**Assignment: Critiquing a UX Design**

CPRG 303 G

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**PART A: App Information**

1. **App Name:** **TikTok**
2. **App Description:**

Tiktok is a popular social media app that allows users to create, watch, and share 15-second videos shot on mobile devices or webcams [1]. This social media application is also a powerful advertising tool. With more than 1 billion global daily users [1], it opened up a lot of opportunities for a lot of business and individuals that wanted to get their names out in the market.

1. **Category (social media, entertainment, education, etc.)**

Social Media – on the other hand, this platform could also represent short information consumption that can be used for both entertainment and educational purposes.

1. **Developer**

According to D’Souza [1], Tiktok was launched by a Chinese startup company called ByteDance. It acquired its rival app formerly known as Musical.ly and ported over 200 million accounts to tik tok [1].

1. **Release/Version Date**

Most recent update for iOS/iPadOS 31.0.2 as of September 5, 2023 [2]

Most recent update for Android 28.5.4 as of March 3, 2023 [2]

1. **Platforms**

Programming languages used to develop Tiktok:

C, Python, Java, Swift

1. **Target Audience**

The greatest asset of TikTok is the wide range of audience it can attract. It can cater to audiences from children to seniors. Its algorithms can detect every individual’s interest where they can exploit by providing advertisements that would keep you locked in.

1. **App Use Time (how much you use the app)**

According to my settings my screen time with the application is averaging 6 hours and 35 minutes.

PART B: App Evaluation

1. **Navigation** – How difficult is it for users to navigate through the app? Is it consistent? Intuitive.

The navigation for this application is incredibly well thought out. Specially where they intentionally surrounded your thumb with menus like the like button, comment, and save and share are all conveniently lined up on the right side of the screen.

It’s very intuitive and very consistent. The only suggestion I would add is to have a quick toggle to have a clean mode and remove all the unnecessary items on the screen for a fully immersive experience of the content.

1. **Visual Design** – Is the app visually pleasing? Consider colours, typography, and whitespace.

The app is visually pleasing. The icons that they used for all their menu are mostly white and plain which brings the focus of the users to the content presented. Typography is elegant not too fancy and not too formal. I would suggest making the menus just a tad smaller to give the content more room on the real state.

1. **Media** – Does the media (images, videos, animations, etc.) improve or worsen the user experience? Is the media clear and legible?

The media is the main content of this application especially short videos and some image slide shows. It drastically improves the experience because when you open the app you dive into the content that is catered to your interest. I find that the media quality seems to be better when viewed in apple devices compared to android.

1. **Accessibility** – Does the app meet accessibility standards?

Yes. In their website, they have a section for accessibility. Tiktok is committed to maintaining an inclusive environment and supporting their diverse community [3]. To Tiktok, being truly inclusive means building products and tools for everyone to enjoy. They offer features such as Photosensitive epilepsy toggle and warning, Text-to-speech, Animated thumbnails and more! I would suggest to map one of the phone’s physical buttons to read out the content.

1. **Performance** – Does the app load quickly?

Yes. When you click on the app from your phone’s home page. The first thing you’re presented is an advertisement which you can simply dismiss to dive into the content you wanted. My suggestion is not to be presented with an advertisement too often.