Tune My Feed

See it. Slide it. Own it.



Kason Lin

What is TikTok?

Founded in 2017

1.5 billion+ monthly users

Mission: To inspire creativity and bring joy

“Make Your Day”

TikTok brings short videos, shopping and LIVE into **one app**, and the For You page is where it all starts

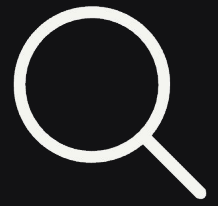
Business Model

FREE TO USE · PAID FOR BY ATTENTION

TikTok earns money from the time people spend on the For You page

Ads	Its largest revenue source. Brands pay to reach people scrolling the For You page.
TikTok Shop	A commission on products sold through videos and LIVE.
LIVE gifts	A share of the virtual gifts viewers buy for creators.

Research Brief



Methodology

10–15 minute one-on-one interviews

Demographics

College students, ages 18–24

Daily users, light to heavy

Motivation

Identify pain points

Test our idea with real users

Scope

7 interviews in 2 rounds

4 to discover, 3 to test

Pain Points

#1 · OUR FOCUS

Limited feed control

ALSO HEARD

02 Cluttered tabs

03 Repetitive and recycled videos

04 Doomscrolling is hard to stop

05 Low trust in Shop and ads

THE PROBLEM

Limited Feed Control

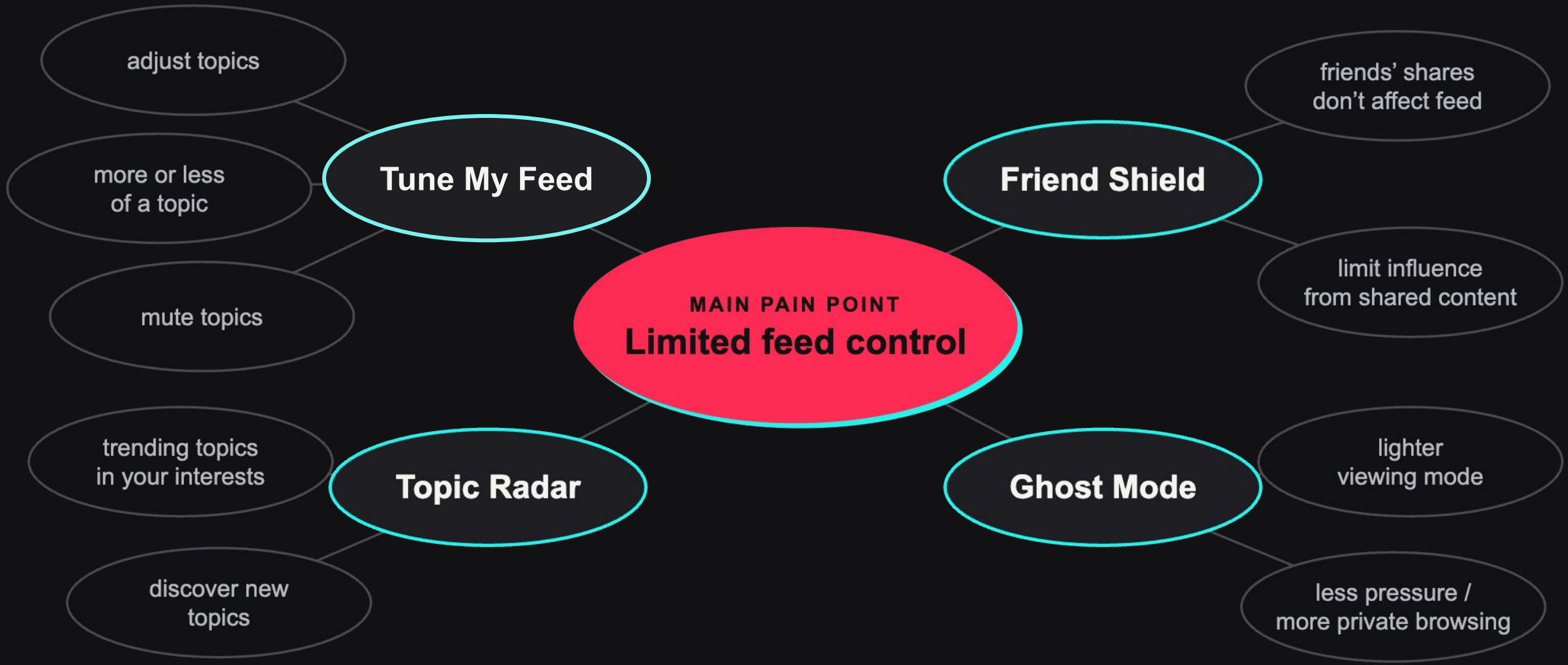
"My entire page becomes that."
After sending one video to a friend
ALEX, 19

"Videos my friends send ruin my algorithm, so I switch to Reels."

ARTHUR, 19

"My feed is already trained on Instagram. Retraining TikTok takes too much effort."
TINA, 18

Mind Map


adjust topics
more or less of a topic
mute topics
Tune My Feed
friends' shares don't affect feed
limit influence from shared content
Friend Shield
MAIN PAIN POINT
Limited feed control
trending topics in your interests
discover new topics
Topic Radar
lighter viewing mode
less pressure / more private browsing
Ghost Mode

CATEGORIZATION

Convergence

Idea	Feasibility	Impact	Alignment
Tune My Feed MVP	High	High	High: puts control back in users' hands and keeps them on TikTok
Friend Shield	High	medium	High: stops friend shares from taking over the feed
Topic Radar	Medium	Medium	Medium: helps discovery, but doesn't fix a bad feed
Ghost Mode	Medium	Medium	Medium: gives privacy, but TikTok learns less from views

Introducing...

Tune My Feed

See it. Slide it. Own it.



Value Proposition

For **daily TikTok users aged 18–24** who disengage when their For You page stops reflecting their current interests, **Feed Controls** is an in-app preference hub that makes the recommendation algorithm transparent and directly adjustable. Unlike Instagram Reels, which only lets users add or remove topics, Feed Controls lets users weight their interests with simple sliders and see results immediately, so a frustrating feed becomes a reason to stay on TikTok instead of a reason to leave.

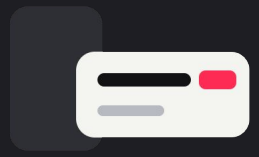
Testing

3 of 3
understood the sliders with no explanation

2 of 3
picked the sliders as their favorite feature

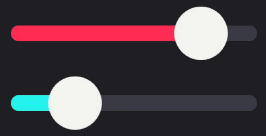
“Pretty sad”
how Eli would feel if the sliders were removed

MVP



Hold a video

Tap Tune My Feed right from the For You page



Slide topics

See more or less of each topic you watch



Mute a topic

Turn off anything you never want to see

Prototype

Tune My Feed

KPIs



Adoption Rate

- Tracks the **% of weekly active users who change at least one setting** in Tune My Feed
- **Goal:** 15% of weekly users within 3 months

“Not Interested” Taps

- Measures whether the feed **actually gets better**, since users spam this button when it drifts
- **Goal:** 25% fewer taps per 100 videos

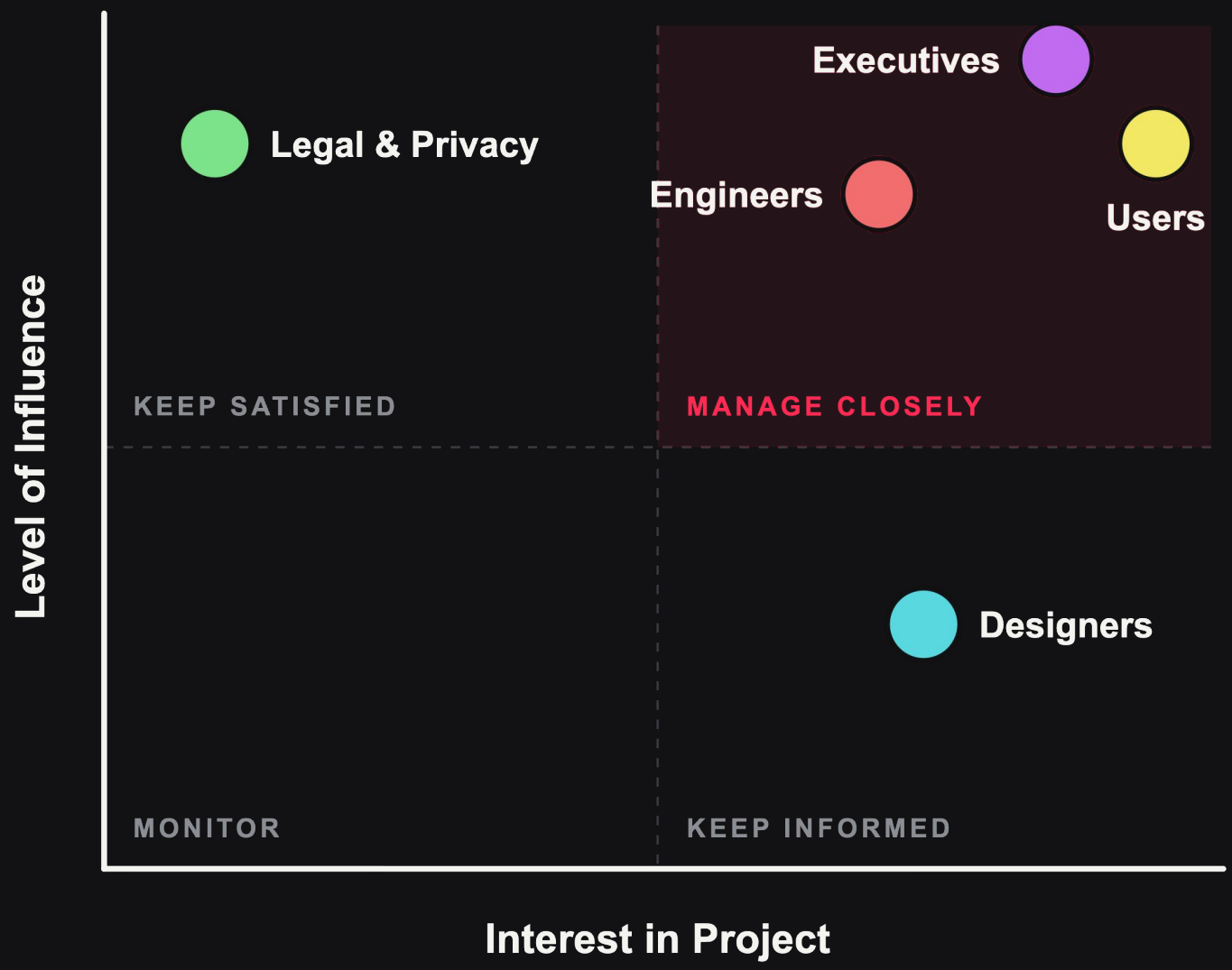
Frustrated Exits

- Counts sessions that **end right after 3+ fast skips**, the moment users give up on their feed
- **Goal:** 20% fewer among Tune My Feed users

Retention Rate

- Compares users who tune their feed vs. those who don’t, to prove it **keeps people coming back**
- **Goal:** 3% more users still active after 30 days than users without it

Stakeholder Map



Thank you!

