**TASK:3 UIUX REDESIGN**

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Task: Choose a popular mobile app and redesign its UI/UX to address a specific pain point.

**Chosen App**

**Instagram – one of the most widely used social media applications for sharing photos, videos, and stories.**

For my internship Task 3, I chose to work on Instagram, one of the most popular mobile applications used worldwide for sharing photos, videos, and stories. While Instagram is already highly polished, I wanted to identify a small but meaningful improvement that could make the app more convenient for daily use.  
  
One pain point I noticed is the way Instagram handles saved posts. Many users, including myself, save posts regularly—whether it’s for inspiration, recipes, workout ideas, or future reference. However, these saved posts are buried inside the profile menu. To access them, you have to go to your profile, tap the menu, and then choose “Saved.” This process takes multiple steps, which can feel unnecessarily slow for something users might want to open often.  
  
My goal with this redesign was to make saved posts accessible instantly—ideally with just one tap. To achieve this, I added a Bookmark icon directly to the top navigation bar on the Home page, right next to the DM and Likes icons. This makes it possible to open saved posts without navigating away from the main feed.  
  
I also redesigned the Saved Posts screen itself. Instead of the current simple list view, I created a grid layout that matches Instagram’s existing post style. At the top, I added tabs to switch between “All,” “Collections,” “Reels,” and “Posts,” allowing users to filter and organize their saved content. There’s also a “+” button for quickly creating a new collection, and “Manage” options for organization.  
  
This small change significantly improves the user experience. It reduces the number of taps from three or four down to just one, speeds up navigation, and keeps Instagram’s design language consistent. The result is faster, easier access to content people care about, without cluttering the interface.  
  
I created the redesign using Figma with iPhone 14 & 15 Pro frames. For the colors, I used Instagram’s official palette—white (#FFFFFF), black (#000000), and the brand gradient (#F58529 → #DD2A7B → #8134AF → #515BD4). The text uses Instagram Sans (with Proxima Nova or Roboto as alternatives), keeping font sizes between 12–16px for readability.  
  
In the end, the change is simple but impactful. It’s a reminder that sometimes, improving user experience doesn’t require reinventing the whole app—just making the most-used features easier to reach.

Redesign Mockups:







