

# JOEL

## Project One Presentation

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## Jade's Dilemma

**Do you have more than one Instagram account?** Than you understand that it is time to improve Instagram's interface to streamline posting between multiple accounts.

While Instagram *does* allow you to post to multiple accounts, the current process is tedious and requires toggling between accounts. After which, the user is required to crate the same post for each account individually.

Many users, such as Jade, are frustrated by this experience as their career requires they update several accounts per day.

"As a millennial I am expected to be tech savvy; however, as a professional in the advertising industry I constantly engage with platforms that are either not user friendly or do not meet my needs."





## Why Bother?

**The current system is tedious, arduous, and deters users from sharing content across accounts.** With these new streamlined updates, users can quickly post across all accounts.

The goal of this project was to allow users, like Jade, to post across accounts efficiently. While the old method for posting required about 7 more clicks through the app, this updated version includes only one additional screen for users to create a post. This effectively removes minutes from the posting process, encouraging individuals to use the app more.



## Finding Inspiration

**By improving accessibility, Instagram can encourage further content creation.** With apps like Bluesky and Substack on the rise, Instagram will need to improve ease of use to encourage users to remain with the app.

This resolution would support content creators such as advertisers and designers, but would also aid the everyday consumer- *who doesn't have an extra instagram for their dog or cat?* It's important that Fido's account posts often too!

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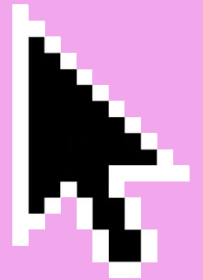


## SELF ACTUALIZATION!!!

**Picture this:** You just finished photographing an event at Portland State University. You will need to post the photos to PSU GD's Design Club Instagram to promote the event. However, you also want to share this promotion to your graphic design account, your photography account, and your personal Instagram. Rather than post the same content in four places across the app, now you can post to them all!

Now, let's make a post!

Instagram Update!





**In conclusion,** our busy lives are widely spent online. It is an unfortunate reality that many of us spend countless hours each day scrolling. Any time that we can save in content creation is time we could be outside enjoying the sunshine (and creating more cat videos).

This is why an update to the Instagram app is not only necessary, but crucial if Instagram is to remain relevant and compete with competitors. Many of the users fleeing Instagram rely on social media to sell their goods. Instagram will need to deeply consider the needs of these users to maintain their user base.

**THANK YOU!**

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