

CONTRASTING INSTRUCTIONS

SAMMY MOTTO

Scenario 1: *I'm a college student who lives at home with their mom. My mom is a part of Generation X, so she has some sort of technological knowledge. She is into Instagram. She loves seeing pictures of her kids, grandchildren, friends, etc. Recently, I posted a story to Instagram Stories. I also put some stickers on the photo. She loved it. She has been asking me how to post a story to her Instagram and more specifically, how to place stickers on the photo. She wants to post a picture of her grandson in his Mickey Mouse pajamas. She wants a sticker of Mickey Mouse in the corner of the picture. My mom understands the basics of Instagram. She knows how to post a photo and how to use Instagram as a whole. She knows what stories are and how to post one, but she doesn't know how to add stickers. She is a fast learner. If you show her or walk her through how to complete a task, she will get the hang of it quickly. She needs clear instructions, with specific details. She is also a visual learner who likes graphics to help her know what to click on. She owns an Iphone.*

Scenario 2: *I'm an employee for Instagram. The app has been around for a few years and the company decided to add a new feature: Instagram stories. Similar to Snapchat, individuals can now post stories on their Instagram account. The story can be viewed for 24 hours and we can see who is viewing it. However, Instagram wants to kick it up a notch and allow individuals to edit their stories with stickers. Instagram is mainly for millennials and Generation X individuals. These generations grew up with technology and understand it really well. They are fast learners, and creative. They love editing their photos to make them look as good as they can, so they can post for their friends to see. Most individuals care about their reputation on this app and want to show off their skills. To them, posting stickers to their photos, is exciting. My job as an employee is to write a set of instructions on how to add stickers to a photo using an Iphone. These instructions will need to be short and sweet, as this generation does not fully read instructions. On top of that, they know what they are doing and the basic steps to get to the new feature, so it should not be a problem for them.*

INSTRUCTIONS

Scenario 1: How to Post an Instagram Story and Include Stickers

Step 1: Open your phone and find where the Instagram app is located.

Step 2: Once you find Instagram, click on it to open the app.

Step 3: Click on your avatar to open the Instagram camera feature.

- *At the very top of Instagram, you will see a row of circles with your friends' name under. To the far left, there will be your avatar. Under the avatar it will say "Your Story"*
- *In the bottom left corner, there will be a small graphic. It is a square with a mountain and a small sun.*

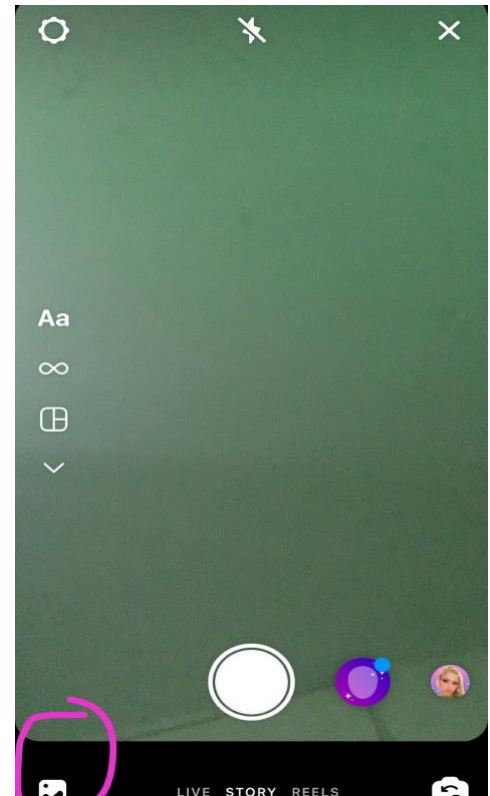
Step 4: Click on the graphic to open your photos in your camera roll.

- *See the graphic to the right. The purple circle shows what you will click on*

Step 5: Click on the photo that you want to add to your story. The picture will appear.

Step 6: : Click on the sticker graphic.

- *Helpful hint* At the top right, there are five different graphics that can be clicked. To add stickers, you will click the 3rd graphic. It is a little square with a smiley face and it is starting to peel (like a sticker).*
- *See image below. The purple circle is what you will click.*



Step 6, Figure 1

Step 7: After clicking on the sticker, you will see a variety of stickers to choose from. Choose any sticker you want.

- *At the top, there is a search bar to search for something specific. If you want to search for something specific, you type it in the search bar. For example, if we type in Mickey Mouse, we will see images of Mickey Mouse.*

Step 8: Click what sticker you want. When you click it, it will bring you back to your photo and the sticker will be in the center.

Step 9: Place your finger on the sticker and hold and drag with your finger to move it to a spot you desire.

- *You can also increase the image size by pinching it with two fingers and stretching or squeezing them together.*

Step 10: When completed with your story, click that button that says “Send to”, to send the picture to your Instagram story.

- *This button is located in the bottom right corner.*
- A new page will load after clicking “send to...” and you will see that the first option that appears says “Your Story”
 - To the right of “Your Story”, there is a blue “share” button.

Step 11: Click the share button and your photo will post to your story!

Scenario 2: New! How to Post an Instagram Story and Include Stickers!

Step 1: Open the Instagram app on your phone.

- *At the very top of Instagram, you will see a row of circles with your friends’ name under. To the far left, you will see your avatar. Under the avatar, it will say “Your Story”*

Step 2: Click on your avatar to open the camera.

Step 3: Click on the small graphic in the bottom right corner.

- *It looks like a square with mountains and a sun in it.*
- *This action will open your photos.*

Step 4: Find the photo that you want to add to your story and click on it.

- *Your picture will appear along with 5 graphics to the right*

Step 5: Click on the 3rd graphic to the right. It is a square with a smiley face and the bottom right corner is starting to peel (like a sticker)

- *This will open a variety of stickers to choose from*

Step 6: Choose what sticker you want.

- *You also have the option to search for a specific sticker. At the top, there is a search bar to do this.*

Step 7: Once you found the sticker you want, click on it. It will appear in the center of your photo.

- *To move the sticker, hold and drag it with your finger to place it where you want. You can also increase or decrease the size by pinching and stretching or squeezing two fingers.*

Step 8: Click the bottom right button that says “Send to”

- *The first option that will appear says “Your Story”*
- *To the right, is a blue button that says “Share”*

Step 9: Click “share” and your story will post!