

# USER NEEDS ANALYSIS

## Scope and Definition of Requirements

### A. DEFINE USERS

1. Define your audience: Who are the users?

- People who use TikTok
  - Ages 20 - 29 years old
  - Ages 10 - 19 years old

2. Identify user goals:

The user goals are to limit the time they spend on TikTok, meaning that the user needs better accessibility to the function and a more customizable feature

3. Define your business goals: What do the users need to do for this Web site or application to be a viable investment? This can come from clients, stakeholders, or users themselves.

| Who are the users                       | Goals  | Motivation   | Needs   | Behaviors                     |
|---|--|--|---|-------------------------------|
| Teenagers and Young Adults (ages 10-30) | Limit and measure the amount of time spent of TikTok | Change the way their interact and spend time on TikTok | -Awareness of their time spent on social media<br>-better findability | -impatient<br>-practical<br>- |

## **Scenarios**

### **TikTok User #1**

Kayla is a 16 year old who posts videos to TikTok. Though she has a relatively large following, consisting mostly of her school friends and family, she tries her best to make entertaining videos for her followers. She spends a lot of her free time on the app, watching trendy videos for ideas for her own. Kayla realizes that she is using TikTok a lot, as she is constantly on the app in between class periods, after homework breaks and even stays up late at night to watch and post short videos.

One morning, Kayla feels incredibly tired and does not want to get out of bed for school. She had spent the night before watching TikTok videos instead of getting a good night's rest. Kayla decides that since she only used TikTok for fun, that she wants to spend less time on the app and about her time on other things, including getting more sleep for school. She knows that her iPhone has a screen time management feature, but specifically wants TikTok to track her time as well as set a time limit for her daily app usage. Kayla searches in the setting for the screen time management feature, but has trouble locating the feature immediately. She remembered after first downloading the app, during the “app tour”, that TikTok does have a screen time management feature.

Kayla, though frustrated with its location, eventually finds where the screen time management feature is located and tries to enable it. She thinks the feature is easy to use and enable, but it does not offer much of a variety of the times she can set for her usage. She decides not to use the feature because it does not offer her more choices to set her time limit.

### **TikTok User #2**

Mike is a 28 year old business man who enjoys using various social media apps at night before he goes to sleep. He finds it relaxing and fun to watch videos off of TikTok and Youtube, but lately has found himself enjoying TikTok more because the videos are short, and therefore, he does not need to watch long Youtube videos before bed. Mike usually uses his phone for about an hour before bed. Since the videos on TikTok are so short, he hasn't noticed that time flies by when he is lying in bed on his phone. After a couple weeks, Mike begins to notice that he feels tired and sluggish in the morning as he has been spending more time on TikTok before falling asleep. He has been having a harder time keeping track of time spent on the app due to the vast amount of content that he can view without any stopping points.

Mike decides that he wants to try to utilize the screen time management feature on the app to keep track of the time he has spent on TikTok, as well as limit the time he can use the app before bed. His goal is to be able to set a specific time he wants to stop using the app. For example, he wants to be off his phone at 11:00 pm, and would like the app to prevent him from watching anymore videos at this point. Mike tries to enable the screen time management feature on TikTok, and begins searching through the settings to find this feature.

He quickly becomes annoyed because of how difficult the feature is to find within settings. After searching on Google on how to enable this feature, he finds it quite disappointing because he cannot set a specific time in which an alarm will stop him from watching videos. He is also disappointed at how limited the time feature is in terms of how much time he can set as his limit. He feels that the screen time management feature is a waste of time and decides not to use the feature altogether.

# **Personas**

## Users Between the ages of 20 - 29 years olds

### Motivations

- Better regulate their social media usage

### Goals

- Limit and measure the amount of time spent of TikTok
- Set stopping points for themselves

### Frustrations

- Unable to easily find the screen time management feature
- The feature limits the time that the user can set their preference to
- Does not allow the user to set a specific time in which they can no longer use the app

### Personality

- Impatient
- Practical
- Responsible

### Technology

- A large majority of users have a good understanding of how to operate their cell phone
- Knowledge of navigating an app on their phone
- Basic understanding of how to customize their experience on various social media apps

## Users Between the ages of 10 - 19 years olds

### Motivations

- Better regulate their social media usage

### Goals

- Limit the amount of time spent of TikTok
- Track their time spent on TikTok

### Frustrations

- Unable to easily find the screen time management feature
- The feature limits the time that the user can set their preference to

### Personality

- Impatient
- Extraverted (while online)

### Technology

- A large majority of users have a good understanding of how to operate their cell phone
- Knowledge of navigating an app on their phone
- Basic understanding of how to customize their experience on various social media apps

## B. SET OBJECTIVES

4. Define the usability objectives:

| User                                    | Usability   | Sample Design        | Method/Instrument      |
|---|---|----------------------|------------------------|
| People who use TikTok (10-30 year olds) | Findability, customization, satisfaction and learnability | Simple Random Sample | Qualitative/ Interview |

5. Identify the design constraints: Define the budget, the timeline, and the project team.

Investigate the target platforms and their technical limitations. Identify which platforms will not be targeted and the possible constraints that will not apply.

- The design constraints for this project would be the limited time frame that I have to complete the project. Working with other people's schedules, mostly those who I need to interview, there comes a time constraint.

## UNA Outcomes

### User Needs Analysis

#### I. User Definition and Goals

A. The goals of the user would be to utilize the time management feature on the application TikTok in order to track the amount of time that the user spends on the social media application.

#### B. Objectives:

1. *Usability*: According to the research conducted, the users had a difficult time locating the time management feature, and they did not like that the feature limited the times that they could set for themselves
2. *Design Constraints*: The Design Constraints of this capstone is a full college semester long and is done by me, Kelly, and me alone.

#### C. Background Research

##### 1. Survey Instruments with Questions

a) I will run an interview with 5-8 willing participants of the ages 10-30 years old. After the short interview questions, I will ask the users to open Tiktok on their personal phones and have them enable, or disable the time management features in the app. I will ask them to “think aloud” during this process so I can get an accurate account of their emotions and thought process during the interview.

##### b) Questions:

**(1) How much time per day do you spend on TikTok? Do you feel you spend too much time on TikTok?**

**(2) Do you enjoy watching TikTok videos? If so, why?**

**(3) Do you know how to enable the time management features on the app?**

*This is where I would take them through using the time management feature on the application.*

**1. How would you rate your experience with the time management function?**

**Poorest      Poor      Average      Good      Very Good**

**2. How difficult was the time management feature to enable?**

**Extremely Difficult      Very Difficult      Difficult      Slightly Difficult      Not Difficult at All**

**3. How likely are you to use the time management feature?**

**Highly Unlikely      Not Likely at All      Somewhat Likely      Most Likely**

**4. Please describe your experience using the Time Management Feature**

**(How satisfied are you with it?)**

**(Ask about efficiency, how easy it is to use... base questions off of the participants response)**

**(Additional response relating to each participant's use will**

2. Observation Notes (dates, times, locations)

a) I will interview the participants in person or over Zoom during the weekend of January 14-16th. If more interviews need to be conducted, I will Monday, January 17th as a make-up day. All times will be arranged by whatever works best for the participants.

3. Raw Data and Data Analysis

a) The average time that the users spent on TikTok is: 2.4 hrs a day  
b) I found through conducting single person interviews, many of the users could not find where the actual feature was located in the app. The users also noted that the feature itself was not very customizable to their preferences. Some commented that they felt the feature would not hold users accountable.

**Conclusions and Findings**

After conducting the interviews, I believe that the best way to help improve the TikTok Time Management Feature would be to change where it is located in the menu. Currently, it is located in the "Digital Wellbeing" tab. Some of the people I interviewed stated that the icon and location does not communicate to them that the time management feature would be located in the digital wellbeing tab. I believe that if it was simply part of the menu, then users would have an easier time locating the feature, and in turn, would be more obligated to use it if they know what and where it is.

Another observation I made was that the users felt that the feature in its current state did not offer them options that fit their needs. They needed more customization in the app, but sadly there are only four options for the users to set their preferences to. Giving the users more choices would help them set their preferences to what they need and not limit them to specific times that the app sets for them.