

THE SOCIAL AUDIO APP



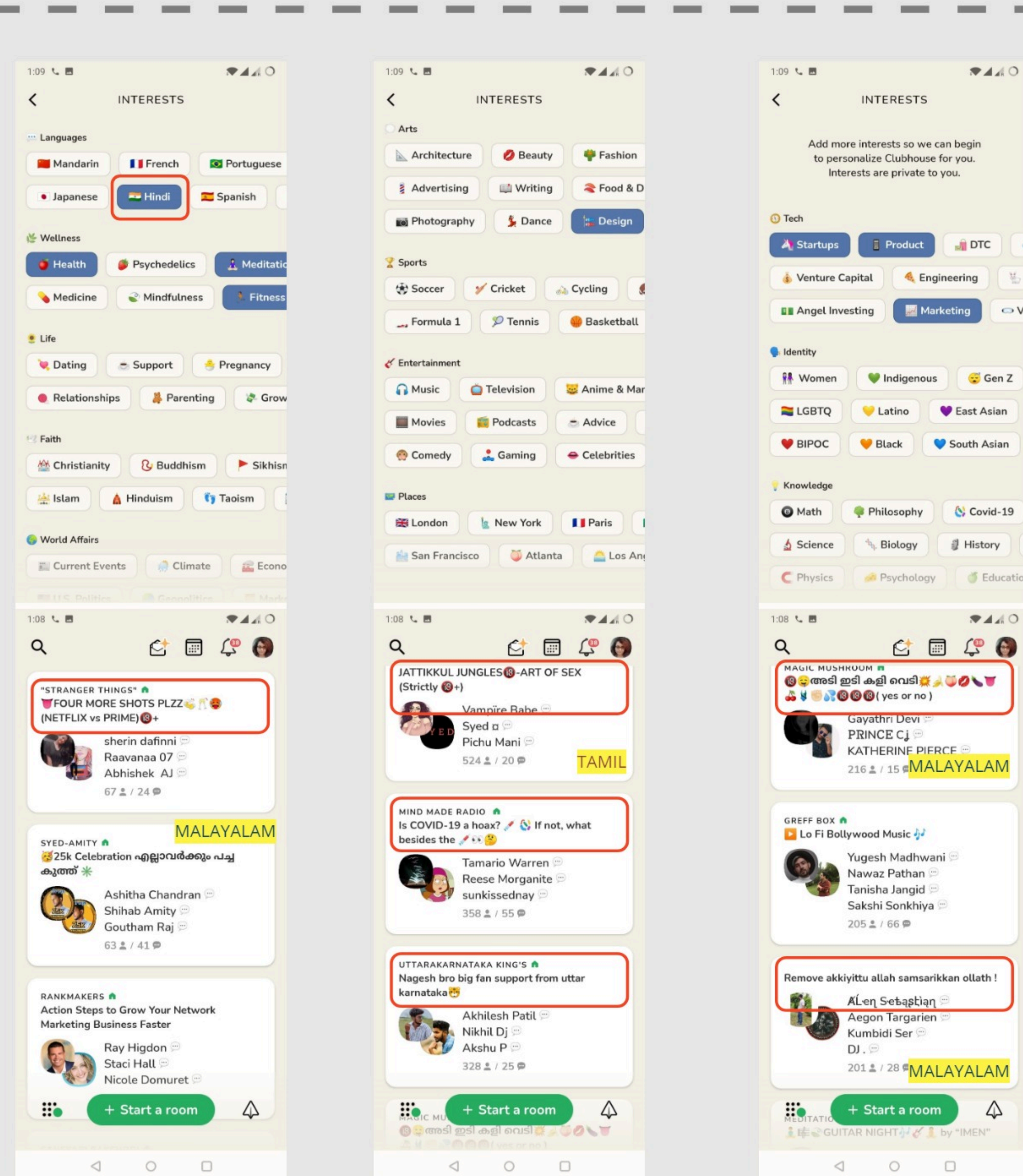
Clubhouse

VIRTUAL SOCIAL BEHAVIOR | UX RESEARCH | UX STRATEGY | UI DESIGN

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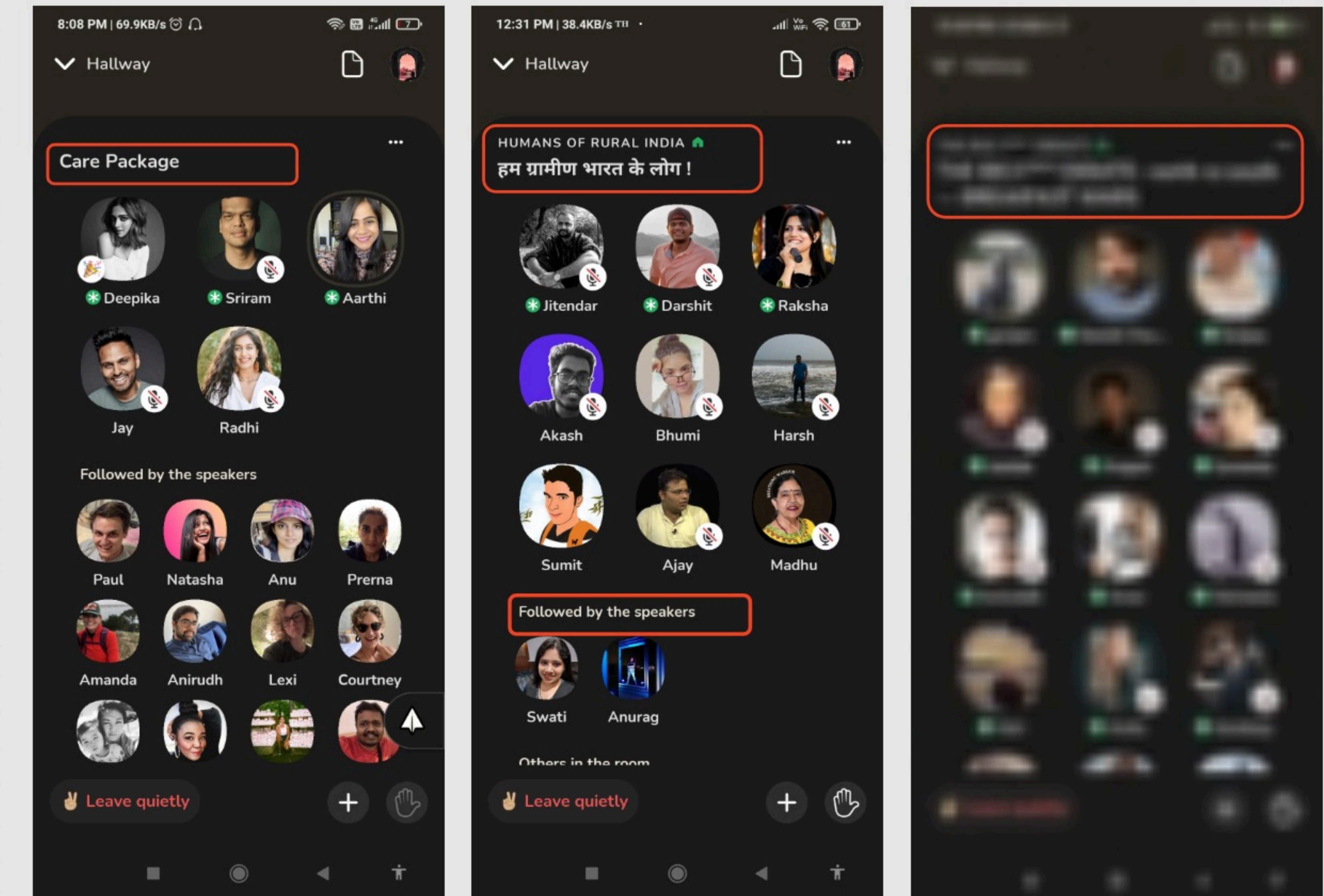
HEURISTIC EVALUATION



Hallway Suggestions based on selected interest areas

The user was getting active room suggestions display in her hallway/home screen. The rooms were not matching with her selected interests and some of them were not matching with her language preferences.

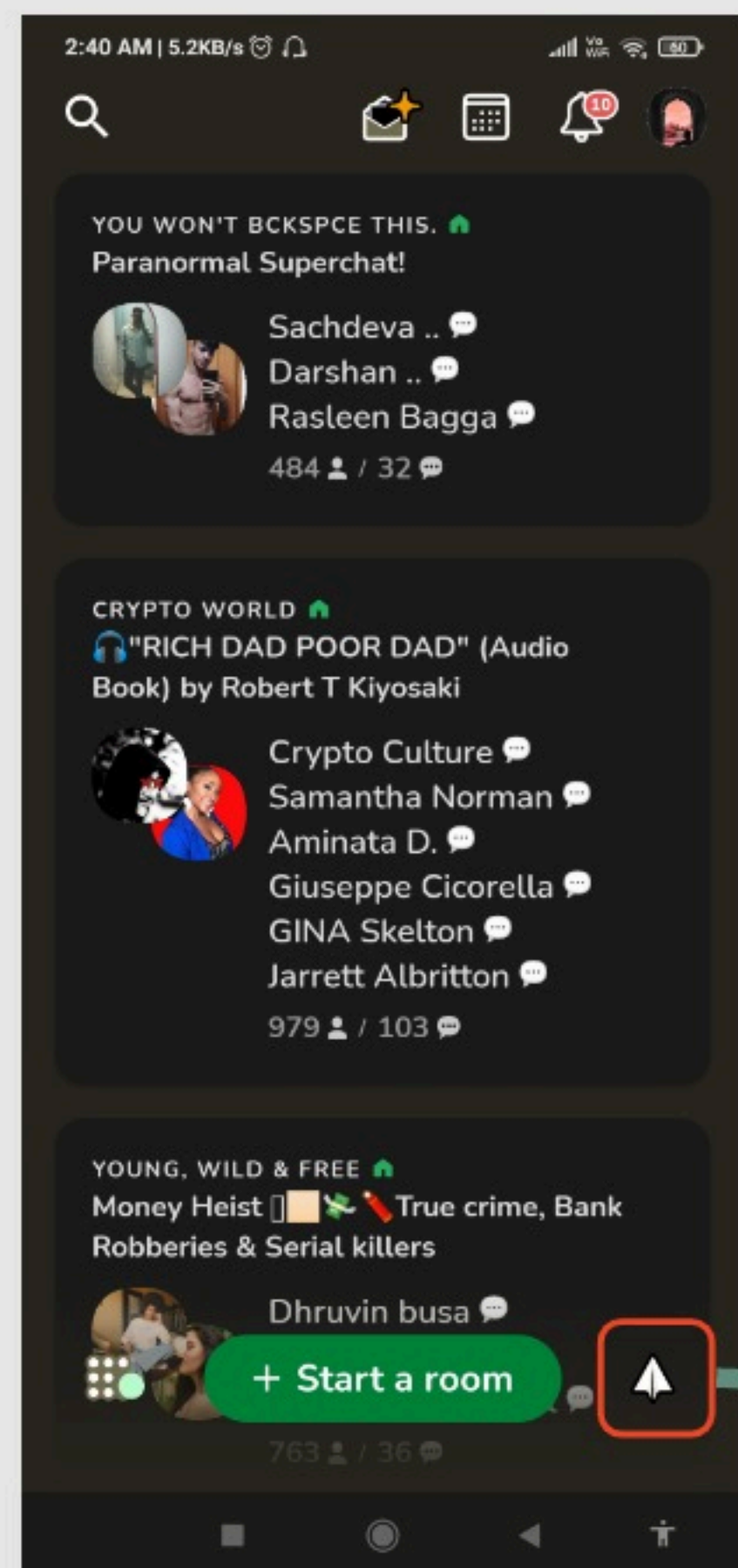
Few rooms were openly discussing questionable topics which user didn't want to be a part off. Irrelevant clubs and room topics acts as a demotivator for the user to trust the platform for variable rewards.



Users get information about clubs by their description, but it's not necessary to start a room via club only. Any individual can start a clubhouse room and their followers will get notification. For other users getting recommendation from clubhouse on their main hallway, lack of proper description might deter them from joining fruitful conversations.

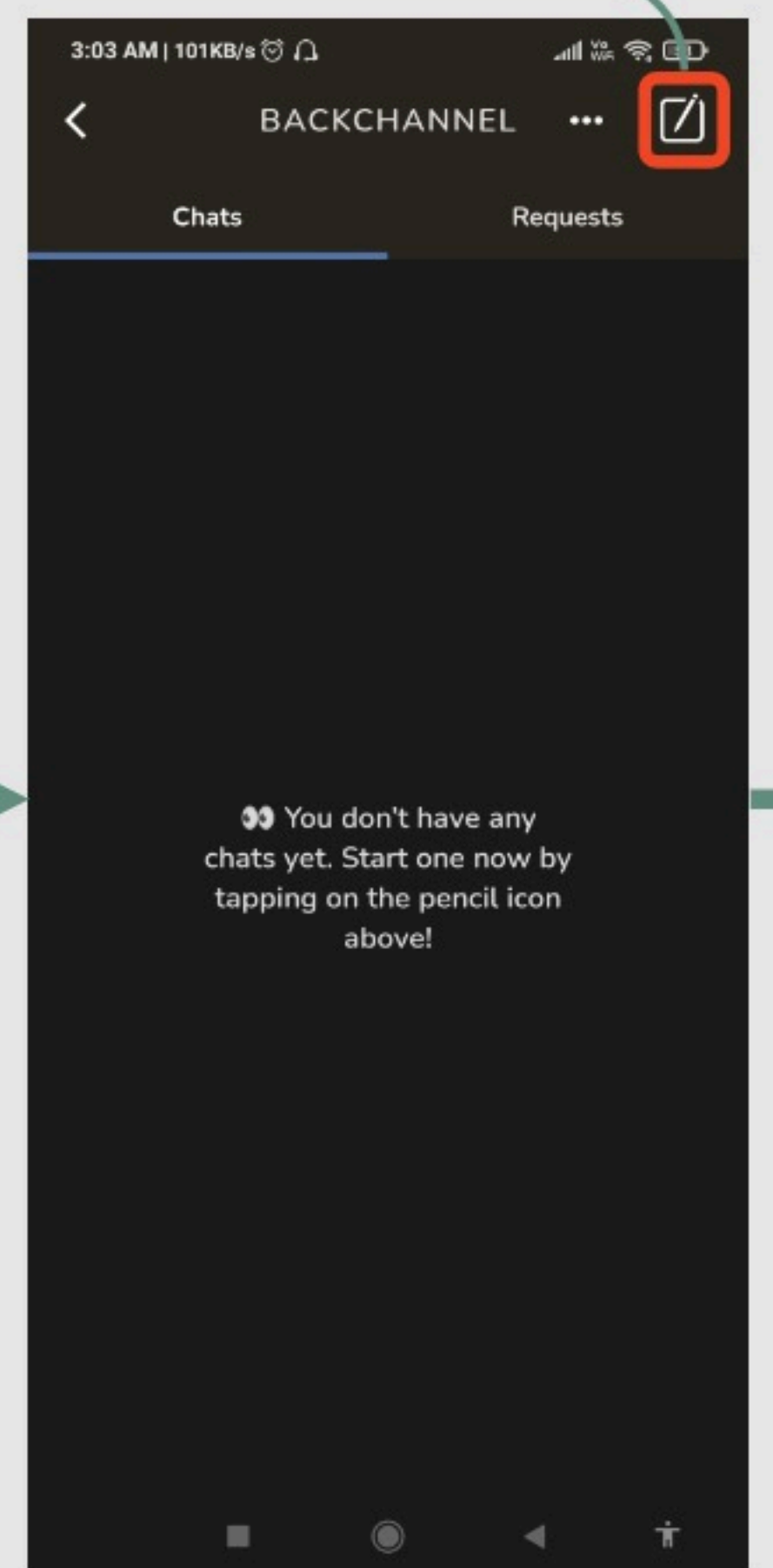
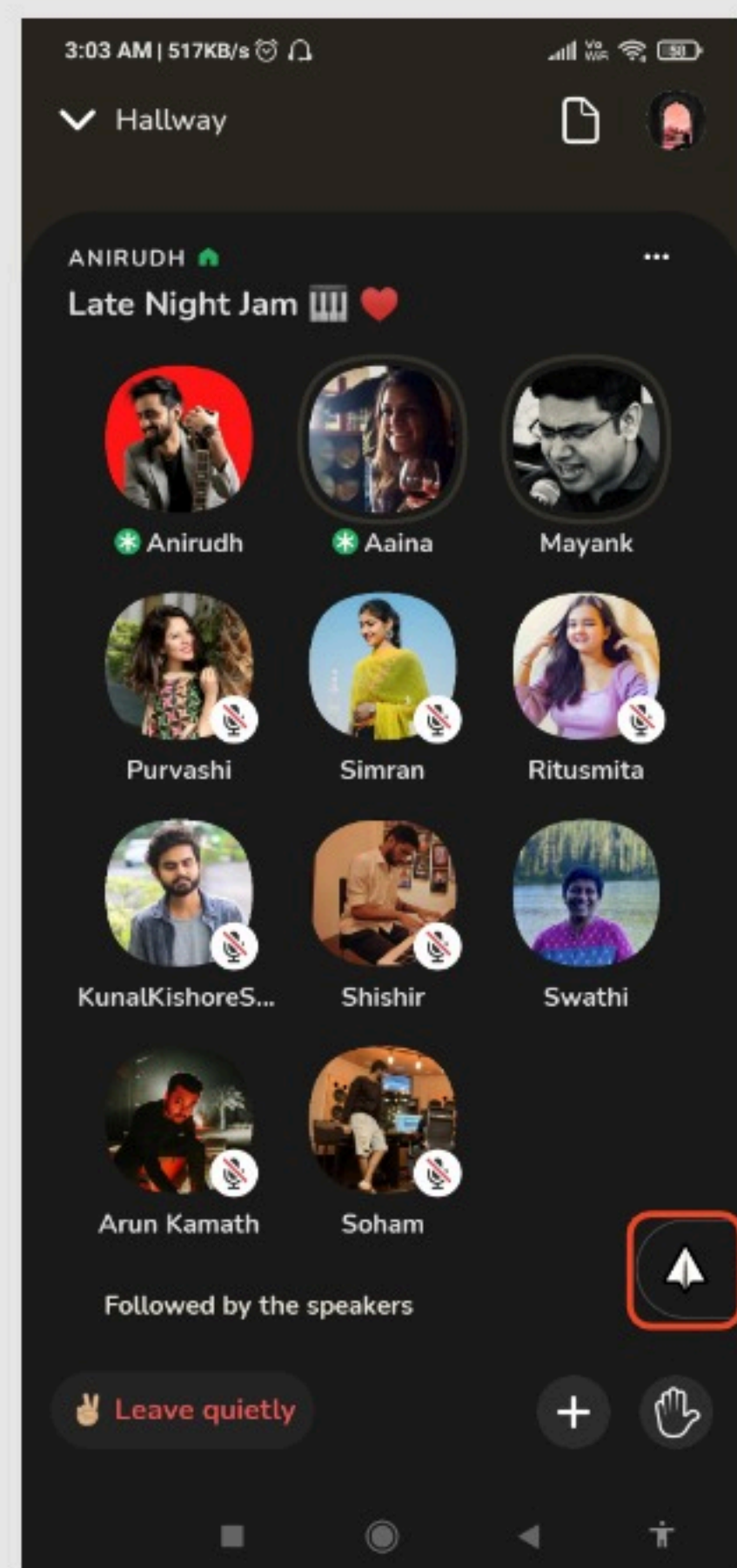
Rooms title/ description

HEURISTIC EVALUATION

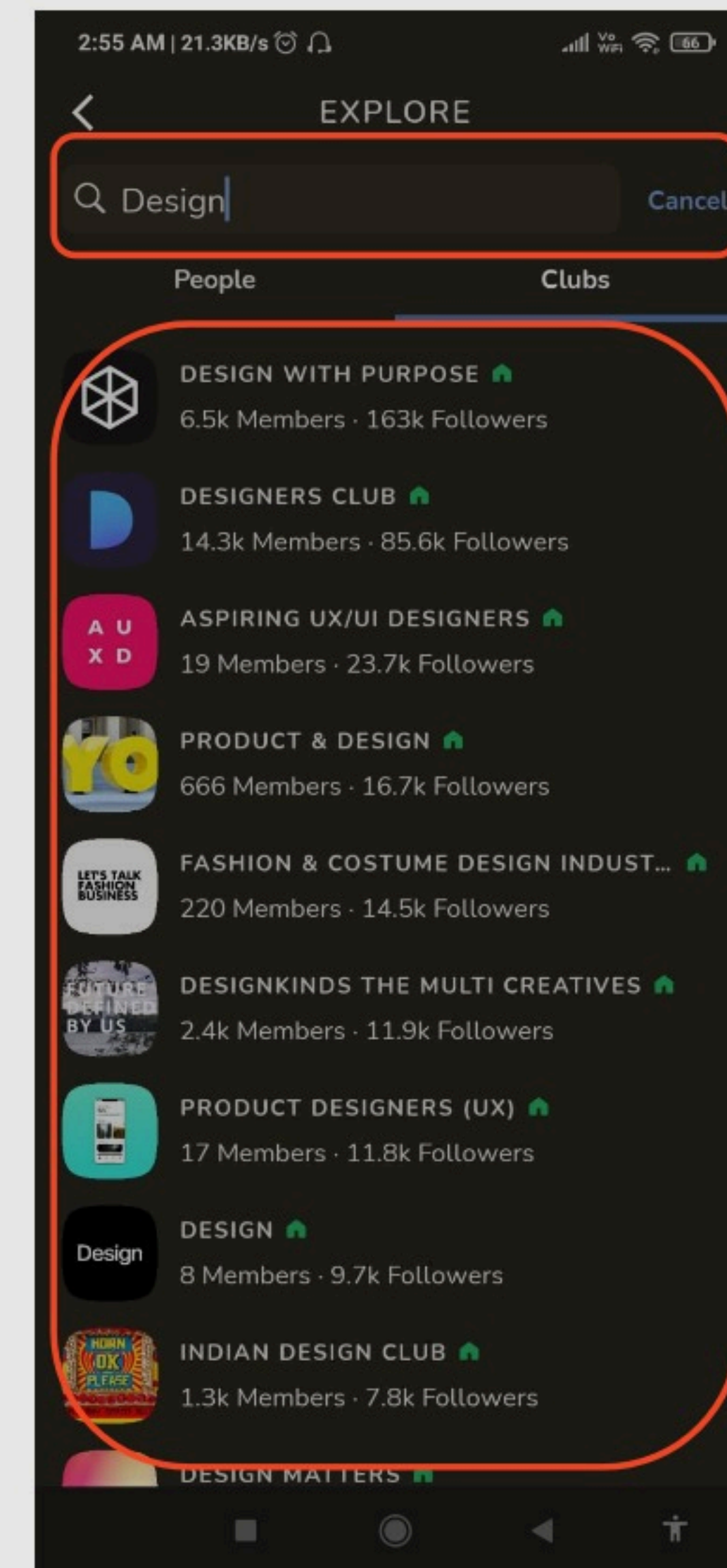
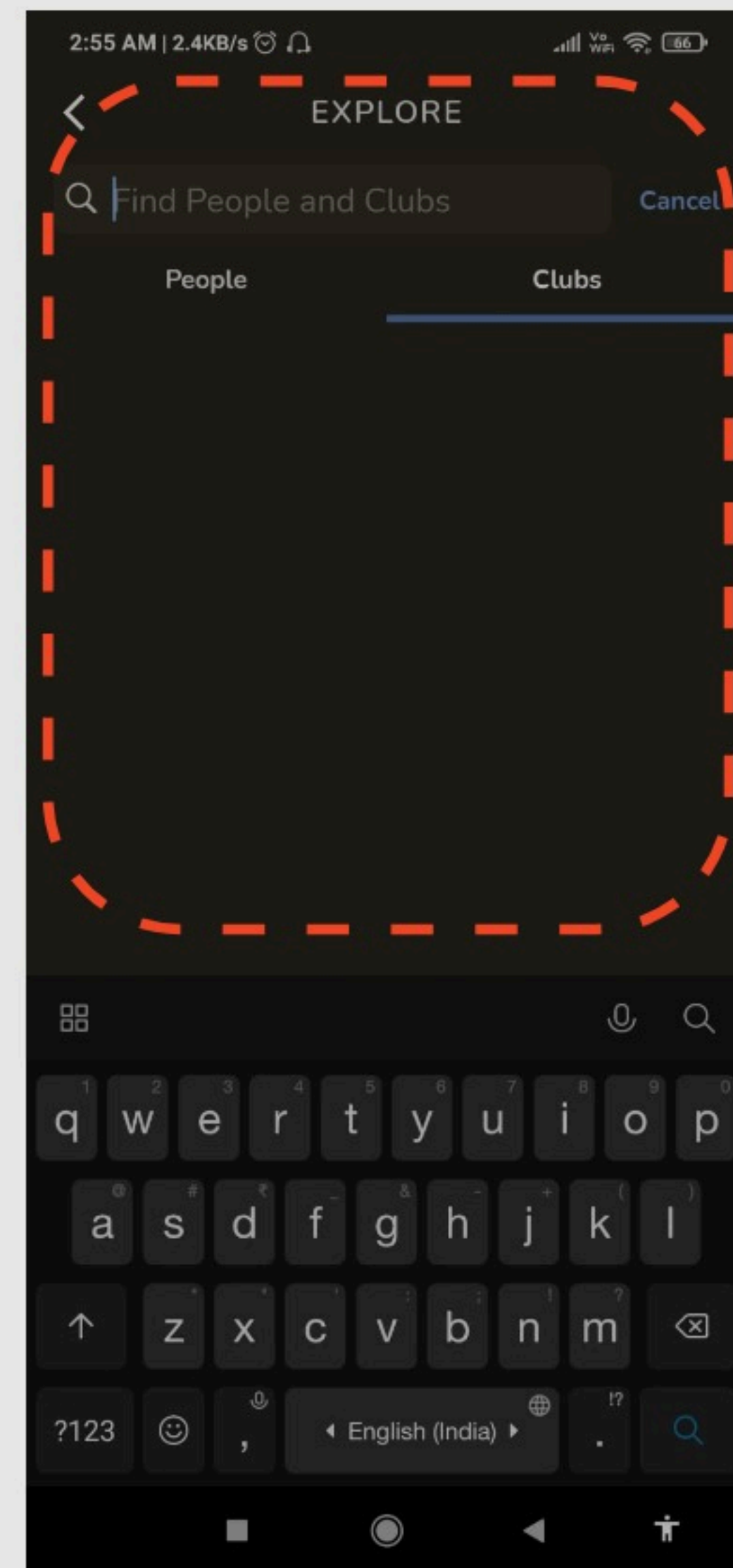


The Backchannel/ Chat feature lets a user ping anyone in the chat room, but the user cannot have a direct chat with friends followers directly.

Edit/ Note taking icon being used to create group chats.



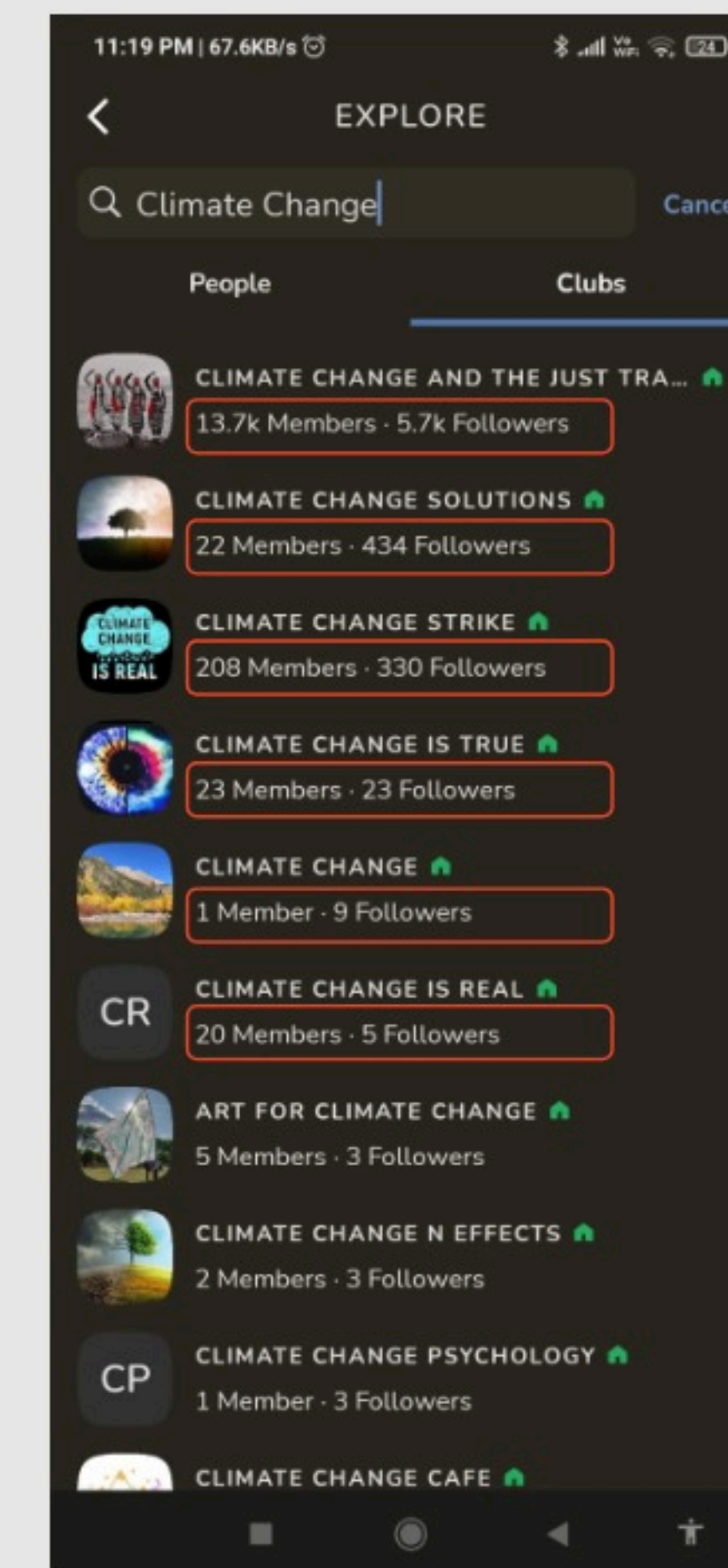
Backchannel



In the explore section, **by default, there's no suggestion for the user** related to clubs and people. User is required to enter certain keywords to get the suggestions box up and running.

A variable reward could be planted for the user to get started with new clubs and people.

Explore section



Search option is **unable to show which club is active and having a room session, in real-time.** The order of the search is based on the number of Club followers in descending order i.e. the more no. of followers, the higher it's position in search function leads to conformity behavior in believing the club might be worth joining to.

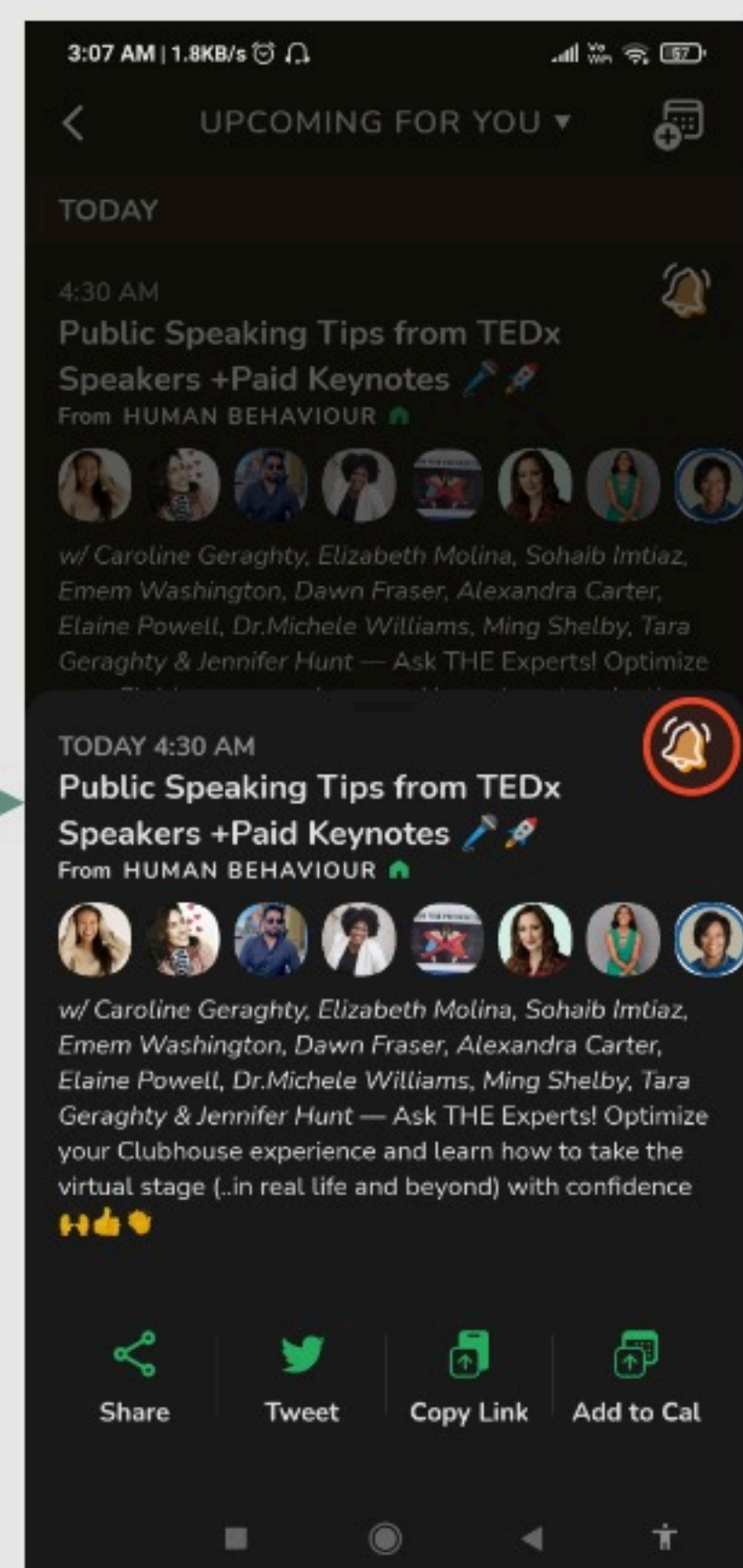
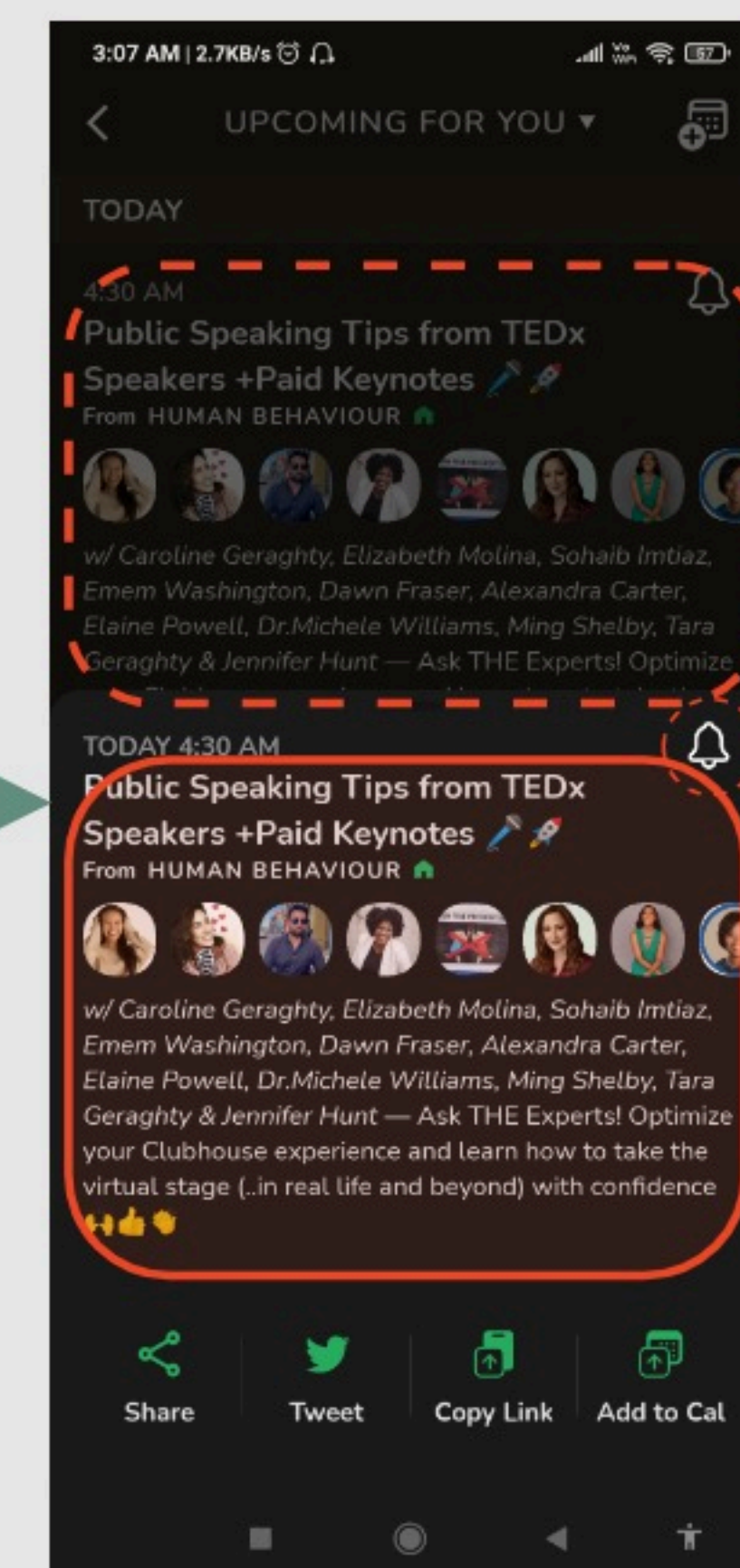
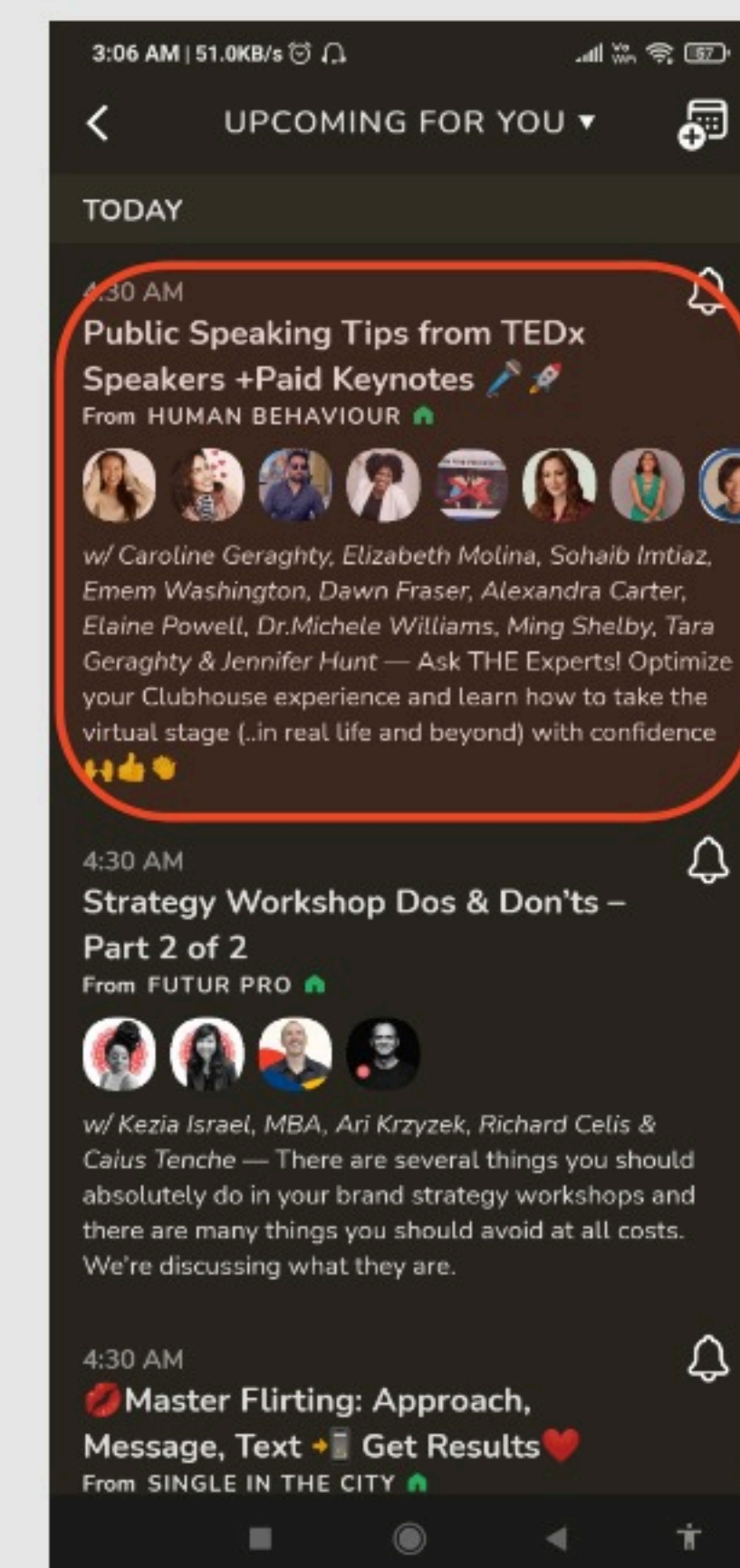
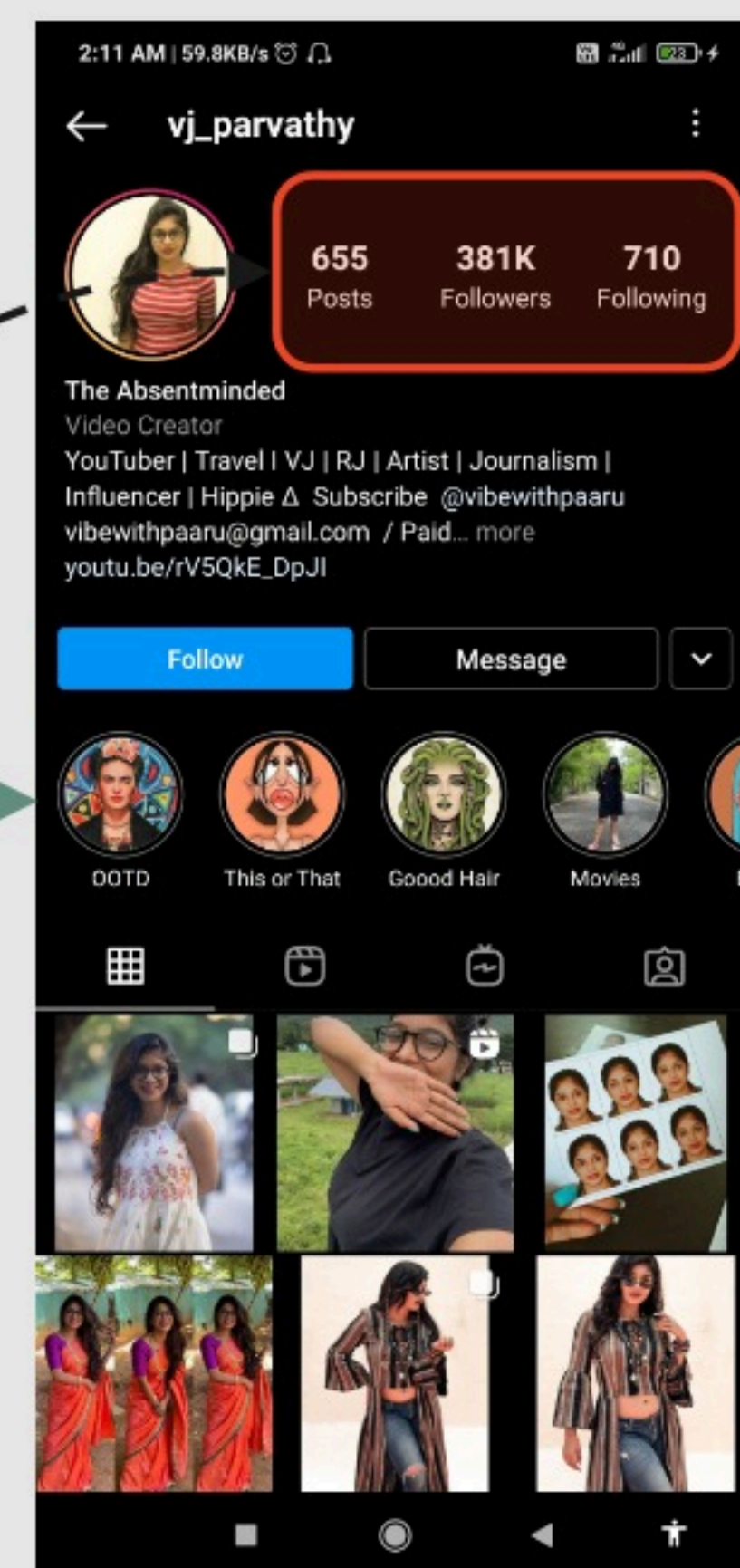
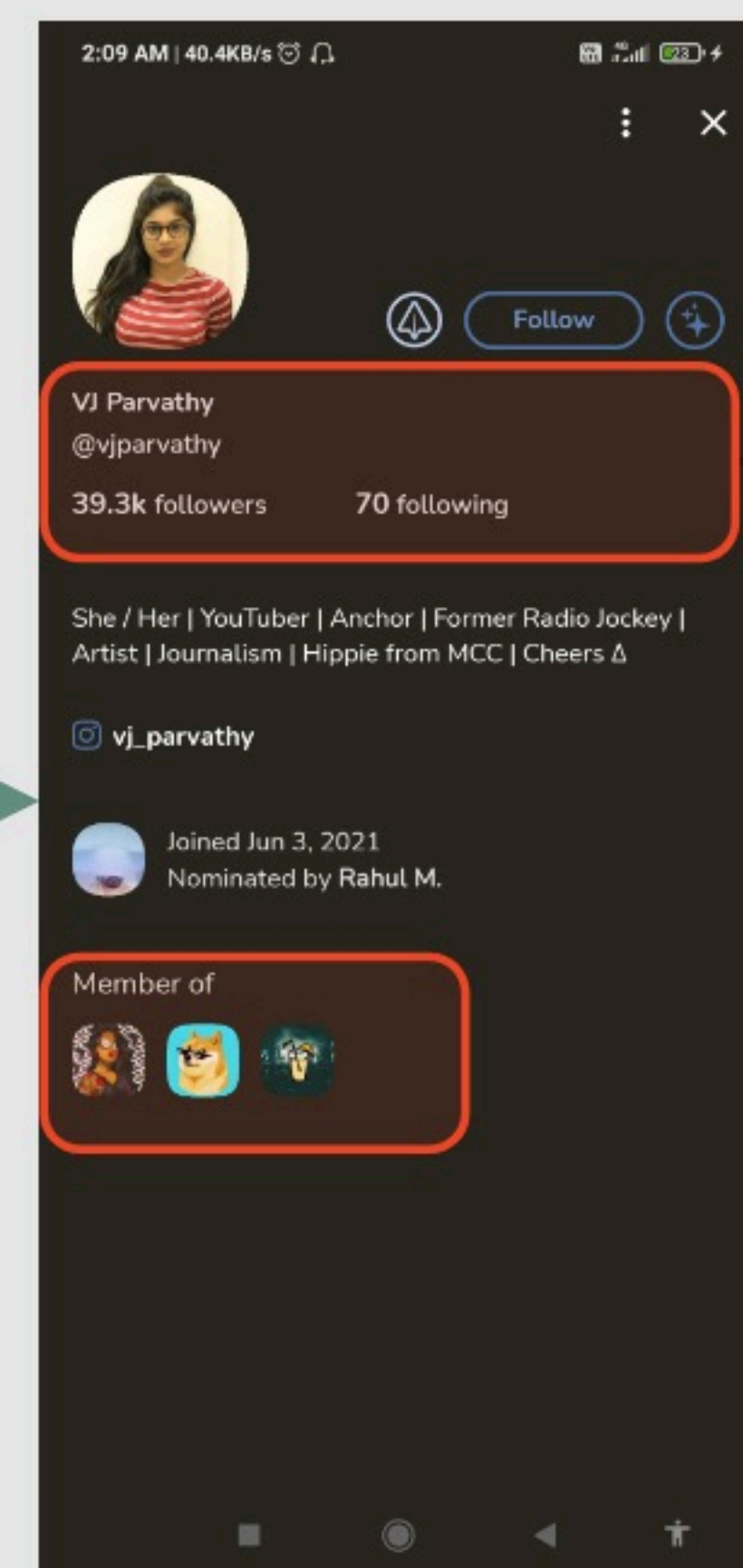
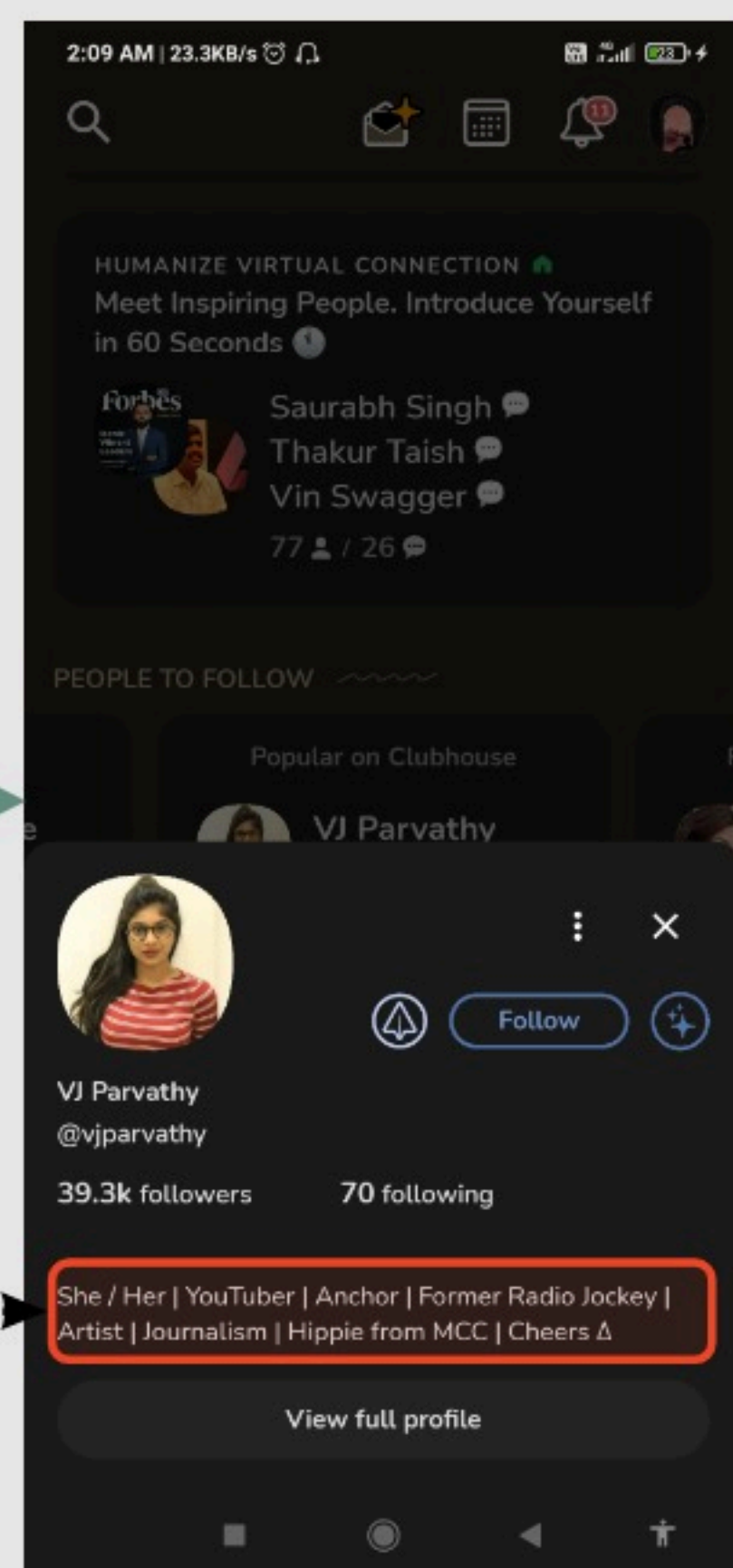
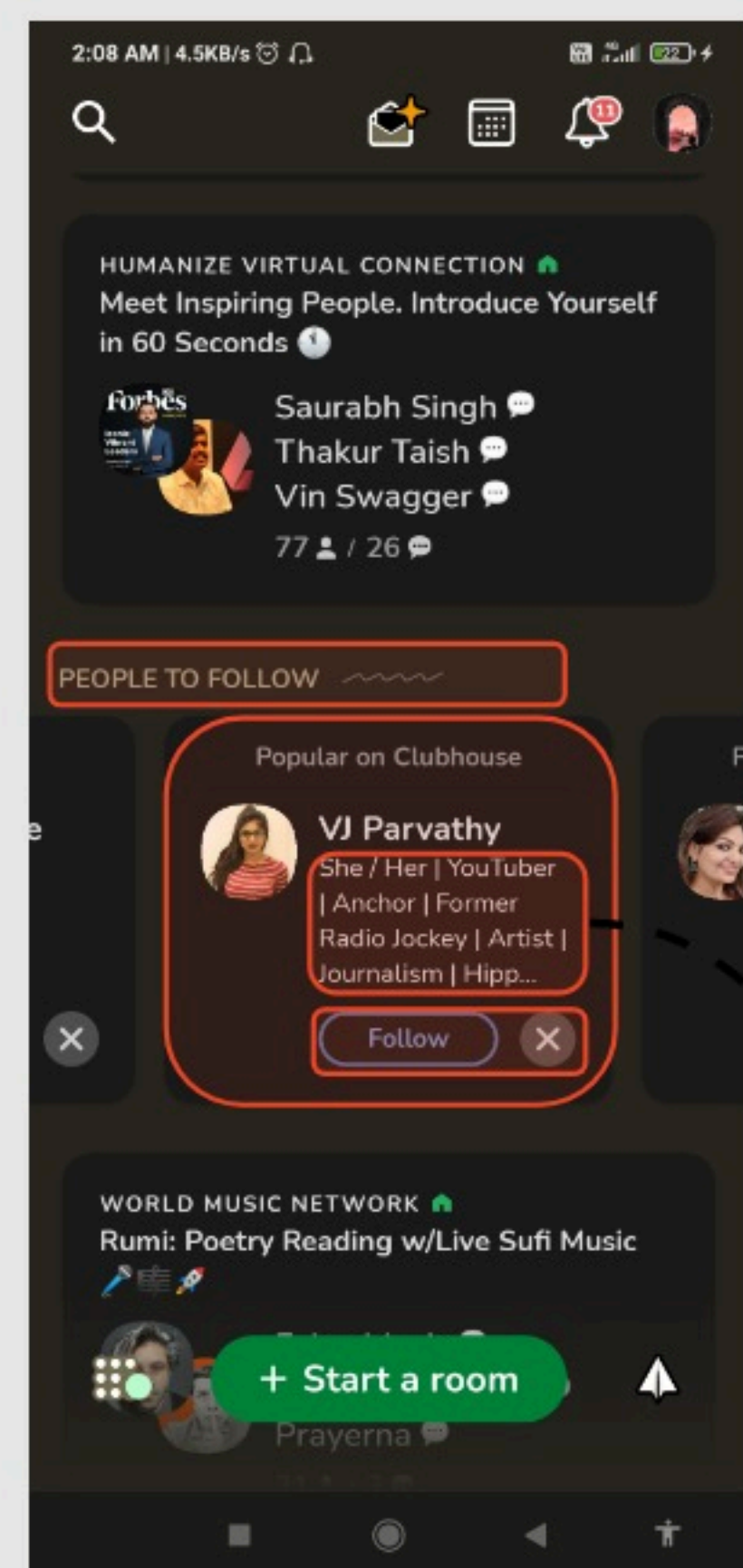
The club profile section **doesn't provide the name/ information of the owner of the Club.** The members list is shown with incomplete bio display due to character limitation.



Club section

HEURISTIC EVALUATION

It is a process where experts use rules of thumb to measure the usability of user interfaces in independent walkthroughs and report issues. Evaluators use established heuristics (e.g., Nielsen-Molich's) and reveal insights that can help design teams enhance product usability from early in development.



Suggestions for new people based on popularity on Clubhouse

On tap, a sliding window pops up showing Clubhouse ID name, DM, Follow, and Star CTA.

View Full Profile gives additional information of Instagram ID and Nominated by XYZ person and lastly member of various clubs with club icons acting as CTA probing further to click and get the names of the club where she speaks.

Instagram account ID acts as a confirmation medium to check if the person is real or fake ID. Here again, the amount of Instagram followers leads to Social Conformity Behavior to establish a higher regard for the person resulting an addition of a follower.

Upcoming events tab displays time, Room name, speaker icons, and their names in order then description and the whole area is acting as a big CTA button

Upon clicking, additional functions like share, direct tweet, copy link and add to calendar displays at the bottom. All three CTAs, Tweet & Copy and & Add to calendar link can be shifted into share option and notification area.

Upon clicking on the bell icon, the user doesn't receive and feedbacks apart from a change in the icon color and position.

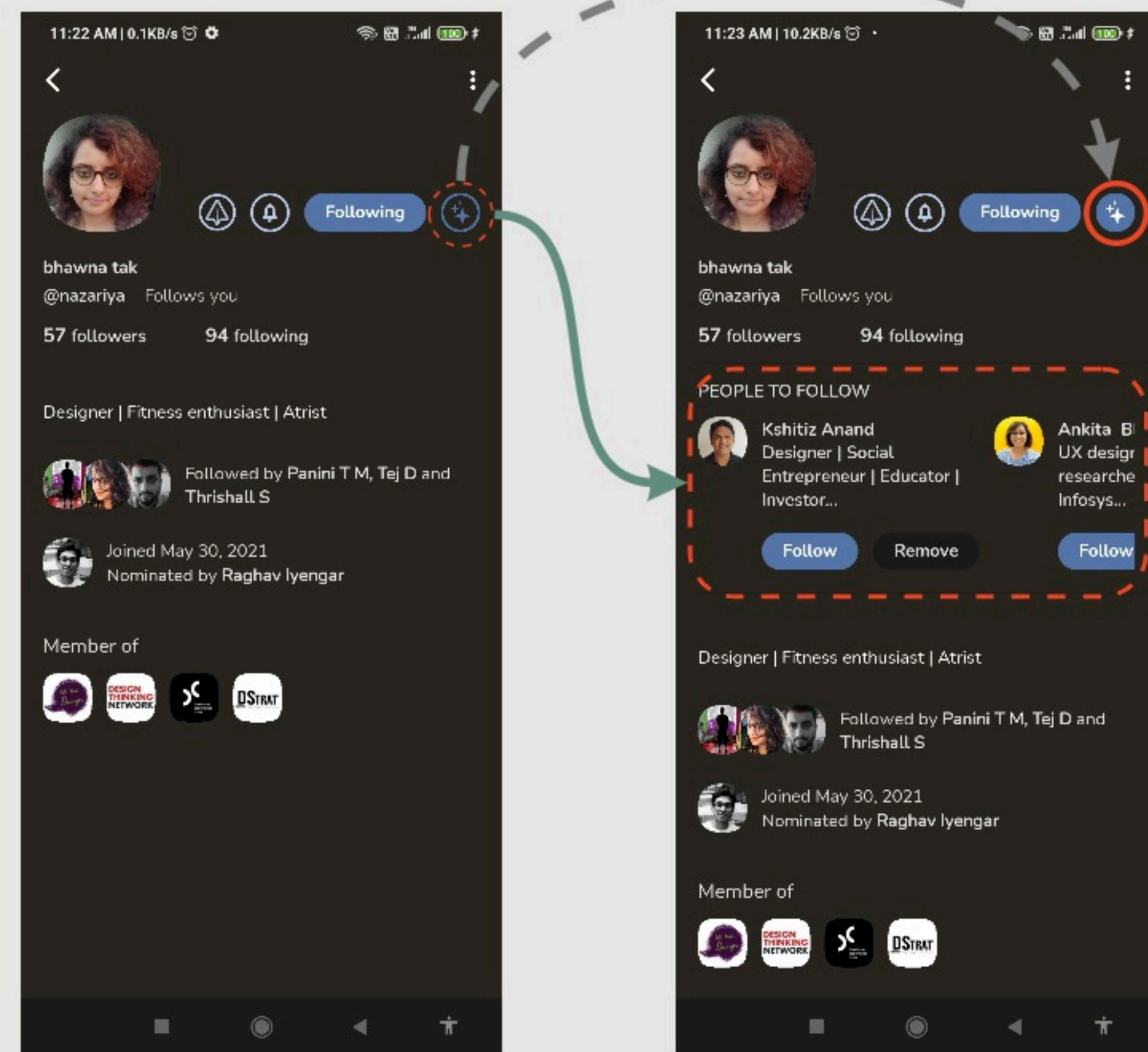
Incomplete Bio, doesn't give any specifics on why VJ Parvathy is popular on Clubhouse.

Gives follower & following count and addition of few more characters of text but still incomplete with View Full Profile CTA at the bottom.

Popular Profile Recommendation

Upcoming Events Notification Alert

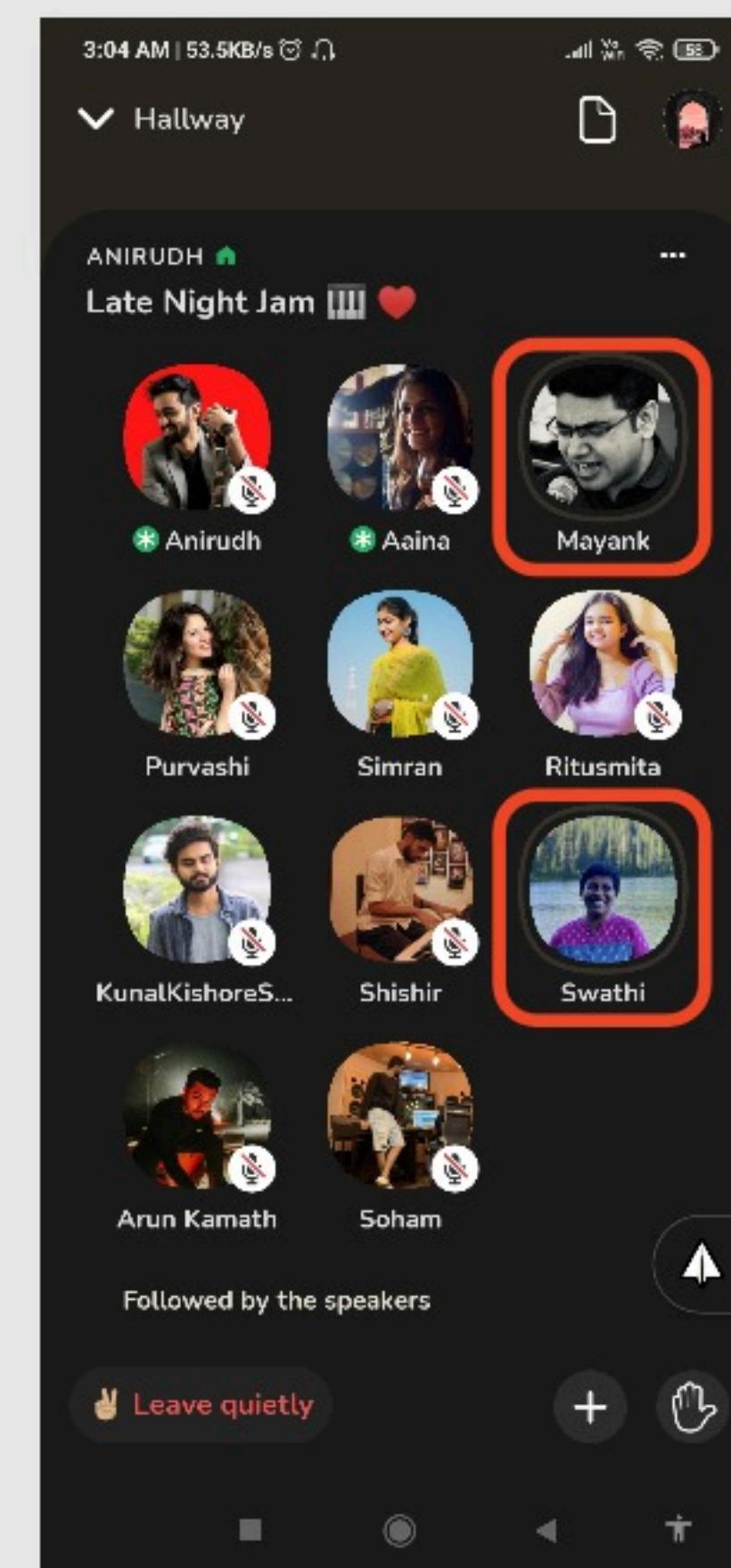
HEURISTIC EVALUATION



On profile page, there's a **Star icon CTA** which gives more options/ people for the user to follow, having **similar looking profile of the person the user already followed**.

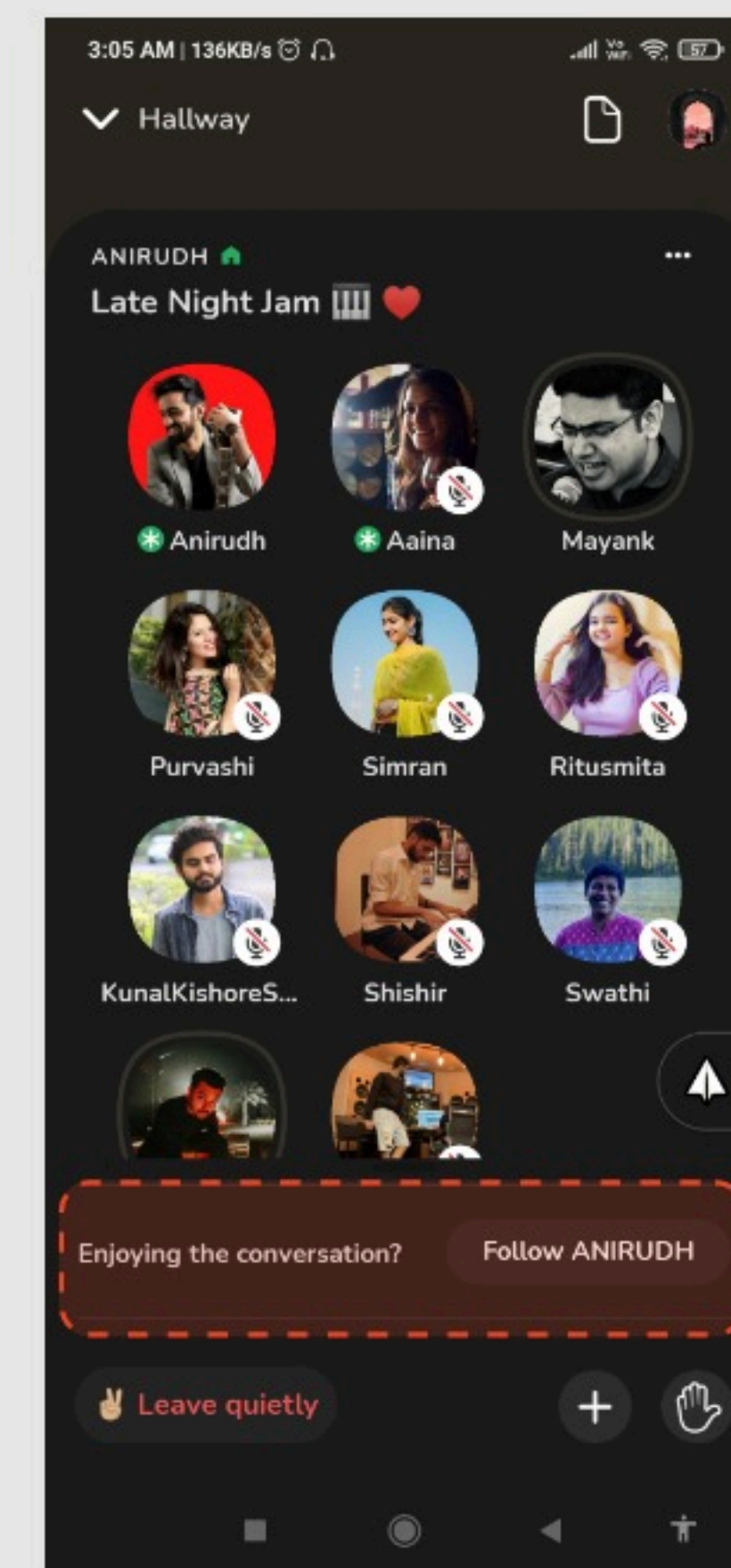
Star shaped icon CTA

The updated **recommendations are unique but unfamiliar to the user** adding less value to the CTA/ star icon function.

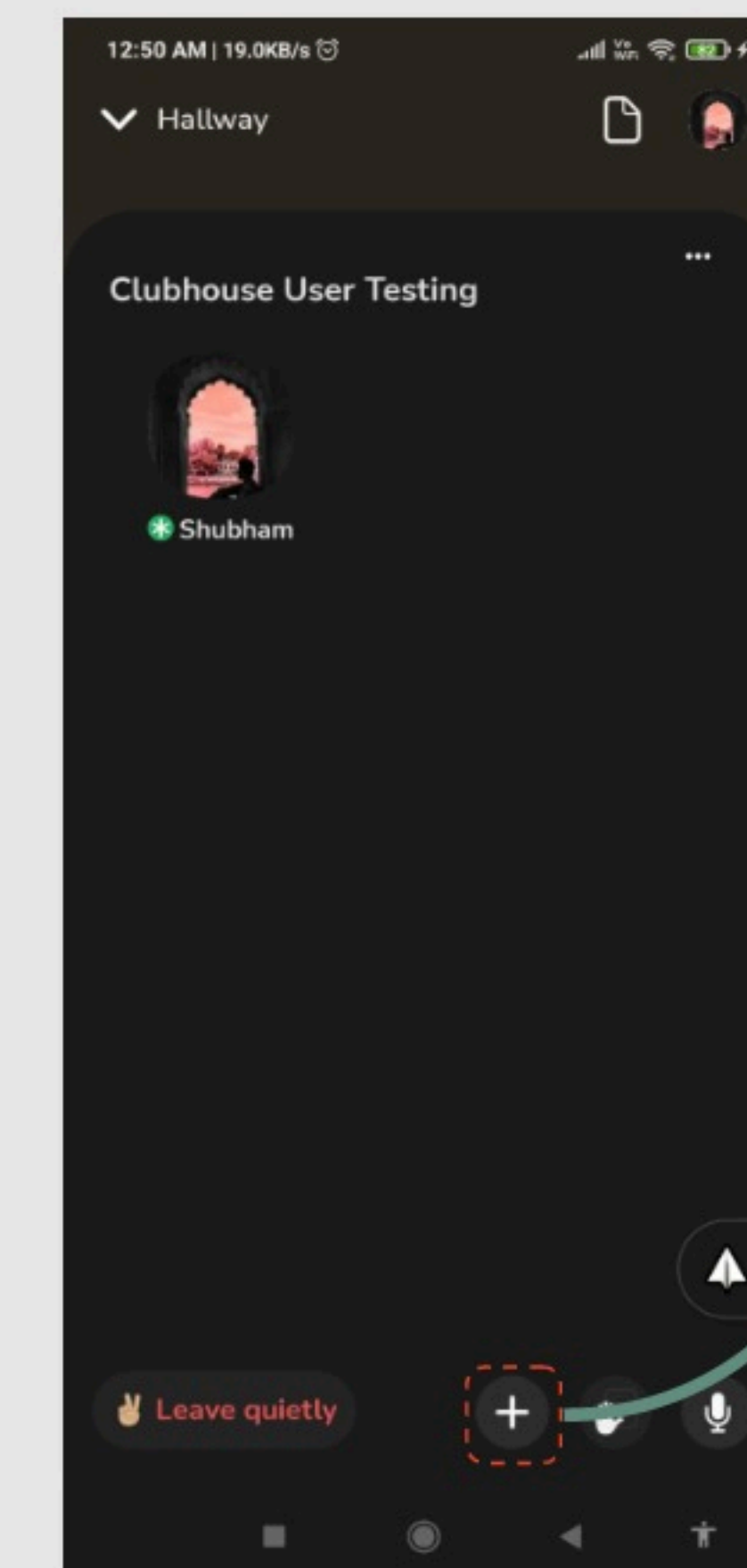


It's **difficult to figure out who's talking** among the speakers in the Speaker's Panel due to UI problem.

Speakers Panel

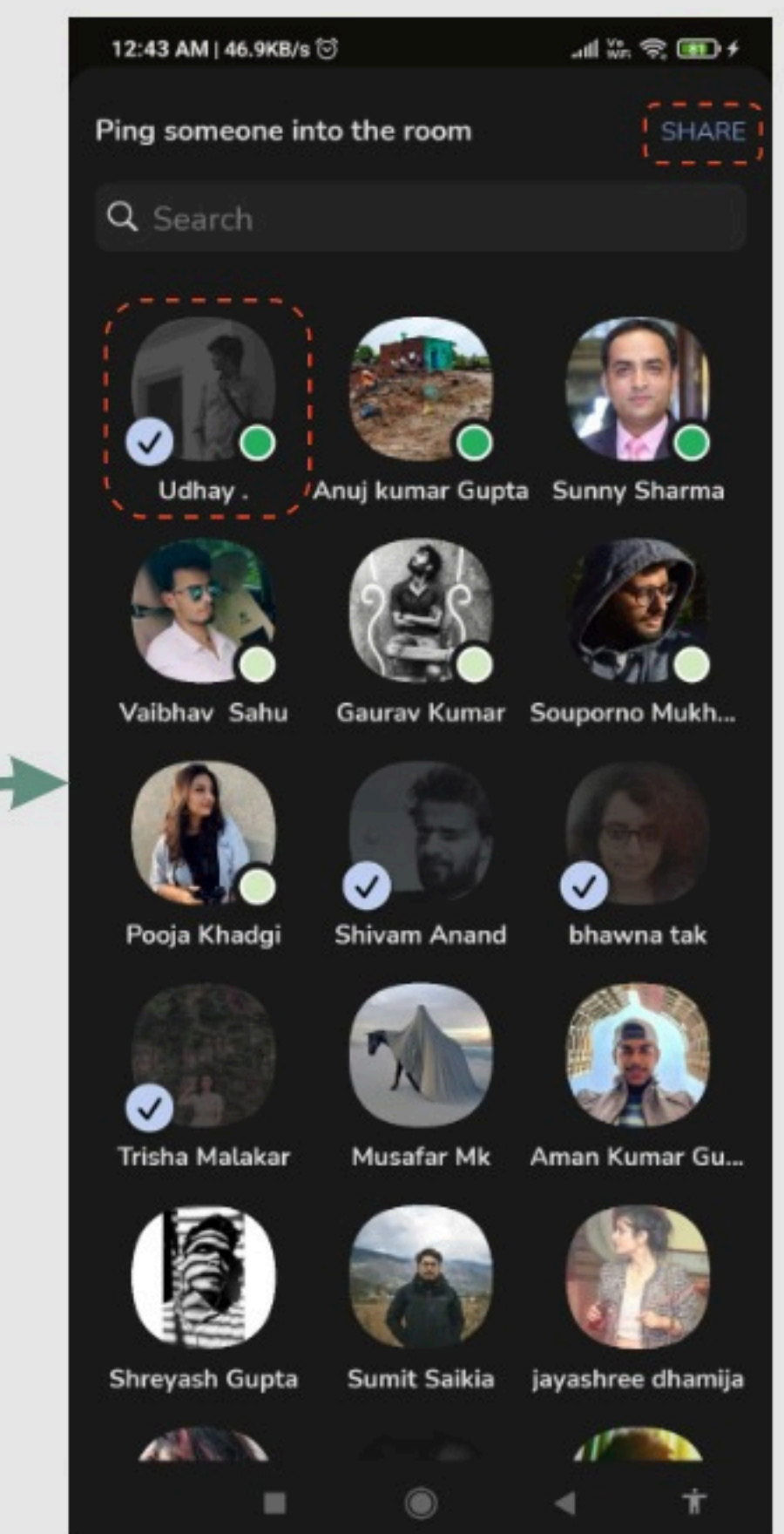


Pop up CTA blocks the view of the participants and is **irreversible**.



Plus shaped icon to add people whom are online from the user's contact/ follower list, **into the chat room**.

Adding friends in chatroom



Once selecting other users from the user's friend list/ followers, **incomplete feedback** is given. The tapping on the profile **gives a feedback of Tick icon** and faded profile icon of other users, but the **overall task of adding/ pinging someone to the room still felt incomplete by the user**.

Findings: Behavioral Drivers

Action

Moderators **bullying/insulting participants** or co-moderators in the speaker's panel.

Users tend to **haphazardly join** a room upon getting a notification without realizing the value offered by the room

Many early adopters/existing users tend to **stop using the app** after a short period of usage.

Moderators **getting nagged/ bribed** in DMs to add the user in speaker panel or make them co-moderator.

In orders to gain popularity and increase number of followers , moderators putting misleading topics names and **speakers prolong their exposure** in front of listeners.

Their followers get notification of their speaking/ joining into a room.

Casual users getting **confused between listening to entertaining topics or educational topics** running simultaneously, Live.

User **spreading misinformation** on this platform.

Clubhouse rooms creates a **digital social hierarchy at 3 levels.** The moderators and speakers, the followed by speakers section and the listeners section.

Some **people feel underconfident/ shy or act formal** when given a chance to speak/ express their views as a speaker in a room.

Effect

Getting bullied or insulted live in a digital space **creates stage fright and devalue the core agenda** of intimate conversation / free speech due to **lack of empathy and compassion.**

Users find content irrelevant/uninteresting and **gets bored out of the platform** and leaves.

Users **unable to understand the context of discussions** or irrelevant content as they tend to jump between rooms.

Moderators getting abused/ disturbed during conversations by other users in DMs or speaker panel. **Users getting rejected feel awkward and devalued.**

Speakers talking on repetitive topics sometimes leads to **deviating from the original topic of discussion** and creating confusion for the new joiners in the room.

Users become **conscious about their movement on clubhouse** and joins socially acceptable rooms during peak hours.

Users **feel dilemma** while using joining to a new room which creates a traction of choice and fear of missing out feeling since everything is live.

Unethical exploitation of information sharing platform to gain dominance in conversations.

It has **become a privilege and a matter of pride to be in the speaker panel** or to be followed by the speakers. Moderator sometimes express their authoritarian power by sending down speakers to listener's panel.

This **reduces the participation level** of the users resulting them acting as a listener in this platform and **eventually leaving the platform** due to no value addition from this platform.

Behavioral Drivers

The tendency to dominate or intimidate people in a conversation due to **lack of accountability and anonymity.**

User's tend to get a feeling of **Fear of missing out (FOMO)** whenever they receive a notification of their friend's activity inside clubhouse.

Absence of variable rewards like quality and new/relevant content makes them loose their curiosity and **prevents from internalizing the application.**

Higher number of followers is viewed as a sign of status, pride and sense of adequacy or importance. Which could be further possibly converted into a source of economy.

Visible value : Time is how you communicate value to others in digital world
- *Digital body language*

It is used to **psychologically compel users to crave** for information and grab their attentions.
User doesn't get tired of it because of FOMO

Tendency to have all that one could and not miss out on anything.
Choice overload.

Self Confirmation bias and Bystander effect (diffusion of responsibility) greater number of participants results low speed of response.

There's a **conformity bias** towards feeling privileged as a speaker in in front of large number of participants. **Getting recognized by the moderator as a speaker is acting as a reward in this platform.**

The fear often arises when **people overestimate the stakes of communicating their ideas** in front of others, viewing the speaking event as a potential threat to their credibility, image, and chance to reach an audience

Findings: heuristic analysis

UI-UX Violations

| Action | <p>Inconsistent CTA buttons across platform. Some button icons visually convey different meaning compared to it's actual usage/ function.</p> | <p>"Popular on Clubhouse" recommendation algorithm provides irrelevant Profiles to follow with incomplete data presented on the Follow Card.</p> | <p>Clubhouse has no feature/ function of validating a persons profile as fake or genuine. To validate a person's identity or genuine profile, the user has to look into their other social media accounts.</p> | <p>In a person's profile, the "Member of" section contains only icons of the Clubs that they are a part of without providing the name of the club.</p> | <p>The active room details consists of Club Name, Topic Name, few moderator's name, number of speakers and listeners but doesn't give any description of talk and detail for how long the room is being active or will remain active.</p> | <p>Users getting recommendation of unnecessary/ irrelevant Clubs/ Rooms in the Hallway(Home Screen)</p> | <p>Users tend to appreciate a person speaking by flashing their mics only if they're in the speaker's panel.</p> | <p>Upon tapping the profile icon gives a feedback of "Tick" icon and faded profile icon of other users, but the overall task of adding/ pinging someone to the room still felt incomplete.</p> | <p>There's now way to find active rooms in the search feature, a user can only find new users and clubs.</p> | <p>When a user search for a Club in the Explore section, the Club information upon clicking doesn't give the name/s of the founder but gives a list of all the members of the club.</p> |
|------------------|---|---|--|--|---|--|--|---|---|---|
| Effect | <p>Inconsistency of visual language create distress and reduce trust from the platform.</p> | <p>Users have to spend more time to validate the profiles by clicking on them 2-3 times. This creates latency in desired action resulting anxiety and distrust over the platform.</p> | <p>This makes them skeptical of sharing information or having a conversation in a chat room.</p> | <p>User tend to loose interest in knowing the various clubs a person is part of. This is a missed opportunity for the users of getting exposure to new clubs and people.</p> | <p>Users find it hard to connect with the speakers after joining in a room midway, hence don't have any incentive to stay inside room and bounce to other rooms.</p> | <p>If the user can't depend on the app to entertain them at any time, all the time, they'll find another service that will</p> | <p>Users in listening section are unable to show their support or concern and become non participatory. Users in speaker panel are unable to connect with the audience as there's no feedback.</p> | <p>No feedback for main task completion which make user tap on the share button which prompts to share the Chatroom link via social media/ mail etc. resulting in repetition of notification.</p> | <p>A user has to scroll to find new interesting rooms for drop in. Due to the unreliable recommendation algorithm, the user tends to suffer from choice overload.</p> | <p>A user has to scroll to find new interesting rooms for drop in. Due to the unreliable recommendation algorithm, the user tends to suffer from choice overload.</p> |
| UI-UX Violations | <p>Recognition rather recall and Consistency & standards</p> | <p>Flexibility and Efficiency of Usage</p> | <p>Match between system and real world</p> | <p>Recognition rather recall</p> | <p>Visibility of System Status</p> | <p>Aesthetics and Minimalist Design and Visibility of System Status</p> | <p>Flexibility and efficiency of use.</p> | <p>Error Prevention and Visibility and System status</p> | <p>Visibility of System Status</p> | <p>Consistency and standards and Visibility and System status</p> |

Behaviors Identified

INTENTIONALLY DESIGNED

Fear of missing out
(FOMO)

Eavesdropping

Instant reward of
listening

Socializing:
Establishing
connections

Self Endorsement

Sharing Knowledge

UNINTENTIONAL OUTCOMES

Bystander Effect:
diffusion of
responsibility

Cyberbullying by
speakers

Spread of fake
information

Lack of trust

Stage Fright: fear of
speaking on digital
platform

Bribing to acquire
perceived status of
importance as a
moderator

Deviation from
original discussion
topic

Lack of participation

Analysis Paralysis

Digital Hierarchy:
higher value as
speaker

User's
Consciousness
about their
movement in
clubhouse

Social Conformity