

Andrea Domingos

App Point of Views Statements

Principles of User Experience

Fall 2025

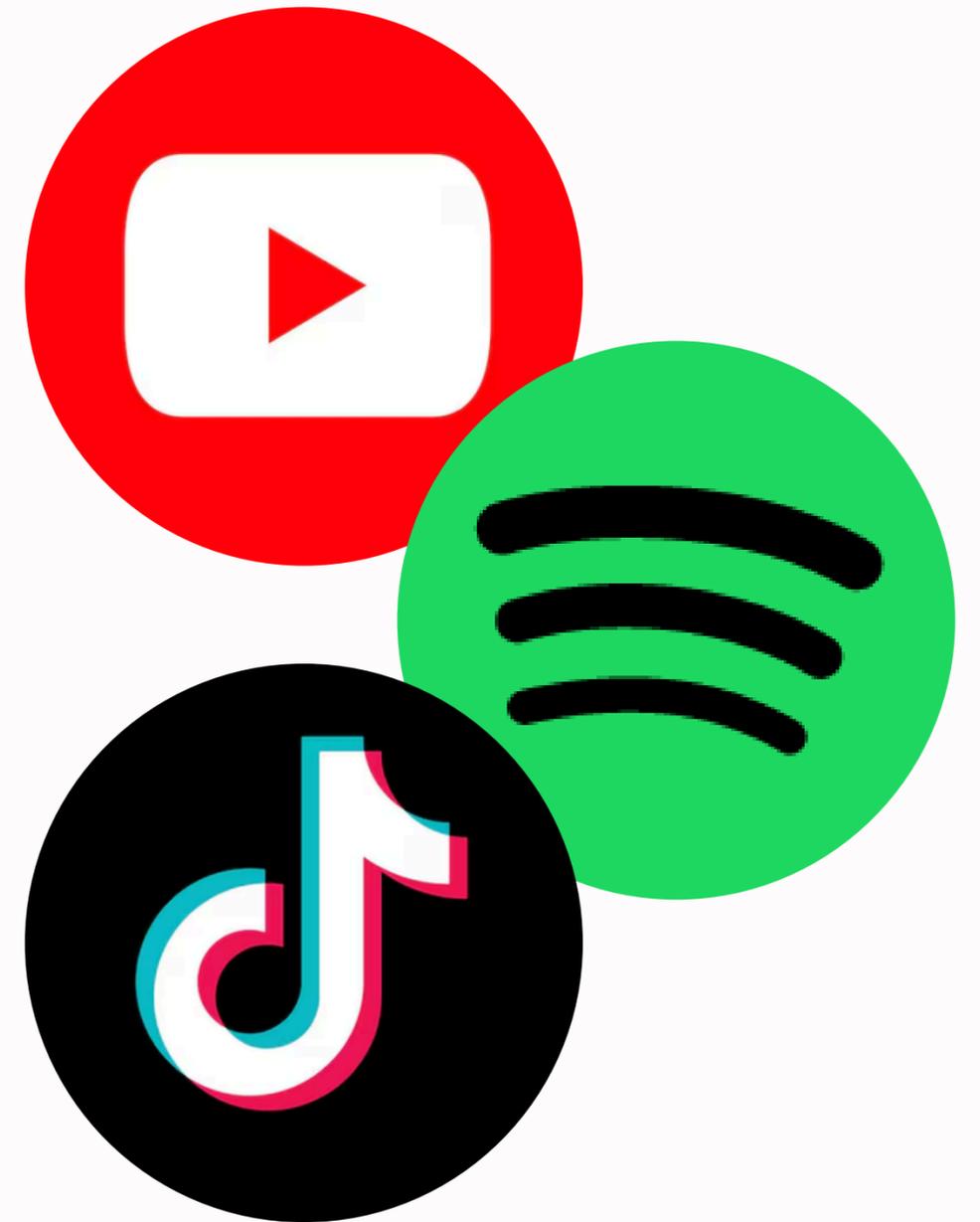
M5.2

Summary

In this study, I created three Point of View Statements based off of reviews from three apps: **YouTube**, **Spotify**, and **TikTok**. POV statements help to define a problems statement. POV statements consider a user's needs and the thought behind their problem.

As you go through this document, each section has the following:

- Introduction
- Screenshots to help visual the apps.
- 3 examples of Positive, Negative, and Suggestive reviews.
- 2 POV statements for each app.



A red rectangular button with rounded corners, containing the word "SUBSCRIBE" in white, uppercase, sans-serif font. A white lightning bolt icon is positioned above the right side of the button.

SUBSCRIBE

Five red stars of varying sizes, representing a rating system.

4.7/5 Rating

A red outline badge with a scalloped edge, containing a white number "4".

#4 in Photo & Video

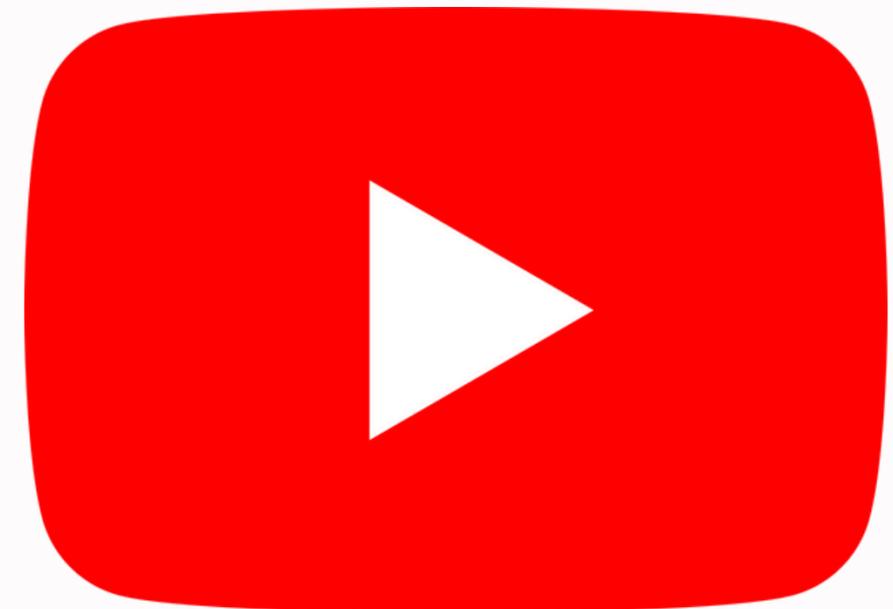
A red silhouette icon of a person's head and shoulders.

Ages 12+

App Summary

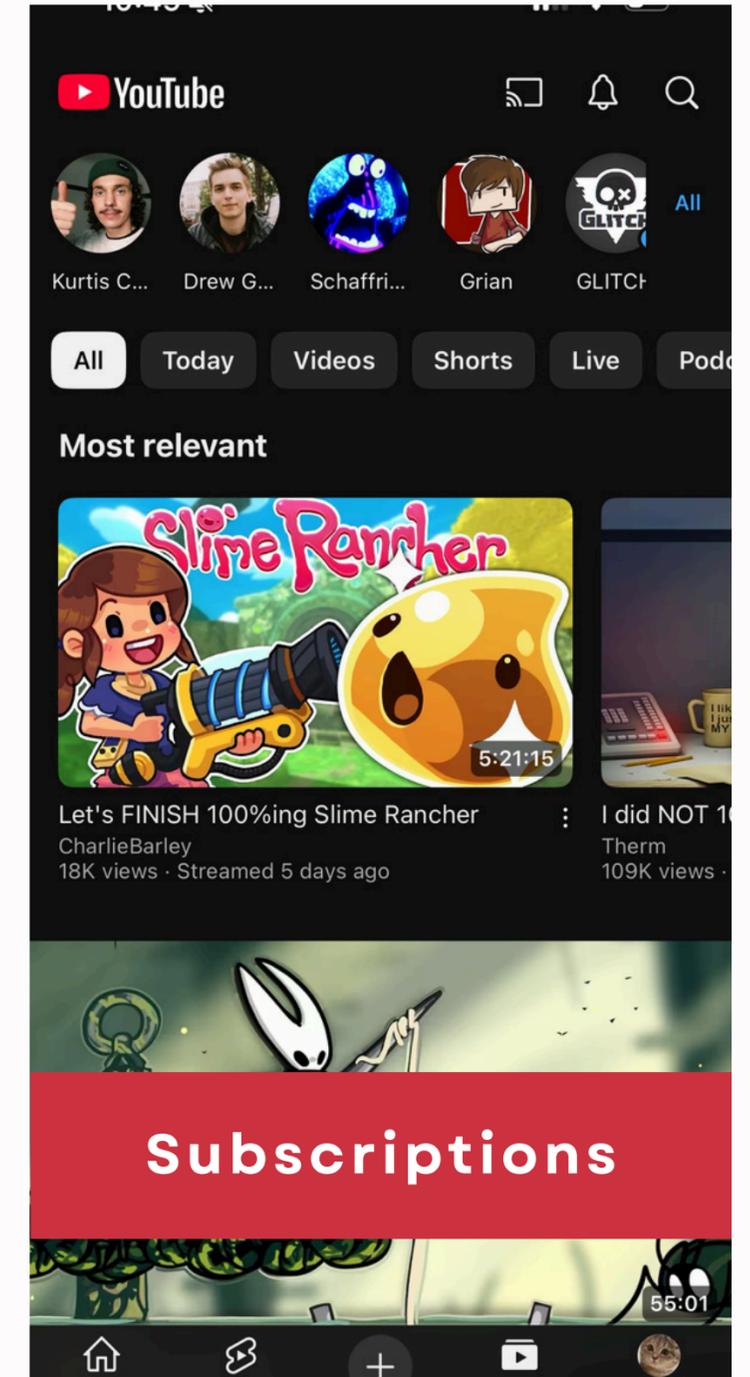
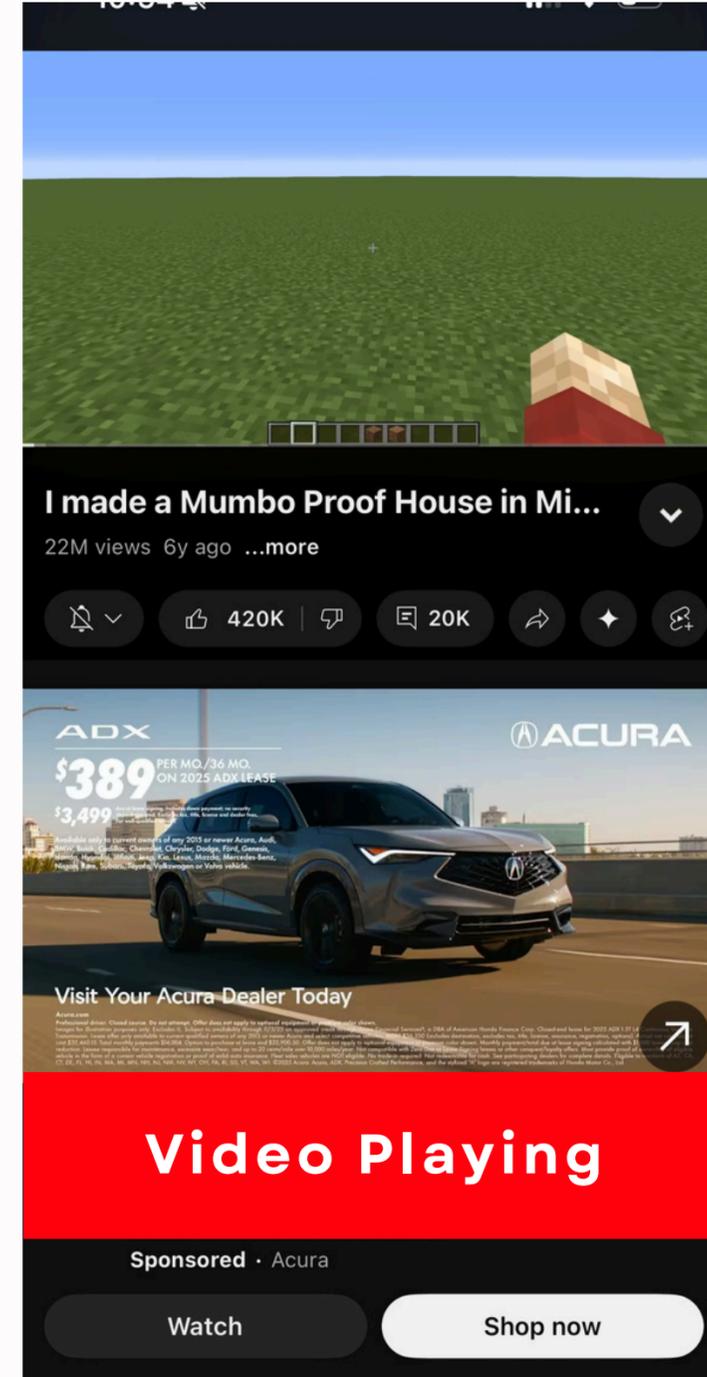
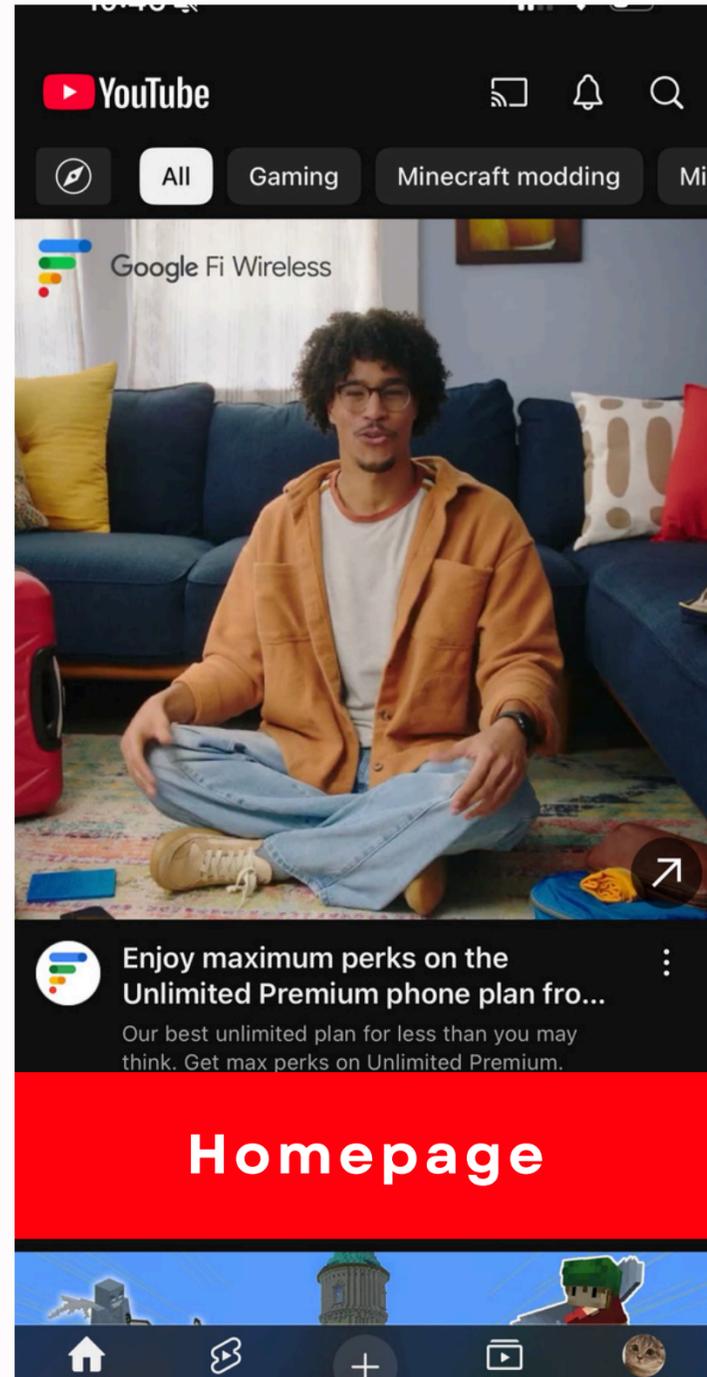
YouTube is an entertainment app with over 2.7 billion users. The app is most known for providing all types of shorts and videos, many reaching thousands even millions of views. YouTube's features include:

- A premium feature for music and offline watching.
- Allowing the creation and posting of your own content.
- A subscription area for user's favorite creators.
- Homepage of recommended content.



YouTube Screenshots

SUBSCRIBE



YouTube Reviews: Positive

SUBSCRIBE 

Source of entertainment & information

★★★★★ Jun 18 · bambinomex

Enormous and endless source of vids from all over the world with different kind of topics and tastes.. diverse ways to view the world, other minds and other points of view always with sense of respect, and passion for knowledge and of course: fun-tasting moments of life.. daily life that keep us together the moment we share those precious moments captured in video and sound, feeding our minds and laughs and thoughts that fill our lives.

Everything I want to know

★★★★★ Wed · More4me_123

I thought YouTube was just another app or trendy platform. I was wrong. YouTube offers a variety of topics that keep me informed about whats happening worldwide and provides opportunities to share with others. I love that I can browse shorts with recipes, watch movies, listen to music from any genre and listen to stories from amazing authors who put themselves out there and grow huge followings. My YouTube is my go to for everything!

Great app that I use almost daily

★★★★★ May 14 · Waylene

This app is great in many ways. One of these many ways is how much you can use it for, for example you can watch it while you eat, while you chill with friends or family, or even if you just want a break from things. Also on the app you can watch so many different things depending on your mood or what you want to watch. Another thing to add is that you get so many features and it's completely free. After all for what it was made for it does everything that it needs to exceptionally well.

Best Features: YouTube provides videos with a lot of variety, many from different lives and perspectives. The app also allows for easy relaxation and fun, but also works as a daily source for good entertainment.

YouTube Reviews: Negative

SUBSCRIBE 

Way to many ads.

★★★★★ Fri · Forced reviewwss

I have stopped using YouTube as much because of the excessive ads and will most likely cease use it all together in the near future. Not enjoyable or worth it to listen to 2 minutes of ads every 30 seconds when you're trying to watch a video. Absolutely excessive and unnecessary. Very aggravating and disappointing.

App needs to be modernized

★★★★★ Thu · Kdavis171083

YouTube as a platform is one of the most enjoyable I think of any of the social media platforms but unlike every other social media platforms YouTube does not give you the option to block people so people can harass you insult you stalk you on YouTube and you can't do anything about it you're just forced to either not comment at all and interact with no one or you have to accept harassment it's the biggest flaw of the app and took it from five stars to one star for me because for all of the updates they've never made even the slightest attempt to stop the harassment and bullying the way every other platform has.

Shorts

★★★★★ Thu · Sabagepatty71

PLZ PLZ PLZ PLZZZ fix the shorts on mobile. When watching it will randomly stop and I have to scroll to the next go back up then the whole video will be frozen and then when I do it again (go down and back up) it'll work but sometimes it'll freeze and start the process over again. This used to be every so often but I feel like recently it has only gotten worse sometimes happening to 15-30 shorts out of 100 (no it is not a WiFi issue it happens no matter what or where I am) not sure if others have been experiencing this but it drives me back to TikTok

Worst Features: Advertisements make YouTube aggravating and cut into content too often.

YouTube lacks good censorship options, especially on comments. On mobile specifically, YouTube shorts will freeze and stop working.

YouTube Reviews: Suggestive

SUBSCRIBE 

Improvement suggestions

★★★★★ Sep 15 · njjoany

The feed should only be comprised of recent suggestions, not from years or even months ago. Very annoying. Every time I'm listening to a video and scrolling the suggestions below, as soon as an advertisement comes on, the feed automatically goes back to the top. Very annoying. Keep it stationary.

Amazing!!

★★★★★ Jul 29 · CaTLoVeR   

I love this app so much but I do have a suggestion...I have a private channel and I really wish u could give people access to my account so that when I post videos only the people that have the link can view it but it also shows up for them to watch on my channel. Idk if that makes sense but if it does it would be amazing if that could happen! Thank you!!!

Great app! But there's always room for improvement

★★★★★ Jul 12 · kimichan5

Can you add a button on the video that lets me toggle PIP on and off? I like to have it on when I'm watching videos and then off when I'm playing a song or podcast and it's a bit tedious having to click a bunch of buttons to change the PIP settings in the settings menu. It'd be really nice if while I'm watching a video there is just a button right on the screen to change that. Thanks

Suggestions: The homepage and shorts page should consist of recent videos, rather content from months or even years ago. There are also button/link changes that could be improved, like fixing private content and preferences features more easily.

YouTube POV Statements

SUBSCRIBE

POV 1

Users who watch videos back to back need a system for controlling advertisements because they interrupt the content AND there is no indication of when they will happen, so users end up annoyed.

At the bottom of any video, you see a line of how long the video is. However, that length doesn't include ads. Meaning at any point, an ad can happen and interrupt the viewing experience. This lack of an ad system has caused many people to leave Youtube.



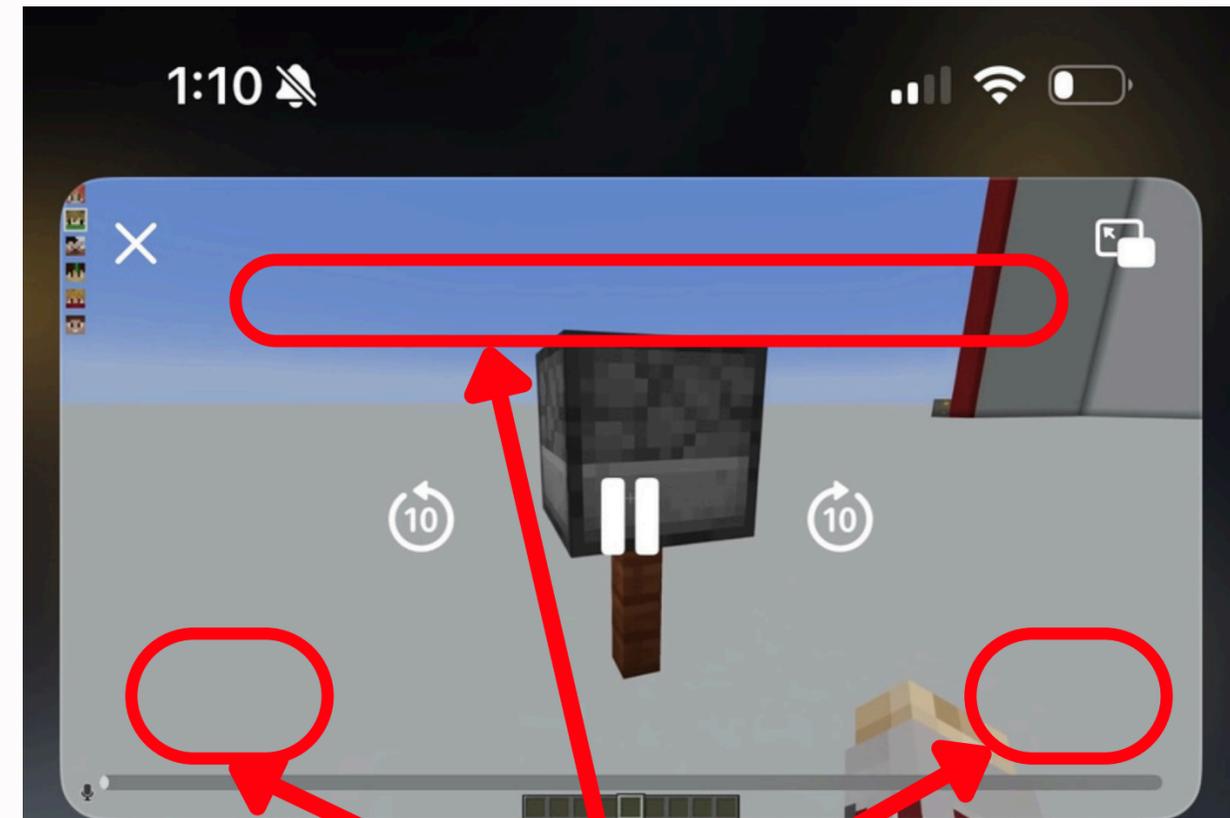
YouTube POV Statements

SUBSCRIBE

POV 2

Users who have specific watching habits need easier access to change video preferences because comfortability is essential to enjoying video content.

For mobile users, Picture-in-Picture (on the right) acts a way to watch videos without being in the app. However, there is no button or settings to change certain preferences (closed captions, quality fixes, playback speed). Its troublesome going back into the app to fix such changes.



The empty spaces could provide a place for a settings button to change preferences.



★★★★★ 4.8/5 Rating

#1 in Music

Ages 12+

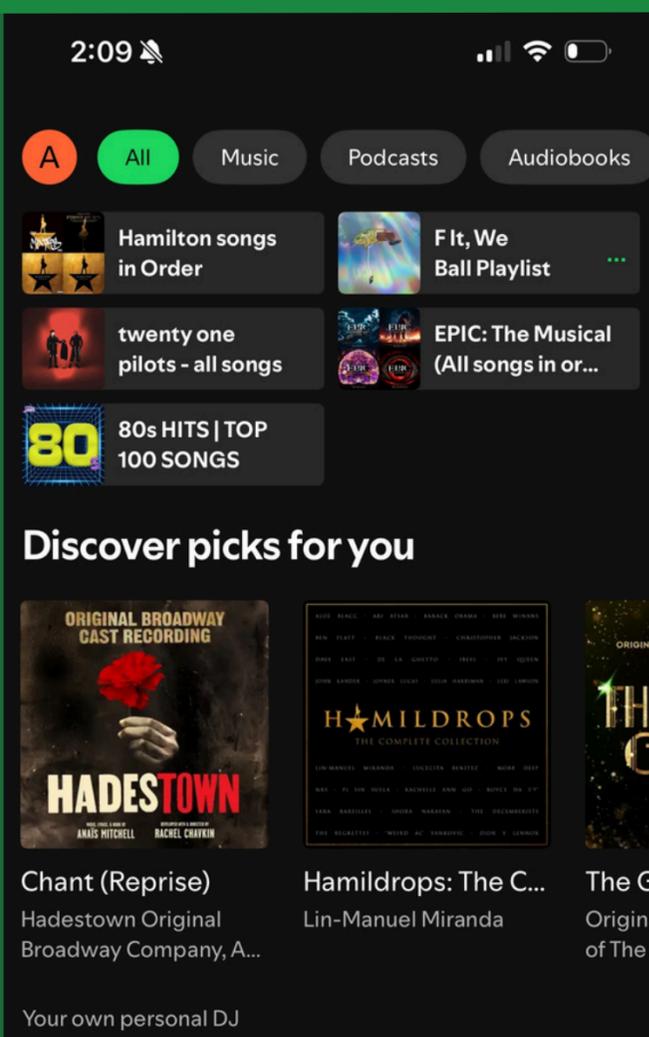
App Summary

Spotify is a music app with over 696 million users. The app is most known for providing music, podcasts, and audiobooks all in one location. Spotify's features include:

- A premium feature for free skips and no ads, plus different types of subscription plans.
- All upcoming or current music hits.
- Creating unique playlists or finding specific albums.
- Categories for different genres or different types of listening content.



Spotify Screenshots



2:09

All Music Podcasts Audiobooks

Hamilton songs in Order F It, We Ball Playlist

twenty one pilots - all songs EPIC: The Musical (All songs in or...)

80s HITS | TOP 100 SONGS

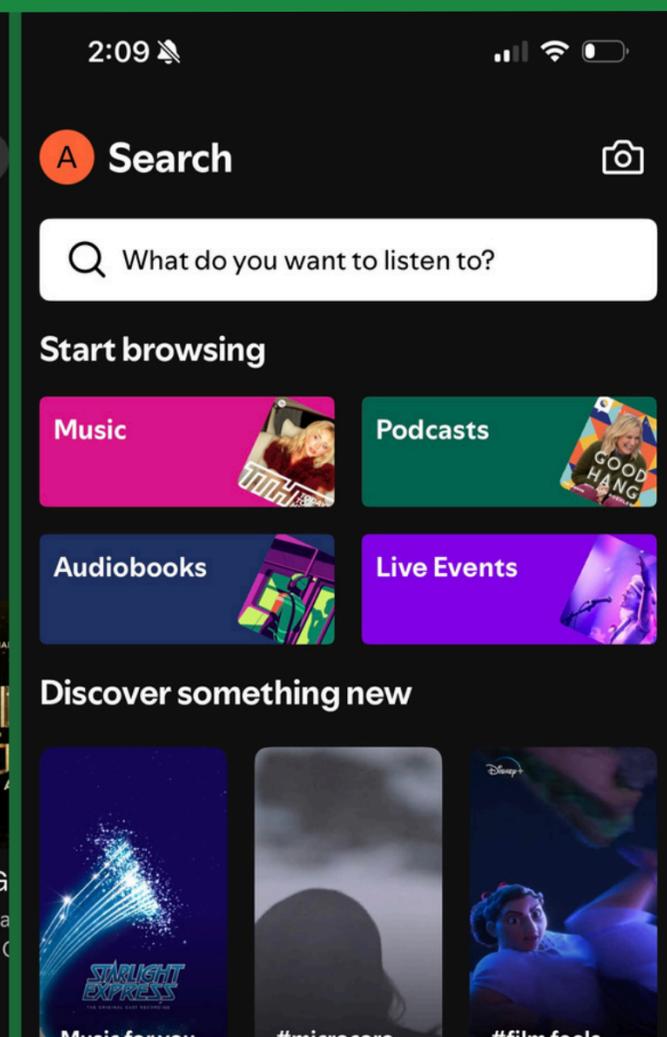
Discover picks for you

Chant (Reprise) Hamildrops: The C... The G

Hadestown Original Lin-Manuel Miranda Original of The C

Your own personal DJ

Homepage



2:09

Search

What do you want to listen to?

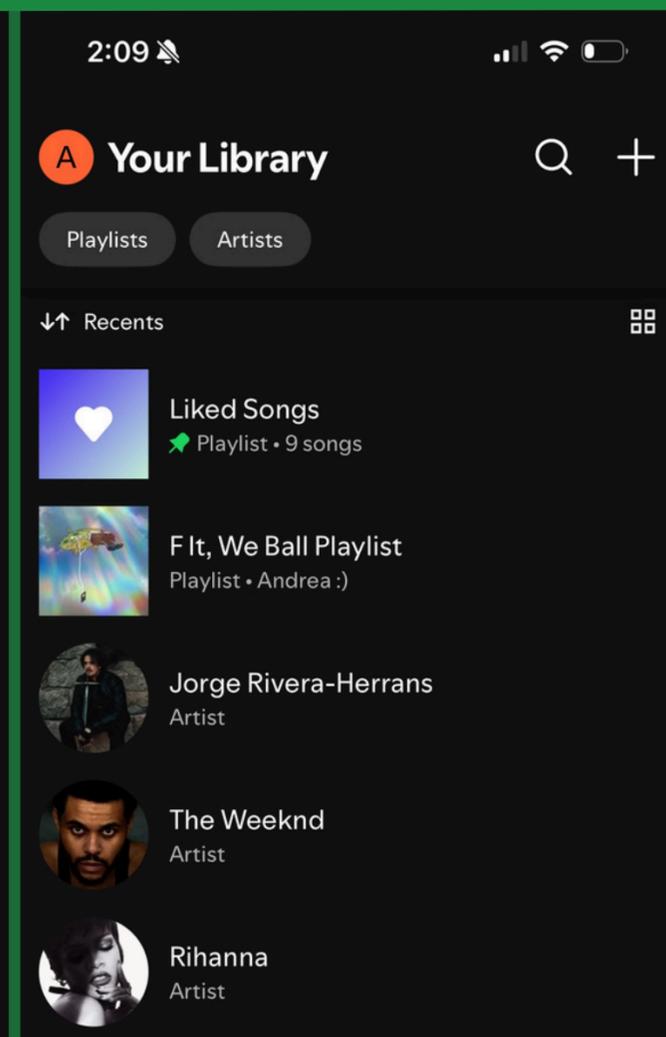
Start browsing

Music Podcasts Audiobooks Live Events

Discover something new

Music for you #microcore #film feels

Search



2:09

Your Library

Playlists Artists

Recents

Liked Songs Playlist • 9 songs

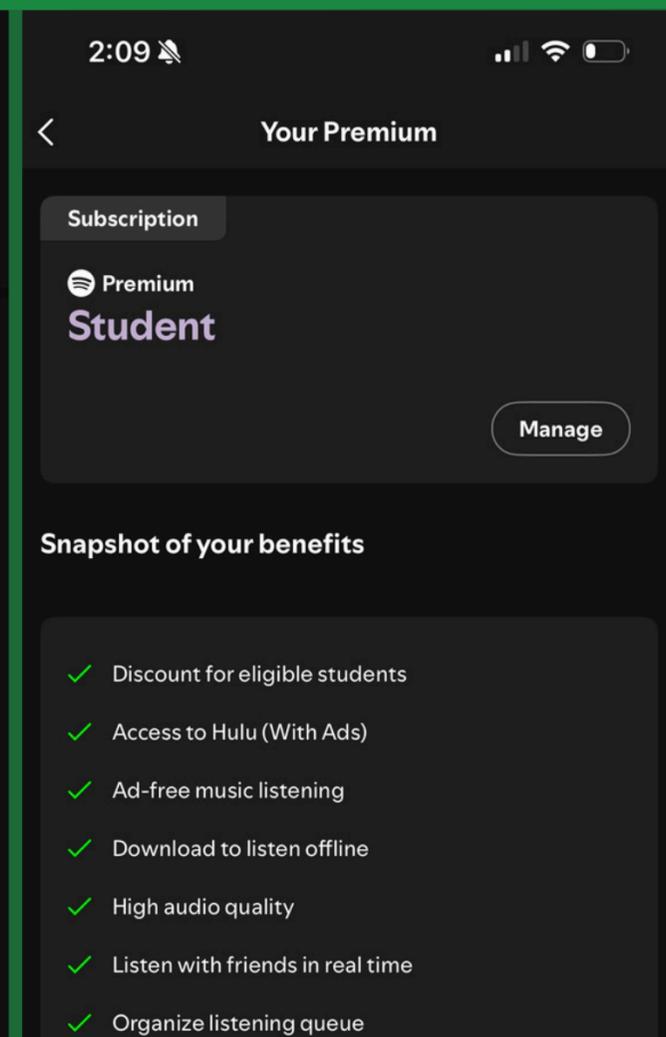
F It, We Ball Playlist Playlist • Andrea :)

Jorge Rivera-Herrans Artist

The Weeknd Artist

Rihanna Artist

Your Library



2:09

Your Premium

Subscription

Premium Student

Manage

Snapshot of your benefits

- Discount for eligible students
- Access to Hulu (With Ads)
- Ad-free music listening
- Download to listen offline
- High audio quality
- Listen with friends in real time
- Organize listening queue

Subscriptions



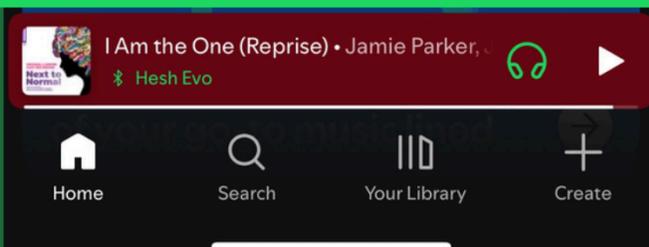
2:19

F It, We Ball Playlist

YOU'D HAVE TO STOP THE WORLD

Good Luck, Babe! Chappell Roan

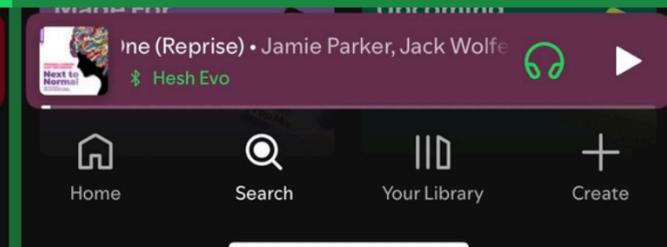
Music Playing



I Am the One (Reprise) • Jamie Parker, Jack Wolfe

Hesh Evo

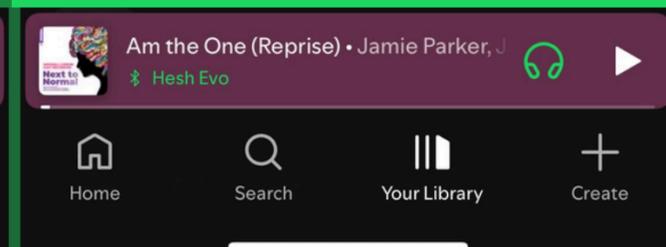
Home Search Your Library Create



I Am the One (Reprise) • Jamie Parker, Jack Wolfe

Hesh Evo

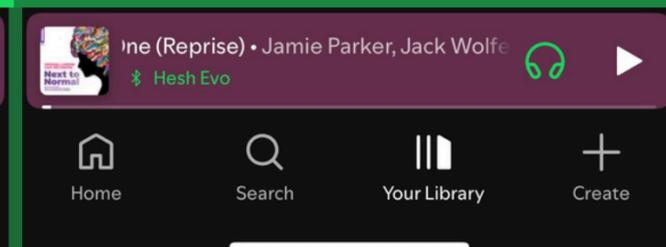
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Hesh Evo

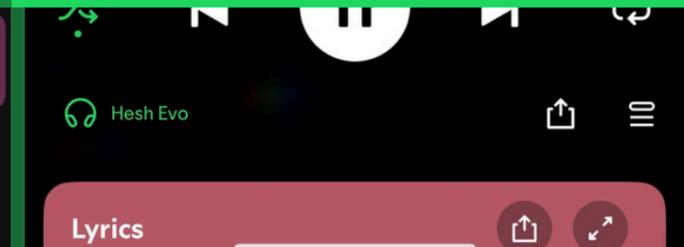
Home Search Your Library Create



I Am the One (Reprise) • Jamie Parker, Jack Wolfe

Hesh Evo

Home Search Your Library Create



Hesh Evo

Lyrics

Spotify Reviews: Positive



Spotify

★★★★★ Fri · Keirra Marie

Spotify is one of the only music apps I have had that actually work really well and when i search up a type of music it pulls up on that music and when I don't know the name to the song only a lyrics I type it in and I find it it has worked amazing and the premium deals are awesome

Amazing for music

★★★★★ Jan 14 · Madam genel

It's a good thing to calm down and do your homework or do work most music apps make you pay money but this you don't have to pay a single penny I recommend that you buy this. You could just put on calm music and boom. You're already focusing halfway in your work. Please download this app because it is meant to be a top top star

W app

★★★★★ Fri · dhejejk

This app is the best music app ever. It will play every single song you asked for and you essentially don't need Spotify plus to listen to this songs. Unlike other apps that shuffle the songs when you ask for a specific song. But when you ask for a specific song, it plays every single song you ask for without playing similar songs or similar artists. I think this is the best music app I've ever used. I would download this app a million other times if I could. W APP!!! : D

Best Features: Spotify variety in music, podcast, and audiobooks allows for many users to feel calm or focused. The fact that users can also listen and pick whatever content they want in a free app makes Spotify unique. Many also find the premium deals good.

Spotify Reviews: Negative



Horrible

★★★★★ Mon · Alana 🐟

One of the worst music apps probably ever. Can't pick the song you want it plays recommended tracks and you can't even play albums in order without paying. There's 3-5 long, obnoxious ads every 2-3 songs and you can't skip them. It's an awful app I do not recommend

Smart shuffle is anything but

★★★★★ Wed · 10384747484

If I make a playlist, those are the songs I want to listen to. Who thought that the default unchangeable setting should be smart shuffle? Also, once I click to remove the song, and you tell me you won't recommend the song again, STOP RECOMMENDING THE SONG. Every fourth song is "how about now? Want to listen to that song you deleted 6 times already?" No, no I do not.

Auto-play video - the last straw

★★★★★ Thu · alexandyr

I used to really enjoy Spotify for my music, but in recent years its utility as a music app has been more and more diluted as it's UI pushes unasked for podcast and audiobooks into my Home Screen and recommendations.

The last straw came today, when I opened up the app to find auto-playing video podcasts featured at the top of the Home Screen. I already find autoplaying video intolerable in VIDEO apps like Netflix, much less my MUSIC app. No option to turn this off, from what I can see.

I was already on the fence about the UI and search clutter, but this has finally pushed me over the edge to seek out music application that is still focused on music, if such a thing exists in 2025.

Worst Features: Current free features are very limited to the user (2-3 ads every 2-3 songs). There are also many bugs with Spotify's UI, like playing recommended songs randomly or auto playing songs when the user isn't even Spotify.

Spotify Reviews: Suggestive



Option to hide songs

★★★★★ Thu · DawleePoppins

I have playlists that have an occasional explicit song but i like to play my music at work and i don't want to create a whole new playlist for work just because of a couple songs so if i could hit a switch or button that mutes or hides explicit songs that would be a great feature and i would use it all the time!

Great app, please add option to block podcasts

★★★★★ Sep 16 · stknky Biskits

Love the app, used it for years. Recently been running into an annoying problem. Watched two episodes of a podcast, decided I didn't like it. That podcast plays every time I end another podcast and there is not option to mark as "not interested " or otherwise stop it from playing. This seems like an easy fix, could the developers please add this feature?

Great app but playlist management could be easier

★★★★★ Jul 4 · saymylastname

When adopting new songs for some playlists they're new and get added in order on playlists. That can lead to a jump. When trying to find an order on a playlist I can't do it from the main screen. When I enter the playlist edit, I can't play the song to recall it.

I tend to connect with the song's music and less memorizing the titles.

Allowing users to hear the song and find its appropriate flow would be a major enhancement.

Suggestions: Having a hide song button for explicit or unwanted content, including songs or podcasts. Playlist management could also use an enhancement so that people don't have to move every song for a specific order.

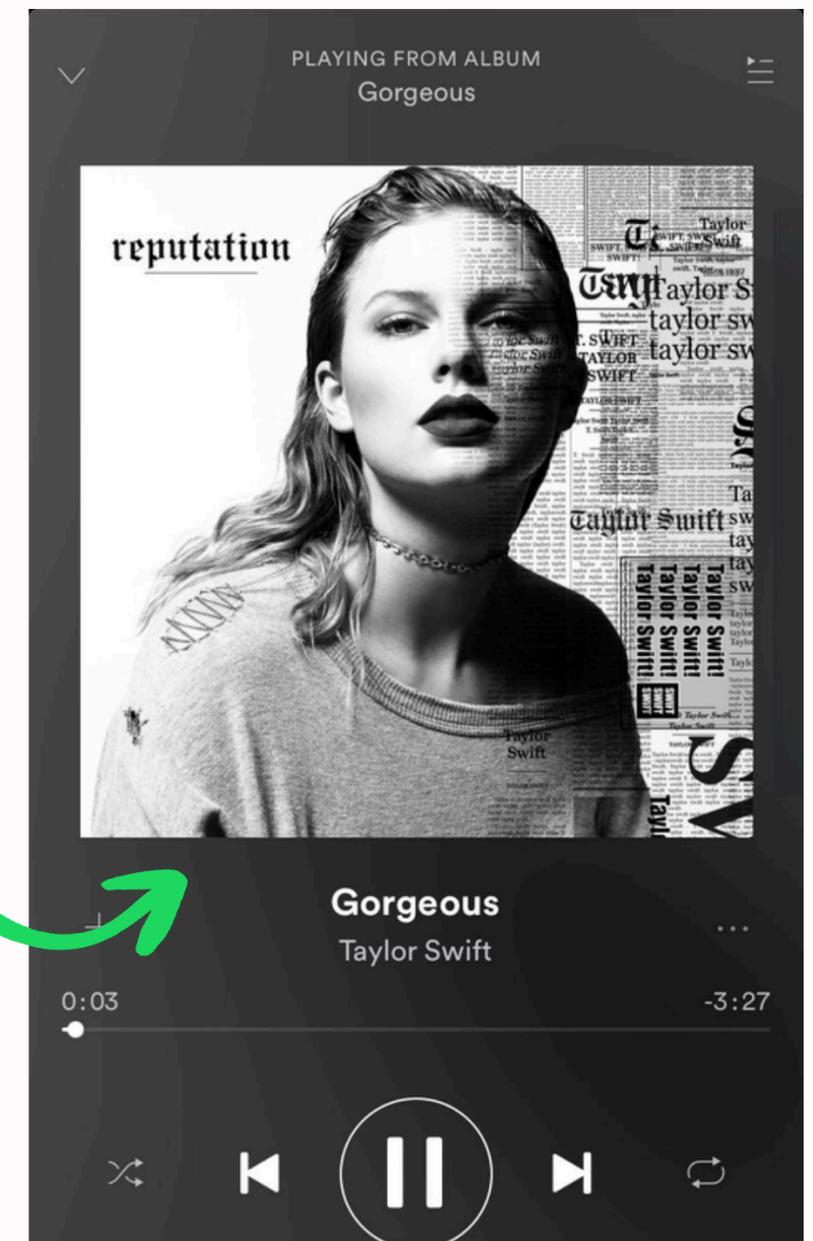
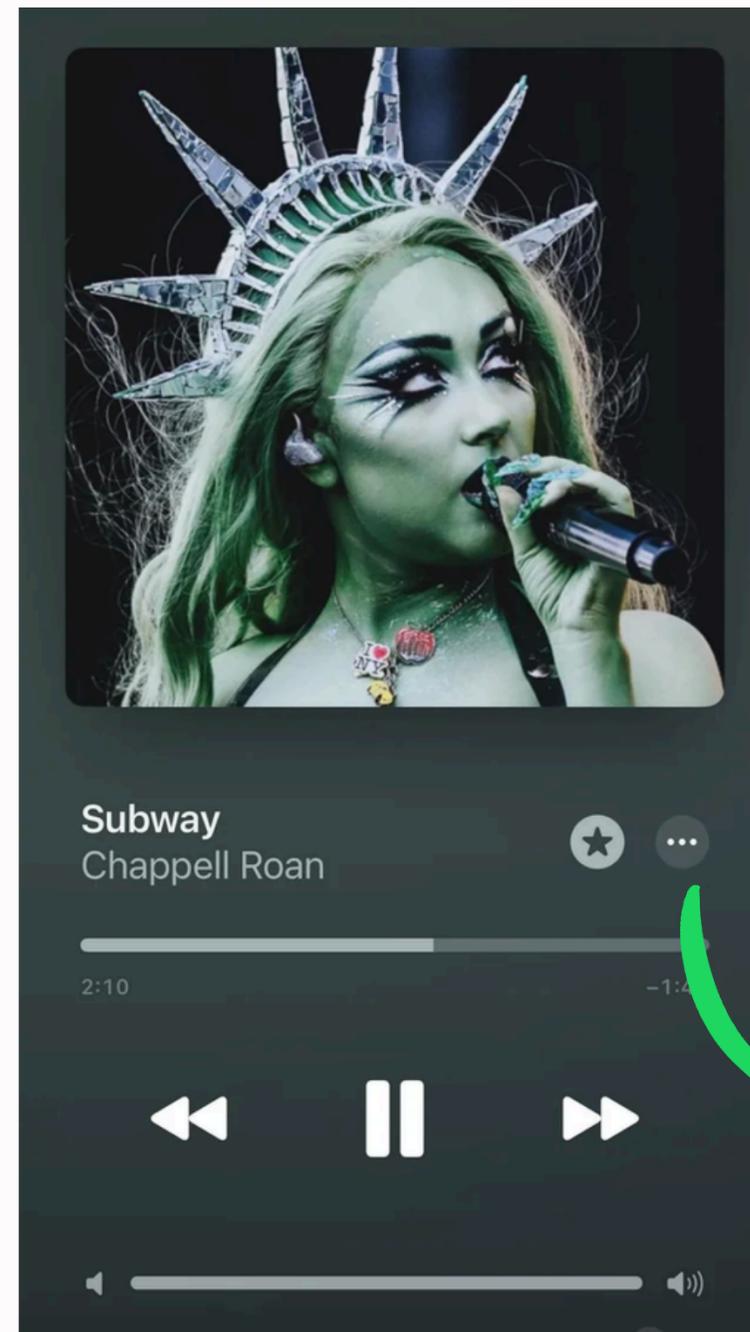
Spotify POV Statements



POV 1

Users who currently own non-premium accounts need good user interfaces because if features are too difficult to work with, then they'll leave Spotify for content that won't charge them for better features.

Like recommendations. If users keep getting recommended songs they didn't like (ex: I don't like a lot of Taylor Swift songs) with no way to disable them, then why stay? Bad interfaces don't help anyone in serious financial situations.



Spotify POV Statements

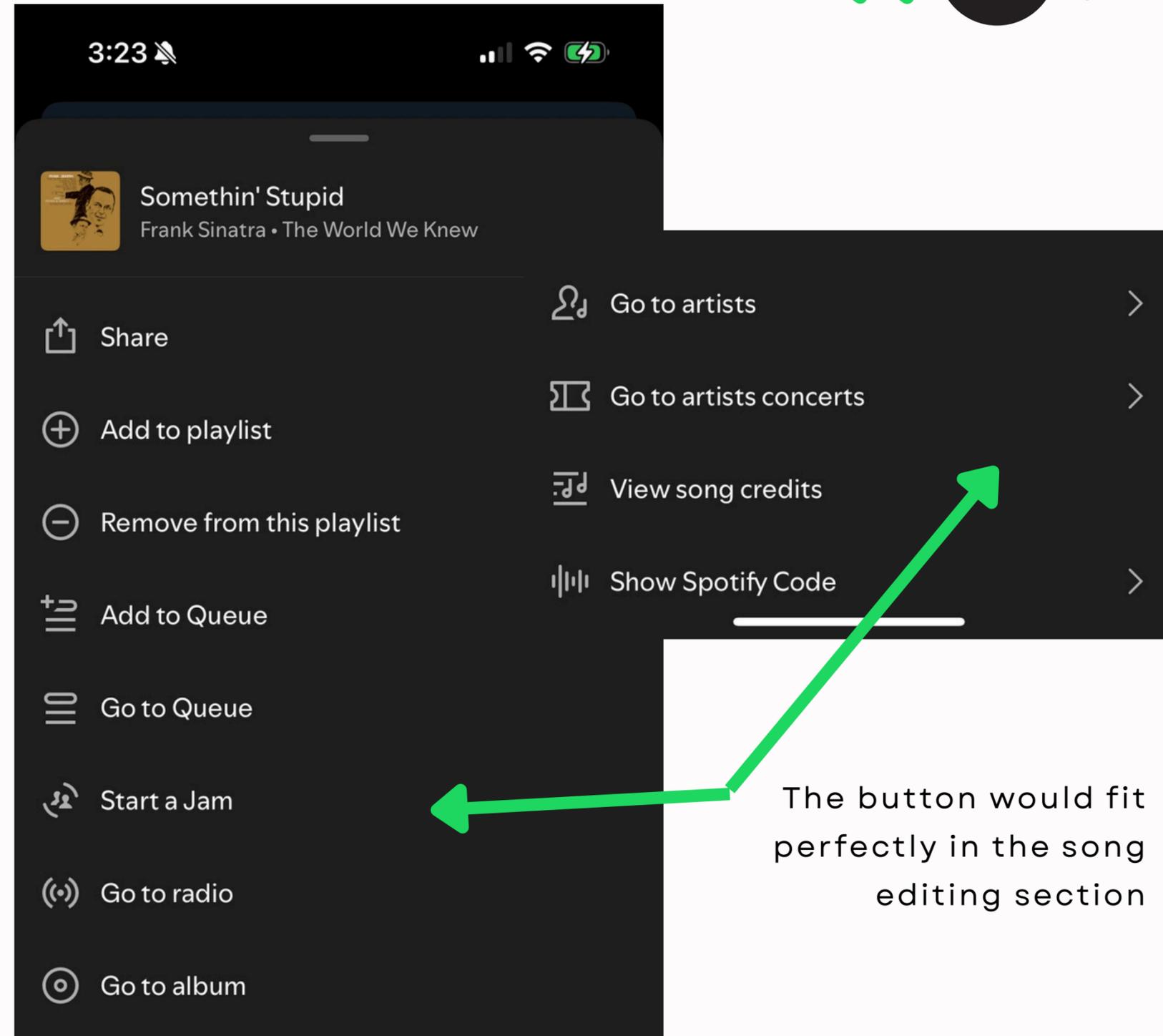


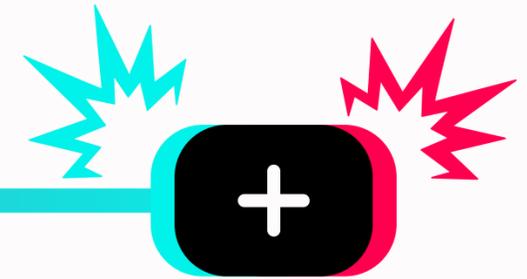
POV 2

Users who have specific viewing habits require easier access to adjust video preferences, as comfort is essential for enjoying video content.

This could be beneficial for both playlist creator and listener because:

1. User doesn't have to get rid of the song.
2. It allows for others to be comfortable.





★★★★★ 4.7/5 Rating

🏆 #1 in Entertainment

👤 Ages 12+

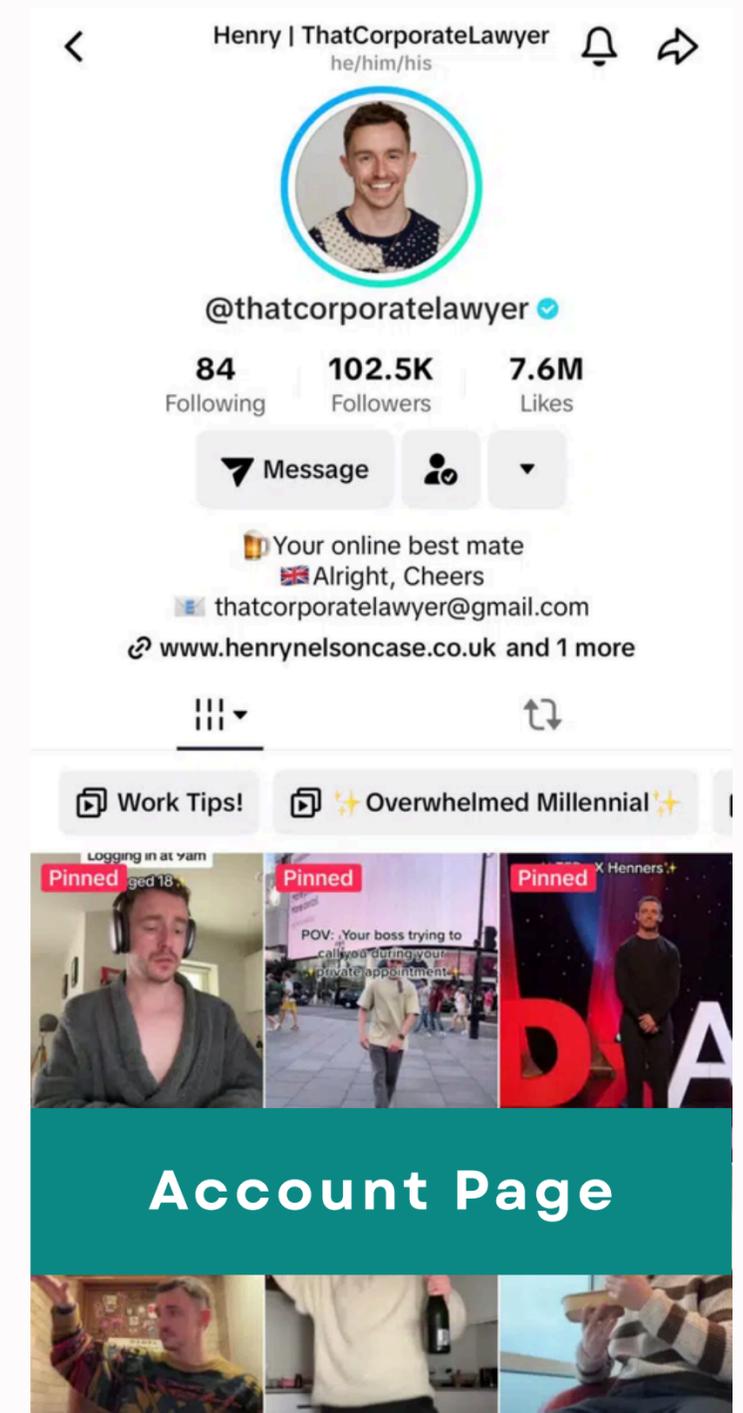
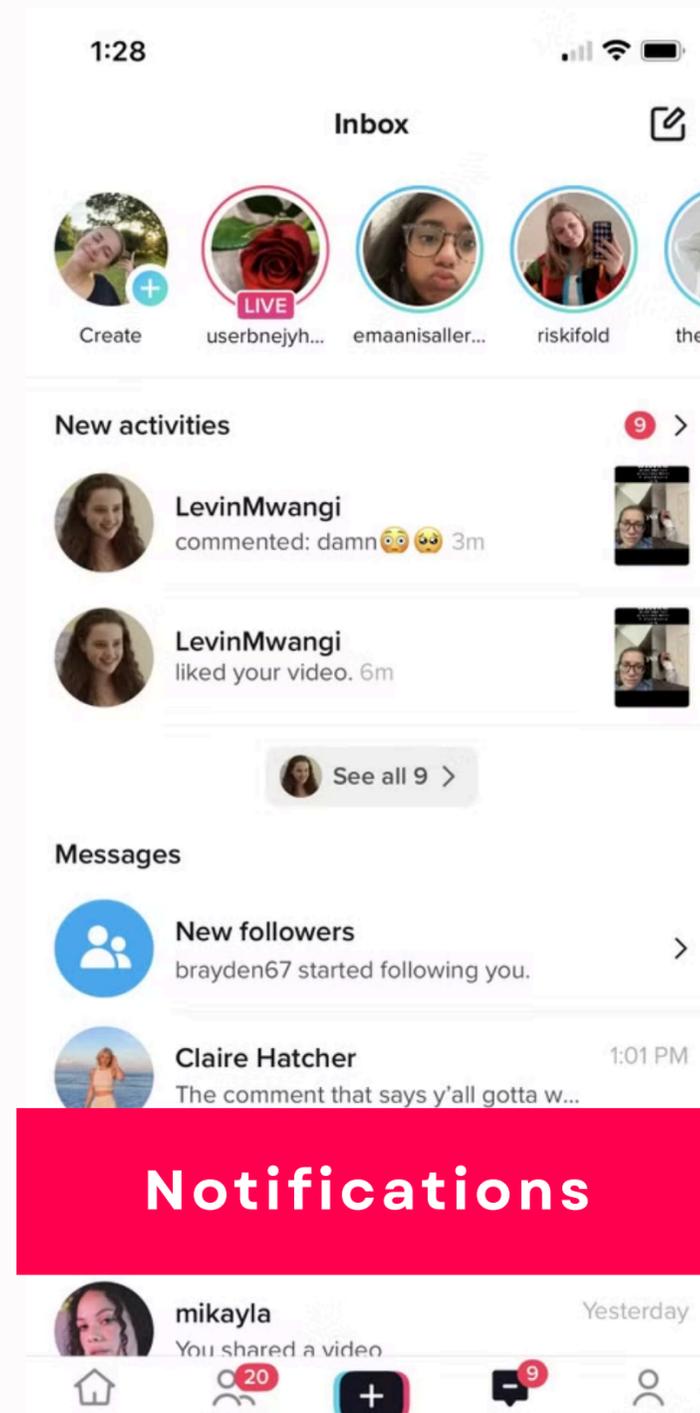
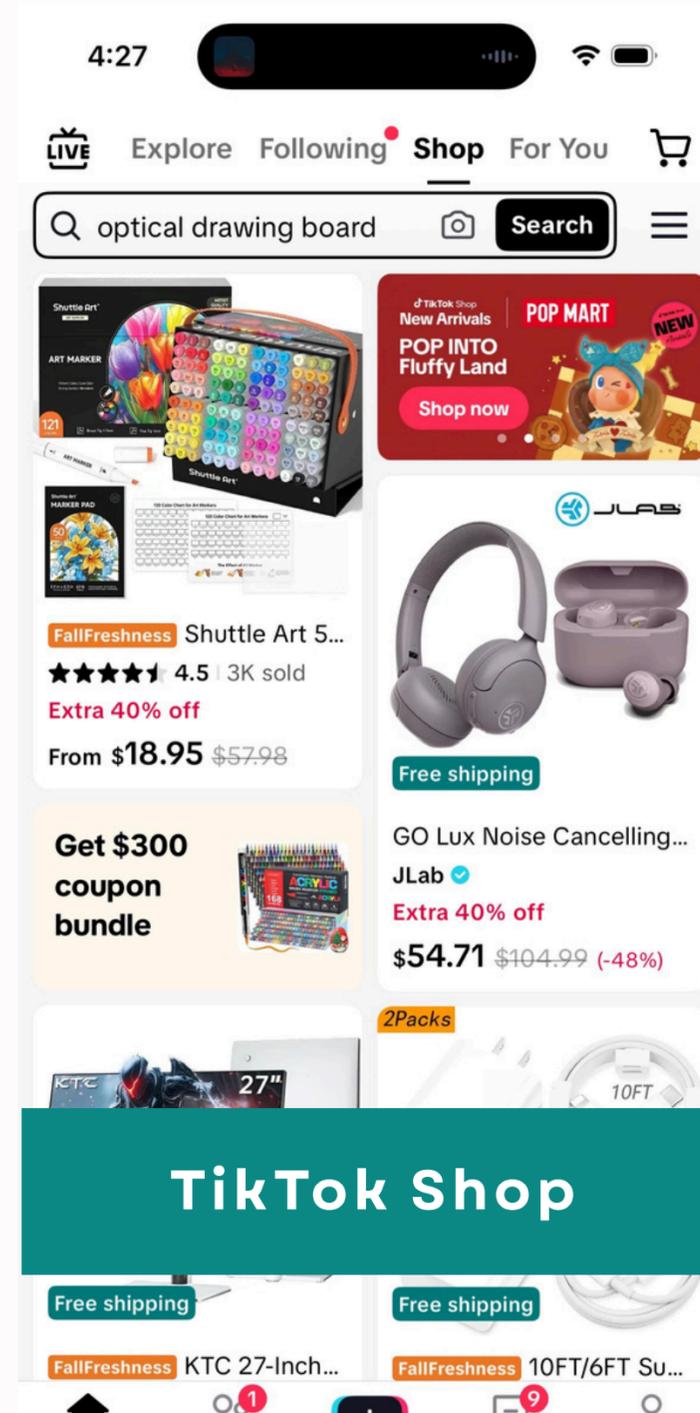
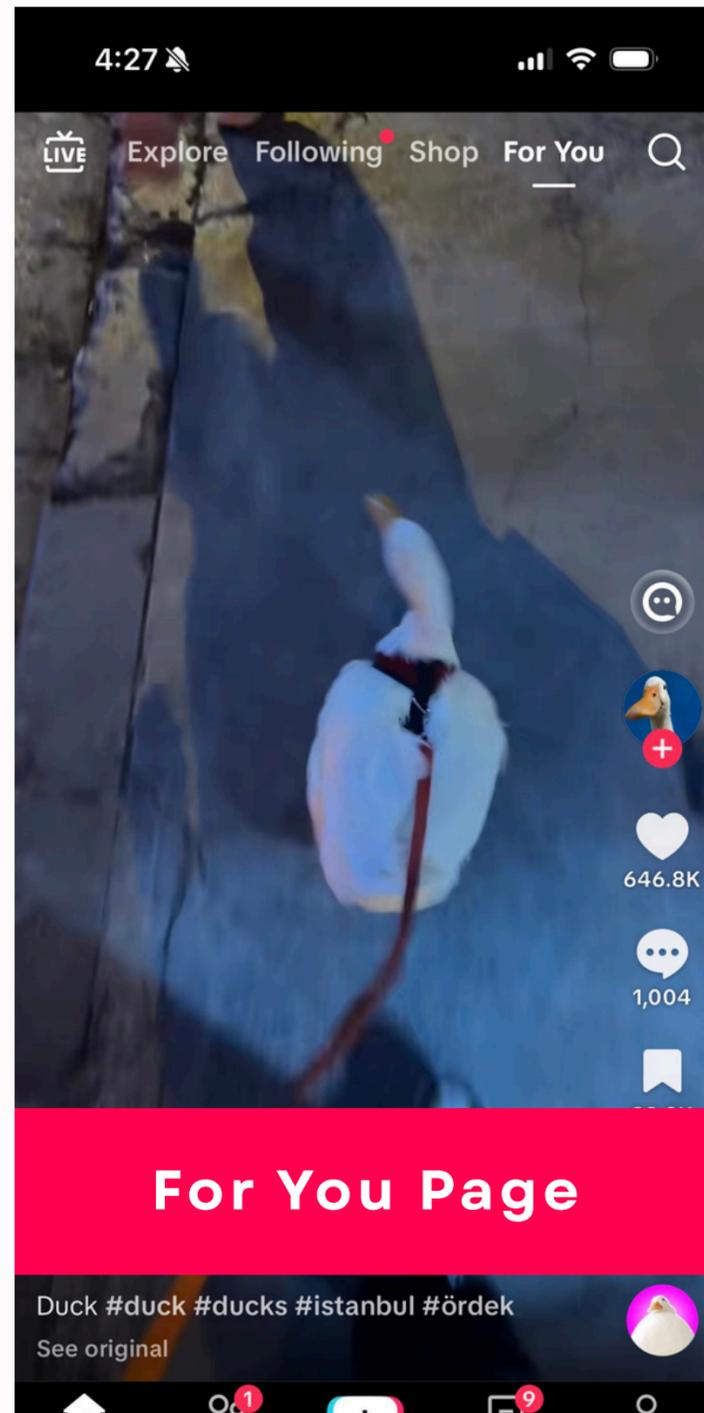
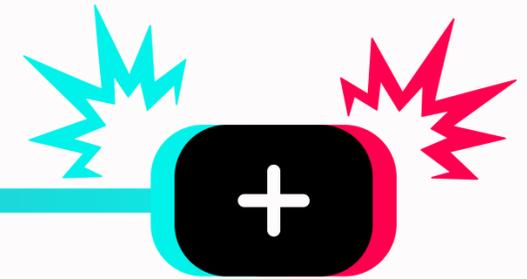
App Summary

TikTok is a entertainment app with over 1.59 billion users, most known for its engaging short videos and its high rise in social media over the past years. TikTok's features include:

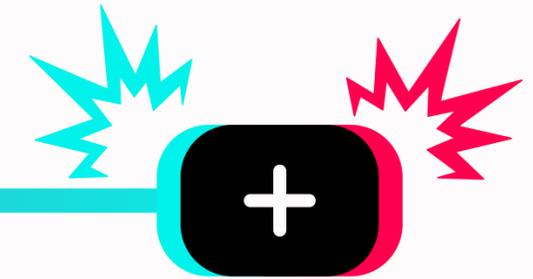
- Short or long engaging videos with over a wide range of content including dances, cooking, humor, and more.
- A shop to sell items through TikTok.
- A detailed account page with user's favorite videos, likes, comments and sounds.
- Programs for creators and sellers.



TikTok Screenshots



TikTok Reviews: Positive



My story

★★★★★ Sep 20 · SusieQusie25

I started on TikTok just by pure entertainment and enjoyment. I started creating effects that I enjoyed not even knowing id soon join and community of wonderful people all around. Where id been through bad times with many things, TikTok brought my walls down and made me trust again and heal. I'm so very grateful.

You should download this app because...

★★★★★ Mon · *Btslover2099*

Tik tok is my most used app. This is because the amount of entertainment and variety of videos. I would like to say thank you. Thank you for making this app and making possibilities for people who aren't good with making friends or gaining followers!! The community is so nice! You should download this app, you'll have an amazing time!! ❤️

Wow i just wow

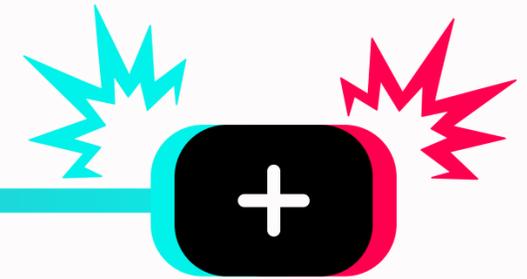
★★★★★ Sep 19 · jemdgd'd

The app's core strength is its recommendation algorithm, which quickly learns user preferences and delivers a continuous, entertaining stream of content. Users frequently describe it as knowing them better than they know themselves. TikTok boasts one of the highest engagement rates of any social media platform. The average global user spends 95 minutes on the app daily, and 73% of users watch whatever the algorithm suggests.

With easy-to-use editing tools and a momentum-based algorithm, new and small creators have a high potential to go viral. This gives everyone, from independent artists to small businesses, a chance to gain significant exposure organically. With

Best Features: The algorithm is based on a users likes or attention. Since every video on the platform is put into this algorithm, the entertainment and style will match what a user will like. As a result, TikTok's community is often very connected and welcoming.

TikTok Reviews: Negative



Censorship

★★★★★ Thu · Bloodepidemic

The censorship and allowing people to dox you and trace your address so they can harass you in person is wild also they allow the same people to mass report and ban you over and over till you can't make money

Banned for no reason

★★★★★ Wed · Lissabrie Jimenez

Literally banned my account no warning message notification alert or explanation just banned can't access it to find out why my content was not inappropriate I'm not underage I didn't harass anybody didn't post anything political or religious just normal everyday stuff

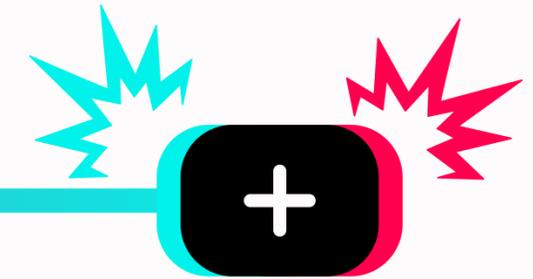
algorithm?

★★★★★ Wed · danalolololol

the algorithm is genuinely so bad. not only is tiktok now uninteresting to watch, it's also so difficult to get out there as a creator. I've blown up several times, so I know that it has nothing to do with my content. especially because the like to view ratios are OVER HALF. so for nothing to be getting out is pretty annoying! so is watching a bunch of uninteresting videos and ads

Worst Features: Censorship is extremely difficult to detect, as a result, many users have been banned from TikTok for no reason. Despite the good of TikTok's algorithm, its endlessness has resulted in many users being stuck for hours on the platform, and content creators' videos going unnoticed.

TikTok Reviews: Suggestive



Suggestions

★★★★★ Sep 11 · AI_4_All

I overall love the app and everything about it. I just wish that you could get an auto scroll option in the settings so I don't have to move my arm and it will make it better but I can just chill there while the phone scrolls for me. also should add an in-app screen brightness to make it better cause sometimes your phone just doesn't do it.

Fix your report system

★★★★★ Apr 26 · gdjejndhxhsjs

The reports never get approved. If a person i bullying, making fun of or mocking a group then their videos stay up while helpful, educational content gets flagged and removed.. you should actually look at the reports instead of clicking randomly which get to stay and which are deleted. Because i am sick of this app allowing disgusting and disrespectful, harmful behavior and content creators to continue to have a platform

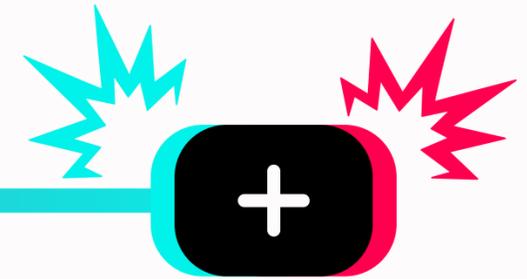
Following list recommendation

★★★★★ Mon · §€§

I have a recommendation for an add on to the following list, when someone you are following gets banned, you dont automatically unfollow them, so i suggest you add a searchbar to the following list like the friends and followers list already have to make it easy to unfollow suspended accounts

Suggestions: An auto scroller would help when you can't scroll (like when eating or doing activities). TikTok users also want to add features to help when content or other users are banned, like a search bar to find who's banned or having a in-depth look system for reports on users.

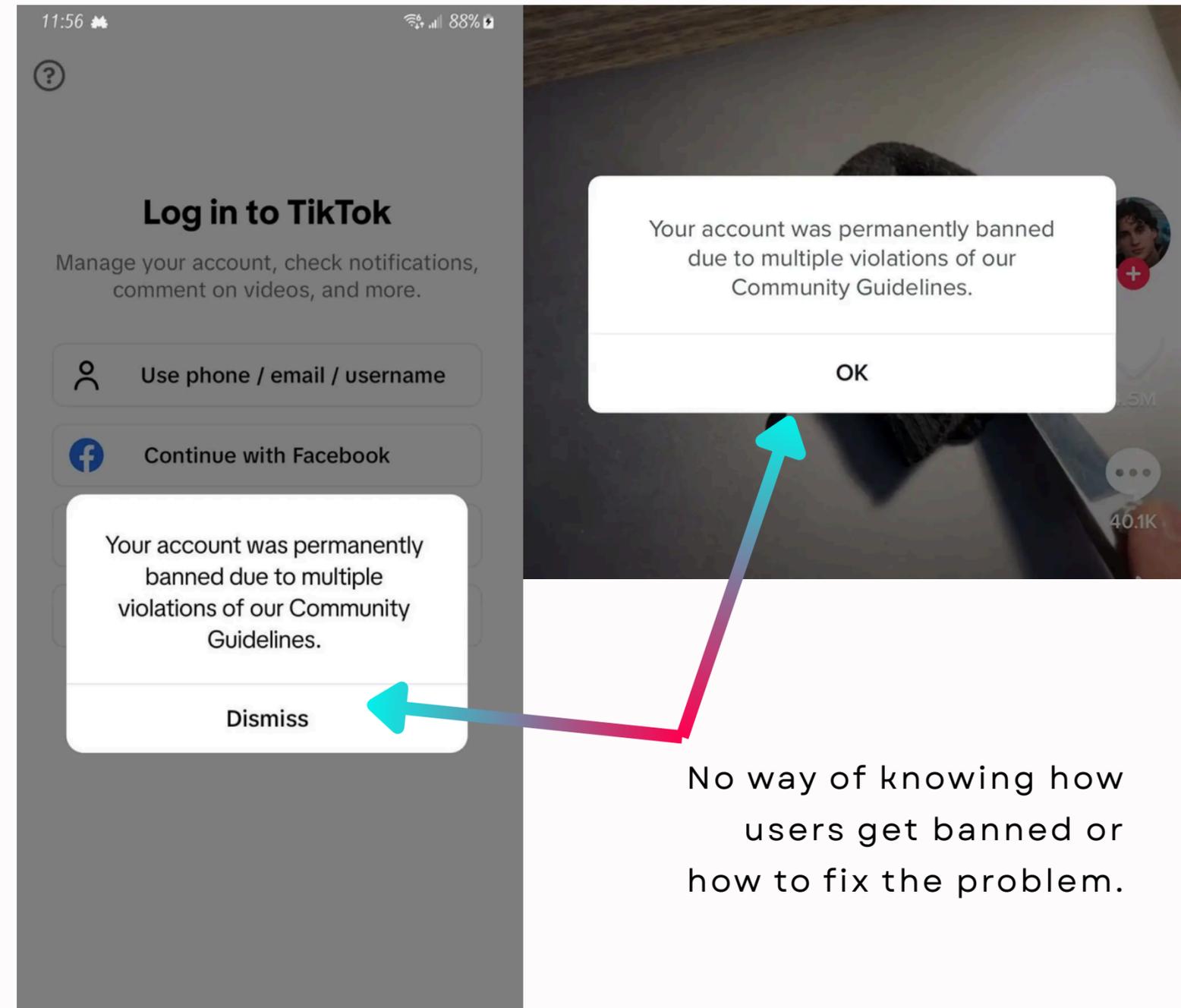
TikTok POV Statements



POV 1

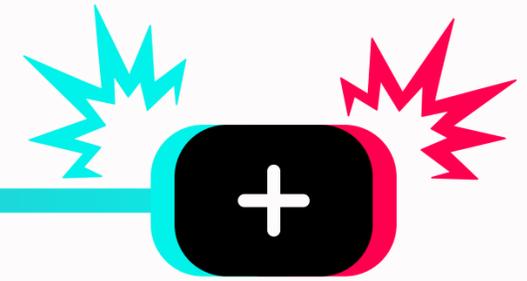
Users who have been banned from TikTok need to be able to respond to a ban because many lack information on why they happened, so users end up being disappointed and frustrated.

Without a proper button or location to find ban information, many users could be wrongly reported and thus, be permanently banned when they did nothing wrong.



No way of knowing how users get banned or how to fix the problem.

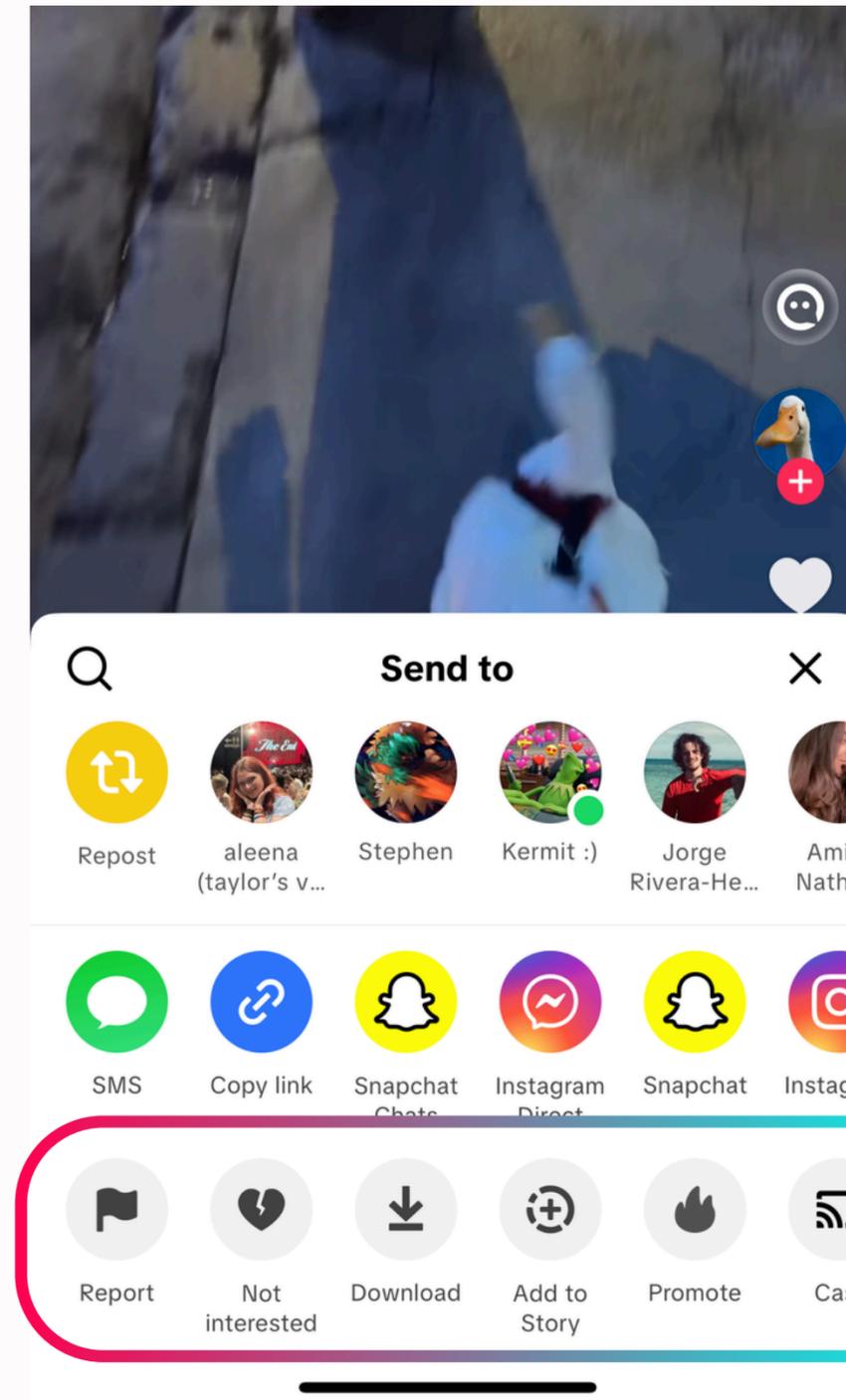
TikTok POV Statements



POV 2

Users who wish to continuously watch TikTok without scrolling need to have the ability to auto play the next video because it makes user's physical tasks easier while still being engaged with the content on screen.

An auto scroll button would fit perfectly into TikTok's current system and would match other popular entertainment platforms like YouTube who currently has an auto play system.



A button would actually fit here perfectly considering its where playback, speed and caption info is located.