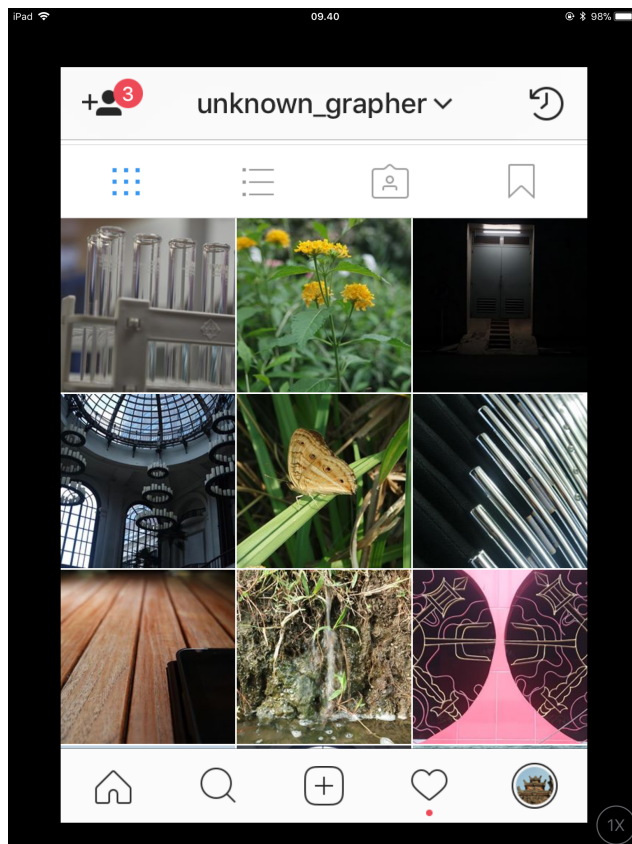# INSTAGRAM WIDGET

Graphical User Interface

PUTU DENY PRATAMA & RAHMADIA PUTRI

Instagram Widgets

In this paper, we would like to analyze two widgets in the Instagram mobile application. We would like to focus two widgets in this paper. First is the label widget focusing on buttons, icons, and indicators. Second is Patterns for Labels and indicators, including ordered data, tooltip, Avatar, wait indicator and reload, synchronized, stop.

First, we will analyze the widget used for labelling. Instagram has several buttons and icons that will have some indicators running whenever there are new activity on our Instagram. To be exact, Instagram provides 5 main buttons in the footer. They are menu, search, add new photo, notifications, and profile. Each of them lead into their respective menu. For instance, if we click on the profile button, we will be redirected to our profile page where we can customize our profiles. The notifications button has slightly different icons than the normal notifications icon. In most of the apps, they will use bell icon as the symbol for the notification, but in Instagram, they use love icon as their menu icon. This icon symbolizes the icon they use whenever we double tap on a post, it indicates that we love (like) the post. They keep the consistency in this situation to make the audience easier to remember their identity. Furthermore, if there are new notifications, Instagram will inform the user by giving them red dots upside the menu icons. This situation leads to curiosity because red dots in general could indicate warning and danger, but in Instagram, the red, well, slightly more into pink color instead of red, but from far, our eyes could defy us and start seeing the pinkish color into red.
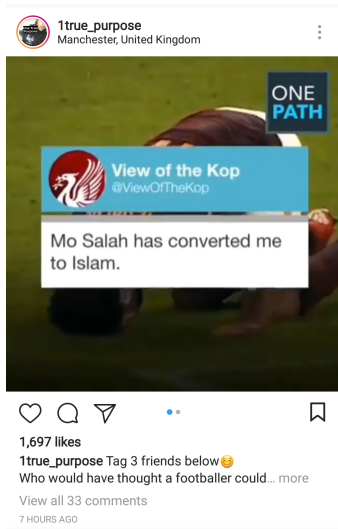
Second, we will start on the ordered data on the post. When people posting a picture or a video. Instagram will display the information about the user name, location, time, and how many comments left. Also there would be the same information given like name and times when people comment on the post. The ordered data is provided in nice way and it's more than enough for the post of a social media.
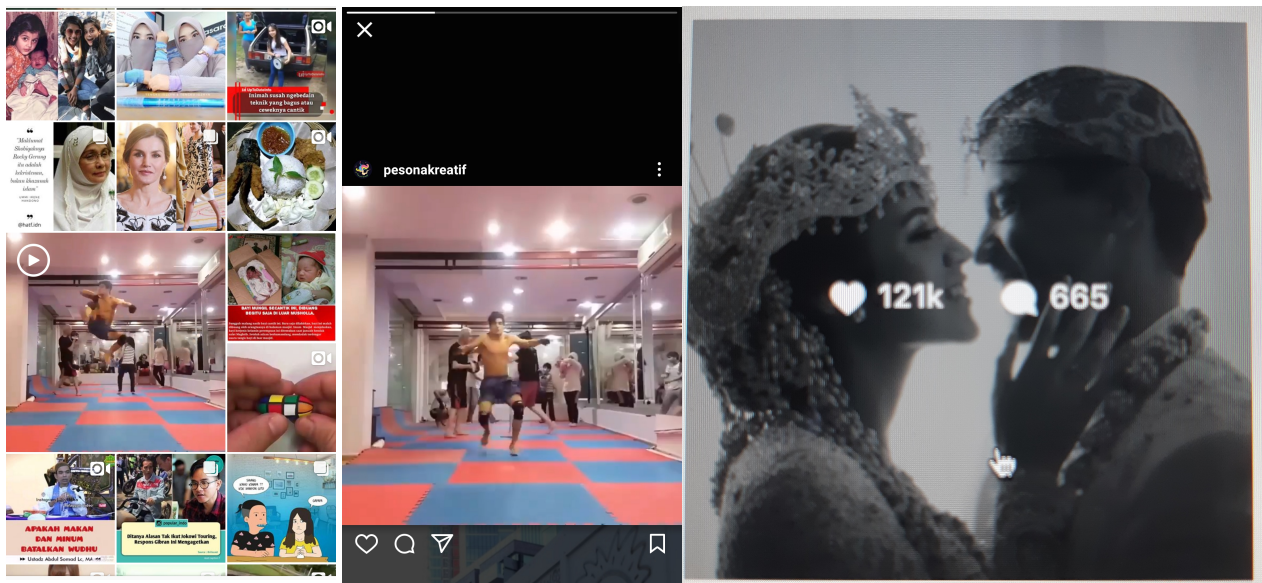

Next, Instagram provides a nice toolkit in photos or videos post. When our cursor goes to the post there would be an information related to the number of likes and comments. Also when we preview a video, when we do increase or decreasing the volumes there will be a bar on the up which measures the volume of our sound. Also when we are looking on the other post there would be an information whether it's video or multiple post and would be playing when we clicked.
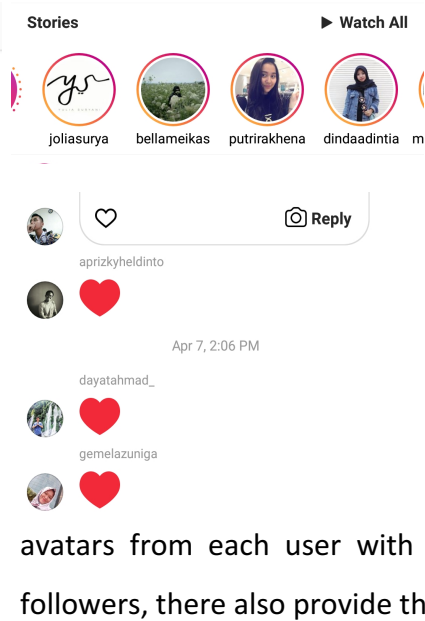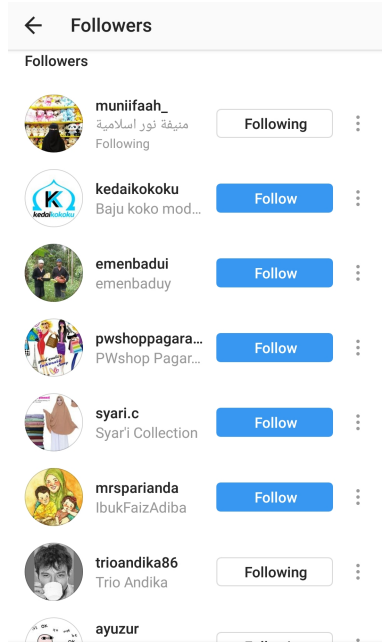
On the Avatar, Instagram is providing a nice Avatar for the profile setting, Instagram stories, posting, chatting, and also follower's avatars. When people post their stories, there would be Avatar of their profiles on their follower's stories. Also when chatting there would be avatars from each user with their names. When we see the followers, there also provide the user avatar and id information.

For the waiting indicator is divided into two, first when we open a video the loading indicator would be on the right top corner of the post there would be an icon of camera which bipping. Second, for the images, if the Instagram is loading the posting, there would be a sign on the middle bottom under the post. Which means they are loading the post. The nice thing is they will be direct synchronized when the post is not loading, so it would loading by itself.
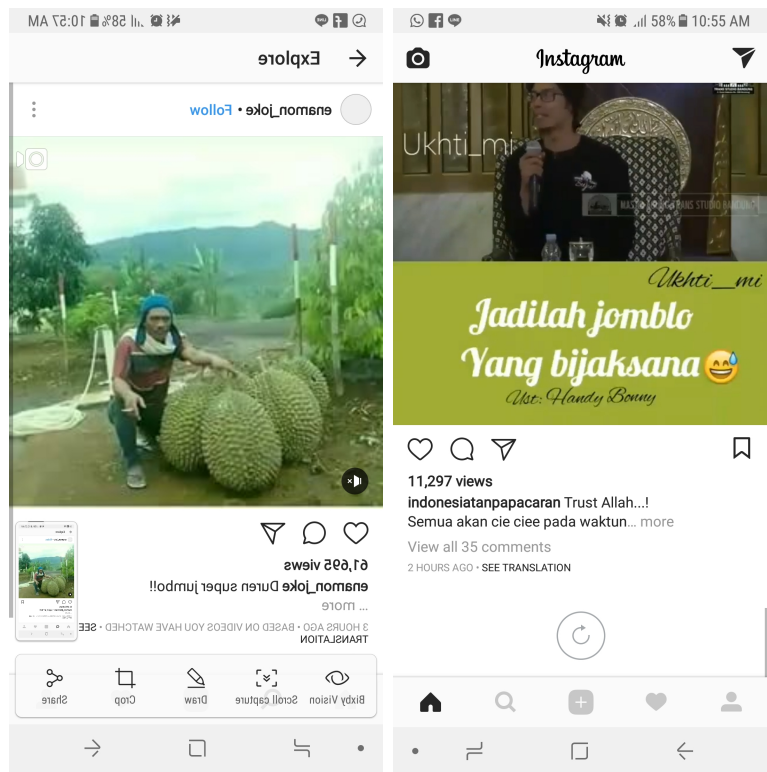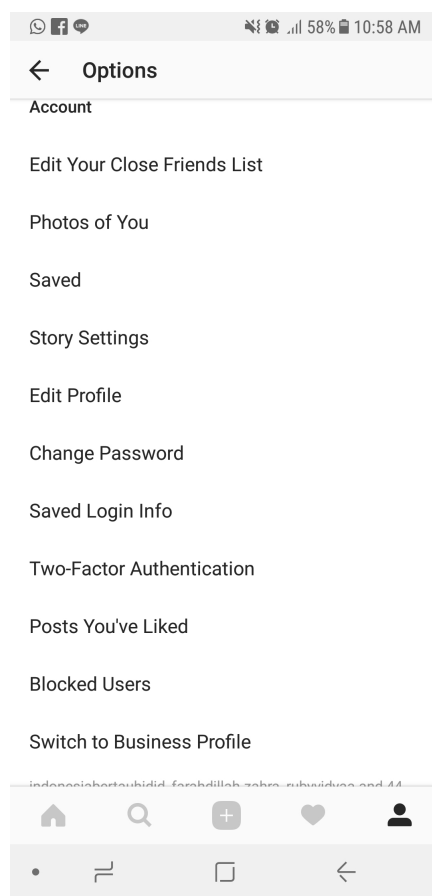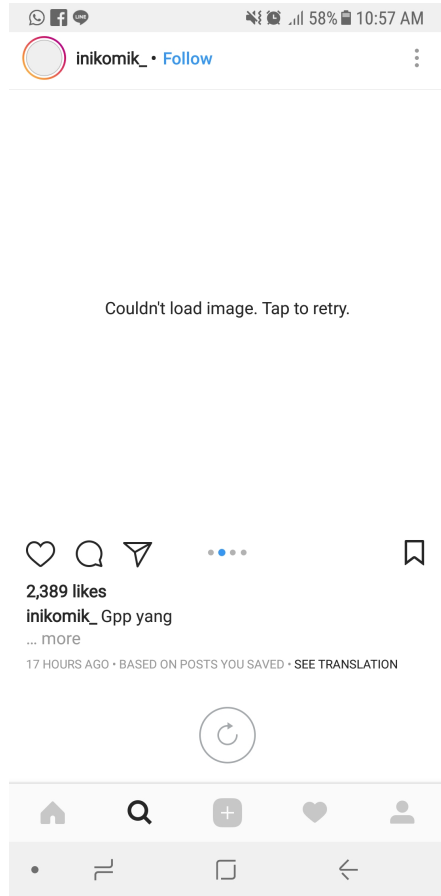
The reload are happened when our internet cannot load the images of videos, they will be providing an icon on the bottom of the post and we need to click it to reload. But for the video post basically, they reload directly. For the Synchronization, Instagram provide a setting page where the user can easily to synchronized their account and manage the account. For the stop, itself, they didn't provide any stop button when you watch a video, basically when you want to move is just moving.

Patterns for Labels and Indicators in Instagram is nice and good for the social media apps, but it's better for them to provide stop function for the video that we watch and also provide a limitation of data requirements because when we open the application our data just goes directly. So, in here it's better to provide a setting for data limitation. Overall from the ordered data, tooltip, avatar, wait indicator, reload, synch, and stop is enough although they need to improve on some part as I mentioned above.

From this first analysis, we could say Instagram implement many different stuff from the other applications, starts from using different element for their menu, having some consistency to their menu and identity, and they have unique way to introduce some basic actions. They do not need to use many signifiers to guide the user, because they believe their user already familiar with the basic information. Rather than wasting space in their interface, Instagram decided to let the user explore thing by their self.