

Instagram × AI: Solving Discovery Inside Saved Posts

Instagram users save posts to revisit them later—but rarely find them again. This project introduces an AI-powered search experience that makes revisiting saved content instant.

The User Problem

The Pain

Users save hundreds of posts over months—travel ideas, reels, recipes, workouts. But the Saved tab becomes a **black hole**.

Real Behaviors

- Scrolling endlessly
- Opening multiple collections
- Trying to recall keywords
- Giving up entirely

The Core Friction

Users can't find what they previously saved.

Why This Problem Matters

User Value

- Saved = their personal "library"
- High-intent content
- Moments of inspiration → execution

Business Value

- Better reuse → higher engagement
- More saves → stronger creator ecosystem
- Opens pathway for personalized recommendations in Saved

Solving this friction creates a new habit loop.

Opportunity for AI

Traditional search fails because:

- Saved posts rarely have meaningful text
- Users remember visuals ("blue lake reel"), not keywords
- Reels often have no searchable metadata
- Users describe content vaguely

AI unlocks what search couldn't:

- Vision understanding
- Semantic search
- Natural language queries
- Cross-modal matching (image/video ↔ text)



Solution Overview

AI Smart Search for Saved Posts

A natural-language, vision-powered search inside the Saved tab.

*"show me the travel reel with
the blue lake"*

*"that coffee recipe I saved
last week"*

"the mandala art post I saved"

AI understands the description and retrieves relevant posts instantly.

How It Works (AI POV)

Under the Hood

01

Content Embedding

All saved posts (images, reels, thumbnails, captions) are embedded into a multimodal vector index.

02

Query Understanding

User query → semantic embedding → context extraction.

03

Cross-Modal Matching

System finds closest matches between user intent and saved content.

04

Ranking Layer

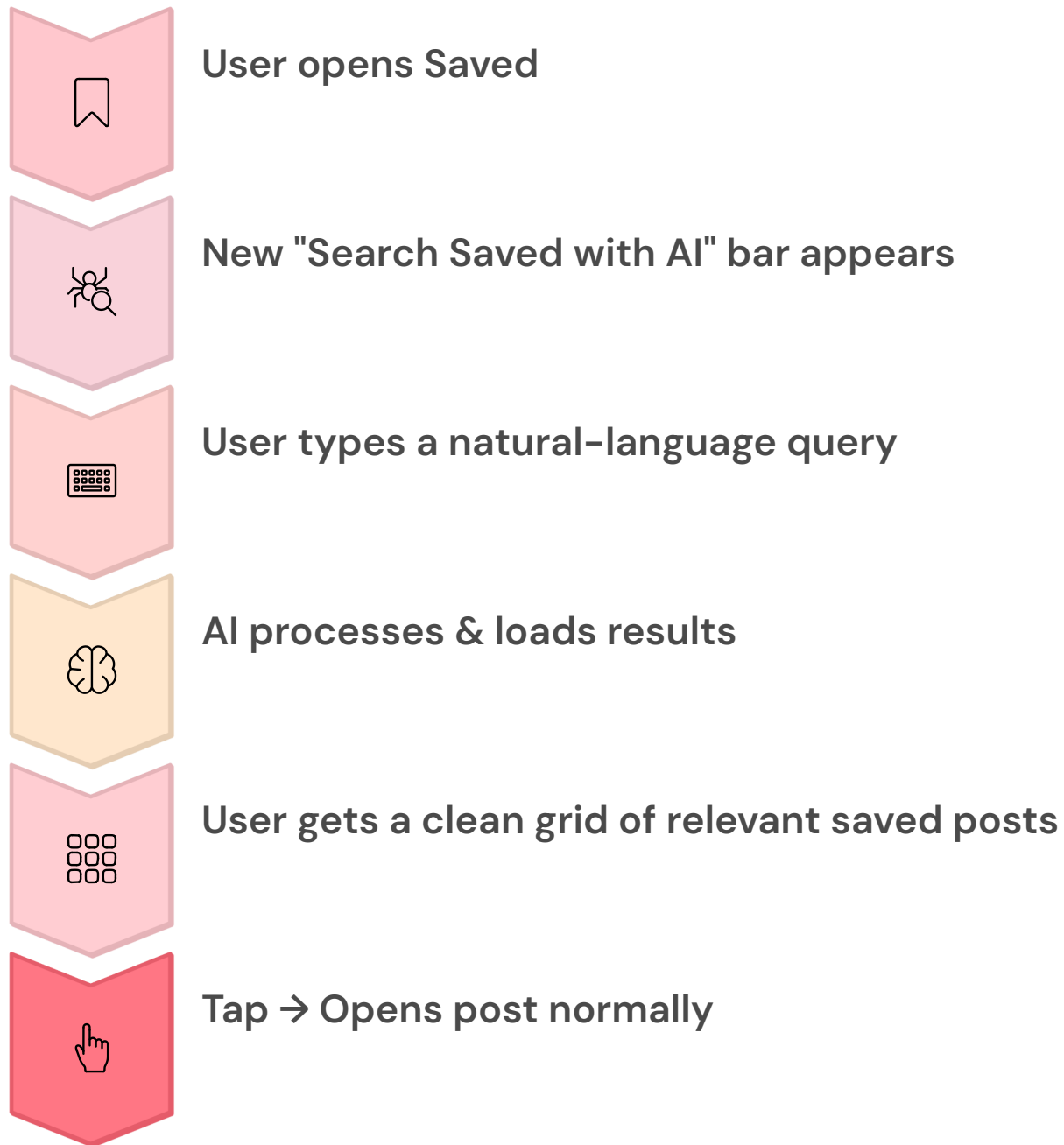
Ranks results using: similarity, recency, engagement, user's past interactions

05

Refinement

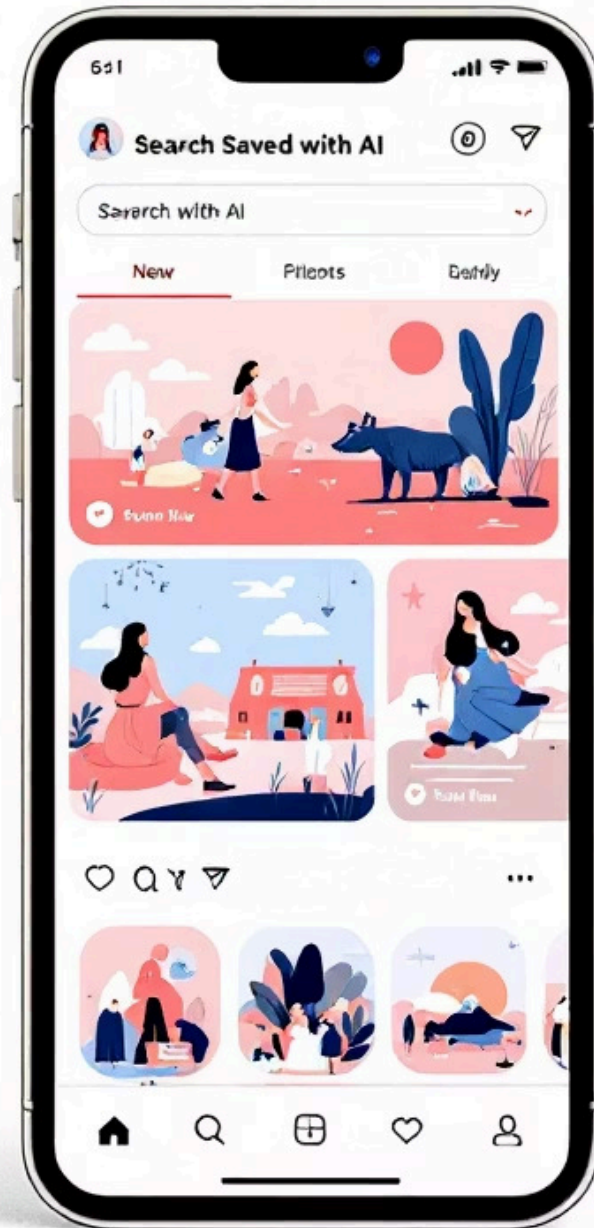
User can refine results using filters

User Flow (Simple & Clear)



This flow reduces a **30–60 second scroll** into **2–3 seconds**.

Prototype Screens (Key Moments)



Include:

- Saved tab with AI search bar
- Query input
- Loading state
- Results grid
- Post view

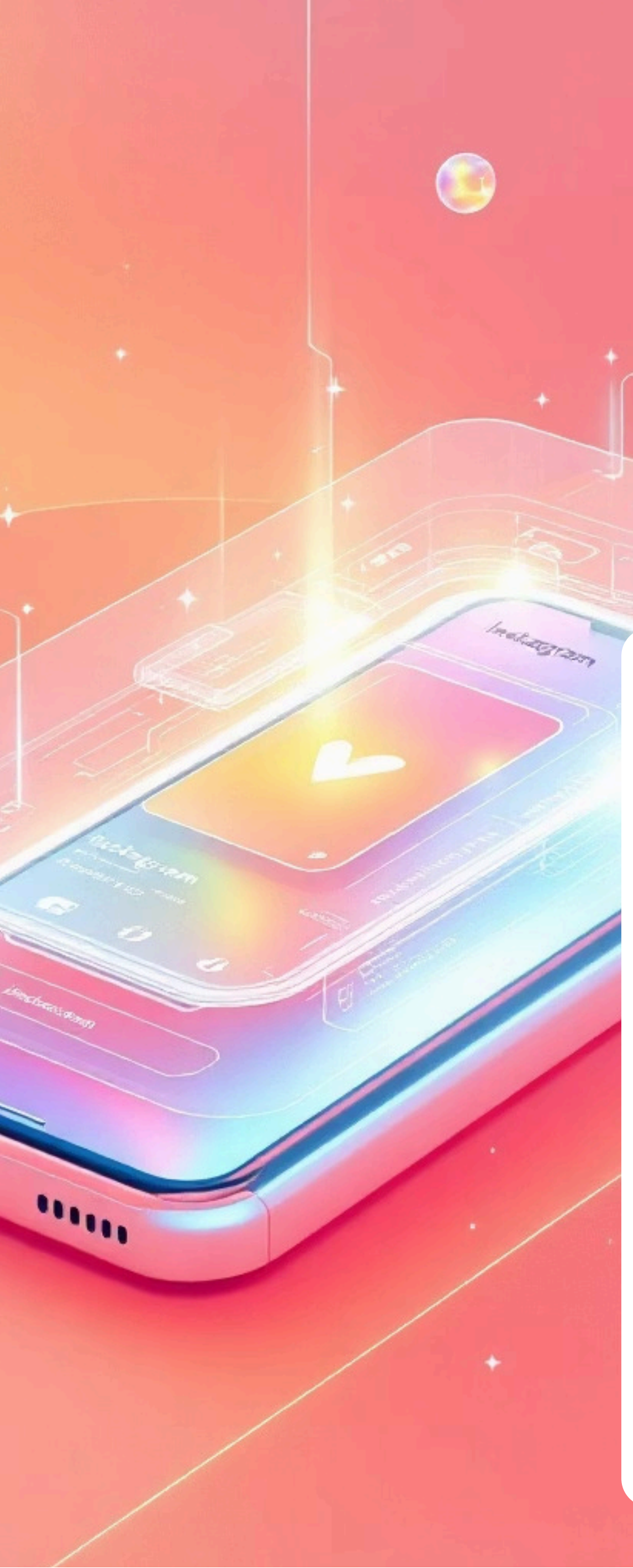
Why This Solution Works

For Users

- Zero learning curve
- Works exactly how they think
- Converts saved posts into a retrievable library
- Saves time & cognitive load

For Instagram

- Higher revisit rate of saved posts
- Better content resurfacing
- Indirectly increases creators' value
- Foundation for future "Saved Insights" & "Personal Recommendations"



What's Next

Phase 2 Expansions

- "Find similar saved posts"
- Smart auto-grouping into collections
- Personalized saved insights

MVP Success Metrics

- Search activation rate
- Query-to-result success rate
- Saved post revisit frequency
- Time spent in Saved tab

This feature is a small but powerful AI enhancement that solves a **real PO problem for users** and demonstrates a **clear, purposeful use of AI**.