Yunifa Tri Safariyani | 2023

Tiktok App Improvement
Usability Testing

Role:
Facilitator & Notetaker

**Tools:**
Figma, Zoom

Duration:
1 Week

1 Background

In our research on the Tiktok app, we try to find out user behavior when watching video content on Tiktok. The research results show that users feel disturbed when watching content because there are many buttons on the display, besides that users feel that the tiktok content that appears often does not match the user's interests

2 Objective

- Users can carry out the process of filtering and changing interests through the improvised Tiktok home page prototype design
- Users can carry out the process of converting video content into fullscreen mode through the improvised Tiktok home page prototype design
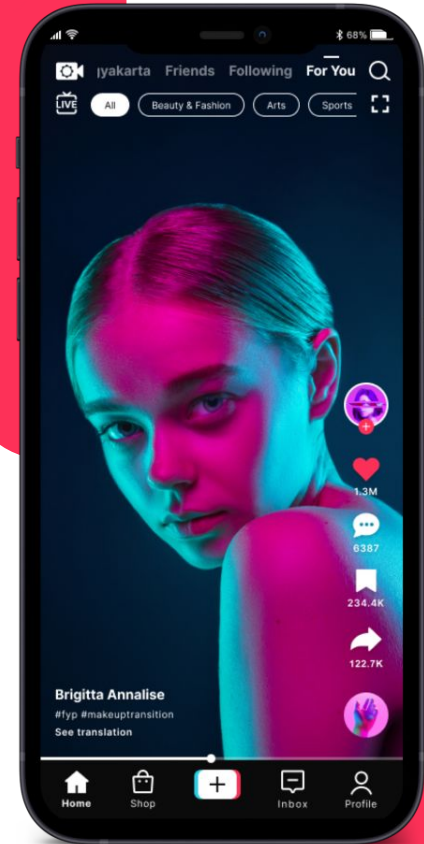
Metric

Users can carry out the process of changing interests through the improvised Tiktok home page prototype design

Users can carry out the process of converting video content into fullscreen mode through the improvised Tiktok home page prototype design

Completion Task

(FIlter Video Keyword)
- User knows the position of the content preferences button/icon
- Users can look for an option or button labeled "Add Keyword"
- Users can fill in and add keywords

(Change Interest)
- User knows the position of the content preferences button/icon
- Users can look for options or buttons labeled "Change Interest"
- Users can change/select interest categories

Completion Task

The user knows the position of the fullscreen mode button/icon to make clear display.

⏱ **10-15**s

⏱ **2-3**mins

Scenario

1 Imagine that you are watching interesting video content on Tiktok. However, often the videos are closed by buttons, so you feel uncomfortable and disturbed.

2 Imagine you want to watch video content about music on TikTok. However, you often find random videos that doesn't suit your interests at the time, and several times you even find videos about violence.

Task

01 Please show how you can make the video display on fullscreen mode in the Tiktok app

02 Please show how you can filter video content according to your interests in the Tiktok app

Participant

- ● User active Tiktok
- ● Nationwide
- ● Male/Female
- ● 20-25 years old

Timeline

2023 July

10	11	12	13	14	15

Usability Testing Plan

Usability Testing via Zoom

UT Analysis & Reporting

Involved Role

Participant:

Dangu Prasetyo, Bekasi (24)

Pramesthi, Purworejo (23)

Arifah Agrin, Jakarta (25)

Facilitator & Notetaker:

Yunifa Tri S, Purworejo (24)

Tools

Zoom Meet

Figma.com

Filter Video Keyword
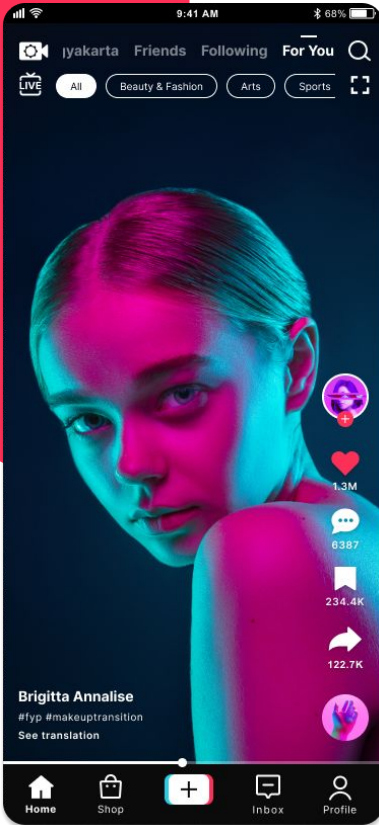

Change Interest

Fullscreen Mode


Prototype Link

Click Here

Findings

When working on the "**Filter Video Keyword**" and "**Change Interest**" tasks, in the first minute, one of the users tends to focus and tries to click the profile icon first on the menu bar. This type of user is already familiar with the previous Tiktok app so she thinks setting content preferences can be done by pressing the profile icon first.

Whereas the other two users, in the first minute focused on the top bar on the home page and didn't have to wait long, they immediately pressed the content preferences icon located on the top bar of the home page on Tiktok. This type of user tends to be sensitive to improvisations from the Tiktok app that has been made, so they immediately recognize the location/change of existing buttons.
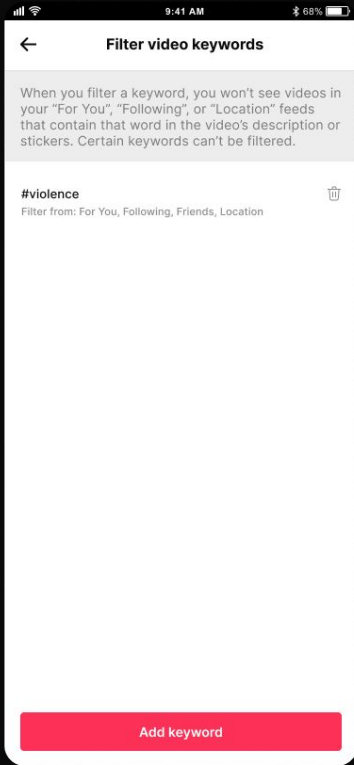
Findings
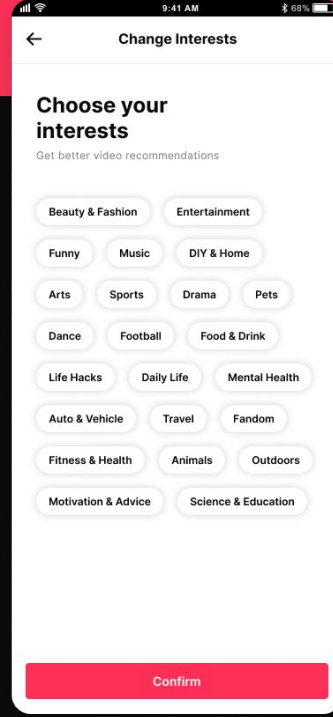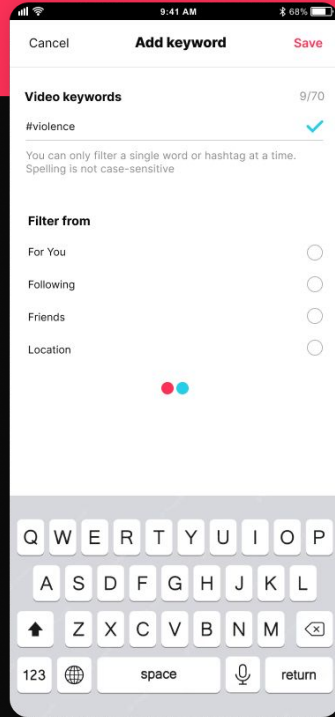
- All participants understand and try to click the "Fullscreen" button/icon if they want to make the display clear without buttons

- All participants understand and try to click the "Add Keyword" button if they want to add keywords

- All participants understood and tried to click the option button from the interest category if they wanted to change their interest

Insight & Recommendation

Feature	Journey	Insight	Recommendation
Filter Video Keyword	Click back to home page	The user was confused after completing the add keyword, which button should be pressed to return to the Home Page	Added a confirm/done button on the last page after adding keywords
Change Interest	Change/choose Interest Categories	Users do not experience problems when changing/selecting interests, but users feel that the addition of interest category options on the home page makes the home page look more full and less comfortable.	Changing the display of interest category options on the home page with a filter icon that contains drop down options from the changed/selected interest category.
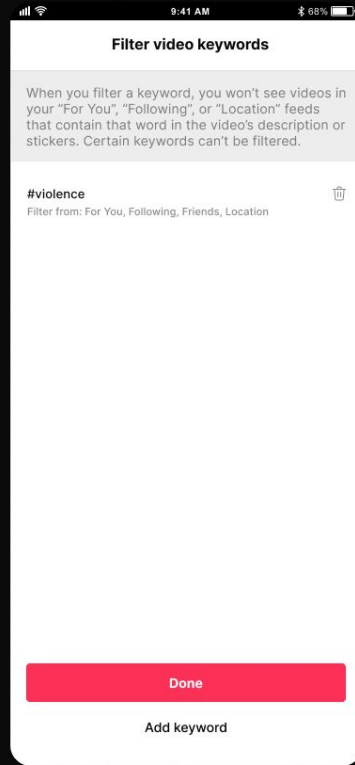
Iteration

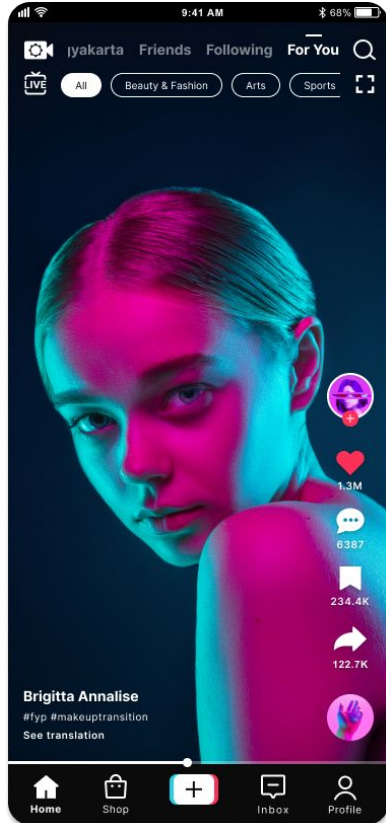Before improvement

After Improvement

The user was confused after completing the add keyword, which button should be pressed to return to the Home Page.
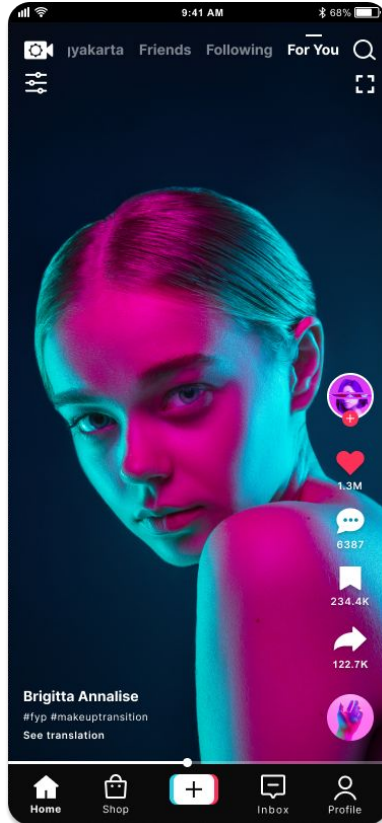
Validation:

After the fix, it gets even better. I don't need to feel confused anymore when I try to return to the home page after adding keywords.

Filter video keywords

When you filter a keyword, you won't see videos in your "For You", "Following", or "Location" feeds that contain that word in the video's description or stickers. Certain keywords can't be filtered.

#violence
Filter from: For You, Following, Friends, Location

Add keyword

Done

Add keyword

Before improvement

After improvement

Iteration

The user feel the addition of interest category options on the home page, makes display look more full and less comfortable.

Validation:

The display of the home page is simpler and nicer to look at, not too many buttons as before. The feature for selecting/changing interest categories becomes more effective.