

INFLUENCE OF USER INTERFACE DESIGN IN SOCIAL MEDIA”

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Chapter 1: Introduction

A well-executed UI design will ensure users remain engaged and have an enjoyable experience while spending time on the social media platform. Social media continues to grow, and UIs can be made more engaging by including cultural features in their designs. Companies that are staying ahead of the fast-moving trends in UI design are raising our expectations, as users, about what a social media app should look and feel like.

This chapter include introduction to UI (section **Error! Reference source not found.**) Social media (section **Error! Reference source not found.**) and influence of UI over social media (section 0). Section **Error! Reference source not found.** includes an outline of the remaining chapters of the thesis.

1.1 USER INERFACE

User interface design plays an important role in determining the way that humans interact with software products. A UI designer is concerned with how the design of the project interface looks -- what it looks like (aesthetically) and how elements are connected visually and spatially. Generally, the purpose of UI design is to create a user interface that makes the operation of the machine easier, more effective, and pleasant (user-friendly) in ways that yield desired results (i.e. In simple terms, the user interface is a pointing and communication point between a person and the computer in the form of a device, web page, or application.

Examples of this broad conception of UIs include interactive aspects of computer operating systems, manual tools, operator controls for heavy equipment, and process controls. The aim is to allow the person operating and controlling a computer system to efficiently perform the task, as well as receive feedback to facilitate decision making. It serves as the translator between a design pattern and an effort to match the users mental model, such that users will therefore be comfortable with the software and be effective with its usage.

focuses on whether a user interface can correctly execute each users task, to adapt to all variations in tasks, to meet all common user requirements, and to what extent an interface is simple to use and easy to learn. It defines the collection of interface objects, actions, and their screen representations that allow a user to accomplish all of the tasks defined in a way that meets each usability goal defined for the system. User interface design is usually divided into four distinct levels:

- The conceptual level It specifies the fundamental entities taking into account the user's perception of the system and the activities that may be performed upon them.
- The semantic level does not address how the user will invoke the functions; rather, it explains the functions carried out by the system, i.e., the functional requirements of the system.
- The syntactic level describes the input and output sequences necessary to call the functions described.
- The lexical level controls how the outputs and inputs from simple hardware operations are really created.

1.1.1 Difference between UI and UX

The main difference between UX vs. UI is that UI is focused on the appearance of an interface, while UX covers the whole experience of a user. UI design is the process of creating interfaces that are focused on surface, appearance, and style, while UX design covers the whole experience that the user has with the site or application (of which the UI is only a portion). UX design is the process of increasing the users experience through improving usability and accessibility of the product, web page, or application.

UX involves components like market research and user needs identification, whereas UI has more art-based design components related to user experience appearance and experience. UI designers are ultimately responsible for making sure that an applications interface is appealing, visually inspiring, and aligns with the company's goals. UI design is about designing a products interface - in other words, what a user will actually see while engaging with a product.

1.2 SOCIAL MEDIA INTRODUCTION

Social media is computer-based technology that facilitates sharing ideas, thoughts, and information by creating virtual networks and communities. Social media refers to a means of communication between individuals whereby they create, share, and/or trade information and ideas within virtual communities and networks. Social media is a technology that is computer-mediated, which allows individuals, companies, non-governmental organizations, governments, and other organizations to browse, create, and exchange information, ideas,

professional interests, and other forms of expression through virtual communities and networks. According to Boyd (2014), social media refers to sites and services that emerged in the early 21st century, including social network sites, video-sharing sites, blogging and microblogging platforms, and associated tools, which enable participants to create and share their content.

There are many forms of social media, including blogs, microblogging, Wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and others. Some of the more popular social media sites include Facebook, Twitter, Instagram, Reedit, Tinder, YouTube, Snapchat, and the list goes on! The diversity of platforms allows for a broad array of uses, and engages users in different ways. While Facebook was initially created to connect individuals, today businesses, non-profits and communities, and public figures all utilize the site to connect, share information, and even market products and services.

Each platform has its unique interface, but they are all alike in that they are public online spaces where users can interact and keep in touch. Social media started as various online platforms where users could share their interests and communicate with others with similar interests. Social media uses Web-based technology as well as mobile technologies on smartphones and tablet computers to create highly interactive platforms where individuals, communities, and organizations can share, collaborate, discuss, and edit content generated by users or content that is posted on the Internet. The aim is to produce engaging content that social media users will share with their own social networks.

In a social media context, viral (or going viral) content or websites are those that have a high probability of users sharing content posted to (by another user) their social networks, leading to additional shares. Many social media sites provide specific features that assist users with sharing content, such as Twitter's Retweet button, Pinterest's Pin feature, Facebook's Share options, or Tumblr's Re blog feature.

1.2.1 Social media marketing

Social media marketing, or SMM, is a form of Internet marketing involving creating and sharing content across social media networks in order to reach marketing and branding goals. In our Open Steps from RMIT, social media marketing is described as the set of applications, platforms, and websites within an online community which enable content, information, and

contacts to be created and shared. While advertising in social media has to be paid for, the act of creating and sharing informational or entertainment content on Facebook, Instagram, Twitter, and other platforms is the brands effort to organically build up their audience, in other words, without paying them directly.

Companies use social apps to promote and market their products, as well as monitor customer concerns. Some individuals will use different social media applications to connect about job opportunities, to find individuals around the world who have similar interests, and to share their thoughts, feelings, insights, and emotions.

In 2019, Merriam-Webster defined social media as forms of electronic communication (such as websites for social networking and microblogging) by which users form online communities to share information, ideas, personal messages, and other content (such as videos). Although some social media platforms provide users with an option for simultaneous cross-posting, some social media platforms have been criticized for their poor interoperability across platforms, leading to information silos, e.g. In some cases, posts that contained trending content or breaking news were quickly shared and reposted by huge numbers of users.(Najjar, 2011)

1.3 INFLUENCE OF UI IN SOCIAL MEDIA

The huge number of users on social media platforms makes each ones UI design subject to far greater scrutiny. Social and streaming apps are constantly changing aspects of their user experiences, including their digital interface designs, in order to nudge users towards new features. Social-media platforms have a specific nature to them which motivates continued usage, mostly because of the satisfaction users get from sharing their content. A social media platform is nothing without shared content, and users are unlikely to share on apps or websites that they dislike.

Social media users are a large demographic, and their opinions literally can make or break a platform they are using. For many, social media is mostly a hub to communicate with friends and family, and while brands do have a presence, it does not need to dominate the whole social experience.

Because users spend the majority of their time browsing and surfing across the vast array of websites and devices, they would rather have a platform function in the same way as all of the others that they are already familiar with. In other words, because the flow of information is pretty big for most users, it is almost natural to keep the interface as simple as possible. It is

just going to drive people away. While a fancy layout and more interface patterns might seem appealing, in reality, they are just going to make things harder for users.

It incorporates basic design elements that must be there in order for someone to browse through your website and make decisions. It includes the way that your site interacts with users, overall design, and the way that information is presented. User Experience Design (UX Design) is executed in such an expert manner, starting from the way that we interact with other users, through the way that content is created and shared. It is how you structure your website, backend-first, to ensure that your audience has a seamless, delightful, front-end tech experience. UX design is one reason why your site is starting to get a surge of traffic.

Also, digital marketing strategies of SEO and SEM are linked with social media, and UI design within a structure developed for both mobile and fixed devices, a fact which is linked with company goals in developing these strategies. This research has focused on concepts for using social networks, Internet advertising, conversions, and recruiting through promotional actions of mobile applications, which are powered by linked data, as well as optimizing user interface design. With a user interface design study and small-scale user study (n=101,053), we investigated the impact of social networks, advertising, and promotional and recruitment actions in the conversions of mobile applications powered by linked data. In a more recent study, we recruited 23 participants and used usability tests, cognitive map activities, and journal studies to understand how individuals interact with companies over social media, and to inform our Social Media Usability Report.(Hayes, 2014)

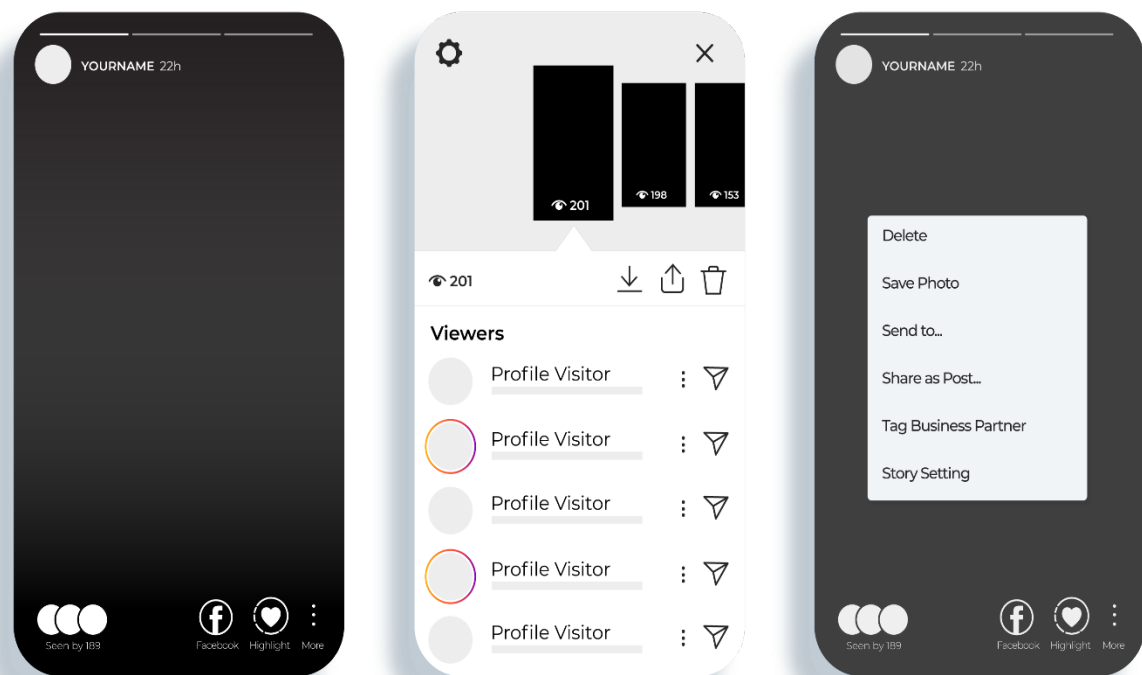
Meaningful organization and presentation of different pieces of information is arguably one of the more complex design challenges facing designers of social user interfaces. In fact, a best practice for UI in social media sites is varying sizes and colors of elements in order to establish clear visual and structural hierarchies in a website.

For designers of social user interfaces, this means users need to have real-time updating functionality, which will provide updates immediately after they are submitted inside an app.

1.4 THESIS OUTLINE

Effective UI design is about how various visual elements, like colors, typography, and images, work together to make for a seamless user experience. While the user interface designer may spend time focused on creating a single element found in the interface, like a button or a

menu bar, this work is not done in a vacuum. The overall appearance of the interface is a cumulative effort: buttons, fonts, icons, images, whitespace, layout, interaction responses, and color palettes come together to create a cohesive system that helps user to be influenced and spent their time on this social networking site for bit longer than usually they would rather spend



Chapter 2: Literature Review

This chapter covers crucial features of the social media & social network sites UI. Since social media and social networking sites are living off of their user's actions, it is not surprising that the social UIs are highly oriented towards users. Before we dive deeper into user interface specifications, it is important to note the fact that simplicity in the UI is a common feature across social media and networked websites. Understandably, social media sites frequently employ customisation, providing user interfaces which are more universal and adaptable.

2.1 USER INTERFACE OF SOCIAL MEDIA

The large number of users across social media platforms makes each ones UI design subject to far greater control. A well-executed UI design will ensure users remain engaged and enjoy their time on a social media platform. Companies who remain at the forefront of rapidly evolving trends in UI design are raising our expectations as consumers about what social media apps should look and feel like. Social and streaming apps are constantly changing aspects of their user experiences, including their digital interface designs, in order to drive users to use new features.

As technology advances, and social media continues to grow, platforms are continually adding features and changing user interfaces in order to meet the needs and desires of their stakeholders. Facebook and Twitter gained massive user bases and centrality to mainstream discourse years ago, but Facebooks and Twitters user experiences on social media platforms still reflect those companies' roots as scrappy start-ups that desperately wanted to keep growing. Every facet of their user experiences is optimized to reward frequent, and eventually feverish, engagement. Social media platforms have a specific nature to them that motivates continued usage, in large part because of the satisfaction that users get from sharing their content.(Constantinides, n.d.)

2.2 PROBLEM FACED BY DESIGNER

A social media platform is nothing without shared content, and users are unlikely to share on apps or websites that they dislike. Social media users are a huge demographic, and their opinions literally make or break platforms they use. Too many posts on social media by one business can overwhelm a users feed and create negative perceptions about a brand. Even the

most well-established brands must update their customer experience on a regular basis, but this does not mean that they are safe from negative reactions.

Many users have mentioned how confusing, cluttered, and ineffective Instagram's own shopping interface is to their main rationale. While the interface has consistent design across the board, how information is ordered makes it very difficult for users to navigate when searching for what they need.

An excellent user interface design must maintain consistency across styles in order for users to understand and react clearly to given content. In fact, in social media sites, good user interface practices are about changing sizes and colors of elements in order to establish clear visual and structural hierarchy in a website. A well-designed UI will ensure customers stay engaged and enjoy their time spent on the platform.

2.3 POTENTIAL AMENDMENTS

User interface (UI) updates provide exciting opportunities for design teams to re-energize tired experiences, fix problems, and learn from the next iteration. Companies that keep up with quickly evolving user interface design trends are raising our expectations, as users, for what a social media app should look and feel like. The huge number of users on social media platforms makes each one's UI design subject to far greater scrutiny.

A well-executed UI design will ensure users remain engaged and enjoy their time on a social media platform. Since social networks and social networking sites are driven by their users' actions, it is not surprising that the social UI is highly focused on users. It is understandable why social media sites frequently employ customization, offering a more flexible, more adaptive UI.

Every facet of the user experience on the Facebook and Twitter social networks is optimized in order to reward frequent, and eventually, feverish, engagement. Social networking and streaming apps are constantly changing aspects of user experience, including their digital interface designs, in order to drive users toward new features. A key benefit to these features is that they continue to promote sustained engagement across social networks, with an overall warmer experience that minimizes fiery bursts of anger that frequently lead users to disconnect (or, to use Internet parlance, rage quit).

Users now have the option of hiding Likes altogether, a change that could actually reduce feelings of pressure. A social media platform is nothing without shared content, and users are

unlikely to share on apps or websites that they dislike. Social media users are a large demographic, and their opinions literally can make or break a platform they are using.

Snapchat is a good example of a social media platform struggling to retain a loyal userbase because of its user interface redesign. Unfortunately, the decision backfired, and the social media giant ultimately released further updates to fix its most pressing user concerns.

For designers of social UIs, this meant users needed to have an in-real-time updating capability, which delivered updates immediately after they were submitted inside an app. These types of updates are also an involved endeavor, which is exacerbated by the size and scope of the interface at hand. A design refresh involves a stylistic refresh, which does not affect the core structure or functionality of an interface.

Major updates typically improve the user experience, and tend to showcase content from friends and family, instead of advertising or branded content. Companies frame changes on Twitter as ways to lessen friction on users, but they usually funnel us into what is more convenient or profitable to the company.

Sticking with simplicity is a good way to improve the UX design. It is a process that involves watching a bunch of users interact with your site or app in order to understand what works and what does not. UX design is about the appearance and feeling of an interface (or screen) the user is interacting with.

User experience design (UX design) is executed in such an expert manner, starting with the way we interact with other users, and ending with how we build content and share it. UX research and design takes into account a wider range of the users journey, part of what comes out of this process is a user interface design. It is how you develop your website from backend so your audience has a seamless, pleasant, front-end tech experience. User interface design is one reason why your site starts seeing a surge of traffic.

When social media changes in any significant way -- using algorithms to determine which content we see, for instance, or changing design entirely -- that is, in essence, taking control out of the hands of the user, and changing a product we fell in love with. Because if it is true that subtle UX elements can have negative effects on our use of a social media platform, similarly small changes could help rein in our worst interactions, too.

2.4 USER INTERFACE OF INSTAGRAM

Instagram has optimized its user experience so that videos are easier to view, which is a good example of the way we approached building user experiences in Android. In Instagram's early years, which were 2010-2016, the core interface was a bit like it is today, though there are some obvious differences. Instagram took things one step further, testing out a new user interface (UI) that basically turned the app into a mirror image of Tik Tok.

There are a few big changes, but Instagram's general look has been maintained. The new Instagram UI also includes simplicity, coherence, and an increased focus on the goal of Instagram: satiating users deeper desires that wish to impress, surprise, shock, and otherwise amaze others through videos and photos. The placement may prove a positive move for creatives looking to show off their work and sell via the app, but only if Instagram keeps the core of its user base in line with the changes.

In response to the flood of questions regarding Instagram's new UI, Instagram's blog stated Simple designs focus more on your photos and videos, while not changing the way the app is navigating, and colors are meant to come from user's photos and videos. Of course, the aforementioned features were added to Instagram's interface a while back, but due to recent competition from apps such as the parent Facebook-Instagram app, Twitter, and Snapchat, among others, we are expecting Instagram to revamp its interface in short order.

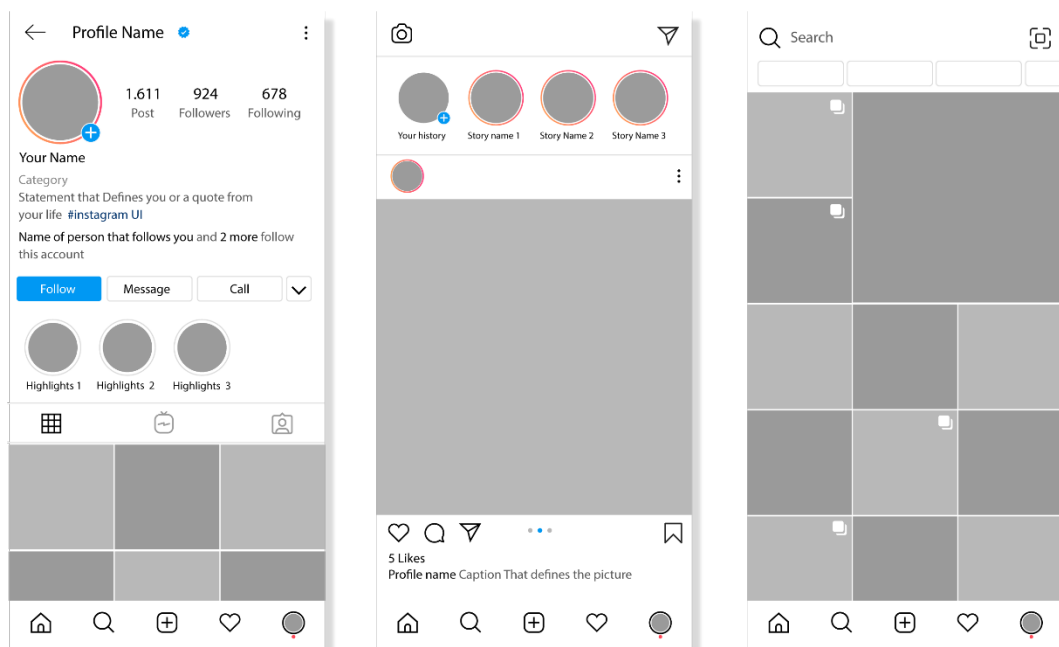
Many users have mentioned how confusing, cluttered, and not helpful Instagram's shopping interface itself is to their main motives. While the interface has consistent design across the board, how information is ordered makes it very difficult for users to navigate when searching for what they need.

The placement frustrated Instagram users, as they often missed posts that they wanted to see, but did not (aka FOMO - Fear of Missing Out). In the current Instagram design, Instagram Stories are easily forgotten as soon as a user starts scrolling through their feed. When we first enter the app, we are at the home page of Instagram, which is where we see all of the photos and videos posted by users that we follow on Instagram. (Bhaskar et al., 2011)

We are not likely going to be doing much buying as a business in the app, but it is important to see what other users are seeing and how they are using Instagram. You will notice that I have a few accounts in the "Recent" section that I already searched for, and we are going to be looking at a few of those accounts later in the course, but we can do some searches on some of our competitors, but we can also search keywords or hashtags related to our industry

in order to try to take some inspiration from some other users out there here on the app. We are going to take a look at how we can upload Instagram Reels later on in the course, but this is where you can look at some videos from other users.

Instagram uses a variety of animations to make the videos that are displayed on Instagram a lot more pleasant, but we have also invested a lot of effort in making performance optimizations so THAT pleasure is shared by all users, not just the ones on the higher-end devices. Through a highly iterative process, a small team of engineers and designers worked closely together to overhaul some of our stock user interface components in order to design the experience that you see today on Instagram feeds. Threads was built from scratch as a brand-new experience, and presented an opportunity for us to rethink how we approach UI. (Subarna & Arianti, 2020)



Chapter 3: Research Design

The discipline of user experience has access to a wide range of research techniques, from time-tested approaches like lab-based usability tests to more contemporary innovations like unmoderated online UX assessments.

Nearly all projects would benefit from using different research methods and from merging findings, even while it is not practical to apply the entire set of methodologies on a specific project. Unfortunately, a lot of design teams stick to only one or two tried-and-true methods. What to do when is the crucial question. It is useful to consider them along a 2-dimensional framework with the following axes to better understand when to apply which method:

Attitudinal vs. Behavioural

Qualitative vs. Quantitative

3.1 THE ATTITUDINAL VS. BEHAVIORAL DIMENSION

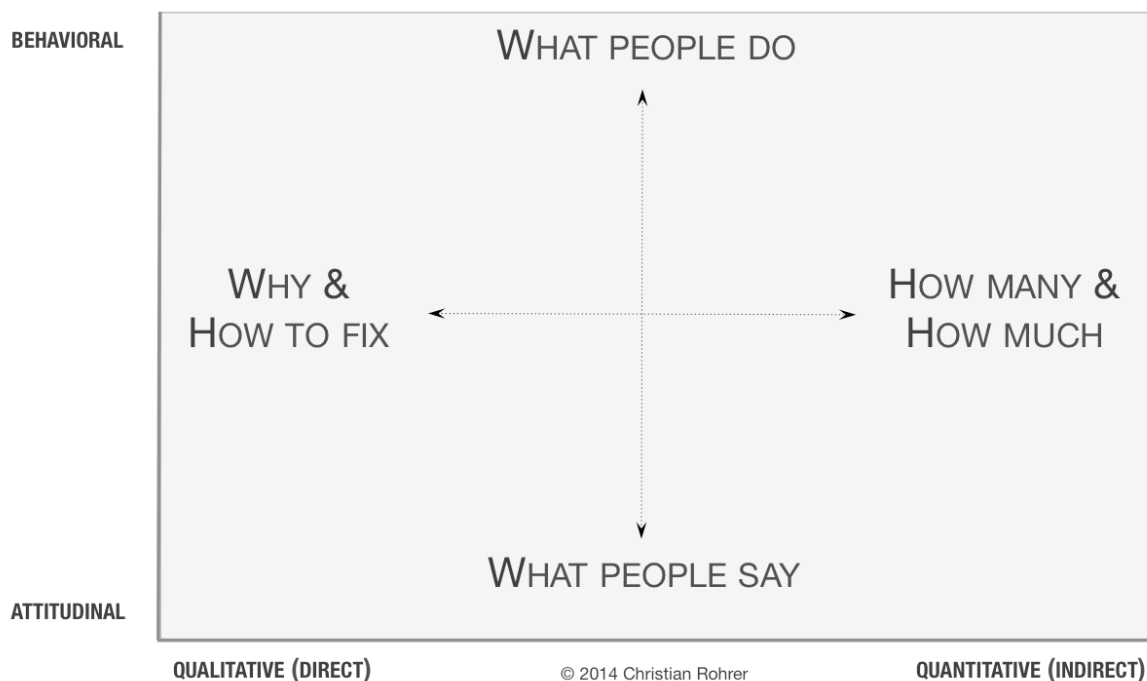
The difference between "what people say" and "what people do" can be summed concisely (very often the two are quite different). Attitudinal research is frequently utilised in marketing departments since its main goal is to comprehend or quantify peoples' stated beliefs.

Although the majority of usability studies should focus more on user behaviour, self-reported information approaches can still be quite helpful to designers. The ideal information architecture for your product, application, or website may be chosen using techniques like card sorting, which reveal information about consumers' mental models of an information space. Surveys measure and classify attitudes or gather self-reported information that can be used to follow or identify critical issues that need to be addressed. Focus groups tend to be less beneficial for usability purposes, for a variety of reasons, but provide a top-of-mind assessment of what people think about a brand or product concept in a group context.

3.2 THE QUALITATIVE VS. QUANTITATIVE DIMENSION

This divergence is crucial and goes well beyond the constrictive notion of qualitative research being "open ended" in the sense of an open-ended survey question. Rather, studies that are qualitative in nature generate data about behaviours or attitudes based on observing them directly, whereas in quantitative studies, the data about the behaviour or attitudes in question are gathered indirectly, through a measurement or an instrument such as a survey or an analytics tool. The researcher directly watches how people use technology to suit their requirements, or not, via field studies and usability studies, for instance. This enables them to inquire about behaviour, pose questions, and perhaps even modify the study protocol to better achieve its goals.

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



Chapter 4: Comparative Analysis

As a result of our social media research, we were able to categorise user interactions with brands on social media into 6 different categories.

Discover: Am I able to locate something intriguing?

Research: This is what? For me, how does it function? How might I employ it?

Engage: Do I find the content that the business shares on social media to be interesting?

Purchase: How do I purchase it?

Support: I'm having trouble; might you aid me?

Promote: How can I tell others about my experience?

4.1 DISCOVER

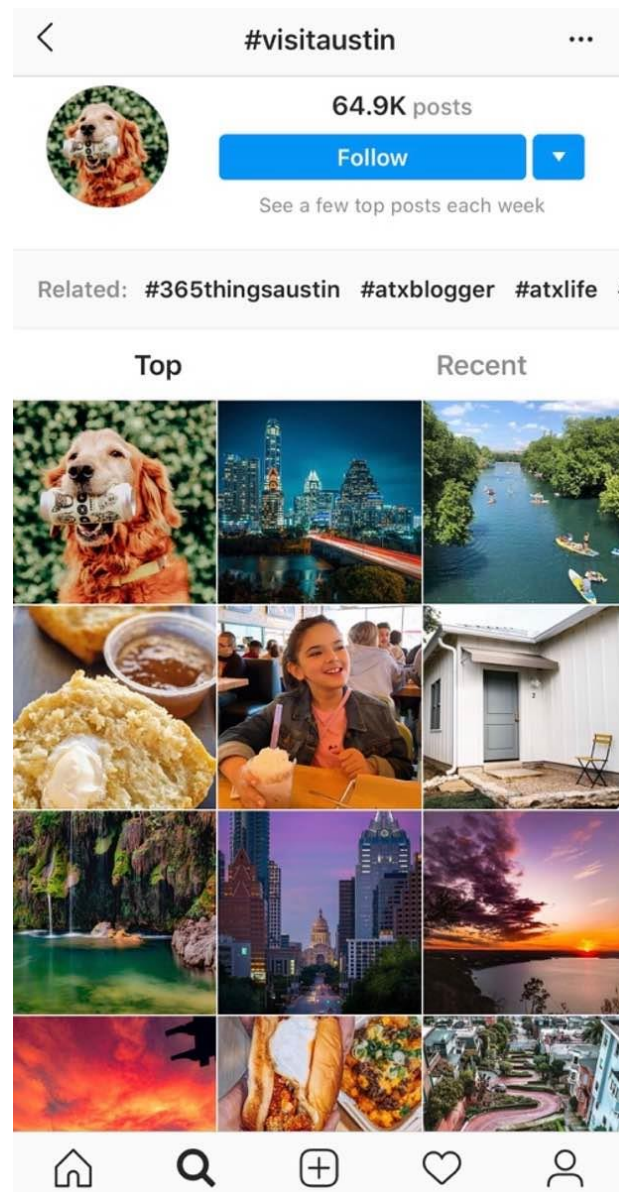
Users could come across your business or institution on social media as a result of an advertisement, a post, or a search. Users still have ongoing secondary aims and interests in the back of their minds even while using social media as a diversion or to kill time, such as finding a new lamp for their living room or staying up to date on current events. So, as people go through their feed, they can accidentally come across and interact with a brand or item through a suggested post or advertisement. Additionally, some users use social media sites (such as Instagram's Explore feature or functionalities comparable to these on other platforms) to actively search for fresh material.

Let's look at an illustration of passive discovery. One participant in our diary research revealed an advertising he saw for a cold medication that made him buy it. He stated: "I recently became ill, and I purchased this medicine after seeing an advertisement for it on Twitter. I was unaware that a new version had been created. It knocked me unconscious and gave me the opportunity to rest up. I frequently use NyQuil while I'm sick, so this is highly pertinent to me.



An alternative is for social media users to actively look for content that is pertinent to a purpose. In this way, users who search for keywords or hashtags can find new businesses, organisations, or services. For instance, one participant in a usability test was looking for fascinating things to do in Austin, Texas, as part of a trip he was arranging. After trying in vain to find a recognised Instagram account with pertinent information, she first looked through the hashtag #visitaustin. She commented as she looked up specific eateries and activities:

"I would follow them if there is a specific restaurant I am interested in and must visit. Their posts will then appear in my newsfeed. I'll receive all of these updates regarding the incoming food, and I'll have more time to arrange my trip to these locations.



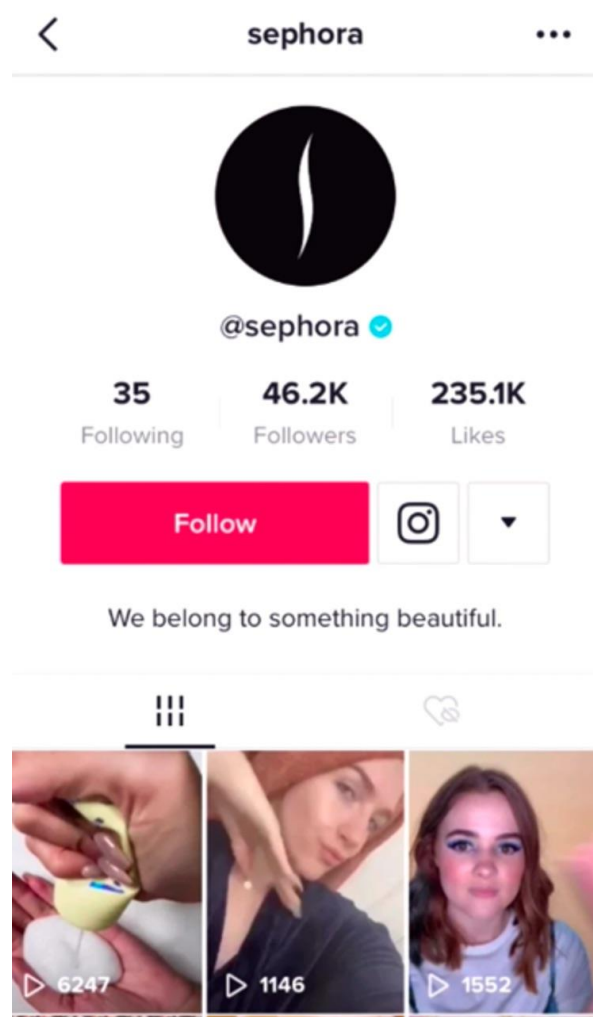
Establish the potential user paths for users to find your business and items. What are the frequently asked queries or subjects involving your business? While adverts will undoubtedly be a source of information, try to fill any gaps in existing searches. Create content that provides solutions to frequently asked questions or points readers to useful resources. Use pertinent and timely hashtags to improve discoverability by taking into account the possible searches that could bring visitors to your posts or page.

4.2 RESEARCH

In all of our investigations, people used social media to learn about businesses and products as well as to gain ideas for how to use or style various objects. Users seek easily digestible material with obvious access to more detailed information during this research phase.

It's critical to understand the kind of content people require or want from you if you want to support these research encounters. One participant who was brand-new to TikTok, for instance, offered her hopes for Sephora's account on the app: "I assume they will have some makeup lessons... For Sephora, it's practical to learn how to utilise their products."

She was unhappy to see there were no tutorials on the account page after reading several postings and commented, "This sounds bizarre... On TikTok, there are a lot of strange experimental things happening."



In our investigations, a large portion of the users followed fashion labels, and they valued articles that included models wearing the labels' products since it provided them with ideas for styling various items. One diary research participant commented on a post by the clothing line Public Desire: They also included a photo of the product alone (if you slide), in addition to a picture of someone using the thing. Because it also demonstrates how I might design the item, I'm more inclined to buy it.



By giving consumers pertinent information, you can assist them in their study. Make careful to include links to more in-depth information because social media frequently restricts the quantity of stuff that can be shared in a post. As an illustration, media corporations frequently link to whole articles or reports while posting headlines or top takeaways.

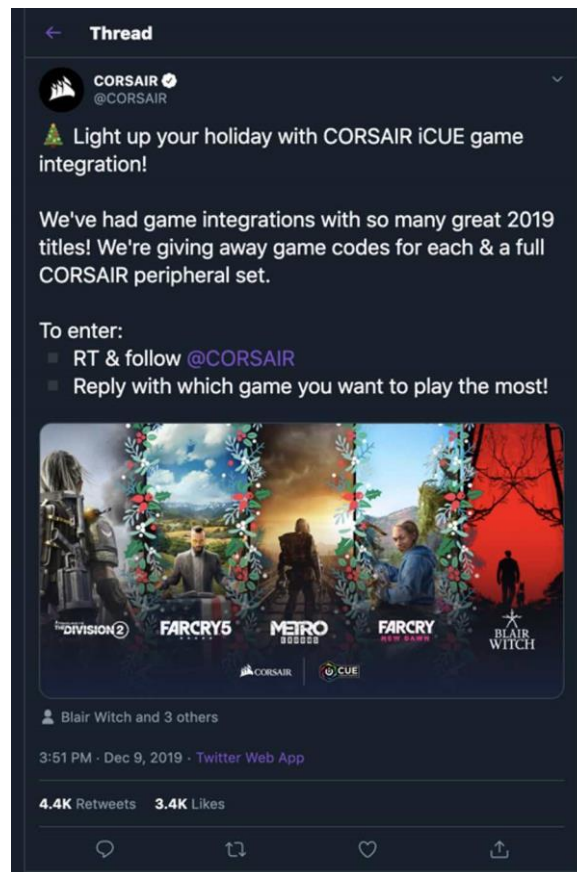
4.3 ENGAGE

In our study, individuals interacted with businesses on social media in a number of ways, such as by leaving comments, entering contests, or sharing posts.

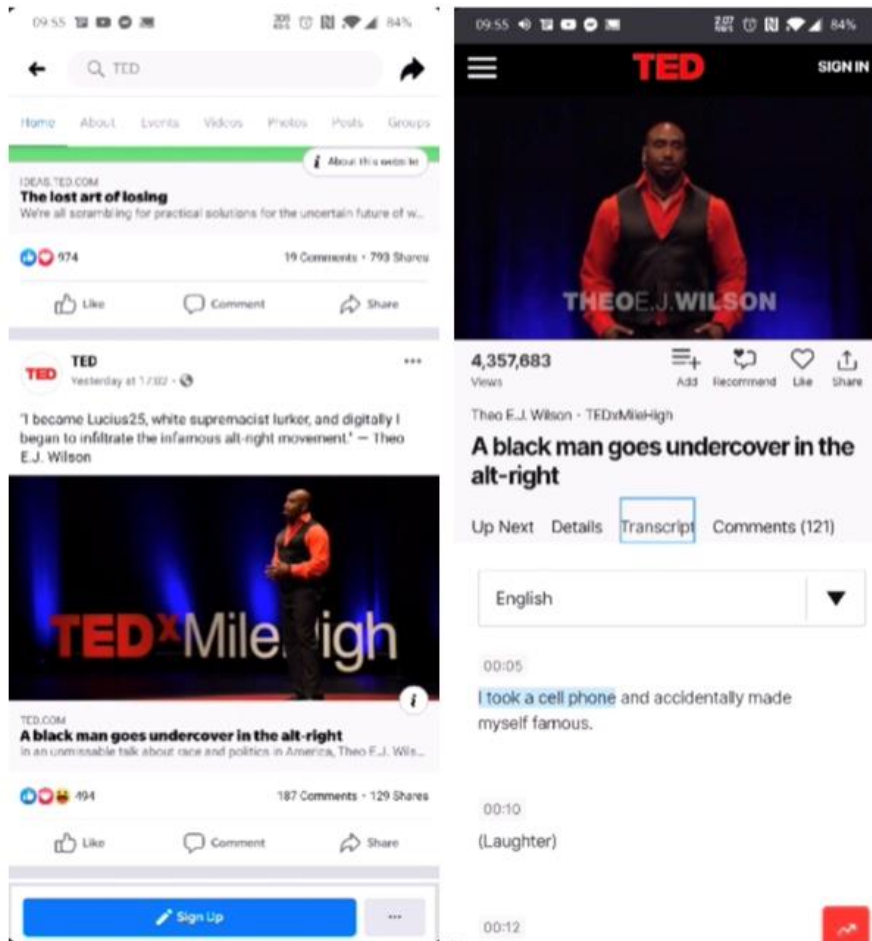
Participants in our study had a high opinion of product giveaways, and some entered sweepstakes during the investigation. As long as the entry barrier isn't too high, people enjoy the thrill of maybe winning free items. One diary study participant entered the Corsair contest for computer hardware. Winners received a package of game vouchers and gaming

equipment from the company. Users had to retweet the message, follow the account, then react to the post in order to be eligible to win. He said this after participating in the giveaway:

"They [Corsair] give away a lot of stuff. I constantly enter, but I haven't been successful. Although your odds of winning are presumably slim, entering is still rather simple.



Views of a webpage can also indicate engagement. For instance, one participant went to the TED media organization's Facebook page. He was looking through the page when he came across a post with a video that caught his attention. He clicked the post, which led him to the TED website. He spent some time on the website watching the movie. This post was successful in getting users to your website, which is probably a valuable conversion for a media organisation.



Explore new social media platform capabilities (they are constantly evolving) and try out various content presentation methods. Always try to incorporate a call to action and think about the purpose of your article.

4.4 PURCHASE

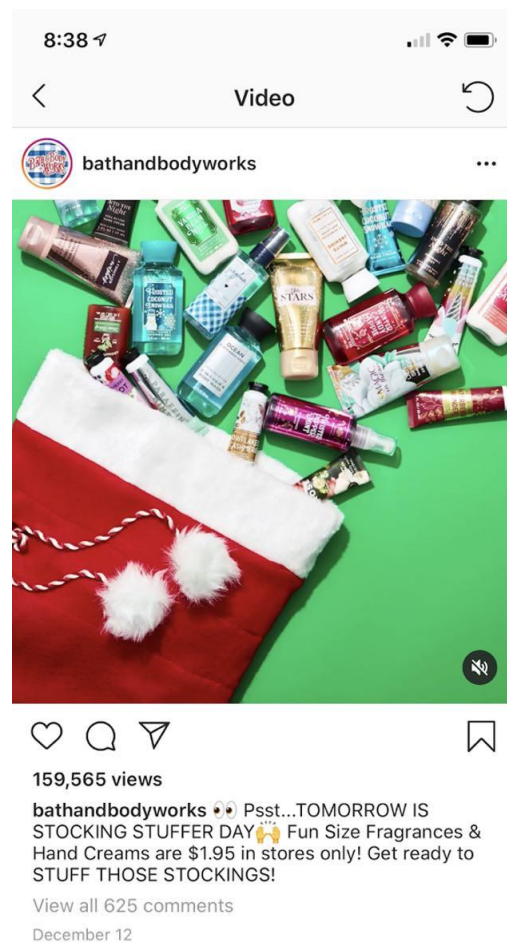
Users can make purchases from ecommerce businesses with a social media presence using either social selling or social commerce. The focus of social selling is on using posts on social media to send customers to your website or other channels for purchases. In contrast, social commerce takes place directly on social media sites like Instagram.

Due to its resemblance to conventional marketing and advertising, social selling is frequently the first strategy used by firms that are new to social media. As an illustration, one of our diary research participants read an Instagram post offering a bargain at Bath and Body Works (an account she followed). When she saw the post, she commented:

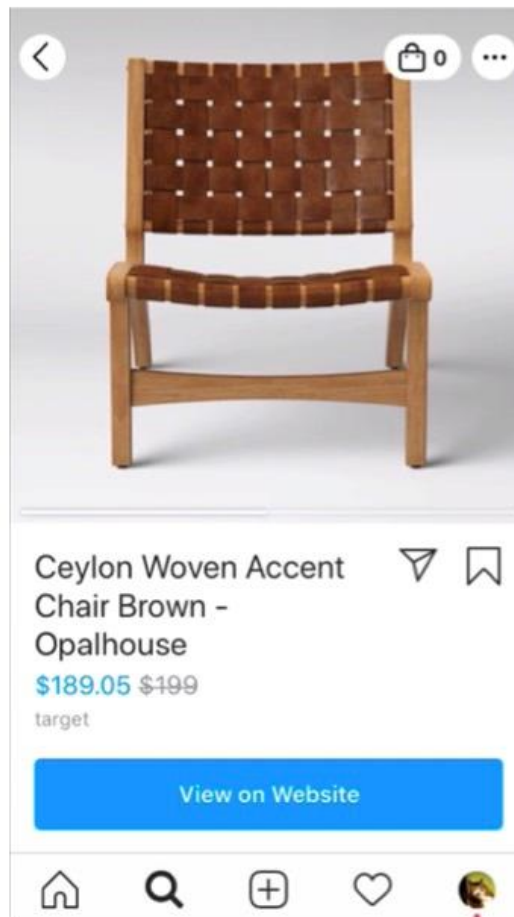
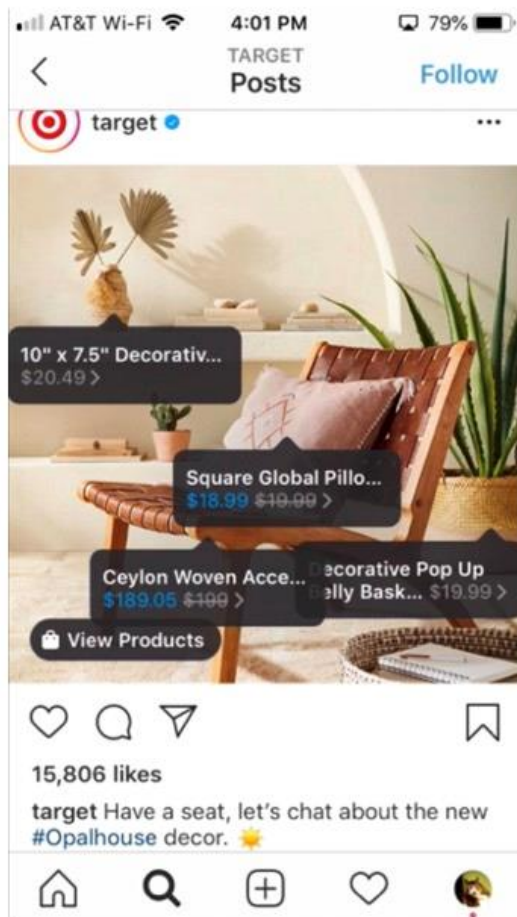
"This advertisement energised me!" I adore this business and its high-quality goods. A discount on stocking stuffers at \$1.95 each is even better!!! That is so reasonably priced for me and will enable me to get a number of products. I'm going to order online or go in person to their business."

She decided to visit a local store the next day and buy the item on sale as a result of her finding. "I typically appreciate whatever they post; normally it's impending sales or

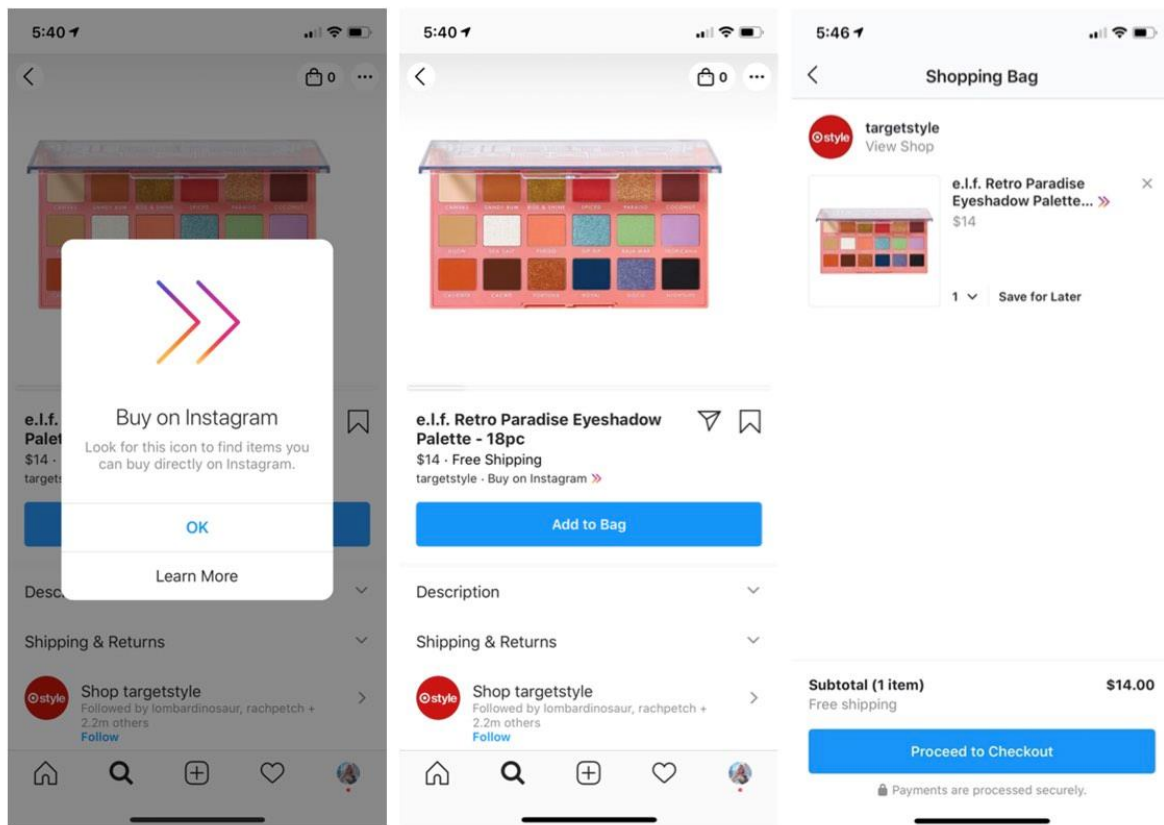
something comes back that may have been gone for a long," she added in reference to her prior interactions with the Bath and Body Works Instagram account.



On the other hand, social commerce facilitates and permits users to make purchases using social media platforms. For instance, a participant in our usability study stumbled upon a Target Instagram post that contained numerous product tags. She decided to click the product tag for one of the goods since she was interested in it, and that action sent her to an Instagram Shopping page with a prominent View on Website button. She was able to access the precise product on the Target website by clicking this button, which was loaded using the in-app browser.



Since then, Instagram has improved its shopping functionality to support end-to-end transactions. This means allowing users to make purchases within the Instagram app rather than just forwarding them to the e-commerce site. This feature creates a seamless experience by enabling marketers to sell things from within Instagram (instead of opening a browser within the app).



Users are likely to find some things they are interested in when they read through their social feeds. By giving customers enough product information and connections to extra information, reviews, comparisons of related products, and other resources, you may aid them in their quest. Although social commerce is expanding, not all users are yet accustomed to the method. Don't restrict yourself to social media-only purchases; instead, make it simple for visitors to access your website and browse all of the content you have to offer.

4.5 SUPPORT

Many study participants described instances in which they used social media to contact a business directly for support. The main justification given for using social media for customer service is that users believed a response would come more quickly than through other means of getting in touch with the business.

Others, especially those who were irate or frustrated, posted publicly in an effort to "publicly shame" the firm into replying promptly or obtaining a favourable conclusion. Some people just wrote a private message to the corporation on social media as a direct substitute for sending an email.

A participant described his experience receiving support from Regal Cinemas. He contacted the business via both Twitter and Facebook private messaging after having a bad in-store experience. "I didn't know which one would be quicker [...] so I sent them texts on both," he stated about the two-way conversation. After receiving poor private support, primarily on Twitter, he publicly posted to his Facebook feed to let all of his friends and family know about his bad experience.

Users can investigate your business on social media to learn how it handled earlier public support requests in addition to seeking support for themselves.



Kiehl's Since 1851  @Kiehls · 5d

Replying to @  

Please send us a private message with your order confirmation number, email address used to place the order, and explanation of your issue. We beyond appreciate your cooperation and patience!



1



    @    · 4d

Already did, twice. Y'all don't respond



1



Kiehl's Since 1851  @Kiehls · 3d

Please check your PMs, we apologize for our delayed response 



For potential or current consumers, customer support interactions can make or break a product. If you provide your customers or supporters an excellent experience, you might win their business. You might lose a customer or gain an enemy if the experience is subpar. Review your social media customer service performance to make sure you're up to par.

4.6 PROMOTE

It's not a given that your customers will post about (or even follow) your brand on social media, even if they adore the business or product. Similar to engagement, but on a more in-depth, reflective level, is promotion. Sharing involves not only letting your social media network know that you like a product or service but also being open to how that sharing may come across as you personally.

The study participants that engaged in promotion did so by naming the brands they wore in their own posts, emailing friends posts about bargains, or reposting content on their own pages. Participants also discussed occasions in which they followed brands on social media and bought products after hearing about them from friends or relatives.

Tweets

Tweets & replies

Media

Likes



. @ · · · · 5/2/20

After Flying with @emirates you might not want to travel with another Airline.

I have never seen crews so committed to taking care of passengers.

Like dude you literally feel at home especially when you flying with their AIRBUS 🥰

49 21 255



Emirates Airline ✓ @emirates · 5/3/20

Hello, thank you for your positive feedback! Stay safe. 😊❤️

3 2 5

	Facebook	Instagram	Twitter	TikTok	LinkedIn
Discover	In Facebook We can discover brand, person or product by hastags and "at the rate of Symbol we can refer anyone and everyone by hastags	As Instagram is of Facebook this also have a same feature that We can discover brand and person and product by hastags we can refer anyone and everyone by hastags	In Twitter also We can discover brand and person and product by hastags we can refer anyone and everyone by hastags	In Tik Tok users can discover new companies, groups, or services in this way by searching for keywords or hastags.	In LinkedIn Also users who search for keywords or hastags can discover new businesses, organisations, or services in this manner.
Research	People used Facebook to learn about businesses and products, as well as to get ideas for how to use or style various objects. During this research phase, users seek easily digestible material with obvious access to more detailed information.	Instagram was utilised by users to learn about companies and their goods as well as to find inspiration for using or accessorising various objects. Users look for easily readable content with clear access to more in-depth information during this research phase.	Twitter does not offer a lot of textual content that may be utilised for corporate, individual, or organisational research, but tweets are useful for learning about the organization's future plans and objectives.	Same Tic Tok also lacks written content for research, but it aids users in understanding both the product and other users' perspectives.	LinkedIn offers a thorough version For my investigation, every detail regarding a company's or person's past, present, and upcoming projects has been provided.
Engage	As Facebook is constantly evolving, adding all the features to engage others and get people, always try to incorporate a call to action and suggest the purpose of your article.	Because Instagram is teenagers' first choice for sharing their experiences in the form of photos and videos, Instagram is constantly adding new features to engage others and get people to use their services as influencers.	Twitter engages people in a unique way by using replies over tweets, which encourages people to connect with the same tweet and flow.	Tik Tok changed the trend by allowing users to create 30 second creative content based on their preferences. Where Because Tic Tok began with advertisements, businesses can now sell their products through Tic Tok advertisements.	What distinguishes LinkedIn from other social media platforms is its more professional orientation and vibe. As a result, while people may use Facebook, Instagram, or YouTube to learn about global politics or to watch a couple of cute kittens play, they do not use LinkedIn in the same way.
Purchase	On Facebook, Marketplace is a location where users can find, purchase, and sell goods. People can browse postings, conduct local searches for goods for sale, or identify goods that can be delivered.	People may shop your photographs and videos on Instagram using a series of services called Instagram Shopping. It provides your company with an engaging storefront where customers may discover your best goods. This comprises: Shops: A unique storefront that enables customers to make purchases straight from business profiles.	When users click on the notice to buy the item on the merchant's website, they will see a "Shop on website" button. According to the company, users will also be able to see the prices, images, a description of the products, and a clickable hashtag that will show them what other Twitter shoppers have to offer.	One method to have both performance and direct response advertising products is to provide users the Shop Now option, which encourages them to purchase the product right away. The creator CTA function is still in its early testing stages and only a few advertisers and agencies have access to it.	Access to the LinkedIn social networks is provided through LinkedIn Ads, a for-profit marketing tool, through a variety of sponsored postings and other means. A potent marketing tool for B2B businesses, LinkedIn Ads helps them generate leads, gain online recognition, share content, and more.
Support	Companies can use Facebook Pages to engage with large groups, grow an audience, and find potential customers or brand-aware individuals. As an added bonus, Facebook's Business Page is completely free and an excellent way for your company to increase sales and reach out to new customers.	Instagram has tightened its grip and has surpassed other industry titans. It has topical to evergreen content available, such as posts, stories, reels, guides, and so on, providing you with endless opportunities to brand like never before, but they have a private DM for support that does not create liability over brand to provide support.	It's simple and efficient to provide direct, immediate support to your customers and prospects via Twitter. This includes monitoring and responding to customer Tweets as well as creating a great customer experience that others on the platform can see.	This demonstrates that TikTok is more than just a platform for lip-syncing and dancing. On the platform, brands can do so much more. Brands can create an immersive experience for users while advertising their presence on the internet and attracting more sales with creativity.	LinkedIn is most likely the best network for generating leads. LinkedIn offers very personal ways of identifying potential leads, engaging them, and converting them into customers, in addition to traditional techniques such as mentioning interesting content that potential customers can download or driving traffic to relevant sources.

Chapter 5: Analysis

The objective of this chapter is to provide a detailed analysis about the readability and engagements through UI of Instagram. Several UI design of Instagram were analysed like interface principle and use of white space, Followed by secondary survey. As Instagram is one of the widely used social media as it is easy to use and have a wide variety of features Instagram (from Facebook) lets you create and share photos, stories, and videos with friends and followers that you care about. When you post a picture on Instagram, you have the ability to share it to your other social media accounts, such as Facebook or Twitter. To share a photo or video on Instagram, tap the big "Plus" button, where you can choose photos or videos from the phones camera roll to share. If those share settings are highlighted, instead of remaining grey and idle, then your Instagram photo is automatically posted to your other social networks once you choose to Share.

As with other social media platforms, Instagram users can Like, Comment, and Bookmark other posts, and they can send private messages to their friends through the Instagram Direct feature. They can also swipe through aggregations of trending content, and engage with photos and videos from other users by clicking buttons that let them like a post or add a text comment to a post. Uploading photos and videos, as well as sharing existing content with other Instagram users, is possible only through Instagrams iOS app. While Instagram has various features, overall, the apps interface allows individuals who create a free account to upload media -- both photos and videos.

Since Instagram's initial launch, Instagram also added a messaging function, as well as allowing users to embed multiple images or videos into the same post. In 2017, Instagram introduced a feature allowing users to post multiple photos or videos simultaneously, presented in a card-style view. In August 2016, Instagram launched Instagram Stories, a feature that allows users to capture photos, add effects and layers, and add it to their Instagram Story. Taking cues from the popular app Snapchat, Instagram introduced a Stories feature in 2016, which allows users to share moments of their day, which disappear 24 hours later.

In November, Instagram added Live Video feature to Instagram Stories, which allows users to live stream themselves, with videos disappearing as soon as they are finished. Around the same time, Instagram announced improvements to user feeds, giving priority to recent and

timely posts. In August 2019, Instagram also began piloting removing a tab called "Follow" from the app, which allowed users to see a feed of the likes and comments made by users who followed them. A tab called "Follow" from the app, which allowed users to see a feed of the likes and comments made by users who followed them. Your feed is a mixture of photos and videos from the people you follow, suggested posts, and more.

Instagram has made no recent changes to Feed rank, and we do not ever hide posts from the people you follow -- if you keep scrolling, you will see all of them. We have noticed a rise in posts regarding Instagram restricting your photos reach to 7 percent of followers, and would like to clarify that. You can customize notifications to be OFF, From people I am following, or From everyone, for the following categories: comments, comments likes, likes, and comments on photos from you, followers requests, accepted follows requests, friends on Instagram, Instagram direct messages, photos from you, reminders, first posts and stories, product announcements, views counts, support requests, Live videos, bio mentions, Live videos, bio mentions, IGTV videos, and video chats.

Other users may Like or comment on your Reels videos, so these can be an interesting way to reach new followers. In fact, Instagram just announced that IGTV content will now start showing up on your follower's feeds, instead of being limited to the IGTV. Like most social networks, Instagram has a menu that is not obvious, which allows you to upload all of the content that you have ever posted on the app.(Subarna & Arianti, 2020)

Chapter 6: Conclusions

This Chapter is about discussing the facts and figure to conclude as Instagram allow The owner's profile image and bio can be customised. The post and following/follower number do not have a special border to indicate that they are clickable, however clicking allows users to view the list of following/followers. There is a "Follow" function beneath those numbers. As the only coloured button, the "Follow" function employs the text "follow" inside a blue square to stand out in the space. The difference entices people to look at and use the button, establishing it as a significant feature on the Instagram profile page.

Advertisement may be shown among the posts. These adverts are generated by algorithms based on the user's engagement or the material they viewed. The advertisement is formatted similarly to a regular post, with the exception of a blue border underneath the advertisement. It appears to be a regular post and does not interfere with their scrolling at all.

Another key aspect of Instagram is private messaging. It enables users to chat privately with one or more other people. The interface is comparable to most other social media private messaging; talks are split between the sender and the receiver in a bubble speech-like box. The colour of the bubble speech and the profile image represent the sender and receiver.

Instagram is available on both mobile and desktop platforms, which explains its consistency. In terms of content, it is highly customizable. Instagram offers a plethora of tools for "touching up" users' posts and adding originality to their content. Having a global back button on the top left of the screen makes it easy to navigate between pages. Using a pre-existing design pattern (particularly in private messages) to make the interface familiar to the user.

According to the study, Instagram has some of the best user interfaces and is quite efficient, easy on the eyes, and easy to grasp.

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