

Assignment

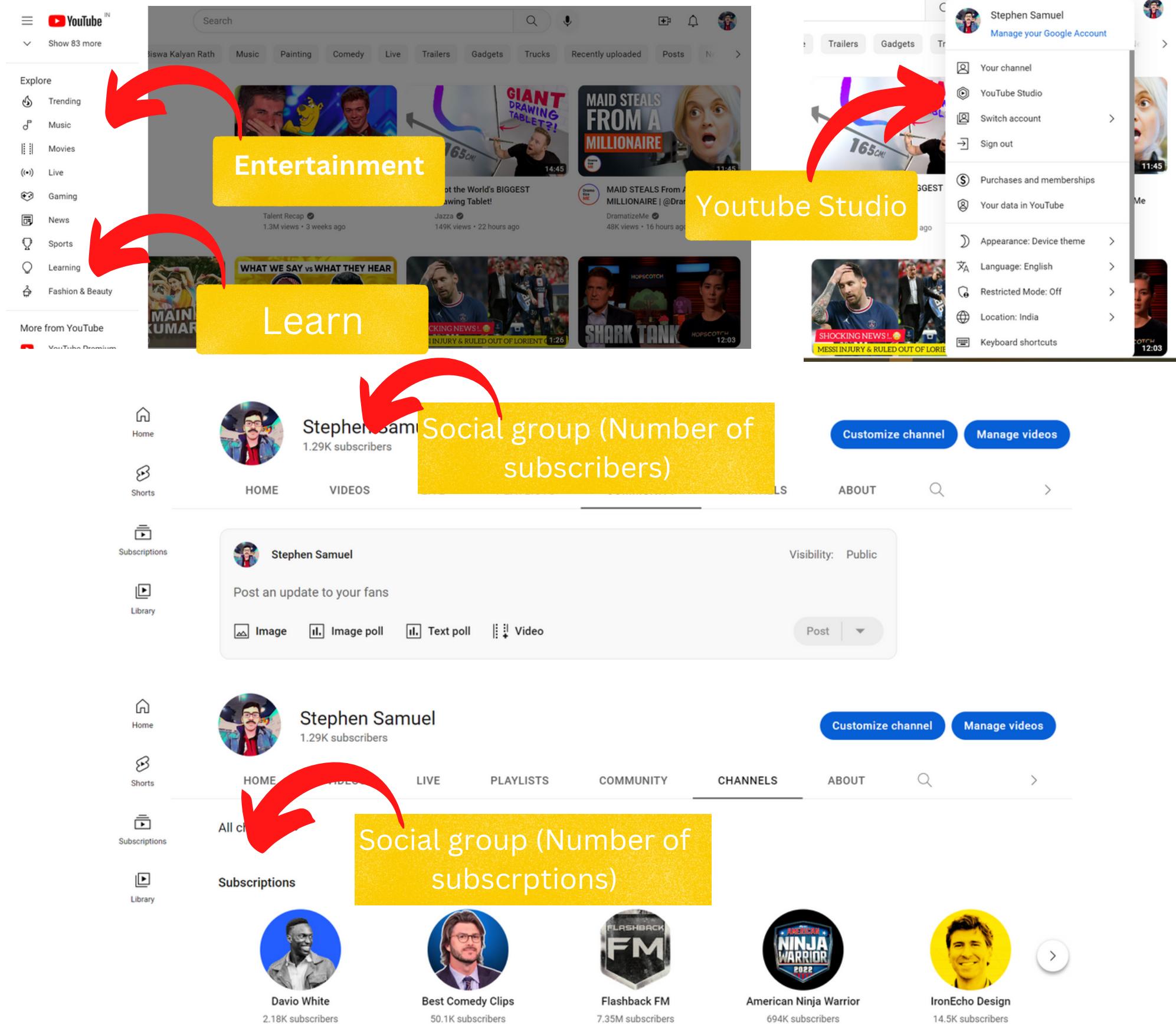
1B- Layers of UX

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Unpacking YouTube website
using layers of UX



Strategy Plane: User Goals



Entertainment

Movies, Music and Gaming

Grow your social group

Grow a community of friends and interact with new people

Become a YouTube Creator/YouTube Studio

Earn money by making content & on or just help community by teaching skills learned through experience

Learn new courses/ skills

Fashion, Life Lessons, Singing, Dancing, Instruments, Improve skills for work and many more

Strategy Plane: Product objectives

Objective kept in mind when creating

A platform for anyone to post any video content they desired. It was hoped that users could use the site to upload, share, and view content without restriction.

Money



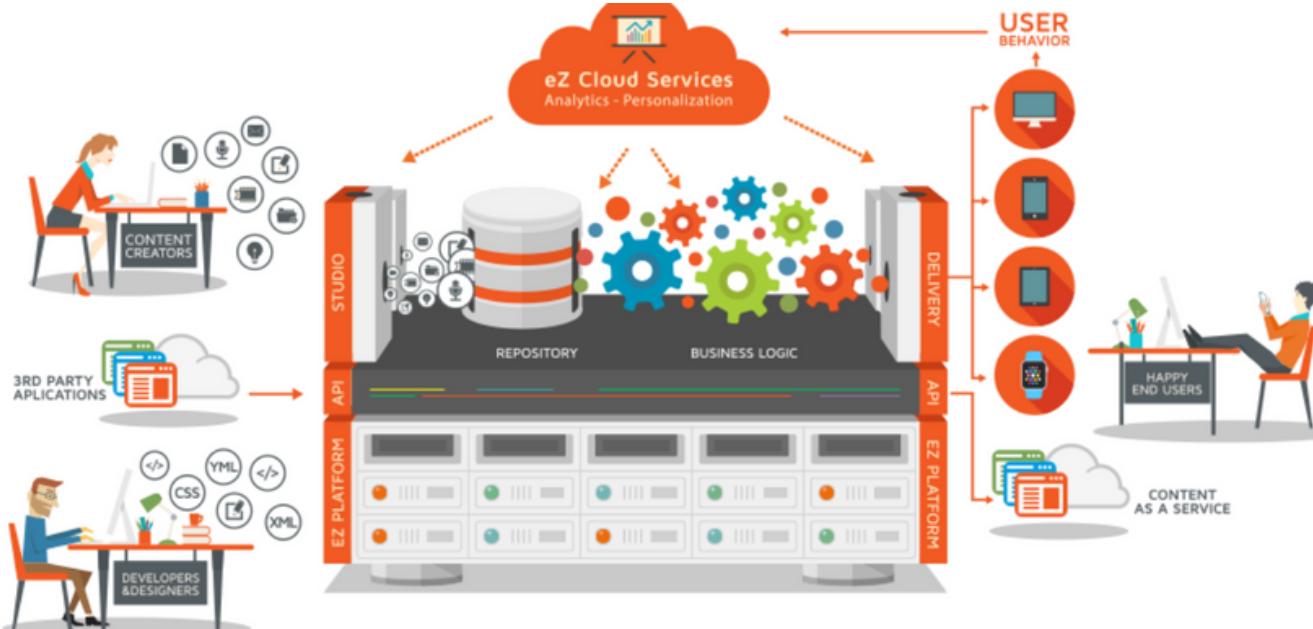
All websites on the internet have the primary objective to earn money.

Customer Communication

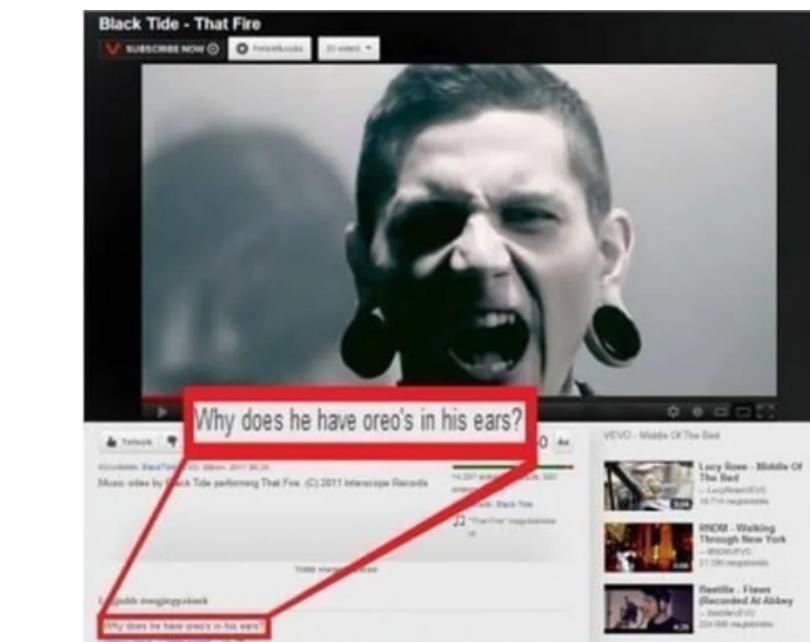
Users can interact with video creators using comments. You can ask questions or seek advice. You can use the private messaging as well.

Internal Communication

YouTube has a video hosting service. You can post instructional videos, announcements and other internal communications without much expense.

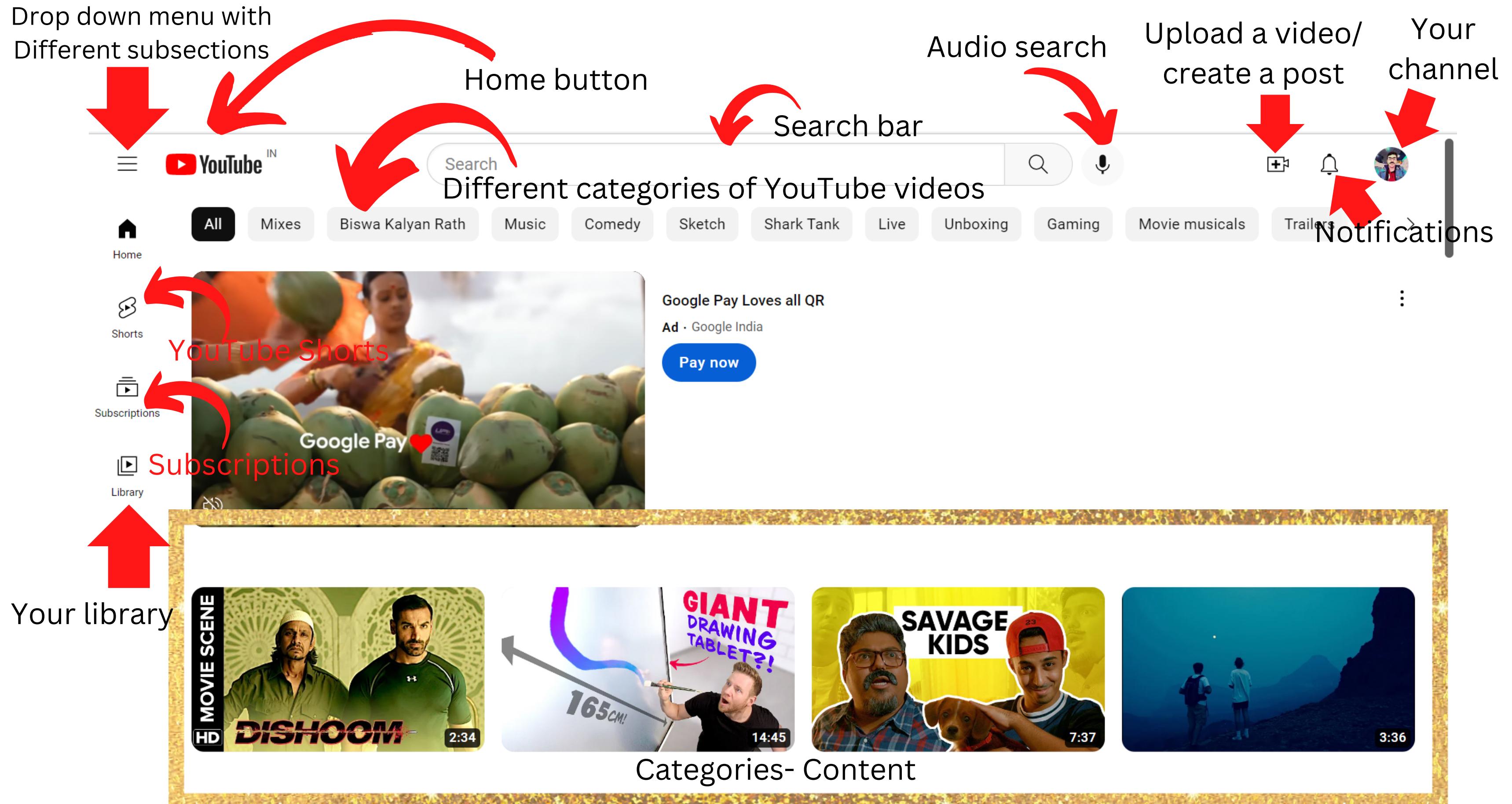


A screenshot of a YouTube channel page for "Peggy K". The "About" section is highlighted with a red circle. The bio says: "I'm a Top Contributor in the YouTube, AdSense, Blogger and Hangouts Google Product Forums and the Google+ Help Community. Check out the playlists I've compiled for helpful tutorials for using Google products." Below the bio is a message box with "Send message" highlighted with a red circle. The channel has 73 subscribers and joined on Feb 25, 2013. A sidebar lists "Featured Channels" including Google Help, YouTube Help, TheLadyFromUncle, YouTube Creators, Helpdesk Hangouts, and Google+.



A screenshot of the YouTube sidebar. A red arrow points from a yellow box labeled "YouTube Video Hosting" to the "Explore" section, which includes links like Trending, Music, Movies, Live, Gaming, News, Sports, Learning, and Fashion & Beauty.

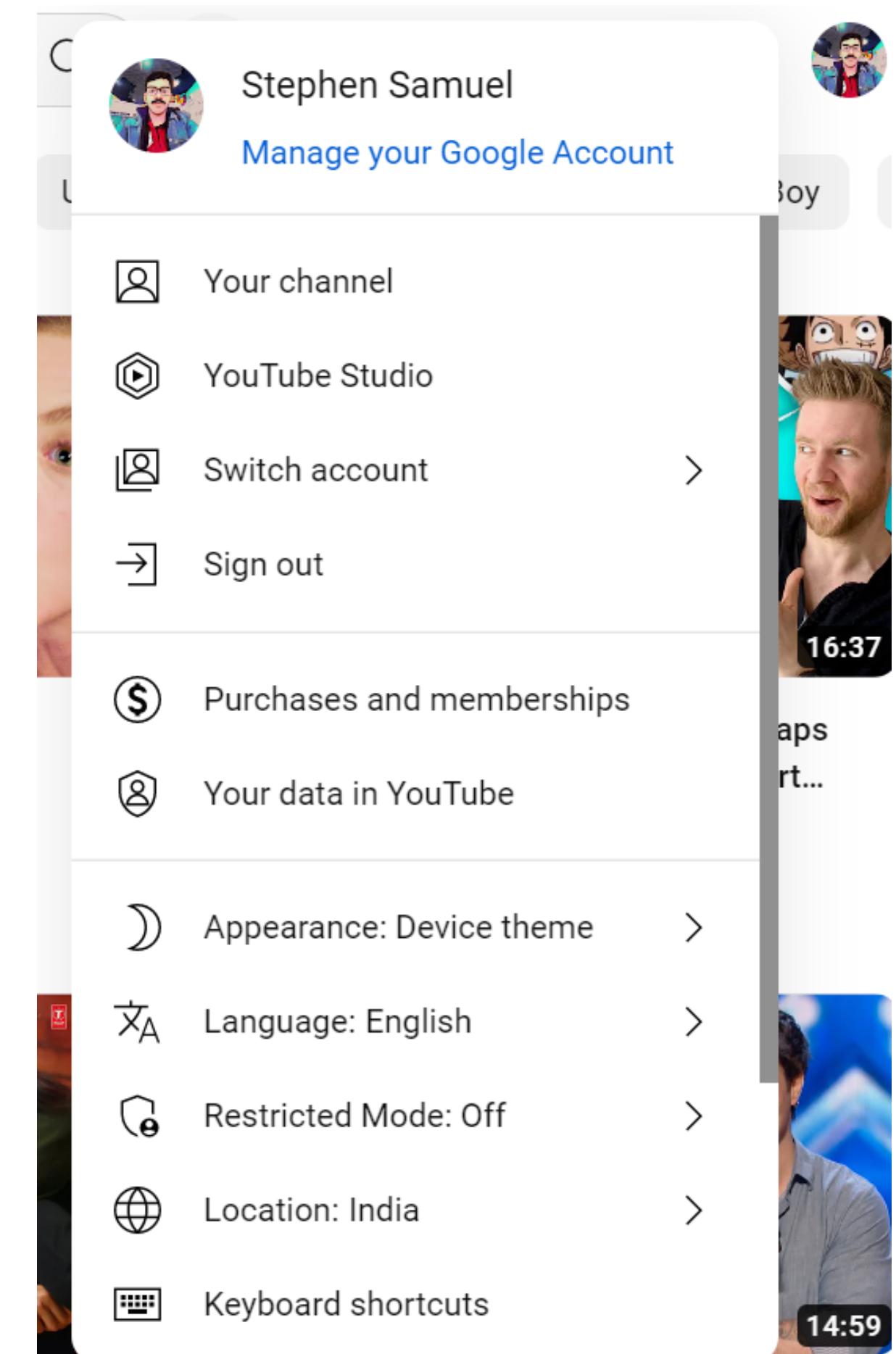
Scope Plane



Structure Plane

I don't really see much of the structure plane used in YouTube that remains the same for all user. The content shown like Subscriptions, Library, Shorts, Navigation-Bar, etc vary based on the user.

The only place where i see the structure plane used is in the account and channel settings and info. When you click your profile pic you will get a drop down menu that tells you about your channel, videos, etc.



Skeleton Plane

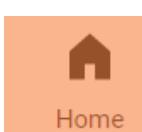
Home

button

Drop
down
menu



Create content/
Notifications/ Profile



Home



Shorts



Subscriptions



Library

Left

Top Navigation Bar

Content- Images/
Hover-States



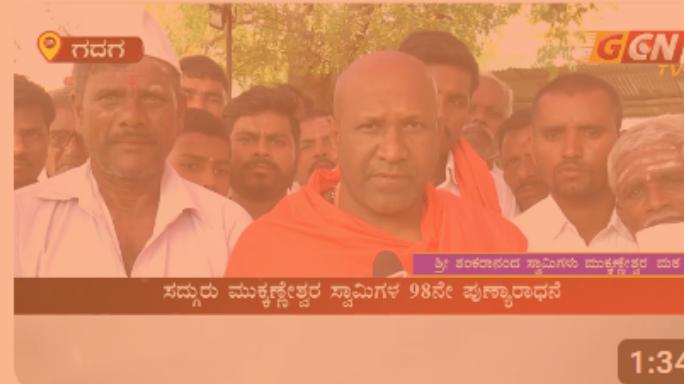
Content- Text
(Video Names)

Dua Lipa - New Rules (Official Music Video)
Dua Lipa 12:27
2.7B views • 5 years ago

GIRL LET MANIAC IN | @DramatizeMe
DramatizeMe 1:34
17K views • 7 hours ago

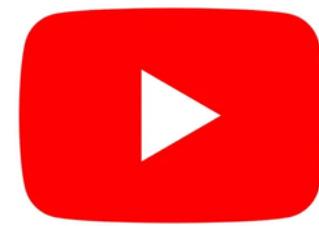
I got the World's BIGGEST Drawing Tablet!
Jazza 2:11
184K views • 1 day ago

Navigation Bar



Content- Images/ Hover-States

Surface Plane (Visual elements)- Color



YouTube

YOUTUBE RED

HEX: #FF0000

RGB: (255, 0, 0)

CMYK: (0, 99, 100, 0)

PANTONE: PMS BRIGHT RED C

BUY MATCHING PAINT

ALMOST BLACK

HEX: #282828

RGB: (40, 40, 40)

CMYK: (71, 65, 64, 68)

PANTONE: PMS 426 C

BUY MATCHING PAINT

Sensory Design

Color

YouTube Color Codes

The official colors of YouTube are YouTube red and almost black. They represent excitement and power. The YouTube color codes can be found below.

Surface Plane (Visual Elements)- Typography & Font

In YouTube a combination of Roboto with Youtube Sans is used.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Font used in YouTube

Surface Plane (Visual Elements)- Typography & Font

The screenshot shows the YouTube channel page for 'Dude Perfect'. At the top, there's a search bar with 'dude perfect' and a channel banner featuring three images of the channel's members. Below the banner, the channel name 'Dude Perfect' and subscriber count '58.4M' are displayed. A large orange arrow points from the text 'Channel Banner' to the banner area. The main content area shows a video thumbnail for 'Dude Perfect Goes to SPACE'.

Channel Banner



Profile picture-
Can be edited
by user

The screenshot shows the YouTube homepage with a search bar and a list of video thumbnails. The thumbnails are customisable, as indicated by the text 'YouTube Thumbnails- Customisable' and an orange arrow pointing to one of the thumbnails. The thumbnails include titles like 'SEE-THROUGH ERASER?', 'GIRL LET MANIAC IN HER HOUSE', and 'TYPES OF UNBOXERS'.

YouTube
Thumbnails-
Customisable

The screenshot shows a YouTube video player with a video of a rocket launching from a desert launch pad. A red arrow points from the text 'Watermark- Customisable' to the 'dp' watermark in the bottom right corner of the video frame.

Watermark- Customisable

Surface Plane (Media Elements)- Audio, Video and Animations

YouTube has vast collection of videos and has a total video footage of more than 100 million hours. It is primarily a Audio/ video website where you can see video content, learn things and get entertainment in multiple ways. I didn't come upon any animations in YouTube.