

2020: Introduction of Reels (competitor to TikTok).

2022:Full-screen video-first UI (similar to TikTok).Accessibility & Usability:

Improved alt-text for images.

Dark mode introduced (2019). Simplified navigation bar.

## Fortnite

Design System: Uses Unreal Engine’s UI framework with a mix of Material Design for menus.

UI/UX Changes:

2018: Major map and inventory redesign.

2020: Introduction of Party Hub for social features.

2022: Unreal Engine 5 upgrade (better graphics & performance). Accessibility & Usability:

Added customizable controls.

Improved colour blind modes.

Smoother cross-platform play.

# 4. Last 5 Years of Releases & Updates

Instagram (2019–2024)

2019: Dark mode, Shopping tags.

2020: Reels, Live Rooms (group streaming).

2021: Full-screen Stories, improved algorithm.

2022: NFT integration (later removed).

2023: AI chatbot, Threads (Twitter competitor). 2024: AI-powered editing tools.

## Fortnite (2019–2024)

2019: Chapter 2 launch (new map).

2020: Travis Scott concert (virtual event).

2021: Impostors mode (Among Us-style gameplay).

2022:Unreal Engine 5 upgrade.

2023: LEGO Fortnite (survival mode).

2024: Fortnite Festival (music rhythm game).

# 5. User Ratings & Feedback Over the Last Decade

## Instagram

App Store Rating: 4.7/5 (2024)

Google Play Rating: 4.5/5 (2024)

Key Feedback:

Positive: Great for creators, engaging content.

Negative: Over-commercialization, algorithm frustrations.

## Fortnite

Metacritic Score: 78/100 (2024)

Steam Rating: Mostly Positive

### Key Feedback:

Positive: Fun gameplay, frequent updates.

Negative: Too many microtransactions, performance issues.

# 6. Competitive & Industry Comparison

## Instagram vs. Competitors (TikTok, Snapchat)

|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Instagram | TikTok | Snapchat |
| Short Videos | Reels | Main Feed | Spotlight |
| Stories | Yes | No | Yes |
| Algorithm | Strong | Strong | Weak |

## Fortnite vs. Competitors (Apex Legends, PUBG)

|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Fortnite | Apex Legends | PUBG |
| Building | Yes | No | Partia |
| Cross-Platform | Yes | Yes | Partial |
| Live Events | Yes | No | No |

# 7. Conclusion & Recommendations

## Findings:

Instagram has shifted from a photo-sharing app to a video-first platform.

Fortnite has expanded beyond gaming into a social metaverse. - Both face criticism for aggressive monetization.

### Recommendations:

Instagram: Reduce ad frequency, improve chronological feed option.

Fortnite: Optimize performance, reduce reliance on microtransactions.

Both platforms must balance innovation with user experience to retain engagement.

**End of Report**