

# Capstone 2 UX Brief: Instagram

## Project Background

Instagram is one of the largest social media platforms with over one billion monthly users. Originally a photo-sharing app for friends and family, it's now a marketing giant, helping small and large brands, creators, and photographers establish their online presence and business. With the saturation of content, it's becoming increasingly harder for small creators to stand out from the crowd. It's estimated that more than 50% of Instagram accounts use the "Explore" feature, which relies on hashtags, to discover new content and new accounts to follow. Thus, despite Instagram's push towards video, creators still rely on hashtags to be discovered by other users. However, because of the rise in spam bots, Instagram will shadow ban users who repeatedly use the same hashtags or solely use popular hashtags. While third-party apps and websites, like Metigy and Hashtagify, help creators identify popular and/or trending hashtags, creators still have to either individually type hashtags or copy and paste hashtag groups when posting.

## Problem Statement

How might we help creators efficiently hashtag their posts, save time, and prevent shadow banning?

## High-level Goals and Objectives

### Understand the app and scope of work

- Audit Instagram: identify what features are currently available, are there any features that are new to me? Is this app usable on the desktop?
- Identify main tasks and observe existing users to go through the tasks

### Understand my audience

- What persona would most likely be using this app and why?
- What does this app help them accomplish?
- What are their sentiments about the app?

### Define the audience and the problem statement

- Based on my research, what feature would be most helpful to current users of the app?

### What might success look like?

- How will the design benefit the company?
- What are some possible tradeoffs?
- How will the user react?

### **Design solutions based on the problem statement**

- In addition to peer feedback, ideate and determine the best solution based on research

### **Create a usability test plan**

- Will the feature help IG get more users to do a certain action to help promote the business? Is there something that IG doesn't have that came up in the research?
- How does the design impact the app?

### **Write a case study**

- Present findings and learnings in my portfolio

### **Possible Metrics**

- Decrease in time spent hashtagging
- Possible increase in discoverability? Engagement?

### **Constraints**

- Rebranding is not permitted
- Project must be completed in 80 hours