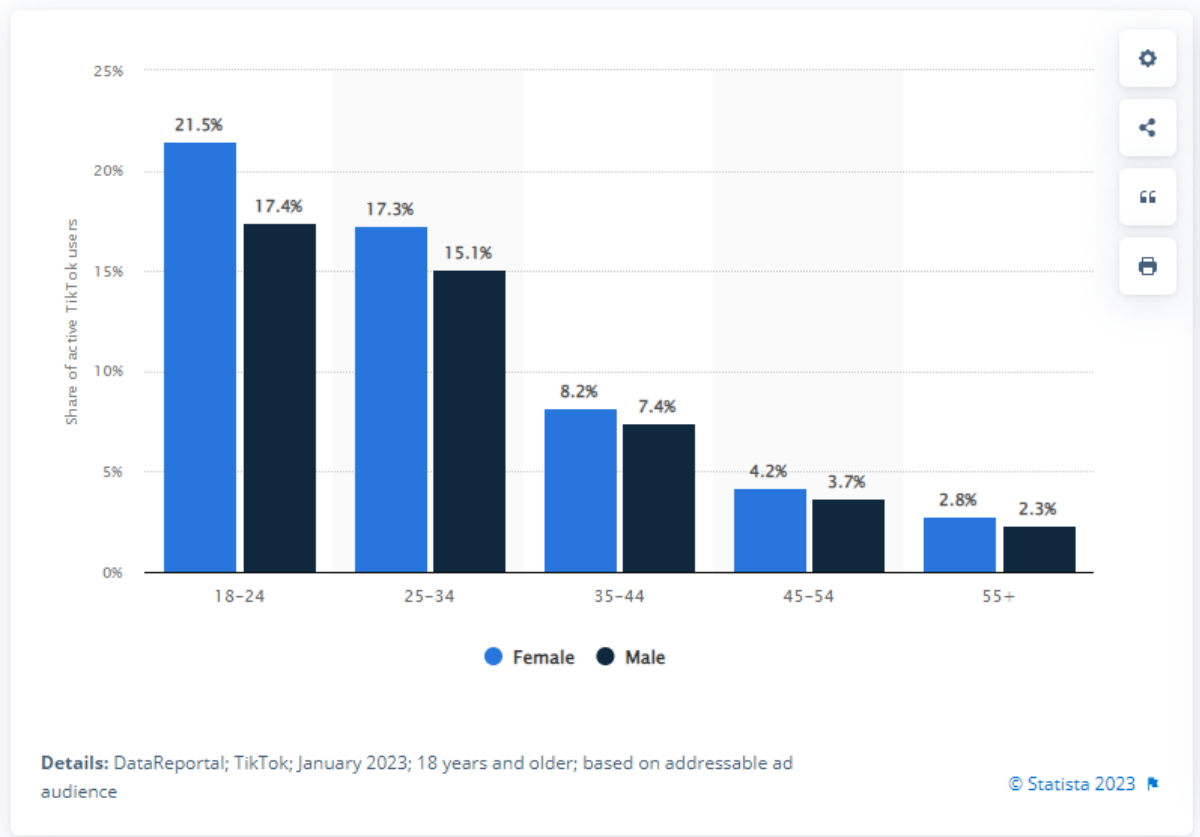
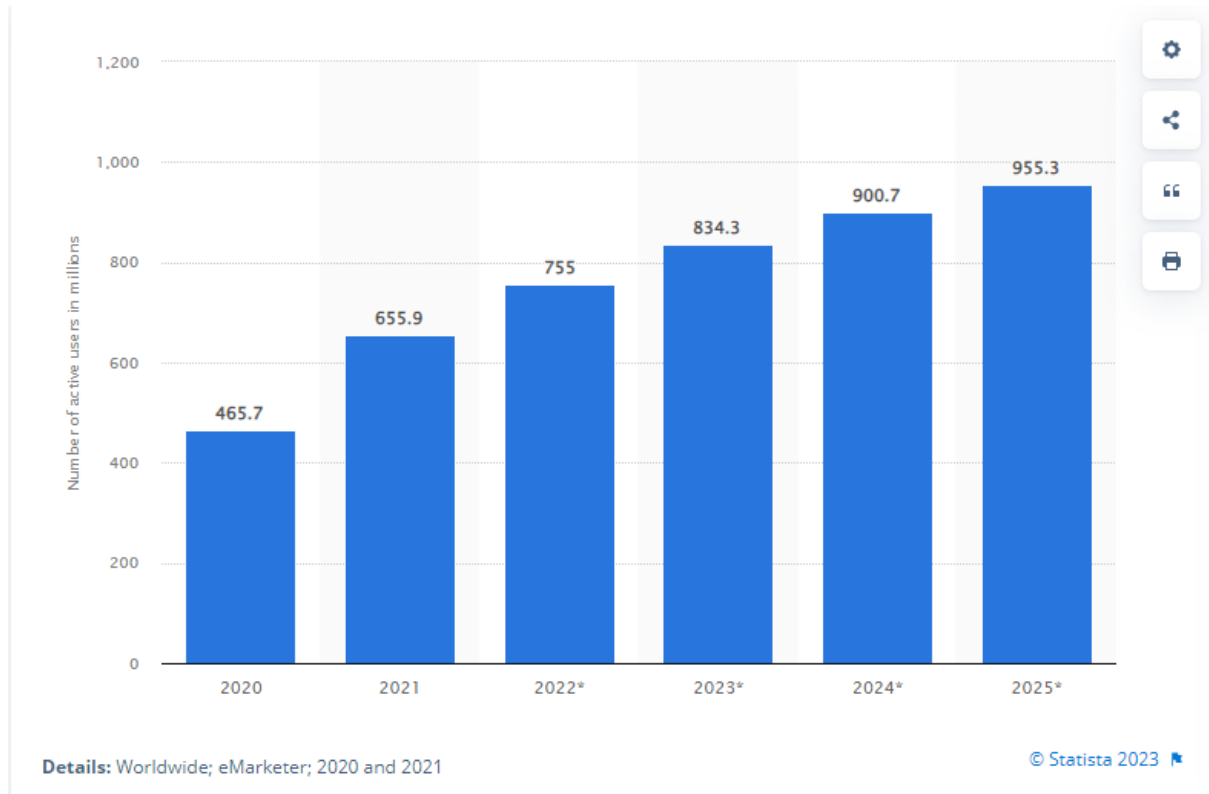


The company we chose to research is TikTok. The first method of research based on the DOT Framework is **Literature Study**. According to our research from Google Statistics and statista.com, the target group of the company divided by (groups) seems to be:

1. Age: 18-24
2. Gender: Male - Female:  $\approx 43\%$  -  $\approx 57\%$
- 3.

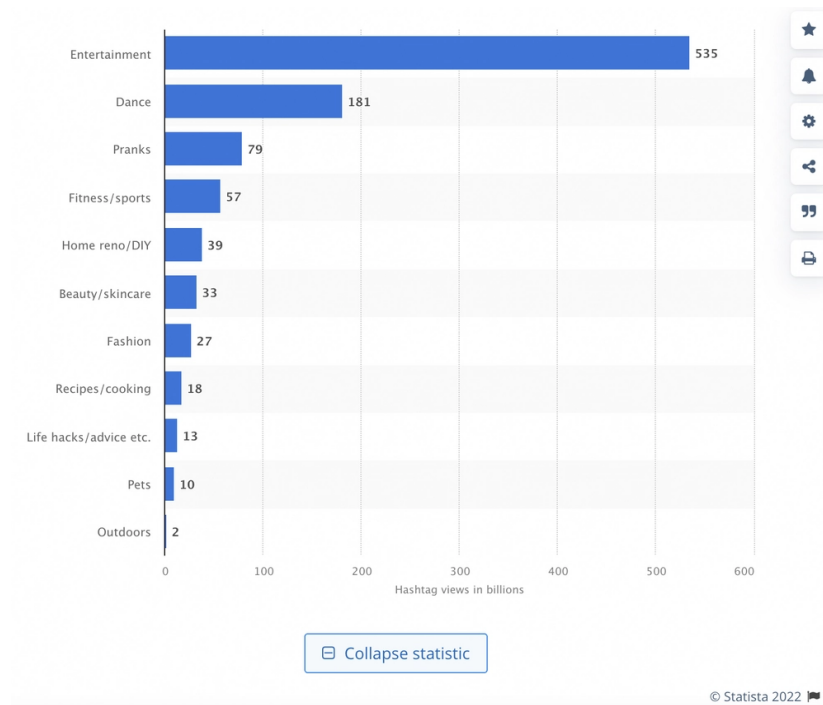


According to statista, the number of TikTok users in the upcoming years is going to increase.



The main wishes of the target group according to our research (**Online Analytics**) are:

- Entertainment
- Sharing interesting content like song and dance covers



TikTok has one of the best algorithms, it keeps you hooked.

The users of the app need attention and views in order to get famous, and TikTok successfully provides it to them.

One negative side of TikTok's way of working is the fact they are very intrusive when it comes to their users' private data.

Final slide:

## BRAINS ON TIKTOK



BEFORE TIKTOK



AFTER TIKTOK