

The Preliminary Findings of UX Design on Social Media

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Many social media that had once gained fame, have now suddenly dimmed and vanished. However, there are similar social media that have remained shining. Social media has become an integral part of our lives that we spend hours on it. This article reveals the preliminary findings of the influence of the user experience on social media engagement and the elements of user engagement that support the viability of social media. Consequently, the research answered the questions of how UX design influences user engagement in social media and the elements that help to sustain its viability. In this context, user engagement refers to both passive consumption and active participation within the social media platforms. An online survey with 136 participants and visual analysis of three established social media, namely Facebook, Instagram, and Snapchat was conducted. Analysis of the survey responses showed that UX design influences user engagement through both pragmatic and hedonic qualities. Meanwhile, the visual analysis demonstrated patterns of persuasive and emotional design. Based on the results, it emphasizes the need for creating an application that is not only usable but also exciting and also to integrate persuasive and emotional design in order to remain viable in the market.

Keywords User experience, design, social media, persuasive.

Introduction

Everything that seemed impossible to be achieved has been mostly realized through the development of technology. That includes the way we communicate today. Previously, distance and time were the great barriers to communication, however, today almost everyone around the globe could stay connected. This is all due to online social networks. Social media have become an integral part of our society that 3.2 billion people are active daily users (Tjepkema, 2019). On average, users spent around 2 hours and 23 minutes per day on social media (Globalwebindex, 2019). It has turned into a habit, where we do it with little to no conscious thought (Morsella et al, 2008), favouring social media firms. Therefore, the ability of a product to be able to cultivate user habit becomes crucial for its survival. However, what drives engagement in the context of social media? The factors revolves around the experiences and values that users get when interacting with the product (Oza, 2017). Nevertheless, several applications still failed and withdrew from the market.