Boray Tuna Goren – Design Document

I met with my interviewees in person, then set up zoom calls to record audio and get a transcript text of the audio. The data for the interviewee are as follows:

1. Cybersecurity Major, Junior Class – 18 Minutes
2. Entrepreneurship Management Major, Junior Class – 22 Minutes

Key Insights:

Patterns:

- Both interviewees express concerns over privacy on social media platforms and the overwhelming nature of targeted content.
- Interviewees shared their use of multiple platforms (Twitter, Snapchat, TikTok) but noted they consume more than they share.
- The repetition and personalized content (algorithms pushing similar content) were mentioned as both helpful and overwhelming.

Causes:

- The overwhelming feeling stems from constant exposure to algorithm-driven content.
- Privacy concerns arise due to the excessive data collection practices of social media platforms.

Consequences:

- The users feel manipulated and fatigued by the platforms.
- This leads to a reduction in trust and more cautious interaction with platforms regarding privacy.

Changeable Areas:

- Algorithms can be more transparent and give users control over what is shown.
- Platforms could provide clearer explanations about privacy agreements and how data is used.
- Implementing features that reduce fatigue, such as content limits or breaks, can help.

User Goals:

- To engage with social platforms for news and communication without feeling overwhelmed or manipulated.
- To maintain privacy and feel in control of their personal data.

User Values:

- Respect for personal privacy and autonomy.
- A balanced consumption experience, avoiding content fatigue.

Persona: "Alex Bomba"

Background:

- Age: 21
- Occupation: College student (Cybersecurity major)
- Tech-savvy regularly uses platforms like Instagram, Twitter, and TikTok to stay informed and entertained.
- Takes online privacy seriously but does not always read long user agreements.

Behavior:

- Uses social media for news consumption rather than sharing.
- Experiences frustration with repetitive content and intrusive data collection.
- Tries to engage with content that interests them but feels overwhelmed by the sheer volume of similar information shown by the algorithm.

Goals:

- Stay informed without being overloaded by repetitive content.
- Have more control over the privacy of their data.
- Engage with content that is diverse and not algorithmically narrowed down.

Values:

- Values the protection of their personal information and wants to be in control of what data is shared.
- Appreciates clear, straightforward communication about how platforms operate and handle user data.
- Wants a balanced social media experience that doesn't consume too much of their time or leaves them feeling overwhelmed.

Frustrations:

- Privacy agreements are too complex and lengthy.
- Feels manipulated by the endless stream of content tailored by algorithms.
- Limited control over what information is shared or how their data is used.

Alex logs onto their favorite social media platform after a long day at school. He starts scrolling through his feed on TikTok, only to notice that the content feels repetitive—similar videos pop up one after another, and he feels trapped in a loop of the same information. Frustrated, he moves to another app, but the pattern persists. He wishes there were an option to pause or reset the algorithm to receive more varied content.

In the meantime, Alex also receives a notification that the terms of service have changed. He does not want to go through another long privacy document but feels uneasy about not knowing what data is being collected and how it is being used. He hopes for a future where platforms provide clear, simple explanations and give them more control over their data.