

# ***TIKTOK: A REDESIGN***

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# ***AGENDA***

- 1.** Client Overview
- 2.** Problem Statement, Objective and Research Plan
- 3.** Competitive Analysis
- 4.** User Types
- 5.** Participant Overview
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# WHAT IS TIKTOK?

- Tiktok is a video uploading platform that features **short-form mobile videos**
- The videos on the platform feature a wide variety of genres; the length of these videos span from 15 seconds to one minute.
- Tiktok has about **689 million users** worldwide.

# ***IN PREPARATION***

*How can we help Tiktok streamline the video editing and video uploading process?*



## ***OBJECTIVE***

Identify any problems or barriers that users encounter when trying to **edit and upload videos** on Tiktok



## ***PLAN***

Conduct **interviews** to see where users' pain points lie, and do a **competitive analysis** to see how the market is

# ***COMPETITIVE ANALYSIS***

I researched Tiktok's **direct competitors** and **indirect competitors**.

Here were my main takeaways:

1. Tiktok's competitors' main challenge is acquiring the userbase that Tiktok has amassed
2. Tiktok is a leader in this specific industry; its direct competitors are copying from it
3. There are features (such as a "Snapmap", viewer history, etc.) from competitors that Tiktok would do well to incorporate

# ***THE TWO CREATOR TYPES***



## ***FAMILIAR***

If a creator has created <40 videos, they're "**Familiar**".



## ***ADVANCED***

If a creator has created 50+ videos, they're "**Advanced**".

[Link to the Research Guide](#); [Link to Raw Data](#)

# ***PARTICIPANT OVERVIEW***

<b><i>Participant</i></b>	<b><i>Background</i></b>
<b><i>FAMILIAR 1</i></b>	Computer programmer; spends hours every day watching videos on Tiktok
<b><i>FAMILIAR 2</i></b>	Actor who follows trends for their videos
<b><i>FAMILIAR 3</i></b>	University student who uploads makeup videos onto Tiktok
<b><i>FAMILIAR 4</i></b>	Foodie account that branched off from IG
<b><i>ADVANCED 1</i></b>	Fitness account who makes money from brand deals
<b><i>ADVANCED 2</i></b>	Casual user with casual videos; recent university grad
<b><i>ADVANCED 3</i></b>	Creates Tiktoks with a common subject; wary about being too invested in the platform

# ***A BIRD'S EYE VIEW***

## ***FAMILIAR 1***

Thinks that Tiktok should walk through new users. Uses Youtube for tutorials

## ***FAMILIAR 2***

Finds editing needlessly difficult and frustrating. Interface is not good for big thumbs

## ***FAMILIAR 3***

Thinks that Tiktok should have more advanced editing functions

## ***FAMILIAR 4***

Finds the editing process prohibitively difficult. Thinks Tiktok should have tutorials on the app

## ***ADVANCED 1***

It's not hard for them to pick up new features. Thinks there should be description for effects

## ***ADVANCED 2***

Doesn't find functions hard to figure out; would like a better time-setting function

## ***ADVANCED 3***

Tiktok is great for editing for newbies. Search function for effects should improve



# PERSONA 1: “FAMILIAR”



Camilia Saint-Saens

**Background:** Camilia downloaded Tiktok because of all the viral Tiktok videos she saw on social media. She spends hours every day scrolling through her “for you” page (she loves comedy videos) but doesn’t upload very often. When she does upload, it’s to follow trends.

## Goals:

- Create casual videos to share with friends
- Enjoy her leisure time
- Doesn’t want to spend too much time on the platform as she has other tasks in her life

## Pain Points

- Tiktok has a very inadequate onboarding process for new users
- Editing is needlessly difficult for her, especially when she’s editing the duration of captions

# PERSONA 2: “ADVANCED”

**Background:** Barry is a professional gymnast who posts videos of him doing flips on Tiktok. He has amassed **100k followers** and spends time every day editing his videos and keeping track of current trends. He also regularly live-streams. While he does take issue with some of Tiktok’s interface, **he’s not leaving any time soon.**

## Goals

- He wants to create compelling content for his followers
- He’s also interested in building his audience, **since this translates into revenue for him**

## Pain Points

- Some of the effects are hard to use and glitchy (voiceover, green screen, editing text duration, etc.)
- Also has issues with the search function (can’t search for videos very well)

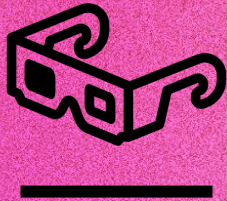


Barry Bao

# ***RECURRING THEMES***

- 1.** Almost every single person I interviewed starting creating on Tiktok seriously **during the pandemic**
- 2.** People seem to appreciate the amount of effects that are on Tiktok
- 3.** Creators' contents are heavily influenced by **trends**
- 4.** The timing function on Tiktok is very poorly designed and difficult to use
- 5.** The more difficult one finds editing, the less likely they are to use the platform as a creator (unless they're getting paid)
- 6.** Some new users go on Youtube or look up articles to find out how to use the interface
- 7.** It's difficult to figure out **how to use some effects, for advanced and familiar users**
- 8.** Even for people who are adept at using Tiktok, they have a slew of grievances against the app's interface

# GENERAL TAKEAWAYS



One of Tiktok's strengths is the **sheer number of effects and filters it has** in its arsenal. The problem is that users either **can't pick them up or can't find them**



The **search function** (for videos and effects) and **caption duration** are the biggest pain points for users across the board



There is inadequate onboarding for new users, who often seek out **tutorials from outside sources**, be it through articles or YouTube videos.

# ***INSIGHTFUL LESSONS***

**01**

People are on Tiktok to have a good time, and won't spend the time and energy creating if the **process is too much of a hassle for them**

**02**

Tiktok is **a heavily community-oriented app**; creators' content are mostly influenced by the other creators' content.

**03**

People want to make **great videos with a limited interface**. That's why some people rely on external video-editing software.

## **3 PROBLEMS...**

**01**

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**New video creators** are having a hard time figuring out how to edit and upload videos

**02**

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Many of the effects are difficult to understand, find, and use

**03**

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People want to make good videos on Tiktok, but the limited mobile interface makes it difficult.

## **...3 RECOMMENDATIONS**

Because of how community-oriented Tiktok is, consider having **user-made tutorials that are promoted by the app itself**

**Improve** the search function and **add descriptions, tips, and instructions** for the effects that Tiktok has

Consider having an **“advanced” editing function** where creators can utilize more effects and have more ways to edit