

The Need For The Feed

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Test Tasks

- 1) Understand overall impact on mental health
- 2) Compare impact on mental health by age and gender
- 3) Discover impact on user behavior
- 4) Identify similarities across platforms
- 5) Discover ties with other lifestyle choices
- 6) Explore impact through a custom profile

Questions, Responses

- Helin

Task/Question	Responses
Homepage	
Q1: What seems to be the intended purpose of this website?	Participants agreed on the purpose of the website, stating that it aims to explore how social media use impacts mental health. They stated that the website does so through data-driven insights to show the effect.
Q2: What would be your next action from this page?	All three participants said they would click the green 'Dive into the Data' button. However, some scrolled first or skimmed the text so they landed at the button at various times.
Page 1 - Overall Impact Of Social Media On Mental Health	
Observations	Participants skimmed the text and largely ignored or misunderstood the visualizations on this page. They did not interact with the filters or hover over elements on the charts.
Q1: What do past studies suggest about the relationship between social media and mental health?	All agreed that the impact is mostly negative, with increased concern among parents of teens.
Q2: What do the colors represent?	Participants interpreted colors as concern levels, but two expressed uncertainty without a clearer legend.
Q3: What does each box represent?	Participants correctly stated that the boxes show percentages of respondents.
Q4: Main takeaway from this page?	All participants noted that social media use increases concern for mental health, though some of them struggled to pinpoint specifics due to their confusion with the box plots.
Page 2 - Overall Impact By Age / Gender	

Observations	This page showed slightly more engagement, but there was still confusion around the plots and colors.
Q1: What do past studies suggest about the relationship between social media and mental health?	Participants recognized that usage patterns can differ by age and gender, although they were unsure about whether the effects were positive or negative overall.
Q2: What do the colors represent?	All participants were confused by the colors and mentioned the lack of a legend.
Q3: What does each box represent?	All participants were unsure or incorrect.
Q4: Main takeaway from this page?	There are clear differences in how people engage with social media, especially across different ages and genders.
Page 3 - User Behavior	
Observations	This page had mixed levels of engagement. Some participants explored the filters in the drop-down menu, while others were more focused on reading. One participant noted that the views looked very similar and did not understand all of the metric definitions.
Q1: What do past studies suggest about the relationship between social media and mental health?	All participants agreed that social media affects user behavior, potentially altering brain function, focus, and validation needs.
Q2: What do the colors represent?	Two participants said there's only one color and were confused, none of them could describe its meaning with confidence.
Q3: What does each point represent?	All correctly identified that each point represents a person/user
Q4: Main takeaway from this page?	Social media affects how people think and behave, but users were unclear whether the changes are overall positive or negative.
Page 4 - User Behavior By Platform	
Observations	This page had a chart that was having issues with loading correctly, so a separate link was provided for users to explore the chart on their own outside of the website.
Q1: What do the colors represent?	All users correctly stated that the colors represented the type of platform (Discussion/Bookmarking vs. Personal Media Sharing Platforms)
Q2: What does each bar represent?	All users correctly reported that the bars represent the average value of each health metric.
Q3: Main takeaway from this page?	Participants generally understood that different platforms influence behavior in different ways, especially in how users engage or network.
Page 5 - Lifestyle Choices	
Observations	All participants interacted more with this page because they noted that the customization and simpler design of the chart made it easier to understand. One said this was the most exciting chart so far.
Q1: What do the colors represent?	Only one participant understood that the color represented the count.

Q2: What does each point represent?	Most users were unable to correctly identify what the points represented.
Q3: Main takeaway from this page?	Users noted that the main takeaway is that social media can affect sleep, energy, diet, and alcohol use, and those effects can vary by individual characteristics
Page 6 - Explore	
Observations	Participants enjoyed this page the most due to its interactivity and the personalization feature.
Q1: What do the colors represent?	All participants correctly said that the colors represent mental health outcome levels.
Q2: What does each box represent?	Users correctly identified that the points represent people, but were unsure about the meaning of the box.
Q3: Main takeaway from this page?	Across participants, the main takeaway is that the impact of social media on mental health is individualized and varies according to personal factors like age, gender, and other characteristics.
Survey Questions (1 = Strongly Disagree, 5 = Strongly Agree)	
Q1: I thought this website was easy to navigate	The average score was 3.67 across participants.
Q2: I learned something new from this website	The average score was 4 across participants.
Q3: This website has resulted in self-reflection	The average score was 3 across participants.
Q4: I would recommend my friends / family to explore this website	The average score was 2.33 across participants.
Final thoughts?	Overall, participants found the site a bit too text-heavy and stated that the visuals could be more appealing. They suggested reducing the amount of text on each page, the size of the plots, and improving clarity with better instructions on how to use the filters/buttons/etc. The conclusion page was generally appreciated for its structure, but it was noted that the overall dark theme and large visuals made it harder for them to grasp the main ideas. Users want a cleaner, more concise, and more intuitive experience that takes less thinking to understand.

- **Maya**

Task/Question	Responses
Homepage	
Q1: What seems to be the intended purpose of this website?	Bringing awareness to digital wellness in an exploratory method.
Q2: What would be your next action from this page?	Respondents would explore visualizations on the Dashboard page, use toggles to filter data, or navigate directly to sections about social media's impact by demographics.

Page 1 - Overall Impact Of Social Media On Mental Health	
Observations	<p>Charts were located but described as hard to read; some used on mobile found the display cramped.</p> <p>Page colors are unique but feel forcing a certain emotion. Dark background is ominous. Clear sections with catching titles.</p>
Q1: What do past studies suggest about the relationship between social media and mental health?	There is a strong correlation to decreased mental health. However, the point isn't clear enough.
Q2: What do the colors represent?	Colors in the stacked bar chart represent levels of concern
Q3: What does each box represent?	In the box plots, each box represents the distribution of social media usage (in hours) for groups categorized by stress levels or mental health conditions, showing medians and variability.
Q4: Main takeaway from this page?	There is more to the correlation between social media and mental health.
Page 2 - Overall Impact By Age / Gender	
Observations	Graphs are striking contrast in color. Seems out of place and names are sheet 1,2,3 . should be named titles. Feels reading a report not learning anything. The set up in (Age and Gender matter more than you think) is good.
Q1: What do past studies suggest about the relationship between social media and mental health?	Intention is more important than gender differences.
Q2: What do the colors represent?	Colors mark age groups or gender categories for comparison.
Q3: What does each box represent?	Social media usage in relation age group and gender, etc
Q4: Main takeaway from this page?	Intention usage is important to mental health.
Page 3 - User Behavior	
Observations	Filtering worked, but charts were hard to read on smaller screens.
Q1: What do past studies suggest about the relationship between social media and mental health?	Social media usage increases distraction and may harm focus over time.
Q2: What do the colors represent?	Just one color doesn't make sense to be honest.
Q3: What does each point represent?	I know it is one real person but they all look the same. Not a clear graph.
Q4: Main takeaway from this page?	Less items on page better.
Page 4 - User Behavior By Platform	
Observations	Charts didn't load for users (no charts or error).
Q1: What do the colors represent?	Didn't get to see color.

Q2: What does each bar represent?	Didn't get to see bars.
Q3: Main takeaway from this page?	Text was informative about how different social media platforms influence user behaviors and "psychological footprint".
Page 5 - Lifestyle Choices	
Observations	Best graph on the website. Simple and clear. Legends are clear (sliders and interactive on upper right side) . Variable words are cut off.
Q1: What do the colors represent?	It was hard to understand it was about count. Requires units.
Q2: What does each point represent?	Requires guidance.
Q3: Main takeaway from this page?	Many factors with social media usage. Seems correlated. Presumed affected by Social media usage.
Page 6 - Explore	
Observations	Charts responsive to filters, though harder to interpret for first-time users.
Q1: What do the colors represent?	Colors indicate different selectable subgroups of the datasets.
Q2: What does each box represent?	Mental health levels
Q3: Main takeaway from this page?	Factors in one's life effects and is affected by usage of social media hence mental health or digital wellness.
Survey Questions (1 = Strongly Disagree, 5 = Strongly Agree)	
Q1: I thought this website was easy to navigate	4.3
Q2: I learned something new from this website	4
Q3: This website has resulted in self-reflection	3.3
Q4: I would recommend my friends / family to explore this website	3
Final thoughts?	<p>Feedback: Charts were interactive and responsive, but difficult to read on phones. Clarity and sizing improvements recommended.</p> <p>Concept great, guiding adventure method fun. But design , interactivity and clear explanation on each page is necessary to make it user friendly and easier to retain knowledge.</p>

- Nory

Task/Question	Responses
Homepage	
Q1: What seems to be the intended	All users agreed that our main purpose was to show the impact that social

purpose of this website?	media usage has on mental health.
Q2: What would be your next action from this page?	Everyone was able to understand they needed to click our “Dive into the data” button.
Page 1 - Overall Impact Of Social Media On Mental Health	
Observations	Overall, users did understand what the graph was trying to convey, they did suggest that the labelling and numbers could be bigger, as well as making the graphs smaller.
Q1: What do past studies suggest about the relationship between social media and mental health?	Most users answered that the concern regarding social media has gotten worse as time has passed.
Q2: What do the colors represent?	Everyone answered that the colors represent the level of concern.
Q3: What does each box represent?	They understood that it was the percentage of people who answered a certain category.
Q4: Main takeaway from this page?	All users said that parents are more concerned than teenagers.
Page 2 - Overall Impact By Age / Gender	
Observations	There is not really a difference in between the boxplots for all users.
Q1: What do past studies suggest about the relationship between social media and mental health?	Based on the text provided, people were not able to fully understand the relationship between age and social media.
Q2: What do the colors represent?	No one knew what the colors represented.
Q3: What does each box represent?	No one knew what the boxes represented.
Q4: Main takeaway from this page?	No one really understood what the graph was conveying since there were no differences between the main categories.
Page 3 - User Behavior	
Observations	In general, the users were confused in terms of what the x axis and the y axis represented. One user pointed out that it seemed like there were duplicates represented in the graph.
Q1: What do past studies suggest about the relationship between social media and mental health?	The users were able to understand that the addictive components of social media cause your brain to behave differently.
Q2: What do the colors represent?	There really wasn’t a distinction with colors in this graph.
Q3: What does each point represent?	Each point is supposed to represent an user.
Q4: Main takeaway from this page?	Most users weren’t able to understand what the graph was trying to convey since there was no obvious correlation. One user did manage to point out that there seemed to be a slight positive correlation, but didn’t connect it to the actual trend that more time spent online leads to a worse report of mental health performance.

Page 4 - User Behavior By Platform	
Observations	Everyone seemed to like the structure of the page and how the platforms were divided into the two different categories.
Q1: What do the colors represent?	Everyone accurately discerned that the color represents one of the categories.
Q2: What does each bar represent?	Everyone accurately described that the bar represents the average rating by platform
Q3: Main takeaway from this page?	That the personal media sharing platforms cause more damage than the bookmarking/discussion platforms.
Page 5 - Lifestyle Choices	
Observations	The labels weren't clear on what they were measuring. The filters are what helped understand what the graph was measuring.
Q1: What do the colors represent?	It really wasn't clear to any of the users what the color scale represented.
Q2: What does each point represent?	Only one of the users was able to understand that the points represented a bin. However, the other two didn't.
Q3: Main takeaway from this page?	While some trends were noticeable, overall, it was not clear what impact social media had on these life quality metrics.
Page 6 - Explore	
Observations	In general, it was hard to follow the trends, with the x axis not being really informative.
Q1: What do the colors represent?	No one was able to tell what the colors represented
Q2: What does each box represent?	Users were able to tell that the boxes were comparing their profile (age, gender), but couldn't discern what the whole range of the boxplot was.
Q3: Main takeaway from this page?	There are some insights from the visualization, but overall users felt that it didn't show the intended effect of comparing individual metrics with the overall population.
Survey Questions (1 = Strongly Disagree, 5 = Strongly Agree)	
Q1: I thought this website was easy to navigate	Every user gave this question a 5
Q2: I learned something new from this website	The average score was: 3.66
Q3: This website has resulted in self-reflection	The average score was: 3.66
Q4: I would recommend my friends / family to explore this website	The average score was: 1.33
Final thoughts?	Overall, this group of users let us know that our website needs significant work to make the graphs more intuitive for users. We also received

	feedback on the labels and the titles. It wasn't really clear what the ratings meant, and some of the graphs straight up didn't convey any information. Lastly, we need to take a look at standardizing our use of color across all visualizations.
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- Oviya

Task/Question	Responses
Homepage	
Q1: What seems to be the intended purpose of this website?	To show how social media psychologically affects mental wellbeing, lifestyle, and behaviors
Q2: What would be your next action from this page?	All participants said to click the "Dive into the Data" button.
Page 1 - Overall Impact Of Social Media On Mental Health	
Observations	One participant stopped after the first visualization due to the size, thinking that was the end of the page. The multiple sheets in the second and third visualizations appear to have confused participants across the board. One did not even notice and the other two took note that the sheets looked the same despite having different variables. One participant noted that research mentioned and charts included didn't seem to match.
Q1: What do past studies suggest about the relationship between social media and mental health?	Concern about social media's effect on mental health has increased over time.
Q2: What do the colors represent?	1st plot - Colors represent concern level 2nd, 3rd plot - Not sure
Q3: What does each box represent?	One participant noted that the first plot bars are the total count of responses and noted that the number goes above 100%. For 2nd and 3rd plot, all participants were confused by what the boxplot means
Q4: Main takeaway from this page?	More usage leads to worse mental wellbeing, but cannot tell from charts only from text. 2/3 participants commented on how the charts are not user friendly.
Page 2 - Overall Impact By Age / Gender	
Observations	All participants hesitated choosing between the multiple navigation options. All participants noted that there is no difference between the various boxplots on the page. 2 of 3 participants scrolled up and down on a single visualization due to the plot not fitting in a single view. All participants hovered over points to read the tool box.
Q1: What do past studies suggest about the relationship between social media and mental health?	3 of 3 - Difference of intention for social media by gender. 2 of 3 - Social Media creates different outcomes
Q2: What do the colors represent?	All participants were unsure
Q3: What does each box represent?	All participants were generally unsure. One participant knew it was the

	distribution of points, and another one knew they represented different age groups or genders.
Q4: Main takeaway from this page?	Age and gender change social media use and impact
Page 3 - User Behavior	
Observations	All participants were confused about what “rating” means. 2 of 3 participants noted that there is no change in the charts when clicking on different variables in the dropdown. 1 participant didn’t notice dropdown at all.
Q1: What do past studies suggest about the relationship between social media and mental health?	All participants said social media use rewires your brain
Q2: What do the colors represent?	Nothing
Q3: What does each point represent?	All participants noted that each is one person. 2 of 3 participants noted their confusion about the jitter.
Q4: Main takeaway from this page?	All participants said social media use rewires your brain, but can’t tell from the charts.
Page 4 - User Behavior By Platform	
Observations	2 of 3 participants were confused on how to use the multiple dropdowns. Like the previous page, users were confused by the word “rating”
Q1: What do the colors represent?	All participants said color encoded social media category (Discussion v. Media Sharing)
Q2: What does each bar represent?	3 of 3 participants said it was the average rating for the platform, but 1 participant said the higher the rating, the more positive which is incorrect.
Q3: Main takeaway from this page?	All participants said depending on the type of platform, there will be different impacts on behavior.
Page 5 - Lifestyle Choices	
Observations	All participants were confused about the x-axis. And participants are unsure of the time range of social media usage hours. Radio buttons more highly interacted with than dropdown - all participants explored all options.
Q1: What do the colors represent?	Two participants were confused (note: both are color-blind). One participant correctly noted it’s the count of people.
Q2: What does each point represent?	Two participants said “one person” (incorrect) and one participant understood stratification through binning by social media usage hours, but was confused on what each point represented as well.
Q3: Main takeaway from this page?	All participants said that social media will systematically impact your other lifestyle choice, but noted from text, not chart.
Page 6 - Explore	

Observations	All participants were confused by the y-axis (high, low, medium and numbers like 20K, 30K, 40K).
Q1: What do the colors represent?	2 of 3 participants stated it represents the mental health outcome. 1 participant was not sure.
Q2: What does each box represent?	All participants said it's a unique user (correct)
Q3: Main takeaway from this page?	Impact of social media on a person depends on age and overall not many people are the exception
Survey Questions (1 = Strongly Disagree, 5 = Strongly Agree)	
Q1: I thought this website was easy to navigate	Mean score: 3
Q2: I learned something new from this website	Mean score: 3.66
Q3: This website has resulted in self-reflection	Mean score: 3
Q4: I would recommend my friends / family to explore this website	Mean score: 2.66
Final thoughts?	All participants stated that the graphs are hard to understand and don't match the text that's written. One participant mentioned that the page tabs are confusing when paired with the arrows, arrows are more straightforward.

- Vanessa

Task/Question	Responses
Homepage	
Q1: What seems to be the intended purpose of this website?	All participants agree that the intended purpose of the website is to inform users of the impacts of social media on mental health.
Q2: What would be your next action from this page?	All participants clicked the button at the bottom of the page.
Page 1 - Overall Impact Of Social Media On Mental Health	
Observations	All participants took time to read the passage then went on to look at the visualizations. They took time to hover over the charts and read through the information popping up.
Q1: What do past studies suggest about the relationship between social media and mental health?	Participants all noted that past studies suggest the relationship has gotten negative over time.
Q2: What do the colors represent?	All participants said that the color has to do with the level of concern expressed.
Q3: What does each box represent?	The participants thought the point was either a parent, teenager or

	parent.
Q4: Main takeaway from this page?	Participants thought the main takeaway was about how parents seemed more concerned than teenagers about social media usage.
Page 2 - Overall Impact By Age / Gender	
Observations	Participants scrolled through the page to look at the charts then saw the different sheets afterwards and started going through those, unsure if they were supposed to.
Q1: What do past studies suggest about the relationship between social media and mental health?	Participants thought that past studies suggest that social media usage should vary based on age and gender.
Q2: What do the colors represent?	Participants were unsure.
Q3: What does each box represent?	Most participants were unsure, one thought that each represented a respondent..
Q4: Main takeaway from this page?	They weren't sure what to interpret overall from the charts.
Page 3 - User Behavior	
Observations	Participants liked being able to toggle health metric, but didn't understand what chart was showing.
Q1: What do past studies suggest about the relationship between social media and mental health?	Participants said that past studies suggest that social media can make an impact on the overall functions of your brain.
Q2: What do the colors represent?	They were unsure.
Q3: What does each point represent?	Most were unsure, one thought each could represent a person.
Q4: Main takeaway from this page?	Participants thought the main takeaway from this page was how priorities and brain processes are affected by increased social media use.
Page 4 - User Behavior By Platform	
Observations	All participants really liked the interactivity of this page, thought it was the easiest to understand, and took the most away from it.
Q1: What do the colors represent?	All participants said colors represented the social media category.
Q2: What does each bar represent?	All participants said colors represented the social media platform.
Q3: Main takeaway from this page?	Participants all said the takeaway is that individual health metrics are different based on the social media platform used.
Page 5 - Lifestyle Choices	
Observations	All participants enjoyed being able to toggle between lifestyle variables.
Q1: What do the colors represent?	Some participants were unsure, other said the lifestyle factor.
Q2: What does each point represent?	Participants were unsure.

Q3: Main takeaway from this page?	Participants had trouble understanding scatterplot, but knew that page intended to show how all factors of life are negatively affected by social media usage.
Page 6 - Explore	
Observations	All participants enjoyed the personalization and interactive aspect of the page, made the content more interesting and memorable.
Q1: What do the colors represent?	All participants said their mental health status.
Q2: What does each box represent?	Participants were unsure.
Q3: Main takeaway from this page?	Participants knew this page was supposed to show them their mental health, stress and results depending on their unique characteristics, but had trouble interpreting the results from the plots.
Survey Questions (1 = Strongly Disagree, 5 = Strongly Agree)	
Q1: I thought this website was easy to navigate	Participants thought page was easy to navigate but didn't know if they were doing it in our 'intended order'
Q2: I learned something new from this website	All participants did learn something new.
Q3: This website has resulted in self-reflection	All participants resulted in self reflection to some extent.
Q4: I would recommend my friends / family to explore this website	All participants would recommend to some extent.
Final thoughts?	One participant said that it just needs cleaning up but its good overall.

Issues & Corresponding Changes

Must Have

- 1) Issue: Data doesn't appear to support findings from mentioned research
 - a) Change 1: Move and summarize mentioned research as an introduction in the homepage.
 - b) Change 2: Replace data with new data from reputable sources.
 - c) Change 3: Only keep addiction related research on relevant webpage, but clearly demarcate different data sources.
- 2) Issue: There is an overwhelming amount of information
 - a) Change: Focus on three major insights (instead of six) with a maximum of 2 charts each and a final custom profile plot. Condense similar insights together as such:

- i) Use of Social Media in America (by age/gender/socioeconomic status)
 - ii) Social Media's Impact on Mental Health
 - iii) Social Media's Impact by Platform (User/Addictive Behaviors)
- 3) Issue: Limited interaction with charts due to unclear instructions.
 - a) Change 1: Add clear instructions right before each plot
 - b) Change 2: Use radio buttons instead of dropdowns to show users all their options. Or have all chart out side by side
- 4) Issue: Source data for each plot is unclear
 - a) Change: Provide the user context of the data used for each plot right before each plot

Should Have

- 5) Issue: Plots are not standardized
 - a) Change 1: Implement a project font available on Tableau Public and a pre-made Tableau color scheme to ensure stylistic choices translate across
 - b) Change 2: Legends and Axis Labels will be discussed and implemented
 - c) Change 3: One team member will be tasked with reviewing and fixing plots up to standard as QC
- 6) Issue: Up and Down scrolling on plots due to plots not fitting within the screen
 - a) Change 1: Configure all plots to dynamically change size by screen size

Could Have

- 7) Issue: Website theme is distracting user comprehension
 - a) Change 1: Use a lighter color scheme with less intense contrast so users focus more on the plots and less on other elements.
- 8) Issue: Too many options to move onto the next page which leads to some confusion
 - a) Change 1: Remove page mega menu at the top.

Won't Have

N/A - We believe all issues should be addressed, time permitting. Must Have issues will be addressed first and foremost.