**Group 16**: Marco Ayuste, Dhruva Bhatt, Jessica Cruz, Tomoki Leung, Lucy Ye

CCT204H5 - A4: Usability Test Plan

**YouTube**

Luke Russell

March 2024

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Introduction

**Website Overview**

YouTube is a free internet platform that allows users to submit videos and build an audience of watchers. Anyone can view, upload, and share videos hosted on the platform. It is a legitimate streaming platform that allows users to exchange content on a variety of themes, including education, entertainment, and music listening.

YouTube has a broad user base that is mostly made up of two categories of users: content consumers and creators. Students, business owners, working professionals, parents, the elderly, and learners are all examples of content consumers. Students and learners benefit from YouTube since it provides a variety of videos covering most concepts and theories produced by content creators such as educators and businesses. Aside from that, YouTube is an entertainment site, so students, learners, and working professionals can utilize it for leisure. Parents can use YouTube to entertain their children and divert them. Elders would use it for similar reasons, as it allows them to blend learning with entertainment. Furthermore, because YouTube is accessible to people worldwide, content consumers can obtain content from a variety of cultures and languages.

Now, content creators are those who use YouTube to make money, show off their unique projects, or express their passions. This can involve emulating reality TV, vlogging, teaching, reacting, demonstrating something of value, and so on. The most frequent type of video is vlogging, in which people share their daily lives or tips and experiences. People who create this form of content do so because they enjoy it or want to succeed financially. Then there are top YouTubers, such as Mr. Beast, who view YouTube as their full-time career. Because this is influencing, it is likely that most influencers are also content creators. Furthermore, popular artists or channel owners' producers would showcase their work on YouTube to improve customer reach or promote it.

**Target User(s) Profile**

Since we already have YouTube Kids, which is a derivative app of YouTube for user(s) (audience) under the age of 13 years old, YouTube’s target user(s) (audience) is rated Teen, which means age group 13+ as those users who are below the threshold of 13 years old must use YouTube kids instead. YouTube’s primary audience includes teenagers, young adults, and adults who seek a platform for both content consumption and creation. This diverse user base includes people interested in various fields, such as education, entertainment, lifestyle, technology, and more. Content creators in this age group often aim to share their knowledge, creativity, or experiences with a wider audience, leveraging YouTube’s platform to reach viewers globally. On the other hand, content consumers within this demographic utilize YouTube to learn new skills, keep up with their interests, and entertainment, and stay informed about global events through news and documentaries.

The design of YouTube is thus inextricably linked to the needs and behaviors of these target consumers. It includes features for easy navigation, personalized content recommendations, and interactive aspects like comments and likes to further engage users. The platform is intended to be user-friendly for both content creators and viewers, with a responsive layout that adjusts to a variety of devices, including smartphones, tablets, and computers, reflecting the many ways in which the target audience uses the platform.

For content creators, YouTube provides thorough data, simple video posting tools, and monetization opportunities, all of which are critical for those who see YouTube as an important element of their career or business strategy. For content consumers, the design prioritizes a personalized experience through algorithms that recommend videos based on previous viewing behavior, subscriptions, and user interactions. This guarantees that consumers are consistently presented with material that is relevant to their interests, resulting in longer engagement times. The design also considers its customers' safety and preferences, with features such as limited mode and YouTube Kids for younger audiences, recognizing the platform's responsibility to provide a secure viewing experience.

**Purpose, Goals and Objectives of Testing**

Purpose

Conducting a usability test for this prototype is critical because it allows us to discover areas of weakness in the redesign and understand how the adjustments can either aid or hinder usability. For example, this redesign focuses on boosting content-creator success, and various measures are implemented in the UI to support this. However, if these UI modifications have an impact on content-consumer usability, it may not be deemed a successful redesign strategy. In this situation, it is critical to understand and accommodate all consumers, and because UX designers are prone to prejudice while working on redesign projects, conducting usability tests can help provide a more comprehensive perspective. Overall, usability testing plays an essential role during the design process.

Goals

Considering the purpose of a usability test is to understand how different people interact with the interface, having a clearly stated goal is a useful way to determine the test's effectiveness. The primary purpose of this usability test is to guarantee that the interface for the content-consumer user group is better and easier to navigate. For example, the redesign includes Watch Later options to make navigating easier, rather than having to browse through numerous windows to get to the desired function. The secondary purpose of this usability test is to make sure that content providers benefit from the proposed design improvements. For instance, eliminating the view count from videos is a design decision, and running a usability test would assist in understanding how viewers perceive this change. Will they not notice at all? Will they notice and be compelled to select videos based purely on the title and thumbnail? These are the questions the usability test will seek to answer.

Objectives

* **Evaluate Navigation Efficiency:** The primary objective of the usability test is to assess the efficiency and intuitiveness of the redesigned navigation interface. This involves evaluating how easily users can find and use features such as the Watch Later function, search filters, and category selections. By analyzing user interaction with these features, the test aims to identify any obstacles or confusions in navigating the platform.
* **Assess Content Discovery Processes:** Another key objective is to understand how the redesign impacts the process of discovering new content. This includes evaluating changes such as the removal of view counts from videos and alterations to the recommendation algorithm. The goal is to determine whether these changes help users discover content that is more relevant and engaging to them without relying on popularity metrics.
* **Measure Content Creator Support:** Our usability test plan also aims to evaluate our redesign of YouTube from the content creator’s perspective, particularly how the new design supports their needs for visibility, engagement, and monetization. This includes assessing the effectiveness of new tools or features introduced for content creators, feedback mechanisms, and analytics presentations. The objective is to ensure that the redesign aids creators in reaching their audience more effectively and fosters a supportive environment for content creation.
* **Analyze User Satisfaction:** A crucial objective of the usability test is to gauge overall user satisfaction with the redesign. This involves collecting feedback on the aesthetic appeal of the interface, the ease of use, and the overall user experience. User satisfaction will be measured through surveys, interviews, and direct observations of user interactions with the platform.
* **Identify Usability Issues:** Identifying any usability issues that might hinder the user experience is a fundamental objective. This includes technical problems, design flaws, or any aspect of the user interface that could cause frustration or confusion among users. The goal is to create a list of issues to be addressed to enhance the overall usability of the platform.
* **Test Accessibility Improvements:** Ensuring that the redesigned YouTube platform is accessible to users with disabilities is a critical objective. This involves testing new accessibility features, such as improved text contrast, keyboard navigation, and screen reader compatibility, to ensure that the platform is usable for everyone.
* **Understand Impact on User Engagement:** Lastly, the usability test aims to understand how the redesign affects user engagement with the platform. This includes analyzing changes in how long users spend on the platform, how often they return, and how their interaction patterns change due to the redesign. The goal is to ensure that the redesign fosters a more engaging and enjoyable experience for all users.

By achieving these objectives, the usability test will provide comprehensive insights into how the redesigned YouTube platform performs across different user groups and functions. This will inform further refinements to ensure that the platform meets the needs of its diverse user base effectively.

Methodology

**Usability Testing Methodology**

Since the goal of this redesign is to improve usability while providing an advantageous platform for content creators, the usability testing methodology is likely to be different for each customer segment — consisting of content-consumers and content-creators.

Content-Consumers Usability Testing Method

To determine the usability for content-consumers and to determine how easily users can navigate through the interface, a **Task-Based Testing** methodology is required. Users will be asked to fulfill a particular task given a time limit, which is close to how much time it would take ideally for a user to complete the task. In this case, it is important that the user has prior knowledge and familiarity with operating the YouTube interface; since the goal of this test is to determine how quickly the users can navigate. To determine how quickly the user can fulfill the task, a timer will be set as soon as the simulation begins, and the timer will stop when the user clicks a button at the final stage of the task. For instance, the window at the final stage could display a button labelled “Finished Task” to indicate that the task is finished, hence prompting the timer to stop. However, solely a Task-Based Testing methodology is insufficient, as the timed values of the redesign cannot be compared with the time values of the original design. To resolve this issue, an **A/B Testing** methodology is to be incorporated either preceding the Task-Based Testing, or after it. With this testing model in place, it will be possible to undergo the same testing procedures are in the Task-Based Testing, but also incorporate both the original (case A) and redesign (case B). By doing so, it will be easier to come up with conclusions regarding how easy the new navigations are to operate when compared to the original design.

Content-Creator Usability Testing Method

The goal of this redesign is to reduce consumer bias as they navigate and search for the desired content; hence, it is important to test how effective the bias elimination is. Content-consumers are often biased towards certain creators if their videos have a greater view count, publication date, etc. Hence, to determine the success of content-creators, it is important to understand the behaviour of content-consumers as they navigate through the interface. To understand consumer behaviour, an **A/B Testing** methodology is most beneficial, as it may help to understand if both smaller and larger creator videos have an equal chance of being clicked. The original design with a visible view count (case A) and a redesigned version without a visible view count (case B) will be tested as cases A and B.

**Task List and Timing**

Based on the goals and objectives of the redesign, the tasks set for the Task-Based Testing method are geared towards 1) providing evidence of an improved navigational user experience and 2) providing evidence of a decrease in consumer bias.

Tasks for an Improved Navigational UX

* Subscribe to a YouTube Channel.
* Add a video to Watch Later and try to access that video again.
* Browse a live stream in the Gaming Genre.
* Access a Mr. Beast live stream.

Regarding timing, the tasks outlined above are to be fulfilled in a maximum of 30 seconds, assuming that the network and serves are at optimal operating conditions. This is because typically it would take no more than 30 seconds for an average user to navigate to and utilize these features of the redesign — the network connectivity is a crucial factor that may defer the anticipated task completion time.

Tasks that determine Consumer Bias

* Select a video to watch about studying techniques and add at least 2 videos to Watch Later.
* Watch a video from the Watch Later playlist.
* Subscribe to a channel.

Regarding timing, the tasks outlined above are to be fulfilled in a maximum of 30 seconds, assuming that the network and servers are at optimal operating conditions. This is because video selection is highly influenced by subconscious factors. For instance, the thumbnail of a video, the title, or channel popularity can be factors that influence user’s choices when selecting. Hence, to prevent this bias, all the videos selected in the simulation will consist of a variety of thumbnails and titles of pre-existing YouTube videos, ranging in performance levels — including videos that did well or didn’t and hiding the view count.

**Test Environment and Equipment**

Equipment

The testing methods and tasks chosen to test usability do not require special equipment, so a standard laptop or phone will be sufficient. However, the responsive nature of this website suggests that the tests should be done on various devices since the menus, features, and accessibility may differ for different screen dimensions. Hence, the devices chosen are laptops and phones.

Test Environment

To observe the participants of the test, screen recording software (like MS Teams in-built) will be used, offering a remote testing environment. In this case, a physical testing environment with observers walking around may not be a good approach, considering that people of all ages and demographics use YouTube, so physically testing these users will not be cost effective.

**Participant Recruitment and Incentive**

YouTube is a popular platform that many people use to watch videos. While finding content-consumers is not a challenging task, finding content-creators is. For this usability test and to obtain genuine results, the content-creators are required to be monetized, meaning that they should be receiving a form of income, which is YouTube. The income can be via ad-sense, collaborations, sponsorships, etc. Content creators who earn income via monetization are rare, especially in under-developed countries, hence these factors need to be taken into consideration when making conclusions from collected data.

Age and Demographic

The content-users and content-consumers selected need to be from different geographical locations, so different countries and cities. Higher priority should be given to countries where the user base is saturated. Additionally, based on YouTube guidelines, there is a minimum age restriction of 13 years old for an individual to be eligible to sign in to YouTube. Keeping this in mind, the minimum age for usability testing should also be 13-year-old, with no designated maximum value — though elder users are still required for a diverse sample.

Incentives

Incentives are a method of offering something of value or interest to users so that they would feel compelled to do the usability test. Without incentives, it would be challenging to obtain a sufficient sample for the test, resulting is a biases and incomplete usability test. To ensure that the usability test is cost-effective, the incentives need to portray an illusion of high worth, but they should also be within a certain cost range. And so, the incentive for users is a six-month premium access to YouTube services — which includes no ads, able to download videos, access to exclusive YouTube Originals shows, etc. However, for users who already have YouTube premium can choose the Merch option, where the YouTube merch is sent to their door.

Recruitment Procedure

Firstly, to ensure that YouTube users are aware of the usability tests available, marketing techniques need to be put in place to reach users of specific demographic and ages. For instance, advertisements on YouTube via banners or email marketing is a great source. The recruitment process will be on a selection basic — a certain quota needs to be reached — in which the appropriate users will be chosen through an algorithmic approach. The algorithm will be trained through machine learning to ensure that the users vary in age and demographic. Additional recruitment measures need to be put into place for recruiting content-creators, where direct email or a message through the creator’s platform is a good option. Then, much like content-consumers, an algorithmic approach needs to be taken to choose appropriate candidates according to the quota. If the quota is not fulfilled, then further marketing and promotions should take place.

**Evaluation Methods and Data to be Collected**

In the context of redesigning YouTube for improved usability, evaluating the redesign's performance necessitates a multidimensional approach. This methodology uses quantitative and qualitative data collection methods to assess user interaction with the new design. Quantitative methodologies will provide measurable information on user performance and satisfaction, while qualitative insights will help us better understand user experiences. Collectively, these approaches will enable a thorough evaluation of the redesign's impact on the user experience, highlighting areas of success for further improvement.

Quantitative Data Collection

* **Task Completion Rate**: This could be measured by setting specific tasks related to the redesigned features, such as finding and subscribing to a new channel or using the improved live streaming interface. The success rate of these tasks without assistance would indicate the effectiveness of the redesign.
* **Time on Task**: Recording how long it takes users to complete tasks like adding a video to the "Watch Later" list or navigating through subscriptions can help identify if the redesign has made the interface more efficient.
* **Error Rate**: By tracking the errors individuals make when engaging with the new design features, such as using the improved search tool from the "continue watching" page or managing their video history. It can help determine which sections still need improvement based on the number of errors made.
* **User Satisfaction:** Using post-task questionnaires to assess how satisfied users are with the revised YouTube interface, such as the user's efficiency, aesthetics, and overall experience. User’s input will provide feedback on the redesign's effectiveness.

Qualitative Data Collection

* **Open-Ended Feedback:** Open-ended feedback can help identify user reactions to design modifications on a deeper level since users can demonstrate initiative by providing input, resulting in more concise and detailed responses. For example, feedback may include removing view numbers to help smaller creators. This feedback can provide useful information about user perceptions and recommendations for future revisions.
* **Observational Data**: Observing users' interactions with the redesigned YouTube can reveal subtle usability concerns and user behaviours that other data collection methods may miss. Noting expressions, comments, and behaviours can help to gain a better grasp of consumer satisfaction and areas for improvement.

**Ethical Considerations**

Ethical considerations are especially essential while conducting research on YouTube, which has a diverse and enormous user base spanning from content creators to viewers of various demographics and backgrounds. This diversity necessitates a solid ethical framework to ensure that all research activities are carried out with the utmost respect for participants' rights.

Consent

It starts with the crucial principle of informed consent, which ensures that all YouTube platform participants, including viewers and content creators, are well-informed about YouTube's usage patterns, content distribution, and algorithmic features. Which is compose of a detailed explanation of what their participation entails, a breakdown of potential risks, and an unambiguous definition of their rights. Among these rights is the fundamental right to withdraw from the study at any time, for any reason, and without punishment. This initial stage guarantees that participants are not only properly informed, but also actively consent to their participation, thus establishing trust and transparency from the start.

Privacy and Confidentiality

The rules of privacy and confidentiality must be meticulously followed during the usability test plan. This requires taking rigorous steps to secure participants' identities by anonymizing their data, ensuring that no personal information can be linked back to them. Taking these actions is crucial for ensuring the trust and safety of YouTube users, whether they are viewers or creators. Furthermore, the use of this anonymized data is strictly limited to the plan's objectives, limiting misuse or unauthorized access. Implementing these regulations ensures that privacy and confidentiality are not just promised but actively preserved, reinforcing the plan's ethics.

Transparency and avoiding Deception

Transparency is a critical component of ethical research, particularly when determining how the acquired data will be used to improve YouTube's user experience or content strategy. This transparency includes giving participants the opportunity to evaluate the test plan's findings if they are interested. This makes participants feel accepted and appreciated, hence increasing their faith in the research process. Furthermore, the ethical need to avoid deception is crucial. Participants must be given accurate information about the research's objectives and the specific activities they will be taking part in on the YouTube platform. Misleading participants, whether on purpose or unintentionally, about the nature of what they will be doing weakens the research's integrity and can have long-term negative consequences for their trust. Ensuring honesty in all study-related communications protects against these ethical concerns while fostering an environment that values respect and mutual understanding.

Voluntariness

A critical component of ethical research methodology is ensuring participation is entirely voluntary. Participants on YouTube, viewers, and content creators should be able to make their own decisions without being coerced. This principle maintains the validity of participants' contributions, ensuring that the data collected accurately reflects genuine user experiences. Furthermore, inclusion is essential for the study's effectiveness and legitimacy. Includes giving special care to people with disabilities and making all tools, questionnaires, and other participatory approaches accessible to everyone. By taking such an open approach, the study not only meets ethical requirements, but also expands on its findings. A large participant pool eliminates potential biases that could arise from a homogeneous sample, ensuring that the conclusions are drawn reflective of the entire YouTube community.

Moderator’s Script

**Welcome**

Welcome, [Participant's Name]. We would like to thank you and appreciate you for taking the time in joining our team for our usability test today. This test will help us understand how you interact with the YouTube interface, as both content-consumers and content-creators. Every bit of feedback we take into consideration and incorporate it into our prototype to maximize improvement. But do remember there is no right or wrong; there is only room for constructive feedback to help make our prototype better. So, take your time and ask any questions if any inconveniences occur.

**Opening Questions**

1. Which country and city do you reside in?
2. What is your background?
3. What do you do for a living? What is your profession?
4. How familiar are you with using the YouTube website?
5. For how long have you been using YouTube for?
6. On a scale of 1 to 5, how well do you think you are at using YouTube?
7. What are your main intentions with YouTube? Do you upload videos or watch them?
8. How often do you go on YouTube to watch content of any category?
9. What is one thing you wish you can add to YouTube?
10. Is there anything about the interface that you find frustrating?
11. Which YouTube function do you use the most? (e.g. Watch Later, Subscribe, History, etc.)

**Tasks and Scenarios**

The prototype is in the process of making room for improvement and we understand the struggles of navigating it. As moderators, we prefer to be aware of our participants' thoughts throughout the session, so please think out loud as you perform the following tasks while viewing the prototype. Let us know what your initial thoughts are, what stands to you, what you like/dislike, and then your final feelings. If there are any questions that you may find irrelevant or prefer not to answer, let us know and we can skip it.

1. **Home page:** Take a few moments to scroll and navigate the prototype's homepage freely. Let us know what you notice first and tell us your first impressions.
   1. What stands out to you or what do you notice first about this page design?
   2. What do you like about this page design?
   3. What do you find confusing about this page design?
   4. Do you think there is any unnecessary aspects about the page?
   5. How does this page benefit your experience?

1. **Subscriptions:** Imagine you have found a new content creator you like and would like to subscribe to their YouTube channel. How would you go about doing that?
   1. *Before clicking*
      1. What do you think will happen when you click on it?
   2. *After completing the task*
      1. On a scale of 1 to 5, how doable was the task?
      2. Were there any mishaps or inconsistencies that occurred?
2. What stands out to you or what do you notice first about this design choice?
3. What do you like about this page design?
4. What do you find confusing about this page design?
5. Do you think there is any unnecessary aspects about the page?
6. How does this page benefit your experience?

1. **Continue Watching page:** You have saved a video to your ‘Watch Later’ playlist, and you’re looking forward to watching it right now. Could you walk us through trying to access that video again?
   1. *Before clicking*
      1. What do you think will happen when you click on it?
   2. *After completing the task*
      1. On a scale of 1 to 5, how doable was the task?
      2. Were there any mishaps or inconsistencies that occurred?
2. What stands out to you or what do you notice first about this page design?
3. What do you like about this page design?
4. What do you find confusing about this page design?
5. Do you think there is any unnecessary aspects about the page?
6. How does this page benefit your experience?
7. **Live Streams page:** Imagine you're looking to find a content creator in gaming, particularly new to you. How would you go about doing that?
   1. *Before clicking*
      1. What do you think will happen when you click on it?
   2. *After completing the task*
      1. On a scale of 1 to 5, how doable was the task?
      2. Were there any mishaps or inconsistencies that occurred?
8. What stands out to you or what do you notice first about this page design?
9. What do you like about this page design?
10. What do you find confusing about this page design?
11. Do you think there is any unnecessary aspects about the page?
12. How does this page benefit your experience?

**Closing Questions**

1. What was your overall experience using the prototype?
2. Was there a specific part of the prototype that you believe improved your experience as a user?
3. Were there any parts of the prototype that you found difficult to deal with?
4. While using the prototype, did you encounter any critical problems that needed repairing?
5. Were there any aspects of the prototype that you found surprising?

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Appendices

**Appendix A: Participant Screener**

**Demographic Information**

1. Name (Optional): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Age: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Location (Country/City): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Do you consider yourself a:

⬜ Content Consumer

⬜ Content Creator

⬜ Both

**YouTube Usage**

1. How many hours per week do you spend on YouTube?

⬜ Less than 1 hour

⬜ 1-5 hours

⬜ 6-10 hours

⬜ More than 10 hours

2. Which of the following devices do you use to access YouTube? (Select all that apply)

⬜ Smartphone

⬜ Tablet

⬜ Desktop Computer

⬜ Laptop

⬜ Smart TV

⬜ Game Console

⬜ Other: \_\_\_\_\_\_\_\_\_\_\_\_

**Content Consumption**

1. What type of YouTube content do you usually consume? (Select all that apply)

⬜ Education

⬜ Entertainment

⬜ Music

⬜ Lifestyle/Vlogs

⬜ News/Documentaries

⬜ Other: \_\_\_\_\_\_\_\_\_\_\_\_

2. Do you use any specific features regularly? (Select all that apply)

⬜ Subscriptions

⬜ Playlists

⬜ Watch Later

⬜ Live Streams

⬜ Recommendations

⬜ Other: \_\_\_\_\_\_\_\_\_\_\_\_

**Content Creation**

1. If you are a content creator, what kind of content do you produce?

⬜ Education

⬜ Entertainment

⬜ Music

⬜ Lifestyle/Vlogs

⬜ Tutorials/How-to's

⬜ Other: \_\_\_\_\_\_\_\_\_\_\_\_

2. How do you monetize your content? (Select all that apply)

⬜ AdSense

⬜ Sponsorships

⬜ Merchandise

⬜ Memberships

⬜ Super Chat

⬜ Don't monetize

⬜ Other: \_\_\_\_\_\_\_\_\_\_\_\_

1. Are you familiar with YouTube's current design and navigation?

⬜ Very familiar

⬜ Somewhat familiar

⬜ Not very familiar

⬜ Not at all familiar

2. Have you experienced any difficulty using YouTube's features?

⬜ Yes

⬜ No

If yes, please explain: \_\_\_\_\_\_\_\_\_\_\_\_

**Interest in Participating**

1. Why are you interested in participating in this usability study?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Would be interested in the incentive provided? (A verbal “Thank You”.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Availability**

1. Are you available to participate in a usability testing session that will last approximately 30 minutes to 1 hour?

⬜ Yes

⬜ No

2. Please provide your email address or the best way to contact you: \_\_\_\_\_\_\_\_\_\_\_\_

**Consent to Participate**

1. Do you consent to participate in this study, understanding that you can withdraw at any time without penalty, and that all information will be kept confidential and used for research purposes only?

⬜ Yes

⬜ No

**Selected participants will be contacted with further details about the study schedule and setup. Thank you for your time and interest in improving YouTube's usability.**

Appendix B: Participant Consent Form

**Participant Consent Form**

**Study:** Usability and Navigation Evaluation of YouTube's Interface

**Principal Investigator(s):** Marco Ayuste, Dhruva Bhatt, Jessica Cruz, Tomoki Leung, Lucy Ye

**Institution:** University of Toronto Mississauga ICCIT

**Description of the Study:**

This study aims to evaluate the usability and effectiveness of YouTube's user interface. As a participant, you will engage in a simulation to perform tasks on YouTube, with a focus on assessing the speed and ease of navigating and completing objectives. We employ an A/B testing methodology to compare the traditional design against a redesigned version, allowing us to measure any enhancements in usability.

**Potential Risks and Benefits:**

Your participation will provide valuable insights into YouTube's user interface design. Benefits include contributing to knowledge that may enhance user experience on YouTube. There are no significant risks involved in this study.

**Voluntary Participation:**

Your decision to take part in this study is entirely voluntary. Declining to participate or withdrawing from the study at any time will not result in any penalty or loss of benefits.

**Confidentiality:**

All personal data and responses will remain confidential. Information may be used in aggregate for research and publication purposes, but your anonymity will be strictly preserved.

**Right to Withdraw:**

You may withdraw from the study at any point without any negative consequences. You are also free to choose not to answer any specific question.

**Compensation:** A verbal “Thank You”.

**Consent:**

By signing this form, I \_\_\_\_\_\_\_\_\_\_\_\_ confirm that I have read and understood the information about the study. I have had the opportunity to ask questions and have had them answered satisfactorily. I understand that my participation is voluntary, and I have the right to withdraw my consent at any time. I agree to participate in this study.

**Participant's Signature:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Researcher's Signature:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Appendix C. Pre-session Questionnaire**

The following questionnaire is intended to gather preliminary information from participants prior to the usability testing session. This information will help tailor the session to each participant's experience level and preferences.

**Personal Information**

1. Name (Optional): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Age Group:

⬜ 13-17

⬜ 18-24

⬜ 25-34

⬜ 35-44

⬜ 45-54

⬜ 55-64

⬜ 65+

3. Gender:  
 ⬜ Male

⬜ Female

⬜ Non-binary

⬜ Other/Prefer to self-describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

⬜ Prefer not to say

**YouTube Experience**

1. How often do you use YouTube?

⬜ Daily

⬜ Several times a week

⬜ Weekly

⬜ Less frequently

2. What types of content do you usually watch on YouTube?  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Do you create content for YouTube?

⬜ Yes

⬜ No

4. If yes, please briefly describe what it involved:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Technical Setup**

1. For the purpose of this study, what device will you be using?

⬜ Smartphone

⬜ Tablet

⬜ Laptop

⬜ Desktop Computer

2. Do you have access to a stable internet connection?

⬜ Yes

⬜ No

**Expectations and Preferences**

1. What are your expectations for this usability testing session?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Are there any features on YouTube you find particularly challenging to use or navigate?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Accessibility Needs**

1. Do you require any special accommodations to participate in this session?

⬜ Yes

⬜ No

If yes, please specify:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Additional Comments**

1. Is there anything else you would like the researchers to know before the session?

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**Consent for Recording**

1. This session will be recorded for analysis purposes. Do you consent to being recorded during the session?

⬜ Yes, I consent.

⬜ No, I do not consent.

Please complete and return this questionnaire prior to your scheduled testing session. Your responses will be kept confidential and used solely for the purpose of this research study. Thank you for your cooperation and valuable contribution.

**Appendix D. Post-task Questionnaire**

Thank you for participating in our usability testing session. Your feedback is crucial in helping us improve the YouTube experience. Please take a few moments to complete the following questionnaire regarding the tasks you performed during the session.

**Task Reflection**

1. On a scale of 1 to 5, how would you rate the ease of completing the tasks assigned to you? (1 being very difficult, 5 being very easy)

⬜ 1

⬜ 2

⬜ 3

⬜ 4

⬜ 5

2. Were the instructions clear and easy to follow?

⬜ Yes

⬜ Somewhat

⬜ No

If no, please explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Did you encounter any difficulties while performing the tasks? If so, please describe them.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Design and Navigation**

1. How intuitive did you find the navigation of the redesigned interface?

⬜ Very intuitive

⬜ Somewhat intuitive

⬜ Not intuitive

⬜ Not intuitive at all

2. Please provide specifics on your answer above:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. What did you like most about the new design?

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**User Experience**

1. How satisfied are you with the overall user experience of the redesigned YouTube interface?

⬜ Very satisfied

⬜ Satisfied

⬜ Neutral

⬜ Unsatisfied

⬜ Very unsatisfied

2. Please provide any specific feedback on your answer above:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Comparison with Previous Design**

1. Compared to the original YouTube interface, do you feel the redesign offers an improved experience?

⬜ Yes, significantly improved

⬜ Yes, slightly improved

⬜ About the same

⬜ No, it’s slightly worse

⬜ No, it’s significantly worse

2. Please elaborate on your answer above:  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Feature-Specific Feedback**

1. Were there any features in the redesign that you found particularly useful or beneficial?

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2. Were there any features that you found unnecessary or that could be improved?

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**Final Thoughts**

1. Would you like to see any additional features or changes implemented in the final design?

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2. Any other comments or suggestions you would like to provide?

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Appendix E. Post-session Questionnaire

Thank you for participating in our usability testing session for the YouTube interface redesign. Your insights are essential for improving the overall user experience. Please provide your feedback by answering the questions below.

**General Experience**

1. How did you feel about the overall process of this usability testing session?

⬜ Very Positive

⬜ Positive

⬜ Neutral

⬜ Negative

⬜ Very Negative

2. Was there anything about the session that stood out to you as particularly enjoyable or frustrating?

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**Interface Evaluation**

1. What are your thoughts on the visual design of the redesigned YouTube interface?

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2. How would you describe the organization of information on the redesigned interface?

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**Effectiveness and Efficiency**

1. How effective do you think the redesigned interface is in helping you complete tasks?

⬜ Very Effective

⬜ Effective

⬜ Neutral

⬜ Ineffective

⬜ Very Ineffective

2. How efficient do you feel the new design is in terms of navigation and finding what you need?

⬜ Very Efficient

⬜ Efficient

⬜ Neutral

⬜ Inefficient

⬜ Very Inefficient

**Content Discovery**

1. In your opinion, does the new design make it easier or more difficult to discover new content?

⬜ Much Easier

⬜ Easier

⬜ About the Same

⬜ More Difficult

⬜ Much More Difficult

**User Satisfaction**

1. How likely are you to recommend the redesigned YouTube interface to others based on your experience today?

⬜ Very Likely

⬜ Likely

⬜ Neutral

⬜ Unlikely

⬜ Very Unlikely

**Final Feedback**

1. Do you have any suggestions for additional features or changes to the redesign that you believe would enhance the user experience?

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2. Please share any other feedback or comments you have about the redesigned YouTube interface.

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Please return this questionnaire to us. Your feedback is greatly appreciated and will be instrumental in the ongoing development of YouTube's user interface.

**Appendix F. Other, as applicable**

This section is intended for any other relevant documentation, considerations, or participant instructions that may apply to the usability testing session which were not covered in the previous appendices. Depending on the specific needs and scope of the testing, this may include safety protocols, technical setup instructions, privacy notices, or any other pertinent information.

**Safety and Comfort**

1. If in-person testing is being conducted, outline any COVID-19 protocols or general safety measures.

2. List any steps taken to ensure the physical and emotional comfort of participants during the testing session.

**Technical Setup and Requirements**

1. Provide detailed instructions for participants to set up their devices or software needed for remote testing sessions.

2. If applicable, specify any technical requirements or settings participants need to adjust on their devices before the session begins.

**Privacy and Data Security**

1. Detail the measures taken to secure the participants' data during and after the testing session.

2. Explain how the recordings and data will be stored, who will have access, and the duration of storage before it's deleted.

**Extended Consent**

1. Include information for participants regarding the use of their data for future studies or the potential sharing of anonymized data with third-party researchers.

2. Outline any additional consent forms or agreements that need to be signed, particularly if they relate to intellectual property or non-disclosure.

**Post-Session Support**

1. Provide contact information for technical support or counseling services, should participants experience discomfort or distress from the session.

2. Explain any follow-up procedures or additional commitments if there are multiple sessions involved in the study.

**Feedback and Results Sharing**

1. Let participants know if and how they will receive a summary of the study's findings or if there will be a debriefing session.

2. Explain how participants can request information about the study results or publication.

**Miscellaneous Information**

1. Any specific participant instructions for breaks, use of restrooms, or handling interruptions during the session.

2. Include any additional appreciation notes, next steps, or further involvement opportunities in related research activities.

**Please ensure that all participants have access to this information well in advance of the session and** **have the opportunity to ask questions or seek clarifications from the research team. It's essential to maintain transparency and provide comprehensive support to participants throughout the testing process.**