

# **CASE STUDY**

## **TIK TOK**



# Background

TikTok, launched by Byte Dance in September 2016, is a social media platform that allows users to create and share short-form videos. It started as Doyin in China and quickly gained popularity globally for its user-friendly interface and algorithmic recommendations.

## Problem

Prior to TikTok's emergence, there was a lack of a dedicated platform for creating and consuming short-form video content. Existing platforms focused primarily on long-form videos or static images, leaving a gap in the market for bite-sized, engaging videos.

## Solution

TikTok aimed to fill this gap by providing a platform that made it easy for users to create and discover short videos. It offered a range of features, including an extensive library of effects, filters, and soundtracks, and leveraged a sophisticated recommendation algorithm to personalize content for each user.

## Goals

- Build a global community of content creators and viewers.
- Create a highly engaging and addictive user experience.
- Monetize the platform through brand partnerships and advertising opportunities.
- Address concerns regarding data privacy and content moderation.

## Design Process

TikTok's design paper outlined the platform's core features, user interface, and design principles. It emphasized simplicity, ease of use, and the importance of algorithmic recommendations to enhance user engagement and retention.



# Competitor Analysis

TikTok faced competition from existing social media platforms, such as Instagram and Snapchat, which also introduced short-form video features to attract users. Additionally, new entrants like YouTube Shorts and Triller aimed to capture a share of the growing short-video market.

## TIK TOK VS INSTAGRAM

### COMPETITIVE ANALYSE

#### TIK TOK

##### TARGET AUDIENCE:

TikTok: Primarily popular among younger generations, particularly Gen Z and Millennials.

##### CONTENT FORMAT:

Focuses on short-form videos ranging from 15 to 60 seconds, often featuring creative edits, effects, and music.

##### USER INTERACTION AND ENGAGEMENT

Offers a wide range of interactive features, including duets, reactions, comments, and a robust system for following and interacting with creators.

##### COMMUNITY AND SOCIAL FEATURES:

Emphasizes community engagement through challenges, hashtags, and trends that encourage user participation and collaboration.

## COMPETITIVE ANALYSE

### Instagram

#### TARGET AUDIENCE:

A broader user base that includes a wider age range, with a significant presence of Millennials and Gen Z as well.

#### CONTENT FORMAT:

Offers various content formats, including photos, videos (up to 60 seconds in Feed and longer in IGTV), Stories, Reels (15 to 30-second short videos), and Live broadcasts.

#### USER INTERACTION AND ENGAGEMENT

Provides features such as likes, comments, direct messaging, and the ability to tag and mention other users.

#### COMMUNITY AND SOCIAL FEATURES:

Fosters community through features like Explore, hashtags, and location-based searches. Instagram also allows users to create and join private groups, follow specific interests, and discover content from creators they follow.

## Empathy Map

To better understand their target audience, TikTok created an empathy map that detailed the thoughts, feelings, and behaviours of their users. This helped shape the platform's features, content recommendations, and user interactions.

## EMPATHY MAP

### THINK AND FEEL

**Thinks:** Wants to express creativity, connect with others, and discover entertaining content. May also think about staying up-to-date with the latest trends and challenges.

**Feels:** Excited, curious, and entertained by the variety of videos. May also feel motivated to create and share their own content to gain recognition and validation.

### HEAR

- **Friends and Peers:** Hear recommendations, discussions, and conversations about TikTok videos, trends, and challenges.
- **Influencers:** Hear positive feedback and inspiration from influencers who create engaging and popular TikTok content.

### SEE

- **Variety of Content:** Sees a diverse range of videos, including humor, dance, music, beauty, cooking, and more.
- **Trending Challenges:** Sees popular challenges, hashtags, and trends circulating on the platform.
- **Community Engagement:** Sees interactions, comments, and engagement from other users on their own and others' videos.


### SAY

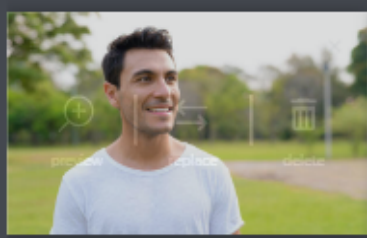
- **Sharing with Friends:** Shares TikTok videos with friends through direct messages or by tagging them in comments.
- **Commenting and Engaging:** Leaves comments, likes, and shares on videos, expressing thoughts, reactions, and support for creators.
- **Participating in Challenges:** Joins conversations, contributes to trending challenges, and uses popular hashtags.



# User Personas

TikTok developed user personas representing their diverse user base. Personas included aspiring content creators, entertainment seekers, and social influencers. These personas guided product decisions and content curation to cater to different user needs.

	<div>NAME</div> <div># Content Creator</div> <div>MARKET SIZE</div> <div><div></div>45 %</div>	
	<div># Background</div> <div>Currently pursuing a degree in digital media and aspiring to be a social media influencer.</div>	
<div># Demographic</div> <div><div>Female</div><div>22 years</div><div>Urban Area</div></div>	<div># Status</div> <div>“Active user on various social media platforms, with a growing following.”</div>	
<div># Skills</div> <div>Video editing, dancing, and storytelling.</div> <div><div></div></div> <div>Fashion, beauty, music, and pop culture.</div> <div><div></div></div>	<div># Needs and Goals</div> <div>Showcasing creative talents, gaining recognition, and building a personal brand.</div> <div>Collaborating with other creators, participating in viral challenges, and growing their audience.</div>	
<div># Interests and Hobbies</div> <div>Creating choreographed dance videos, experimenting with makeup looks, and sharing fashion tips.</div>	<div># Motivations</div> <div>Expressing creativity, inspiring others, and becoming an influential figure in the fashion and beauty community.</div>	<div># Technology</div> <div>Proficient in using video editing apps and social media platforms.</div> <div>Utilizes TikTok's editing tools, effects, and filters to create visually appealing and engaging content.</div>
	<div># Pain Points:</div> <div>Dealing with negative comments or criticism from viewers.</div> <div>Keeping up with the ever-changing trends and maintaining consistency in content creation.</div>	



NAME

Entertainment Enthusiast

MARKET SIZE



### Demographic

♂ Male 30 years

📍 Suburban Area

### Skills

Comedy, improvisation



storytelling.



### Interests and Hobbies

Stand-up comedy, funny videos, sports, and travel.

Hobbies: Performing comedy sketches, watching comedy specials, and exploring new destinations.

### Background

Works as a marketing executive in a corporate company.

### Status

“Regular social media user, following various comedy accounts and engaging with humorous content.”

### Needs and Goals

Finding entertainment, humor, and stress relief through TikTok videos.

Discovering new comedians, enjoying light-hearted content, and sharing funny videos with friends

### Motivations

Seeking amusement, laughter, and a break from daily routines.

### Technology

Proficient in using smartphones and social media platforms.

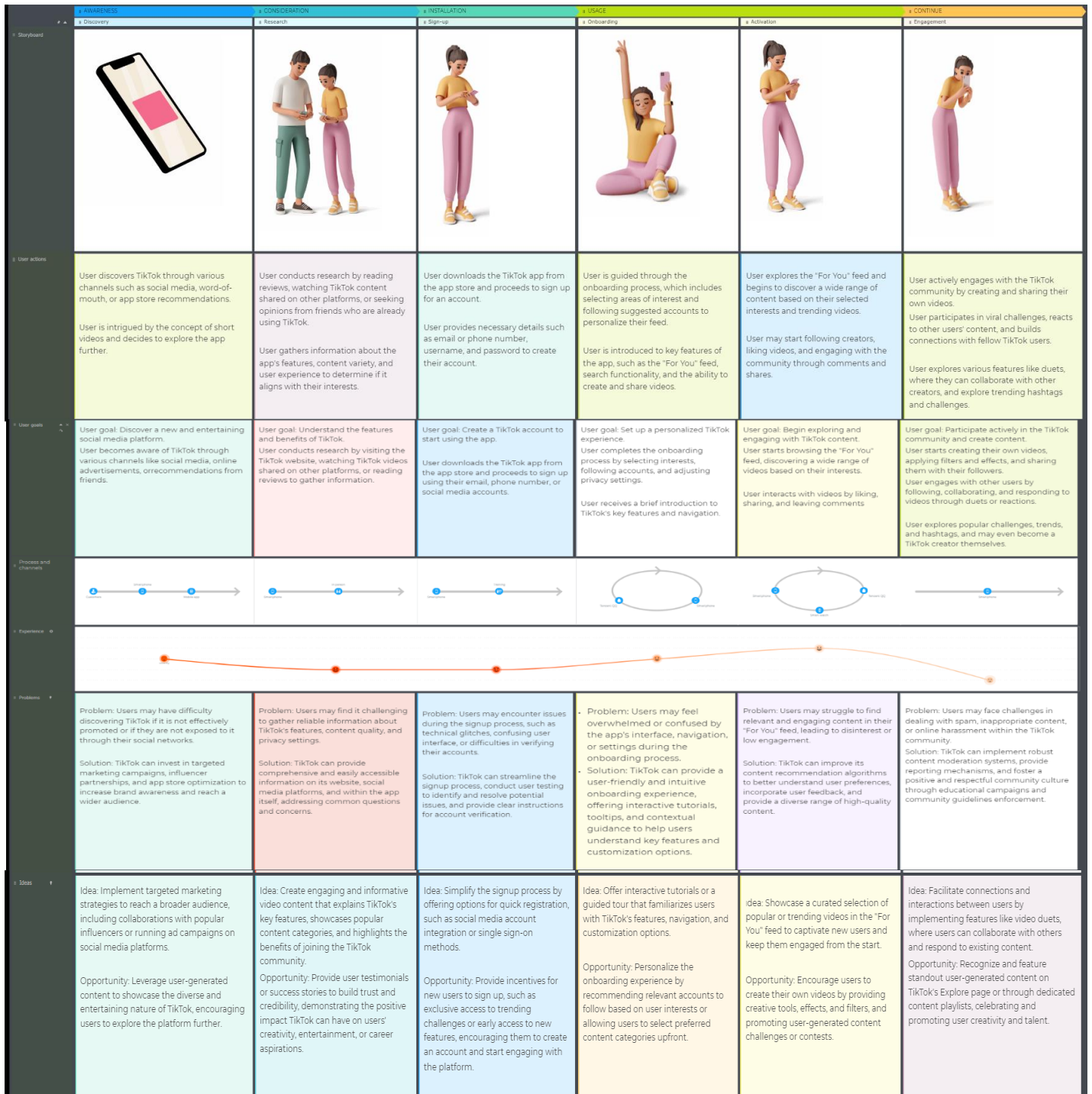
Utilizes TikTok for quick entertainment during breaks and leisure time.

### Pain Points:

Scrolling through irrelevant or repetitive content.  
Limited time to explore and discover new creators and videos.

# User Journey Map

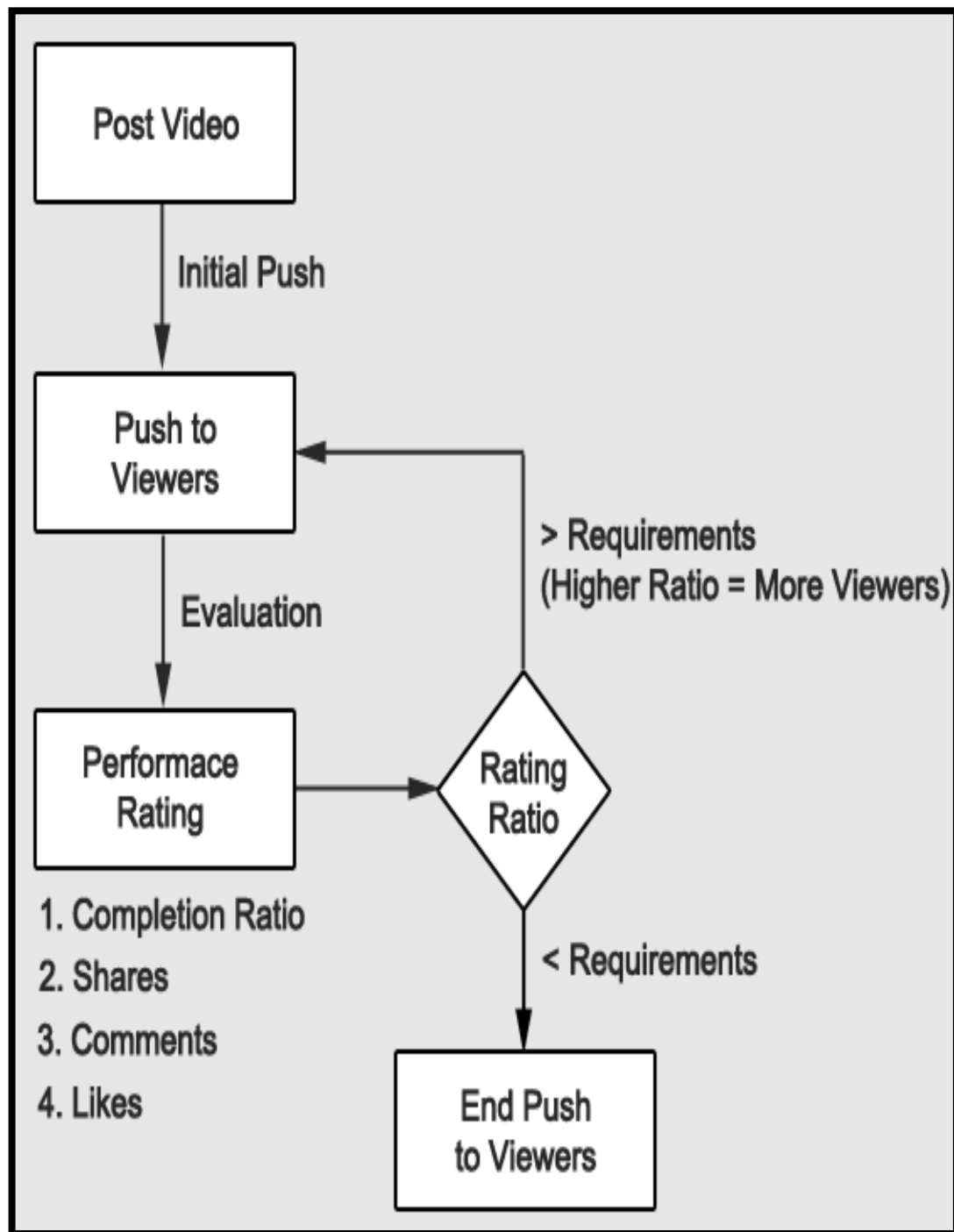
The user journey map visualized the steps and interactions a user goes through while engaging with TikTok. It highlighted touchpoints, emotions, and pain points, allowing the team to optimize the user experience and identify areas for improvement.





## User Flowchart

The user flowchart illustrated the navigation and interactions within the TikTok app. It mapped out the user's journey from onboarding to content creation, browsing, engaging with other users, and exploring trends. This helped ensure a seamless and intuitive user experience.





## Results

- TikTok achieved explosive growth, surpassing 1 billion downloads worldwide and gaining millions of active users.
- The platform became a cultural phenomenon, influencing music, fashion, and popular trends.
- TikTok attracted brand partnerships and advertising deals, generating revenue and establishing itself as a viable marketing channel.

## Conclusion

TikTok's innovative approach to short-form video content disrupted the social media landscape. Its user-centric design, personalized recommendations, and emphasis on user-generated content propelled its rapid growth and engagement. However, the platform also faced challenges related to data privacy and content moderation, which required continuous improvement and collaboration with regulators to ensure user safety and trust. Overall, TikTok demonstrated the power of user-generated content and the potential for new forms of social media entertainment.

## MOCK UPS

