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YouTube Mobile Redesign Report

❖ Research & Analysis

YouTube's mobile interface is known for its rich features, but several usability and experience issues still affect user satisfaction.
After analyzing the current interface, the following design problems were identified:

Issue 1: No Quick Volume Control

Problem:
Users can only control volume through their device's hardware buttons. This causes inconvenience during playback, especially when switching between videos of different loudness levels.

Improvement:
Add a **small, accessible volume slider** on the video player screen that appears on tap. It allows quick volume adjustment without leaving the video.

UX Law Applied:
Control & Freedom Heuristic — Users should always feel in control of the system. Giving them direct access to playback volume enhances usability and comfort.
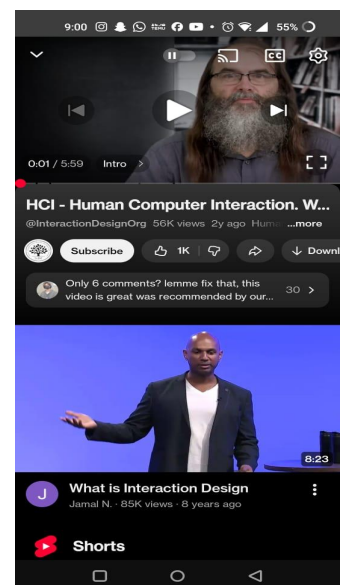
Issue 2: Overwhelming Choices in Search Results
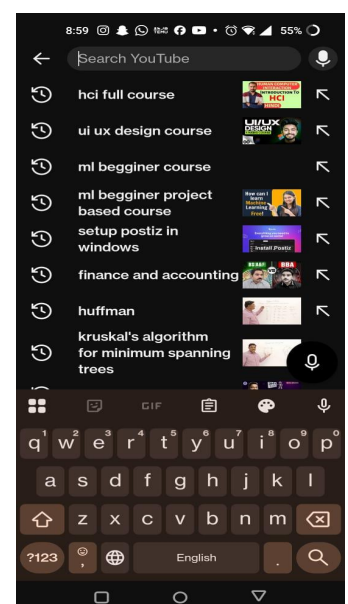
Problem:
YouTube's search results show **videos, channels, Shorts, and playlists** all in one long list. This creates clutter and slows user decision-making.

Improvement:
Introduce **filter chips** (e.g., *Videos | Shorts | Channels | Playlists*) at the top of the search page. Users can tap one filter to refine results instantly.

UX Law Applied:
Hick's Law — The more options users face, the longer they take to decide. Simplifying and categorizing choices reduces confusion and speeds up navigation.

Issue 3: Repetitive Recommendations

Problem:
Users frequently encounter similar videos repeatedly in their home feed, which reduces engagement and the feeling of discovery.

Improvement:
Add a Recommendation setting under profile so that user can adjust according to their preferences.

UX Law Applied:
Feedback Loop Principle — When users interact with recommendations and see immediate changes, the system learns and users feel more in control.
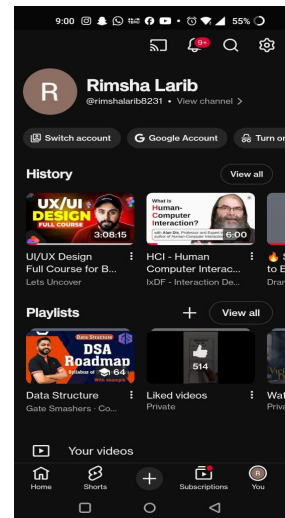
❖ **Redesign Scope**

Redesign Goals:

1. Improve user control during video playback (volume access).
2. Simplify search experience by organizing content categories.
3. Increase personalization and reduce content repetition on the Home screen.

❖ **Figma Prototype Link**

https://www.figma.com/proto/vzTyzYJMmY8TPydk9HVIEq/YouTube-Redesign?node-id=5-675&p=f&t=vB3akeXTW4aq4obo-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=5%3A675

❖ **Design Documentation**

The redesigned YouTube mobile interface aims to improve **control, simplicity, and personalization** in the user experience.
Three key problems were addressed: limited playback control, cluttered search results, and repetitive recommendations.
The new design introduces an **on-screen volume slider**, empowering users to adjust sound easily without relying on hardware buttons — reflecting the **Control & Freedom** heuristic.
The **Search Page** has been reorganized using **Hick's Law**, adding simple filter chips (Videos, Shorts, Playlists, Channels) that reduce cognitive load and speed up decision-making.
The **Porfile** now includes a "Recommendation Setting" feature that lets users shape their recommendations dynamically, aligning with the **Feedback Loop Principle** to make the algorithm more responsive and personal.
Together, these improvements create a more intuitive, organized, and user-driven interface that aligns with modern UX principles of accessibility, visibility, and consistency — resulting in a smoother and more engaging YouTube experience.