



VS.



a website analysis

Vanessa De Jesus

ICM512

Introduction

Instagram and Pinterest are two of today's most popular visual-based platforms, but they serve very different purposes. Instagram is a social-first app that emphasizes connection, real-time updates, and polished personal branding, with features like Stories, Reels, and shopping built directly into the feed. Pinterest, on the other hand, is discovery-driven, acting more like a digital mood board where users search, save, and organize inspiration for future projects. Both apps rely heavily on visuals, but their approaches to user experience (UX) and user interface (UI) highlight a clear contrast: Instagram prioritizes engagement and social interaction, while Pinterest focuses on exploration and organization.

Vanessa De Jesus

ICM512



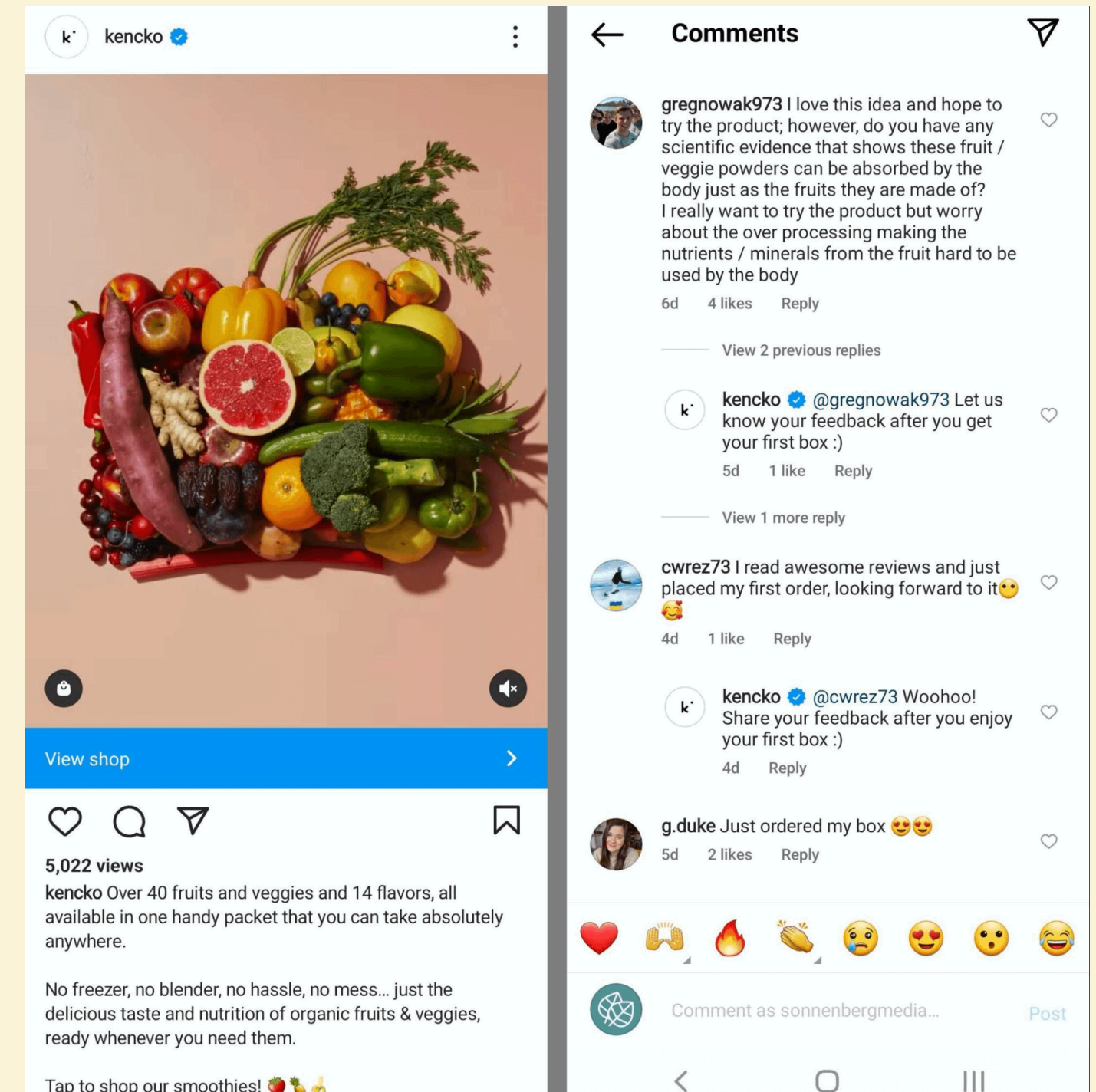
WEBSITE ANALYSIS

The App's Concept

Instagram's features of likes, comments, and stories make me feel **connected** because my need of **social connection** to stay engaged with friends and creators is met.

Instagram's biggest strength is its ability to create a sense of community. Through features like Stories and DMs, users can maintain ongoing conversations and relationships. This social connection is part of what makes the app so addictive and engaging.

I can easily discover new creators, as well as keep in touch with friends. Features such as stories can update followers on my life, and likes and comments can help show others that we're still here!



Vanessa De Jesus

ICM512

Constant Ads

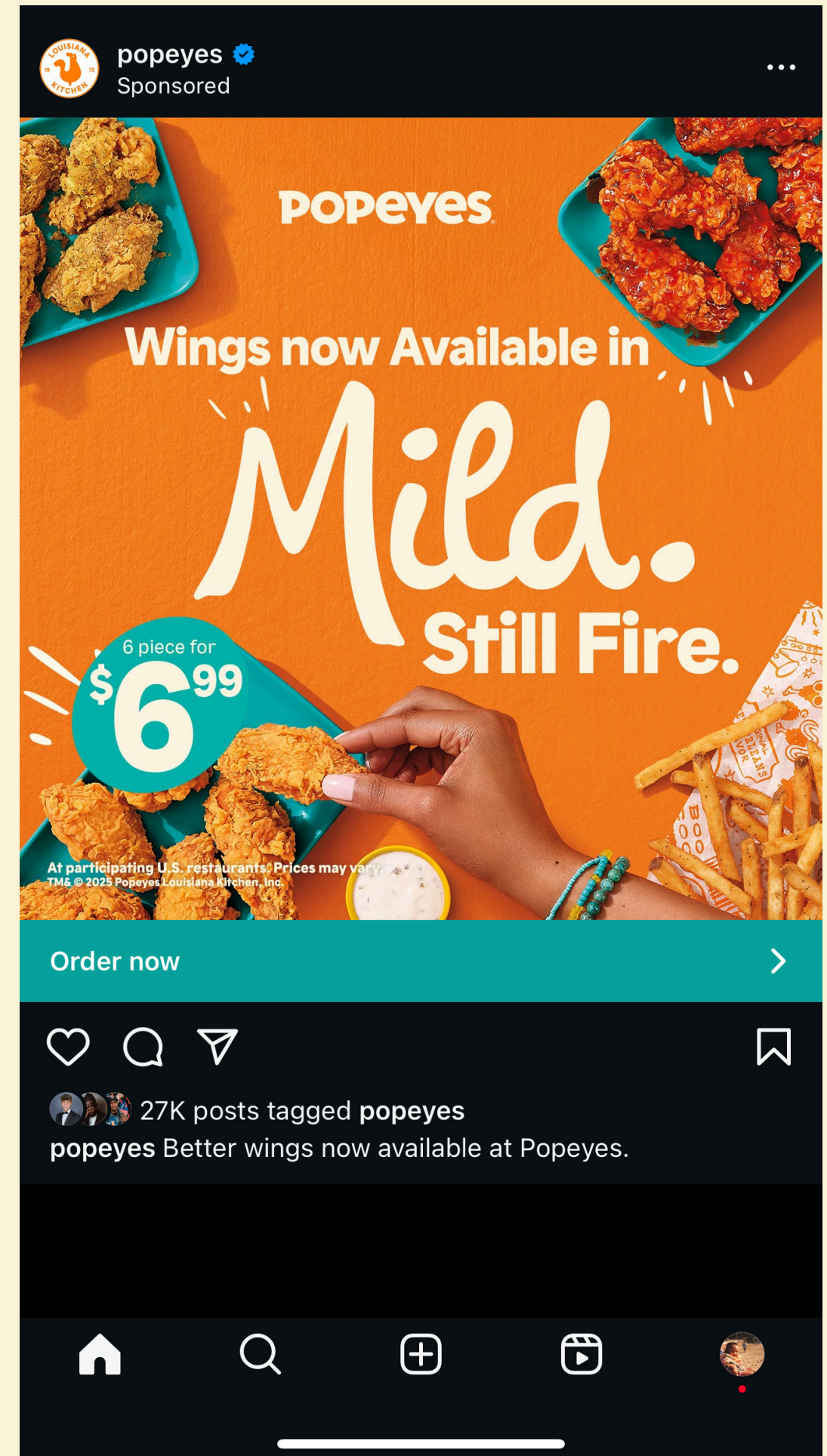
I feel **overwhelmed** by the constant ads and sponsored posts, as my need for a **cleaner experience** without so much interruption is not met.

Sponsored content often disrupts the natural flow of the feed. When nearly every third post is an ad, it can interrupt the user's sense of authenticity. This negatively impacts UX by prioritizing monetization over a seamless browsing experience.

Many of the times, ads can be very random as well, and have nothing to do with the user!

Vanessa De Jesus

ICM512

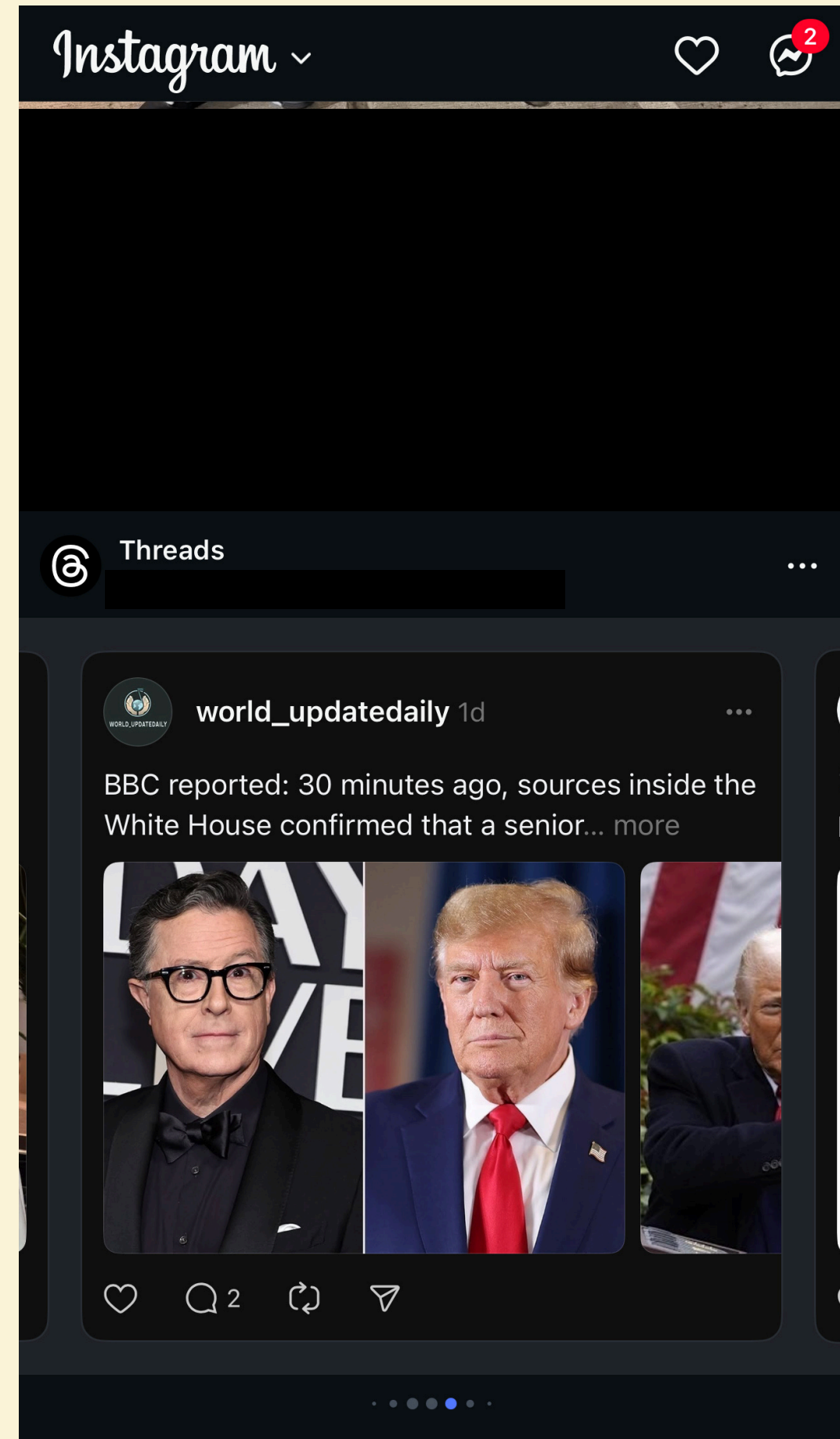


Threads

I feel **annoyed** by the constant appearance of Threads' suggestions, as my need for an **easy, smooth** scrolling experience was not met.

Threads, a separate app developed by Instagram, is a text-based social network where users can share and engage with conversations using text posts, photos, videos, and polls. Instagram suggests Threads on their timelines to attract new users to the app, but sometimes it gets a bit overwhelming.

When you click on the suggestion it brings you to the Threads app, which can be a bit annoying for users who don't have the app or who aren't meaning to use it. The suggestions can also be a bit random at times, as I don't usually engage with political content on my social media!



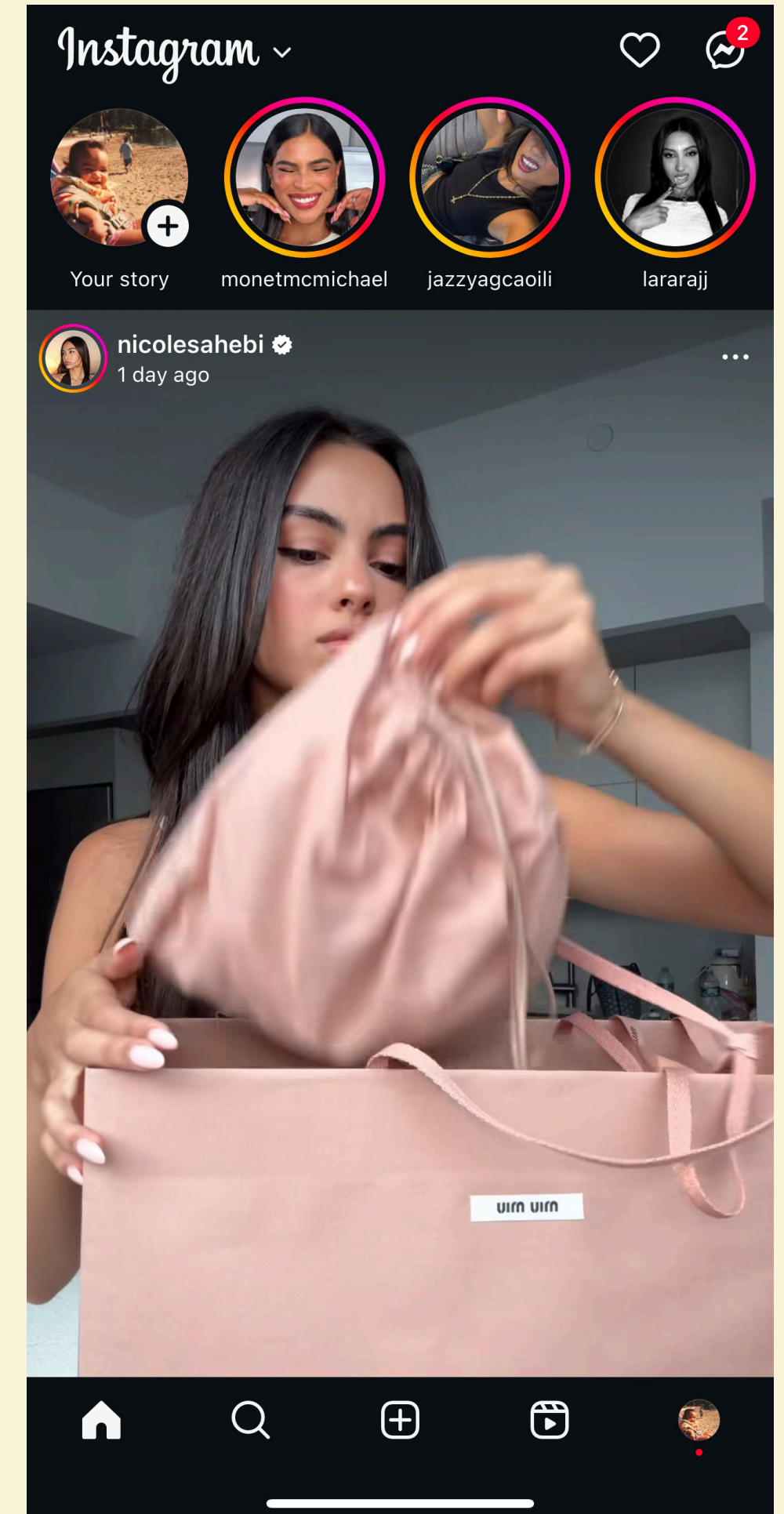
App Design (UI)

I feel **inspired** by the curated, aesthetic feed because my need for **easy accessibility** through a polished design to fuel creativity is met.

Instagram's focus on high-quality imagery and sleek UI makes it a hub for visual inspiration. The platform's layout encourages browsing and discovery of creative ideas. This aesthetic polish supports Instagram's brand identity as aspirational and trendy!

Vanessa De Jesus

ICM512



Algorithm

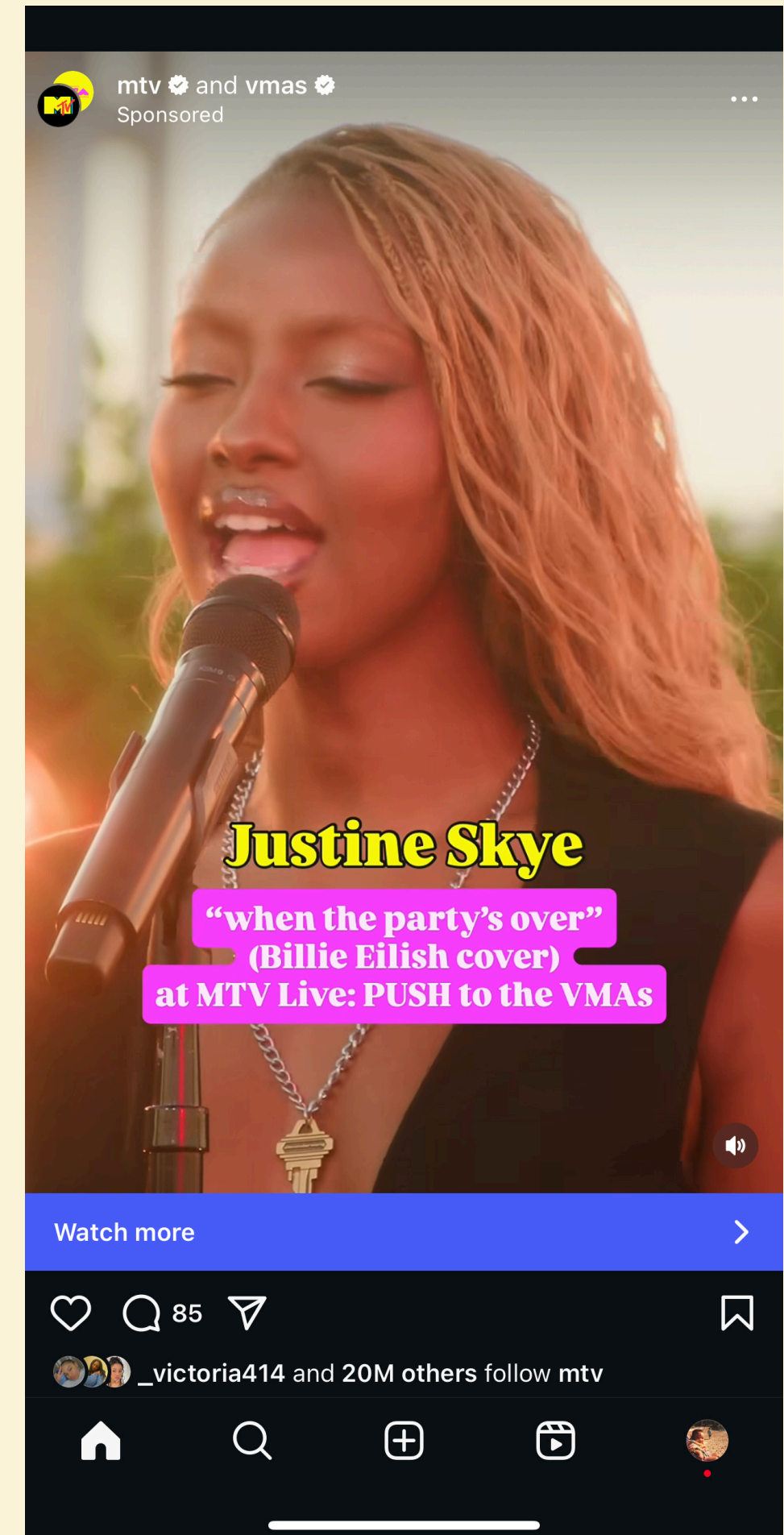
I feel **frustrated** when the algorithm hides posts, as my need for more **control** over what I see is not met.

Instagram's algorithm often prioritizes sponsored or popular content over friends' posts. This creates friction for users who want chronological order or personalized control. Lack of transparency can definitely reduce trust in the platform!

Many times, I end up missing my closer friends' posts completely but will stay up to date with celebrity posts!

Vanessa De Jesus

ICM512

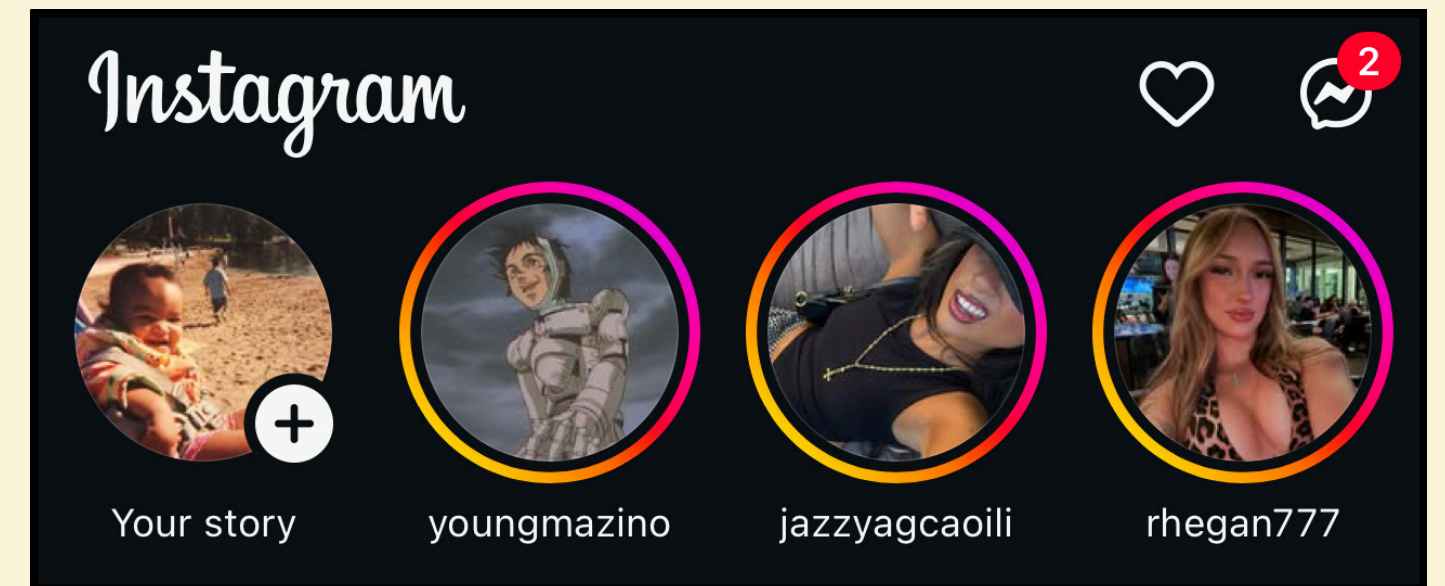


Seamless UI

I feel **drawn in** or **engaged** by the seamless UI of stories and reels, as my need for **easy and immersive features** is met.

The integration of swipe and tap gestures makes Stories and Reels feel natural and fluid. The UX design reduces effort while keeping attention locked in. This intuitive interactivity encourages longer use.

Most of the time, I end up using Stories to catch up with content, as they seamlessly go from one account to the next, keeping me engaged with updates!



Vanessa De Jesus

ICM512

Features

I feel **distracted** when features compete for attention (Reels, Shop, Stories, Feed); I need **clearer prioritization** of functions when scrolling.

Instagram has evolved into a multi-functional app with shopping, messaging, and entertainment all mixed together. While versatile, the UX can feel crowded. Users may not know where to focus, leading to cognitive overload.

This, in time, has definitely drawn me away from the app, as I only want to use for scrolling and catching up, not shopping!



Infinite Scroll

I feel **satisfied** by smooth scrolling and quick loading, as my need for a **smooth performance** for a positive experience is met.

Instagram's performance across devices is one of its strongest UX traits. Content loads quickly even with heavy media, reducing frustration. This ensures users can consume large amounts of content efficiently.

Their infinite scroll feature keeps users engaged with new content, and makes it seem like the app never runs out of things for users to watch.



@scottbelsky on Instagram

Infinite Scroll (negative)

I feel **manipulated** by infinite scrolling, because my need for **freedom** from social media is not met within the app.

The endless feed encourages overconsumption, tapping into psychological triggers like the “variable reward” cycle. This can leave users (especially me!) feeling drained or guilty after long sessions. A healthier design could include reminders or natural stopping points, like TikTok does with their content.

Adding Content

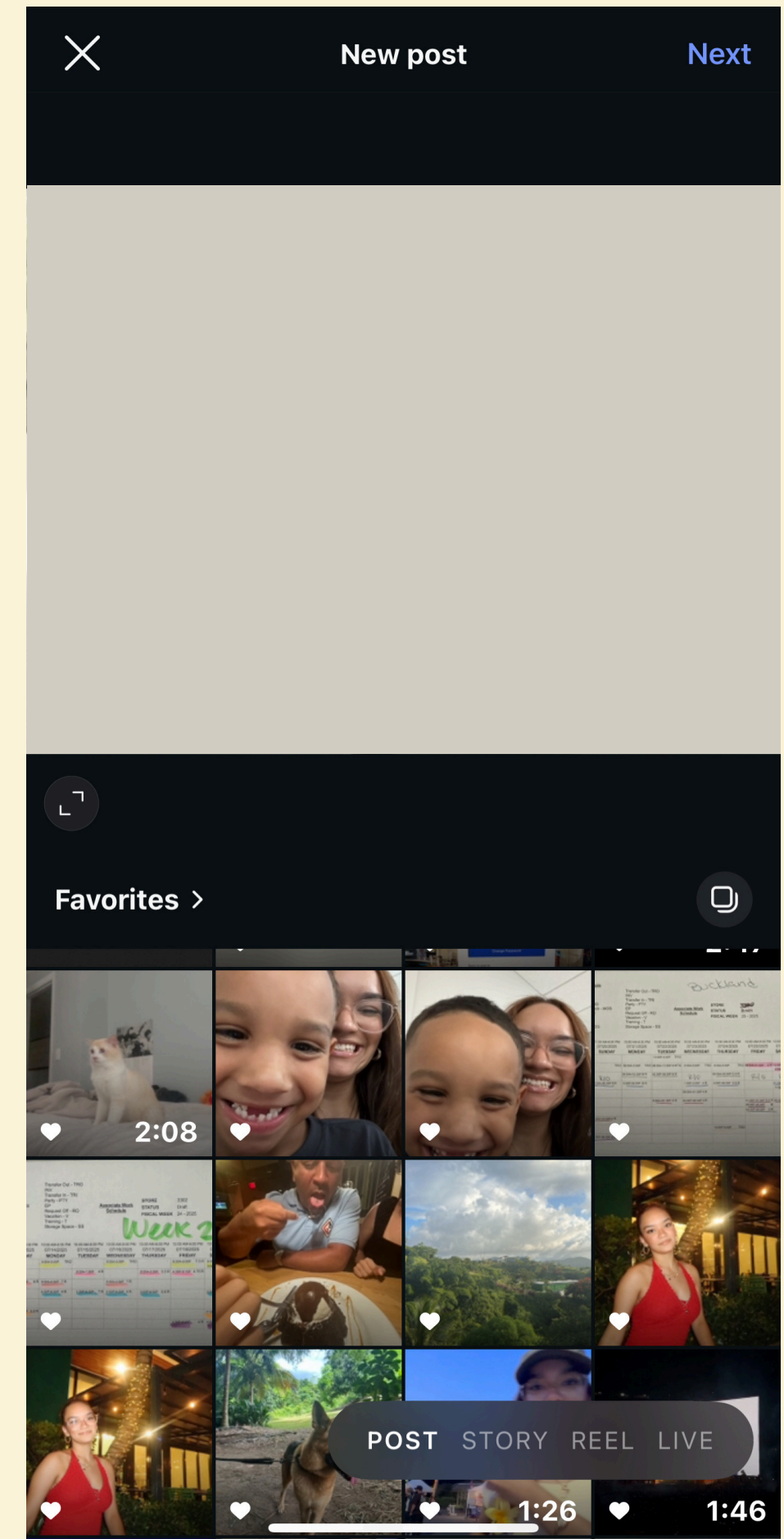
The process of adding content makes me feel **motivated** and **confident** by meeting my need for **easy accessibility** and **clarity** within the app.

When adding your own content to your Instagram, the process is very straightforward and easy to use. The design makes it very easy to cancel posting content as well, if a button is clicked by mistake.

Adding content to Instagram will always make me nervous due to self-perception, but never when it comes to the posting process!

Vanessa De Jesus

ICM512





WEBSITE ANALYSIS

Infinite Scroll

I feel **inspired** by the endless amount of pins, as my need for **discovering** new ideas and interests is met.

Pinterest's grid design supports exploration by surfacing a wide range of content at once. Users can scroll for hours, collecting new inspirations. This aligns with its purpose as a discovery platform.

The app's infinite scroll, similar to Instagram, allows users to scroll for hours, and consume more content with their wider grid space.



@scottbelsky on Instagram

Vanessa De Jesus

ICM512

Layout (UI)

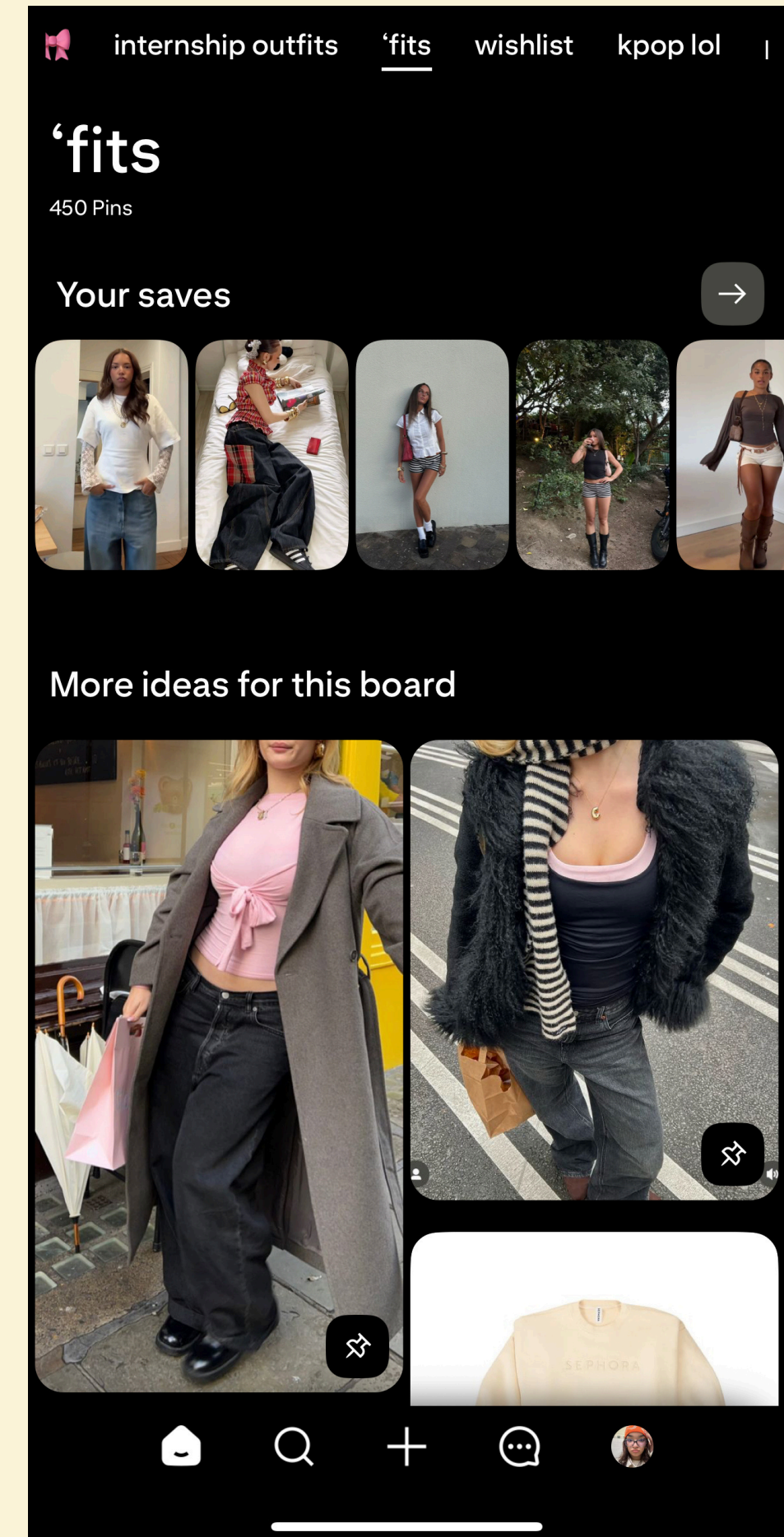
I feel **relieved** by the organized grid layout, because my need for clarity to browse without overwhelm is met.

Unlike Instagram's chaotic mix, Pinterest's structure is visually predictable. Boards and categories guide the browsing experience. This makes UX intuitive and lowers cognitive strain.

Separating pins by boards is also a new feature, and allows users to only look for images pertaining to their specific board.

Vanessa De Jesus

ICM512



Social Interaction, Messaging

I feel **limited** when I want social interaction, as my need for more **social connection** is not met.

Pinterest is designed for self-curation rather than interaction. Users can save and share, but real-time engagement is minimal. This limits the sense of connection compared to Instagram.

More community features beyond saving and liking should be initiated, as no one really looks to Pinterest to share or interact with pins.



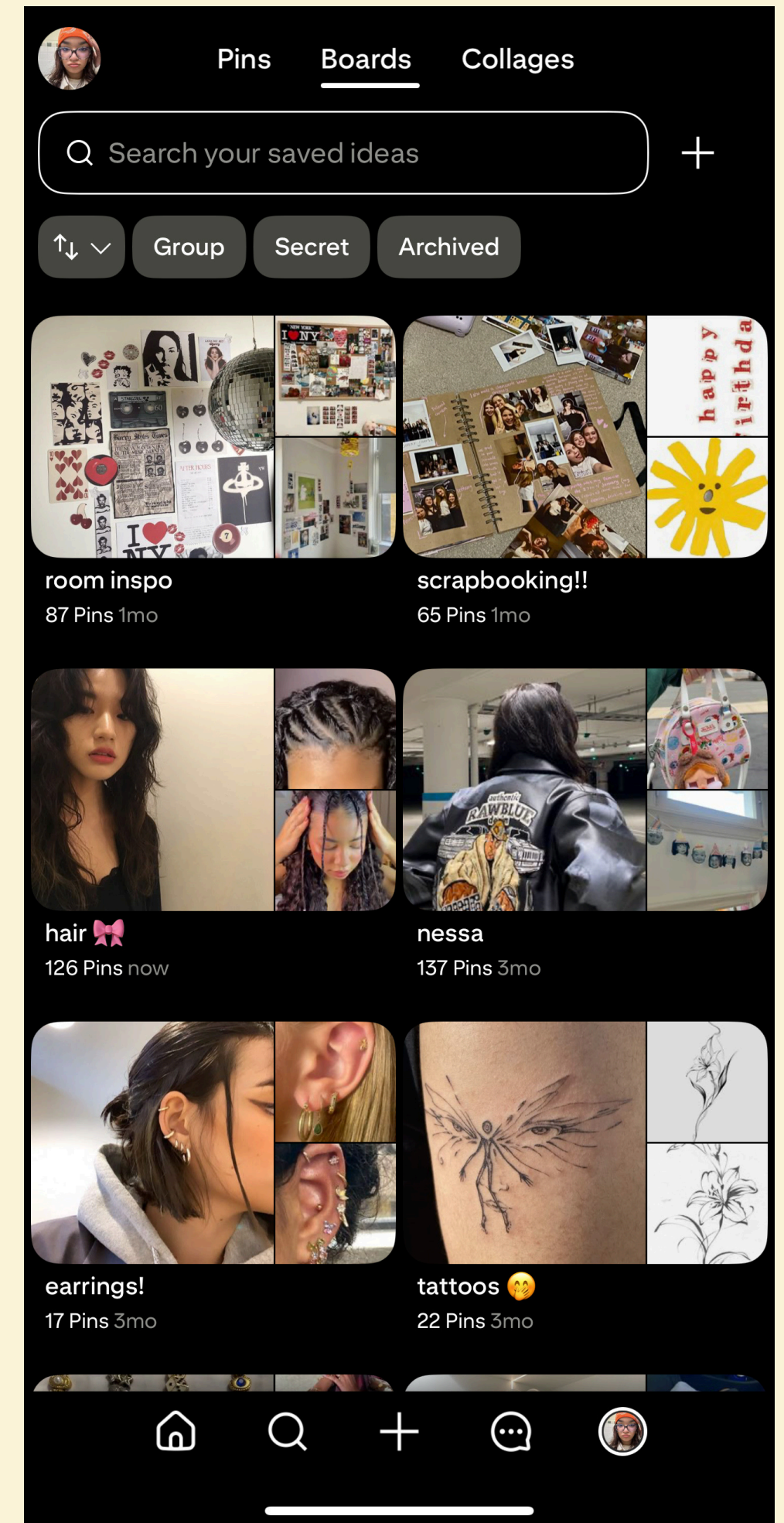
Customizable Boards

I feel **empowered** by customizable boards, as my need for control over my selected content is met.

Pinterest's strongest UX feature is giving users complete control over how they save and categorize content. Boards can be personal, collaborative, or thematic. This customization strengthens the sense of ownership.

Vanessa De Jesus

ICM512



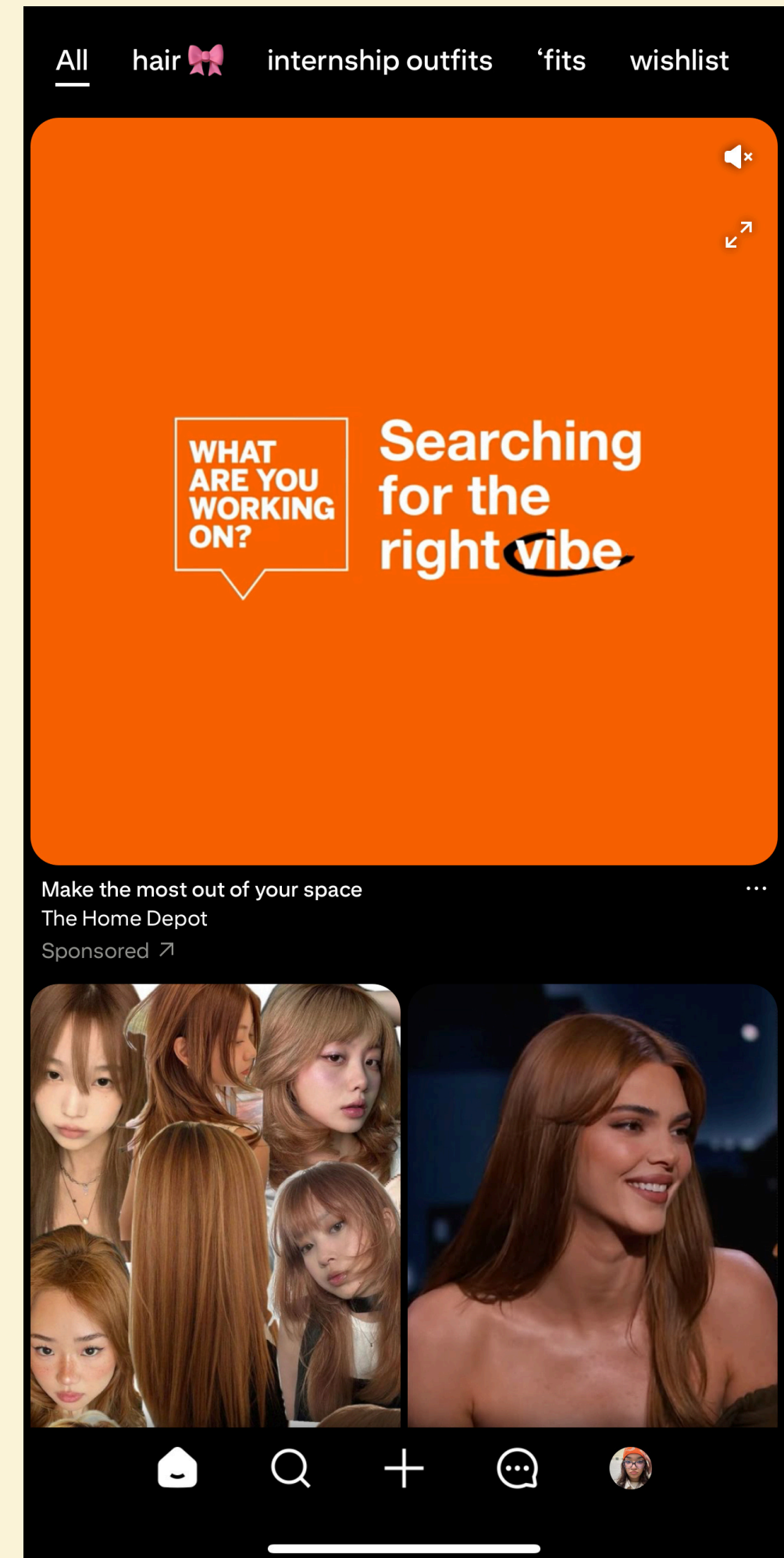
Irrelevant Advertisements

I feel **distracted** by repetitive or irrelevant advertisements, as my need for **uninterrupted scrolling** is not met.

While personalization exists, Pinterest's algorithm can repeat content or push unrelated ideas or advertisements. This interrupts flow and makes discovery less exciting. Smarter filtering would keep users more engaged!

Vanessa De Jesus

ICM512



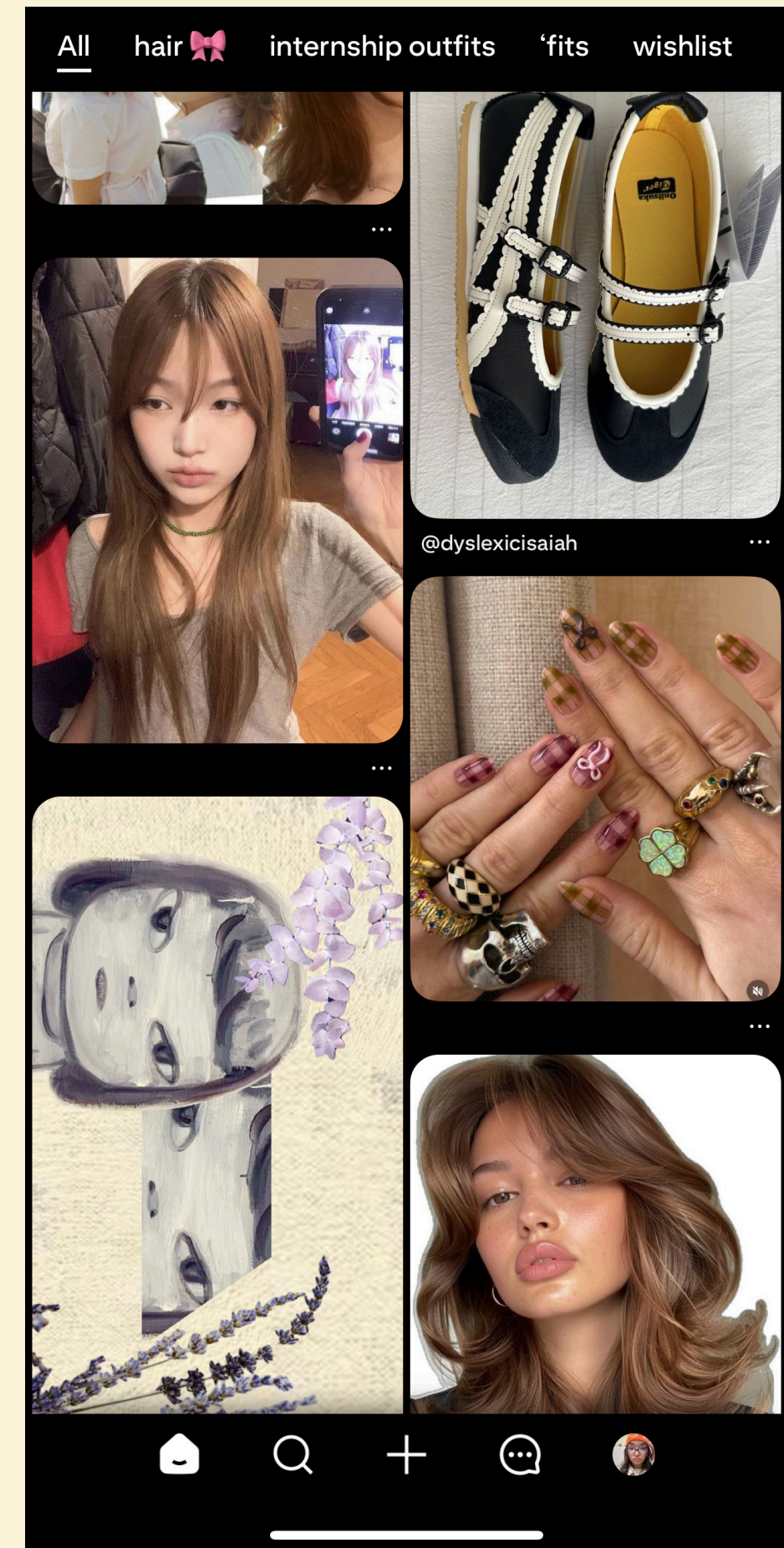
Design (UI)

I feel **pleased** and **relieved** with the minimalist UI, as I need this **simplicity** to focus on imagery.

Pinterest's design avoids overwhelming the user with clutter. Clean white or dark space (depending on the users settings) and simple icons keep attention on visuals. This calm aesthetic improves usability, and keep users engaged with their content!

Vanessa De Jesus

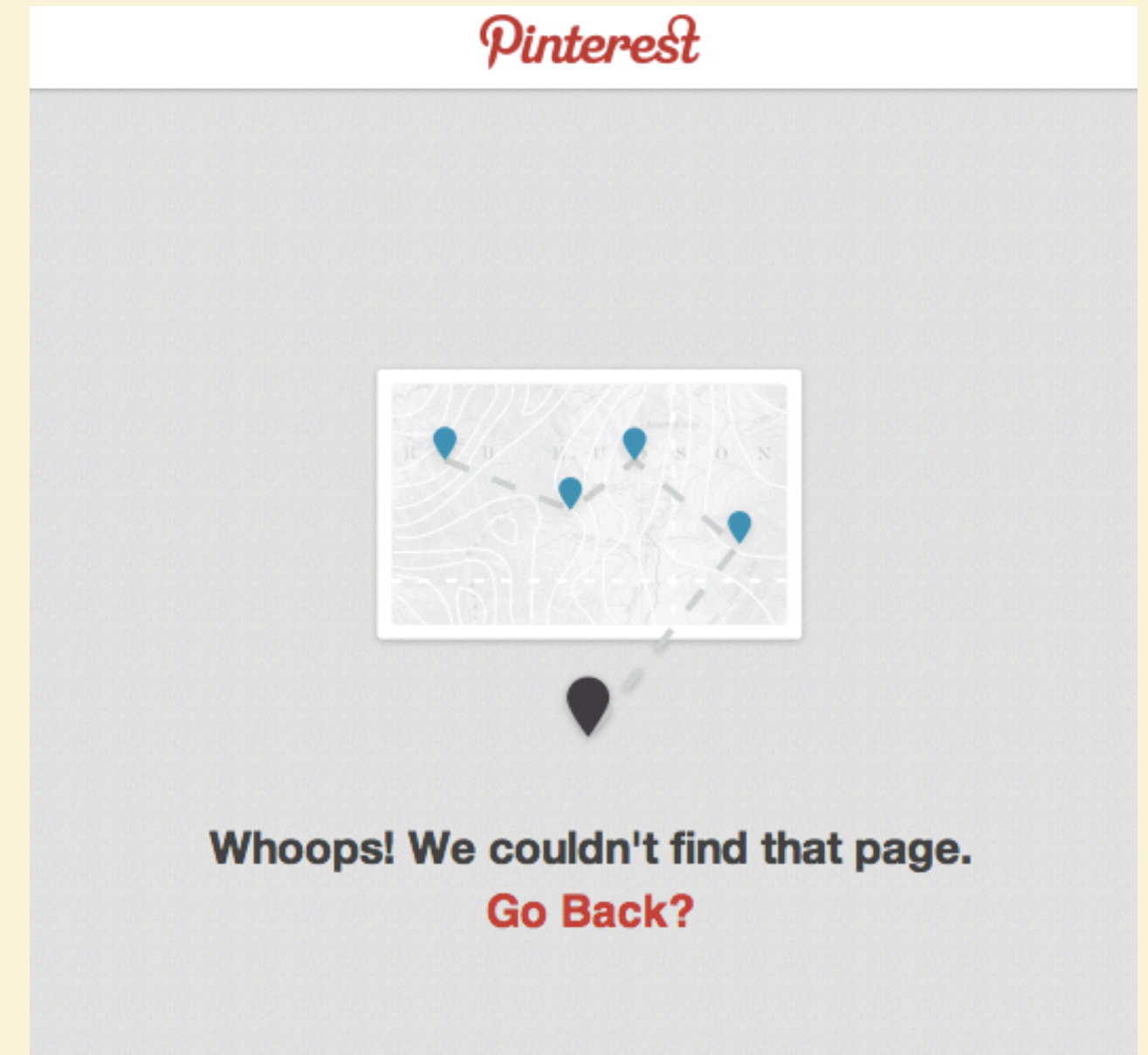
ICM512



Broken Links

I feel **frustrated** when some links don't load or lead to spammy sites, as I need **reliability** when following pins!

A major UX issue on Pinterest is broken links or misleading pins. This may happen when pins are deleted, but still show up on one's discovery board. Users expect valuable sources but may end up disappointed. This can erode trust in the platform!



Algorithm

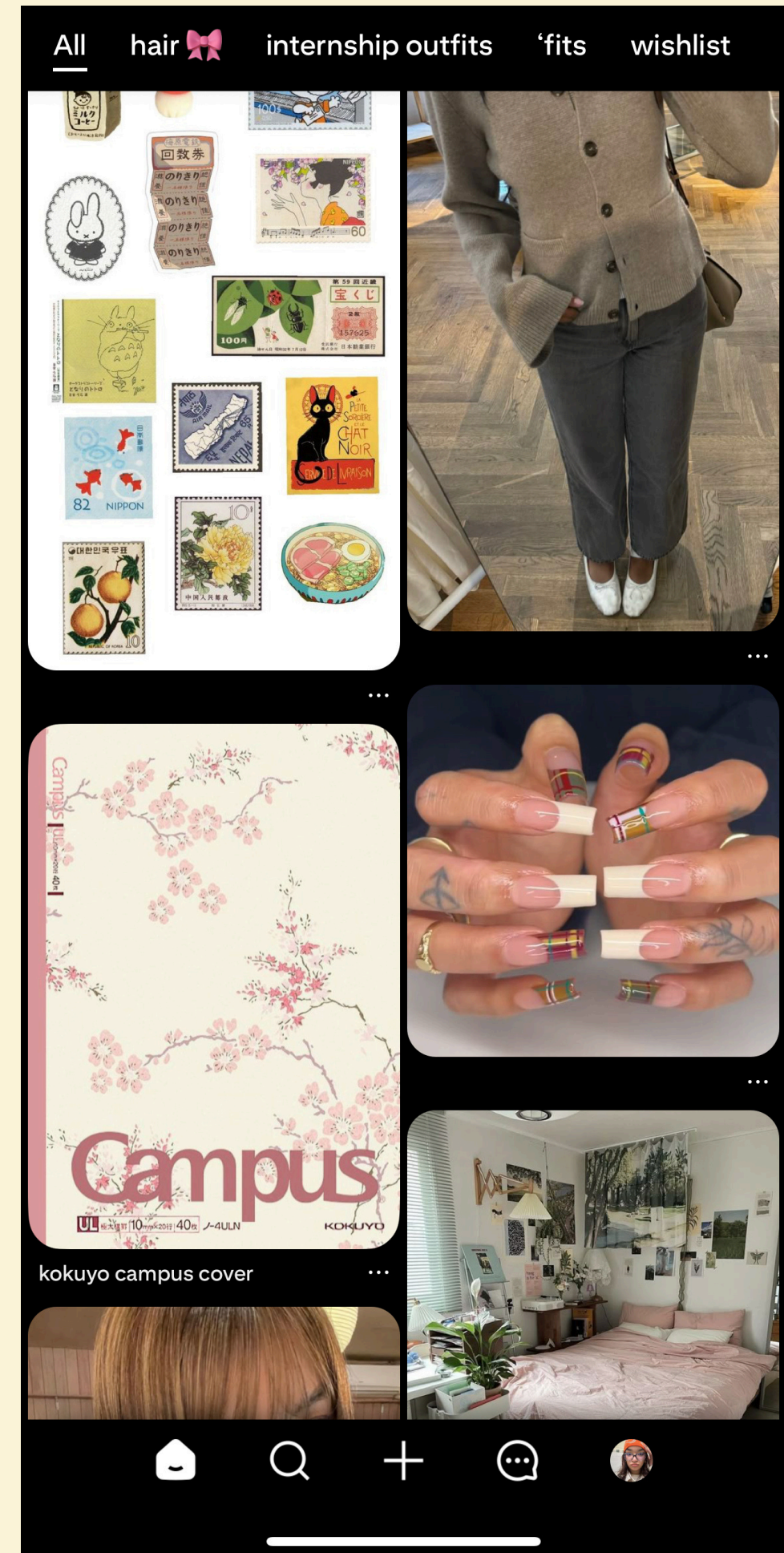
I feel **motivated** and sometimes **shocked** by Pinterest's personalized feeds, as my need for **efficiency** when browsing is definitely met!

Pinterest does very well with surfacing content tied to past searches and saves. This accelerates the discovery process. A personalized feed saves users time and keeps them returning.

My Pinterest is incredibly accurate with filtering my interests!

Vanessa De Jesus

ICM512



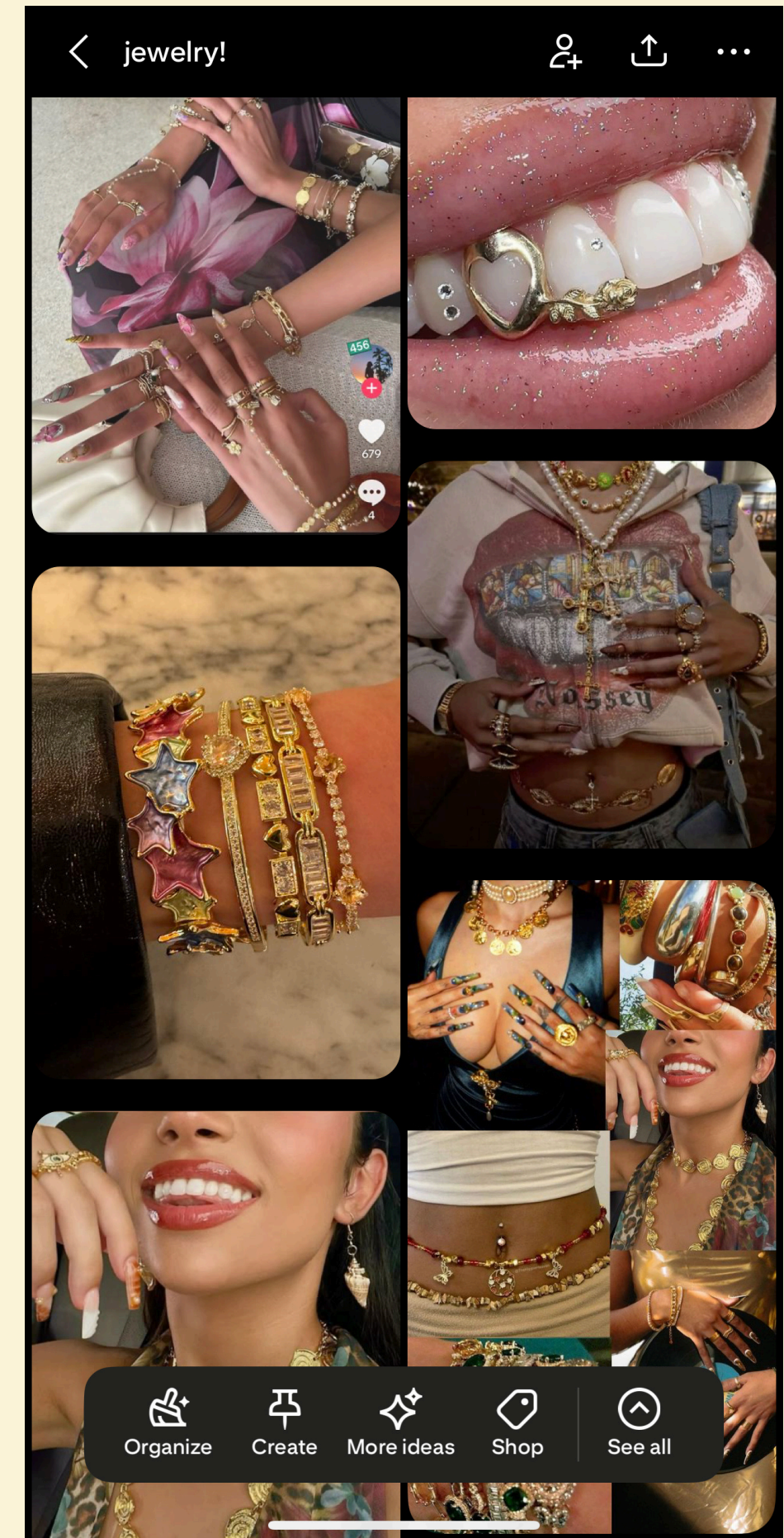
Solely Images

I sometimes feel **bored** by static images compared to Instagram's interactive reels, as my need for more **interactive** content is not met.

Pinterest relies heavily on static imagery, which feels less dynamic. Video content exists but is less integrated than Instagram's. More interactive media, such as polls or stories, could increase engagement among users!

Vanessa De Jesus

ICM512



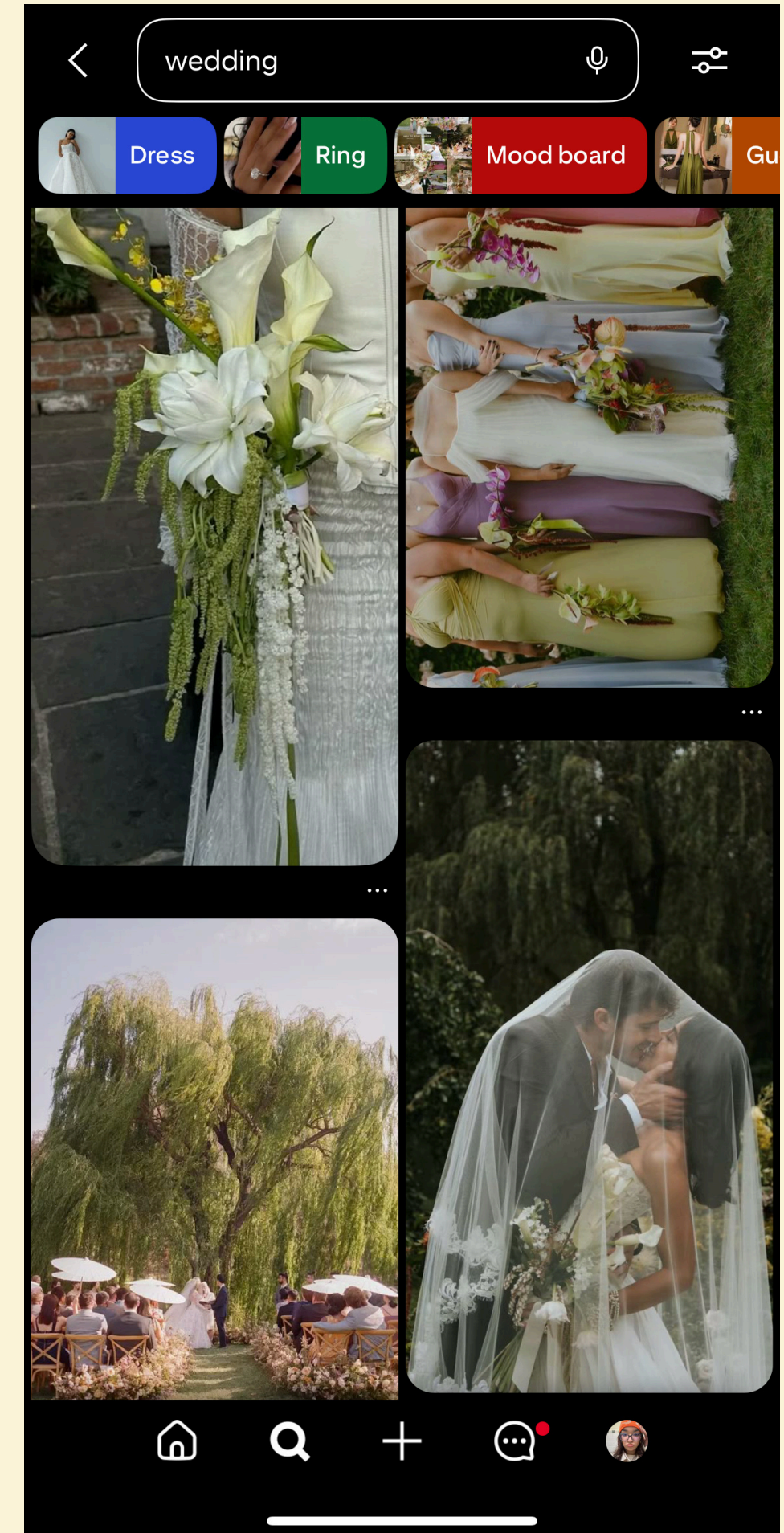
Search & Filter Tools

I feel **satisfied** that search and filter tools are intuitive, as my need for high functionality within the app is met.

Pinterest's search is highly functional, letting users filter by type, style, or theme. This supports goal-driven exploration (e.g., planning a wedding or redecorating), and is one of Pinterest's strongest UX differentiators from other apps!

Vanessa De Jesus

ICM512



Conclusion

Through an in-depth analysis of both Instagram and Pinterest, I found that Instagram simply kept me more engaged than Pinterest through more interactive media and direct messaging. Through Stories and other strong features, Instagram made it easier for social connection compared to Pinterest, who mainly uses static imagery and inspiration images. While Instagram and Pinterest both thrive as visual platforms, their approaches to UX and UI highlight very different user priorities. Instagram emphasizes social connection and engagement through sleek, interactive features, but this often comes at the cost of clutter and distraction. Pinterest, by contrast, focuses on organization and discovery, offering a cleaner, more functional experience but with less social depth. Together, they illustrate how design choices shape not only how users interact with a platform, but also how they feel while using it.

Vanessa De Jesus

ICM512