

Custom characters in Instagram Bio

Austin Mosley

Audience Needs Assessment

Scenario 1: Many people use their Instagram accounts to be social media influencers or to help business engagement. When they go to edit their bio on Instagram, they realize that only the usual keyboard options are available, even if you have alternate characters downloaded through another app. This is weird because they have seen other influencers or business pages utilize a different set of characters not accessible by the regular phone keyboard. The way to go around this is by accessing these alternate characters through a third party website. The reason people want to do this most of the time is to stand out from the standard, boring looking bios. It also, if used properly, can allow the user's page to look more professional and increase traffic on their page. Most of the people who are looking to use these custom characters in their bio are social media influencers, marketers, business owners or athletes. This demographic can be males or females, usually from the age of 16 to about 40. In this scenario, the users would probably want a concise and straight to the point answer because they are already more familiar with using their social media for business purposes and are already somewhat technologically savvy.

Scenario 2: People these days want to be "trendy" and "cool". In this scenario, users are using custom characters in their Instagram bio to look "cool" and not to look more professional. For example, a lot of the middle/high school kids I coach have different emojis in their bio's that can't be found in the regular phone keyboard. I've seen them use a funny face emoji or weirdly shaped letters. An example that I saw just the other day was when a kid replaced a regular "e" with a backwards one when spelling the school they attended. I also know adults who do this because they don't care if their social media looks professional, because they choose to be on private so only their family/friends can have access to it. Users like this may need the steps to be explained more in-depth because the process is dependent upon knowing how to navigate multiple sites and apps at once. Despite this, it isn't that difficult and most regular Instagram users would have enough of an understanding to figure it out.

Instructions

Scenario 1

How to utilize custom characters within Instagram bio to increase engagement

These instructions will show social media influencers using the Iphone how to leverage the use of custom characters in their bio to differentiate themselves from competitors and increase engagement or business traffic. The process can be completed in seconds by those who are technically savvy, but the time it takes is dependent on how much the user wants to customize their bio.

Steps

1. Open Safari, Notes, and Instagram.
2. Navigate to coolsymbol.com on Safari.
3. Copy and Paste the symbols you want into a blank page of notes.
4. Make it look aesthetic how you want within the Notes page.
5. Click the export button at the top right of the screen. Copy the whole page.
6. Click edit bio on Instagram. Paste the content from Notes into bio.
7. Submit changes and make sure it formatted the way you wanted.
8. Send to friends and family to get second opinions.
9. Track increase/decrease in engagement.
10. Make changes accordingly.

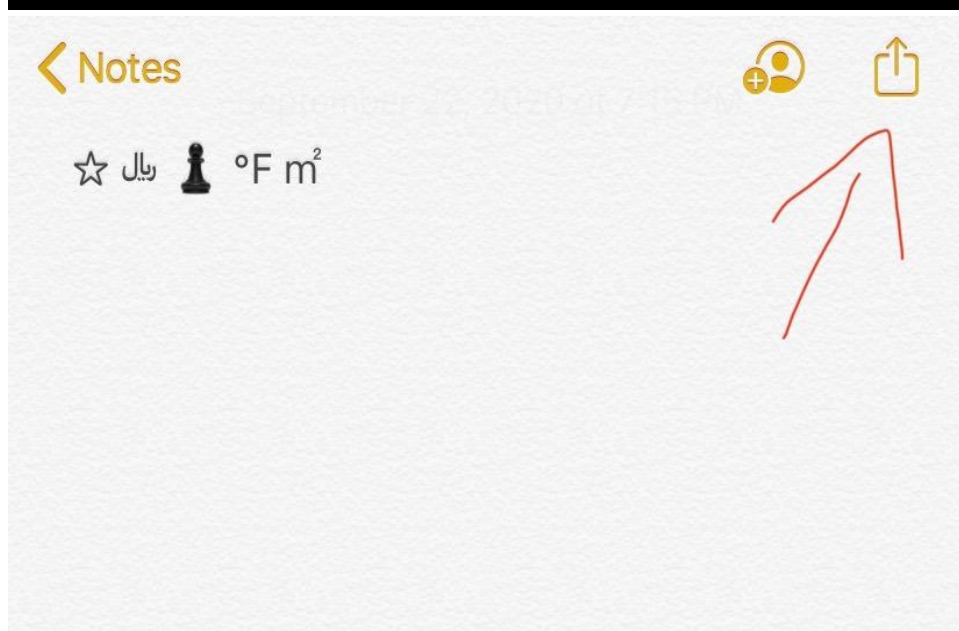
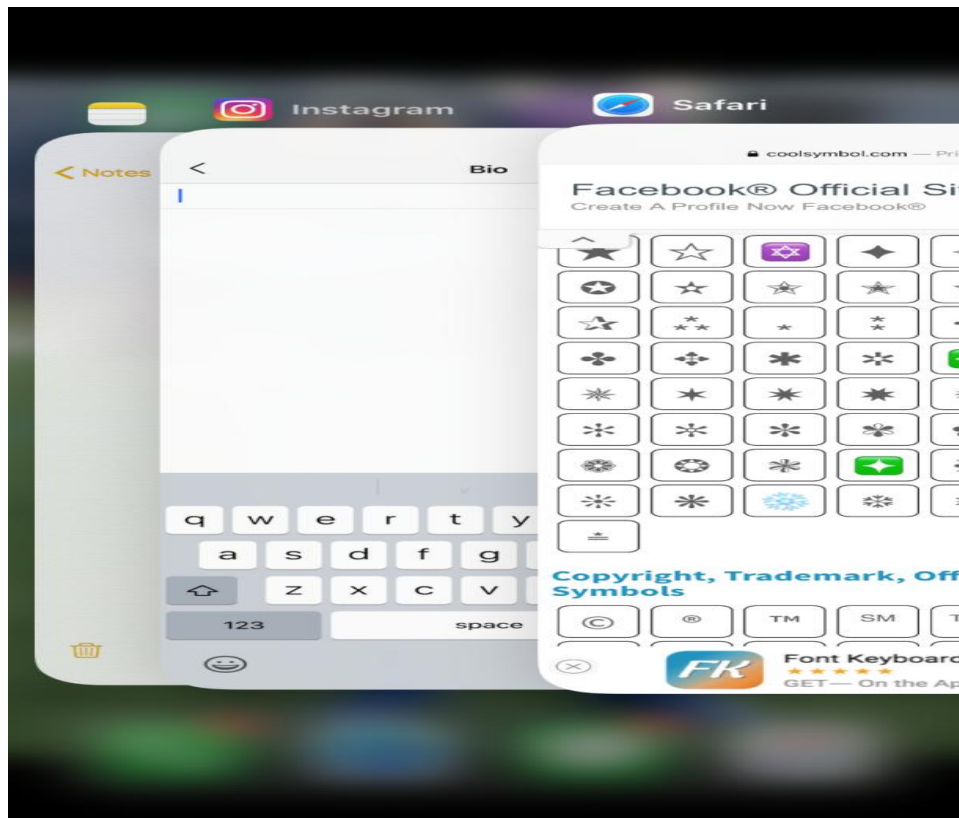
Scenario 2

How to get custom characters in Instagram Bio

These instructions will explain to Iphone users how to insert custom characters into Instagram bio that aren't accessible via the regular phone keyboard. For some people, this process will only take a few minutes, but that will vary depending on the user's familiarity with their phone's settings.

1. Open Instagram, Notes and Internet Browser on smartphone.
2. In Instagram, go to your profile and click edit profile. Click and open the bio section.
3. Navigate to the Internet Browser while also leaving the other two apps open in the background.
4. Go to coolsymbol.com. Find the character you want and hold your finger down on the figure. Click the button once it prompts you.
5. Switch back to the notes app. Make sure you are starting on a new empty page. Tap the screen in the spot where you want to place the character. A paste option will pop-up, click it.
6. Repeat this to get the desired number of custom characters where you want them.

7. At the top right corner of the Note Page, there is an export button. Click it, then click copy to highlight everything as a whole.
8. Navigate back to the Instagram app where the bio is already opened for editing.
9. Double tap the screen and Paste the content that you copied from notes.
10. Click done in the top right corner. Make sure to check that it came out the way you wanted it to as issues with improper spacing are possible. You now are ready to add custom characters into your Instagram Bio whenever you want.



Reflection

These sets of instructions had some stark differences as they were specifically designed to speak to different audiences, who have differing knowledge of how to use technology as well as different motives. When speaking to the social media influencers I was much more concise and assumed they had a basic knowledge of how to navigate between apps and Copy & Paste. For the more basic users, I outlined more step by step because one little mistake could cause everything to not work, breeding frustration by users. The title's featured slight differences. In scenario 1, I used the language, "utilize...to increase engagement." This is important because it catches their eye as this is most likely why they'd want to use a custom character bio. In scenario 2, where I pictured myself explaining it to younger kids or adults that are less technically sound, I used the words "get custom characters", because they most likely aren't doing it for business reasons and more so just to look cool. This is also present in the short introductions I put before Step 1 of each instructions. Being that Audience 1 was much more experienced customizing their social media for business purposes, they would most likely be able to easier understand terminology and less fluffy directions. Audience 2 tailored toward more generic Iphone users who got tired of their boring bio. If I assumed they went into the process knowing anything, I could not account for someone's lack of experience causing them to get confused.

Another aspect that I played close attention to was clarity. This is because I realize that when giving instructions for someone to follow on their phone, it can get very technical because the way they see/use their phone may differ greatly from other people. In Scenario 2, it was important to use language that all Iphone users would be able to comprehend and apply. It needed to be a little more step by step detailed as there were mini-steps within steps. In Scenario 1 though, I was able to assume they had a better understanding of how to navigate the necessary apps and pay attention to detail. I found it would be more beneficial to add photos for Audience 2 as some Iphone users would have an easier time understanding that than technical wording. I decided not to add photos for Audience 1 as most would deem that to be unnecessary and extra.

Overall, the end result for both Scenarios is the same, but the reasoning for wanting to do so differs greatly. No safety warnings were necessary in either, and it was obvious what materials you needed from the intro and all the necessary apps come pre-downloaded on the phone. The information presented in both scenarios are correct, despite differing in languages. I know they are both correct because I have explained it in both ways to people in real life, and they were always able to get a successful end result. Scenario 2 was more comprehensive because it took into account people's lack of context due to not having the experience of doing something like this before. Therefore, I had to spell out every little aspect more than the other. Despite having less fluff, those who Scenario 1 was tailored to, would not have a problem comprehending the directions.