Software Development: The “Strike” Application as a Critique of Social Media

Kai Olbers Mashima
Hampshire College Division III
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Introduction

There have always been issues with the way people use social media and how social media usage changes the frequency and feeling of genuine social interaction. Some types of social media usage can have negative effects on people's health— for example, when users compare themselves to others or use platforms as their singular form of validation. The psychology of self worth, communication, social networks, and media consumption are all important to consider when designing a social media application. Currently, social media apps leave too much room for unhealthy use. Social media users often create curated versions of themselves, use platforms aimlessly, and end up using platforms as an alternative to in-person social interaction. These issues should be addressed in the next generation of apps.

The app “Strike” addresses a few of the issues with social media and how people use it. The idea behind Strike is to create a game that encourages users to select a small network of people and commit to actively engaging with them every day. Strike is designed to do this because social media should encourage meaningful social interaction rather than serve as an alternative to it. For this reason, it is important to build tight networks of connections, to encourage focused and genuine interactions. The goal is to have an environment that minimizes curation and self presentation. This allows for users to learn who they want to care about without the haze that traditional social media platforms allow. The rest of this paper will describe the design goals for this app and how those design goals aim to address some of the issues with mainstream social media.
The design of Strike pinpoints a few social issues surrounding social media usage but also targets functional and practical issues. For example, apps should be simple and logical in flow, but should also offer highly functional user experience, showing well-planned design and significant attention to user needs. To do this there needs to be minimal clutter and clear separation of content, removing distractions and offering limited options.

Strike is inspired by years of personal use of applications: Facebook, Snapchat, Instagram, and Spotify. The modern and functional design of Strike is also influenced by contemporary design principles (sourced from design blogs and articles). The social issues this app addresses are based on personal experience and research paper findings. The first chapter of this paper explores the psychology of social media usage and the surrounding issues of self worth and the experience of life through social media. This analysis provides the basis for a conversation about the issues with social media as a whole and the goals of the application in relation to these issues. Following, is a description of what Strike is and how its design achieves those goals. Next, the paper will define the design goals surrounding Strike’s creation and the context for those design choices. Finally, there is discussion of what improvements can be made to Strike in its current state and a breakdown of its future.

Sociology of Current Social Media Usage

Self worth

There are many different analyses of social media’s effect on people's self-image and self-esteem. Psychology of social media can be roughly divided into two fields of thought. Science communications specialist, Natalie Jacewicz, argues that “social media may help
improve mental health by boosting self-esteem and providing a source of emotional support.” In contrast, Hanna Krasnova argues that “the spread and ubiquitous presence of envy on SNSs (Social Networking Sites) has been shown to undermine users’ life satisfaction.” The difference in opinion seems to come down to how one uses social media. Every user has a unique relationship to social media, and different engagement styles result in different experiences. It is important to differentiate the types of uses and correlated experiences.

Strike encourages users to build smaller and stronger networks of friends (and interact with them on a daily basis) than other social media platforms. The in-game goal of maintaining daily streaks with another person for an indefinite amount of time encourages users to only pick people they desire interacting with on a daily basis. Also, the in-game currency system rewards people for having streaks (daily check-ins between two users) with all of their in-game friends, maintaining those streaks, and not building out their network too quickly. This is all done through: streak termination penalties, daily payments to maintain streaks and penalties for having friends who users do not have active streaks with.

Through these intentional design choices, users are encouraged to use the app in a way that focuses their attention on a smaller network of friends and in turn allows users to engage more intentionally with each of their friends. Instead of 500 posts from 500 “friends,” users can focus on streaks with one to twenty of their friends.

Social Media Usage

Users of social media often engage in something called “self-presentation,” which is “positioning yourself the way you want to be seen” (Seiter). This happens on social media
because people have time to refine and curate the content they share. People often use social media to paint the picture of how they want to be seen. Not only do people want to present themselves to others as they are, they “share because it helps them to stay connected to people” (Seiter). They tend to share content that portrays a desired version of themselves. Finally, people tend to feel better about themselves when others react positively to what they post; As Courtney Seiter writes, “we gain social currency.”

The combination of these three factors are rather worrying. If people are sharing to stay connected, but only sharing a version of themselves that isn’t necessarily true to who they are, what are they actually gaining? They are appreciated for who they want to be, not who they are. If everyone does this, no one is actually connected to anyone else. Instead, they are connecting with the image of what someone else wants to be. No one feels good about who they actually are, because they are being appreciated for who they present themselves to be.

The unfortunate reality might be that no one benefits in the lasting and meaningful ways that they want to be from using social media. There is a huge social pressure to maintain one’s image and not necessarily stay true to oneself. When users look at their feed, they see an airbrushed version of someone else, encouraging them to try to elevate their own image. This leads to a widening gap between a person and their social media persona.

Strike aims to create an environment outside of that arena of image and curation. It rewards finding people you want to connect with and maintaining those connections. It is labeled as a game because that is what it is; it is not trying to masquerade as social media or social networking. It is important that users understand that they are playing a game and through treating it as such, they could benefit socially. They are not using a social media platform and
subconsciously treating it as a massive social hierarchy game. What makes it a game instead of a social media platform is that users are not sharing content, and there are clear and achievable goals. There is also a game oriented reward system that guides users’ actions.

Life

Living in a society engrossed in social media has changed the social scene and life in general. Many social media platforms create an easy way for “users [to] channel their creativity to share their day from the moment they wake up, to the moment they go to sleep” (Willis). There is no longer any boundary to how or how much someone can show off their life. There is a constant stream of content coming from every direction.

If someone engages heavily with social media, they might be more likely to have negative experiences, such as Fear of Missing Out (FoMO). Psychologist, Andrew Przybylski, writes, “FoMO is associated with higher levels of behavioral engagement with social media.” Furthermore, there are risks associated with social comparison or the idea that people gauge their worth by comparing their reality to others’ lives or, in this case, how they present themselves on social media. This can be a problem, because as developmental psychologist, Hannah Schacter, notes, “under certain circumstances, [social comparison] has also been associated with mental health problems.” There are obviously dangers around social media usage, and the sheer number of people using social media leaves a lot of room for issues to develop.

Strike provides achievable goals and rewards limited usage of the app, allowing users to become less obsessed. Overall, the goal is to let people have a normal life where their online presence is not more important than reality. Through Strike, genuine social interaction is valued
the most, and apps should serve as a tool for increasing the quality of in-person connections, not as a substitute for it.

Issues with Social Media Usage

Lack of intimacy

Social networking apps were created to allow people to share social media or content they want others to interact and engage with. The way people use social media can be unconscious and non-specific. In other words, they can spend a lot of time scrolling endlessly and engaging with nothing. This experience is called non-specific consumption, which means that users often have no goal for viewing different content. They open Instagram, Facebook, Snapchat, Twitter, or any other platform, maybe responding to a specific notification, but also often just to ‘check’ what is happening. There is no particular page they want to see or person they want to engage with. The more someone scrolls, the easier it can be to just keep scrolling. There is no limit to how much someone sees. There is no incentive or constraint forcing someone to stop and actually process what is on the screen. Often times there are no clear objectives for even being on the app in the first place.

The question becomes: What is the purpose for using apps in this way and how did it become that way? The answer is that there is no real purpose to using apps mindlessly. It can serve as an effective way to burn time or avoid awkward silence, but generally it is a way to escape from reality. It is an activity that can feel like social interaction but is more like watching a waterfall and getting hit with a few drops of content, while the vast majority of it just rushes past you.
The counterpoint to this is that there are clearly reasons for these apps to exist. The issue lies in the extra “features.” The open format of “explore” pages (pages that allow you to see curated content from accounts that you don’t directly follow, but might be similar to the accounts you do follow) is an obvious way for people to find new content and accounts to follow. “Explore pages” can in themselves end up turning into a never ending abyss of random content.

A disconnect has formed between what social media was created to allow people to do and how people actually use it. Most apps have no clear goals, which results in a vacuum that sucks people in but does not let them out. People become addicted to the habitual act of scrolling through content; maybe they laugh a little or see someone or something they like, but ultimately they have achieved nothing, while feeling like they have participated in social interaction.

Large networks of “friends”

Social media and social networks often revolve around building up a structure of connections. The more people you have in your network, the more potential connections you have for productive interactions. For some platforms this mentality makes more sense than for others. When people build up large networks on LinkedIn, for instance, they are increasing their chances of finding job opportunities or potential employees. For other platforms, such as Facebook or Instagram, the same philosophy does not make as much sense. The more people who you are “friends” with on Facebook, the less you see of each person and the less personal that “friendship” becomes. If the purpose of social media is to be able to stay in close contact with those who you do not necessarily have the ability to do so with in person, growing the size of your network does not help that.
Why do people “friend” others on Facebook who they are not actually friends with in the first place? The fact that you have to clarify the context in which you are referring to someone as your “friend” shows the disconnect between reality and social media. The word “friend” now has two meanings. It seems backwards that someone can say, “Oh no, I am not friends with them, but we are friends on Facebook.” If two people are not friends in person, they should not be “friends” on social media.

Another big reason for growth of connections on social media is the social status aspect of having a large number of connections. This can be especially prevalent on Instagram where having many followers is often considered very impressive. The idea of growing your following and following others for the sake of being “cool” or impressive to others moves the incentive away from posting personal and unadulterated content and toward popularity measured in sheer numbers. The focus becomes posting content that will bring the most attention or paint the most attractive picture of someone’s life. This in turn reduces the quality of content for those hoping to keep up to date with their friends’ lives on a more personal level.

Social media was never intended to replace human interaction, although some users have fallen into that habit. The idea of social interaction is that there is a two-way interaction that involves giving and taking, whereas the viewing of someone's social media is most often a very one-sided action of taking. The argument could be made that “liking” and “commenting” are the “giving side” of the interaction, but “liking” or “commenting” are less interactions than they are responses, which does not require an answer or exchange. How odd would it be to show a photograph of your new baby brother to a friend who responded with “So Cute!!!!!!” and a
thumbs up? That form of “interaction” is commonplace on social media, but does not translate well to in-person exchanges.

Social media being used as an excuse for avoiding social interaction presents other issues. If someone Snapchats their friend, scrolls through their friend’s Facebook feed, and looks at their Instagram pictures, this person feels like they somehow have done enough to not have to interact with the person in reality. It is odd that liking someone’s photos and sending a picture or a video fulfills the sense of responsibility for engaging in an actual in-person conversation. Regularly watching someone's Snapchat Story can take the place of catching up in-person. The person has shown the important parts of their life. This feeling might brew to the point where seeing someone on social media removes the normal friendly urge to interact with them when seen in person.

The issue can be looked at from an alternate perspective. Seeing someone's every move (or more accurately, whatever move they want you to see) steals the excitement of genuine in-person contact. Social media clouds the real from the curated content. It can become too easy to look at someone's social feeds as pure and true to their actual life. Reality then becomes tainted with falsities and the emotions behind genuine interaction are stripped away by every tweet, post, snap and fake picture posted to Instagram.

**Application Goals**

The goal of the Strike application is to encourage users to maintain contact with their close friends, build a small group of close connections, and build up the amount of in-game currency they have and the number of streaks they maintain. These goals are meant to address
some of the negative impacts of social media usage. The hope is that users will foster outside-of-game communication with the few friends they choose to add and keep in their in-game network. The platform is designed to be competitive and allow participants to have fun but also learn who they want to care about.

Smaller stronger networks

Smaller networks are a good way to make sure that users don’t get overwhelmed with having to maintain too many streaks. Having a smaller number of connections makes each connection more meaningful. The fewer people in someone’s network, the more users can focus on each of their connections.

Maintained contact

The hope is that each user’s daily interactions will be more conscious and meaningful. The choices that are made while using this app are intentionally weighted with the risk of the currency being earned and lost. The currency serves to incentivize users to be active in their choices and decide who they want to interact with and how they wish to do so. This approach moves away from the passive decisions that are often associated with other social media platforms, such as aimless scrolling and inconsequential liking.

Application Description

Strike is a streak-building game that revolves around the closest members of a person’s social network. Unlike traditional social media and networking apps, Strike encourages lasting and consistent connections with a small network of close individuals who desire daily
meaningful contact. This game focuses on the use of in-game currency to maintain and
strengthen streaks between users. Rewards for maintaining streaks and friendships include
currency payouts and achievements in the form of emoji unlocks. Keeping streaks going costs a
small amount of currency and if a streak dies, there is a large currency termination penalty.

Streaks

The intention of making a streak-building game is to allow users to pick a small network
of people to connect with each day. The streaks in combination with the currency system create a
reward system similar to investing. The more money you put into a good stock (assuming a
positive market) and the longer you sit on it, the bigger your payout. In the case of the streaks in
this app, the more days the streak is maintained, the more the streak pays each of its participants.
The more money each participant puts into the streak for each daily payment, the bigger the
payout as well. This creates an incentive for each participant to continue building the streak.
There is also a secondary layer of incentive, being that if either participant fails to maintain the
streak, they both pay a large currency penalty.

Currency

The in-game reward system is point based. It is in place to limit the growth of someone’s
network of friends. If someone has friends in their network they do not maintain streaks with,
that will count against them in how much they are awarded in their daily allowance. The
combination of the streak based game and currency system allow for the users to focus on each
member of their small network around once a day. By limiting the number of actions between
users each day and creating consistency in the concurrent interactions day-to-day, users can build better relationships.

Network

Here’s how the app will function: A new user will add a close friend to their network and build up a streak with that friend over a week or so. They will think about this friend everyday in an active way as they maintain the streak. This process of thinking about their friend on a daily basis will give them the opportunity to engage with them outside of this app (this app intentionally does not provide any form of meaningful communication). As they each grow their value (total accumulation of currency), they will each be able to afford adding a new friend to their network and start the whole process over. As the use of this app continues, users will experience streaks failing for numerous reasons. They might discover that they have started too many streaks and cannot afford to maintain them all and will be forced to decide with whom to maintain streaks. They might find that someone they started streaks with keeps letting streaks fail. They might decide that they do not actually want to think about someone everyday even if it is just for the purpose of maintaining a streak.

Generally speaking, this game is a tool to allow people to discover who they want to have in their close social network and think about those who they do want in their network frequently, all while playing an entertaining game. It removes all the superficial aspects of social media and cuts it down to something as simple as “Do I want to think about this person every day?”
Design Goals

Simple logical flow

The goals of this app are to create a comfortable, easy-to-use platform that allows for users to quickly complete tasks without wasting time trying to figure out how to get started. The flow of the app is simple and similar to popular apps. The navigation bar is along the bottom of the screen allowing for quick navigation between pages. Each page has a clear and limited use. By separating content from functionality and eliminating confusing options, each page serves an easily identifiable purpose.

The app aims to minimize how much a user can do on a single page. The optimal target is to have single objective pages with one clear use. The purpose of this is to, as VP of Product at PhoneWagon, Michael Horton, writes, “take the user on as frictionless of a journey as possible to achieve their goal” (“Shredded”). Reducing the number of options and possible side effects of each button click helps guide users to the appropriate end point.

Left: Unlocks page where users can view what Emojis they have unlocked and their current progress towards unlocking more. Right: Profile and Login pages where users can see their own game stats and log out of the app, and login and sign up for a new account.
The simple bottom navigation bar is inspired by many other popular apps such as Instagram, Facebook and Spotify. This is a familiar structure and provides a comfortable set of navigation actions. Users can easily identify the universally standard icons and flow between pages with ease. There is a reason why so many apps are using this type of navigation design; the more familiar something is, the more instinctual its usage. This app does not require a fancy design workaround to handle its functionality, so there is no need to try to complicate what already works.

Minimalist design

The design principles emphasize a clean and minimalistic app. There is no clutter or excessive use of color or styling. Pages contain the optimal amount of content to allow for quick access and easy use. The category of design being utilized is called ‘complexion reduction’, which is a term that Michael Horton coined to categorize the newest trend in application design. He argues that this trend “is beyond flat design, beyond minimal design and independent of progressive reduction” (“Complexion”). Progressive reduction is the idea that “certain information should be diminished or simplified over time. This assumes that advanced users, who frequently access the application, will learn and remember basic functions and no longer need help text or additional labels” (Barone-Nugent).

Complexion reduction has three main characteristics: bigger and bolder headlines, simpler, more universal icons, and extraction of color. The popularity of this category of design means that many apps are going to or already have started looking alike and functioning similarly. This creates familiarity across all platforms so that simple functional aspects of all
Apps work the same way and remove the annoying small differences between one button on one app and a visually similar button on another app. Overall, people use apps for their functionality, not their appearance, and for that reason design goals need to align with the users needs.

Friends page where users can search for and add new friends, accept/ignore friend requests, and view their friends game stats.

Overall simplicity and comfortable design make the final piece. The design goal of this app is to create a highly functional clean platform - “It is simple, really: if you don’t distract users with over-the-top graphics and extremely detailed typography, they will pay more attention to the content, which should be everyone’s top priority” (Burchey). User interactions with the app should be focused and streamlined. There should be no aspect of the design that hinders the flow of users’ actions. Combining simple logical flow and minimalist design reduces clutter, minimizes distraction, and increases productivity.
Design In Context

Inspiration

There are some core aspects of Strike’s utility that are inspired by other platforms. The streak-building aspect is a play on Snapchat’s Snapstreak. The action of having to engage with another user at least once every 24 hours to maintain the “streak” is pulled directly from Snapchat (“Snapchat Support”). This form of interaction creates a desire to establish and maintain the streak. For that reason the operation of a “streak” is utilized as a core element of the app.

In Snapchat, the streak is maintained by sending a picture, but Strike does not revolve around pictures. Instead Strike uses currency as part of what is being used to maintain the streak. The currency is used in combination with a new component called “Emoji Sentences,” a chain of one to five emojis, to serve as the maintaining parts of the streak. The idea of Emoji Sentences
was inspired by Facebook’s Reactions, “an extension of the Like button to give people more ways to express themselves and share their reaction to a post. The collection of Reactions includes Like, Love, Haha, Wow, Sad and Angry” (“Using Facebook Brand Assets”). These Reactions are Emoji sized icons that offer a more specific reaction than just a ‘like’. Emoji Sentences build on that desire to express more by chaining Emojis to create an “Emoji sentence.” This sentence structure is intentionally restrictive to encourage users to communicate fully outside of this app.

As mentioned in the previous chapter, the bottom navigation is inspired by many popular apps most closely by Instagram. Instagram’s bottom navigation is a great example of utilizing universally understood icons and separating content clearly among pages. Creating familiar spaces in an app allows for users to quickly pick up the core functional components of the app and be more productive.

The final big design inspiration comes from Venmo's payment history, which shows all payments made and received in a chronological list with most recent on top. This structure is perfect for handling similar transactions on Strike. There are more options than just sent and received, but the chronological sorting of transactions showing either a positive or negative currency change is a great way to show many important details in a simple and familiar structure.

Design principles

There are many ways to design a clean app. Coinbase tackles minimalism by having a simple bottom navigation and four single objective pages. There is white space all over, the core color pallet is blue and white with text in grey and black and accent colors of orange, green, and
purple. These choices fall into the complexion reduction realm and are focused on removing clutter and creating an open, familiar, and simple platform that users will know how to use without ever having used it.

Snapchat takes a different route. They use a different method of page navigation by allowing for four directional swipe gestures or the use of buttons located in each corner. “Snapchat pushes the limits of comprehension with hodgepodge chaos… There’s no universal navigation bar to help people move through the app.” (DeAmicis). Snapchat breaks all design rules, but “sometimes the right solution to [the] problem is to create a space that’s less refined” (DeAmicis). Regardless of the rules that Snapchat breaks, the design allows for quick single-hand use and creates very clear separation of each pages functionality, as the swipe dynamic creates a noticeable transition between pages. Snapchat is almost entirely white and yellow with minimal usage of blue, red, and purple accent colors. The majority of space is used to show user content in the form of pictures and videos. They chose to utilize a more complex functionality behind their design but visually, the app is very smooth and clean.

Critique and Future Work

Design

The design of Strike was inspired heavily by Snapchat, Instagram, and Venmo. The design principles found in outside sources could be more completely integrated in the next iteration of the app. One of the major issues with the app is its depth complexity, meaning that actions are hidden many layers deep. There are a few instances where users have to click into a button and then another button in order to complete an action. This emphasizes the need for more
iterative and complete planning and design. Part of the issue stems from the process of how this app was built. Working in a team would allow for better breakdown of goals and how those goals will be achieved on a functional level. Each page could be broken down into a single action and the depth complexity issue could be flattened and removed all together.

There was an original priority of designing a mobile first app. As development progressed, the priority shifted to building out as much functionality as possible. This was done as a way to show proof of concept in relation to the original basic features of the app. This unfortunately reduced the amount of focus on mobile development.

This app’s visual experience is monotonous, leaving considerable space to improve the visual experience. More consistent use of white space, accent colors, and high quality graphics would vastly improve the feel of using this app. The layout of each page is set up to resemble other popular apps. The principle of creating familiar environments could be more thoroughly integrated to allow even more efficient use.

Functionality

One of the biggest challenges in constructing this application is the system architecture and backend development. There are improvements to be made in the architecture and technical execution of backend functionality. The backend was never a major focus in this project because the main goal was to show front end development and design skills. The development process was intentionally diverted to produce the most front-end features and usability, while minimizing time spent on backend efficiency and design.
The specific way that streak payouts are tracked in this app is a perfect example of an opportunity to improve the backend design and functionality. Currently, there is a function being called every time a user loads the streaks page. This function checks each of the users’ streaks for payouts. This process can be optimized to happen behind the scenes without the action of a user prompting the check to occur. This is one of the many functions in this app that should be refactored to be triggered independently on the backend and have no direct interaction with the front end.

Gameplay

One of the core aspects of this app is the currency-based interaction. There is an opportunity to utilize user testing to balance the game play and refine the values of each interaction. The value associated with each transaction between users (stoking a streak, boosting a streak, streak termination penalty, etc.) can vastly change the way users play the game. It is important to have appropriate values in order to keep the game playable and prevent unbalanced gameplay over time.

User Testing

Strike can be improved by utilizing user testing to identify issues with the applications flow, the balance of currency system, and the visual appearance of the app. The overall user interface (UI) should be visually assessed based on how the appearance of the app makes users feel, the impact that color and white space have, and the familiarity of Strike to other apps. The user experience should be assessed based on the intuitiveness of each pages layout and the perceived use of and the expected outcome of each button. A measurement system needs to be
created for each category so that the evaluation process yields the maximum amount of
information and the appropriate changes can be made to the application.

User testing should be done as an iterative process with each round of testing resulting in
a new version of the app that includes changes addressing issues brought up in the previous
round of testing. This would be repeated until the app either passes all of the testing parameters
or it reaches a plateau where subsequent changes are no longer improving the testing results. The
benefit of doing testing in waves is that each round can bring about small changes across the
whole app or big changes in specific parts of the app, while still having a baseline to compare
results too. As long as the testing parameters do not change from round to round there will
always be a clear point of comparison for how changes to the app affect users experiences.

Utilizing the experiences of users is important to creating a universally understood and
easy to use app for all types of users. It is easy as a developer who knows all the ins and outs of a
product to design complicated and inaccessible features. Grounding design in the experiences of
a first time users allows for the potential complexity of use to be minimized and potentially
eliminated.

Conclusion

Social media has many flaws, some more obvious than others and some more insidious
than others. These apps should be designed to minimize those flaws and try to account for the
potential issues that may arise from risky usage habits. Using apps should be a smooth
experience. The choices designers make in their plans should be not be obvious but rather create
an effortless experience for users. Strike takes into consideration numerous social issues, design
principles, and is inspired by the functional components of some of the most popular apps. All of these factors come together to create a platform that is fun, serves a clear purpose and takes steps to reduce the side effects of negative use behaviors.

I am able to write about the issues that plague current social media platforms because I have fallen victim to almost all of them. Often while browsing Instagram posts or Snapchat stories I feel envious of others’ lives. It feels as if they are constantly doing “cool” things. I often have to remind myself that what I see on social media is only a small portion of someone's life. This leads to thinking about the likelihood of others presenting themselves in the best light possible or maybe taking it past that and showing an entirely fabricated version of themselves.

Knowing this does not remove me from the social media cycle. Feeling this pressure to show how wonderful my life is, I will only post the most exciting things that happen in my life. A perceived need to go out and do activities just to have something to post on social media suddenly drives parts of my life. This curation of mine and others’ content leads to un intimate interactions. I am no longer showing the important parts of my life. I am only showing the exciting or socially valued or interesting aspects.

I find that when people get more likes or have more followers or friends on Instagram or Facebook, I suddenly value their attention and interactions more. I want more likes on my posts and I am constantly seeking new followers so that I too can be “valued” by others. If I see someone a lot on social media, I find that I am less excited and interested when I see them in person. Social media has effectively replaced the genuine excitement of in-person interactions. This might be an extreme example of damaging usage of social media, but it has motivated me to (try to) address these issues. I do not want these experiences to be the standard for social
media users and I believe that there needs to be a dramatic shift in the design and implementation of many applications.

Next time you use a social media app, pay attention to how it is designed. What are the characteristics of the appearance of the app? How do those visual choices change how the app feels and functions? Does this app have holes in its goals that allow you to get sucked in or does it have clear limitations? Intentional design is incredibly important for quality applications, but intentional usage is just as important to get the most out of what is being offered.
Works Cited


