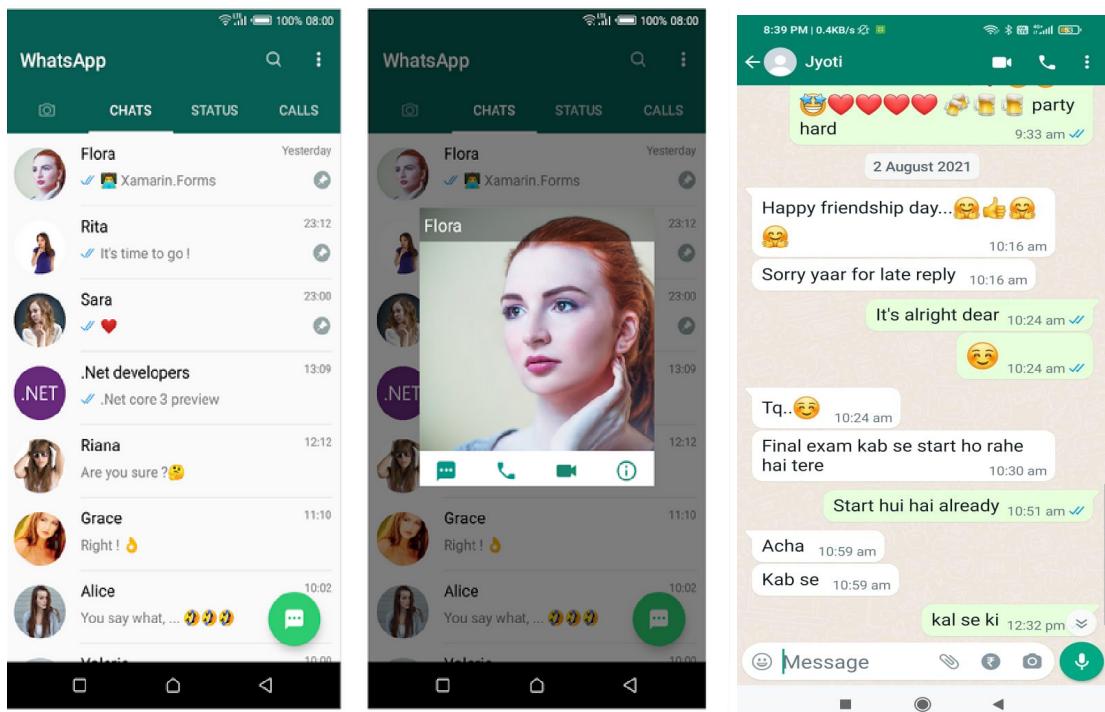


Topic : “Evaluation of Interfaces”

1) Whatsapp:-



UX case studies are examples of design work which designers include in their portfolio. To give recruiters vital insights, designers tell compelling stories in text and images to show how they handled problems. Such narratives showcase designers' skills and ways of thinking and maximize their appeal as potential hires. Here is UX case study of most popular chatting app:Whatsapp. Whatsapp is having the 4.2 star rating in the App Store.

1.Home Screen:

The first thing that a user sees when they launch each of the apps after a brief onboarding process is the list of known people with whom you have communicated. The UI is simple and functional for each. As a user arrives in the home screens, they have a clear idea of what are the basic features it provides, as all the labels they have used and the symbols are easy to understand by a wide range of people . App is extremely responsive: a user could click and on the list of people and simply start chatting with them, and left swipe leads to camera and right swipe leads to view status and attend whatsapp call.

2.Features:

- Simple and Reliable Messaging**

Message your friends and family for free. WhatsApp uses your phone's Internet connection to send messages so you can avoid SMS fees

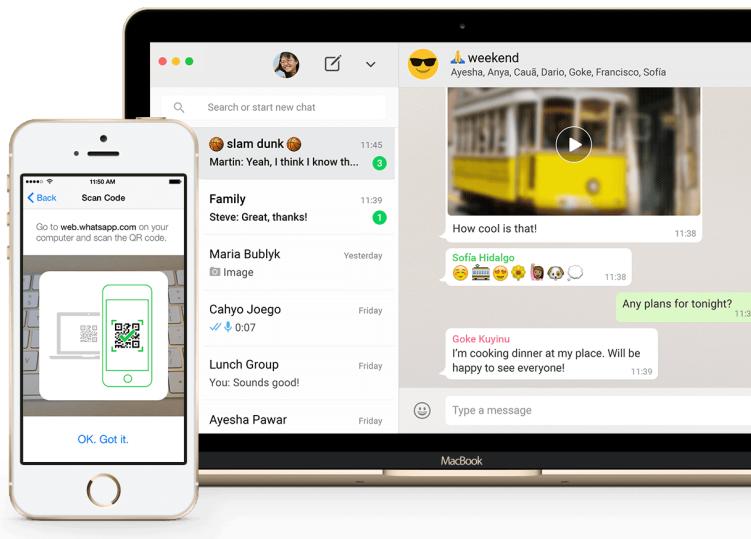


- **Groups to Keep in touch**

Keep in touch with the groups of people that matter the most, like your family or coworkers. With group chats, you can share messages, photos, and videos with up to 256 people at once. You can also name your group, mute or customize notifications, and more.

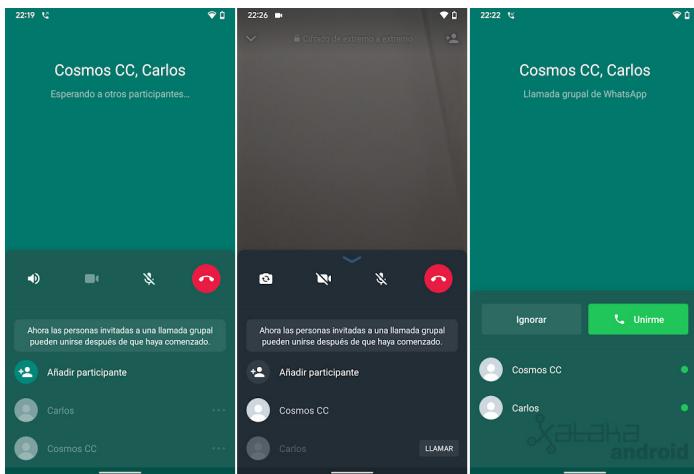
- **Whatsapp on Web and Desktop**

With WhatsApp on the web and desktop, you can seamlessly sync all of your chats to your computer so that you can chat on whatever device is most convenient for you. Download the desktop app or can visit web.whatsapp.com to get started.



- **Whatsapp Voice and Video Call**

With voice calls, you can talk to your friends and family for free*, even if they're in another country. And with free* video calls, you can have face-to-face conversations for when voice or text just isn't enough. WhatsApp voice and video calls use your phone's Internet connection, instead of your cell plan's voice minutes, so you don't have to worry about expensive calling charges.

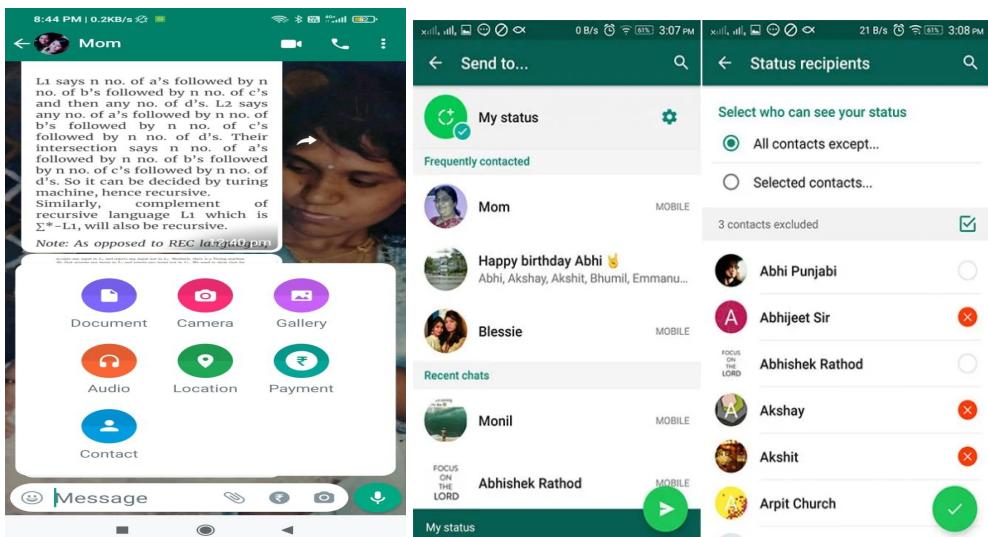


- **End-To-End Encryption**

Some of your most personal moments are shared on WhatsApp, which is why we built end-to-end encryption into the latest versions of our app. When end-to-end encrypted, your messages and calls are secured so only you and the person you're communicating with can read or listen to them, and nobody in between, not even WhatsApp.

- **Photos and Videos**

Send photos and videos on WhatsApp instantly. You can even capture the moments that matter to you most with a built-in camera. With WhatsApp, photos and videos are sent quickly even if you're on a slow connection.



- **Voice Messages**

Sometimes, your voice says it all. With just one tap you can record a Voice Message, perfect for a quick hello or a longer story.



- **Documents Sharing**

Send PDFs, documents, spreadsheets, slideshows and more, without the hassle of email or file sharing apps. You can send documents up to 100 MB, so it's easy to get what you need over to who you want.



3. Theme

WhatsApp offers user with light as well as dark theme according to the user choice.

Also we can schedule these modes in our smart phones using settings. We can also change the chat wallpaper of individual chat or can set same for all the chats. It also provide us with some recommendations for wallpaper or else we

can chose one from our gallery.



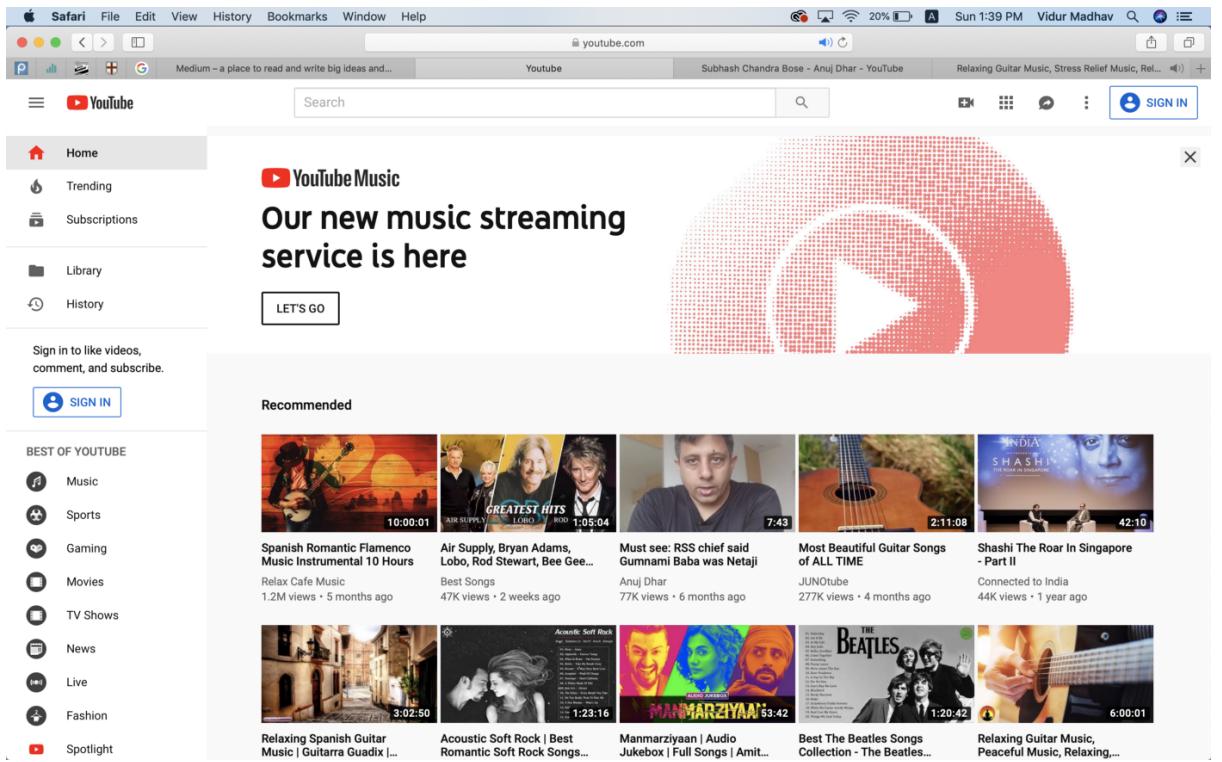
✓ Result:

Whatsapp have managed to:

- Higher Satisfaction
- More People Use Feature
- Can favourite people
- Can see the people recently chatted on the top

Whatsapp succeeds in its light and dark interface, its easy to use chatting feature, and a hands-down better discovery feature and page. More than 2 billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere. WhatsApp is free2 and offers simple, secure, reliable messaging and calling, available on phones all over the world. And yes, the name WhatsApp is a pun on the phrase What's Up.

2)Youtube:-



UX case study aims to examine UX from a holistic perspective, panning the camera back to explore how an experience functions as a whole. YouTube is a video streaming website and application, enabling media editors to generate film content and upload them for a wider audience. The interface of YouTube has developed over the years to accommodate their fast growing user base and the increase in content stream.

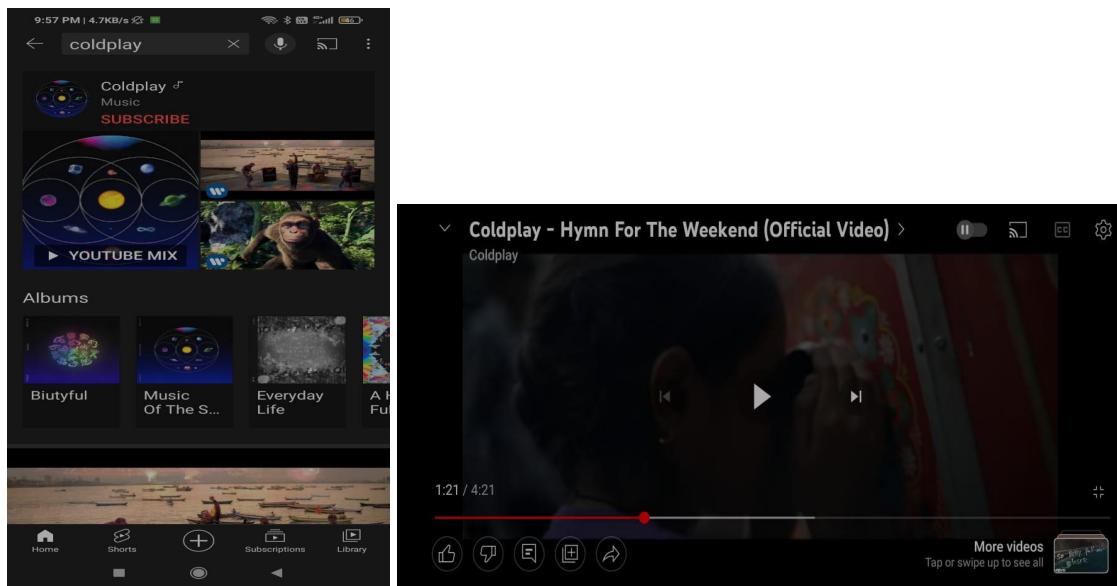
1.Home Page:

The home page interface enables a user to follow particular set of artists through their *channels* and collectively see all their media on a single page. The website links your Google account with the website, keeping a track of all the searches associated with the user in the past. This enables the website to suggest media related with the interests of the user and this is generally the first thing that appears upon opening the website.

2.Navigation

The interface has a narrow column on the left with quick links to most of the features of the website, such as the *Top Trending* media, *Subscription Services* and categorical division of all their content. Though it helps in faster navigation, there is a lot of visual noise on the homepage, often overburdening the user with features he might not require

3.Features



- Millennial Layout - simple, minimal yet appealing
 - Aesthetic and Minimalist Design ✓
- Multi format video support
 - Consistency and Standards ✓
- View mode exploration - Search or view suggested videos while watching
 - Accelerators, Flexibility and Efficiency of use ✓
- Microinteractions animation when the like button is clicked
 - Visibility of System Status ✓
- Dark theme for night light
 - User Control and Freedom✓
- Connect with users and share videos
 - Match between System and Real world✓
- Gestures - double tap on left or right side of a video to rewind or fast forward
 - Match between System and Real world✓
- Ability to save video to Watch Later
 - User Control and Freedom✓

Making ui/ux better

1) Touch lock player

It is common while watching a video on YouTube app, by mistake some other video link or icon is selected.

Accelerators, Flexibility and Efficiency of use

Improvement: This feature helps you avoid unnecessary actions. By enabling the touch lock you restrict any other touch action. Enabling this, will hide all other buttons in full screen mode and by only unlocking/disabling the feature by clicking on this button you can do other actions.



2) Random Video Suggestion

On Home page the list of video categories should include Random category as well apart from recommended. Seeing only familiarised contents make the users feel like living in a bubble.

Match between System and Real world

Improvement: Sometimes the users are there to explore new channels and videos which are not related to the categories or genre which they generally watch. This will keep users engaged and interested and will

simultaneously allow content creators to reach new audience. Similar to real world where we accidentally come across new things.

3)Temporary Reordering of others' Playlists

It is often observed that a user wants to play a certain playlist but not according to the present sequence. Youtube provides the scope of shuffling the playlist but it is not user controlled, instead it automatically selects the next item to be played

User Control and Freedom

Improvement Providing the user with control over the playlist which is organised by another user makes it a more engaging and interactive experience. This way the user can temporarily reorder the items on the list according to his wish. Once he moves on to different link (video/playlist) the current ordering will be erased.

4) Horizontal category scroll in app similar to web

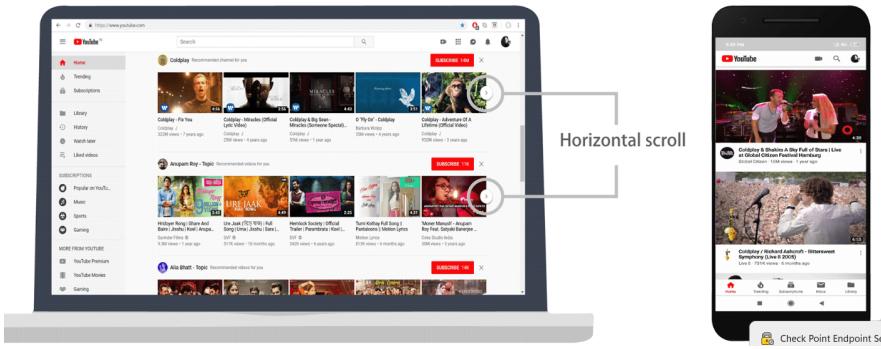
Horizontal scrolling category wise is possible in youtube website but the same feature is not available in mobile app. In mobile application, only vertical scrolling is possible and no category wise recommendation is provided.

Consistency and Standards

Improvement: Here user experience can be improved by maintaining

consistency on

both the platforms. Nowadays, since most of the traffic is on mobile it is better to keep the app up-to-date with the new features and trends as done on the web application.

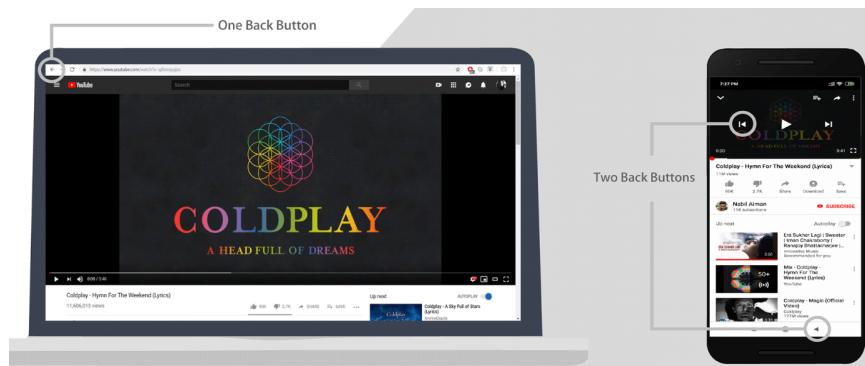


5) Back stack/Button inconsistency

In youtube web application there is no previous video button except for playlists. In mobile application there is previous video button for all videos being watched. Thus, in web application only one back button is there which is provided by the web browser. While in mobile application there is two back buttons provided, one of the device and one of the application.

Consistency and Standards

Problem arises when a user while watching videos, uses the new feature of youtube to search while watching the current video, then enlarging the current video again. From this step if the user want to go to the previous video watched in mobile its possible by the application back button. But in web application the browser back button will take him to the search page and not the previous watched video.



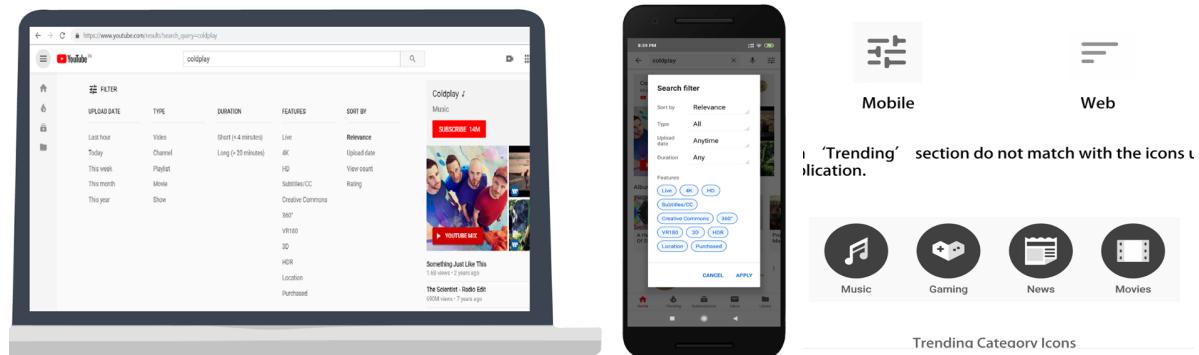
6) Inconsistency across Web/Mobile App

There are several instances of inconsistency in youtube UI across web and app. Firstly the video search filter window in web and app are quite different. A uniform user experience should be achieved when it comes to UI. This will leave less element of surprise for the user in a good way and make them more comfortable using the interface across platforms.

Consistency and Standards

Also Comment sort icons are different in web and mobile applications. In mobile app the icon is same as video search filter. While in web app its different.

Category Icons used in 'Trending' section do not match with the icons used throughout the web or mobile application.

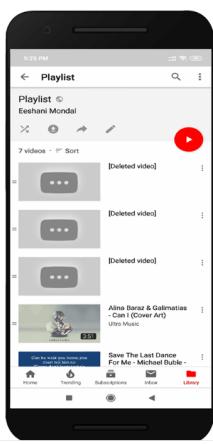


7)Curating Ghost Links

It is often observed that many videos are deleted and their links still remain added in playlists. It will be a better user experience if such links are removed from user visibility and playlists are curated whenever a video is removed from the database.

Error Prevention

Improvement: Youtube being a content driven product it will be a good practice to keep its database clean and updated. This will help in projecting a more robust service to the users.



✓ Result:

YouTube have managed to:

- Higher Satisfaction
- More People Use Feature
- Can like and download videos free of cost
- Can share and record video

YouTube succeeds in its light and dark interface, its easy to use its

feature, and a hands-down better discovery feature and page. The website is designed to be simple enough for a first-time user to use the site to its full potential. The instruction and graphics are clear and crisp, though the user might spend time absorbing all the features the site offers through their homepage.