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SECTION 02

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1. About TikTok Shop

On 27 April 2022, TikTok Shop was first introduced in Malaysia, after over 150 million people used TikTok for entertainment. TikTok Shop is available in the United States and now available in Philippines, Singapore, Thailand, United Kingdom and Vietnam. TikTok Shop is an e-commerce feature integrated within the TikTok app that allows users to purchase products directly from the platform where it enables users to explore and buy any products without leaving the app. TikTok Shop is not just convenient for the buyer but also the sellers as they can promote their products not just through in-feed videos but also through LIVES and Showcase. TikTok Shop blends entertainment with online shopping where this strategy is efficient for a retail business for the growth of their business not just locally but also globally. Overall, with its smooth integration of shopping into the TikTok ecosystem, TikTok Shop ultimately seeks to improve the platform's user experience as TikTok Shop accommodates a variety of interests from daily life and fashion to gadget and home decor.

2. Target Behaviour and Their FBM Application

2.1) Target Behaviour 1: Influence User To Buy Product Every Time They Opened Tiktok Shop Homepage

Tiktok is not entirely made for online shopping since its main purpose is entertainment videos and a music app. Users need to choose the Tiktok Shop icon on top of the screen in order to open the online shopping site. Because it is rare for users to tap on it naturally when they come to Tiktok for entertainment, Tiktok tries to make the users at least buy a product when they open the shop homepage, whether intentional or accidental. In order to influence the users into buying their product whenever they are in the shop page, FBM model is applied.

The first element of the FBM model is motivation. Of course Tiktok had applied an appropriate motivator in order to persuade the users. In this case, the motivator is pleasure. Tiktok always gives away free shipping coupons and discounts to the users to make their shopping experience more enjoyable as shown in Figure 1.

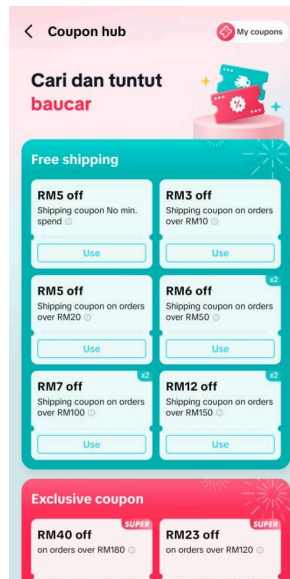


Figure 1: Available voucher display

When they find out there are coupons, users are more likely to buy something because it is more pleasurable to buy items online without needing to pay for shipment. For example, if a user found an item with the price of RM 0.99 only, they will most likely buy it when they have a shipping coupon so that they will get the exact price rather than paying for shipment that may cost triple the price of the product itself.

Next in the FBM model elements is simplicity or ability. Tiktok makes the shipping coupon appear more interesting and influences users to buy the products more by putting a 'use' button under each coupon that is shown to the users.



Figure 2: Use button under each voucher

When the users press this button, the app will bring them straight to every item that is applicable to the voucher terms and conditions. This makes the action of buying an item less time consuming and simpler. Users do not have to spend time on browsing the items that can be bought using their coupons and straight away choose the items they like from the display catalogue that are made by Tiktok Shop.

Last but not least, the third and vital element of the FBM model is trigger or prompt. In order to persuade the user to buy at least a product, a prompt in the form of a signal is used. This is done by showing all the available and new vouchers whenever the users open the shop homepage as shown in Figure 3.

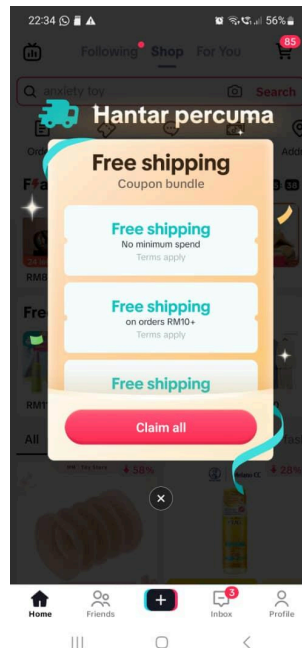


Figure 3: Pop out on Tiktok Shop Page

This helps users remember that they have unused vouchers and they are about to expire if users do not use them in a specific time. They will be more persuaded to buy products at that exact time since they now know they have some vouchers in inventory.

2.2) Target Behaviour 2: User Click The Yellow Bag Icon and Buy The Product In It

Tiktok is an app that contains millions if not billions of videos with a wide range of topics and contents in each of them. Users will come to Tiktok to watch the videos for daily entertainment, lifestyle, educational content and many more. Tiktok used this opportunity to popularise Tiktok Shop by putting a feature from the shop in some of the videos. This is done by putting a yellow bag icon at the video's caption so users can take a look at the products contained in it just like shown in figure below.

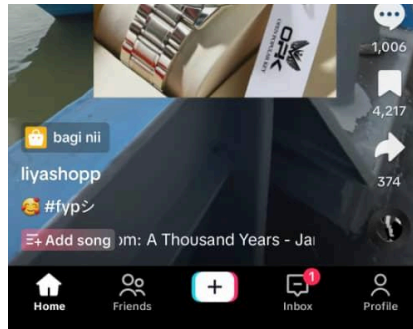


Figure 4: Yellow bag icon on a Tiktok video

To persuade users into clicking it, the FBM model is used.

The motivator type used to reach the target behaviour in this case is social acceptance. When the users see a video with a yellow bag icon tag in it, it is usually a promoting video that is used to influence the watcher into buying a certain product that is put in the yellow bag. The creator of the video will convince the viewer that this product is good, has high quality and is commonly used in society. The comments also filled with positive reviews make the user also want to own the product to be equal with many more people that already own it. For example, a video promoting a cute outfit and the creator said it is the trending fashion followed by many comments that wrote they love the design and it is cute to wear in public. Users who see this video will be persuaded to buy the outfit in order to fit in and look fashionable in public.

The second element of FBM which is simplicity or called ability is also applied. The yellow bag icon that is included in the video holds the product showcase to help the users access the product in the video easily without need to search it manually as shown in Figure 5.

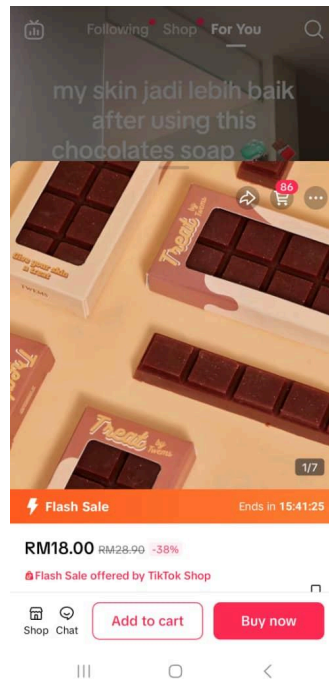


Figure 5: Product showcase contained in Yellow Bag

This makes the physical effort needed from the users less and more simple. They can straight away review the product that is shown in the video such as price and variable of the product and gain more information about it.

Lastly, we cannot succeed in persuading the users to do the target behaviour if we don't have a prompt. The prompt used in this case is in the form of facilitator. This trigger is used since the users already have high motivation but some of them lack the ability to buy it right away with the product showcase alone. Tiktok has included a 'buy now' button at the product showcase as seen in Figure 5 that will bring the users straight to the checkout page to perform the payment process. Users just need to press the button after choosing the variable of a product to immediately make a purchase.

3. Short Video

■ TiktokShop_Group 8.mov

4. Feature why a target behaviour fail to be execute

A person's attention can be very limited to certain people where one can only concentrate on one thing at a time and forget their next intention. Same goes to the UX design of the TikTok Shop that causes target behaviour to fail to be executed. Based on the Figure 6 that was provided below, Flash Sale segment is the target behaviour for users to buy products at a cheaper price where a customer is given a

short time to buy the products selected with cheaper price. Besides, the segment also includes the availability of the products where it tells users the products are limited due to its cheaper prices and limited time. This strategy acts as a motivation to customers to execute the target behaviour as they fear that they might miss their chances to buy the product with cheaper prices.

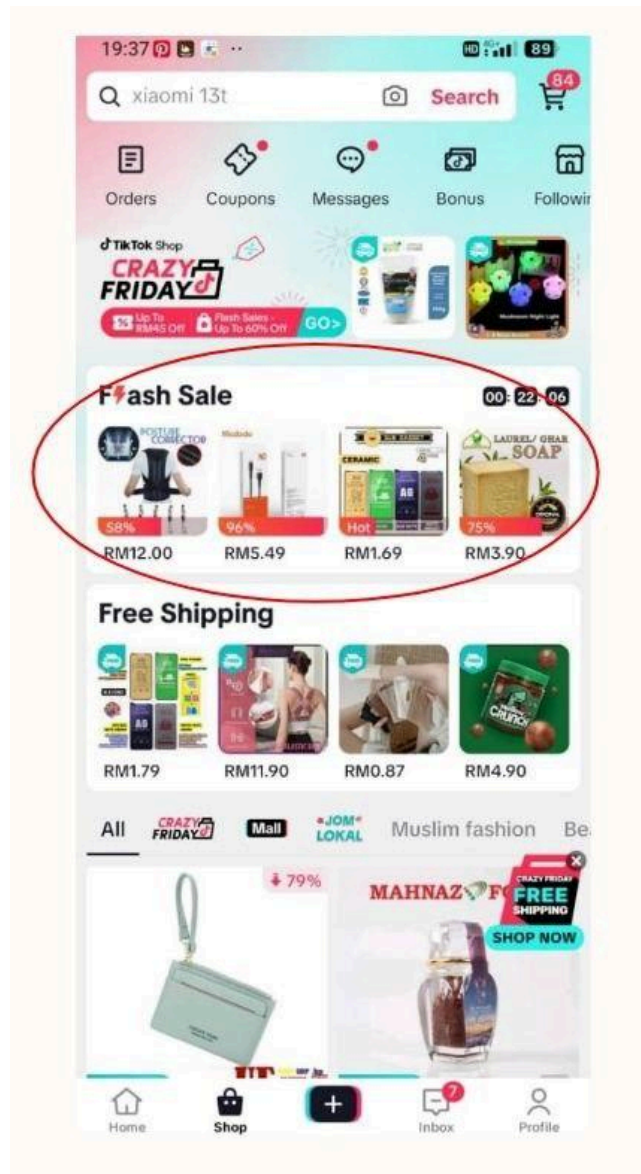


Figure 6: Flash Sale segment

According to Figure 7, the design for the Flash Sale is creative enough to signalling users which act as a trigger to buy the products shown. This is said because the letter 'l' of Flash is replaced with lightning where the lightning works as a symbol for the segment to live up to its name — occur in a limited time and products. The font size and font style is big and readable for users to notice the segment. Besides,

the segment also provided a timer to indicate the time left to buy the products and also percentage of the availability of the products. Not to mention that the placement of the timer and the percentage of the availability of the products is noticeable for customers to alert with it.

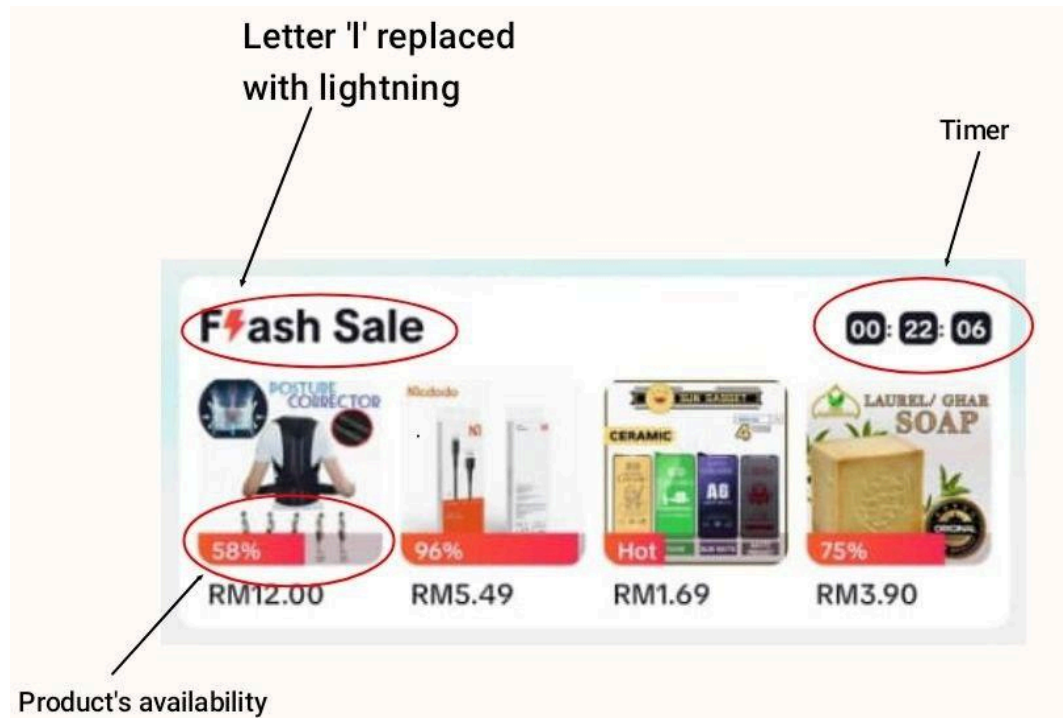


Figure 7: The design of the Flash Sale segment

Unfortunately, the target behaviour cannot be executed if the user were either attracted to other things. For example, based on the Figure 8 provided below, they might be distracted by the Offer Banner which is placed on the upper part of the Flash Sale segment. This is said because the Offer Banner has a special feature where the banner was slid automatically without having the user to slide it themselves. Moreover, each banner has an attractive design to attract customers to press the banner as the banner shows multiple coupons for customers to claim and use to buy the products. Hence, the customer would be more likely to be attracted to the Offer Banner instead of the Flash Sale segment.

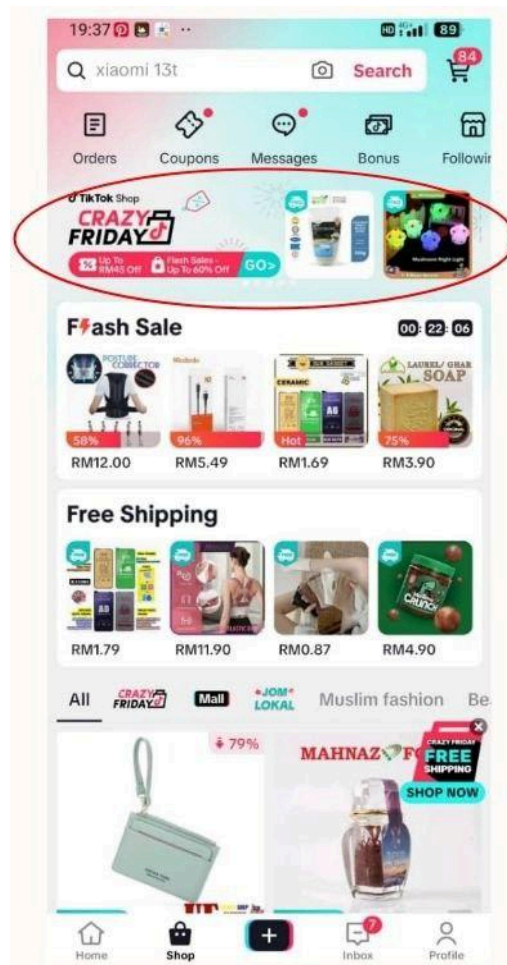


Figure 8: Offer Banner that placed on top of Flash Sale segment

This problem can be solved by making a pop-up for the Flash Sale segment. Just like how a new voucher pop-up is shown whenever a user opens the shop homepage as shown in Figure 3, a pop-up for Flash Sale that leads to Flash Sale page can be created. The pop-up will only show a few products which work the same as the Flash Sale segment but it will lead the customer to the Flash Sale page where it will show more products for customers to choose. The Flash Sale pop-up can be shown after customers close the new voucher pop-up. The design of the pop-up will also contain a timer and percentage of the product's availability to alert the customer and motivate them to buy it. Figure 9 below is the rough planning for the idea stated just now for a better understanding.

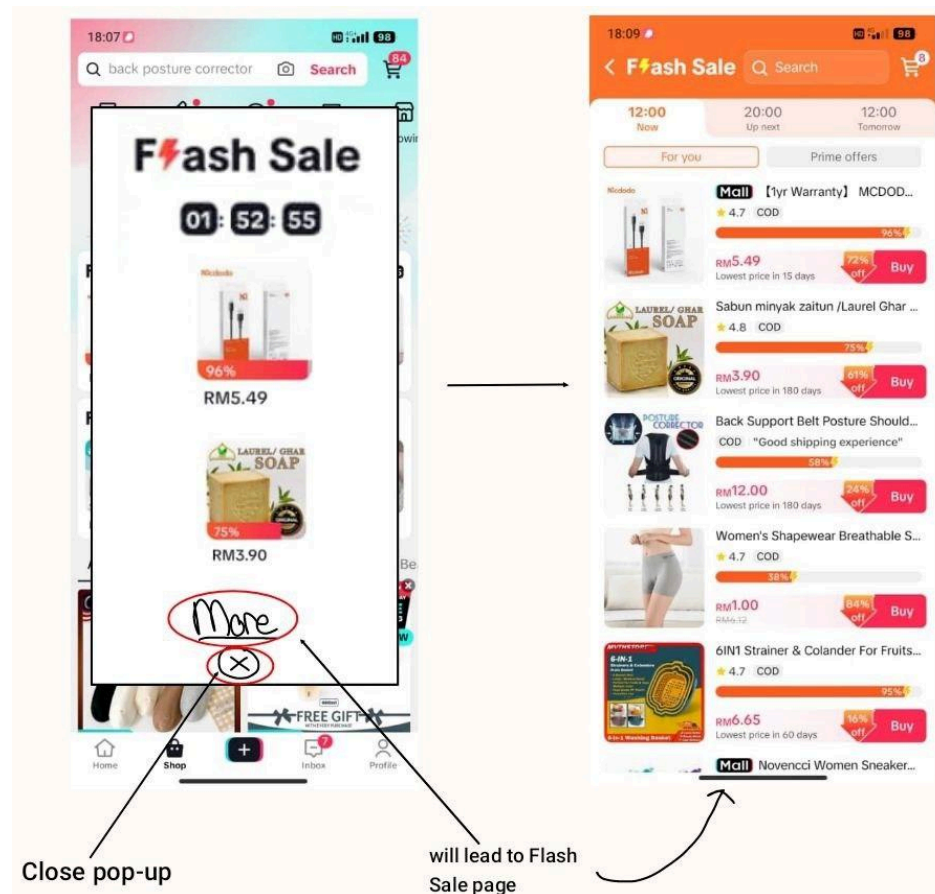


Figure 9: Rough planning of the design after the new voucher pop-up was closed

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