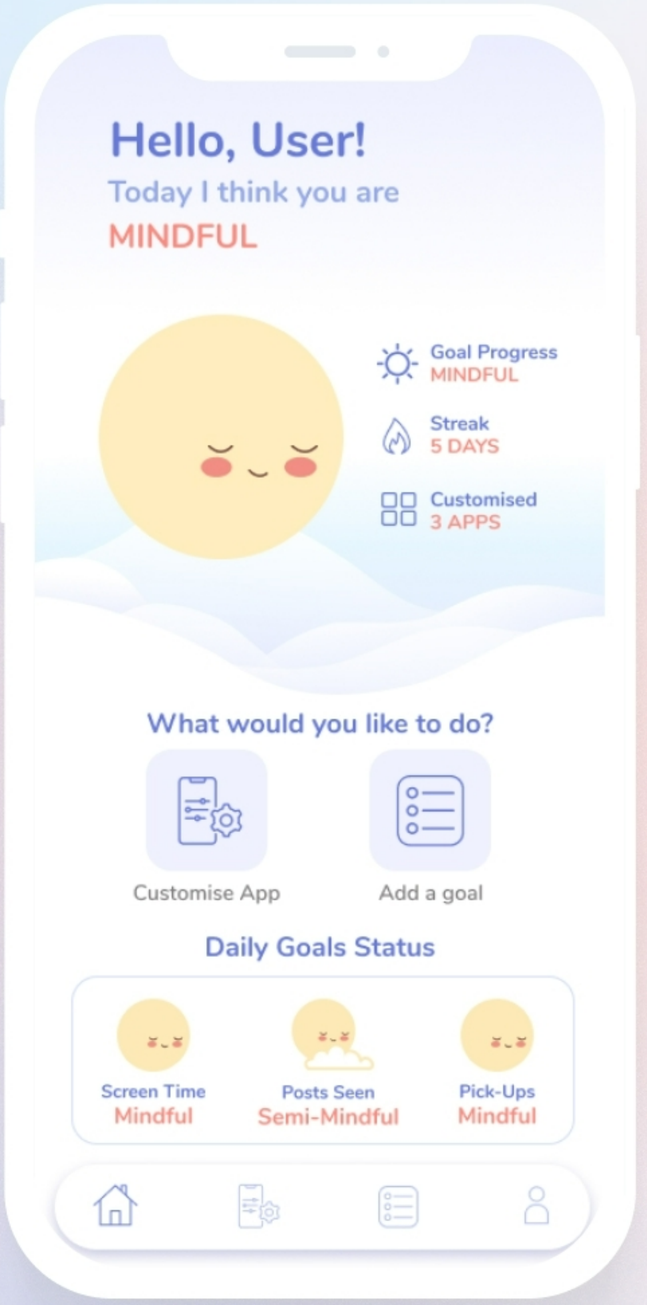
Sol: Brighten Your Social Media

Chloe Zhu, Yasmine Keong, Neesha Chockalingam, Rei Setogawa



DOUBLE DIAMOND

Design Framework

Discover
Primary + Secondary Research and Preliminary assumptions

Define
Present Design of Social Media and what factors lead to the design problem

Develop
Idea generation methods and processes to develop solutions

Deliver
Creating prototypes, gathering user feedback and delivering a final design

DISCOVER

Primary Research

Primary, user-centred research facilitates empathy towards user needs and limitations.

Key Addictive Features

- Endless feed (infinite scrolling)
- Videos and images (highly neuro-stimulating)
- Notifications, likes and comments (positive reinforcement)
- Personalised content

Key Insights

Usage Reason: Most do not use social media for socialisation, suggesting mindless consumption

User Psychology: Lack of awareness of what constitutes as mindless consumption and how addiction manifests

Common Habits: Usage encompassed by mindless and small bursts throughout the day, creating a perception of low usage

DISCOVER

Secondary Research

Secondary research used to verify our assumptions and compare our primary data with

Social Media Addiction

Factors To Addiction

- Level of **Self Control**
- Level of **Need To Belong**
- Level of **Loneliness:** People use social media to compensate for psychological problems

‘Hook’ Model for Addiction

TARGET

Who is more susceptible?

Gender: Women are more like to have higher social stress than men (van Deusen, Bolle, Hegner & Kommers, 2015)

Age: Younger demographic more dependent on phones due to higher need to belong and lower self-control (Zhitomirsky-Geffet & Blau, 2016)

Socio-economic status (SES): People with higher SES tend to use the internet more productively (Kahn, Rahman & Qazi, 2016)

DEFINE

The Problem

We synthesised our primary and secondary research to define the problem which underpinned user frustrations.

Existing Solutions

Forest

Self-Control

Apple Screen Time

Light Phone

Key Insights

Based on both our primary and second research:

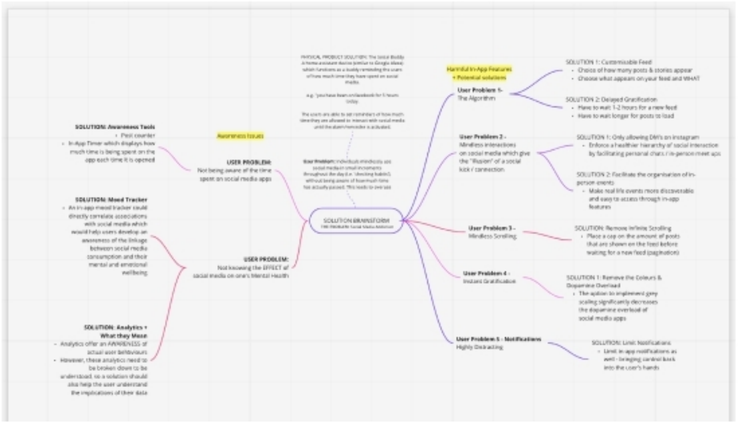
- Lack of user awareness of their own usage, as well as how addiction manifests
- Lack of user control due to companies using algorithms that maximise the hook model cycle

Conclusion

A solution which **redesigns** the way in which users interact with their social media, **intervening** within the **trigger → action → reward → investment cycle** and encourage more **mindful social media use.**

DEFINE

Idea Generation Pt. 1



Mindmapping

We began by ‘idea dumping’ through mindmapping

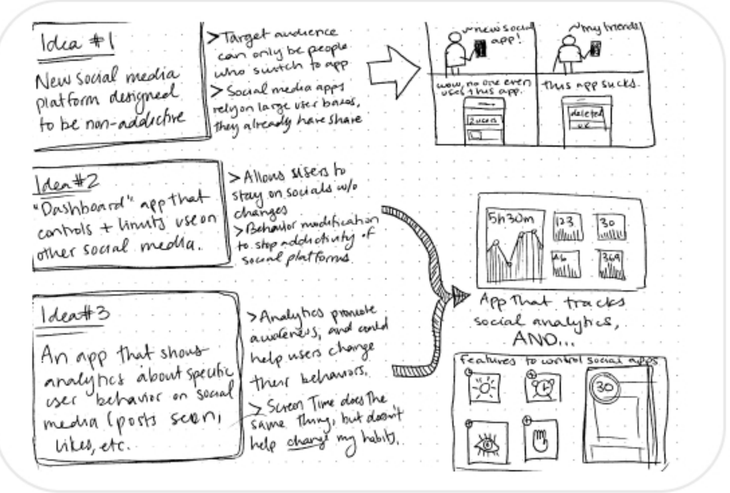
- **Key Takeaways:** 2 categories of problems: awareness issues and harmful in-app features
- **Conclusion:** software solutions are more accessible and relevant than a physical product

Sketch Noting

Visualised mindmap ideas through sketching.

Ideas generated include:

- Creating a non-addictive social media platform
- A ‘dashboard’ app that allows users to alter the addictive features of their social media apps



DEFINE

Idea Generation Pt. 2

Condensing Ideas: Nudgeless

A dashboard app that allows users to customise the addictive features on their social media apps.

Features include:

- In-app overlay stopwatch
- In-app overlay post counter
- App time limits and number of posts-seen limits
- Greyscale colour mode
- Blocking notifications
- Customising feed

Refining Idea: Bodystorming

Bodying storming allowed us to greater empathise with user needs.

Key Takeaways

- Different users value different features. Thus, a user survey at the beginning of the app could be useful

- Accountability facilitates behavioural change. Perhaps a ‘goals with friends’ feature could be useful

User Personas

Name: Adam
Age: 22
Job: Student
Gender: Male

"I like staying connected on social media. I just wish there was a way to do it without wasting so many hours of the day."

Name: Christy
Age: 14
Job: HS Student
Gender: Female

"My friends all use social media so I don't know why I should actively stop."

Name: Jen
Age: 19
Job: Influencer
Gender: Female

"I use social media way too much and know that. But it's part of my job and identity so it's hard to not overuse it"

Name: Arden
Age: 21
Job: Designer
Gender: Male

"I need social media to stay up to date with design trends, but can't help using it habitually"

DELIVER

Iteration 1

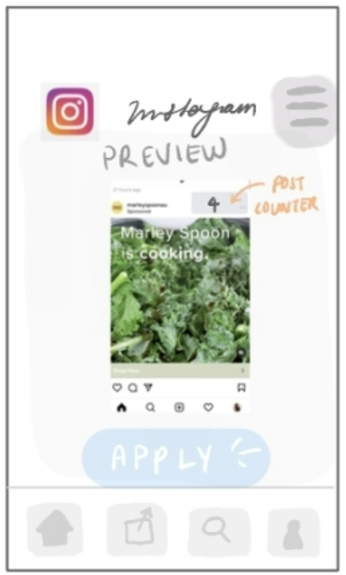
Design Idea

Visualise an interface which would behave like a ‘dashboard’ app with all the social media.

Process

To diversify the range of ideas possible, we had each group member construct their own version of a ‘low-fidelity’ paper prototype, before agreeing upon a design that we would release for informal user testing and feedback.

APP DASHBOARD



FEATURE PREVIEW

HOME SCREEN

'EDIT ME' BUTTON

DELIVER

Testing Process

Iteration 1 Iteration 2 Iteration 3 Final Design

Testing and Evaluative Methods

To test our design, we utilised 4 different evaluation methods to gain user feedback

Usability Testing

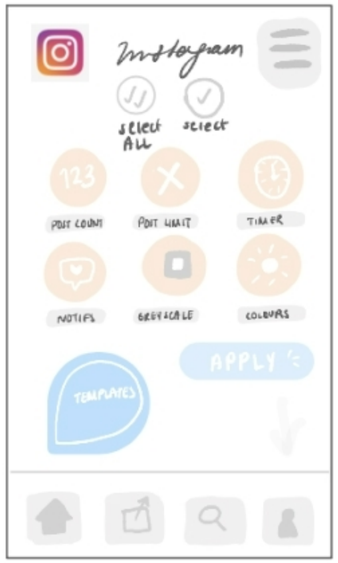
User Observation

Interviews

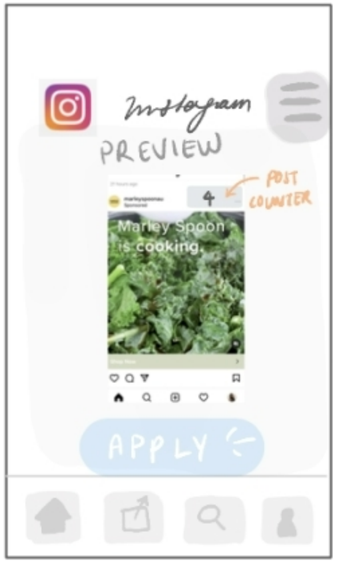
Think Aloud Protocol

DELIVER

Iteration 1: Feedback



APP DASHBOARD



FEATURE PREVIEW

Unclear Task Flows

The interface was difficult to understand, as there was too much going on in the home page. Users also struggled to understand the different features of the ‘customise’ page

1

More Intuitive App Navigation

More guidance for the user could be helpful in making the app navigation easier. e.g. include headers like “What would you like to do today? “

2

Functionality Has To Be Clearer

Users struggled to understand what the main feature of the app was with all of the different tools displayed on the home page.

3

DELIVER

Mid-Fidelity

Design Ideas

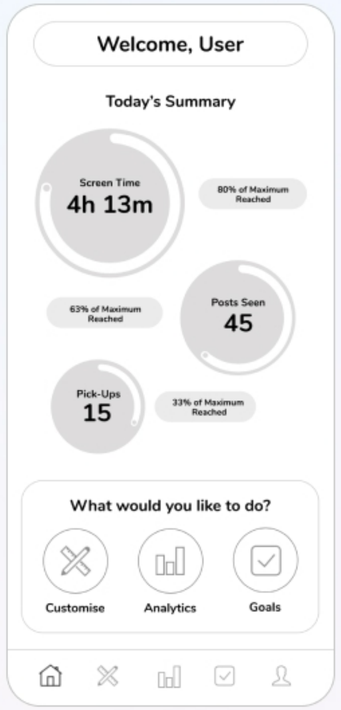
- Clearly communicate the functionality of the app
- Improve user navigation by including 3 call-to-action buttons of ‘customise’, ‘analytics’ and ‘goals’.

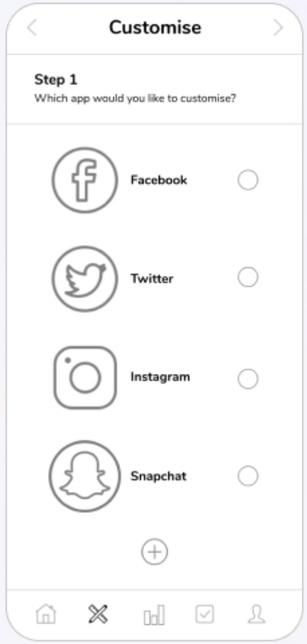
Process

Following the feedback on our low fidelity wireframe, we were able to build upon our initial design concept to create a wireframe on Figma that was clearer in its app purpose, and mirrored the design of actual in-app usage. This would allow us to test the technical and interactional aspects of the design.

DELIVER

Iteration 2: Feedback





Lack of Intuitive Data

Most users were not sure how to interpret the analytics on the app, and felt overwhelmed by the amount of numbers it displayed.

1

Lack of Concept Clarity

Users also misinterpretted our app as merely an analytics app rather than a ‘dashboard’ app with customisable features like intended

2

Lack of Empathetic Design

The excessive quantitative data and lack of positive reinforcement led to a sense of guilt over usage, repelling mindful change

3

DELIVER

Iteration 3: High-Fidelity

Meet Sol the Sun. Here to provide gentle encouragement to improve your social media habits.

Design Ideas

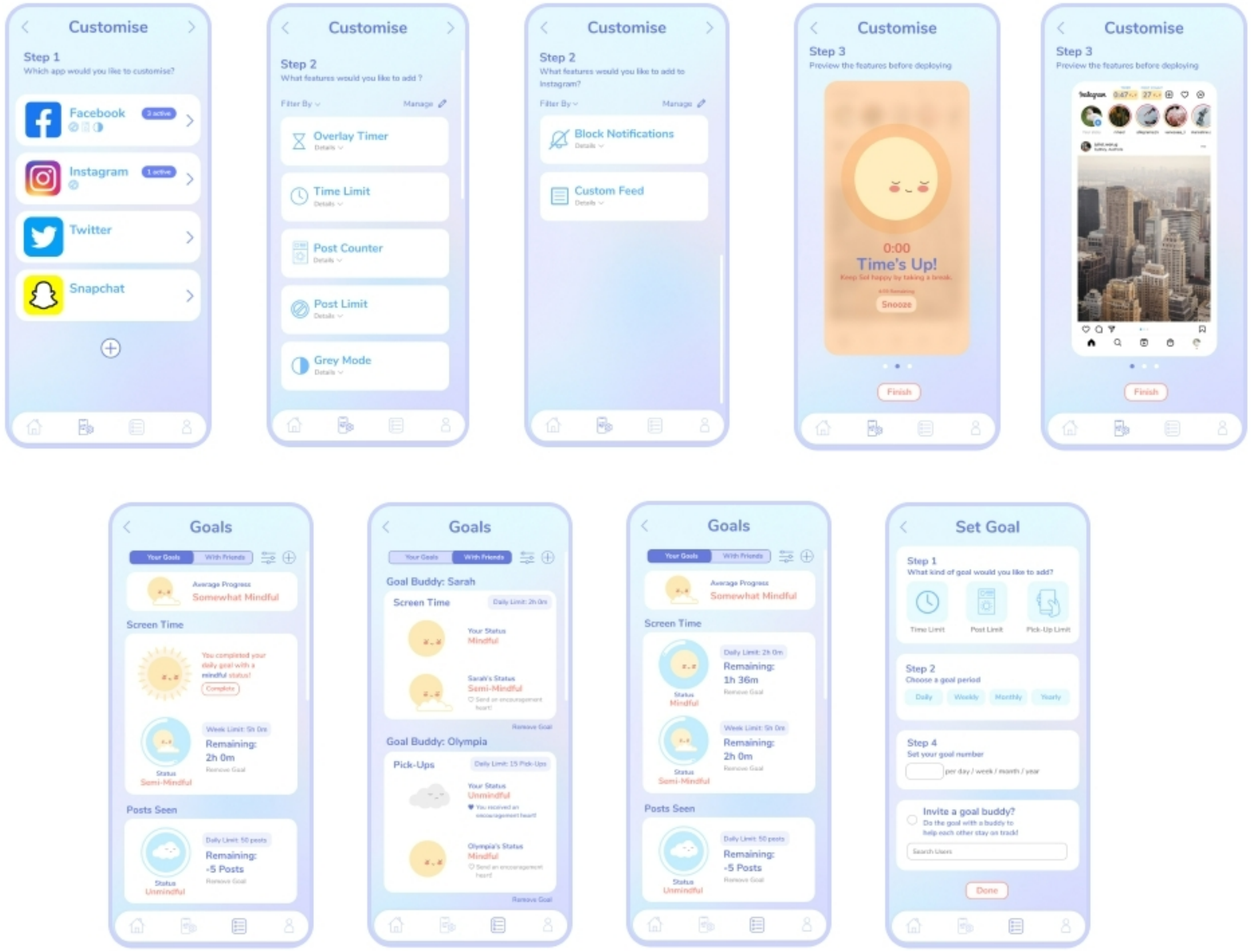
1. Creating a strong design image
2. Improving user experience
3. Reduction of quantitative data
4. Simplifying the user interface
5. Moving towards an empathetic design

Process

After creating and testing iteration 2 of our product, we moved on to design the high-fidelity mock-up on Figma which implemented a variety of changes based on the feedback. This mock-up would allow us to test the technical, interactional and aesthetic aspects of the design

DELIVER

Iteration 3: Takeaways



Strong Aspects

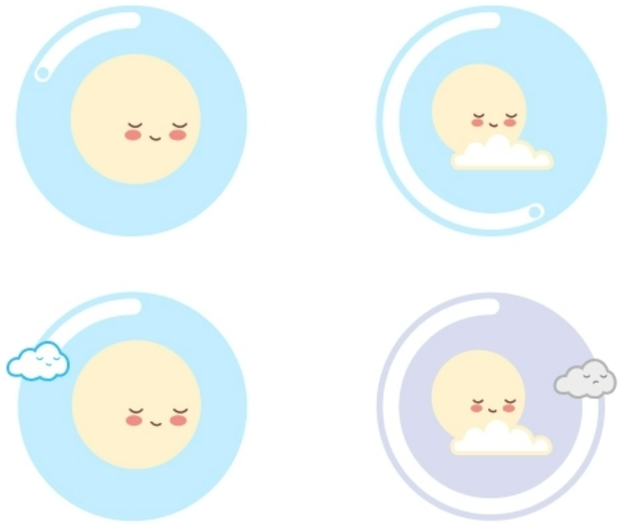
- Strong user interface, brand image, clear icons and graphs
- Empathetic positive reinforcement with positive accountability

Weak Aspects

- Unclear understanding of the meaning of mindful social media use
- Improve intuitive user experience
  - Customise page: square pop up, notification or customisable page?
  - Goals page: plus icon was too obscure
- Stronger Rewards
- Limited audience

DELIVER

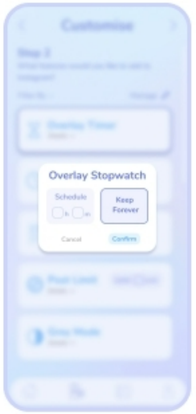
Final Prototype



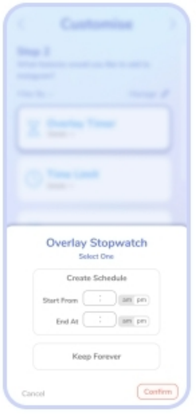
Before

After: More Intuitive Graphs

Implemented more intuitive task flow when customising features



Before



After

Design Ideas

1. Develop higher levels of empathy
2. Create a more intuitive user experience
3. Establish stronger rewards

Process

After creating and testing our high fidelity prototypes, we moved on to design the final design on Figma which implemented a variety of changes based on the feedback. This final product on finalising user interface aswell as improvements on the aesthetics.

DEFINE

Conclusion

Key Learnings

Our final design was able to incorporate the **different elements of user psychology** and data drawn from both **primary** and **secondary** research, to target specific user issues with social media addiction

By adopting various **methods** and **processes**, we gained an insight into the nature of consumer behaviour and ways to **synthesise** user data into a **deliverable** product, along with the **iterative** process of design.

Limitations of Design

Our final design was created with the understanding that the app was targeted to females, and therefore had a less 'gender neutral' design. This means that a large user segment will be less likely to use our app, and thus limit the coverage and thus impact of our solution on the design problem.

Design Qualities

- **Appeal to User Psychology**: Our design emotionally and psychologically appeals to users through the character Sol, and encourages voluntary habit change
- **Hollistic Feedback**: The final design holistically incorporates the main criticisms during user feedback whilst taking into account the limitations of our target user base.