In this document we'll go over:
- App Preview
- Targeted Audience
- Design Guidelines (UX & UI)
- Screens + Wireframes
- Inspiration for your design

● **App Preview**

Let's call our app "**IGTracker**" just to make things easier.
IGTracker goal is very straightforward and simple.
IGTracker is advanced Instagram analytics and tracking tool designed for aspiring influencers, businesses, and professionals looking to optimize and grow their Instagram page.
With **IGTracker** for Instagram, you can find who unfollowed you on Instagram, who is not following you back, track new followers, and more…
Full list of Insights:

Homepage	Audience	Engagement
New followers	Most engaged	Photos: Most engagement, last 7 days
Lost followers	Most Talkative	Photos: Most engagement, last 30 days
New followings	Seasoned Instagram Users	Photos: Most engagement, all time
Mutual	Newest Instagram Users	Videos: Most engagement, last 7 days
Not following me back	Users I engage, but don't follow	Videos: Most engagement, last 30 days
I'm not following back	Admirers	Videos: Most engagement, all time
Deleted comments	My earliest followers	Closest to me (geolocation)
Deleted likes	Users I've unfollowed	Farthest from me
		Ghost followers
		Least likes given
		Least comments left

● <u>Audience</u>

The audience of **IGTracker** is **VERY** specific.
The users who eventually going to use the app, are **[Teens from USA](#)**,
[Aged between 13-25](#).
We are talking about the main audience of **Instagram, Snapchat, musical.ly, houseparty (check those app over the App Store)** etc.
They are **constantly** on their **iPhones** and they are used to the operation system. It's like a **second language** to them.
They **LOVE** Interactions and Gestures - Swiping, Pinching, Expanding, Animations, all of those are completely natural to them. That's the things they are used too.
Tho, between menus (i.e when pushing navigation or presenting a view), It should be easy to understand how to go back, not based only on interaction (actual button needed - basic UX.

● <u>Design Guidelines (UI + UX)</u>

IGTracker is going to release only for **iOS** platform. Due to this reason, you are going to use **[iOS 11](#)** design guidelines when you are prototyping.
Moreover, you are aiming for **white/negative space clean** design, with **bold fonts and emojis** (Inspired by **Snapchat**).
[All across the app, the background is going to be White.](#)
The design across ALL the app will be San Francisco Font.
The app should be **organized**, **spaced**, **easy to read with contrast colors**, with the **minimalist** approach you can possible take.
Every element in any screen you'll design must be **mandatory** either for UI or UX reason.
[Important](#):
Although you are designing with iOS 11 inspiration, It's critical that there will be interactions and animation (backed by UX logic), due to the fact that our **audience** is **teens** who has standards from other apps they are constantly using. Focus on **young designs** and **not only** functional design.

● <u>Screens + Wireframes</u>

In general we have 3 screens:

Tabs screens:

- Dashboard screen
- 'Posts'/'Audience' screen - same design for both, only with different data
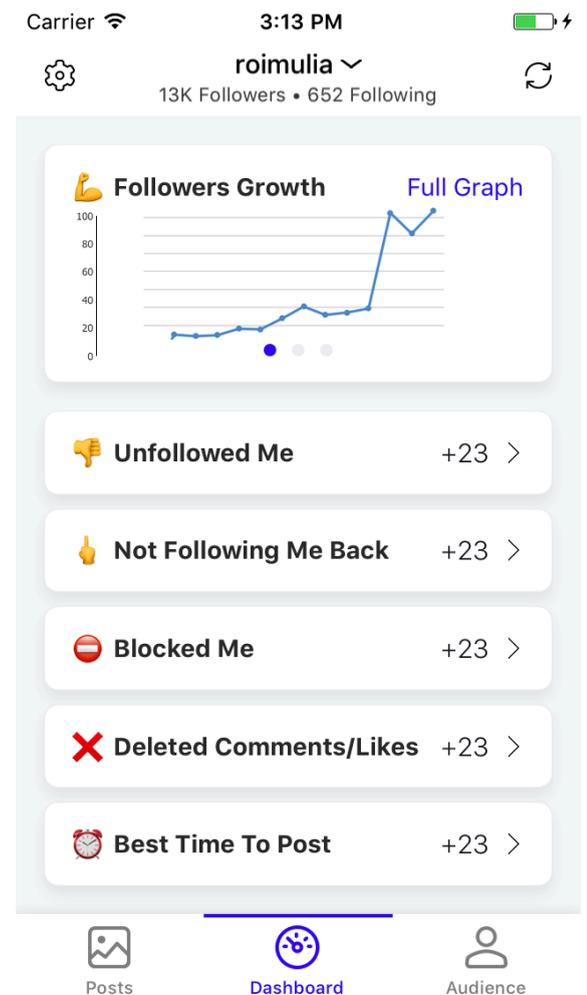- Inner analytics screen - Nested screen after 'Posts'/'Audience' screen, displaying the requested information

<u>Dashboard (The most important screen 🐵):</u>

<u>Screen purpose:</u> Basically after the users logs in, This is the first screen he see's. In this screen we **summarize** the MAIN information the users need. **<u>It's not scrollable screen.</u>** We are showing fixed number of mandatory items, to give the user the feel of control on what is going happening with is account analytics, **on a high level**.

<u>UI Component needed to be seen (In general, no specific order):</u>

1) **'Settings'** and **'Refresh'** buttons icons.
2) Current logged in account **user name**, with an **arrow** next to it - in case he want's to add more accounts.
3) **Number of Followers & Following** of the current account + **user profile picture** (**<u>optional</u>**, if there enough space)

1-2 should be (in my opinion) integrated inside the Navigation Bar. Would be great if 3 could somehow integrated there as well.

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⚙️	roimulia ⌄ 13K Followers • 652 Following	🔄

💪 **Followers Growth**   Full Graph

👎 Unfollowed Me   +23 >

👆 Not Following Me Back   +23 >

⛔ Blocked Me   +23 >

❌ Deleted Comments/Likes +23 >

⏰ Best Time To Post   +23 >
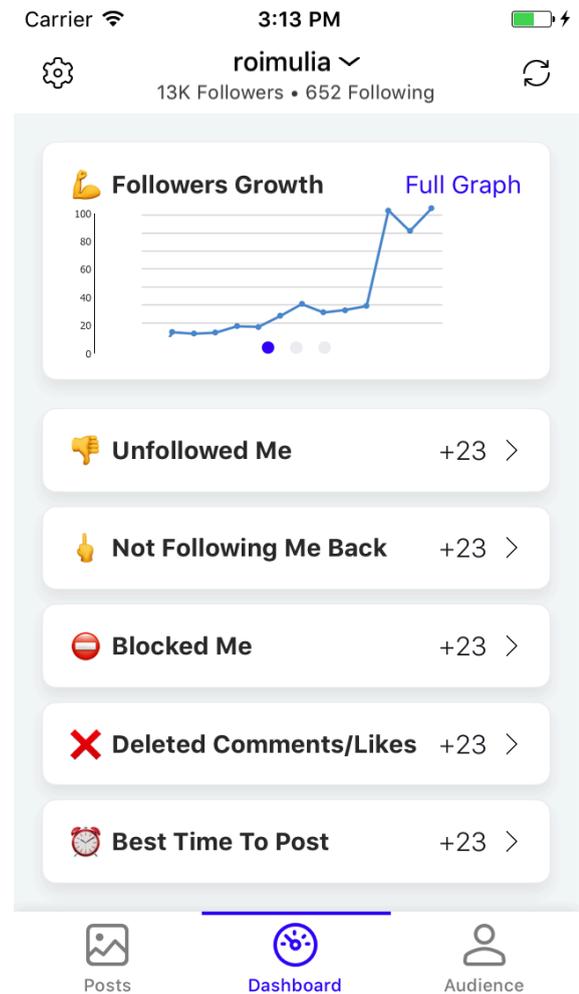
🖼️ Posts   ◉ Dashboard   👤 Audience

4) **Graph** view. This view will contain:
- **Title (including emoji)**.
- **Button or other indicator to go full-screen/advanced mode (Full Graph)**.
- The **Graph** itself (lines + scale etc')
- **Page Control to switch between graphs** - Using Swipe the user can change the graph content. Example : **https://goo.gl/2W3vdc**

5) We should have between **5-8** information cards. Each of those has:
- **Title (including emoji)**.
- **Number of increasing/decreasing stats (+2 followers, -3 following). Including actual sign/arrow (+/-/up arrow/down arrow)**
- **Small arrow button indicator (>) that gives the user understandment this card could be expanded (seeing full/more information)**.

More screens at the next page

Carrier 📶   3:13 PM

⚙️   roimulia ⌄   🔄
13K Followers • 652 Following

💪 **Followers Growth**   Full Graph
100
80
60
40
20
0

👎 **Unfollowed Me**   +23 >

👆 **Not Following Me Back**   +23 >

⛔ **Blocked Me**   +23 >

❌ **Deleted Comments/Likes**   +23 >

⏰ **Best Time To Post**   +23 >

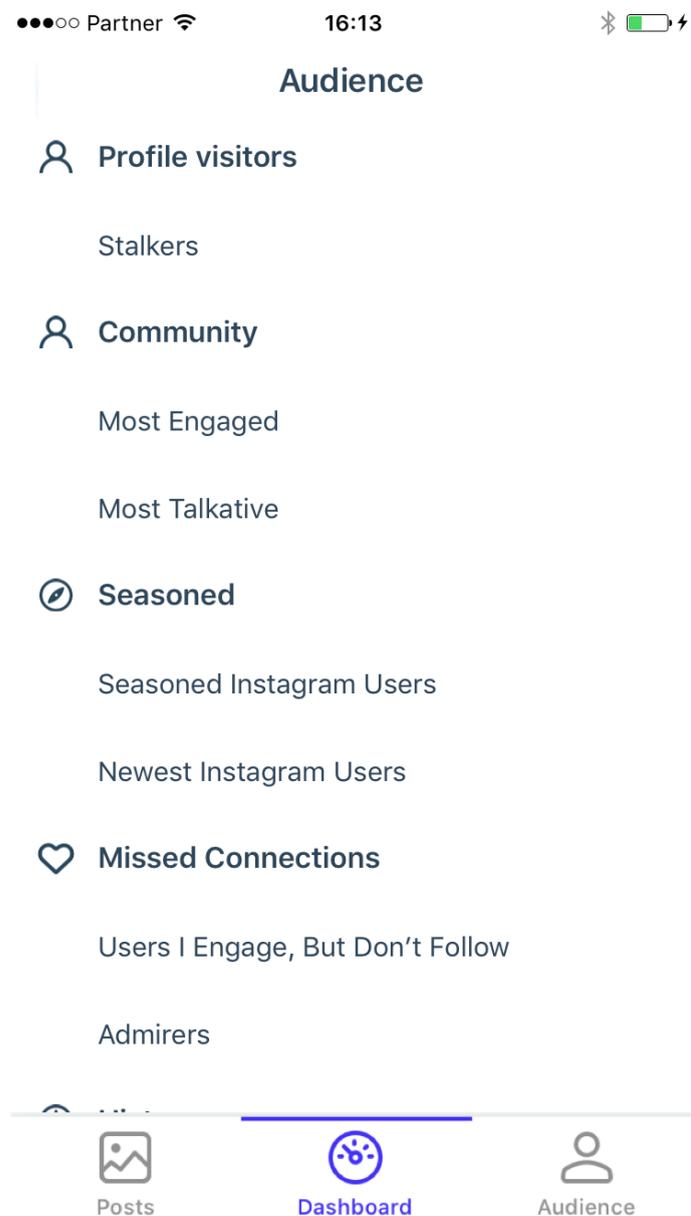🖼️ Posts   🎛️ **Dashboard**   👤 Audience

'Posts'/'Audience' screen:

Screen purpose: This screen will have a list of "insights"/"analytics" **about the Tab the user just tapped**(either **'Posts'** or **'Audience'**) that the user can access. It's basically a **Scroll View** that shows the available data options we provide. You can switch to this screen using the Tab Bar, clicking **'Posts'** or **'Audience' Tab** (same screen basically only with different data).

Features needed to be seen (In general, no specific order):

 The Navigation Bar **Title** will contain the current selected Tab Name ('Posts'/'Audience').
List of actions cards **(the category headers are not Tappable, only the action cards**) the user can tap on, in order to learn more about his account. When pressing one of the actions, it'll take him to the next screen in our list.
This screen is Scrollable view, due to the fact we can have many actions at this lists.
Using emojis is preferred over icons if possible.

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Audience

👤 **Profile visitors**

　　Stalkers

👤 **Community**

　　Most Engaged

　　Most Talkative

🧭 **Seasoned**

　　Seasoned Instagram Users

　　Newest Instagram Users

♡ **Missed Connections**

　　Users I Engage, But Don't Follow

　　Admirers

　🖼　　　　　🌀　　　　　👤
　Posts　　　Dashboard　　Audience

More screens at the next page

Inner analytics screen (nested screen after clicking the previous screen):

Screen purpose: This screen will display the information the user just tapped. It's basically a **Scroll View** that shows list of the requested information by the user.

Features needed to be seen (In general, no specific order):

Basically a Listview (Scrollable) of the needed action. In the below example, our user tapped on 'Best Followers' action(from the previous screen). As a result, we are showing him list of Users who gave him the highest amount of likes & comments. For each user displayed in the list view, we are showing the:

- Name of the User
- If he is following me or not
- The amount of the likes & comments he gave me.

We can have more cases, showing top Images etc'. But it's basically same screen with different data.