YouTube Live

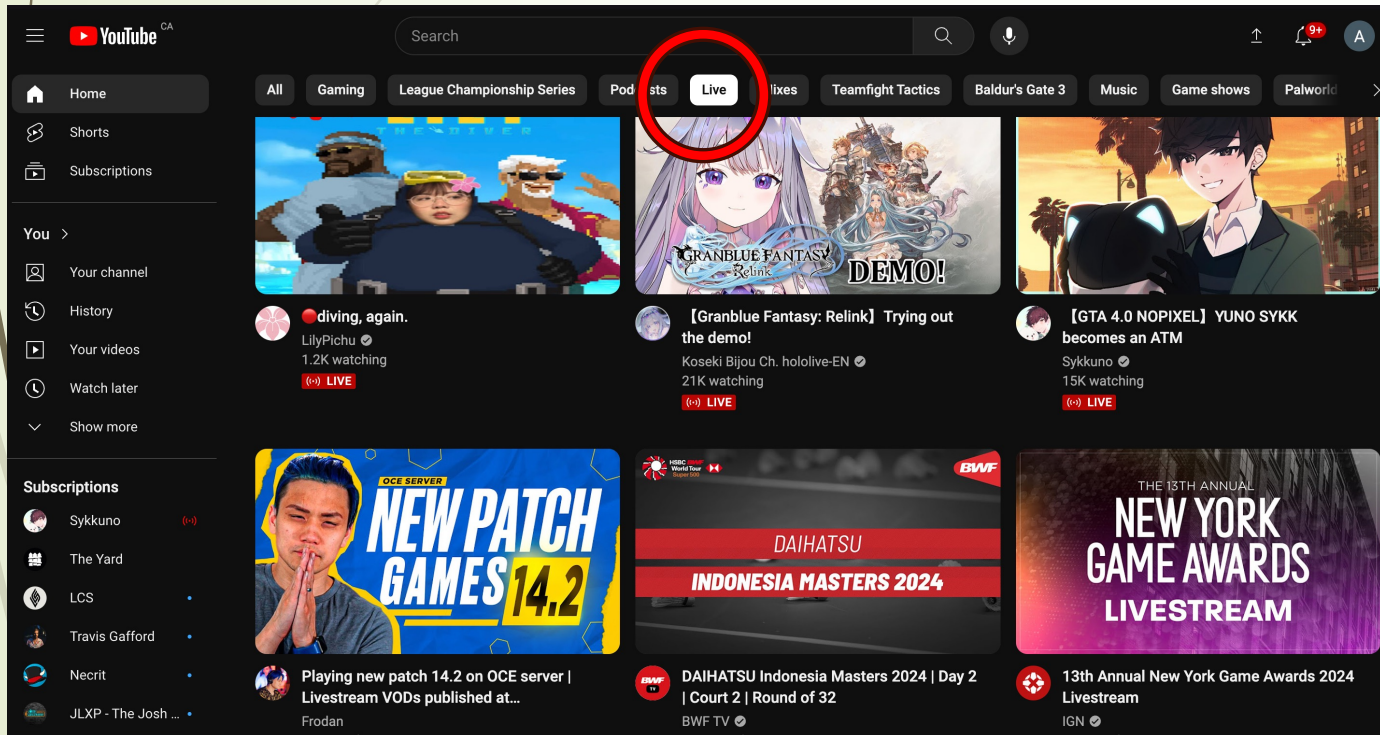Identifying Poor User Experiences

By Aaron Trylinski

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YouTube Live Discoverability

- The process of finding livestreams on YouTube

- Falls into the user journey of accessing the service

- The current user journey for accessing the YouTube live service is one of 3 paths:

   -Hit the button at the top of the page to see all live streams currently active.

   -Scroll to the bottom of the page to get find the live button that takes you to and organized livestream window.

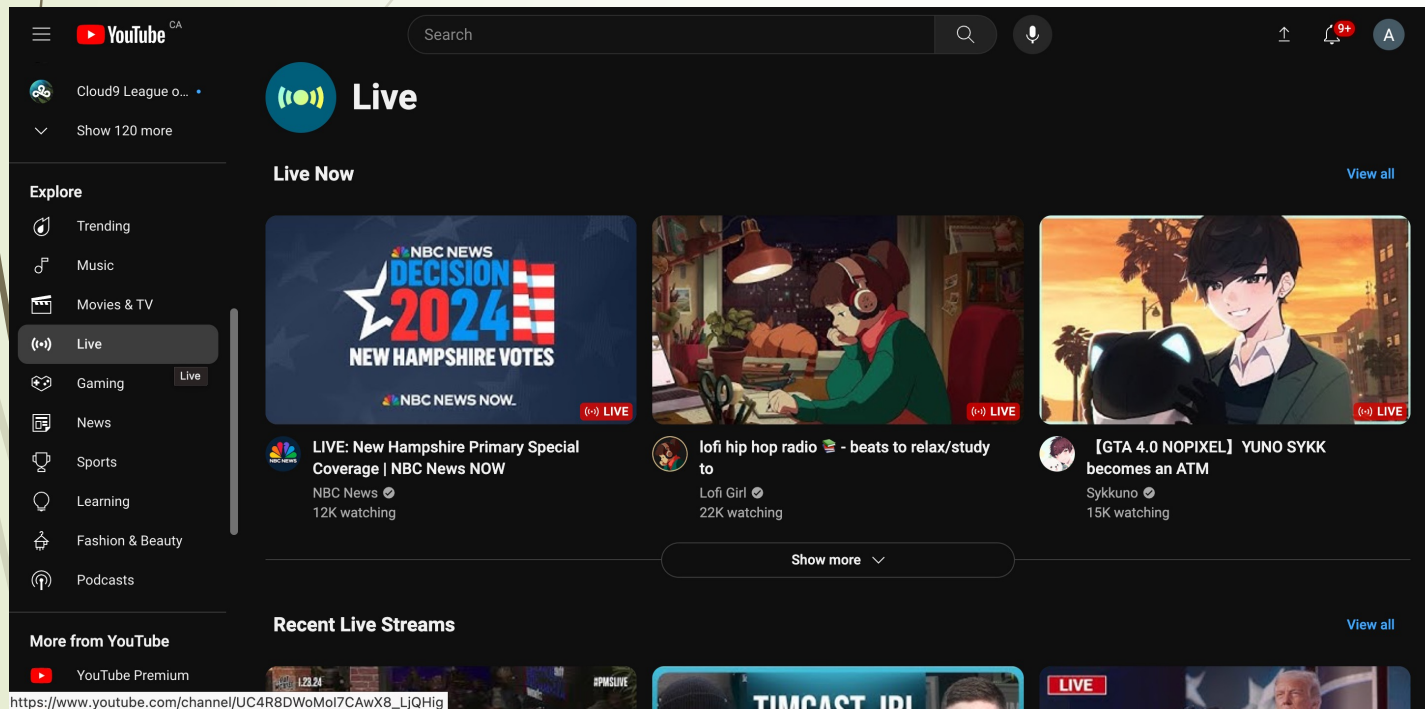   -Scroll to the bottom of the page and hit the gaming tab where you can then find livestreams filtered by game

YouTube Live Discoverability Issues

https://www.youtube.com

- The simplest path to finding YouTube live streams is a button at the top of the page that displays all the current live streams unorganized.

- This is a poor user experience interaction because when most users are accessing the service, they will have a difficult time finding live streams they are interested in.

- The consequence of this being most users' primary way of accessing YouTube Live is less users being satisfied enough to continue to use and streamers choosing other sites to stream on since less viewers using YouTube to find livestreams.
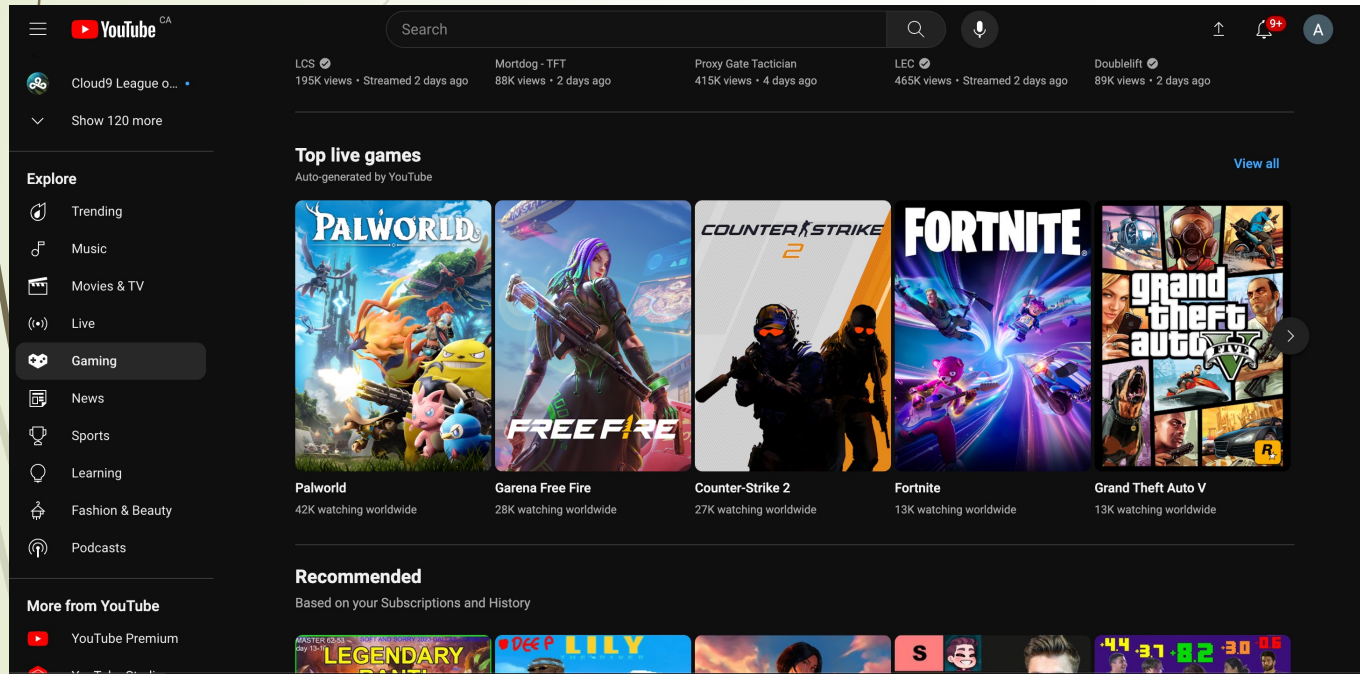
YouTube Live Discoverability Issues

https://www.youtube.com/channel/UC4R8DWoMoI7CAwX8_LjQHig

- The first alternative method of accessing the YouTube Live service is found by scrolling down the navigation tab to the explore section and has some basic categorization such as separating between news gaming and sports.

- This is a poor user experience interaction because it is harder for users to find for the first time and while the basic categorization is helpful it doesn't narrow the search enough to help users find streams that interest them.

- The Consequences of this poor user experience is that most users wont easily find this access method and potentially use the service less due to the bad interface. The users that can locate it will likely still have a hard time finding new streams they are interested in discouraging smaller streamers to try and grow on the platform as they are less likely to be found.
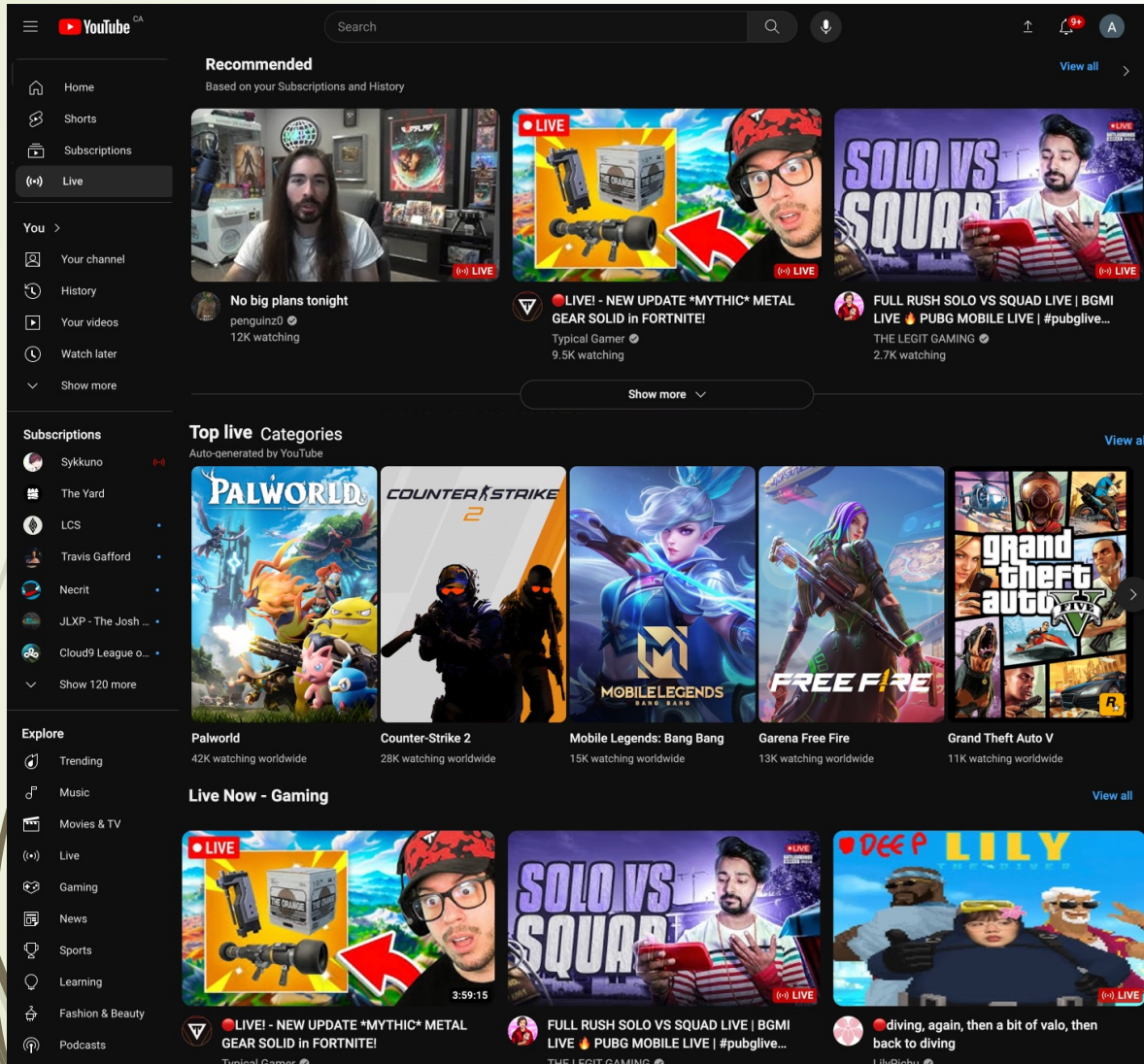
YouTube Live Discoverability Issues

https://www.youtube.com/gaming

- The least intuitive method of accessing YouTube live is by going through the gaming section right under the live section which displays a list of what games are being streamed.

- This is a poor user experience because the best categorization method of live streams is not displayed in the live stream any live stream sections.

- The consequences of this is that while there is a good sorting of livestreams for some viewers who are interested in gaming it is not intuitive to find for viewers interested in watching livestreams to find.

YouTube Live Discoverability Solution

https://www.youtube.com

- Adding a "Live" tab at the top of the nav bar would make locating it much more intuitive for viewers.

- Combining the livestream features of the live and gaming tabs would greatly simplify the searching experience for viewers.
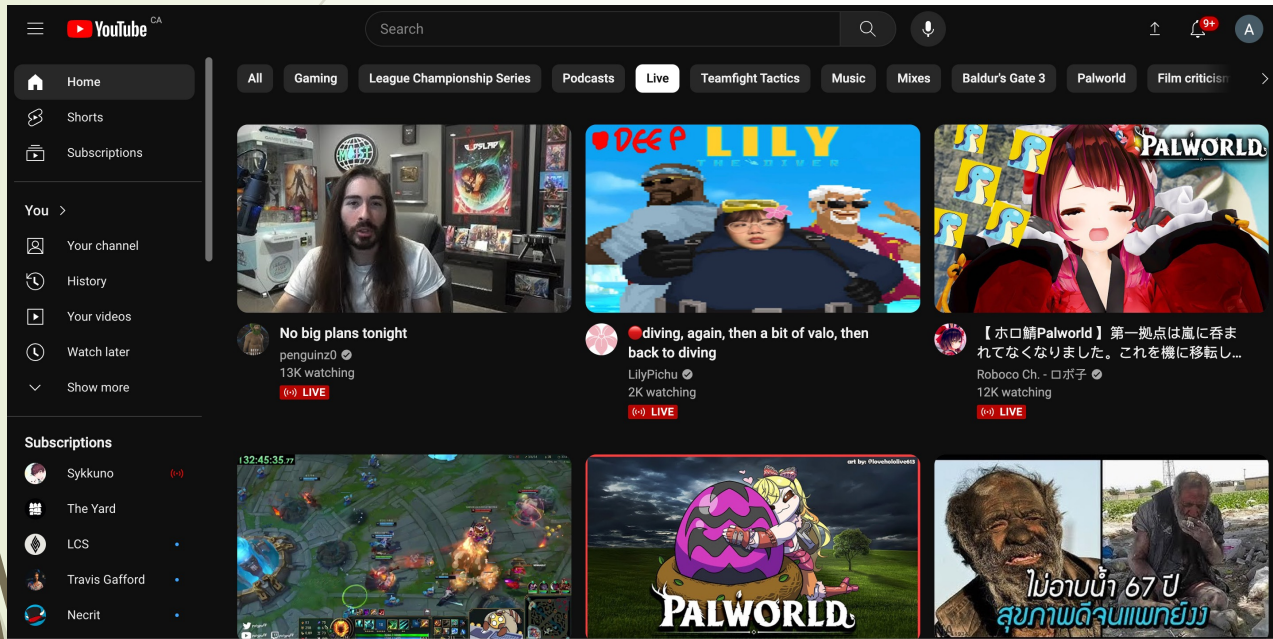
Finding Specific Livestreams

- The User Journey of trying to find a specific stream or type of stream on the site.

- Would either occur by showing streams from channels that you follow, ones that are recommended for you or categories to find certain types of streams.

Finding Specific Livestreams Issues

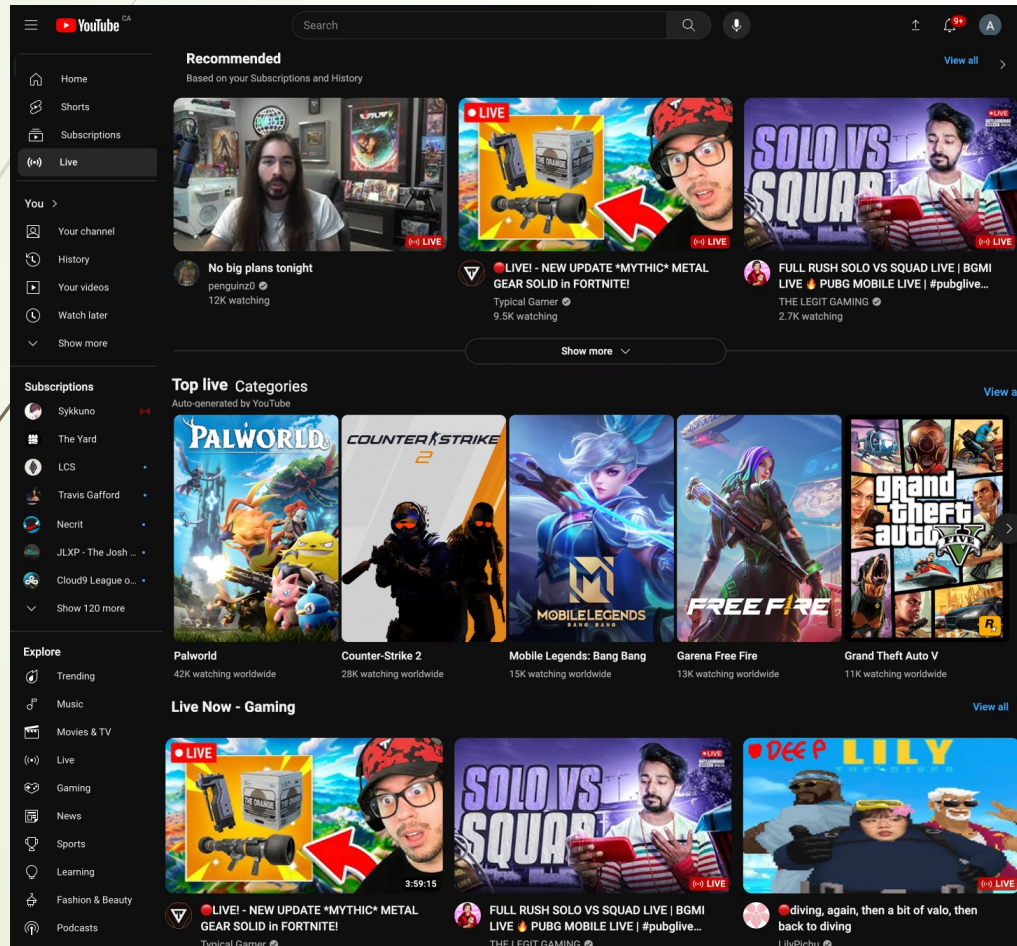https://www.youtube.com

- The current pages for YouTube livestreams currently displays streams based off its algorithm or which ones are most viewed but no way to specifically filter by channels you follow or by what is being streamed.

- This is a poor user experience because it makes it more challenging for users to know when channels they are interested in are live or give them a way to find streams of a certain category they interested.

- This causes issues with viewers knowing when streams they are interested in are live are therefore not using the service as much as they otherwise would.

Finding Specific Livestreams Solutions

https://www.youtube.com

- This User experience can be improved by having the live page contain the following:

- A feed that shows which channels that you are subscribed are live or are scheduled to go live.

- A feed of categories so the viewer can find different topics that interest them

- A recommended feed giving the viewer suggestions in live streams based off what they watch.
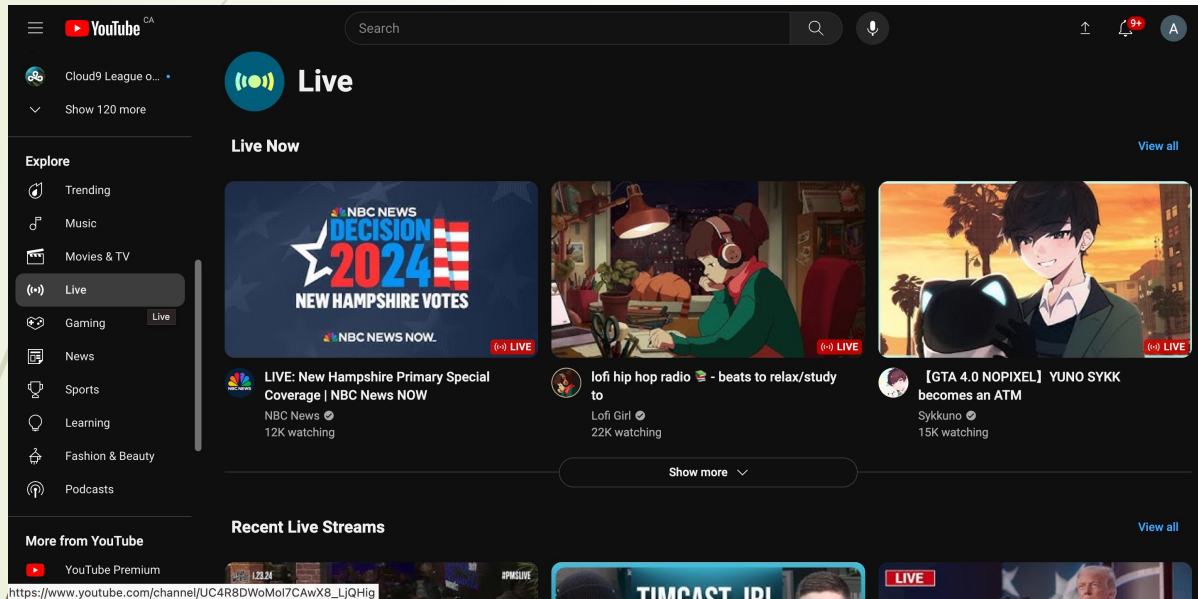
Livestream Categorization

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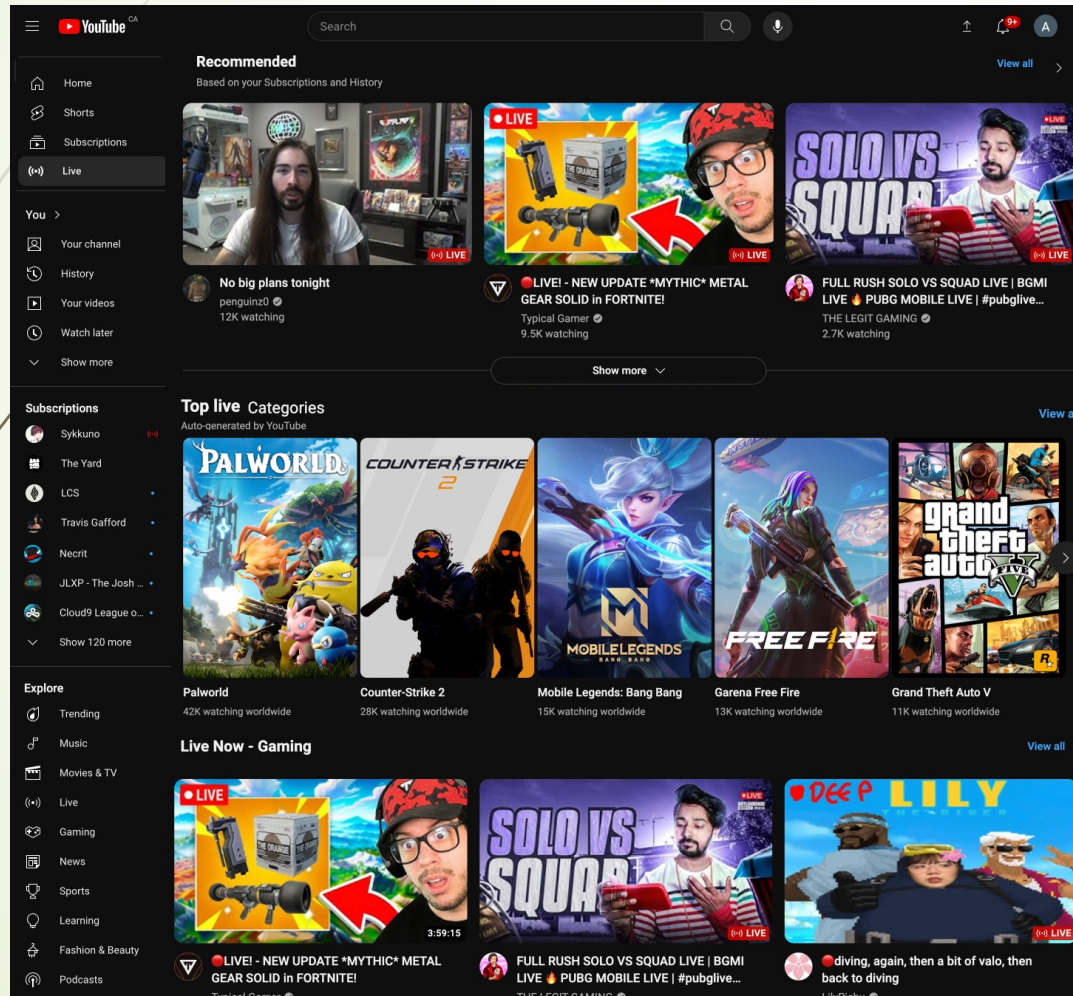
Live Stream Categorization Issues

https://www.youtube.com/channel/UC4R8DWoMoI7CAwX8_LjQHig

- The current live stream page has very minimal categorization within them with it at most having it categorized between gaming, sports, and news.

- This results in users still having to scour a very generalized selection of streams to find what interests them.

- The consequences of this is likely users choosing other streaming platforms such as twitch where they would have a much simpler time finding the exact kinds of streams they are looking for.

Live Stream Categorization Solutions

➡ The user experience can be improved by adding the more diverse livestream categorization from the gaming tab and expanding upon it to cover the different types of streams YouTube wants to support such as different categories for different sports as well as current events and news.

https://www.youtube.com