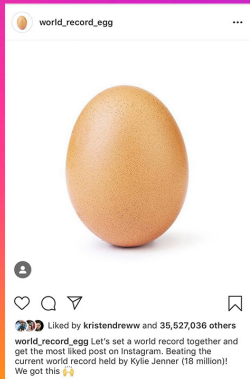


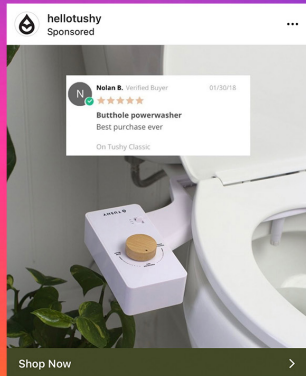
AT SOMEPOINT THEY WILL HAVE TO PICK:

MOST LIKED POST



DESIGN FOR USERS.
LET THEM BE CREATIVE, POST
WHAT THEY WANT, SEE WHAT THEY
WANT. CREATE THE PLATFORM, NOT
THE EXPERIENCE.

REAL AD IN MY FEED



DESIGN FOR ADVERTISERS.
CREATE THE EXPERIENCE AND
FORCE-FEED IT TO USERS. IGNORE
THEIR NEEDS, BLAST THEM W/ ADS.
MAKE A QUICK BUCK, LOSE FANS.

WHO IS THE CONSUMER? WHO IS THE PRODUCT?
ONE SMALL UI CHANGE, ONE BIG DISTINCTION.

ORIGINAL MENU



THE FOCUS WAS ON THINGS YOU CAN DO, YOU CAN POST,
YOU CAN SEE YOUR NOTIFICATIONS EASILY, THE APP WAS
DESIGNED TO KEEP YOU ENTERTAINED AND CREATE.

UPDATED MENU



NOW THE FOCUS IS ON WHAT THEY WANT TO SHOW YOU,
THEY REPLACED THE MOST CLICKED NOTIFICATION BUTTON
WITH A TERRIBLE DIGITAL SKYWALL. THEY REPLACED THE
MAIN FUNCTION OF THE APP, YOUR POSTS, WITH RANDOM
INFLUENCERS THAT AUTO CLICKS WHEN YOU TRY TO SLIDE THE
SCREEN UP TO REACH THE POSTING MECHANISM.

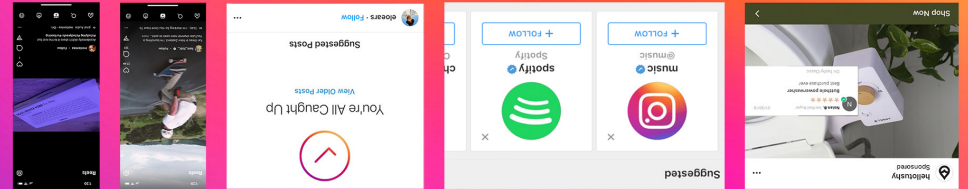
INSTAGRAM HAS BEEN
UPDATING AND CHANGING
A LOT RECENTLY. I HAVE
BEEN A USER FOR 8 YEARS,
FOUR ACCOUNTS, POSTED ON
SEVERAL LARGE BRAND +
CELEBS PLATFORMS...

IN THAT TIME I WATCHED
THEM LOSE FOCUS OF WHY
WE LIKE IT SLOWLY MAKING
IT WORST WITH THE LUXURY
OF LITTLE COMPETITION.

THIS IS A DESIGN AUDIT
FROM AN ANNOYED USER
WHO IS THINKING ABOUT
LEAVING THE PLATFORM.

THIS IS A ZINE
02.21.21 | AUDIT 41

WHEN INSTAGRAM STARTED IT WAS SHARING
IMAGES WITH YOUR FRIEND, FROM GROSS
FILTERS, PIGSTITCH, PHOTOS OF FOOD, IT WAS
A VISUAL MESS CONTENT-WISE, BUT IT WAS
CONTENT I WANTED TO SEE AND CREATE.



NOW INSTAGRAMS ALGORITHM MAKES IT SO I
RARELY SEE THE CONTENT OF FOLKS I CHOSE TO
FOLLOW, EVERY FOURTH IMAGE IS AN AD AND
THEY WOULD SUGGEST OTHER PEOPLE TO
FOLLOW WITHOUT SHOWING ME THOSE I DO.

INSTAGRAM
THIS IS A ZINE
**DESIGN
AUDIT**