

Mobile Usability Test on the App Instagram



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Executive Summary

Tobias Cannady conducted a usability test on the mobile app Instagram. Instagram is designed and implemented for both Android and iPhone (iOS) platforms. Participants selected for this study were selected based on these platforms as well as given their experience with other social media applications. Participants were given specific tasks and were observed in order to gain insight into the usability of Instagram.

During the completion of the tasks, participants were encouraged to think aloud through their decision making and problem solving. Observations were noted during the testing and included the participant's emotional response, indicators of difficulty when completing the task, and thoughts or expressions mentioned by the participant. After the tasks were complete, participants were asked a series of questions which encouraged open responses to gain further insight into any difficulties or frustrations that occurred during the testing. These responses and quantitative data recorded from the testing, including time on task and errors made, were used to establish findings and recommendations for Instagram.

Favorable findings

- For developed users, Instagram is learnable and users develop a cognitive map for where specific functions of the app are located

Problems

- New profiles lack an engaging tutorial to explain functionalities of the app
- Icons for denoting specific pages and functions are difficult to interpret
- Swiping functionality is hidden from users and not explained
- Liked posts are hidden from users

Recommendations

- A more engaging tutorial sequence which emphasizes explaining icons and their uses
- Integration of Liked posts into the apps main navigation menus

Introduction

Purpose

The goal of this study is to observe and understand the usability of the mobile app Instagram. Involved in this study was the collection of quantitative and qualitative data from users of Instagram. The findings from this study will help to further make Instagram more efficient and easier to use for users as well as making the experience of using the app more enjoyable.

Objective

The testing conducted will examine concerns in the usability of the app by addressing Whitney Quesenbery's "5 E's". The data produced from evaluating these measures provides a baseline for understanding the effectiveness of features for the app as well as producing useful feedback from users. In assessing these goals, participant's overall experience and their performance on varying tasks with the webpage will be assessed. The usability test objectives are as follows:

Efficiency

- Does the app help users to accomplish goals?
- Are the menus simple to find and navigate?
- Are the steps to locating needed information easy to locate?

Effective

- Do users understand the required information to use the app?
- Can users complete the task?

Engaging

- Is the overall experience satisfying?
- Do the user's comments reflect a positive or negative experience?

Error Tolerant

- How do users verify that an error has been made?
- Is there feedback for users to know that a mistake has been made?

Easy to Learn

- Is learning the meanings of the icons simple?
- Are skills or knowledge needed to use the app easily adaptable for new users?

Methodology

Experimental Design

The usability test of the Instagram app consisted of recruiting participants who matched criteria of the created personas who were given nine tasks with given scenarios to complete. The testing was followed by questioning to gain insight into the participant's experience with the app and to gain knowledge about specific functions and criteria about the app that were helpful and harmful to achieving the goal of the task. The testing of participants consisted of:

PreTest Session

When participant's arrived, they were asked several screener questions to see if they were likely candidates for this study. Following this, pretest questions were asked in order to gain information of the participant's competency with Instagram. Participants were then asked if they were comfortable being recorded on video. If yes, participant was asked to sign a video consent form.

Testing Session

The test began by starting the camera recording and by stating that I would be providing a scenario for the participant and delivering the task for them to perform. Participants were also encouraged to Think-aloud.

PostTest Session

Following the testing session, each participant was given a post-test questionnaire, located in the appendix. This questionnaire asked about specific aspects of Instagram which the participants responded to by using a 5 point Likert scale and provided an explanation for the provided value. The last 4 questions asked opened ended questions which encouraged participants to discuss their findings with Instagram and it's shortcomings as well as more global qualities of the app.

Participant Recruitment

Participants familiar with social media applications were asked to participate in this usability test. Participants were asked questions from the scanner in order to make sure they met the criteria for this study which included:

- Ownership and use of a mobile device (iPhone or Android devices)
- Participants operate the device in the portrait orientation
- Experience with social media platforms (including, but not limited to Facebook, Snapchat, Tumblr, and or Twitter)

Personas

Personas were created to further understand the audience and users for the Instagram app. These personas were also used to assist in the selection of participants.

Ben Powell

Ben works a 9 to 5 job in accounting for a big firm. He is very diligent about completing his work but on breaks he likes to see pictures and posts from popular figures as well as commenting and chatting with friends. He has a sociable personality and likes to meet new people and talk with others. Instagram provides Ben with social interaction and meeting new people by commenting and liking posts that are shared between them

Sarah Matthews

Sarah is an undergraduate student in her last semester at a local university. During her time in undergrad, Sarah has been involved in many university projects as well as being in a sorority. She has made many friends and social connections in this time and shares a lot of her milestones, projects, and celebrations with posts and pictures on her Instagram. She currently has 2000+ followers. Sarah now uses her profile to help showcase herself and her accomplishments to potential employers.

Aaron Johnson

Aaron is a car enthusiast who loves high powered cars and everything from classic muscle cars to the newest Ferrari. Aaron has a dream of one day buying one of his dream cars and working on it in his garage. Currently Aaron is still working to pay off his student loans but plans to be able to save up and get a car before turning thirty. Instagram provides Aaron with a window to view all his dreams through. Aaron uses Instagram to pursue his interest in cars by viewing project builds that others are completing which allows him to plan his own personal build.

Erica Miller

Erica works during the day as a receptionist at a local law office but at night and on the weekends she is busy making, designing, and crafting clothing. She posts multiple times a week displaying her creations and interacts by commenting and messaging individuals who support her work and like her posts. Eric uses her profile to promote her creations and guide viewers to her online store where people can purchase her designs.

Participant Profiles

5 Participants were selected for this study who matched criteria from the created personas. Participants were chosen based on their mobile device choice, iPhone or Android, and having experience with social media apps that share photos. All participants use their phone in a portrait orientation.

Participant	Mobile Device	New or current user	Amount of time on Instagram	Use of Instagram	Task Order
1	iPhone 6	Current	"Daily; 16 minutes"	"It's a way to connect with my friends"	2,4,6,8,9, 7,5,3,1
2	iPhone 7	Current	"Once a week; 15-30 at a time"	"Mostly checking up on friends. I don't normally post pictures that much"	7,8,9,3,2, 1,4,5,6
3	Pixel 2 non-XL	New	N/A	Never, created a profile	1,2,3,4,5, 6,7,8,9
4	iPhone 7	Current	"Whenever I'm bored. Probably 6-8 times a week; Depends, anywhere from 5-30 minutes"	"Mainly keeping track of friends"	9,8,7,6,5, 4,3,2,1
5	Galaxy S8	Prior use but has not used it in a year	"None currently, but 3 times a week when I was on it"	"used it for an online store but discontinued it a year ago"	1,3,5,7,9, 2,4,6,8

Table 1: Participant Profiles

All participants were given the same tasks but in a varied order as to avoid any suggested learning from the app where by accomplishing one task provided insight or discovery of another tasks goal. Participants who were new users of instagram began the testing session by creating an account and setting up an initial profile with a name and email address. Having these participants provided further insight to the learning and development of how users go about setting up an account and using the app in the initial steps. Once the participant established their account, the moderator began delivering the tasks to be completed.

Tasks and Scenarios

Tasks created for this usability test were designed in order to observe the ways which people use Instagram and the goals they may have. Many of the uses of Instagram are based around social interactions and include sharing, liking, commenting, and messaging. Other aspects include a user wanting to portray a certain image and entails editing profile information and locating and following specific people or companies. The tasks which aim at achieving goals like those stated were presented to participants in the form of scenarios which are listed below in table 2.

	Task	Scenario	Success Description
1	Upload a photo with a description	You want to upload a photo from your phone to Instagram. Select a photo and post it with a description.	Participant selected a photo and posted it to their profile
2	Add to your Instagram story	You are becoming more interactive with your followers and want to add to your story. Add a photo to your story.	A photo was taken and added to their story
3	Like and add a comment	You see a post you enjoy and want to give it a like and leave a comment.	It is sufficient for the participant to talk their way through liking and commenting
4	Send a private message to another profile	You have found a friend on Instagram and want to send them a message. Send them a friendly message	A private message was written and sent to another profile. Navigation can be from the main messaging icon or the smaller icon found on each posting
5	Change profile name	You have grown your profile over some time and now realize that the profile name you created does not accurately	Profile name was altered

		portray your image to your audience. Change your profile name.	
6	Search and Follow a profile	You are interested in following more people and seeing more content.	Profile was followed and added to following tab
7	View saved posts	You remember a post you saved from a few weeks back and are wanting to share it with friends. Locate this saved post.	Opening the top right menu and selecting the saved posts tab
8	View liked posts	You remember that you have liked a few posts from a specific profile but it is one you do not follow. You realize you'll be able to locate this profile from the liked posts. Locate your liked photos	Opening the settings menu and selecting the liked photos page
9	Discover your followers	You have begun to have a following of people who find your posts interesting and you are curious to discover more about these profiles. Locate and discover who your growing audience is.	Discovering the Insights page and selecting the audience tab

Table 2: Tasks and Scenarios

Testing Environment and Equipment

Required Equipment

Participant's personal mobile device

Preference was for participants to use their own personal mobile device in order to avoid problems with not being familiar with a provided mobile device, potentially leading to problems navigating the website.

Camera

A DSLR camera was setup to record participant's mobile device and their actions in performing the given tasks as well as recording their explanations to given questions. These recordings were used later to time participant's on completing tasks and observe their errors and emotional response.

Moderator's laptop

Moderator used a laptop during the testing session to record answers from participants from question as well as record qualitative information during the completion of tasks including statements made, body language, overall emotional demeanor, and observations made about the app.

Testing Environment

Testing was conducted in participant's homes. Participants were instructed to sit at a table with their mobile device in front of them and a camera was set up on a tripod beside them. The moderator sat adjacent to the participant and observed as the participant worked through and completed tasks while recording observations. The testing session consisted of:

- Pre-test questionnaire (5 minutes)
- Testing (15-25 minutes)
- Post-test questionnaire (5-10 minutes)

Metrics

Metrics regarding participants performance on tasks included three measures:

Completion Time

Time taken by the participants on each task were recorded using a stopwatch

Success and Failure

Success and failure of participants on tasks were recorded in table 2 along with the specific criteria for success for each task. Failure of a task was recorded if:

- Participant selected an incorrect item on the page for the given task.
- Participant may also quit the task they are attempting to complete.
- If time on task exceeds 2 minutes.

Errors Made

Errors made during the testing were noted and observations made about them were added to the participant's results located in Appendix A. Errors were of two types:

Critical error- The participant made an error which resulted in a crashing or shut down of the application.

Non-critical error- The participant made an error while working towards the task goal but was able to work backwards and correct the error.

Results

Testing Results

Results from the testing sessions including time-on-task, failure/success, and errors made during each task are provided in this section. These results help to clarify pain points of the website and are used to establish findings and recommendations.

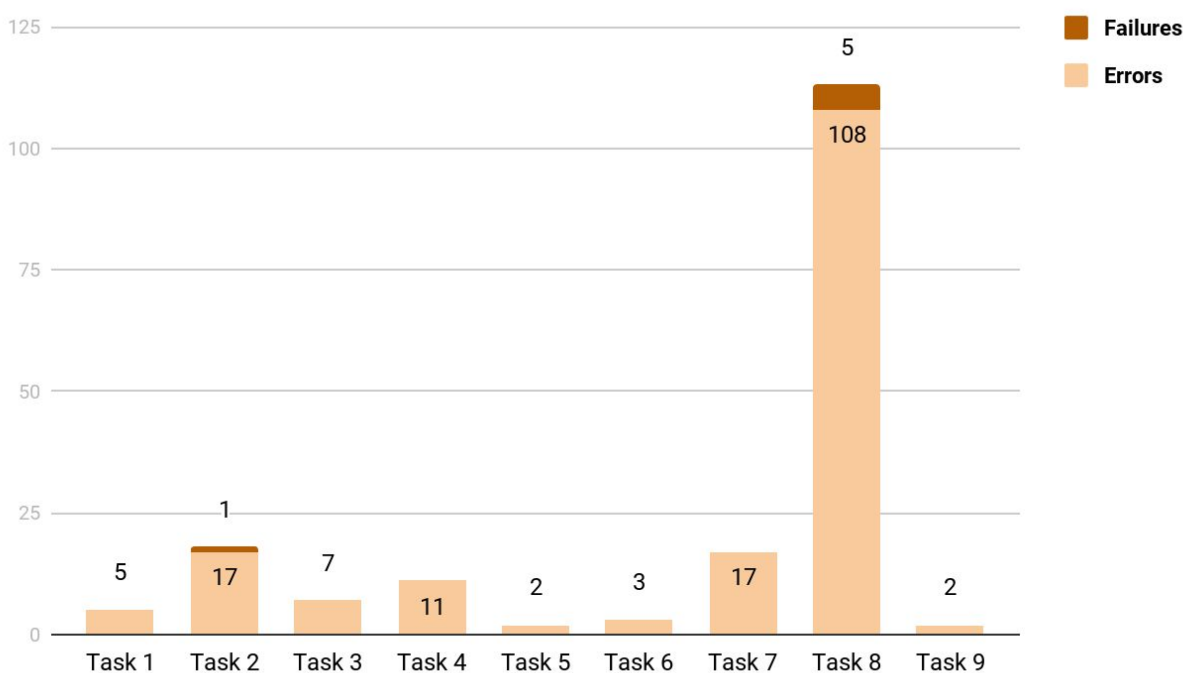


Figure 1: Graph of failure and errors for tasks

Figure 1 illustrates the failures and errors that occurred for each task. The data shows the large amount of errors and complete failure for all participants for Task 8 (discovering the “Likes” page) as well as Tasks 2 (add to your “Story”) and 7 (view saved posts) which each had 17 errors amongst the participants.

Time on Task for each Participant

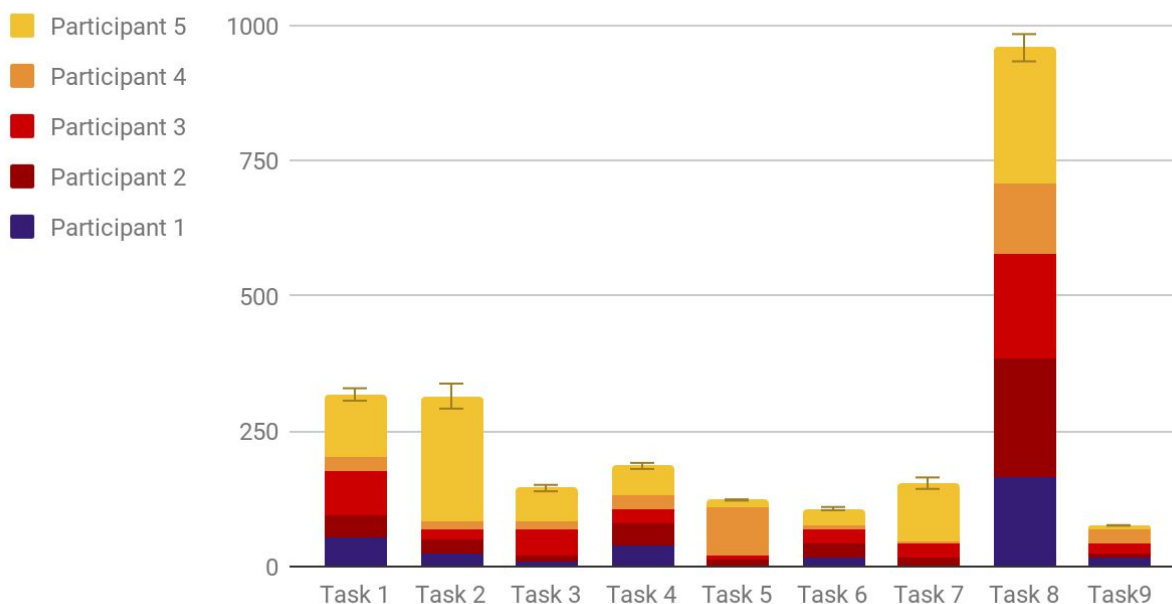


Figure 2: Time on Task for each Participant

Figure 2 displays the time on task for the combined times of all five participants. A large portion of time was spent by participants on Task 8 (discovering the “Likes” page) which also ultimately times participants out and resulted in failures as observed in Figure 1.

Findings and Recommendations

Favorable Findings

Ease of Use and Learnability

Participant 3 was selected due to their use of other social media applications, however, they did not use Instagram. This allowed for an observation into a first time user of Instagram in order to understand how the initial influence and learnability of Instagram applied to new users. The findings from this participant’s testing shows that new users who are experienced with other social media platforms and apps experience relatively easy learning of the app. These observations show that Instagram makes use of good navigational aspects which are shared by other social media applications.

It is noted here that participant 5, who also had limited experience with Instagram, has limited use of other social media platforms and navigations indicating only a limited time and scope with use of the Facebook website and not the Facebook app. The observed difference in the participant's experience with mobile applications and social media platforms demonstrates the difference in these participants results with time on tasks, failures, and errors.

Editing profile information

The ability to edit profile information is very simple and attainable by users. On the profile page, underneath the profile name and email, there is a box that is labeled "edit profile". It is pronounced and is situated with the information that is alterable. Participant's in the testing easily identified this and accomplished the task of altering their profile name.

Taking and posting photos

Considered to be the key functionality of Instagram, taking and posting photos is one of the simplest tasks performed by participants. While Instagram offers different ways of photo sharing, through posting on your profile or adding to your story, it was performed by participants with relative ease and demonstrates an efficient performance.

Summary of Severity and Frequency Issues

A severity and frequency scale was developed in order to understand where the issues that occurred during the testing of participants rank in priority. Ratings from these scales also help address the context of the issues as to how they impact users.

Severity Rating	
1	Issue is frustrating but does not impede completing the task
2	User may be hesitant or choose the wrong option but make corrections
3	The issue limits the user's ability to complete task and causes difficulty
4	User cannot complete the task; or can do so only with extreme irritation

Frequency Rating	
1	0-25% of users are affected
2	26-50% of users are affected
3	51-75% of users are affected
4	76-100% of users are affected

Table 3: Severity and Frequency ratings

Issue	Users afflicted	Severity	Frequency	Source of Error
Unable to discover “Likes”	5	4	100%	- Likes on posts are hidden in the settings page under the label “Posts you’ve liked”. - Not easy to locate amongst other text elements
“Story” being reachable by swiping functionality	3	2	60%	- “Story” mode requires a swiping functionality that has not been established by other functions of the app. - Can be reached by a button but it is similar to the Instagram logo and is missed as having function
Lack of apparent instructions	2	2	40%	Instructions appear for new users but are easily dismissed due to a “blankness” of a new profile
Navigation relies on icons	2	1	40%	- New users have to rely on icon navigation as they develop - Some icons have little affordance for the navigation they provide

Table 4: Summary of severity and frequency issues

Explanations and Recommendations

1. Discovering Likes

Observing the 100% failure rate and the severity of all users not being able to accomplish a task marks the issue of locating “Likes” as number one. However, such a high rate of failure may be the accomplishment and success of the designers at Instagram. Many other apps including Twitter and Tumblr have likes very apparent and accessible. Instagram, however, has hidden likes in the settings page, which itself is visually difficult to discover and labeled it “Posts You’ve Liked” amongst a list of other mixed terms and jargon. What results is the user not being able to discover what they’ve liked and becoming frustrated with using the app.

Responses from participant 3, who previously did not have an Instagram profile, while performing the task of locating their Liked posts, includes “I think I’ve clicked every button. I don’t know what button to click”. After reviewing the recording, this participant did in fact go to every possible page and nearly clicked every feature including using the search by inputting “Likes” to attempt to discover this feature (also conducted by participant 4). Participants who are active users of Instagram were able to locate the settings page were unable to visually discern the “Posts you’ve liked” section on the profile navigation menu pictured below.

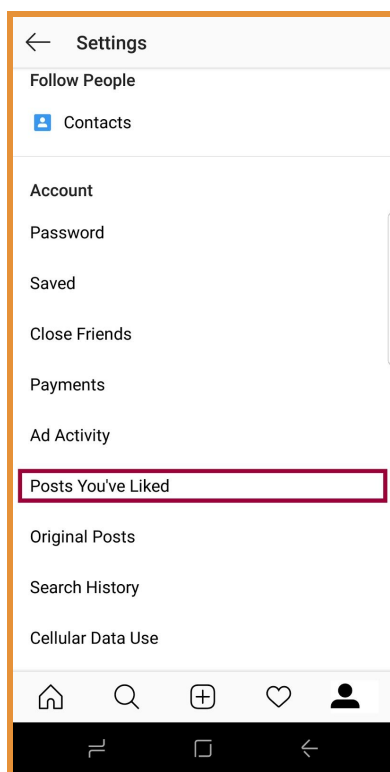


Figure 3: Screenshot of “Posts You’ve Liked” feature in Settings

The location of liked posts are removed from the main page abilities such as the flagged feature and are instead buried in a list of other profile features and given an obscuring title. Interestingly, those participant’s who use Instagram regularly all went to the settings page and looked over the title as it blends in with the various other text in the list.

Recommendations

In observing how integral liking posts on Instagram is, it would serve users well to make these likes more accessible. Currently having the only means of reaching these liked posts

through the settings and in a obscured title placement, makes them hidden from. Implementing them into the likes page which views the likes on the users post (indicated by the heart icon on the bottom menu) would make user's goal of viewing these posts more attainable.

2. Lack of clear instructions and reliance on icons

Instagram has very few instructions for new users which rely entirely on black text on a white background. In observing both participants 3 and 5, who created new profiles, the lack of guiding features was apparent. Coupled with this, Instagram is a visuals based platform which relies on pictures and posts for content. An initial Instagram profile has no content or follows any other profiles and the results of this is many blank pages with little text that explains what each page or tab hosts as far as content. For new users, this blankness for many pages gives little feedback and as observed with participants 3 and 5, an active search occurs for every task that involves selecting and testing several pages and its contents. The result of this active and random searching provides new users with learning how to map the app, but also results in many errors being made.

Recommendations

Consider the implementation of a tutorial walkthrough to show new users the multiple functionality types as observed in explanation 2 above as well as learning the navigation through icons and their associated meanings

3. Multiple navigation functions

Navigation through Instagram primarily relies on a bottom navigation bar with button functionality. On the homepage, however, users can swipe right to encounter the "Story" where users can take or upload a picture or video which can be viewed by followers for a limited time; similar to the app Snapchat. Participants in the testing, especially those new users, experienced difficulty in understanding this swiping functionality when attempting to add to their story. Errors made in attempting to add to their story derived from users having established the button pressing model for navigation and did not understand the swipe functionality that needs to occur. Instagram does, however, offer a button to reach this "Story" mode, but this button is a camera logo in the top left of the homepage next to the title "Instagram". As a result, it was routinely looked over as part of the Instagram logo and therefore makes little to no affordance for being a button to access the "Story" page. Interestingly, when participants were asked to

locate the messaging function, it was discovered by the button on the top right side of the homescreen. The messaging feature can also be reached by swiping to the left of the home screen but no participants located it this way.

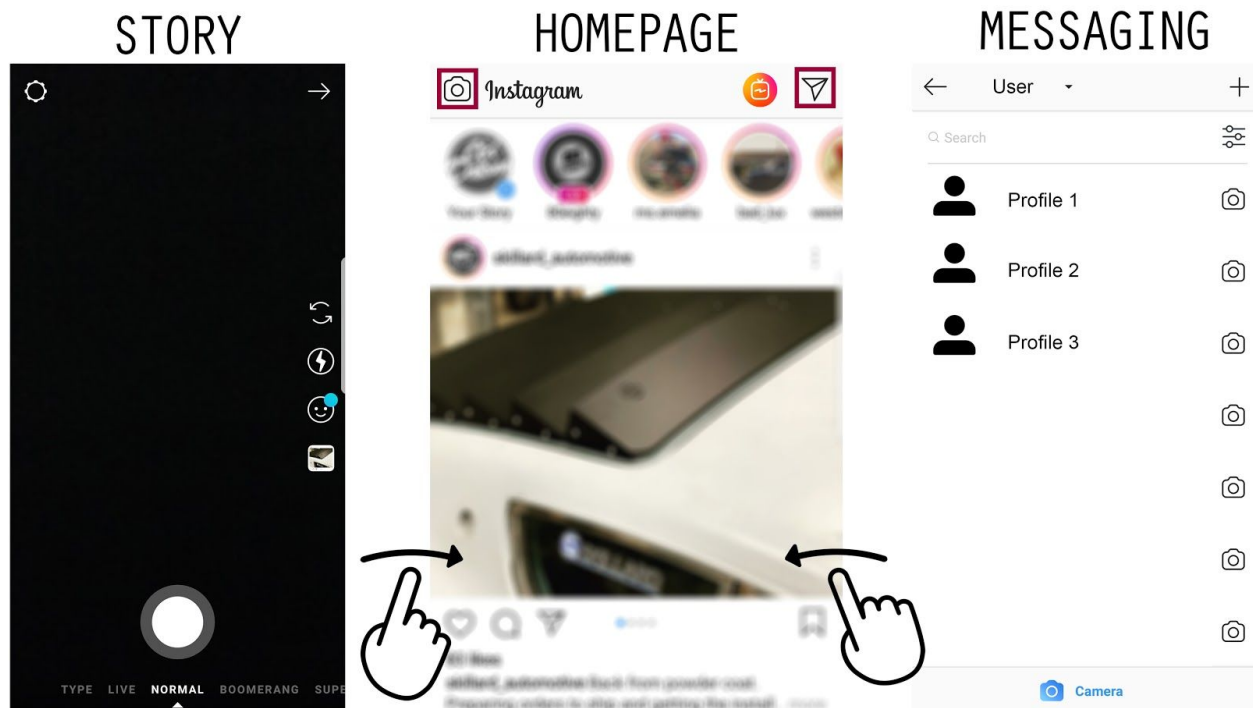


Figure 4: Display of the swiping function

While the establishment of button navigation prevails as the method of navigation for users, there is issue with the likeness of the camera button to reach the “Story” page and it also being used as the Instagram logo. As result of its being so closely paired with the Instagram name on the home page, users do not read it as a means of reaching a camera function but instead identify it as the logo of the app.

Recommendations

Swiping features

Currently, the swiping features are hidden and an establishment of the swiping functions in Instagram would help users interpret the multiple navigation methods of the app. Observations on users experience with other social apps would help to understand the role swiping has as a navigation tool.

Story button

Further research into the affordances of different icons and buttons based on users profiles will help in establishing better icon which implement understanding of their navigation. Better icons will help users in reaching the goals they are setting out to accomplish in Instagram.

Appendices

Appendix A: Results Data

Participant 1

Task	Time	Success/Failure	Errors
1	54 sec	Success	None
2	25 sec	Success	None
3	8 sec	Success	None
4	40 sec	Success	1- First went to the 'Search' section to find a friend to send a message. Corrected by going to followers
5	3 sec	Success	None
6	15 sec	Success	None
7	2 sec	Success	None
8	2 min 45 sec	Failure- Unable to complete task and exceeded the 2 minutes	11
9	18 sec	Success	None

Participant 2

Task	Time	Success/Failure	Errors
1	42 sec	Success	None
2	24 sec	Success	None
3	12 sec	Success	None
4	38 sec	Success	None
5	8 sec	Success	None
6	27 sec	Success	None

7	13 sec	Success	None
8	3 mins 41 sec	Failure- Unable to complete task and exceeded the 2 minutes	22
9	6 sec	Success	None

Participant 3

Task	Time	Success/Failure	Errors
1	1 min 21 sec	Success	4- Discovered the upload feature immediately but failed to recognized what the feature was. Took a photo in the story section but was able to share it as a post as well.
2	21 sec	Success	None
3	50 sec	Success	5- Locates their own picture to like and comment but moderator restates that it should be another accounts post that needs to be liked and commented on. Active search through the bottom navigation which leads them to the search page where they find a post.
4	29 sec	Success	9- First begins by flipping between the main navigation pages, especially the profile page and received likes page. Discovers the icon for messaging in the top right corner of the home page
5	10 sec	Success	None
6	27 sec	Success	None
7	28 sec	Success	7- Clicks on every page in a search for saved before returning to the profile page and selects the top right drop down menu where they discover the "Saved" selection
8	3 mins 13 sec	Failure- Unable to	37- Involved a very active search which

		complete task and exceeded the 2 minutes	included liking a post in order to track it and see where it would show up again.
9	19 sec	Success	3- Goes to “Heart” page and describes how they would see who in their followers would be active. Then selects the profile page and hits the followers tab

Participant 4

Task	Time	Success/Failure	Errors
1	26 sec	Success	None
2	14 sec	Success	None
3	15 sec	Success	None
4	24 sec	Success	None
5	1 min 30 sec	Success	2- Selected the top right drop down menu of the profile page and selected name tag. Goes back to profile page and selects “Edit Profile” which resulted in the page not loading. Given this feedback the participant begins an active search only to select ‘edit profile’ again which loaded this time
6	8 sec	Success	None
7	5 sec	Success	None
8	2 min 8 sec	Failure- Unable to complete task and exceeded the 2 minutes	20
9	27 sec	Success	2- First, went to the “Heart” page and viewed what their followers liked. Then corrected by going to the profile page and selecting followers

Participant 5

Task	Time	Success/Failure	Errors
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1	1 min 55 secs	Success	Began by adding a profile photo.
2	3 min 51 sec	Failure- Unable to complete task and exceeded the 2 minutes	Thought "Story" was something regarding a written piece or text that they needed to write, something like a description.
3	1 min	Success	Hesitated because they misunderstood that the heart indicates like. Thought it would be love- "I mean I don't love it but..."
4	55 secs	Success	1- Selected the icon for Direct message and backed out of the page. Searched on home page but selected the Direct message again
5	12 secs	Success	None
6	30 secs	Success	Had trouble discovering the profile page from the direct message page. Exited to home and went back to the messaging page and selected the profile.
7	1 min 46 secs	Success	Active search took them to every page including the story section. Participant actually open the drop down menu which houses the saved selection two time before locating it on their third time
8	4 min 12 secs	Failure- Unable to complete task and exceeded the 2 minutes	Active search across all pages and tabs.
9	6 secs	Success	None

Appendix B: PostTest Questionnaire

Question 1

Participant	Rating	Reasoning
1	2	"They're all shallow navigations so it's easy to make like low impact mistakes but... it's just not clear"
2	4	"They've got good buttons. Like good icons. Generally they're pretty intuitive"
3	3	"Things generally meant the same thing but the context in which you did it would change. So like the heart always is related to you liking a thing but the heart in the menu goes to who likes your things"
4	4	"I couldn't find my liked posts"
5	2	"As a novice, I think it was trial and error in a lot of aspects"

Question 2

Participant	Rating	Reasoning
1	5	"Very easy"
2	5	"It's pretty intuitive"
3	3	"Pretty bad. Only because I've had to deal with it with Snapchat I knew what to do here. But if I hadn't done Snapchat it would have been like a 1. It would have taken me like minutes to find it"
4	5	
5	4	"I know how to upload a photo and share a photo from other applications such as Facebook or just text and so the photo component wasn't that challenging"

Question 3

Participant	Rating	Reasoning
1	3	"I'm just not a visual person. The design doesn't appeal to me"

		that much
2	4	"I think the newest update is nice. It looks good. It's nice and sleek"
3	4	"It's not incredible, its just fine" Its half way between Facebook and Snapchat
4	4	"It's good. Probably can do a few things here and there to make it a little bit better"
5	3	"I don't like it. It's not that it's busy but its convoluted"

Question 4

Participant	Rating	Reasoning
1	5	"It's actually one of the most transparent processes in Instagram"
2	5	"I think it's pretty easy to understand"
3	3	
4	4	[Discussing the issue with their 'edit profile' page not loading] "Possibly Wifi, but it may have been the app being slow"
5	3	"Being a novice, and not using it, I found it to be hit and miss. It was a bit challenging. There was no direct correlation with what icon to hit to then get to what I was trying to accomplish"

Question 5

Participant	Rating	Reasoning
1	5	"Very easy. You just change it"
2	5	"I think it's pretty easy. I think it's pretty straightforward"
3	5	"Super easy" "Most things put a lot of barriers between you to do that"
4	4	"4 because of the whole situation that happened"
5	3	"Same basis" [Mirroring response to Question 4]

Question 6

Participant	Rating	Reasoning
1	1	"There are no instructions. It's all based on your familiarity on these types of apps"
2	5	"Yes"
3	5	"Were there instructions?" "When there were they were helpful"
4	5	"Yes, so 5"
5	2	"No, umm no. 2 at the most. Because there were no instructions. It was all intuitive or you had to be able to determine what the instructions should be"

Questions 7-10 were open ended questions which encouraged the participant to expand and draw out grievances and criticisms they had with different functionalities of Instagram. These questions can be found in the appendix and answers from the participants are used to help understand and identify issues with Instagram and to help establish the findings and recommendations of this report.

Appendix C: Screener

What smartphone do you use? Version?

Do you use Instagram?

What social media accounts do you frequent?

Appendix D: PreTest Questionnaire

How often do you use Instagram?

How much time do you spend on Instagram when using it?

What do you use it for? Be specific

How comfortable are you with using Instagram on a scale of 1 (being very uncomfortable) to 5 (being very comfortable)?

1 2 3 4 5

Appendix E: Post-Test Questionnaire

1. How would you rate the menu and navigation aspects of Instagram?

Not Easy 1 2 3 4 5 Very Easy

2. How would you rate the process of adding a photo?

Not Easy 1 2 3 4 5 Very Easy

3. How would you rate the overall appearance of Instagram?

Not Easy 1 2 3 4 5 Very Easy

4. How would you rate the editing functions (name change, profile pic) of Instagram?

Not Easy 1 2 3 4 5 Very Easy

5. How would you rate the ease of use for adding or changing profile information?

Not Helpful 1 2 3 4 5 Very Helpful

6. Were the instructions easy to understand?

Not Helpful 1 2 3 4 5 Very Helpful

7. Is there anything in the functionality of the app you found difficult or frustrating?

8. Is there anything you wish Instagram did or had that it currently does not?

9. Did you have any comments about a specific aspect(s) of Instagram?

10. Do you have any praises or criticisms of Instagram?

Appendix F: Video Consent Form

I hereby give my permission to be recorded as part of my participation in the Instagram usability test. I understand and consent to the use and release of the video recording to the researcher for use in this.

Printed Name_____

Signature _____

Date _____

Appendix G: Checklist and Script

Before Participant Arrives

- ☐ Make sure computer and required materials are ready for participant
- ☐ Make sure camera is setup and ready to be used as well as all moderator materials

Introduction

- ❑ [Script] Thank you for taking time today to participate in this usability study. To begin I have a few things I will need for you to answer.

Pre-Test Questionnaire

- ❑ **Explain purpose of test** [Script] You will be participating in a usability test. This test is testing the app Instagram and not you. I am only interested in how this app serves to make the desired task easier for a user and will not be judging or rating you on your performance here today. As you are working through tasks today, I will encourage you to think-aloud, whereby you speak your thoughts as you perform each task.
- ❑ **Provide Video Consent Form** [Script] I will be recording your performance for further analysis after the tasks are completed. This recording is only for myself to review later as I construct my report and will not be given to any other person. If you are comfortable with this, please sign the permission form. [Give Video Consent Form]
- ❑ **Provide Pre-Test Questionnaire** [Script] Before we begin, I have a few questions for you to answer. [Give Pre-Test Questionnaire]

Testing Session

- ❑ **Explain testing process** [Script] I will be giving you some scenarios and asking you to complete a series of tasks using the app Instagram. I will be observing you as you complete these tasks and I will ask that you Think-aloud. This involves you talking out your thinking process as you work your way through these tasks. If you're ready, let's begin
- ❑ **Begin testing session** [Script] To begin, I will need for you to open the Instagram app on your phone.

- ❑ **Begin administering tasks** [Script] I will give you a task to perform and have you think-aloud your process as you work at completing the task. Once you have completed the task, I will give you the next task.

After Testing

- ❑ **Provide Post-Test Questionnaire** [Script] Now that you have completed all the tasks with the Instagram app, I have a few questions to ask about your experience. Please answer each question with a value between 1 being very unhelpful and 5 being very helpful and explain, in detail, your experiences and impressions of Instagram. [Begin the questionnaire]

After Session

- ❑ Thank you again for taking the time today to help with this usability study. The data collected from your participation will help further develop this page and provide a better user experience.