

CLIENT

Instagram

PROJECT

Media Sorting

INFORMATION

Wireframes

ARCHITECT

Raymond Stone

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Notes

Annotation sentence structure: Some sentences are intentionally constructed improperly. To prevent the reader from mistaking commas and periods as part of labels and titles, some commas and periods are left outside of quoted labels and titles.

Global: “Global” functionally means the described functionality is the same throughout the documented part of the application.



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Mobile App Current Functionality

Pages 5-6

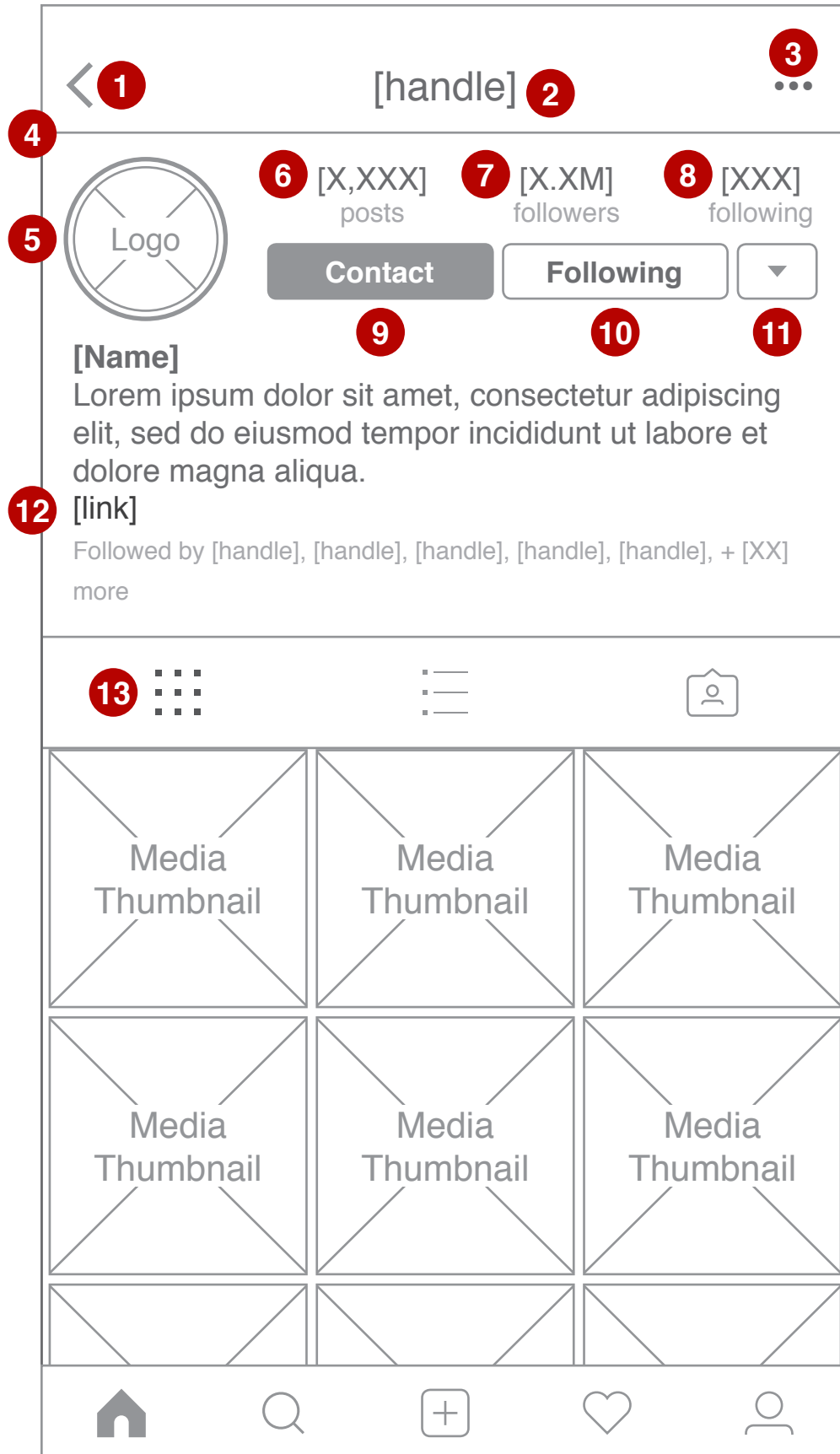
These pages demonstrate how Instagram currently functions. Regular users of the app may disregard this section and skip to page 8 where the new functionality begins.



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Page Title: Profile

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting a profile.

Annotations

1. Global: Select to return to the previous page.
2. Global: Select to return to the top of the main profile page.
3. Global: Select to bring up overlay menu. Menu options include: “Block”, “Report”, “Hide Your Story”, “Copy Profile URL”, “Share this Profile”, “Send Message”, “Turn on Post Notifications” and “Cancel”. [Menu]
4. Global: Profile contents scroll behind fixed header.
5. Global: A ring surrounding a profile image indicates the profile has an active story. Select to open the story if available.
6. Global: Select to scroll down to the media section. The top of the first row of media will lock to the bottom of the header until the user scrolls again.
7. Global: Select to go to a list of the profile’s followers.
8. Global: Select to go to a list of the profiles this profile is following.
9. Global: Select to bring up overlay menu. Menu options include: “Email” and “Cancel”. [Button, Dropdown Menu]
10. Global: If the button says “Follow,” select to follow profile. If the button says “Following,” select to bring up overlay menu. Menu options include: “Unfollow” and “Cancel”. [Button, Dropdown Menu]
11. Global: Select to open a dropdown horizontal menu of suggested profiles to follow based on this profile. Select again to close the dropdown menu. [Button, Dropdown Menu]
12. Global: Select to open the link in the device’s native browser application. [External Link]
13. Global: Grid display icon is selected by default. When inactive, select to display media in grid format.

Notes

None



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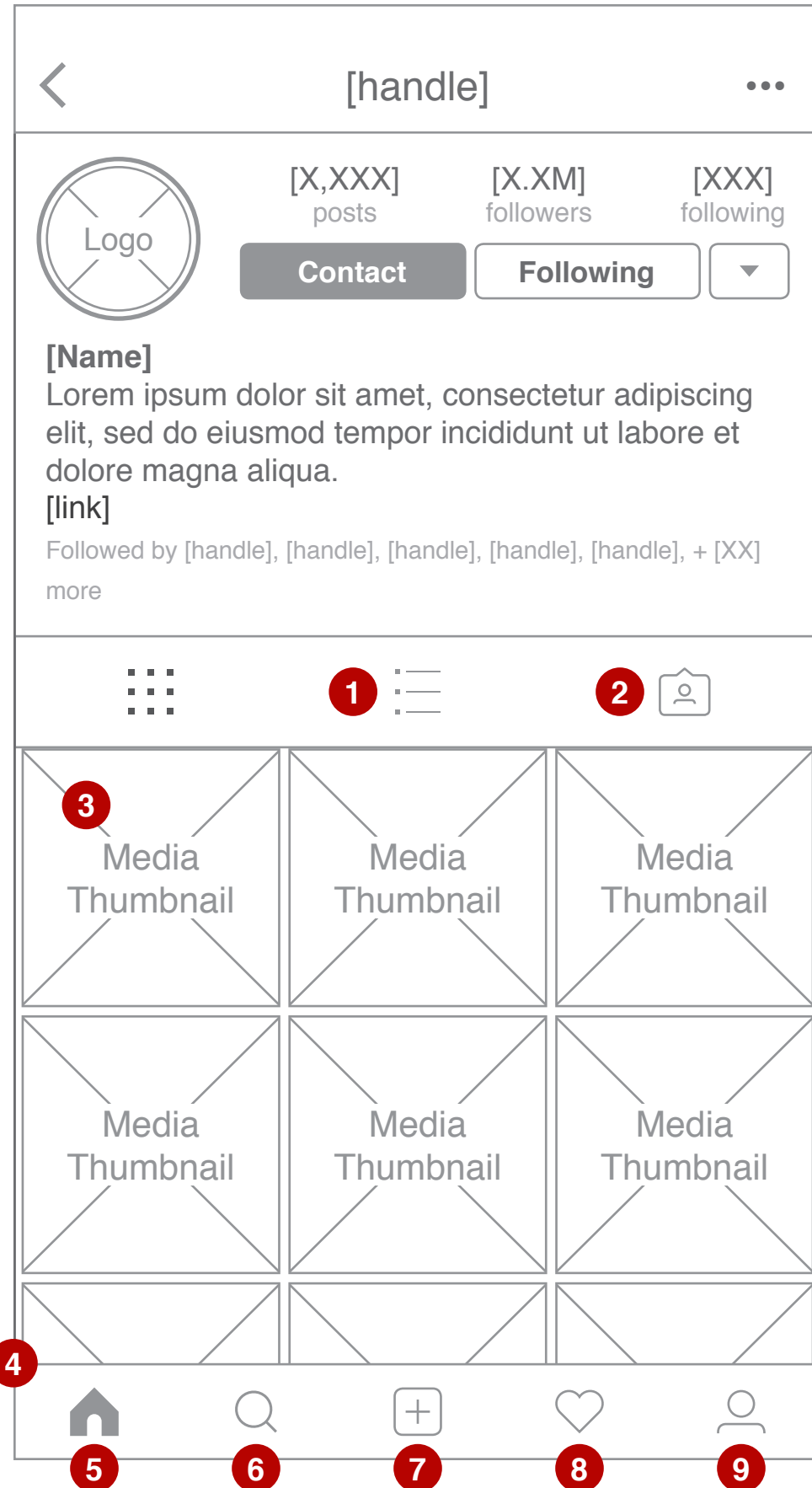
02-27-2017

PAGE

5

Page Title: Profile, Continued

Note: Designs are not to scale



Annotations

1. Global: When inactive, select to display media in list format.
2. Global: Select to view media in which this profile is tagged.
3. Global: Select to go to media page.
4. Global: Profile contents scroll behind fixed footer.
5. Global: Select to return to *Home* page.
6. Global: If the icon is inactive, select to return to the last page of the search destination (see notes), and then select again to go to *Search* page. If the icon is active, select to go to *Search* page.
7. Global: Select to go to *Upload* page.
8. Global: Select to go to *Activity* page.
9. Global: If away from the user's *Profile* page, select to go to the user's *Profile* page. If on the user's *Profile* page, select to go to return to the top of the page.

Notes

From #6: Instagram's search function is dynamic. For example, if the user selects the search icon, it highlights and then takes the user to the *Search* page. On the *Search* page, if the user selects a profile, selects an image, and then returns to the home page, re-selecting the search icon will bring the user back to the image visited just before navigating back to the home page. However, once the user is within the search journey (i.e. the search icon is highlighted), selecting the search icon again will return to the user to the original *Search* page.



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Mobile App Redesign Concept

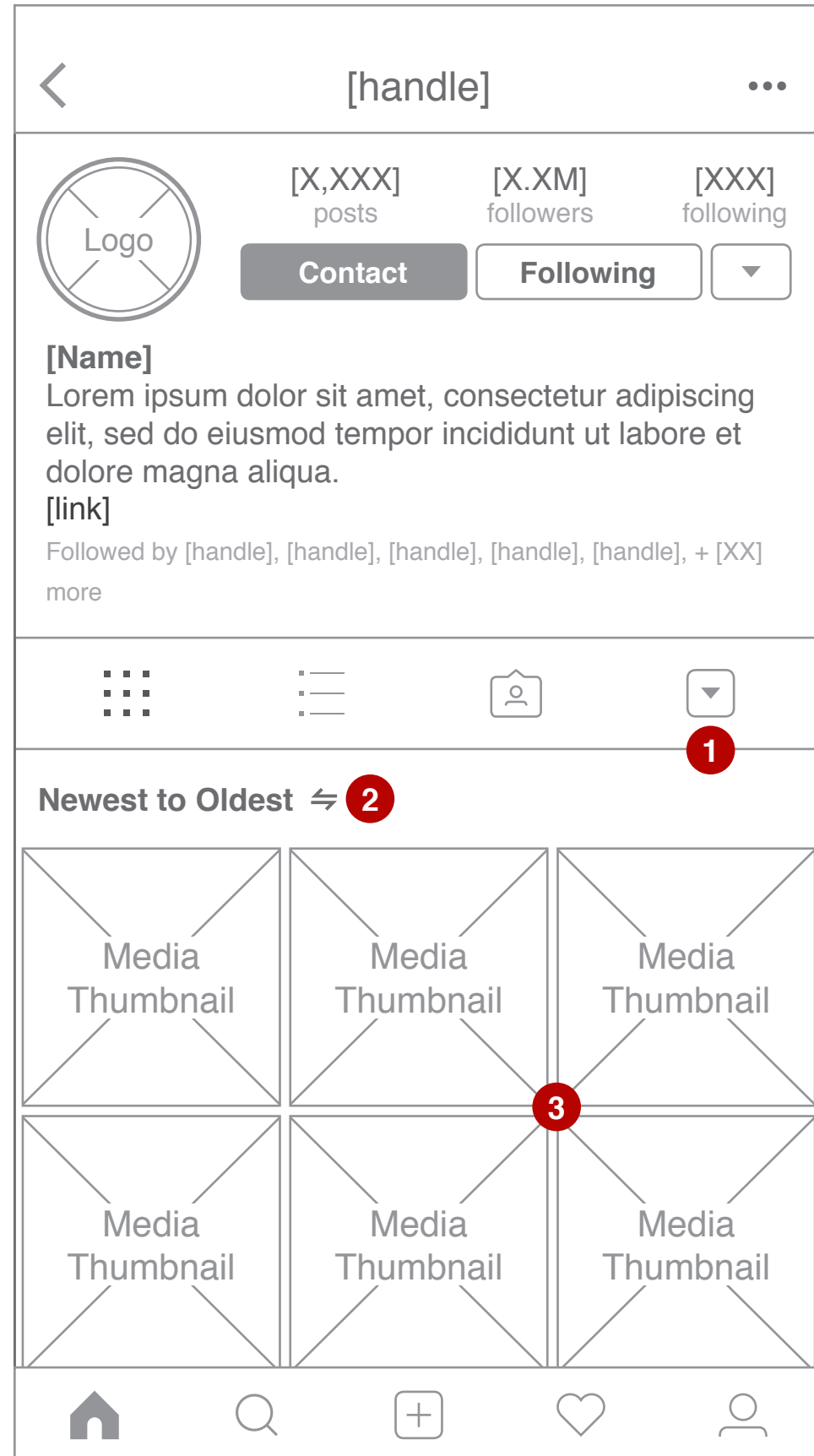
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Page Title: Profile, Sorted by Chronological, Newest to Oldest

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting a profile, selecting "Chronological" from the sorting dropdown menu, or selecting the "reverse" icon on *Profile, Sorted by Chronological, Oldest to Newest* page.

Annotations

1. Select to bring up sorting dropdown menu. Menu options include: "Chronological", "Media", "Month", "Hashtags", "Likes", and "Comments". [Dropdown Menu]
2. Select to toggle from "Newest to Oldest" to "Oldest to Newest".
3. Media is sorted from newest to oldest by default.

Notes

None



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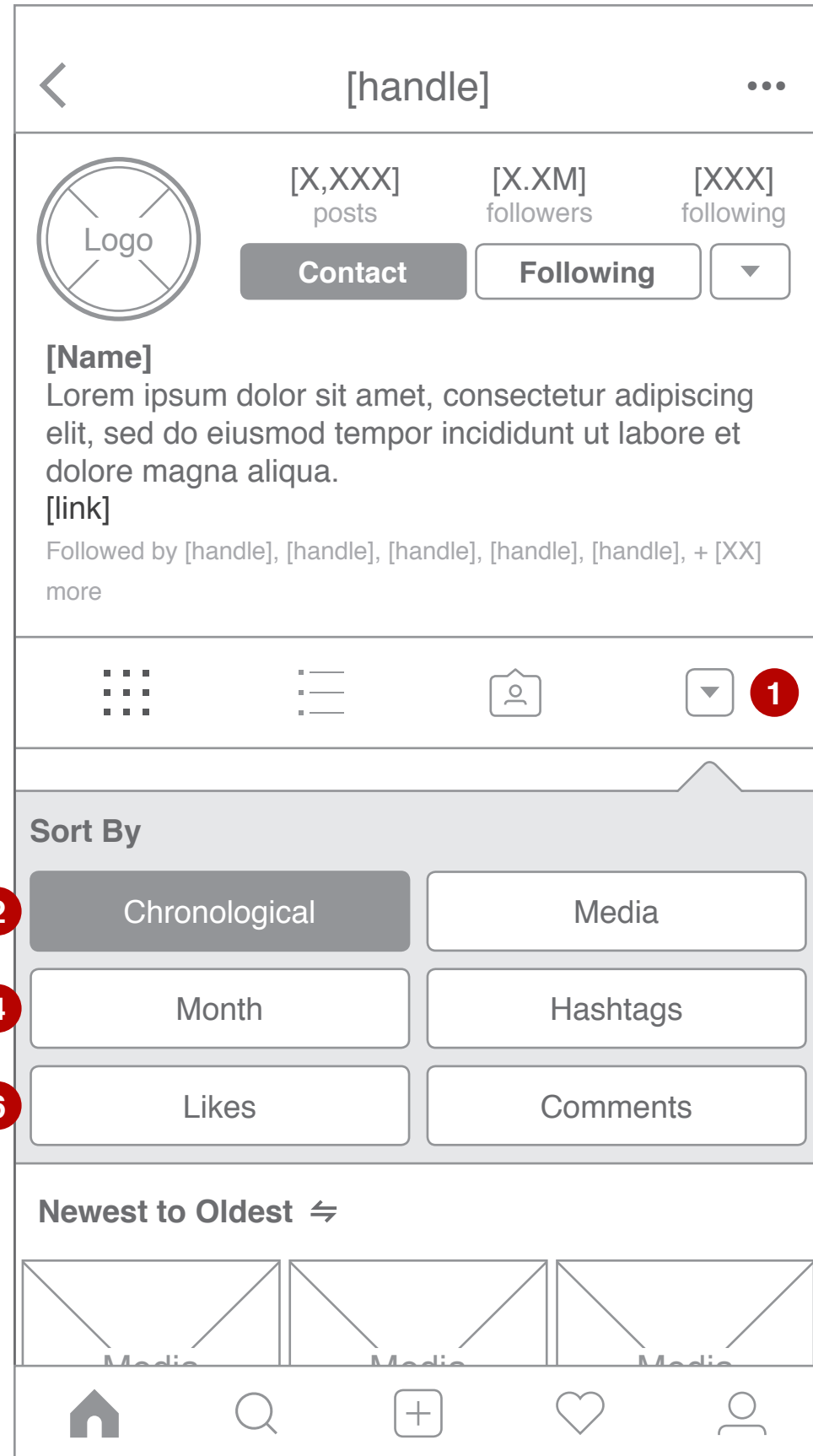
02-27-2017

PAGE

8

Page Title: Profile, Sorting Dropdown Menu

Note: Designs are not to scale



User Experience

Users are presented with the sorting dropdown menu upon selecting the dropdown icon.

Annotations

1. Select to collapse dropdown menu.
[Button]
2. Active sorting option is highlighted. In this case, media is sorted by "Chronological," which is selected by default. Select this option to sort media in order from newest to oldest and collapse the dropdown menu.
[Button]
3. Select to display images only and collapse the dropdown menu.
[Button]
4. Select to sort media by month and collapse the dropdown menu.
[Button]
5. Select to sort media by hashtag and collapse the dropdown menu.
[Button]
6. Select to sort media in order from most liked to least liked and collapse the dropdown menu.
[Button]
7. Select to sort media in order from most commented to least commented and collapse the dropdown menu.
[Button]

Notes

None



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PAGE

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Page Title: Profile, Sorted by Chronological, Oldest to Newest

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting the “reverse” icon on *Profile, Sorted by Chronological, Newest to Oldest* page.

Annotations

1. Select to toggle from “Oldest to Newest” to “Newest to Oldest”.
2. Media is sorted from oldest to newest.

Notes

None



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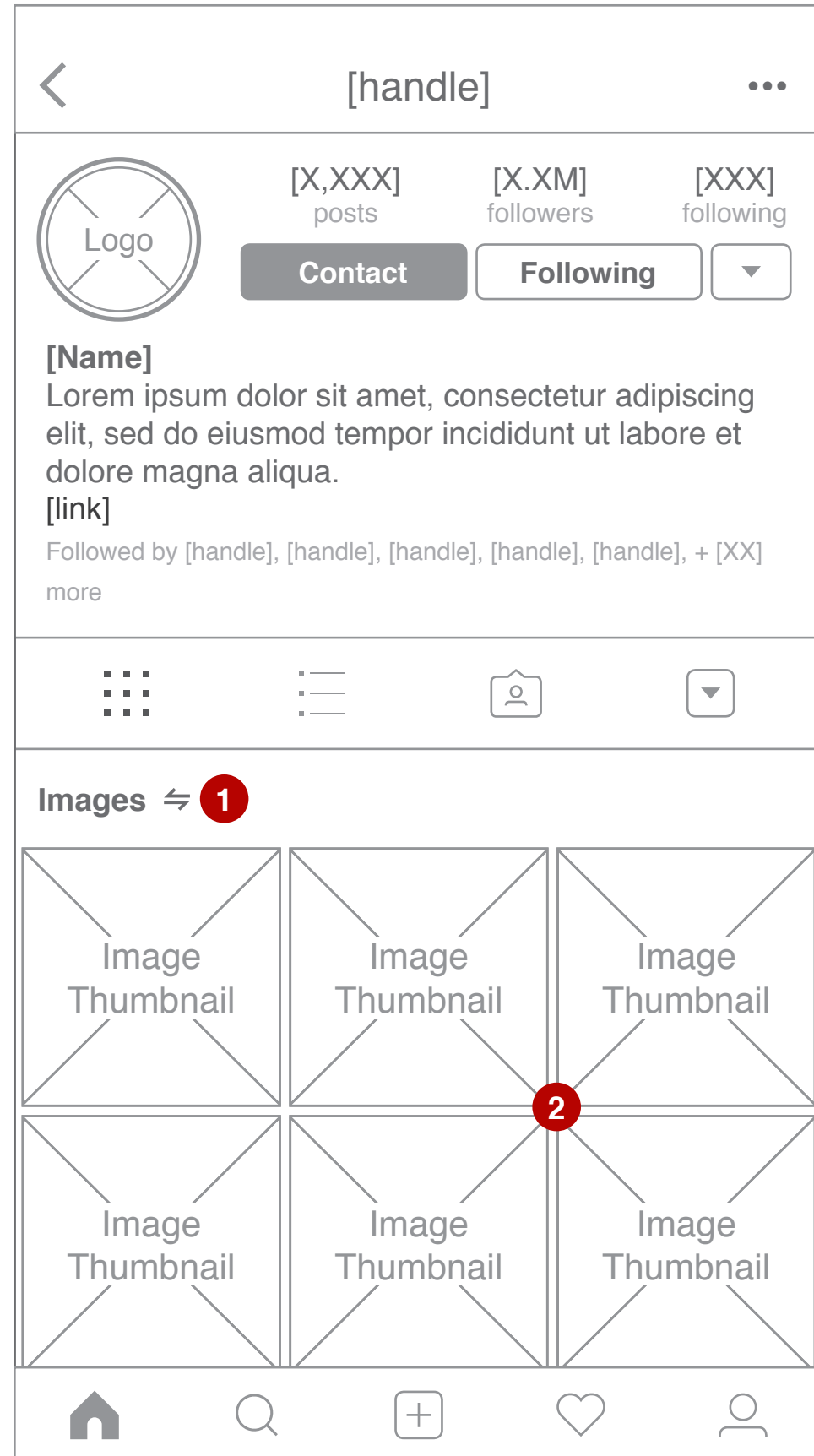
02-27-2017

PAGE

10

Page Title: Profile, Sorted by Media, Images

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting “Images” from the sorting dropdown menu or selecting the “reverse” icon on *Profile, Sorted by Media, Videos* page.

Annotations

1. Select to toggle from “Images” to “Videos”.
2. Media displays images only.

Notes

None



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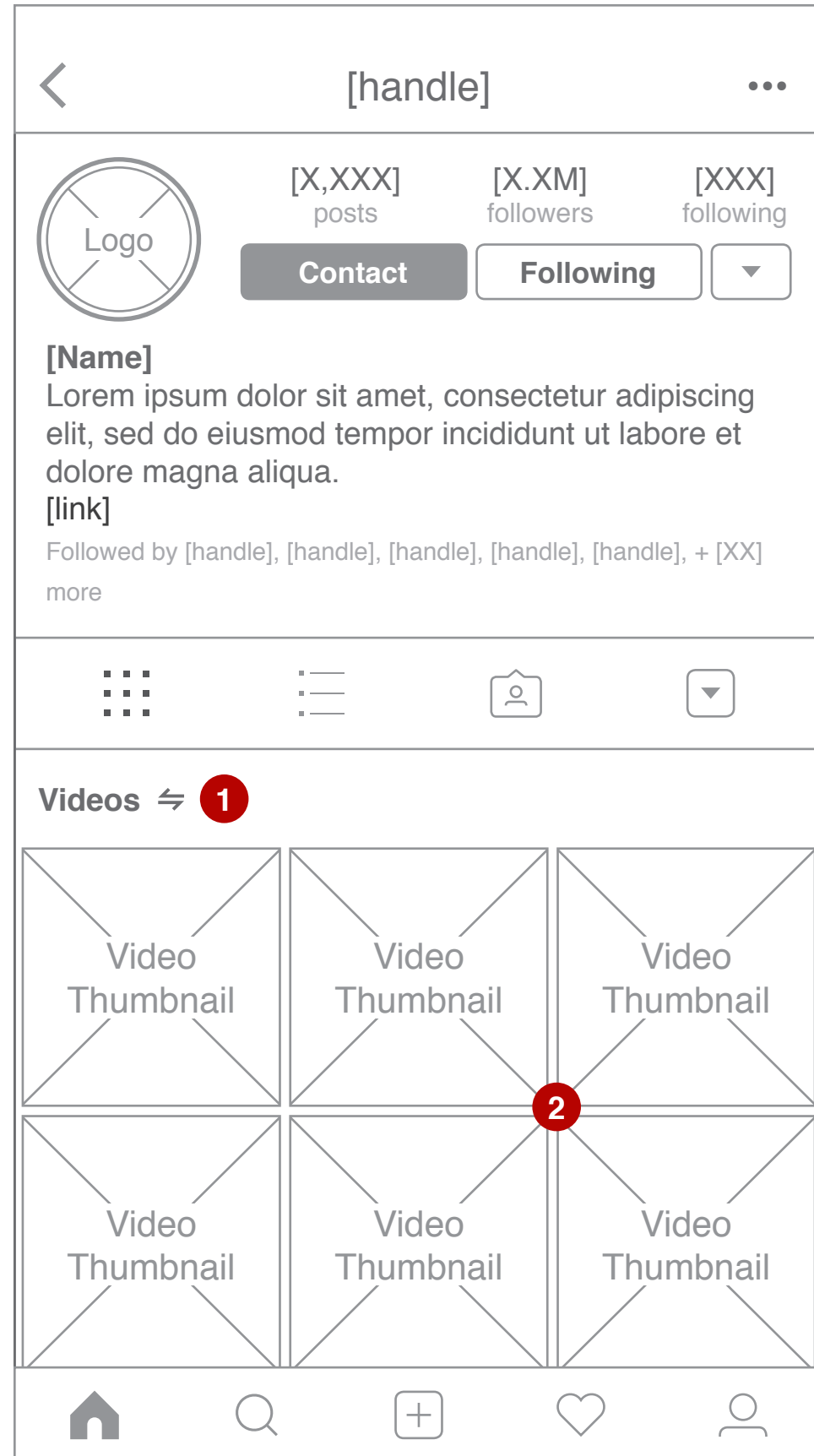
02-27-2017

PAGE

11

Page Title: Profile, Sorted by Media, Videos

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting “Videos” from the sorting dropdown menu or selecting the “reverse” icon on *Profile, Sorted by Media, Images* page.

Annotations

1. Select to toggle from “Videos” to “Images”.
2. Media displays videos only.

Notes

None



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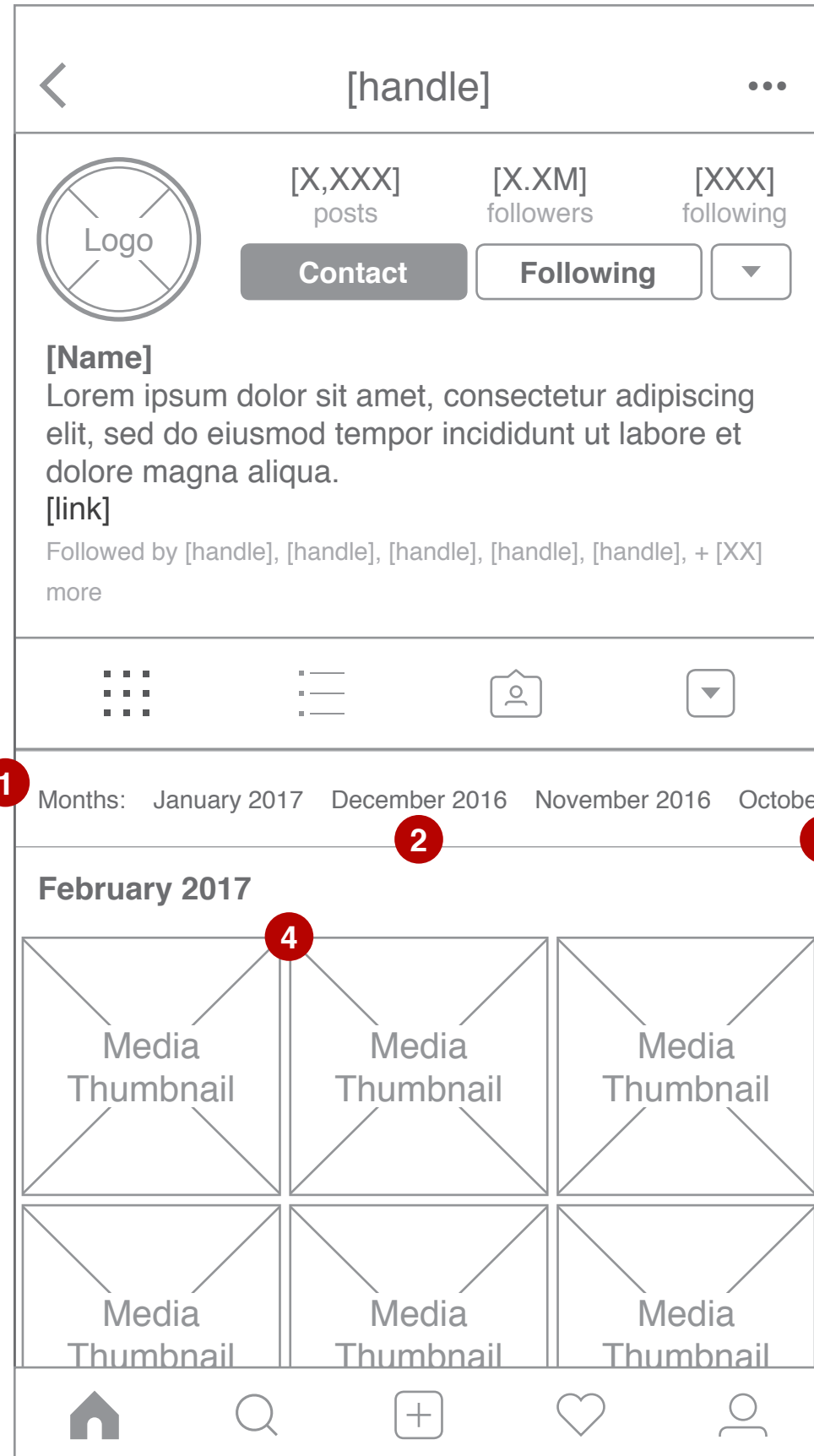
02-27-2017

PAGE

12

Page Title: Profile, Sorted by Month

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting "Month" from the sorting dropdown menu.

Annotations

1. Month submenu displays months in reverse chronological order from left to right. Active month does not display in the submenu.
2. Select a month to display media uploaded during that month.
3. Menu slides horizontally off of the edges of both the left and right sides of the device.
4. Media appears in order from newest to oldest uploaded within the active month. Current month displays by default. In this case, "February 2017" is the active month.

Notes

None



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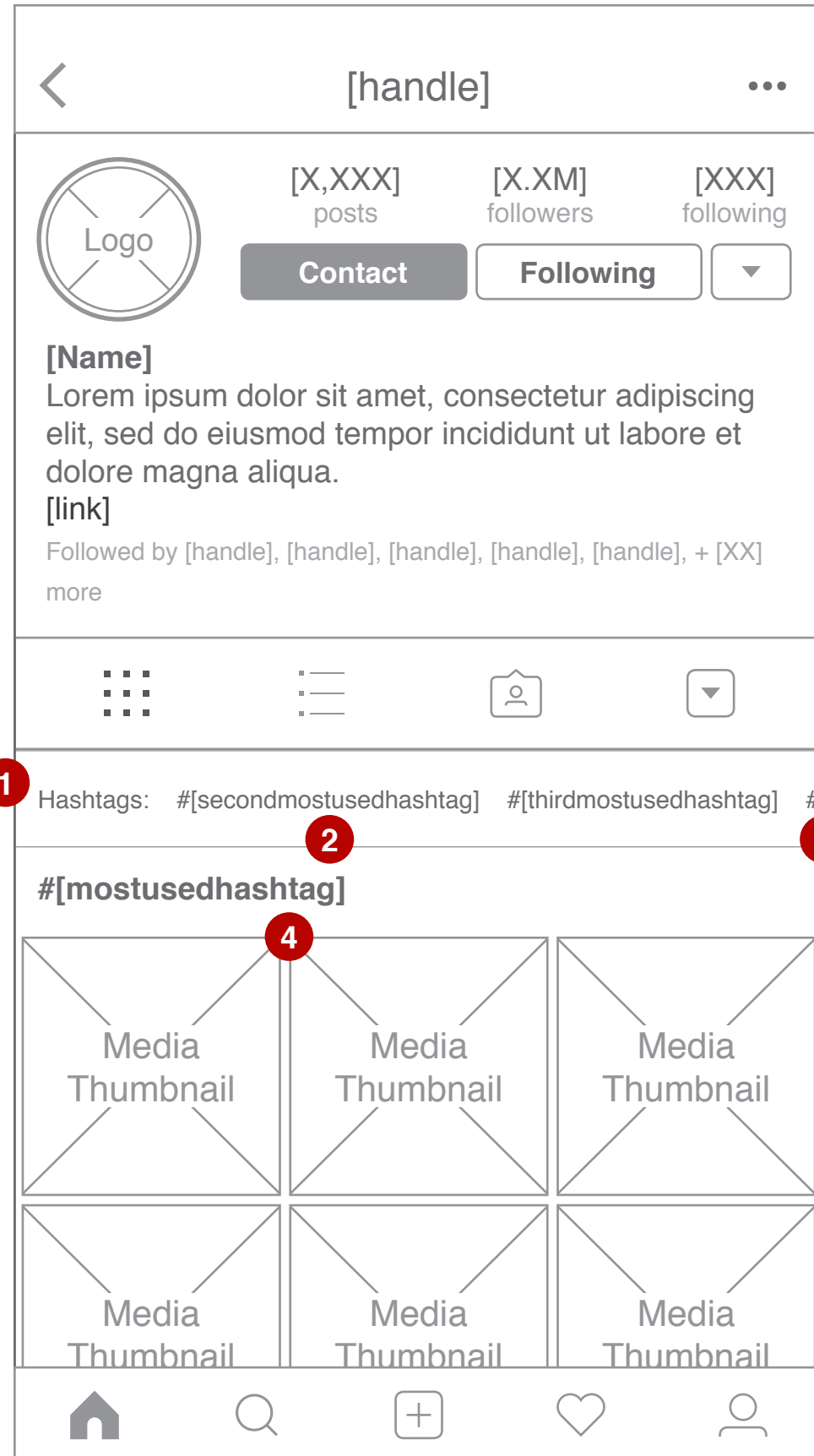
02-27-2017

PAGE

13

Page Title: Profile, Sorted by Hashtags

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting "Hashtags" from the sorting dropdown menu.

Annotations

1. Hashtags submenu displays from left to right hashtags in order from most used to least used by the active profile. Active hashtag does not display in the submenu.
2. Select a hashtag to display media tagged with that hashtag.
3. Menu slides horizontally off of the edges of both the left and right sides of the device.
4. Media tagged with the active hashtag appears in order from newest to oldest uploaded. The most used hashtag displays by default.

Notes

None



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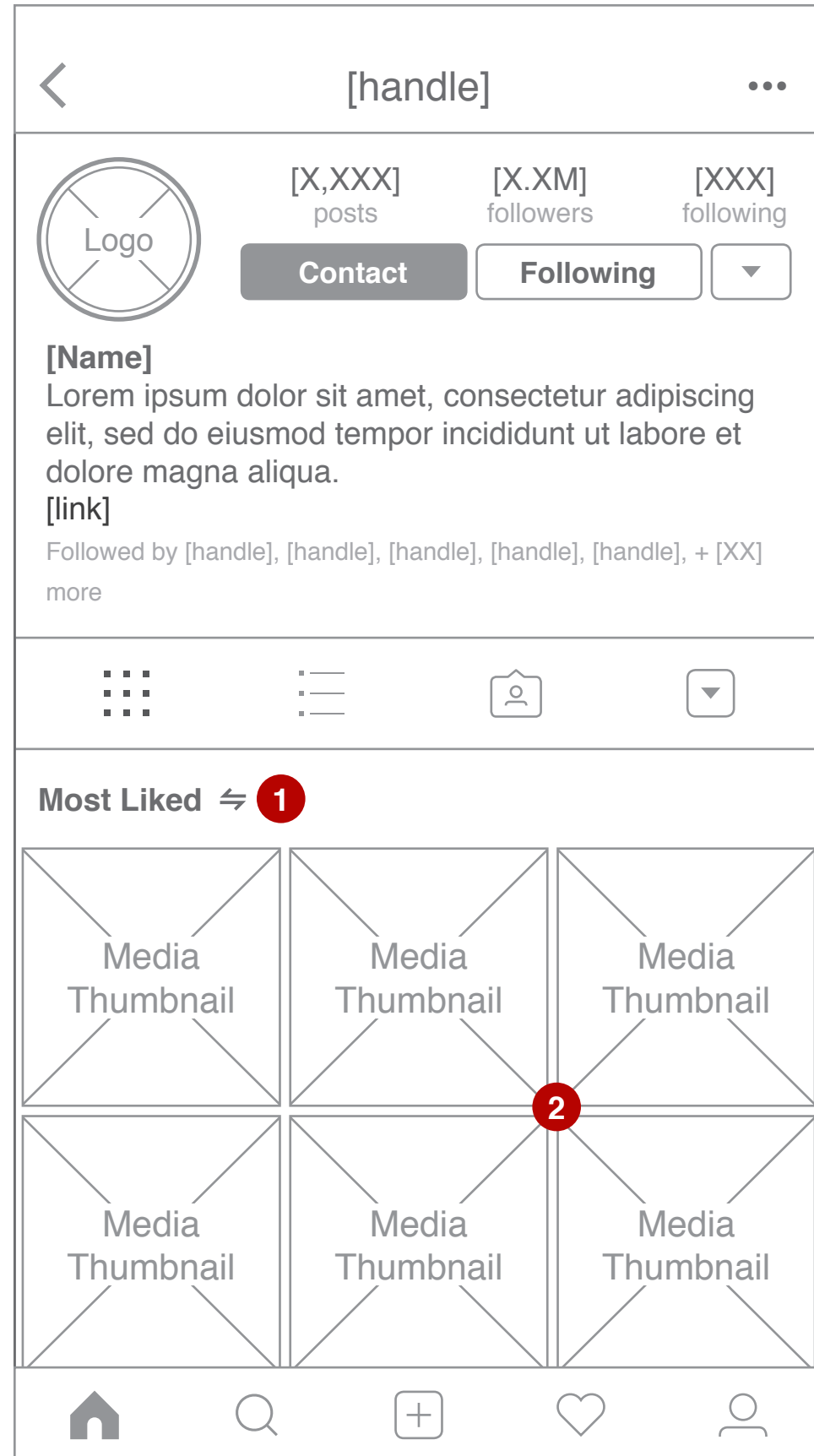
02-27-2017

PAGE

14

Page Title: Profile, Sorted by Likes, Most Liked

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting “Likes” from the sorting dropdown menu or selecting the “reverse” icon on *Profile, Sorted by Likes, Least Liked* page.

Annotations

1. Select to toggle from “Most Liked” to “Least Liked”.
2. Media is sorted from most liked to least liked.

Notes

None



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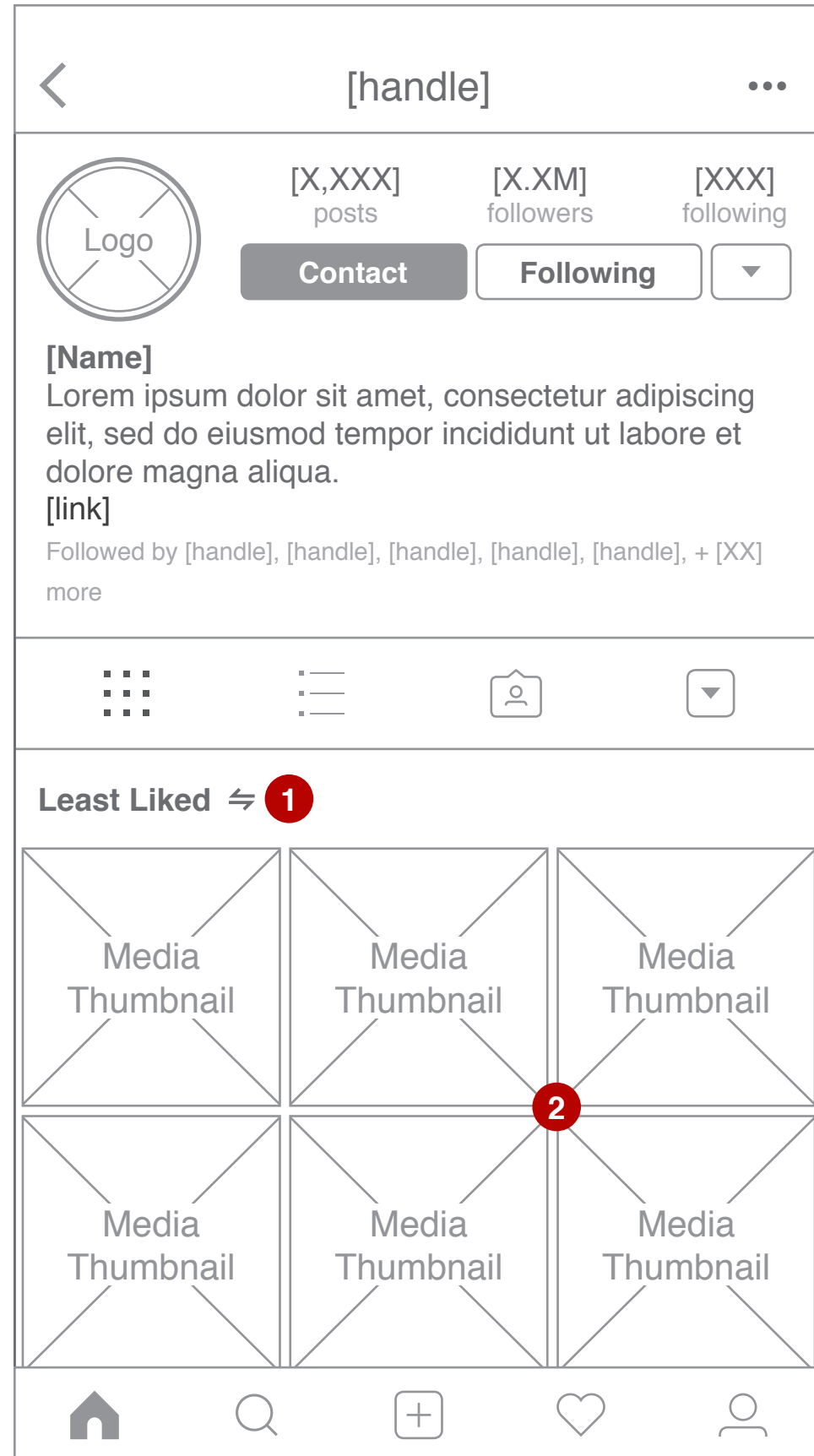
02-27-2017

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15

Page Title: Profile, Sorted by Likes, Least Liked

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting “Likes” from the sorting dropdown menu or selecting the “reverse” icon on *Profile, Sorted by Likes, Most Liked* page.

Annotations

1. Select to toggle from “Least Liked” to “Most Liked”.
2. Media is sorted from least liked to most liked.

Notes

None



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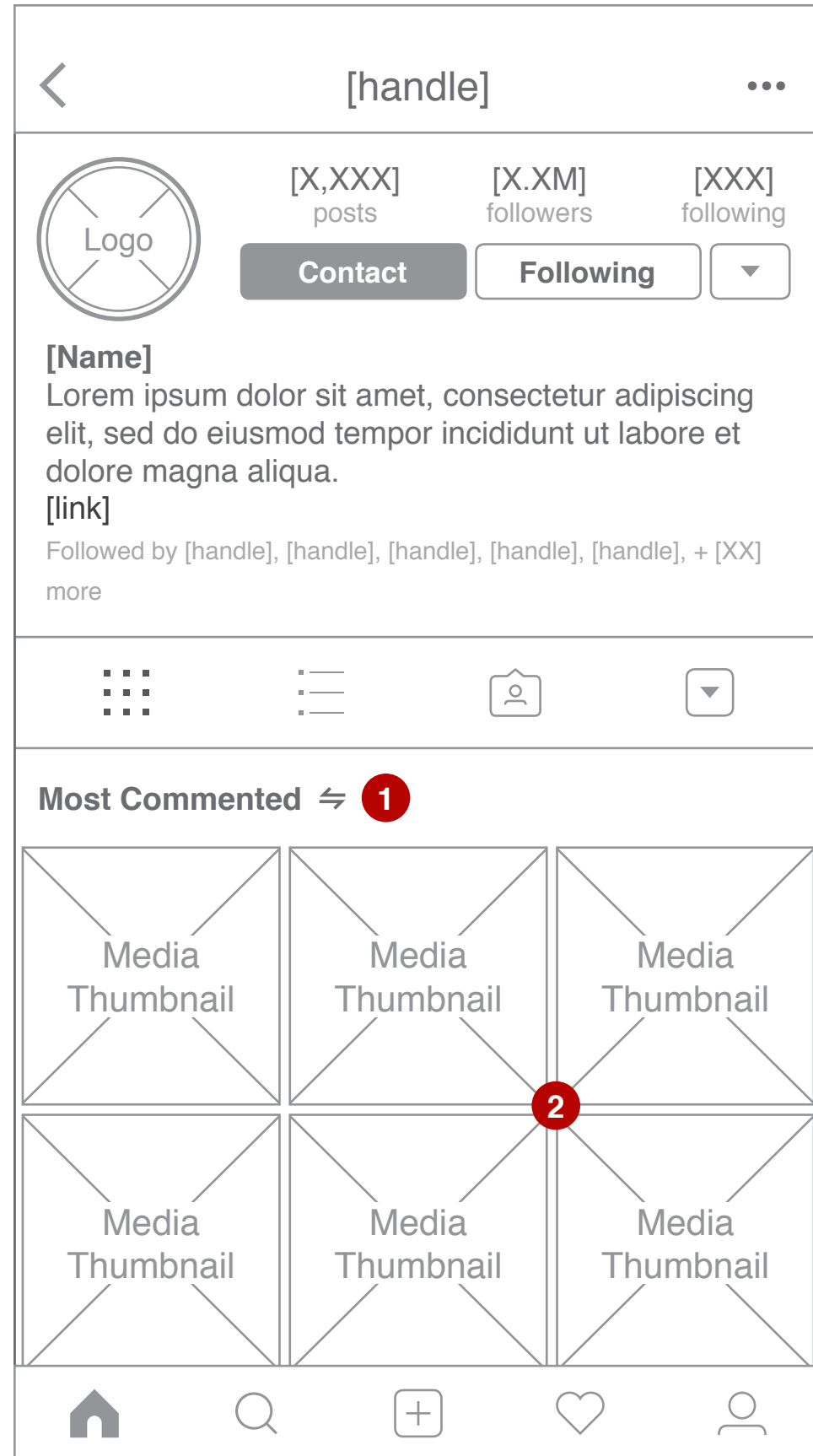
02-27-2017

PAGE

16

Page Title: Profile, Sorted by Comments, Most Commented

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting “Comments” from the sorting dropdown menu or selecting the “reverse” icon on *Profile, Sorted by Comments, Least Commented* page.

Annotations

1. Select to toggle from “Most Commented” to “Least Commented”.
2. Media is sorted from most commented to least commented.

Notes

None



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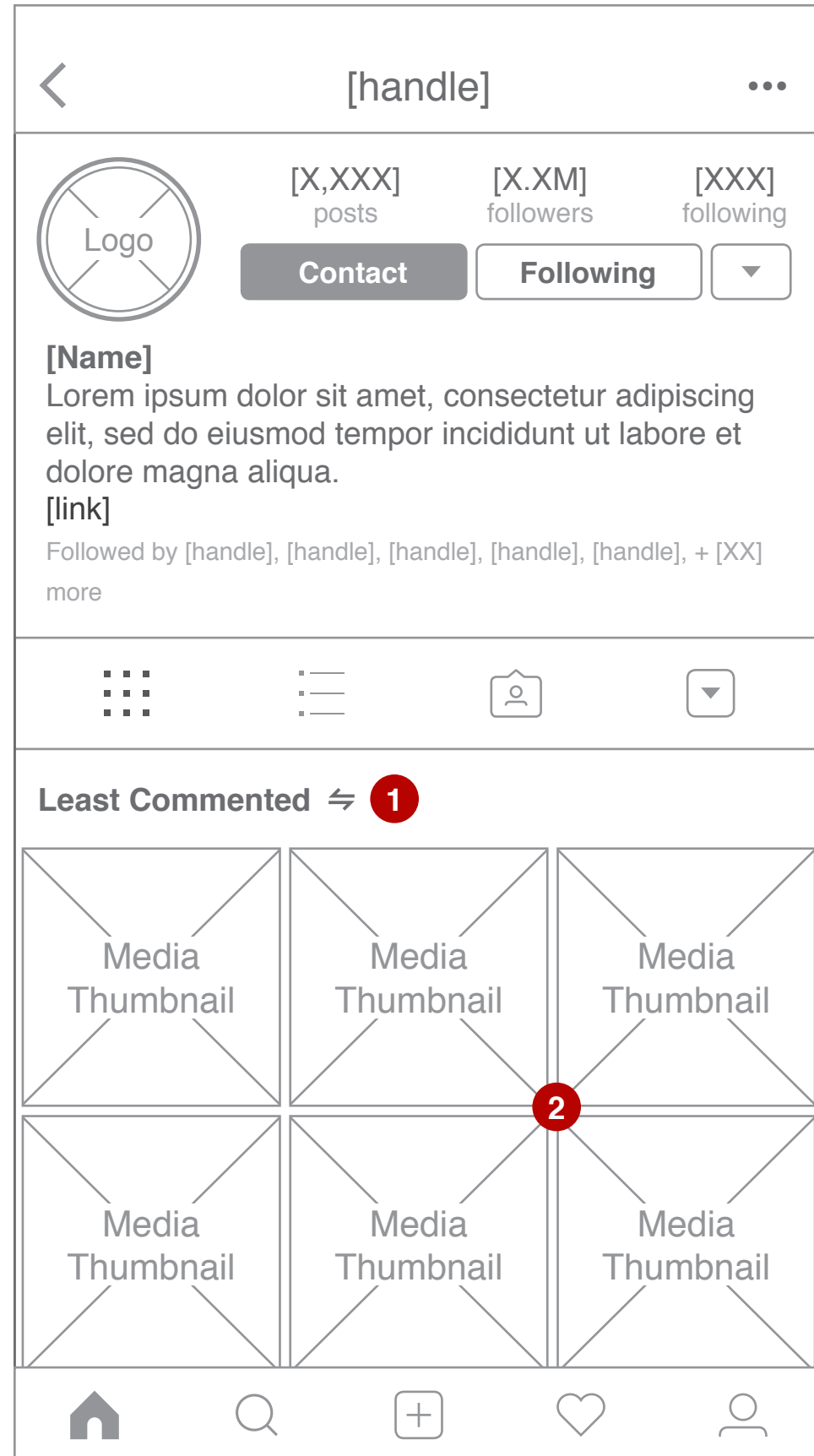
02-27-2017

PAGE

17

Page Title: Profile, Sorted by Comments, Least Commented

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting “Comments” from the sorting dropdown menu or selecting the “reverse” icon on *Profile, Sorted by Comments, Most Commented* page.

Annotations

1. Select to toggle from “Least Commented” to “Most Commented”.
2. Media is sorted from least commented to most commented.

Notes

None



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Desktop Website Current Functionality

Pages 20-23

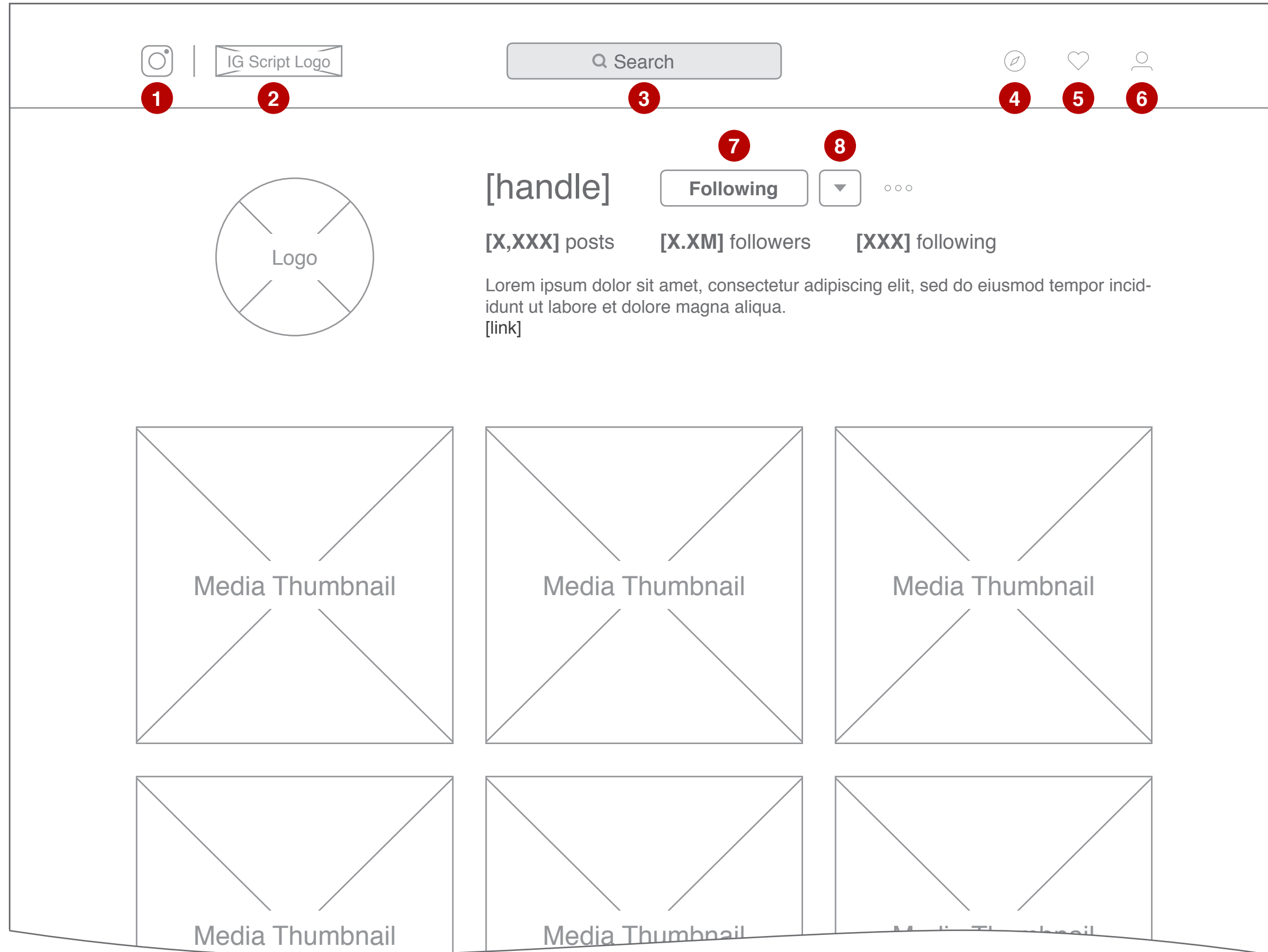
These pages demonstrate how Instagram currently functions. Regular users of the website may disregard this section and skip to page 25 where the new functionality begins.



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Page Title: Profile

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting a profile.

Annotations

1. Global: Select to go to *Home* page. [Internal Link]
2. Global: Select to go to *Home* page. [Internal Link]
3. Global: Enter text into the text field and press “enter” key to generate search. [Text Field]
4. Global: Select to go to *Explore* page. [Internal Link]
5. Global: Select to bring up Activity overlay.
6. Global: If away from the user’s *Profile* page, select to go to the user’s *Profile* page. If on the user’s *Profile* page, select to return to the top of the page.
7. Global: If the button says “Follow,” select to follow the profile. If the button says “Following,” select to unfollow the profile. [Button]
8. Global: Select to open a dropdown horizontal menu of suggested profiles to follow based on this profile. Select again to close the dropdown menu. [Button, Dropdown Menu]

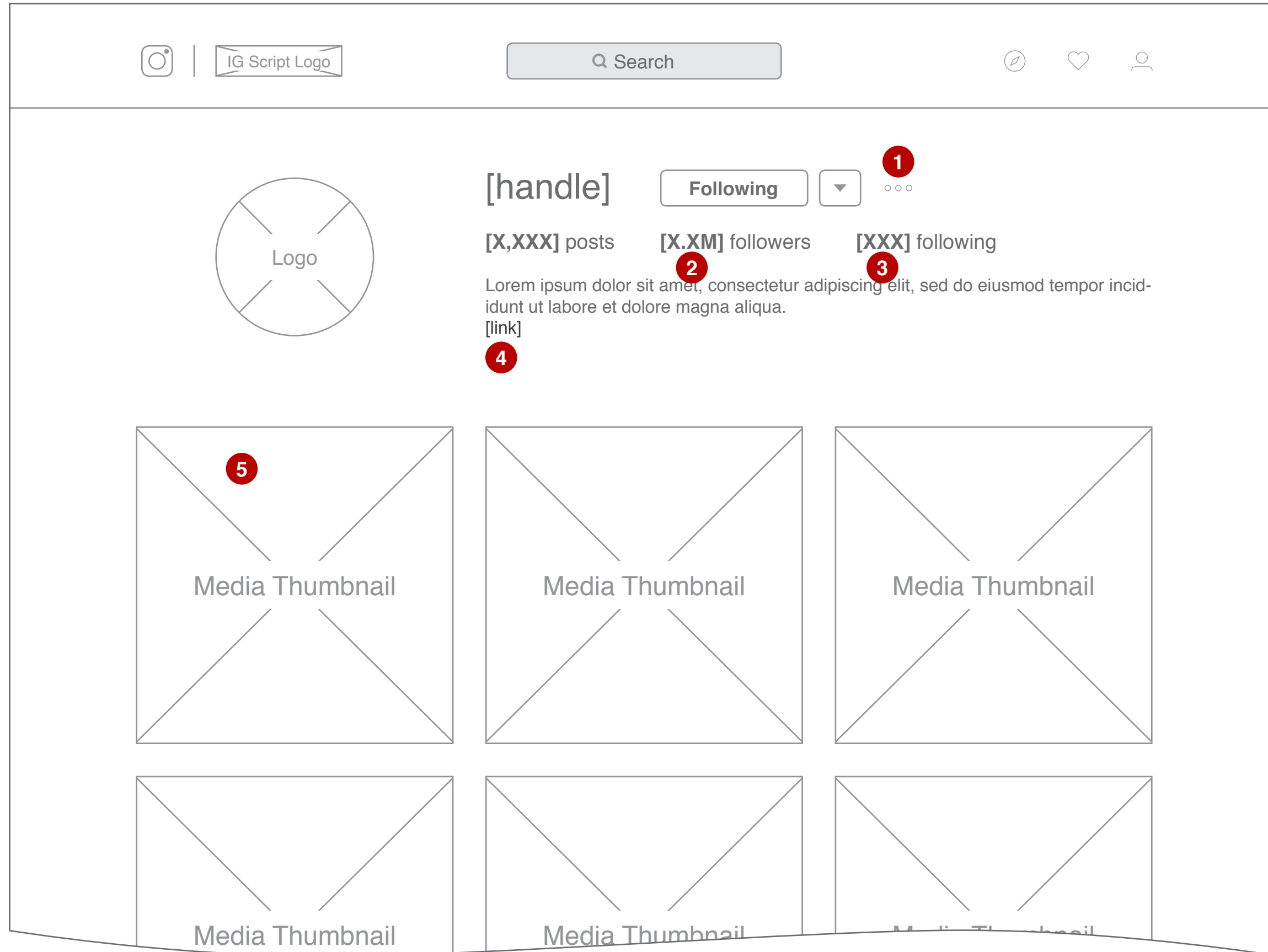
Notes

None



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Note: Designs are not to scale



Annotations

1. Global: Select to bring up overlay menu. Menu options include: "Report user", "Block this user", and "Cancel". [Menu]
2. Global: Select to bring up an overlay list of the profile's followers.
3. Global: Select to bring up an overlay list of the profiles this profile is following.
4. Global: Select to open the link in a new browser tab. [External Link]
5. Global: Hover mouse over thumbnail to view statistics for that media; videos will display the number of views, images will display the number of likes, and both videos and images will display the number of comments. Select to open an overlay of the media.

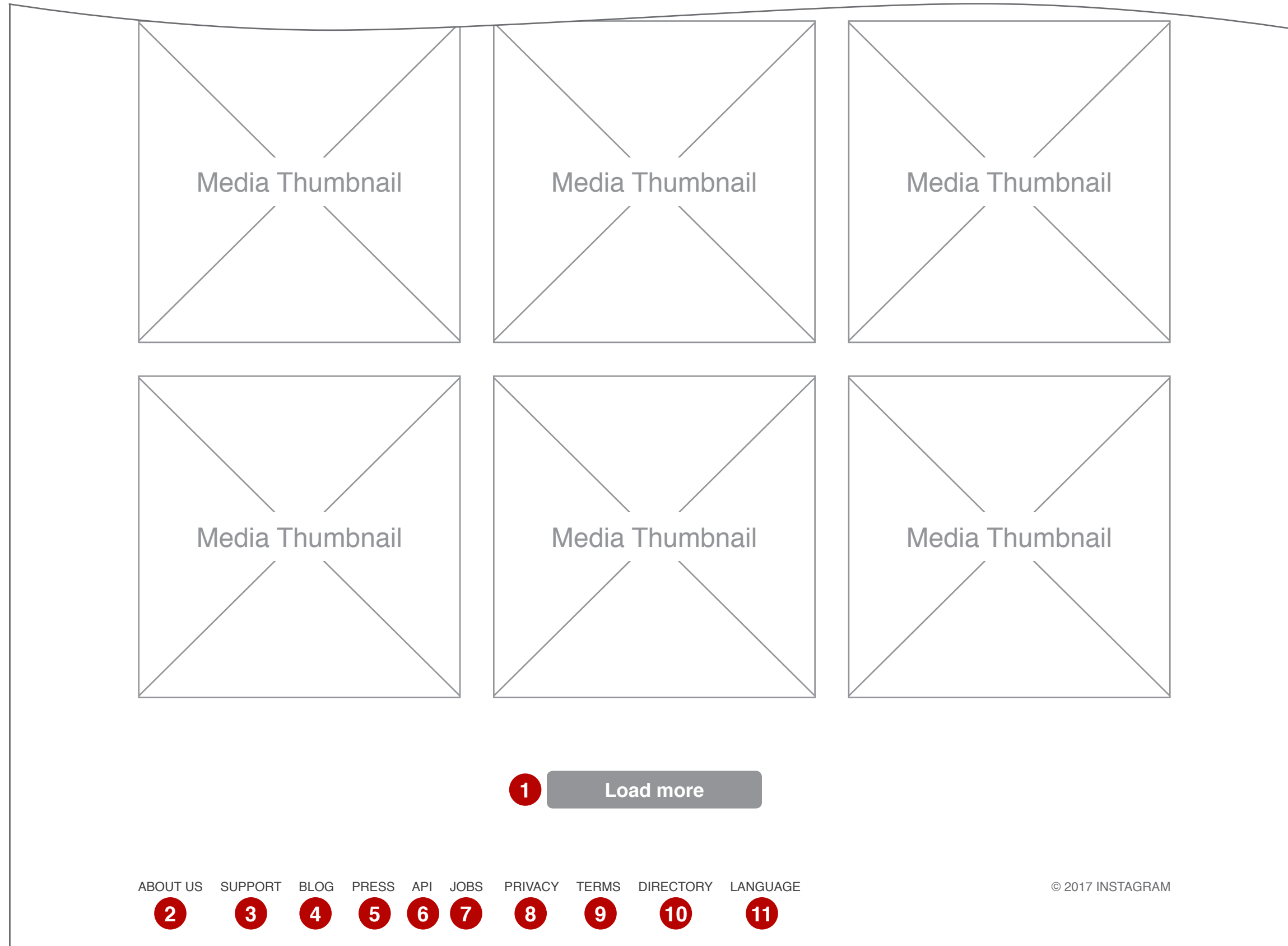
Notes

None



Page Title: Profile, Scrolled

Note: Designs are not to scale



Annotations

1. Global: Select to expand page to include additional media. [Button]
2. Select to go to *About Us* page. [Internal Link]
3. Select to go to *Help* page. [Internal Link]
4. Select to go to *Blog* page. [Internal Link]
5. Global: Select to go to *Press* page. [Internal Link]
6. Global: Select to go to *Developer* page. [Internal Link]
7. Global: Select to go to *Jobs* page. [Internal Link]
8. Global: Select to go to *Privacy Policy* page. [Internal Link]
9. Global: Select to go to *Terms of Use* page. [Internal Link]
10. Global: Select to go to *Explore* page. [Internal Link]
11. Global: Select to bring up dropdown menu of languages. Options include 48 different languages.

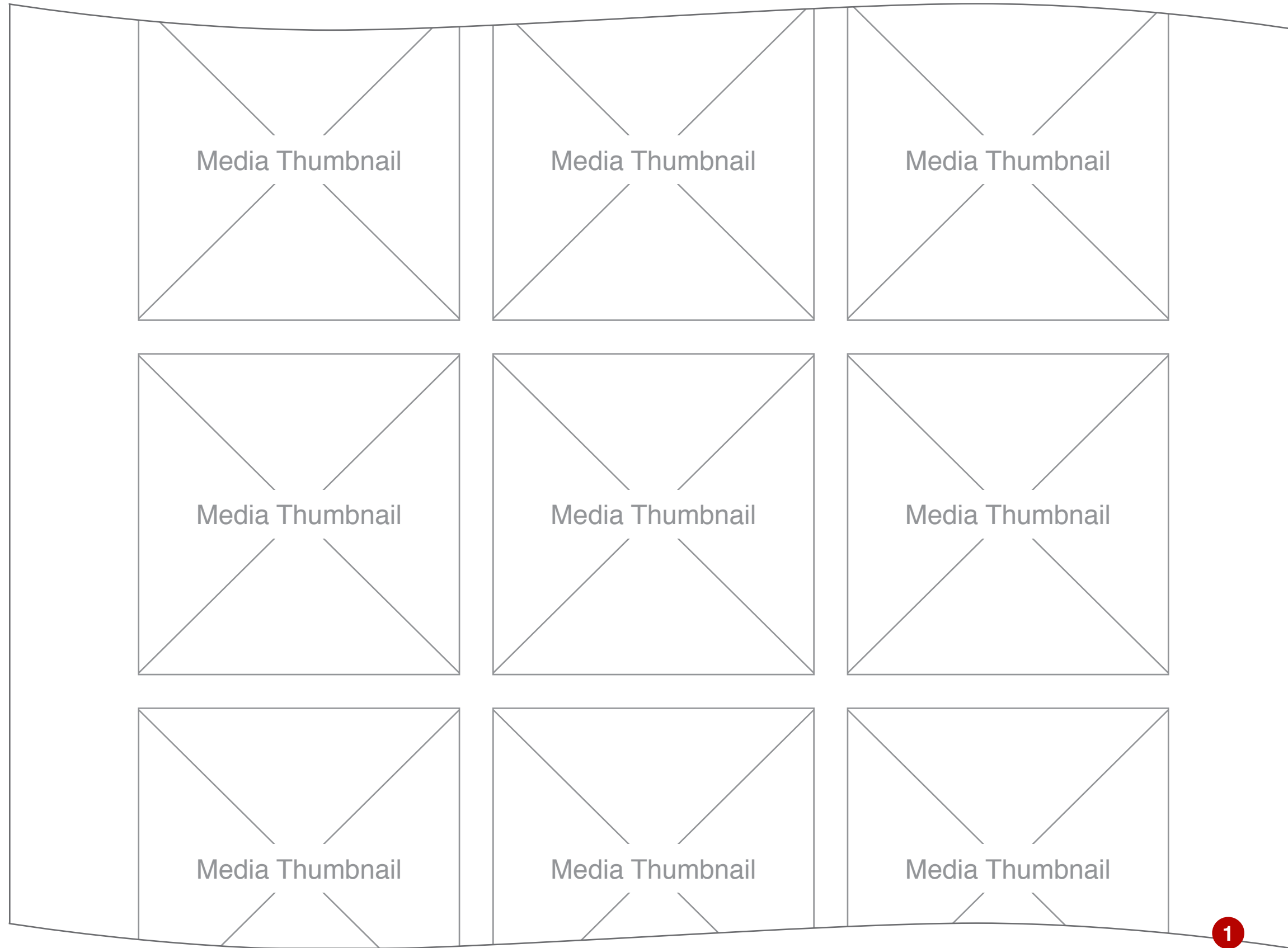
Notes

None



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Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting "Load more" button on *Profile* page.

Annotations

- 1. Scroll down to automatically load additional media.

Notes

None



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Desktop Website Redesign Concept

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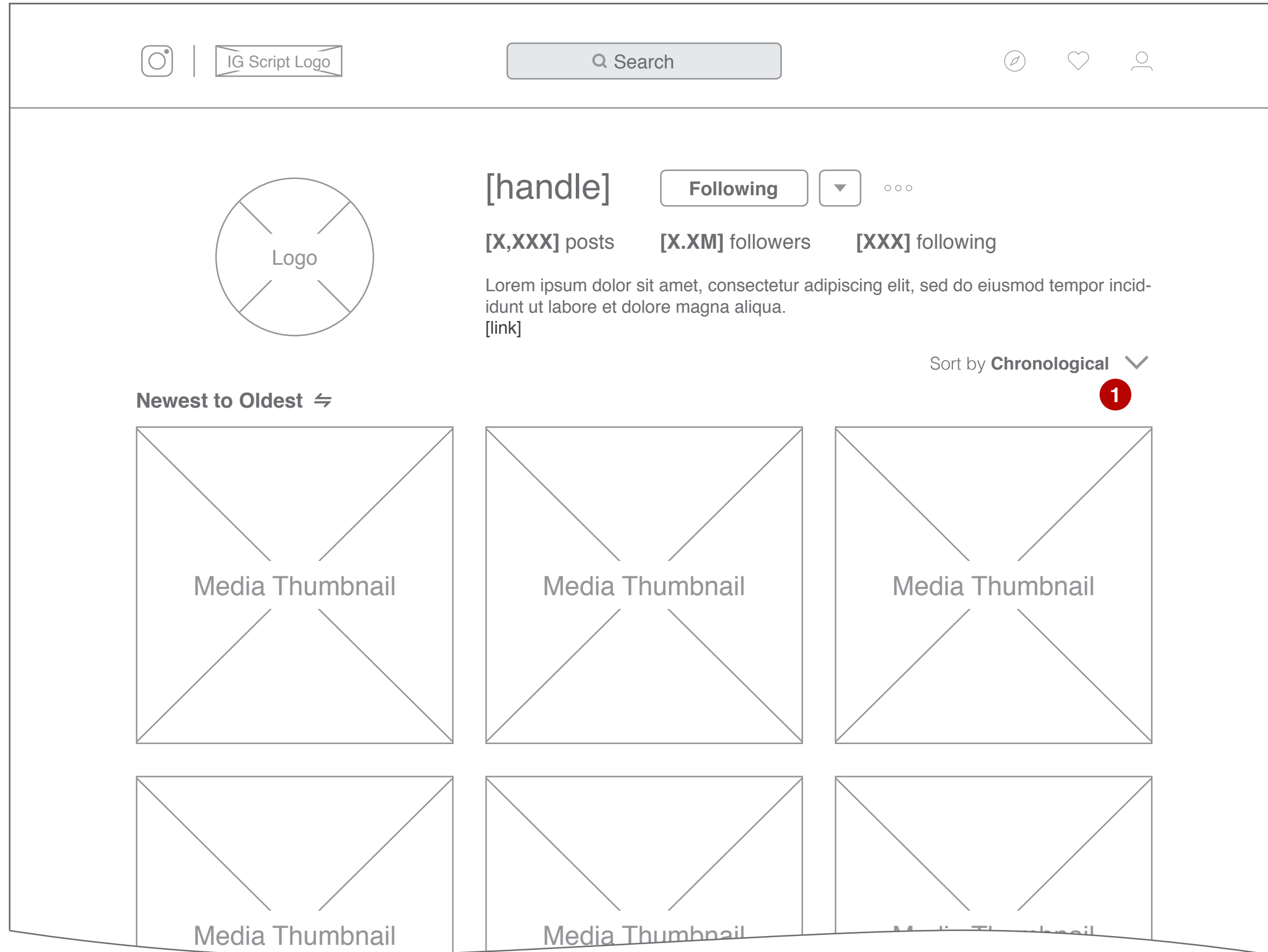
DATE

02-27-2017

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24

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting a profile, selecting “Chronological” from the sorting menu overlay, or selecting the “reverse” icon on *Profile, Sorted by Chronological, Oldest to Newest* page.

Annotations

1. By default, “Sort by” menu displays “Chronological” as the active setting, which means all media is currently sorted from newest to oldest by upload date. Global: Select to bring up sorting menu overlay. Menu options include: “Chronological”, “Media”, “Month”, “Hashtags”, “Likes”, and “Comments”. [Menu]

Notes

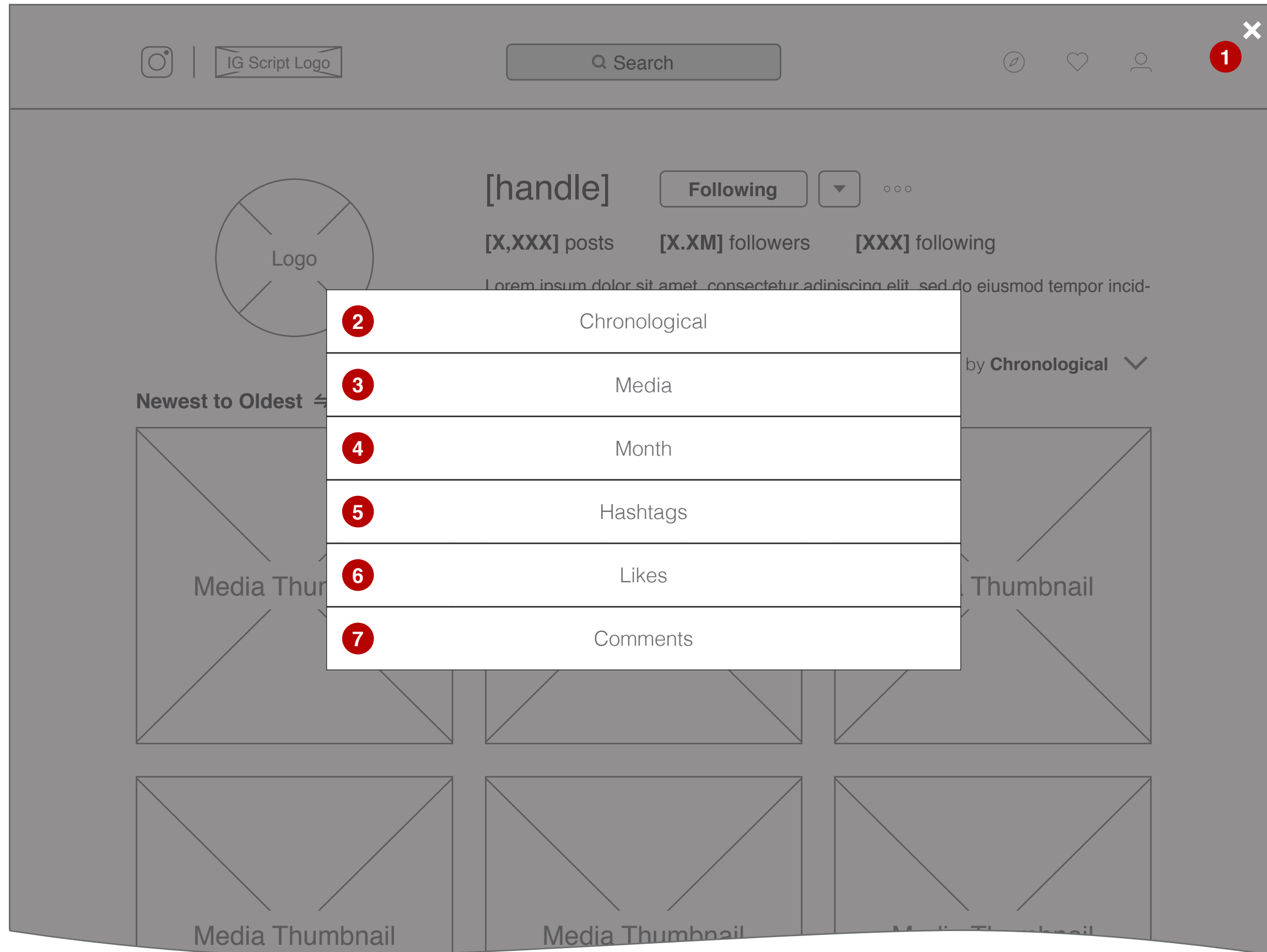
None



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Page Title: Profile, Sorting Menu Overlay

Note: Designs are not to scale



User Experience

Users are presented with the sorting menu overlay upon selecting the “Sort by” icon.

Annotations

1. Select the “X” or anywhere outside of the menu to collapse the dropdown menu. [Button]
2. Select to sort media in order from newest to oldest, close overlay, and return to the previous page. [Button]
3. Select to display images only, close overlay, and return to the previous page. [Button]
4. Select to sort media by month, close overlay, and return to the previous page. [Button]
5. Select to sort media by hashtag, close overlay, and return to the previous page. [Button]
6. Select to sort media in order from most liked to least liked, close overlay, and return to the previous page. [Button]
7. Select to sort media in order from most commented to least commented, close overlay, and return to the previous page. [Button]

Notes

None



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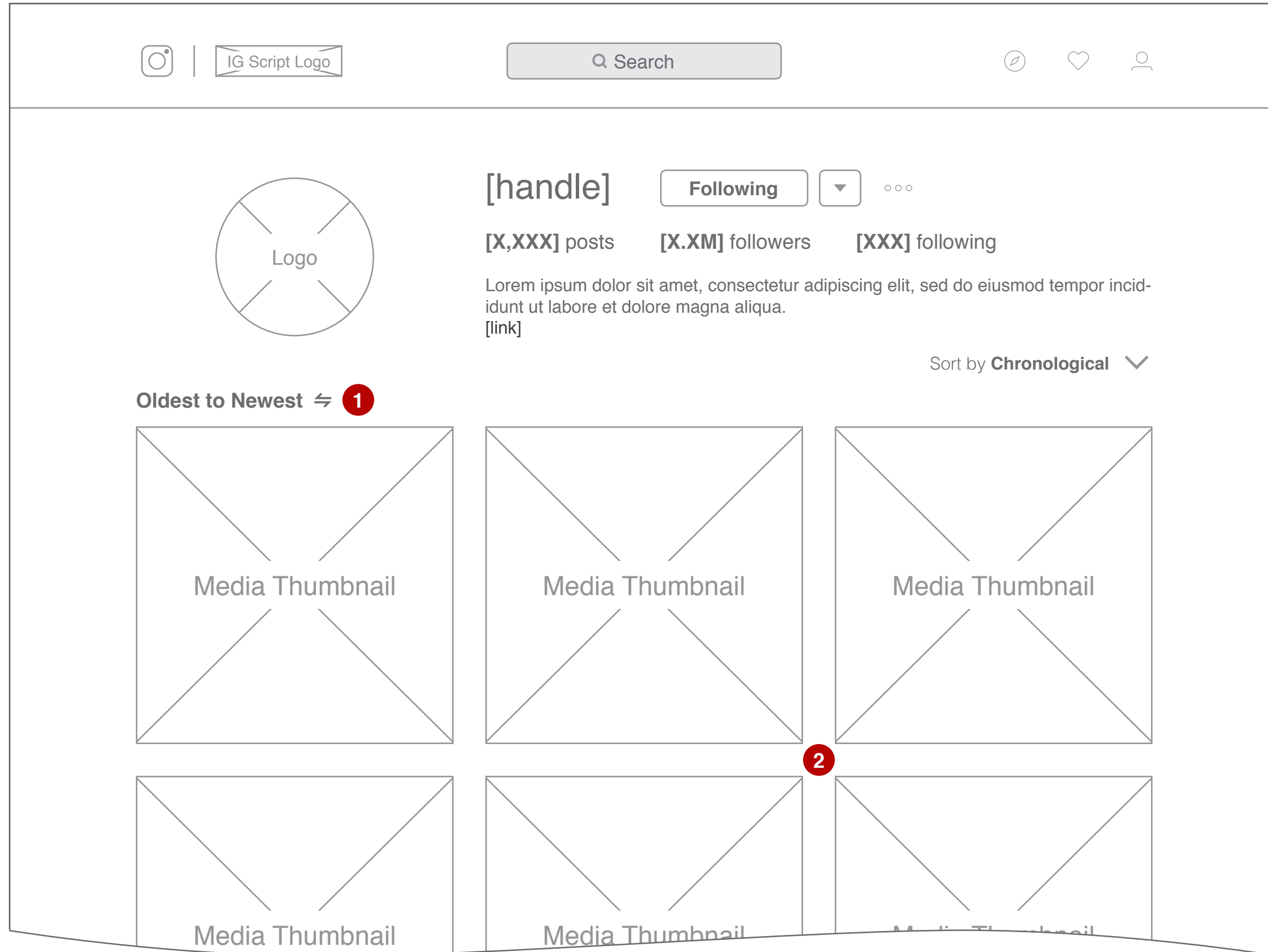
02-27-2017

PAGE

26

Page Title: Profile, Sorted by Chronological, Oldest to Newest

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting the "reverse" icon on *Profile, Sorted by Chronological, Newest to Oldest* page.

Annotations

1. Select to toggle from "Oldest to Newest" to "Newest to Oldest".
2. Media is sorted from oldest to newest.

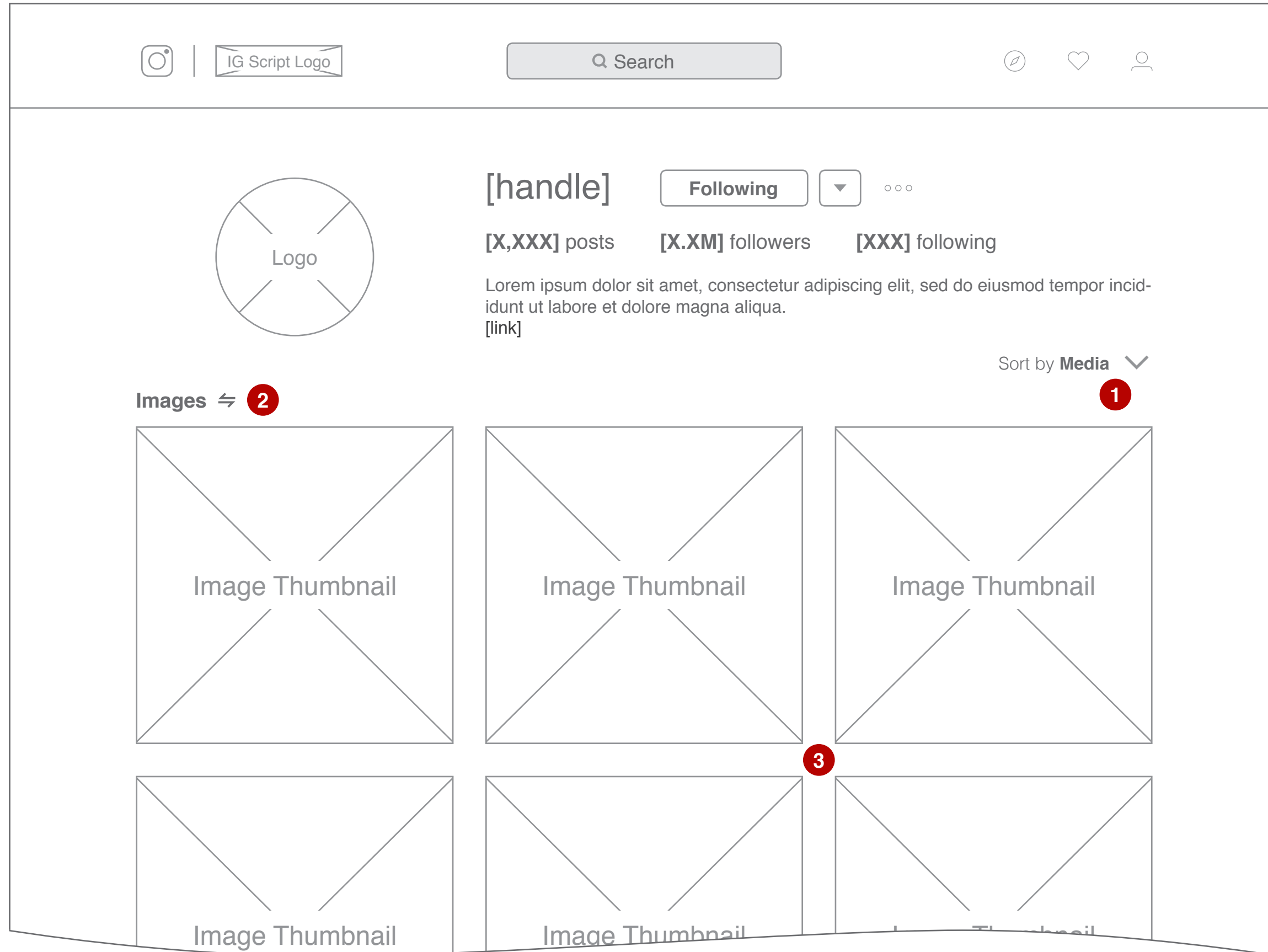
Notes

None



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User Experience

Users are presented with this page upon either selecting “Media” from the sorting menu overlay or selecting the “reverse” icon on *Profile, Sorted by Media, Videos* page.

Annotations

- 1. “Sort by” menu displays “Media” as the active setting, which means media is sorted by type.
- 2. Select to toggle from “Images” to “Videos”.
- 3. Media displays images only by default.

Notes

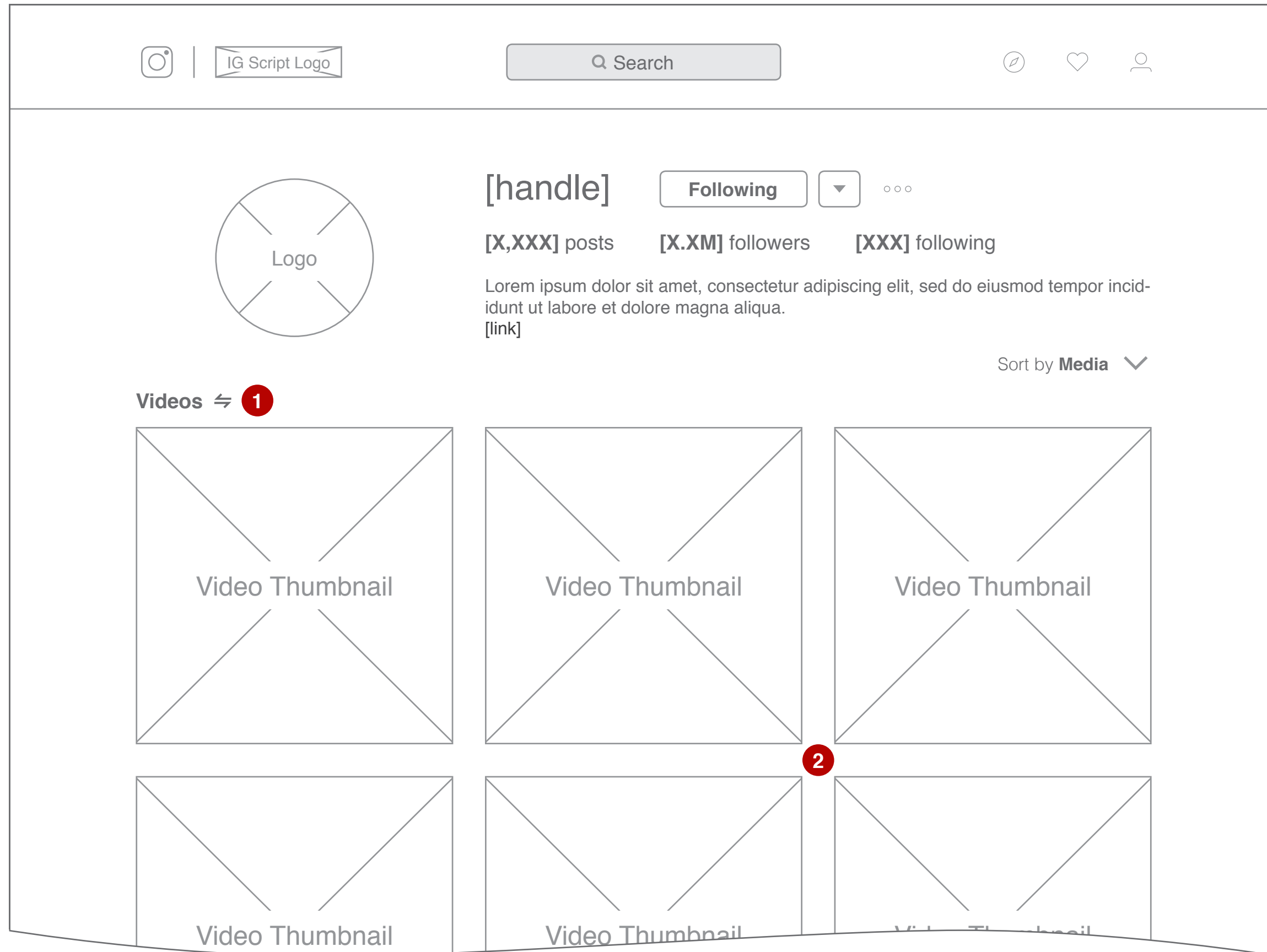
None



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Page Title: Profile, Sorted by Media, Videos

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting the "reverse" icon on *Profile, Sorted by Media, Images* page.

Annotations

1. Select to toggle from "Videos" to "Images".
2. Media displays videos only.

Notes

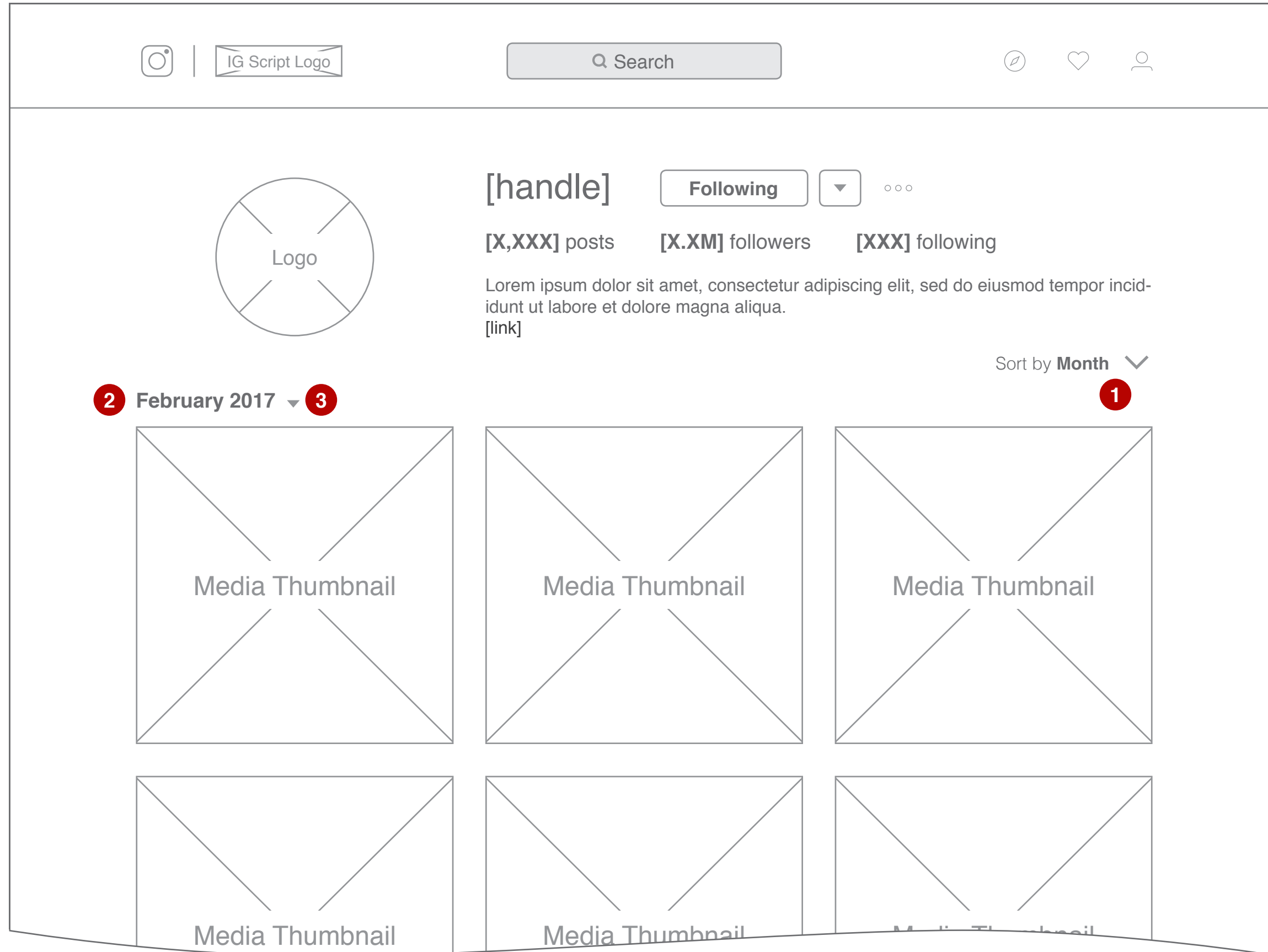
None



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Page Title: Profile, Sorted by Month

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting "Month" option from the sorting menu overlay.

Annotations

1. "Sort by" menu displays "Month" as the active setting, which means media is grouped by month.
2. Current month displays by default. In this case, "February 2017" and all media from the month display in order from newest to oldest uploaded.
3. Select to bring up dropdown menu of months. [Dropdown Menu]

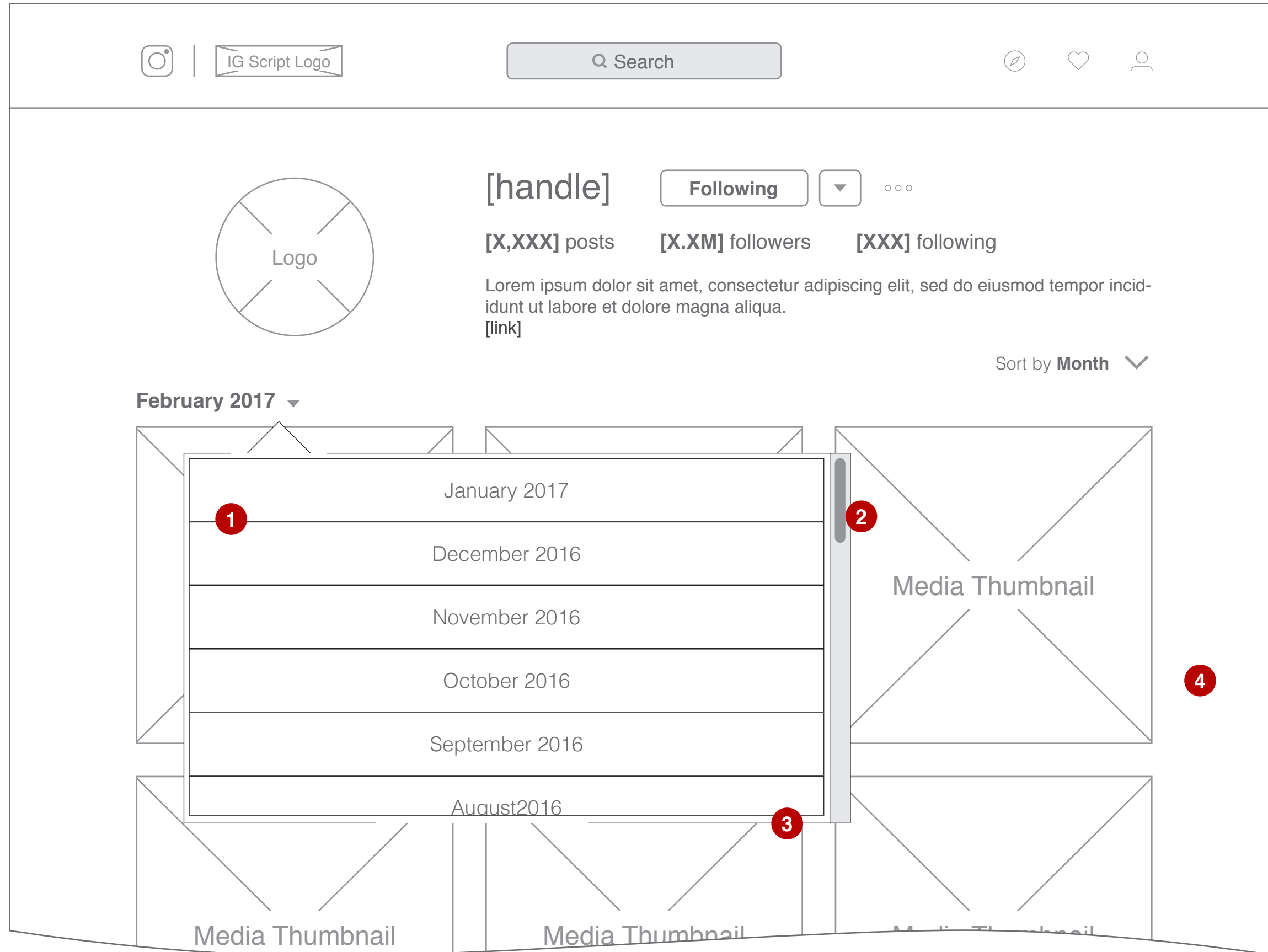
Notes

None



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Note: Designs are not to scale



User Experience

Users are presented with the month dropdown menu upon selecting the dropdown icon next to the displayed active month.

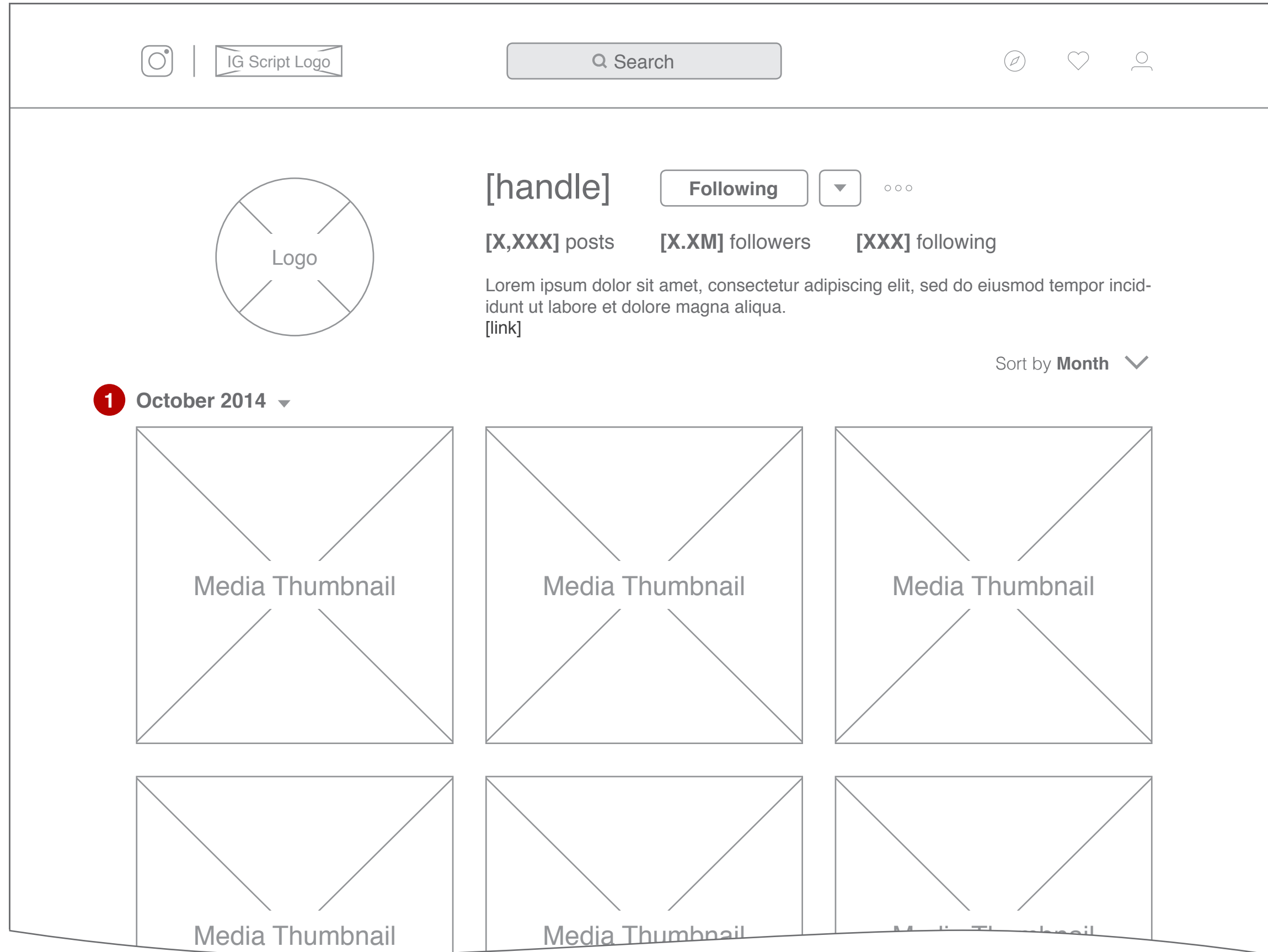
Annotations

1. Select a month to collapse the dropdown menu and display media from the selected month. Active month does not display in the month menu.
2. Scroll to navigate through the menu.
3. Additional months are hidden until the user scrolls down.
4. Select anywhere outside of the menu to collapse the dropdown menu.

Notes

None

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting a new month from the month dropdown menu.

Annotations

- 1. Newly selected month is displayed along with corresponding media. In this case, "October 2014" is selected.

Notes

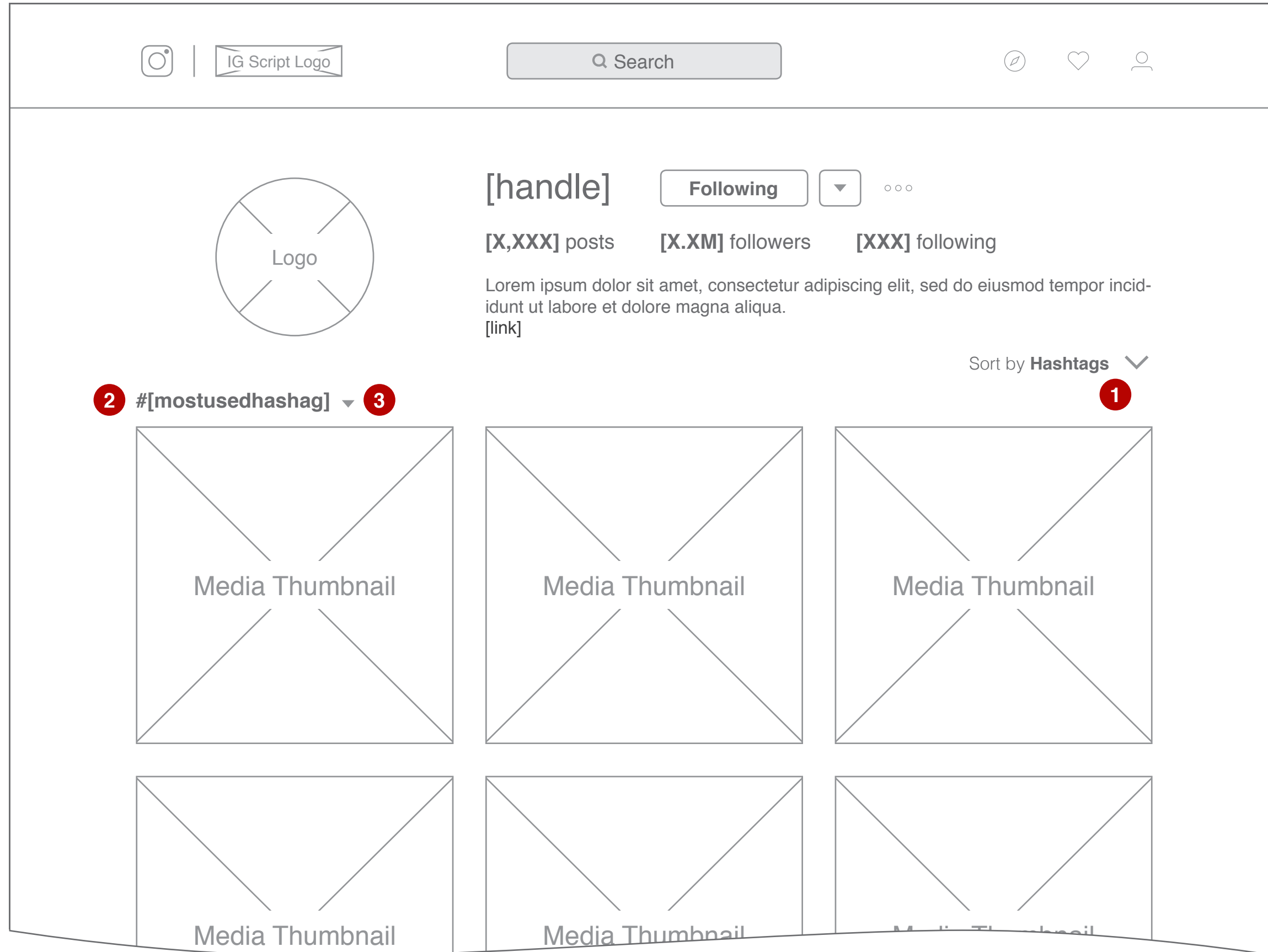
None



CLIENT	PROJECT	INFORMATION	ARCHITECT	VERSION	DATE	PAGE
Instagram	Image Sorting	Wireframes	Raymond Stone	1.0	02-27-2017	32

Page Title: Profile, Sorted by Hashtags

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting "Hashtags" option from the sorting menu overlay.

Annotations

1. "Sort by" menu displays "Hashtags" as the active setting, which means the media displayed is tagged by the active hashtag and appears in order from newest to oldest uploaded.
2. The most used hashtag displays by default.
3. Select to bring up dropdown menu of hashtags.
[Dropdown Menu]

Notes

None



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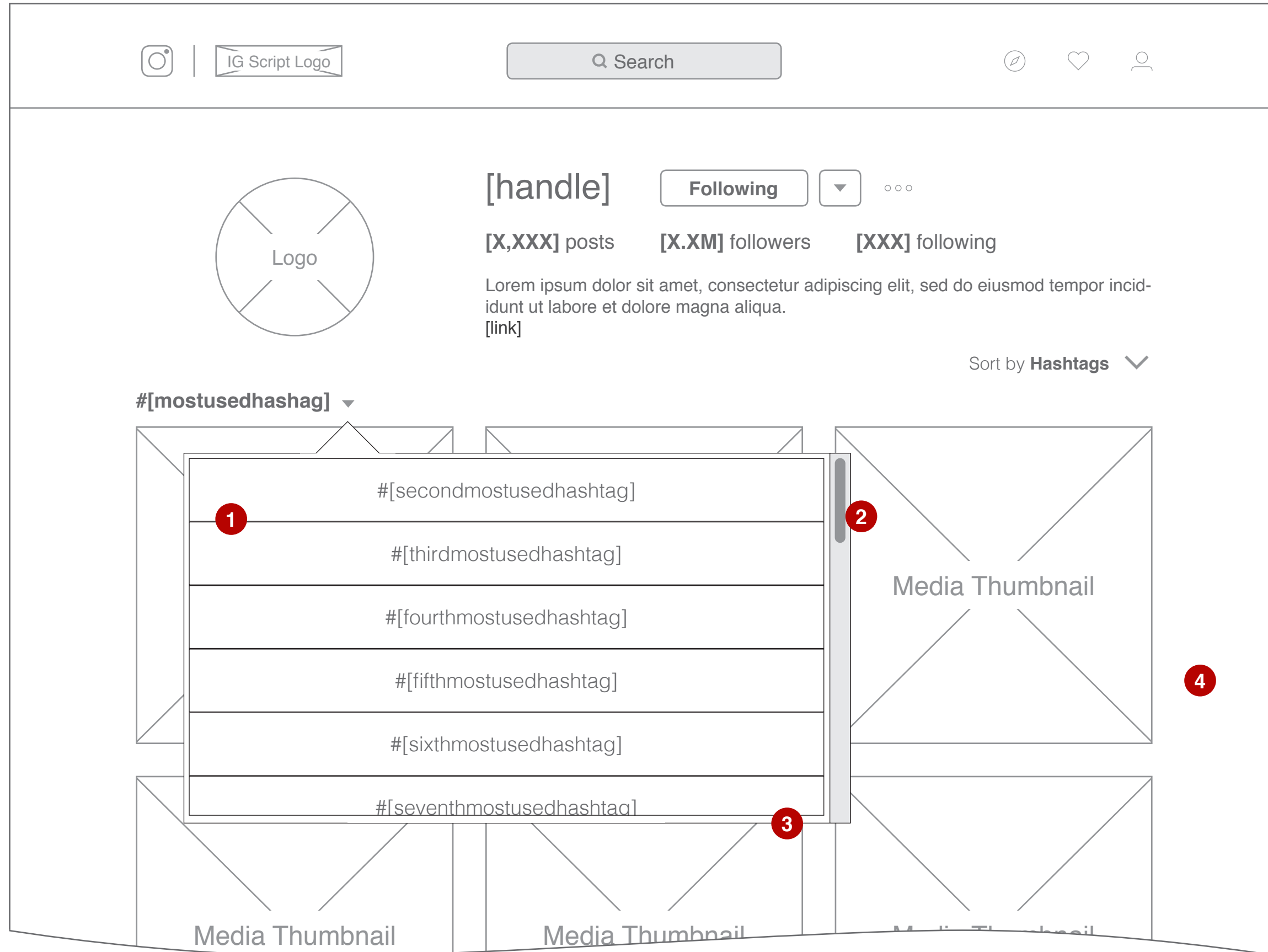
DATE

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Note: Designs are not to scale



User Experience

Users are presented with the hashtags drop-down menu upon selecting the dropdown icon next to the displayed active hashtag.

Annotations

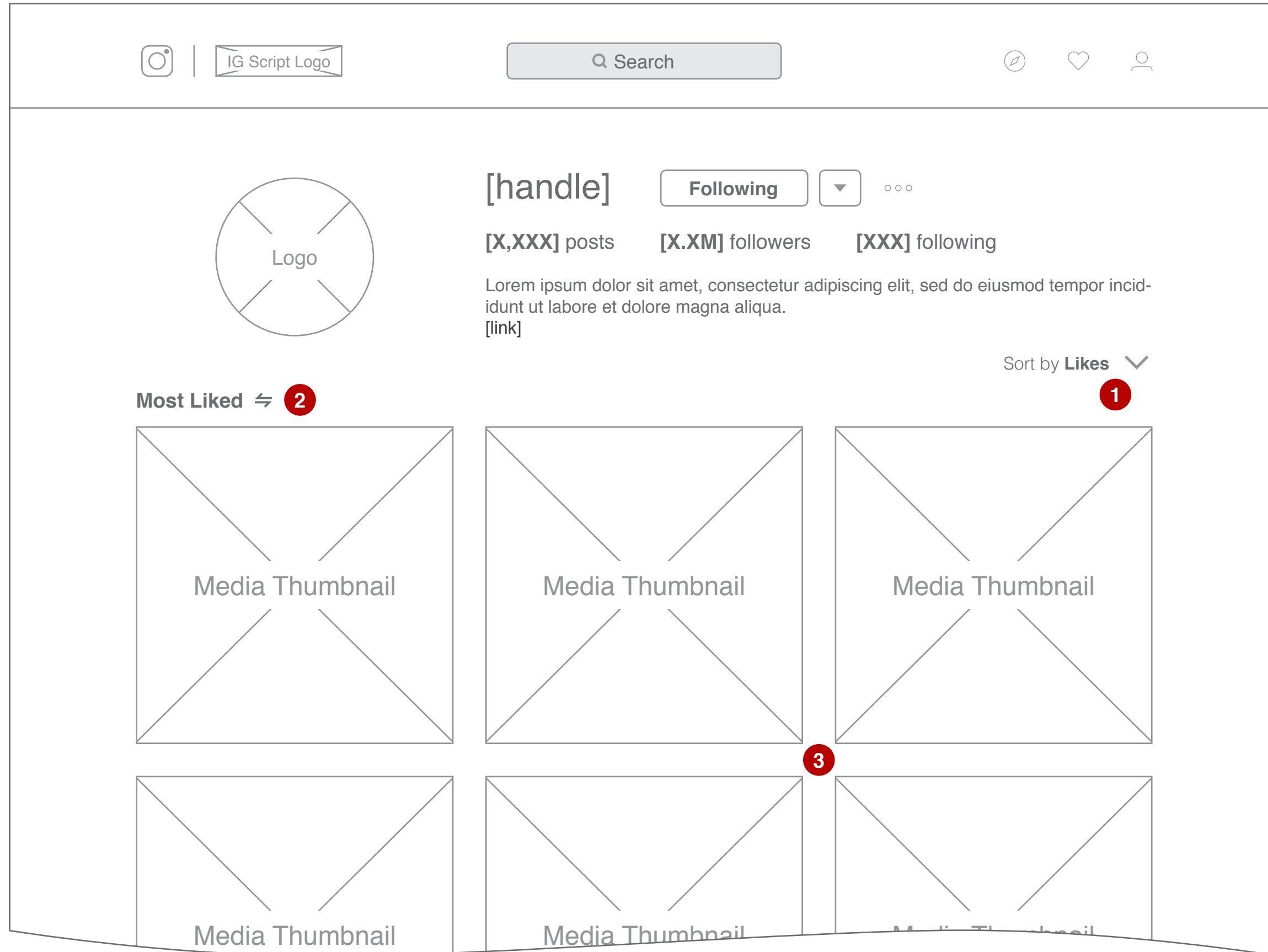
1. Select a new hashtag to collapse the drop-down menu and display media tagged by that hashtag. Active hashtag does not display in the hashtag menu.
2. Scroll to navigate through the menu.
3. Additional hashtags are hidden until the user scrolls down.
4. Select anywhere outside of the menu to collapse the dropdown menu.

Notes

None



Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting "Likes" from the sorting menu overlay or selecting the "reverse" icon on *Profile, Sorted by Likes, Least Liked* page.

Annotations

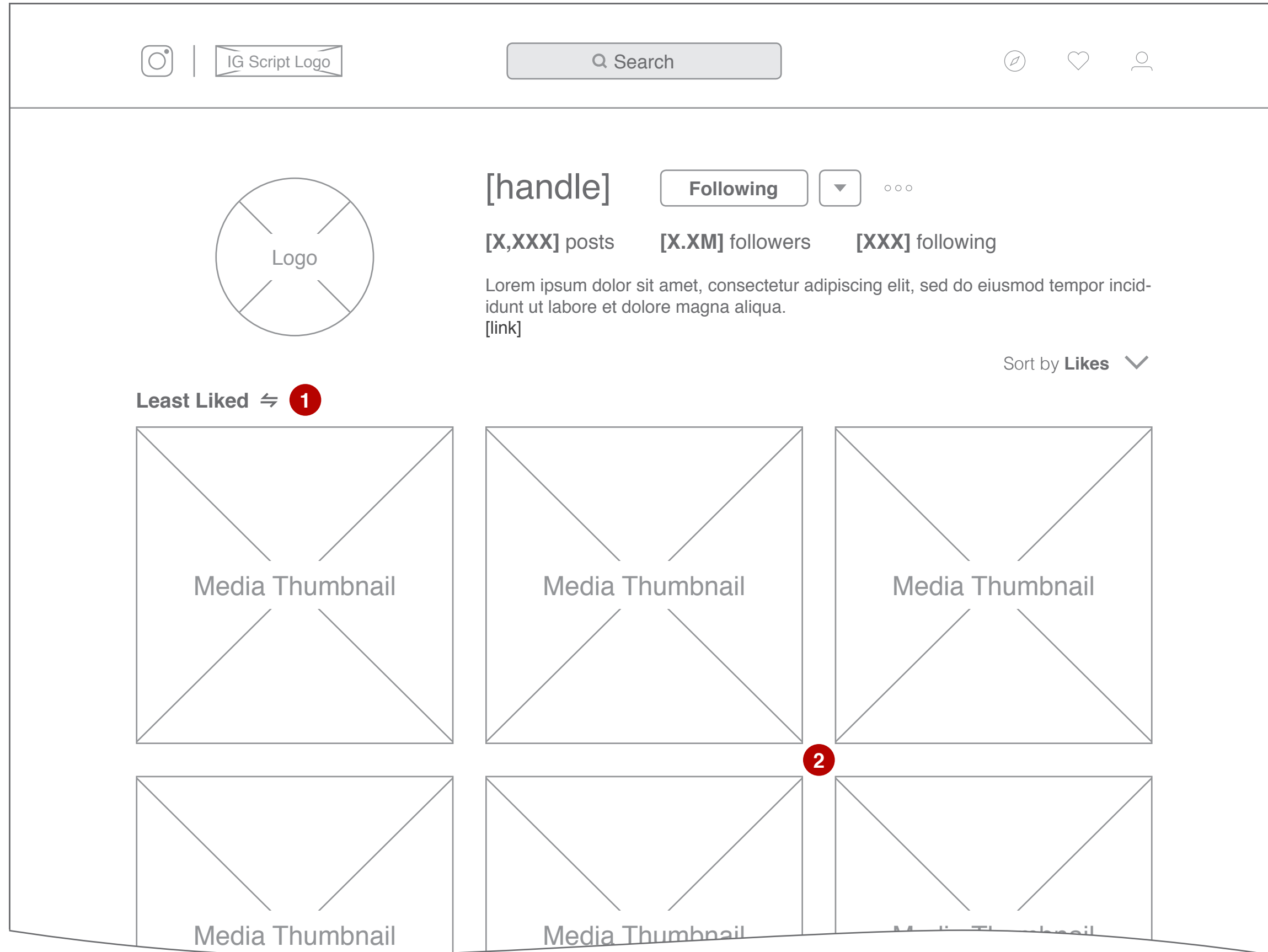
1. "Sort by" menu displays "Likes" as the active setting, which means all media is sorted by number of likes.
2. Select to toggle from "Most Liked" to "Least Liked".
3. Media is sorted from most liked to least liked by default.

Notes

None

Page Title: Profile, Sorted by Likes, Least Liked

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting the “reverse” icon on *Profile, Sorted by Likes, Most Liked* page.

Annotations

1. Select to toggle from “Least Liked” to “Most Liked”.
2. Media is sorted from least liked to most liked.

Notes

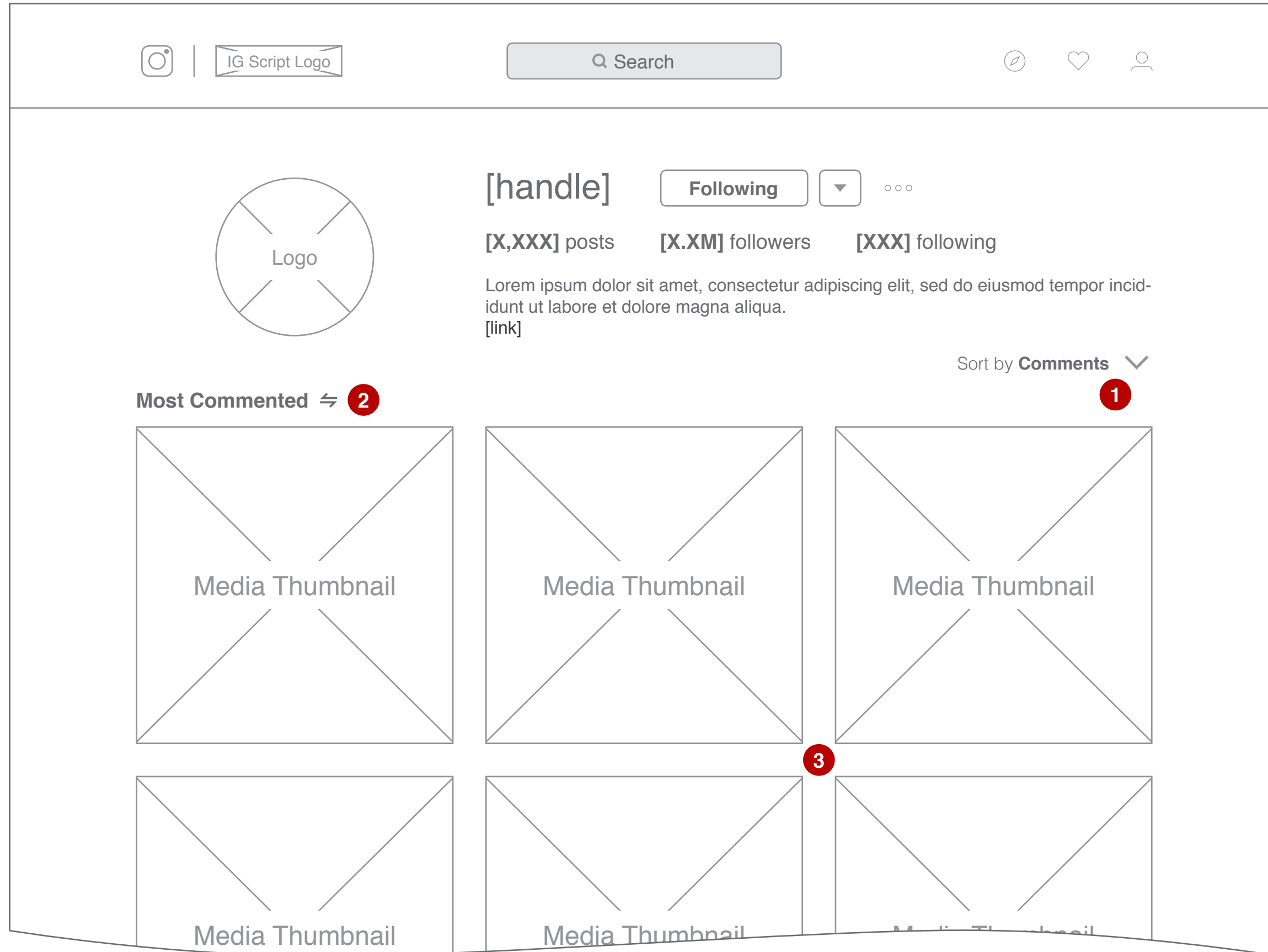
None



CLIENT	PROJECT	INFORMATION	ARCHITECT	VERSION	DATE	PAGE
Instagram	Image Sorting	Wireframes	Raymond Stone	1.0	02-27-2017	36

Page Title: Profile, Sorted by Comments, Most Commented

Note: Designs are not to scale



User Experience

Users are presented with this page upon either selecting "Comments" from the sorting menu overlay or selecting the "reverse" icon on *Profile, Sorted by Comments, Least Commented* page.

Annotations

1. "Sort by" menu displays "Comments" as the active setting, which means all media is sorted by number of comments.
2. Select to toggle from "Most Commented" to "Least Commented".
3. Media is sorted from most commented to least commented by default.

Notes

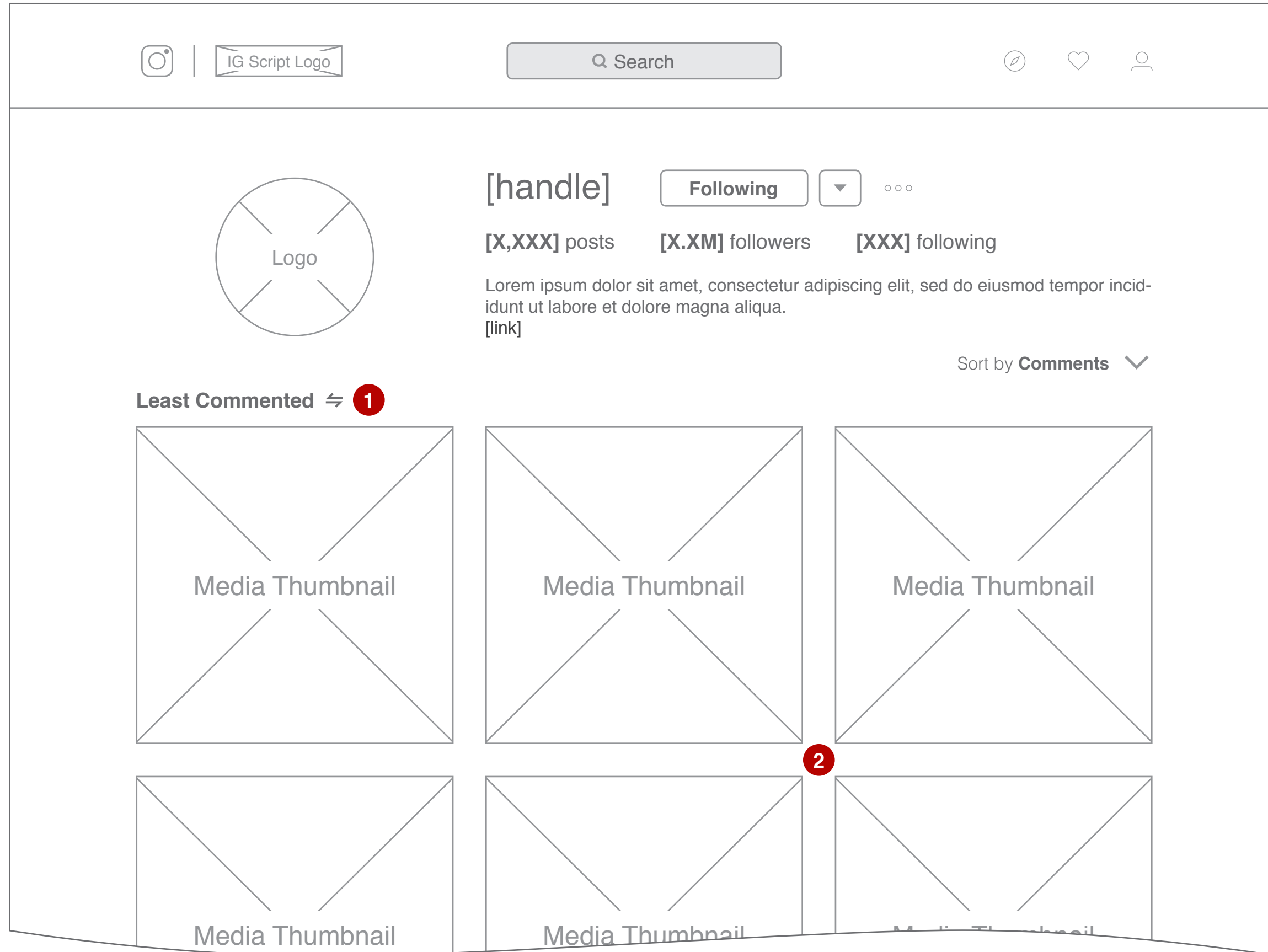
None



CLIENT	PROJECT	INFORMATION	ARCHITECT	VERSION	DATE	PAGE
Instagram	Image Sorting	Wireframes	Raymond Stone	1.0	02-27-2017	37

Page Title: Profile, Sorted by Comments, Least Commented

Note: Designs are not to scale



User Experience

Users are presented with this page upon selecting the “reverse” icon on *Profile, Sorted by Comments, Most Commented* page.

Annotations

1. Select to toggle from “Least Commented” to “Most Commented”.
2. Media is sorted from least commented to most commented.

Notes

None



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The End

RaymondStone.com

RaymondStoneDotCom@gmail.com



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