

ART 447
USER EXPERIENCE USER
EXPERIENCE
ANNE BERRY

Process Book

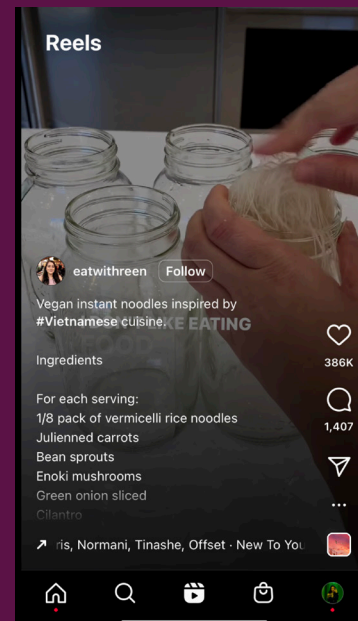
Instagram Reels Redesign

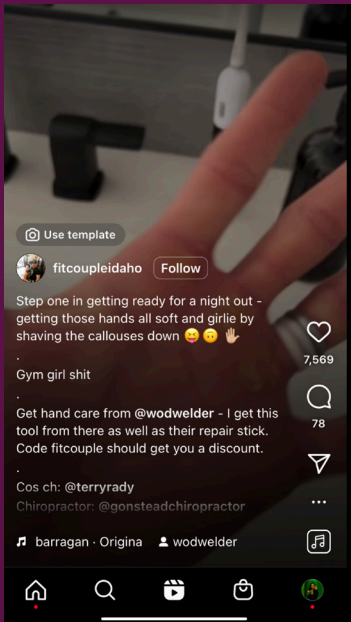
Identifying a Problem

At the start of the project, we had to identify bad UX and UI, so I went to the apps that I spend the most time on and came to Instagram. As I browsed through the features and found an inconvenience I have faced many times.

The Problem:

- The layout of Instagram Reels is **inconvenient** to the user.
- To read long captions, the user has to tap anywhere on the caption to extend the text over more than half of the screen, **covering most of the content.**





- The caption is at the bottom of the screen right on top of the menu buttons, making many users **accidentally leave** the Reel they were trying to watch and read.
- The current layout makes it **hard to navigate** through different features of Reels.

Considering how minimal the redesign is in the grand scheme of Instagram and its functions, it was important to me to keep several considerations in mind. As other social medias rise in popularity, such as TikTok or BeReal, the staple social medias, such as Instagram, Facebook, and Twitter, try to adapt and take the ideas that are doing well with the new platforms and incorporates it into its own. **Reels has become known as Instagram's version of TikTok**; creating bite sized entertainment ranging from a second to three minutes (though TikTok is now able to post ten minute videos) in the form of video.

Especially considering the public perception of Reels, or simply the knowledge that **Instagram is trying not to lose relevance or audience to TikTok**, this redesign needed to make sure it was not just furthering a design to be like TikTok.



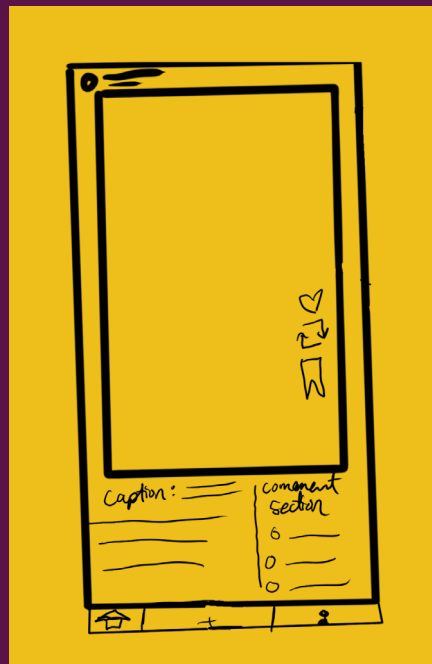
Consideration

Cont.

Instagram is an all encompassing social media that allows for extensive captions and comments, live feeds, shopping, editing media, and more. It has become successful on its own apart from new features TikTok has introduced. Keeping in mind the basic function of Instagram is posting something and having a caption, I prioritized sectioning different content into their own module so that no content is being covered to show text.

Redesign

My new design focuses on grids to separate content for clearer readability and more considerate of the user.



Cropped content so full video is not covered

Separate bottom section for captions and comments

Reaction area stays

Breakdown

- New design organizes content to prevent accidentally pressing the wrong button
- Helps user get the content they want with ease
- The design is not too different that users feel that they are re-learning the app

Style Guide

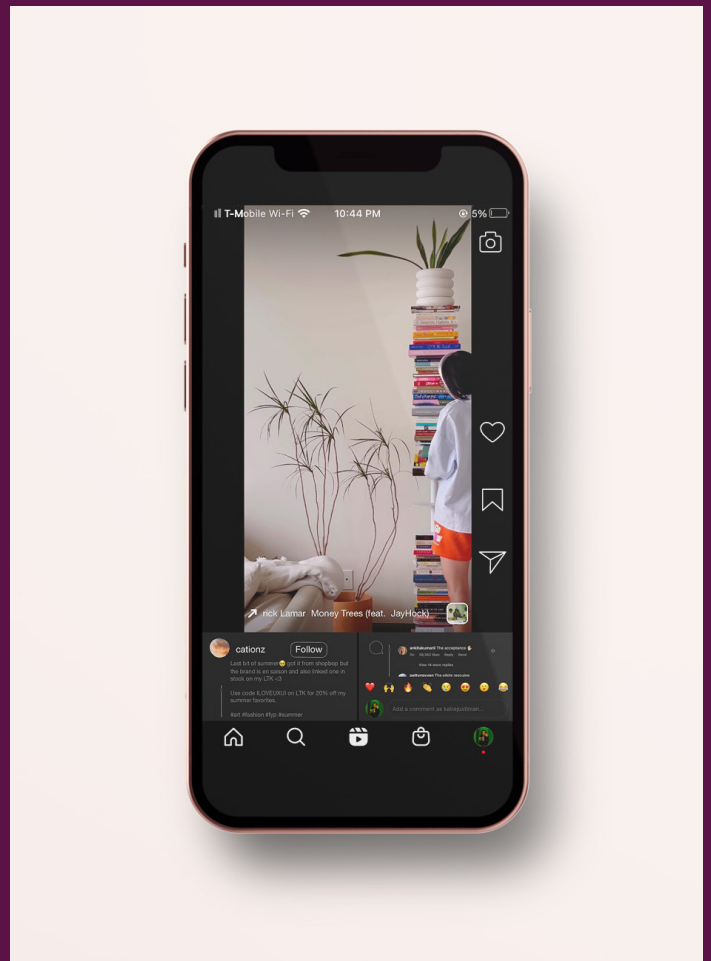
Font

- Helvetica Neue

Color Scheme (for book)



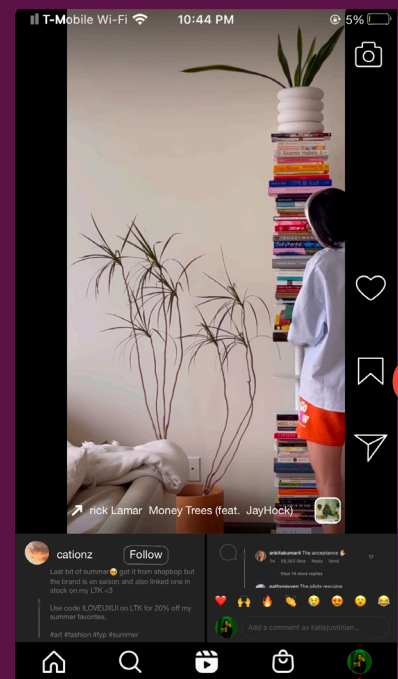
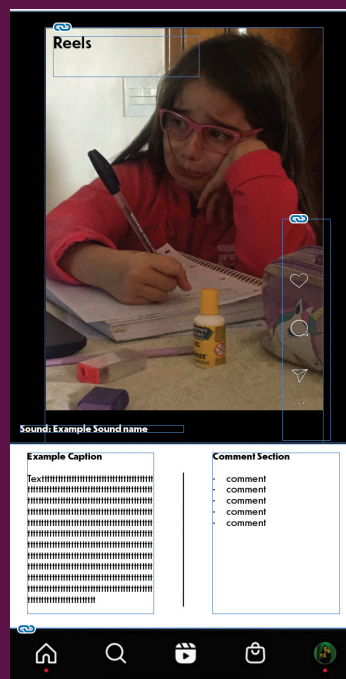
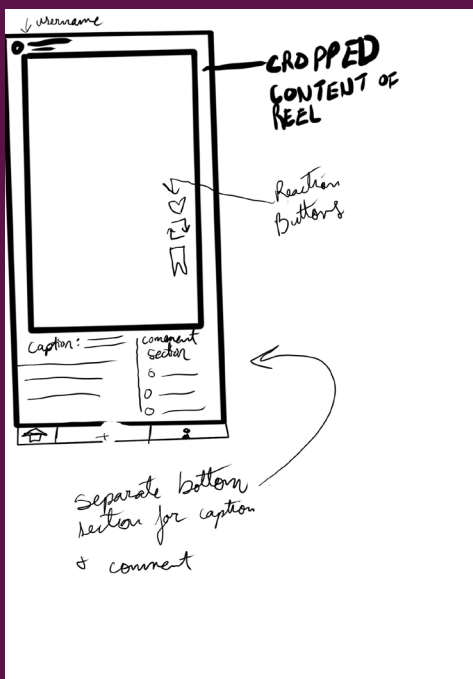
Mockups



Rationale

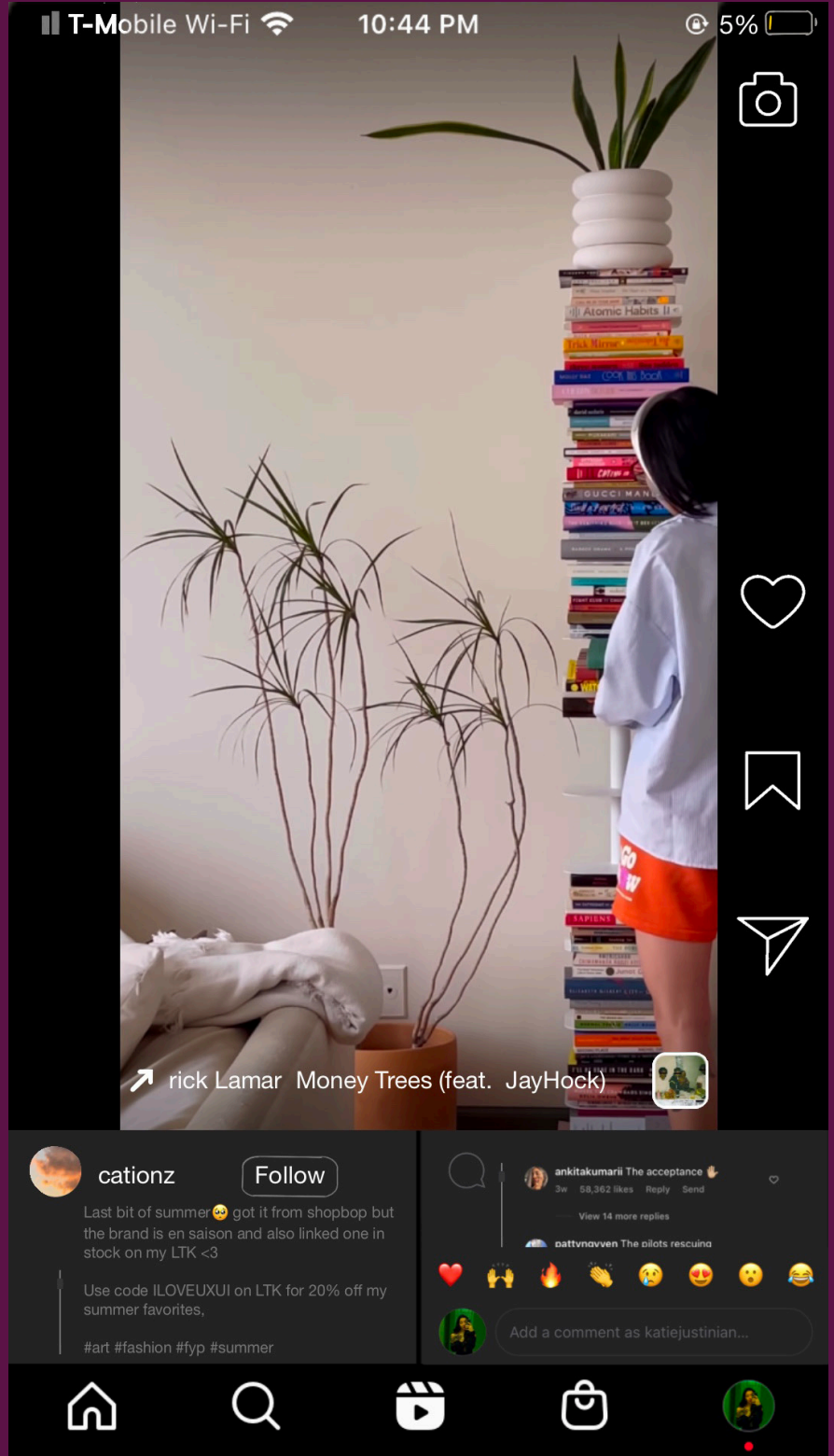
By sectioning off all typed content into a separate space on the bottom of the reel, the user is able to watch the content of the reel and navigate through the caption and comments without covering the media in text or accidentally pressing a wrong button. The reaction buttons for likes, shares, and saves will stay on the side of the screen overlaying the side of the video and the sound will be at the bottom of the video above the text boxes; keeping that design of Reels so the user is not too overwhelmed with change. The text boxes in the bottom area separated down the middle so that the caption is on the left side and comments on the right. All of this content will move just as the posts in Reels move now with a swipe.

Revisions



Final Design

Final Design



Conclusion

In my designing, I ran into several issues that I sought out to resolve. In my new design, the size of the text was a challenge. If the text was too big, the design was overwhelming and I contributed to the same issue the redesign was trying to fix with readability. The same goes for if the text was too small. The only real way I was able to gauge the sizing was developing mockups of my design on a phone. Once I found **a size that was comfortable to read** and fit my design and incorporated a scrolling feature that will allow the user to advance to see more content without sacrificing space on the screen.

The result of my redesign is a slightly different layout that is still uniquely Instagram, but in a way that provides users with a popular form of content. The issue of tapping out of Reels on accident will be far less likely to happen with clear separations between elements and an efficient setup; leaving the user with a **fast, clear, and considerate design** to enjoy Reels and its content fully and without issue.