

TikTok, an app that boasts over 1 billion (yes that is real, I just looked it up) users in the month of September. It's popularity stems from the mass media that is being shared and content that is being tuned to your preferences. The app interface, like any popular app, is very self intuitive. You have a like button, a comment button, a share button, and scrolling to the next video is so simple you probably only need to use one muscle. I myself am guilty of spending countless hours on TikTok, just mindlessly scrolling from video to video.



So, looking at this masterfully designed app, made for ADHD and impressionable teenagers, how do you increase the friction to it? The new app called KlikClok will introduce more friction. Instead of being able to watch videos so effortlessly, any time you watch a video, there will be a finger wheel gear on the screen that you need to spin. The speed at which you spin also affects the speed of the video. When a video is done, there will be a larger gear wheel on the screen that you need to complete 3 rotations for the next video to load. Having the user have to spin a wheel to control the playback of a video would get exhausting after even a couple videos. The goal is to let the user realize that they are exerting physical energy to watch a short video, and even more energy to keep watching.