

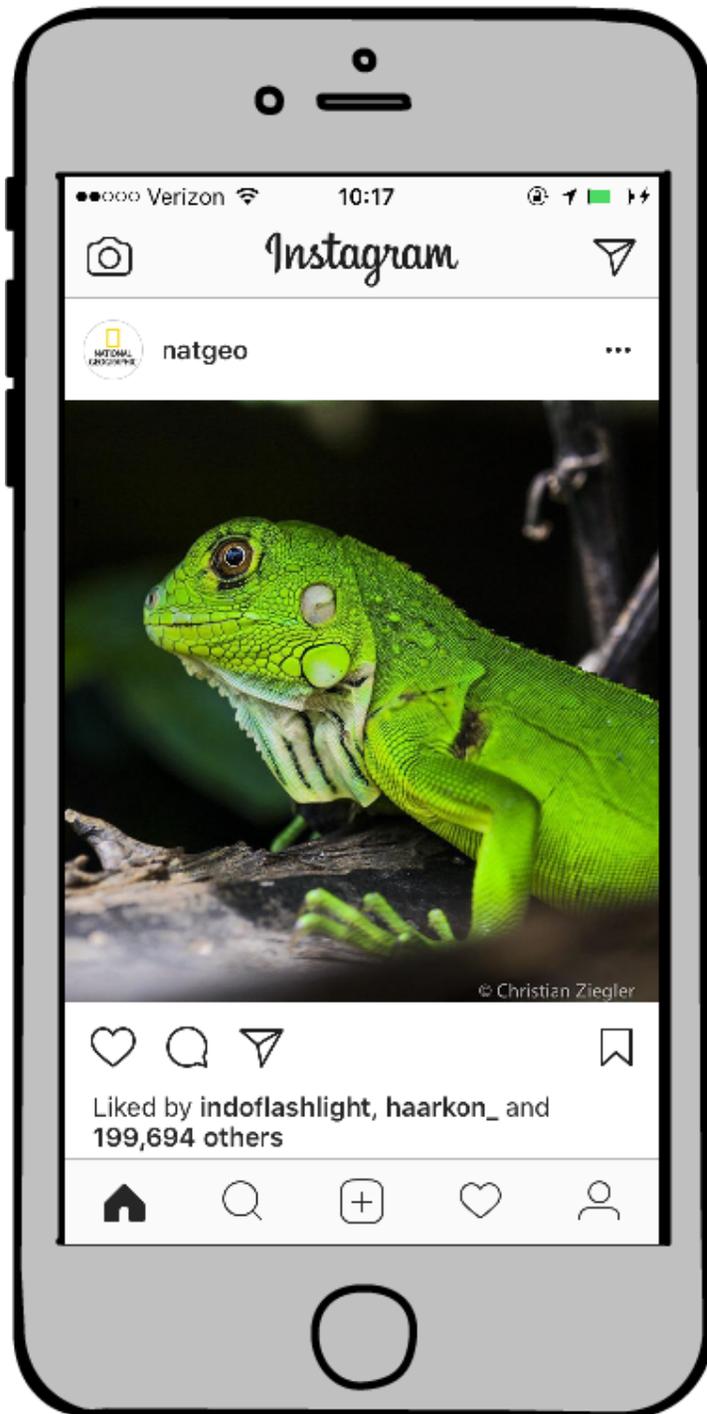
Who is Mila?

Mila works as a business analyst.

After work, she likes to use Instagram to unwind and to stay connected.

Mila follows a series of unrelated feeds she enjoys in areas such as art, baking, health and travel.





Mila's Pain Point

Mila is frustrated with a lack of direct access from Home page to feeds in areas she wants to explore at any given moment.

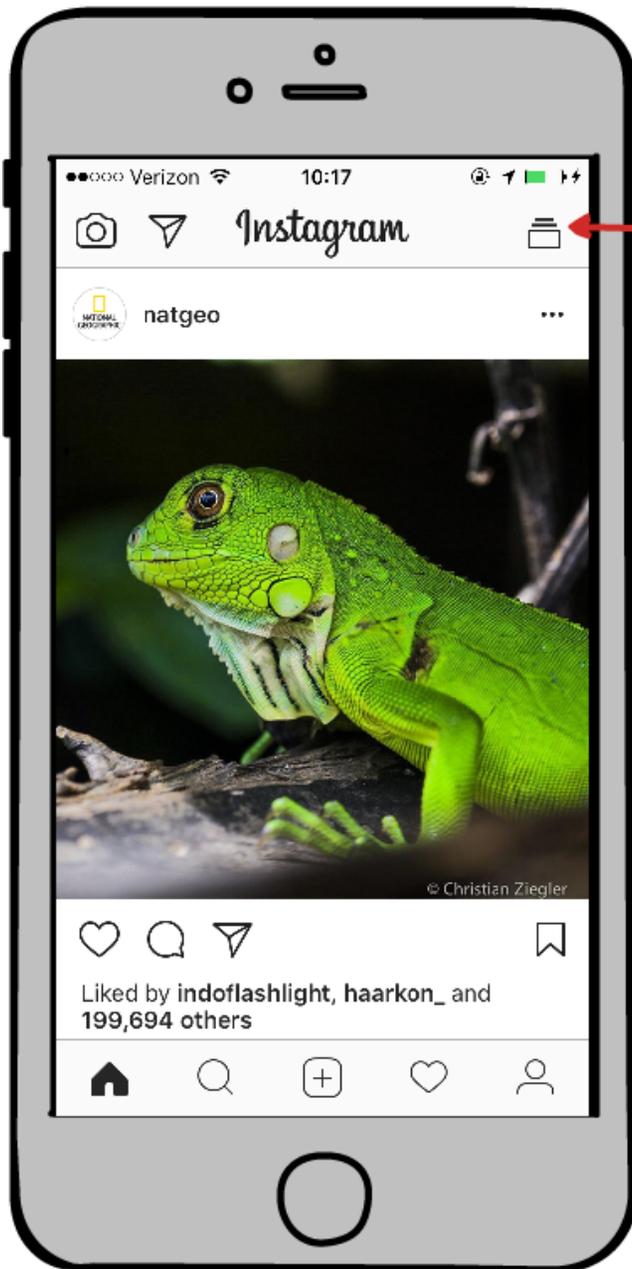
Homepage is a continuous stream of unrelated feeds she follows pushed by Instagram algorithm based on Mila's likes from earlier sessions.

Mila wants to control what content she chooses to browse now.

Mila needs to research baking feeds as she plans to bake a cake later on.

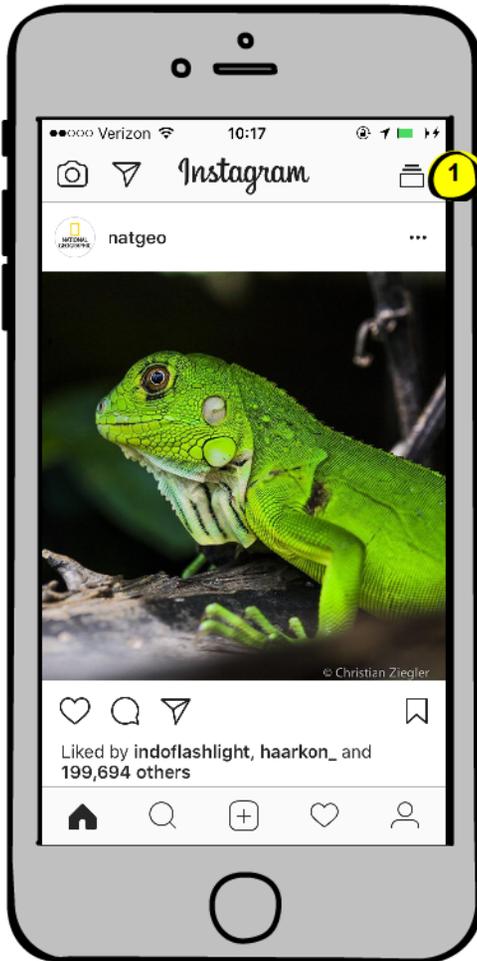
Instead she is looking at National Geographic and she continues to scroll through streams unrelated to baking.

Solution: Introducing Channels

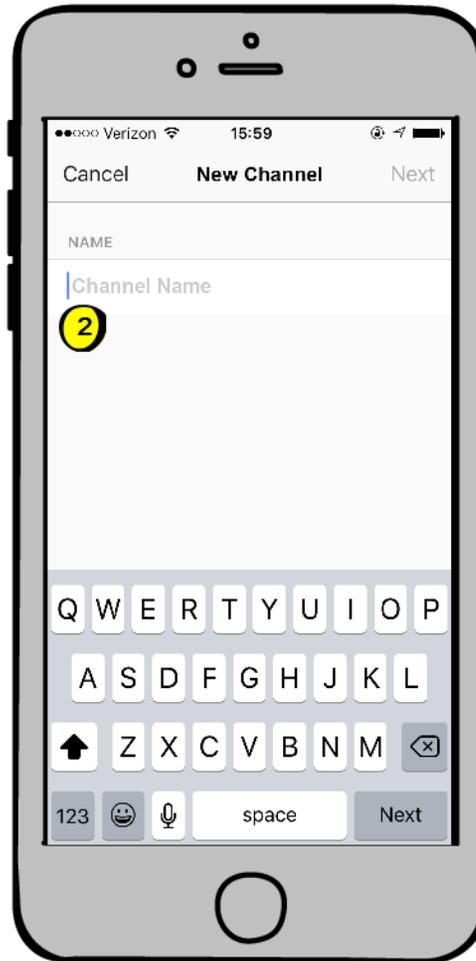


1. To give Mila direct control to access the content she needs to see now, Instagram introduces Channels.

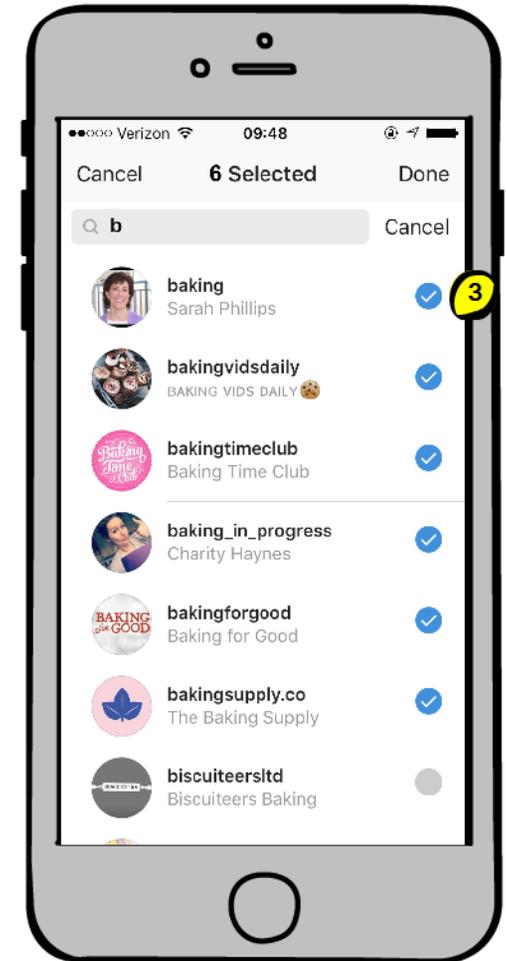
Mila Creates Baking Channel



1. Mila must select Channel icon.

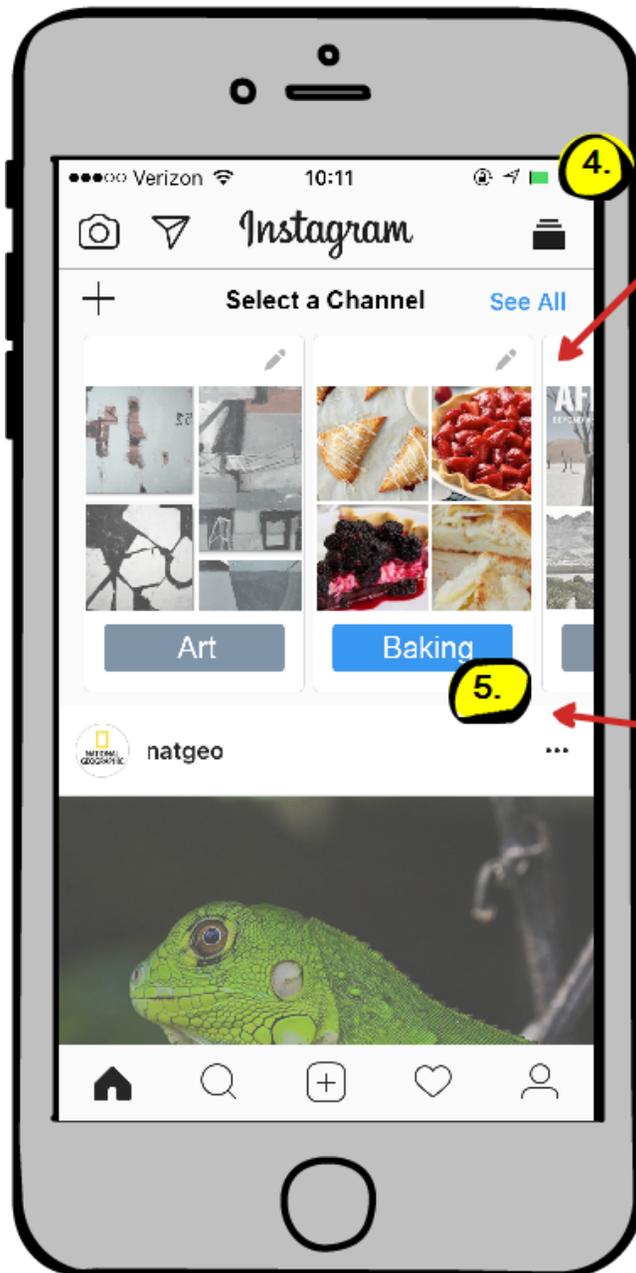


2. This action takes her to a new screen. Here, Mila calls her new channel Baking. Then, she proceeds to a next screen.



3. In this final step, Mila selects 6 of her favorite feeds from baking feeds she follows and now she wants them to be part of her Baking Channel.

Mila Selects Channels



4. Mila created Art, Baking, Travel, Health channels.

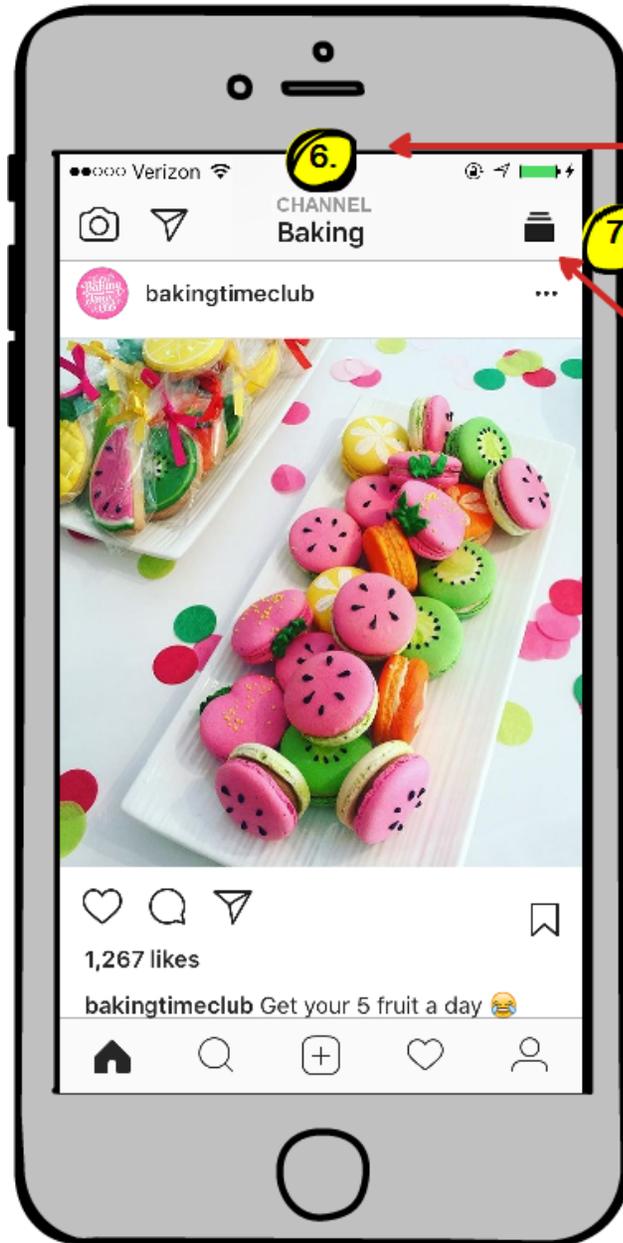
Now when she selects Channel icon, she can choose content she wants to scroll through.

Mila has also options to create additional channels (plus sign +) and/or to choose multiple channels for her browsing session.

She can choose See All to go back to a default Instagram stream.

5. Since Mila will be baking her cake tonight she selects Baking channel to get inspired.

Mila Scrolls through Baking Channel

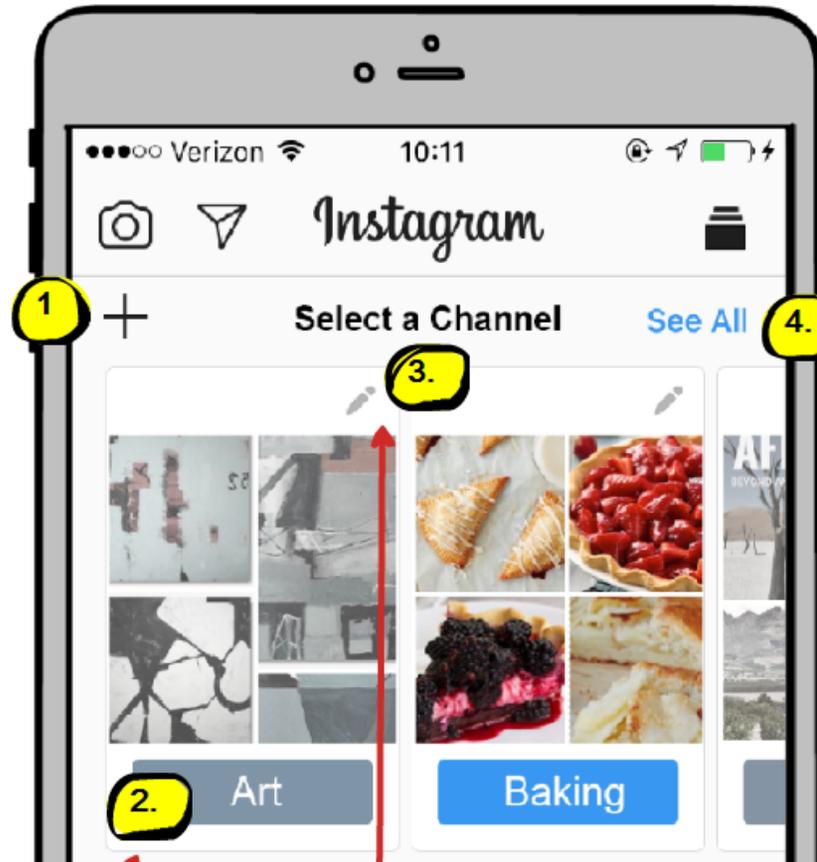
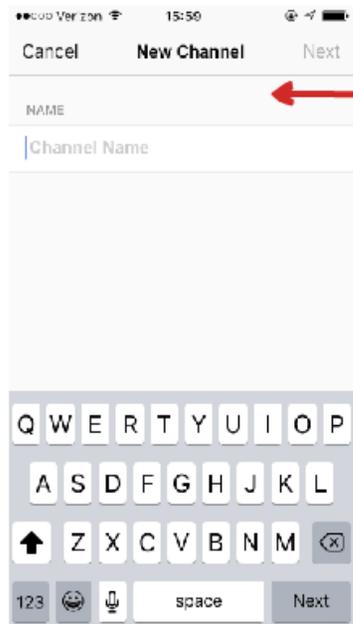


6. Now Mila has access to baking content on her exclusive Baking Channel.

7. When Mila is ready to switch channels or go back to a default Instagram stream, she uses Channel icon again to make her next selection.

Detailed Interaction with Channels

1. User can add additional channel.



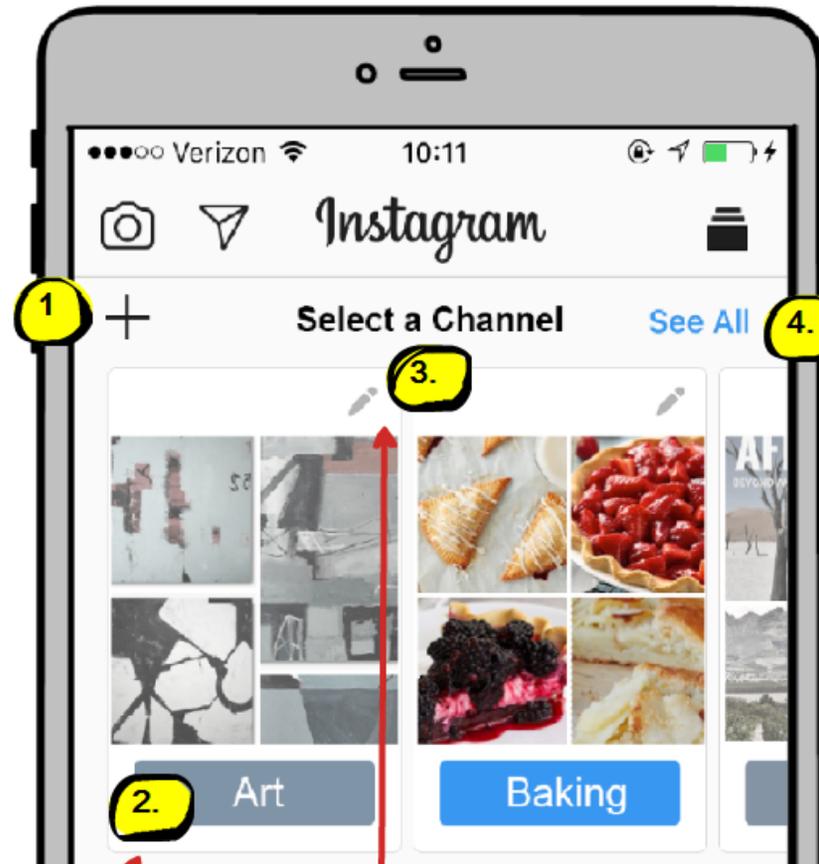
2. User can select/deselect single or multiple channels

3. User can edit feeds on her channel or delete channel all together.

3. User can opt out from channel mode and see general default Instagram feed.

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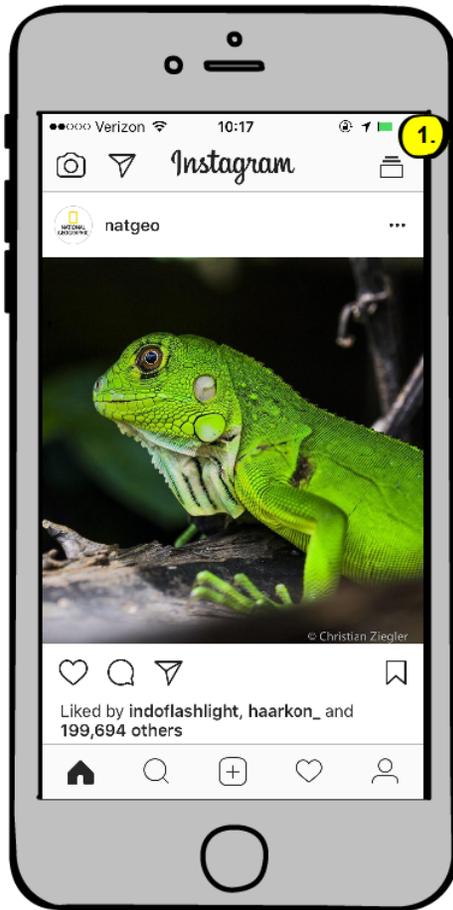


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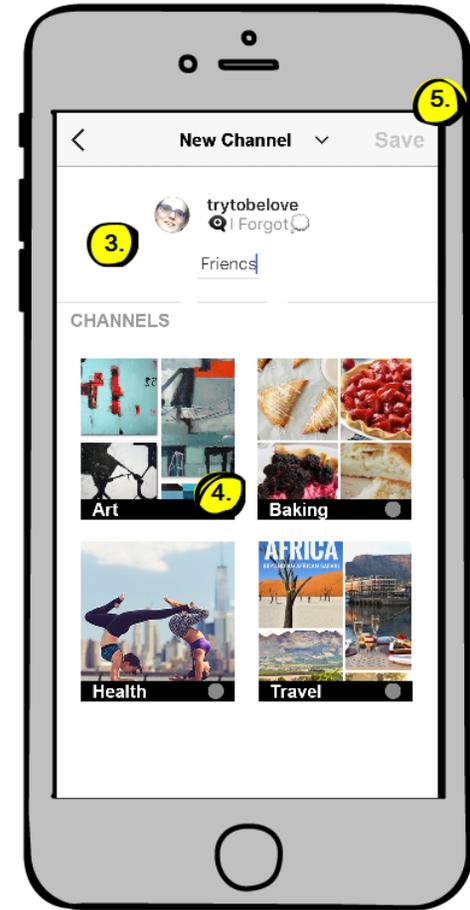
Mila Creates Friends Channel



1. Mila is back in a default Instagram browsing mode as indicated by unselected Channel Icon.



2. Mila sees her best friend posted a new picture. The friend is also a talented artist. Mila wants to add this post to two channels: Art and Friends. However, Mila has not created Friends channel yet. She can do it by using Bookmark icon.



3. Mila creates Friends channel under New Channel. Bookmark icon has two options now: New Channel and New Collection.

4. She also adds her best friend's feed to Art Channel.

5. She saves.