



Piper, 30



HAPPY



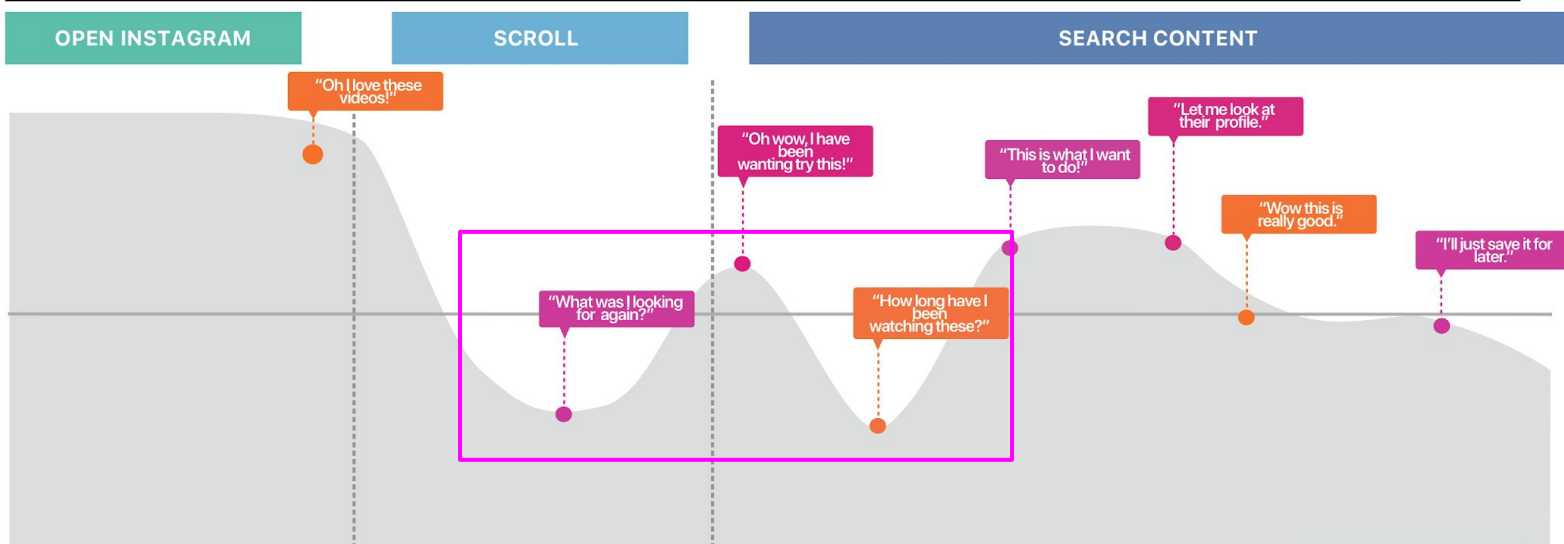
SAD

## SCENARIO

Piper is on Instagram to find inspiration for her portfolio.

## EXPECTATIONS

Piper is hoping to find inspirational photos to help guide her next project.



## ACTIONS

- Opens Instagram
  - The first post on her feed is a video from her favorite profile.
  - Continues to scroll through her feed
  - Doesn't comment on any post
  - After 15 minutes clicks search icon
- Before she enters her search, she notices a tutorial video she's been wanting to try.
- Watches that video and more multiple due to autoplay
- Enters specific topic hashtag in the search field
- Finds the inspirational photo
- Clicks on artist profile
- Scrolls through the profile
- Saves the photo for later
- Exits app

## OPPORTUNITIES

- Filter content quickly before getting distracted
- Eliminate explore portion and leave the search bar, to avoid distractions
- Find a way to connect that artist profile to other inspirational content