Selected web pages for the study:

1. Strive for consistency
2. Enable frequent users to use shortcuts
3. Offer informative feedback
4. Design dialogs to yield closure
5. Offer simple error handling
6. Permit easy reversal of actions
7. Support internal locus of control
8. Reduce short term memory load

Analysis

Youtube:

1) Youtube offers a consistent interface where every tab gives the user accessibility and control of what he is doing.

2) The page contains shortcuts that facilitate the usability to the advanced users

3) Regarding to the informative feedback, YouTube shows a real time response for the inputs of the user. When visualizing a video, if you situate the cursor in the play bar it shows you a preview of what you will see.

4) When realizing actions, the YouTube page shows you an informative yield closure with the given repercussion. For example when uploading a video:

5) The page shows you the corrected results of possible mistakes in the user search to avoid others possible wrong searches.

6) The user is able to edit an uploaded video, making it private, delete it or hide it, which gives easy reversal of the user actions.

7) In this picture we see how the user has the control of what is happening in a graphical way. We see how if the sound is muted the symbol shows it is muted and if the user volumes up the symbol let the user know it.

8) YouTube always keeps logged in users unless they specifically indicate it to sign off. In this way the user does not have to log in every time he enters into the page so that favors the short time memory load of the user.

Twitch:

1) Twitch shows the user relevant channels and general information to easily navigate through the UI.

2) The page contains shortcuts that facilitate the usability to the advanced users

3) Regarding to the informative feedback, Twitch shows a real time response for the inputs of the user. When the user send a message into the chat it is shown in the chat box in real time.

4) As it is shown in the picture, the page shows informative yield closures to make the user understand what is happening. In this case it is shown a loading screen when loading a video.

5) The page shows the user simple error handlings to make the navigation experience easier.

6) Twitch also gives you the possibility to change subscriptions giving the user the ability to reverse their actions.

7) In this picture we see how the user has the control of what is happening in a graphical way. We see how if the sound is muted the symbol shows it is muted and if the user volumes up the symbol let the user know it.

8) Twitch always keeps logged in users unless they specifically indicate it to sign off. In this way the user does not have to log in every time he enters into the page so that favors the short time memory load of the user.

Analysis:

In general lines, both of the pages perform very well. They both have clear UI with the correct general usage and understanding of the content. As Twitch is more Geek, maybe general user do not understand some functions as cheers or hype trains, but in every aspect the platform offers additional texts where it is explained all the technical function. We would say that the YouTube interface is even more simple than the Twitch UI but this is not a problem of developers as they proportionate a very simple and intuitive interface fulfilling all the eight golden rules of interface design in both cases. The problem in Twitch platform is that when you click on any stream, the interface becomes almost entirely managed by the individual streamer. Almost all the interactions that the user can do are completely designed by the particular streamer. Unlike in YouTube, where the content are about recorded videos that the user can only interact with the proportioned interface.