

Youtube vs Twitch

1. Strive for consistency. *Consistent sequences of actions should be required in similar situations (Same font, color, layouts, etc.)*

Both of them use consistent fonts for titles, description of videos/streamings as well as letter size according to relevant information (titles bigger than comments/chat). Twitch uses a lot of purple letters as its logo. Something similar happens with YouTube, using a red progress bar in its videos.

2. Seek universal usability. *Recognize the needs of diverse users and design for plasticity, facilitating transformation of content (Easy for novices, pleasant for experts).*

While both websites have keyboard shortcuts for the better skilled user (like press the letter “m” for muting a video) and Twitch shows you these shortcuts in the video settings, Youtube has a more intuitive menu, perfectly showing new users all the various possibilities and features that they have at their disposal. Twitch, on the other hand, tends to be more chaotic and it may confuse new customers.

3. Offer informative feedback. *If your users have performed or are performing actions on your website, it is best to display feedback immediately so that they have an idea of where their processes are.*

In this regard, we can see examples such as progress bars in videos, that show you the fragment in which you are and they also show you which parts you have watched. Again, Youtube goes a step further and shows you the actual frame of the moment you are clicking while traveling throughout the progress bar.

4. Design dialogs to yield closure. *Your user must see the path in his action, by offering him the end of an interaction through feedback you reduce his mental load and improve his experience on your interface.*

We may take the subscribe button as an example. While Youtube always sends you a message confirming your subscription to a certain channel, Twitch deals with a more customized answer for certain channels which will thank you for your subscription and allow you to use some new emojis that come with the signature.

5. Prevent errors. *A good interface should be designed to avoid errors as much as possible. However, if something goes wrong, your system should make it easy for users to understand and resolve the problem.*

Both websites work effectively and without many errors. Those errors that might appear can be resolved by refreshing the website or by going back and forth.

6. Permit easy reversal of actions. *As much as possible, actions should be reversible.*

You can go back from most actions by clicking on the website's logo, which will send you to the main menu. In this regard, both websites achieve this.

7. Keep users in control. *We need to give control and freedom to the users, so that they can feel that they are in control of the system themselves, giving them some form of free will helps to reassure the user.*

In YouTube channels we can choose to turn on notifications or not, letting us choose how much notification we want to see. By doing this, YouTube is giving freedom to the users and making them feel like they have control over what they will receive. Nevertheless, we can't personalize the notifications of Twitch channels, only turn them on or off.

8. Reduce short-term memory load. *Avoid overloading your site or application with information of the same level. You have to deduce which ones should be placed first or you will lose the user's attention.*

In YouTube and Twitch main pages, videos/streams are bigger than anything else because they are the most relevant part of their pages.