

Investigating Websites: Uses and Features

Unit 13 Website Development

Name: Orion Wyatt

Introduction

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In this presentation, I'll be investigating two websites in preparations for developing a digital portfolio.

The investigation will look into features of the websites, such as accessibility features the two sites might have.

This is to gauge how websites are typically designed to provide guidance on what the digital profile should adopt to make it appealing and functional when being given to potential employers.

YouTube: Introduction & Website Type

YouTube is a site that is full of user created videos. This makes the site an entertainment type website. Designed and constructed with the intent to be a source of entertainment to users visiting the page.

The site can be considered a dynamic website. This is due to the interactivity when using the mouse, along with the active algorithm that takes variables to make suggestions on what a user might enjoy watching next.

YouTube: Purpose of the Website

The purpose behind the website is to provide entertainment through the act of users creating and uploading videos, or running live streams, that other users can watch.

The website also acts as a social platform through a user's ability to write comments and like/dislike videos. Prompting users to converse with other users within the comments and the comment replies.

On top of the use for entertainment, the website also offers its video and live streaming features in a dedicated category (alongside the normal recommendations) to news channels. This allows users to keep track of recent news through the site, useful for when users don't have access to newspapers or tv channels.

YouTube: Target Audience of the Website

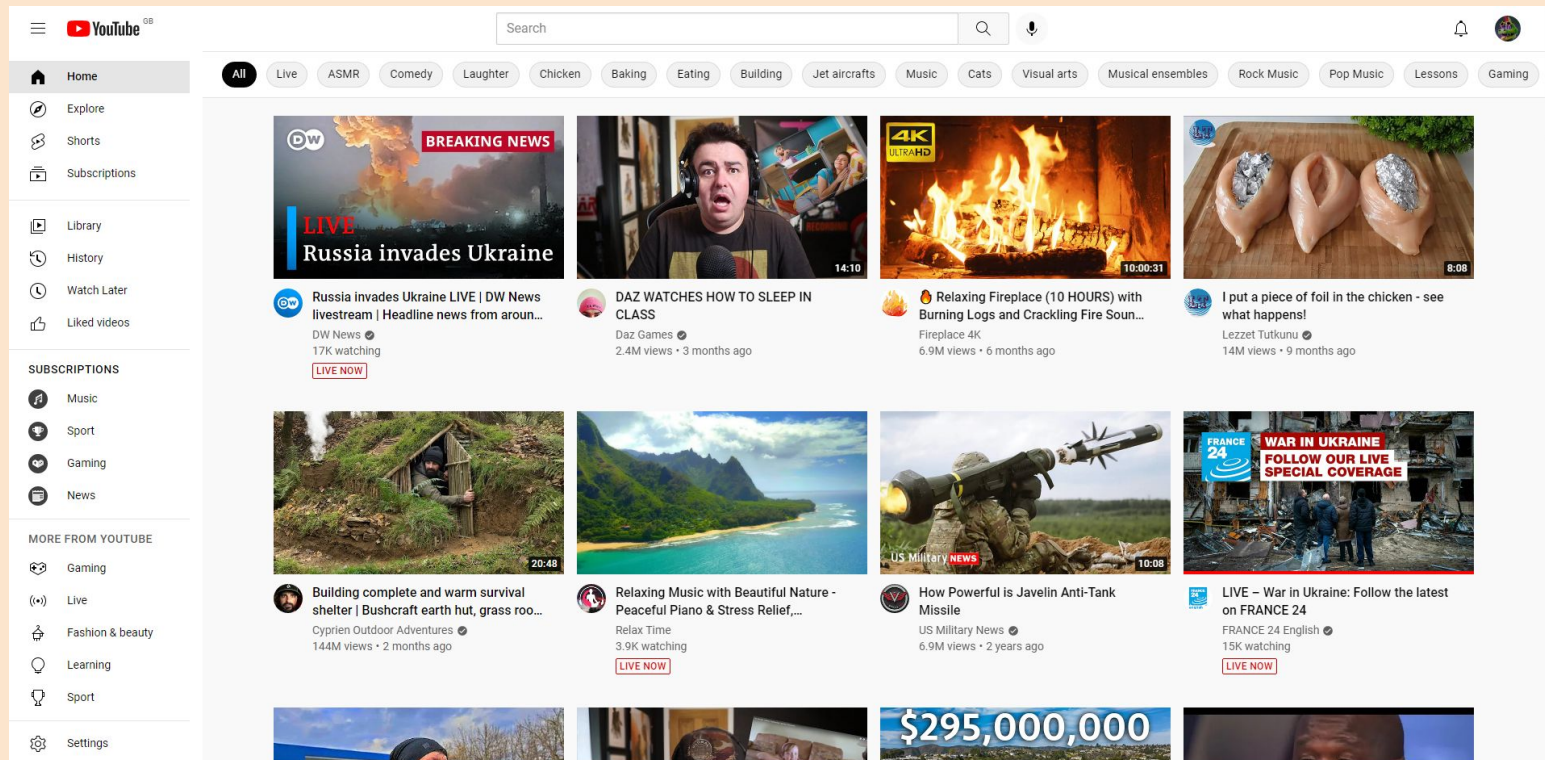
When discussing the targeted audience for the YouTube side, you have to look at what section of the site you're looking into. This is because they offer services for a younger audience in a different section of the sites many pages. But, when talking about the site in general, it's hard to give too many specifics on who they're trying to target. This is because nearly all the content within the site (besides the site itself) is made by the users of the site.

This means that the general target of the site is to get the attention of video content creators, and users wanting to watch content made by the content creators.

The site does have an age limit to how young they'd like their users to be before they breach their Terms of Service. This age limit is 13 years of age. However, Guardians of the 13 or below user can grant permission for user who'd, typically, be breaking the ToS. This arrangement allows user to use the site without breaking the rules.

In conclusion, the real target for the site is the creators wanting to make video content for the platform and the users that the creators' content targets. Leaving for a wide variety of users with differing interests and ages.

YouTube: Construction Features



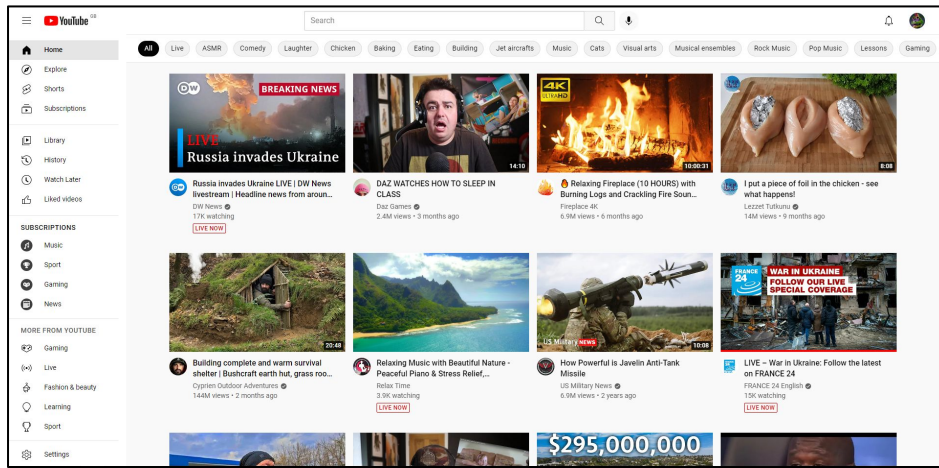
Above is an example of what a typical YouTube homepage looks like.

(The Videos will be different for every time the page is loaded, trends found depending on the account used. And exact layout depending on screen size.)

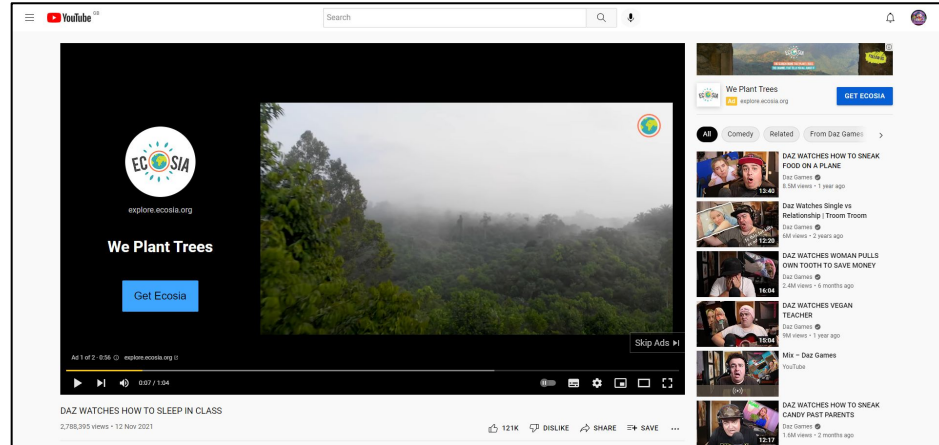
YouTube: Construction Features (Continued)

Templates

Templates as a base designed to construct the website and it's pages on top of. The use of templates allows for a more consistent design across the website.



Above image is the same as previous slide.



Above image is an example of the video player page. (Found when playing any video on the site)

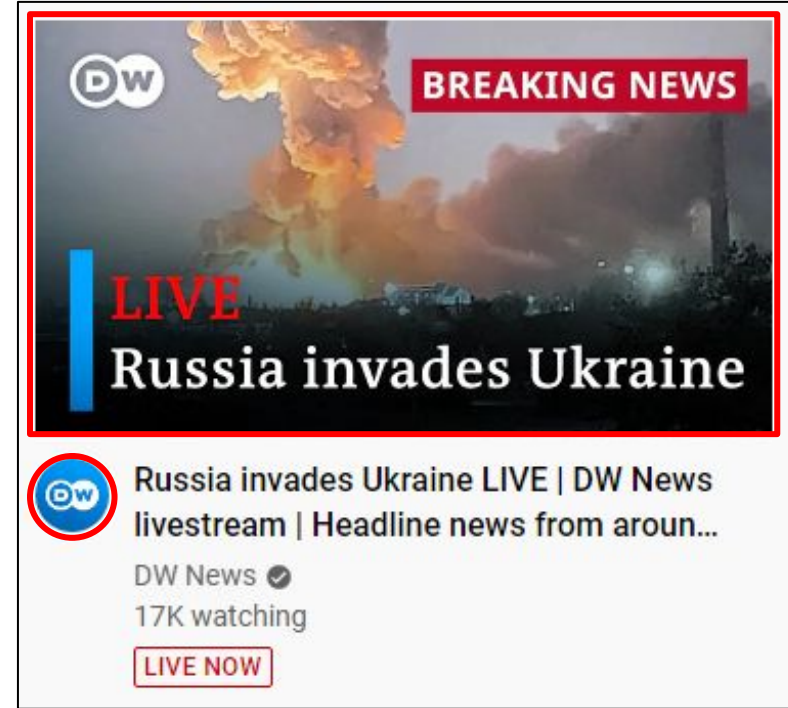
YouTube: Construction Features

(Continued)

Hotspots

These serve as links to the many videos present on the site. Or, when clicking onto the profile photo, serves as a link to the channel's account page.

These links are seen frequently among the site.



Above image is an example of a LIVE video link that's typically found in the suggestions of the home page and video player pages.

YouTube: Construction Features

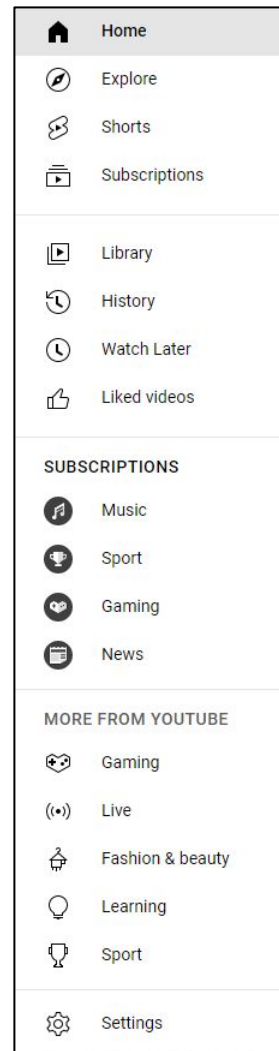
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Navigation

With the purpose of navigating through key points on the site.

The navigation menu is split into sections to provide an easier experience with use.

The links to each page are linked to the buttons of the navigation menu.



Left image is the Navigation menu found on the left of all the pages on YouTube.com. Depending on screen size, it can be found present in the page or by opening the menu using the button found next to the logo.

YouTube: Construction Features

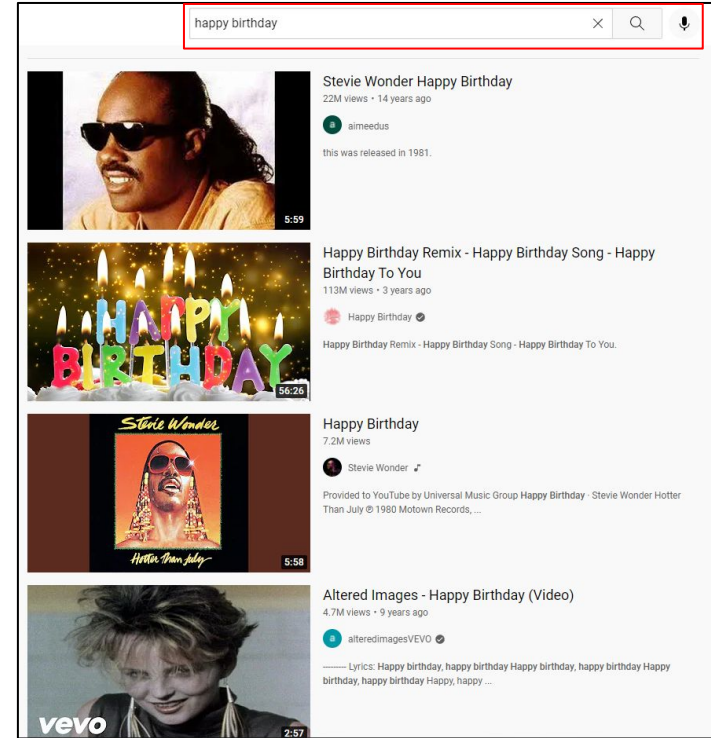
(Continued)

Search Bar

Search Bars allow a user to use input queries to look through the sites database to search for videos and/or channels. A result is then given with content matching in relevance to the query used in the search.



Above image is the Search Bar found in the sender of the top menu bar.



Above image is an example of the search bar in use, finding content on the site relevant to the query: "happy birthday".

YouTube: Construction Features

(Continued)

Hyperlinks

Hyperlinks are words or phrases of text on a website that, when clicked on, will take a user to a webpage URL that was attached to the highlighted text.



[About](#) [Press](#) [Copyright](#)
[Contact us](#) [Creator](#) [Advertise](#)
[Developers](#)

[Terms](#) [Privacy](#) [Policy & Safety](#)
[How YouTube works](#)
[Test new features](#)

Above image is a list of hyperlinks to both internal pages found on the website and external pages found on the site(s) of YouTube's parent company Google. These can be located at the bottom of the navigation menu.

YouTube: Interactive Features

Interactive features found on websites are features that allow for a user of the site to interact with the website, creating a more personalized experience when visiting the website.

The following slides will depict examples of said interactive features found on YouTube.com

YouTube: Interactive Features

(Continued)

Call To Action (CTA)

Call To Action buttons are buttons that help guide a user towards a action they want you to perform. In this case, they want you to sing into YouTube.com or subscribe to a channel.



Above image is the sign in CTA found when opening YouTube.com without being signed in before hand. It's located in the same location as the account management menu, the far right of the menu bar at the top of the screen.



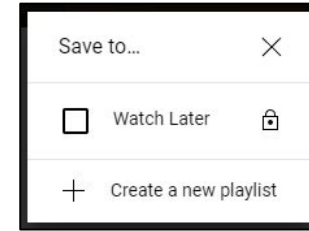
Above images are the Subscribe/Subscribed CTA found when viewing a video. Subscribe being before a user subscribed to a channel. And subscribed being the result showing you're subscribed as well as acting as the button to unsubscribe.

YouTube: Interactive Features

(Continued)

Playlists

Playlists are a custom, in this case, video queue that allows a user to watch videos in order of the queue. These can be made by another account or by the same account watching the playlist. It requires a user to be logged in to create and/or edit one.



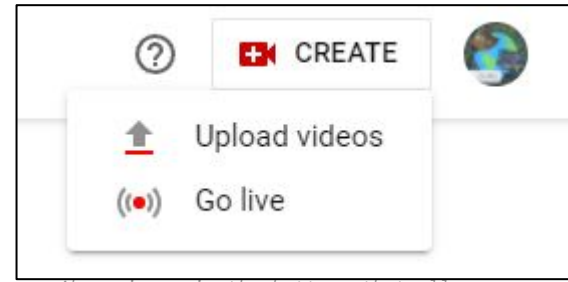
Above images show the button for creating and adding/removing videos to one or more playlists. And the pop-up window that opens upon pressing that button. This along with other buttons are located just under the video player to the right side.

YouTube: Interactive Features

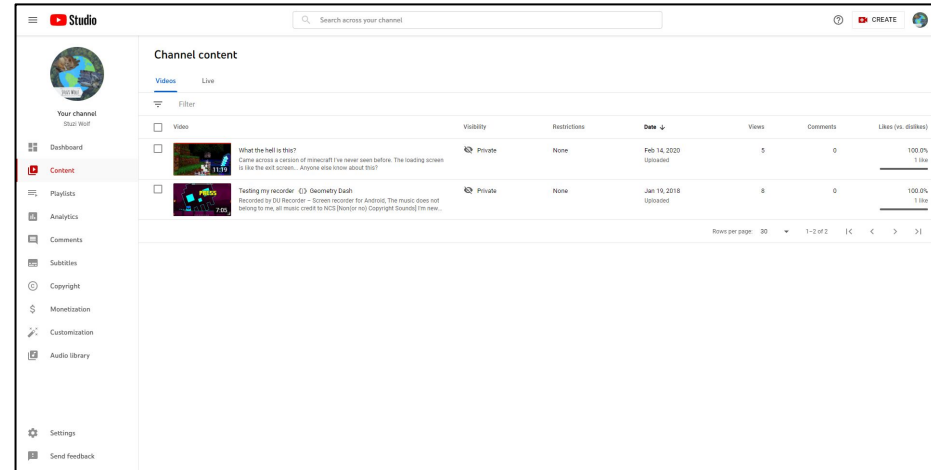
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Uploading Content

YouTube, being a video streaming platform, allows a user to upload video content to their channel (made when creating an account). It also offers other tools to let a user stream live video as well as managing their channel content from a single space.



Above image is the buttons that allow a signed in user to either start a live stream or upload a pre-recorded video to the channel. They're found in the youtube studio page (depicted in the picture below) in the upper right corner, next to the account management menu.



YouTube: Aesthetic Features

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The following slides will show & explain features about YouTube.com's layout and design, as well as general appearance.

YouTube: Aesthetic Features

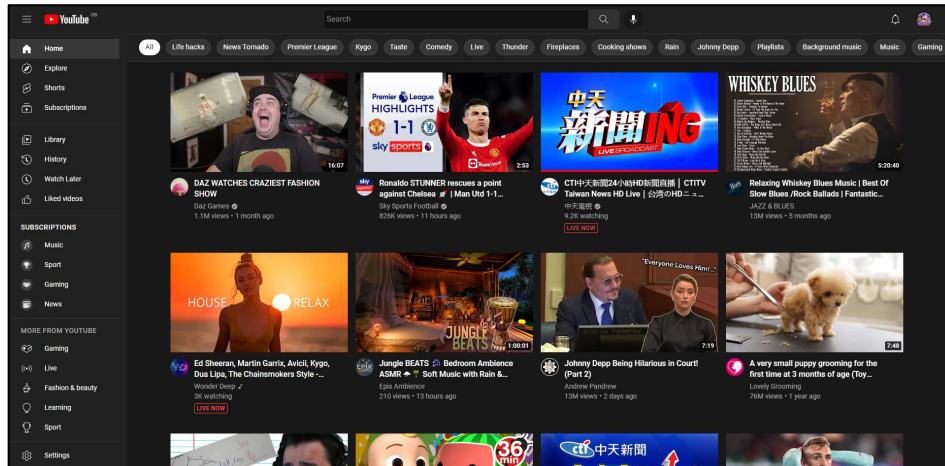
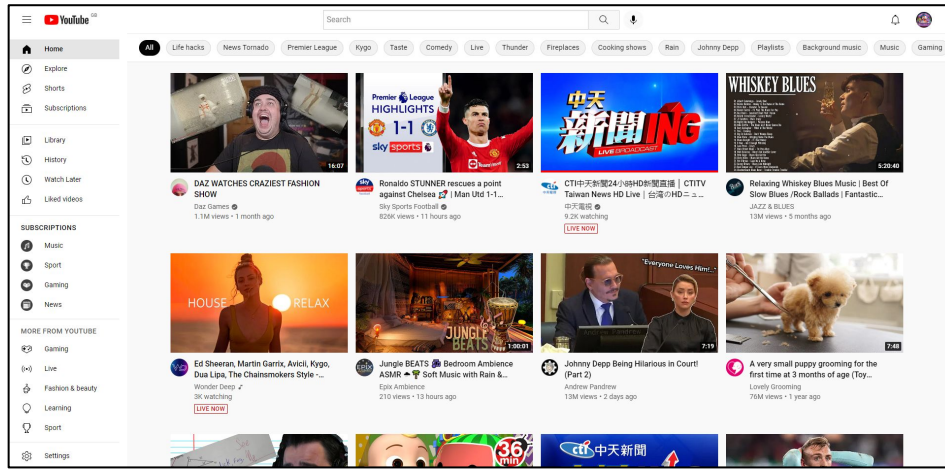
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Color Pallet

There isn't too much to the colour pallet of YouTube.com. With the colours sticking mainly to the colours found on the sites logo.

This gives it a crisp clean appearance, letting the user content stand out.

There's also a dark version of this pallet that essentially flips the colours to their opposite shade, resulting in a darker version of the crisp, clean design that the light theme offers.



YouTube: Aesthetic Features

(Continued)

Video Thumbnails

All videos found on YouTube.com, including advertisements, have a graphical thumbnail associated to the video name. These images are either custom made by the uploader or automatically generated from a random frame of an uploaded video. The use of images paired with the video title allow a visual association to what the video it alongside the title. This is all done in the box buttons shown in the image to the right.



DAZ WATCHES CRAZIEST FASHION SHOW

Daz Games ✓

1.1M views • 1 month ago

YouTube: Aesthetic Features

(Continued)

Video Link

Another thing that can be mentioned about these video links is the layout of the text beneath the thumbnail. The title of the video holds a larger, darker and clearer size and colour. This is because this is the title of the video and lets a user know what the video is about.

Beneath that, is the name of the account that uploaded the video as well as the views and how long it's been since upload. This is smaller and a lighter colour as this information isn't as important to getting a user to click on a video as the title and thumbnail.



DAZ WATCHES CRAZIEST FASHION SHOW

Daz Games ✓

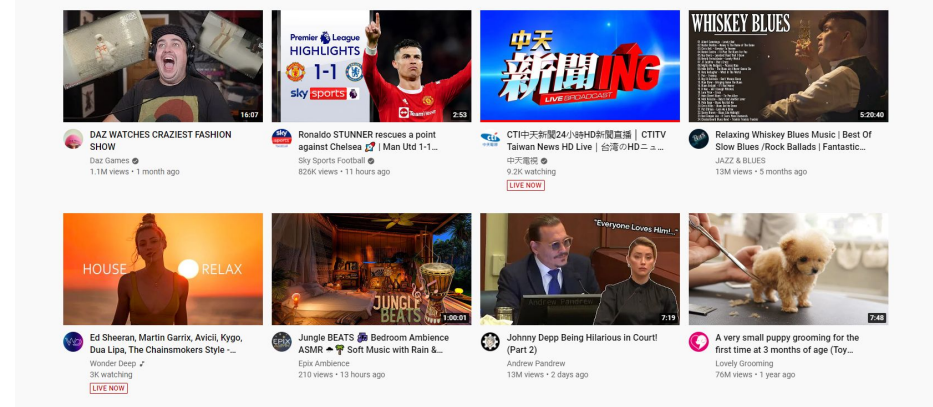
1.1M views • 1 month ago

YouTube: Aesthetic Features

(Continued)

Video Link Layout

When browsing the recommended videos of the home page on YouTube.com the video links hold a grid pattern of four across and as many down as necessary. This both makes navigation easier for a user as they can expect the same layout everytime they visit the home page. As well as allows for more recommendations to be generated on demand smoothly as you scroll down the page.



YouTube: Aesthetic Features

(Continued)

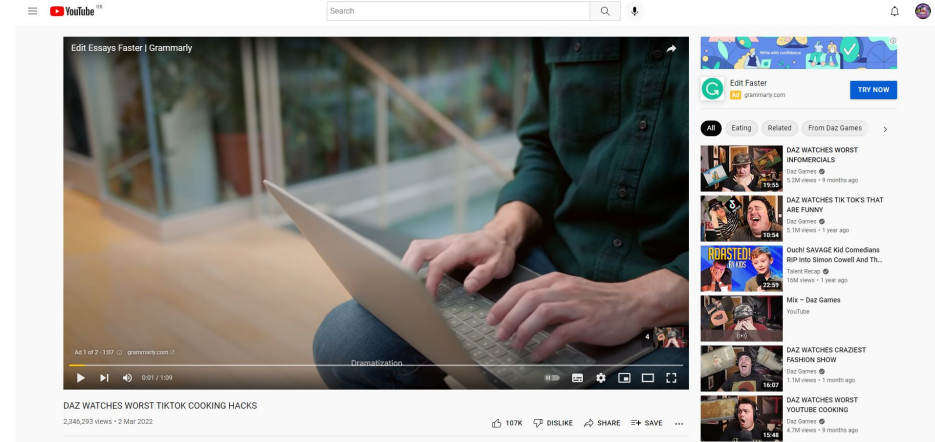
Video Player Layout

The layout of the video player differs significantly to the home page, with a large media player taking up roughly $\frac{3}{4}$ of the page and a one column list of recommended videos.

This design choice is to allow a user to focus on the video when not in the other viewing modes.

The title and video description, usually holding a bit of information on the video along with other links the creators add.

A clean and easy to navigate layout for viewing videos.



YouTube: Accessibility Features

Accessibility features on a website are features that allow users with disabilities that impair one's ability to navigate and use the site effectively.

It also means that they provide access to all users who view the site.

The following slides will depict some accessibility features found on YouTube.com

YouTube: Accessibility Features

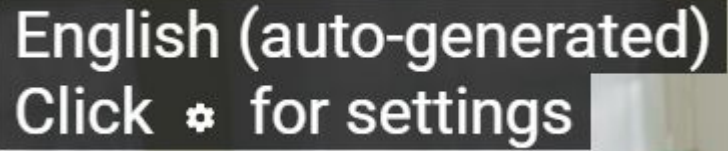
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Closed Captions

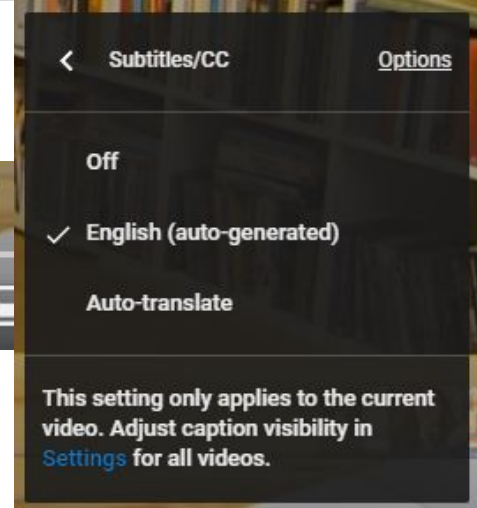
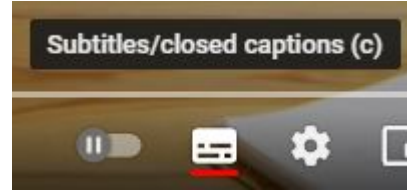
Closed Captions are a accessibility tool found on video players. They provide a language text transcript that will display things said in the video as they're said.

They're commonly used to let the hearing inpaired "hear" the things being said in the video. It also allows people of another language understand what's being said within the video.

YouTube offers auto-generated captions, that generate captions for the video. They also offer captions written by the video uploader, allowing for more accurate transcription.



English (auto-generated)
Click * for settings



Above images are the closed captions toggle, settings(for the example video) and info card (that appears briefly when activating CC).

YouTube: Accessibility Features

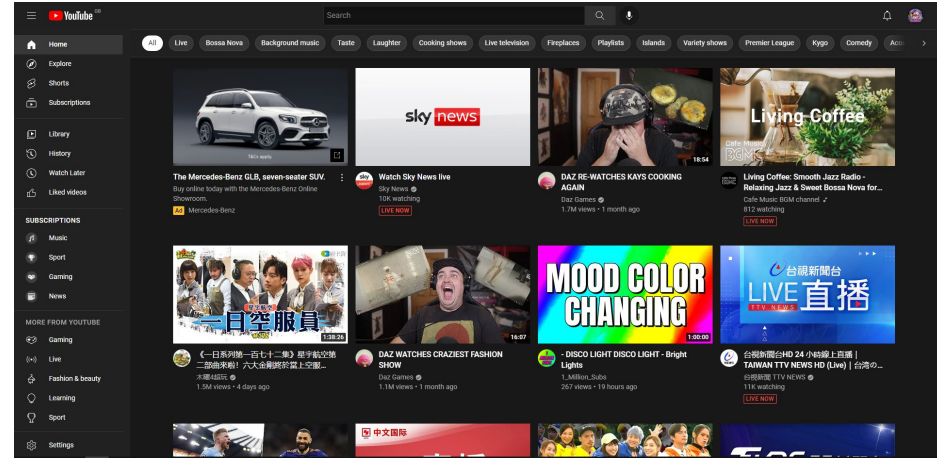
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Dark Mode

Although not as substantial as closed captions, dark mode is also considered an accessibility feature. This feature switched the website to a darker theme, diming the otherwise bright colour scheme of the website.

This helps users who may be sensitive to strong light and find using the website in light mode uncomfortable.

This doesn't affect the videos however, only the content of the base website itself.



Above image is of the home page using Dark Mode.

YouTube: Accessibility Features

(Continued)

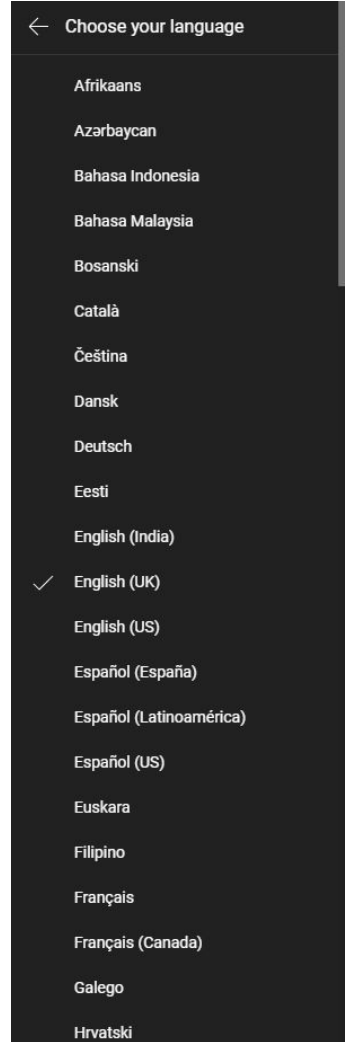
Language

The ability to change the language of a site makes the site more accessible to people of different countries, by translating the site to their native language, as accurately as possible.

YouTube will choose the language of the site based off the browsers settings, but the site still offers users the ability to change the language themselves.



These images depict the language options available within the site.



Pizza Express: Introduction & Website Type

Pizza Express is an ecommerce website for the Pizza Express restaurant chain.

It can be used to find information, make reservations, find locations, etc.

Pizza Express: Purpose of the Website

PizzaExpress.com is the online store and information center for the physical chain of restaurants and allows someone to find their restaurant locations, reserve a table, buy their cook a home items, or just look at their menu before making a reservation.

It also provides information like allergies and Dietary information.

Pizza Express: Target Audience of the Website

Considering the ecommerce function of the website, it's safe to say that they're trying to target an audience with access to money. This is typically within the range of 18+ though could range a bit lower.

It's also safe to say that their primary target would be people interested in going out for food, be it a family, a couple, single person wanting something to eat.

Pizza Express: Construction Features

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The following slides will depict a number of construction features and explain what they are.

Pizza Express: Construction Features

(Continued)

Links & Hotspots

Used to navigate the site or send people to where they want to go, links are important. The links shown here are also known as hotspots. when links are applied to images, making then image hyperlinks.



Above images are links/hotspots found in the footer of the website.

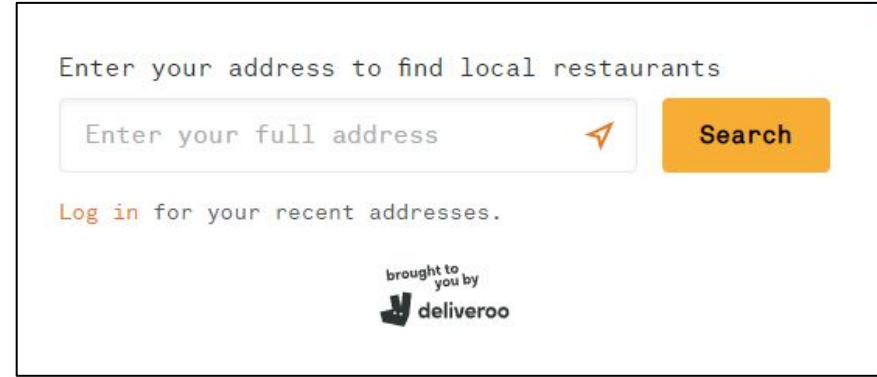
Pizza Express: Construction Features

(Continued)

Search Bar

Search bars use a user imputed query to get one or more results from a database.

In this example from Pizza Express, you'd search for your address to find restaurants near you. Using a database owned and run by the food delivery service, Deliveroo.



The image shows a web interface for finding local restaurants. At the top, it says "Enter your address to find local restaurants". Below this is a search bar with the placeholder text "Enter your full address" and a location pin icon. To the right of the search bar is an orange button labeled "Search". Below the search bar, there is a link that says "Log in for your recent addresses." At the bottom right, there is a logo that says "brought to you by deliveroo" with the Deliveroo logo icon.

Above image is the restaurant locator search bar, used to find restaurants near the inserted address.

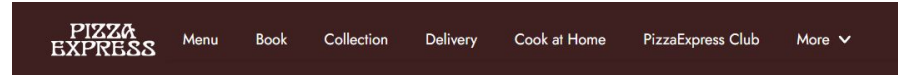
Pizza Express: Construction Features

(Continued)

Navigation Menu

This allows a user to navigate around a website effectively. This is achieved by having designated buttons or links that take a user to another page within the website.

They're fundamental for any published website.



Above image is a screen print of the navigation menu from PizzaExpress.com. They prioritize the things they think is most important for you to know, putting the other links in a drop down menu to prevent the navigation menu from getting too crowded.

Pizza Express: Interactive Features

Interactive features found on websites are features that allow for a user of the site to interact with the website, creating a more personalized experience when visiting the website.

The following slides will depict examples of said interactive features found on [PizzaExpress.com](https://www.pizzaexpress.com)

Pizza Express: Interactive Features

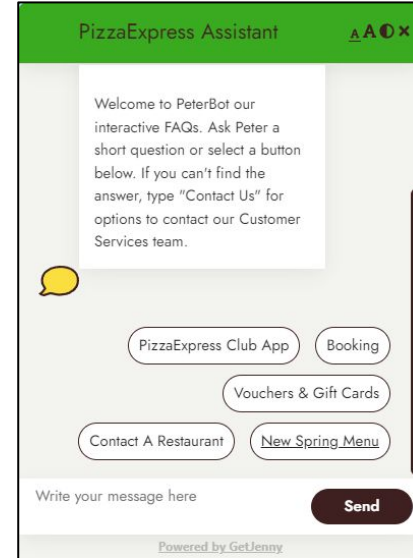
(Continued)

Customer Service Chat Box

This customer service chat box allows a user to talk to their customer service bot.

This bot will provide answers to small questions that a customer may have.

Or it'll provide the information necessary to contact the customer service team.



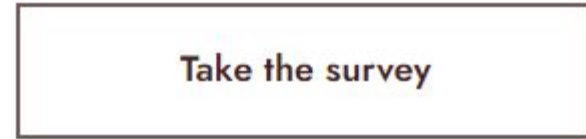
Pizza Express: Interactive Features

(Continued)

Call to Action Buttons

Call To Action buttons are buttons that help guide a user towards a action they want you to perform.

Pizza Express has a number of these on their site for varying purposes.



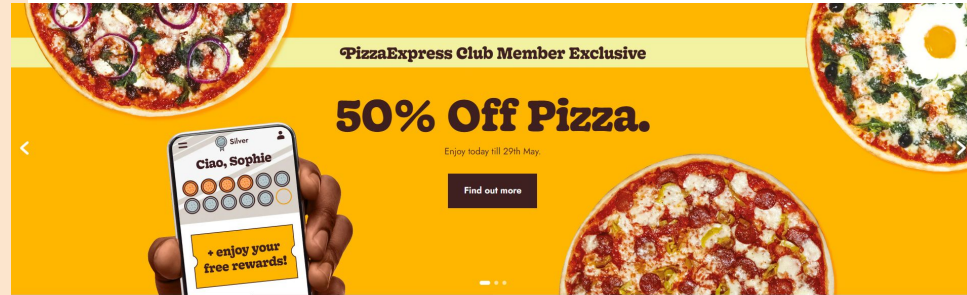
Above images are an example of some call to action buttons that can be found within the website.

Pizza Express: Interactive Features

(Continued)

Image Carousel

An image carousel is a looping slideshow of images that a user can go through manually, or watch go through the images in it automatically, if coded to advance on its own.



Above image is a screen snippet of the image carousel found on the home page, with the first image selected.

Pizza Express: Aesthetic Features

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The following slides will show & explain features about YouTube.com's layout and design, as well as general appearance.

Pizza Express: Aesthetic Features

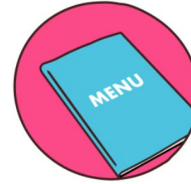
(Continued)

Heading Font

The fonts in the headings of the website use a font that holds similarities to the websites rendition of the Pizza Express logo. The bold expression of these fonts does well to drag attention towards the headings.



Dine-in



Whatever you are into, whichever mood you wake up in, our Spring menu has something for everyone. Expressly for Everyone.

Delivery & Collection



From our iconic Dough Balls to our thin and crispy Romana pizzas, enjoy all your favourites at home.

Cook At Home



Inspired by your favourite meals from our restaurants, enjoy a selection of new dishes for your perfect night in. Our At Home range available in supermarkets. Check out our vegan range!

Behind the Base



We've teamed up with Notion and Nordoff Robbins to invite the very best of the UK's musical talent to talk about the power music has had on their lives.

PizzaExpress Live



See which shows are on at our PizzaExpress Live venues.

Above images is the logo (for reference with the font), and two examples of where the heading match the fonts of the site logo closely (or exactly).

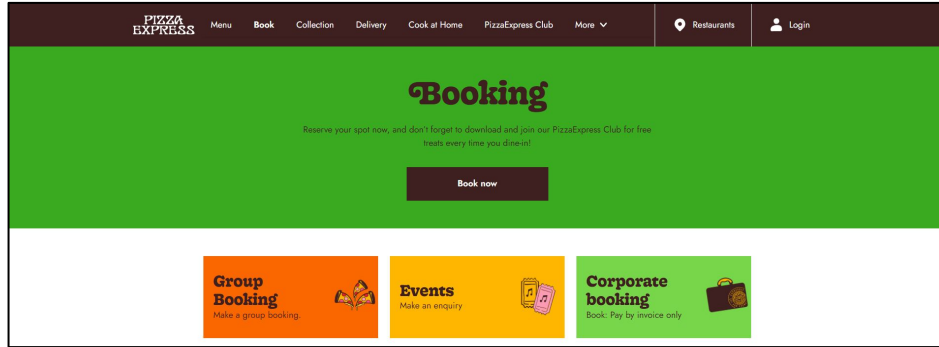
Pizza Express: Aesthetic Features

(Continued)

Colour Choices

The choice of colour within the website varies from page to page, but stick with the theme of the main Coffee Brown and Cream White with the additional, bright colours layered on top to grab even more attention to those elements.

The Choice of colour doesn't clash with anything else within the side and keeps the text contrasting, making it easier to read.



Above image is an example of the colour selection choices for certain sections of the website.

Pizza Express: Aesthetic Features

(Continued)

Use of Graphics

Pizza Express has two kinds of graphics on their site, real graphics and drawn graphics. And you'll find that drawn graphics tend to be primarily used when explaining or labeling buttons, or text bodies containing information relevant to the page being visited.



Above images are an example of the use of drawn graphics to label information text bodies

Pizza Express: Accessibility Features

Accessibility features on a website are features that allow users with disabilities that impair one's ability to navigate and use the site effectively.

It also means that they provide access to all users who view the site.

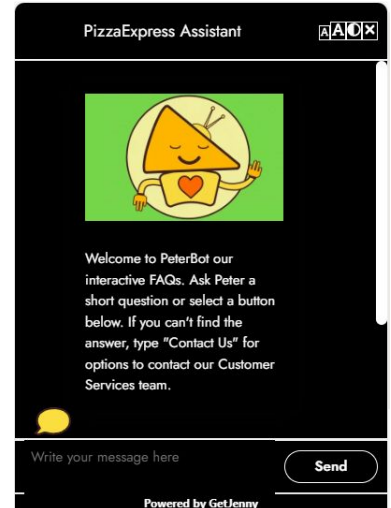
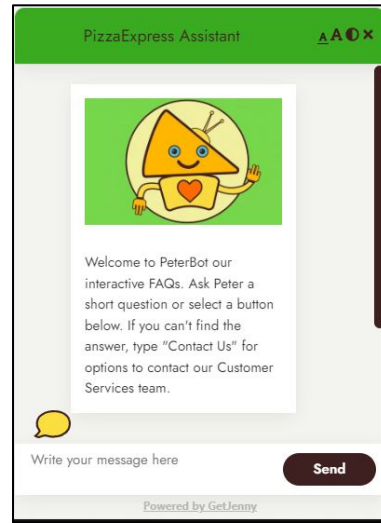
The following slides will depict some accessibility features found on [PizzaExpress.com](https://www.pizzaexpress.com)

Pizza Express: Accessibility Features

(Continued)

Dark mode (Chat box)

The chat box has a useful accessibility feature that assists people with difficulty reading text on a white background. But switching into dark mode it makes it easier for them to read the text.



Pizza Express: Accessibility Features

(Continued)

Text Scale (Chat box)

If the darkmode isn't helping the Chat Box also allow you to scale up the text a little bit. This also it to assist those with redding issues to find it easier to read the text within the chat window.

