

USER INTERFACE DESIGN FOR INSTAGRAM SOCIAL MEDIA APP INTERACTION

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ABSTRACT

User interface (UI) design plays a crucial role in the user experience on social media applications. Instagram, as one of the largest social media platforms, has set high standards when it comes to inspiring and aesthetic UIs. The study aims to analyze the UI design elements on Instagram that contribute to user satisfaction and comfort. This study examines aspects such as layout, navigation, design consistency, use of iconography, color schemes, and application responsiveness. The methods used include descriptive analysis of Instagram UI components, user satisfaction surveys, and usability tests to identify potential areas for improvement. The results of the study show that the Instagram user interface is designed with a focus on ease of navigation, simplicity, and high visual consistency. The use of recognizable icons and attractive color schemes helps enhance the visual experience and make it easier for users to interact. User surveys show high satisfaction levels related to the accessibility of key features such as photo/video uploads, content browsing through feeds and Stories, and social interaction through comments and direct messages. However, the study also found several areas that can be improved, such as optimizing the display on devices with various screen sizes and improving personalization features for the user experience. Overall, Instagram's UI design managed to create a positive user experience through a user-centric design approach. The findings of this study are expected to provide insights for designers and developers of social media applications in creating smooth.

Keywords: Instagram, Social Media, Interface Design, Apps

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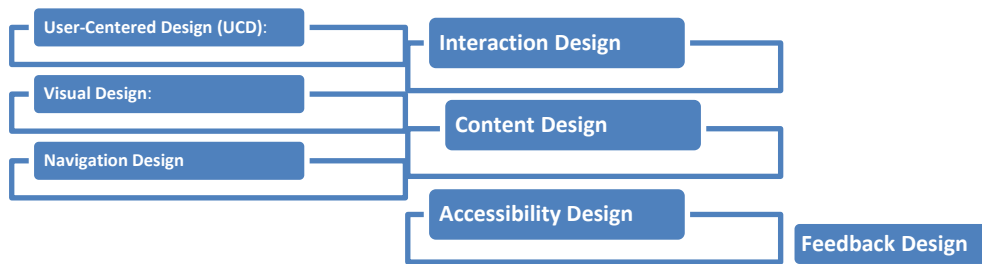
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1. INTRODUCTION

Humans are social creatures that need communication with other humans. The biggest change in the field of communication since the advent of television has been the invention and growth of the internet. In this digital era, social media such as Instagram has become one of the important communication platforms, ranking as the third most downloaded app in 2018. Instagram is not only used as a communication medium, but also as an online business medium. Therefore, user interface design is a key factor in user interaction with this app. The design of the user interface must consider various aspects, including ease of use, aesthetics, and responsiveness to the user. Good design will create a good experience for users, thus creating customer loyalty. Products used on a daily basis can affect the personality and well-being of users, so the interface design must look attractive and stylish to respond to the quality that users expect from a product.

2. RESEARCH METHOD

This study uses the research method of literature review. Where in the literature review study there are sequential steps that are taken. The methods in our research are ucd, visual design, navigation design, interaction design, content design, accessibility design, and feedback design in Instagram. The following is a diagram of our research method.



1. **User-Centered Design (UCD):** UCD is a design approach that focuses on the needs and preferences of the user. In the context of Instagram, UCD ensures that the user interface is designed with the user's wishes in mind, making the user experience more intuitive and enjoyable.
2. **Visual Design:** A clean, attractive, and consistent Instagram visual design plays an important role in grabbing users' attention. The use of colors, typography, icons, and other visual elements should be designed aesthetically and understandably.
3. **Navigation Design:** Instagram navigation design should be intuitive and easy for users to understand. Users should be able to easily find the features they need, such as feeds, stories, explore, and account settings.
4. **Interaction Design:** The Instagram interaction design should be responsive and provide clear feedback to users. Buttons, animations, and transition effects should be designed to increase user engagement and make interaction easier.
5. **Content Design:** Instagram content design should pay attention to layout, proportions, and visual presentation. Content such as photos, videos, and text should be presented in a way that is engaging and easy for users to navigate.
6. **Accessibility Design:** Instagram design should pay attention to accessibility for users with various needs, such as users with visual or motor disabilities. The design must take into account color contrast, text size, and alternative navigation to ensure an inclusive experience.
7. **Feedback Design:** Instagram feedback design should provide clear and timely information to users. Error messages, notifications, and confirmations should be designed to guide users in using the app.

3. RESULTS AND DISCUSSIONS

User interface (UI) design has a great influence on user interaction with social media applications such as Instagram. Instagram as one of the leading social media platforms has applied various UI design principles to improve the user experience. The following is a discussion about the design of the user interface for the interaction of the Instagram social media application:

1. Simplicity and Readability

Minimalist Design: Instagram uses a minimalist design that focuses on visual content. The clean and simple interface makes it easy for users to focus on photos and videos without being distracted by unnecessary elements. **Clear Typography:** The use of simple and clear fonts improves readability and makes navigation easier.

2. Intuitive Navigation

Navigation Bar: Instagram has a clear navigation bar at the bottom of the screen, allowing users to easily access their home page, searches, uploads, activities, and profile. Gestures and Interactions: Users can easily interact with the content through gestures such as scrolling, tapping, and swiping. For example, swipe right to open the camera or left to see a live message.

3. Visualization and Focus on Content

Photos and Videos as the Primary Focus: Instagram's interface is designed to display photos and videos in large sizes in the center of the screen, grabbing the user's primary attention. Stories and Reels: Features such as Stories and Reels are placed in an easily accessible position, increasing the use and interaction with that content.

4. Personalization and User Engagement

Interest-Based Algorithm: The user's feed is organized based on interests and previous interactions, making the experience more personalized and relevant. Notifications and Reminders: Notifications help users stay engaged with relevant content and interactions from their friends or followers.

5. Visual and Responsive Feedback

Smooth Animations and Transitions: The use of smooth animations and transitions between pages provides satisfying visual feedback and improves the responsive impression of the app. Interaction Indicators: Likes, comments, and other icons provide users with immediate feedback on their actions, such as hearts that change color when liked.

6. Accessibility

Dark Mode: Providing a dark mode option helps users who are more comfortable with dark backgrounds, reducing eye strain. Responsive Design: The customized interface with different screen sizes ensures a consistent experience across multiple devices.

7. Continuous Testing and Iteration

User Testing: Instagram regularly tests new features and UI designs with a select group of users to get feedback and make improvements. User Data Analysis: Analyze user interaction data to identify usage patterns and areas that need improvement.

Impact on User Interaction Increases User Satisfaction:

A good UI design makes the app easier to use, increasing user satisfaction and app retention. Increase Engagement: Intuitive navigation and strategically placed features improve user interaction with content, such as likes, comments, and shares. Encourages New Content Discovery: Features like Explore and IGTV are designed to help users find new content that matches their interests, increasing time spent on the app. Overall, the effective user interface design on Instagram plays a key role in creating a pleasant and intuitive user experience, which ultimately drives higher engagement and ongoing engagement.

4. CONCLUSION

This research shows that Instagram's user interface (UI) design that focuses on ease of navigation, simplicity, and visual consistency succeeds in increasing user satisfaction. The research also found some areas that require improvement, such as display optimisation on devices with varying screen sizes and improved personalisation features for a better user experience. Overall, effective user interface design on Instagram plays an important role in creating a pleasant and intuitive user experience, which ultimately drives higher user engagement and retention. The findings from this study are expected to provide insights for designers and developers of other social media apps in creating user-friendly interfaces.

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