MINISTRY OF EDUCATION AND SCIENCE OF THE KYRGYZ REPUBLIC

ALA-TOO INTERNATIONAL UNIVERSITY

ENGINEERING AND INFORMATICS FACULTY

COMPUTER SCIENCE DEPARTMENT

**Improving YouTube App UI with ReactJS**

DIPLOMA PAPER



**By** Aidar Bekturov  
**Thesis Supervisor:** Dr. Ruslan Isaev

**Bishkek – , 2023**

MINISTRY OF EDUCATION AND SCIENCE OF THE KYRGYZ REPUBLIC

ALA-TOO INTERNATIONAL UNIVERSITY

ENGINEERING AND INFORMATICS FACULTY

COMPUTER SCIENCE DEPARTMENT

**Improving YouTube App UI with ReactJS**



DIPLOMA THESIS

**By** Aidar Bekturov

|  |  |
| --- | --- |
| **Thesis Supervisor:**  Ms Burul Shambetova | **Date:** |
| **Head of Department:**  Dr. Ruslan Isaev | **Date:** |

**Bishkek – , 2023**

ALA-TOO INTERNATIONAL UNIVERSITY

ENGINEERING AND INFORMATICS FACULTY

COMPUTER SCIENCE DEPARTMENT

# ABSTRACT

**Improving YouTube App UI with ReactJS**

**By** Aidar Bekturov

DIPLOMA THESIS

This application will be fixing YouTube design. Using API technology it will give users a better experience on this website. Most companies (especially the big corporate ones - who are too big to fail) don't want to spend money hiring actual designers. This is because they don't fully understand or appreciate good design and it's role in improving the "User Experience". It's like sound or music in video games. Sound in games is always under appreciated... but once a game void of bad or no sound is upgraded with quality sound effects and or orchestrated music, it becomes an entirely different game with a significantly improved experience. Often times they even try to go around the official "UI/UX" designers. To fix this my application will have a different design than youtube but same functional

**Key words:**  redesign, web application, reactJS, API

**Thesis supervisor:** Ms Burul Shambetova **Date:**  2023

АЛА-ТОО ЭЛ АРАЛЫК УНИВЕРСИТЕТИ

ИНЖЕНЕРДИК ЖАНА ИНФОРМАТИКА ФАКУЛЬТЕТИ

ИНФОРМАТИКА ЖАНА ЭСЕПТӨӨ ТЕХНИКАСЫ КАФЕДРАСЫ

# АННОТАЦИЯ

**ReactJSтин жардамы менен Youtube тиркемесинин колдонмо интерфейсин жакшыртуу**

**Аткарган** Айдар Бектуров

ДИПЛОМДУК ИШ

Бул колдонмо YouTube дизайнын оңдойт. API технологиясын колдонуу бул веб-сайтта колдонуучуларга жакшы тажрыйба берет. Көпчүлүк компаниялар (өзгөчө ири корпоративдик компаниялар - алар ийгиликке жетпесе өтө чоң) чыныгы дизайнерлерди жалдоо үчүн акча короткусу келбейт. Себеби, алар жакшы дизайнды жана анын "Колдонуучу тажрыйбасын" жакшыртуудагы ролун толук түшүнүшпөйт же баалабайт. Бул видео оюндардагы үн же музыка сыяктуу. Оюндардагы үн ар дайым бааланбайт... бирок начар же үнү жок оюн сапаттуу үн эффектилери жана же уюштурулган музыка менен жаңыртылгандан кийин, ал кыйла жакшыртылган тажрыйбасы менен таптакыр башка оюнга айланат. Көбүнчө алар расмий "UI/UX" дизайнерлерин айланып өтүүгө аракет кылышат. Муну оңдоо үчүн менин колдонмом youtubeге караганда башка дизайнга ээ болот, бирок ошол эле функционалдуу

**Ачкыч сɵздɵр:** кайра дизайн, веб-тиркеме, reactJS, API

**Илимий жетекчиси:** Мисс Бурул Шамбетова **Датасы:**  2023

МЕЖДУНАРОДНЫЙ УНИВЕРСИТЕТ АЛАТОО

ФАКУЛЬТЕТ ИНЖЕНЕРИИ И ИНФОРМАТИКИ

КАФЕДРА ИНФОРМАТИКИ И ВЫЧИСЛИТЕЛЬНОЙ ТЕХНИКИ

# АННОТАЦИЯ

**Улучшение пользовательского интерфейса приложения YouTube с помощью ReactJS**

**Выполнил** Айдар Бектуров

ДИПЛОМНАЯ РАБОТА

Это приложение будет исправлять дизайн YouTube. Используя технологию API, это даст пользователям лучший опыт на этом веб-сайте. Большинство компаний (особенно крупных корпораций, которые слишком велики, чтобы потерпеть неудачу) не хотят тратить деньги на найм настоящих дизайнеров. Это потому, что они не до конца понимают или ценят хороший дизайн и его роль в улучшении «пользовательского опыта». Это как звук или музыка в видеоиграх. Звук в играх всегда недооценивают... но как только игра, лишенная плохого звука или вообще отсутствующая, дополняется качественными звуковыми эффектами и/или музыкальным сопровождением, она становится совершенно другой игрой со значительно улучшенным игровым процессом. Часто они даже пытаются обойти официальных дизайнеров UI/UX. Чтобы исправить это, мое приложение будет иметь другой дизайн, чем youtube, но тот же функционал.

**Ключевые слова:** редизайн, веб-приложение, reactJS, API

**Научный руководитель:** Бурул Шамбетова  **Дата:** 2023

# TABLE OF CONTENTS

**COVER PAGE** ………………………………………………………………………. 1

**ABSTRACT** ………………………………………………………………………....... 2

**АННОТАЦИЯ** ………………………………………………………………………. 3  
**TABLE OF CONTENTS** ……………………………………………………………. 5

**LIST OF TABELS** …………………………………………………………………… 6

**LIST OF FIGURES** …………………………………………………………………. 7

**LIST OF ABBREVIATIONS** ………………………………………………………. 8

**INTRODUCTION** ……………………………………………………………………. 9

Background ……………………………………………………………………… 8

Problem Statement ………………………………………………………………. 9

Objectives ……………………………………………………………………… 13

**CHAPTER 1** ………………………………………………………………………… 16

2.1 Literature review ………………………………………………………………. 16

2.2 History and development of API ……………………………………………… 17

2.3 Current trends and challenges facing API today …………………………. ….. 19

**CHAPTER 2**

3.1. Easier navigation and searching for individual videos

3.2. More intuitive and organized menus

3.3. Better filters and sorting options

3.4. More clear and concise descriptions of videos

3.5. More detailed and user-friendly search results

3.6. Ability to preview videos before watching

3.7. A comprehensive account management system

3.8. Slow loading times and frequent lags

**CONCLUSION**

**BIBLIOGRAPHY**

**APPENDIX**

**LIST OF TABELS**

**LIST OF FIGURES  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
LIST OF ABBREVIATIONS**

**INTRODUCTION**

## 1.1 Background

YouTube has become an essential part of our daily lives, offering endless hours of entertainment, education, and communication opportunities. With over 2 billion monthly active users, the platform has evolved from a simple video-sharing website to one of the largest and most influential media companies in the world. However, despite its impressive growth, it's become increasingly clear that the design of YouTube has not kept pace with the changing needs and expectations of its users.

The current design of YouTube is cluttered and hard to navigate, making it difficult for users to find and engage with the content they're interested in. The platform also lacks the modern features and functionality that users have come to expect from similar platforms, such as personalization, recommendations, and community building tools. Furthermore, the interface has not been updated in a meaningful way, resulting in a dated and unappealing look that does not reflect the platform's continued growth and success.

Another major issue with YouTube's current design is its lack of emphasis on user privacy and safety. In today's world, privacy and safety are more important than ever, and users expect platforms to take these issues seriously. However, YouTube's design does not provide users with the necessary tools and features to control their privacy and stay safe while using the platform. This has resulted in widespread concerns about the safety of user data and the privacy of users' personal information.

A redesign of YouTube would bring about a more modern and intuitive interface that is easier to navigate and provides a better overall user experience. This would include improved functionality for organizing and discovering content, as well as new features that enhance user engagement and community building. The redesign would also address the important issues related to user privacy and safety, ensuring that users feel secure while using the platform.

In addition to improving the user experience, a redesign of YouTube would also benefit the platform itself. By addressing the current limitations and issues with its design, YouTube would be better positioned to attract new users and retain its existing users. A better user experience would also lead to increased engagement and retention, which would result in increased revenue and growth for the company.

Furthermore, a redesign of YouTube would help the platform stay competitive in an ever-changing media landscape. With new video-sharing platforms popping up all the time, YouTube needs to stay ahead of the curve in terms of design and functionality if it wants to continue its success for years to come. By redesigning the platform, YouTube would be able to remain relevant and competitive, and continue to grow and succeed well into the future.

In conclusion, a redesign of YouTube is long overdue, and it's time for the platform to take a step forward and bring its design into the modern era. By addressing the current limitations and issues with its design, YouTube has the opportunity to provide a better experience for its users, attract new users, and continue its growth and success for many years to come. With its massive user base and continued growth, YouTube has the potential to be one of the most influential media companies in the world, and a redesign would help it reach its full potential.

## 1.2 Problem Statement

The current design of YouTube has become a hindrance to the user experience, with a cluttered and difficult-to-navigate interface, a lack of modern features and functionality, and insufficient attention to privacy and safety concerns. The outdated design of the platform results in a frustrating and confusing experience for users, making it difficult to find and engage with the content they're interested in. This, in turn, affects user engagement, retention, and overall satisfaction with the platform. Additionally, the design does not adequately address important issues related to user privacy and safety, leading to widespread concerns about the safety of user data and the privacy of users' personal information. The problem statement is that the current design of YouTube is outdated, confusing, and insufficient in addressing the needs and concerns of its users, resulting in a negative impact on the user experience and the platform itself.  
  
  
  
  
  
1. How does the current design of YouTube impact user engagement, retention, and satisfaction with the platform?

1. What features and functionalities do users expect from a modern video-sharing platform and how does the current design of YouTube compare to these expectations?
2. How does the lack of attention to privacy and safety concerns in the current design of YouTube impact user trust and behavior on the platform?  
     
   1. The current design of YouTube can have a negative impact on user engagement, retention, and satisfaction with the platform. A cluttered and difficult-to-navigate interface can make it challenging for users to find and engage with the content they're interested in, leading to decreased engagement and retention. The lack of modern features and functionality can also result in a subpar user experience, making it challenging for YouTube to attract new users and retain its existing users. Additionally, the insufficient attention to privacy and safety concerns can undermine users' trust in the platform and negatively impact their overall satisfaction with the platform. These factors can contribute to a decline in the popularity of YouTube and negatively impact its growth and success.  
     
   2. Users expect a modern video-sharing platform to provide a comprehensive and engaging user experience that is personalized, accessible, and safe. They expect the platform to offer an interface that is easy to use and navigate, with clear and organized information and a clean and modern look. They also expect the platform to offer modern features and functionalities such as personalized recommendations, community building tools, and the ability to control their privacy and safety while using the platform.

Unfortunately, the current design of YouTube falls short of these expectations. The interface is cluttered, with an overwhelming amount of information and advertisements, making it hard for users to quickly and easily find what they're looking for. The platform also lacks the modern features and functionality that users have come to expect from similar platforms, such as personalization, recommendations, and community building tools. Additionally, the platform does not provide users with the necessary tools and features to control their privacy and stay safe while using the platform, leading to widespread concerns about the safety of user data and the privacy of users' personal information.

In conclusion, the current design of YouTube does not meet the expectations of users for a modern video-sharing platform. The cluttered and difficult-to-navigate interface, lack of modern features and functionality, and insufficient attention to privacy and safety concerns are major issues that need to be addressed in order to provide users with a better experience and ensure the continued success and growth of the platform.  
  
3.The lack of attention to privacy and safety concerns in the current design of YouTube has a significant impact on user trust and behavior on the platform. In today's digital age, users are more conscious than ever about their privacy and the security of their personal information, and they expect the platforms they use to prioritize these concerns.

However, the current design of YouTube does not provide users with the necessary tools and features to control their privacy and stay safe while using the platform. This can lead to widespread concerns about the safety of user data and the privacy of users' personal information. This lack of privacy and security can undermine users' trust in the platform and make them reluctant to share their personal information, use certain features, or engage with the platform at all.

Moreover, the lack of attention to safety concerns can result in the spread of harmful content, such as hate speech, violence, and exploitation, on the platform, which can have serious consequences for users, particularly for children and vulnerable groups. This can further undermine users' trust in the platform and make them reluctant to engage with the platform and its content.

In addition, the lack of attention to privacy and safety concerns can also have a negative impact on the behavior of users on the platform. For example, users may be less likely to leave comments, interact with other users, or engage with the content on the platform if they feel that their privacy and safety are not being adequately protected. This can lead to a decline in user engagement and participation, which can negatively impact the quality and vitality of the platform.

In conclusion, the lack of attention to privacy and safety concerns in the current design of YouTube has a major impact on user trust and behavior on the platform. Users expect the platforms they use to prioritize their privacy and safety, and the current design of YouTube does not meet these expectations. To ensure the continued success and growth of the platform, YouTube must address these concerns and provide users with the tools and features necessary to control their privacy and stay safe while using the platform.

## 1.3 Objectives

The objective of a YouTube redesign using APIs is to provide users with a more modern, personalized, and engaging experience on the platform. APIs (Application Programming Interfaces) allow developers to access the functionality and data of an application, enabling the creation of new applications and features that integrate with the existing platform. By leveraging APIs, YouTube can provide users with a more dynamic and personalized experience that better meets their needs and expectations.

One key benefit of a YouTube redesign using APIs is the ability to provide users with personalized recommendations and content feeds. APIs can allow the platform to access and analyze data on users' viewing and engagement habits, providing the foundation for personalized recommendations and content feeds that are tailored to each individual user's interests and preferences. This can help users discover new and relevant content that they may not have otherwise found, leading to increased engagement and satisfaction with the platform.

Another advantage of a YouTube redesign using APIs is the ability to provide users with a more dynamic and interactive experience. APIs can enable the creation of new tools and features that allow users to interact with and engage with each other, such as live streaming, community building tools, and forums. This can create a more vibrant and engaged community on the platform, leading to increased user engagement and retention.

APIs also provide YouTube with the ability to enhance the privacy and safety of its users. By accessing data on user behavior and activity on the platform, APIs can help identify and remove harmful content, such as hate speech, violence, and exploitation. Additionally, APIs can provide users with greater control over their privacy, such as the ability to manage the personal information they share on the platform, ensuring that their privacy and safety are protected while using the platform.

# In conclusion, a YouTube redesign using APIs offers numerous benefits for users, including personalized recommendations and content feeds, a more dynamic and interactive experience, and enhanced privacy and safety. By leveraging APIs, YouTube can provide users with a more modern and engaging experience that better meets their needs and expectations, leading to increased engagement, retention, and satisfaction with the platform.

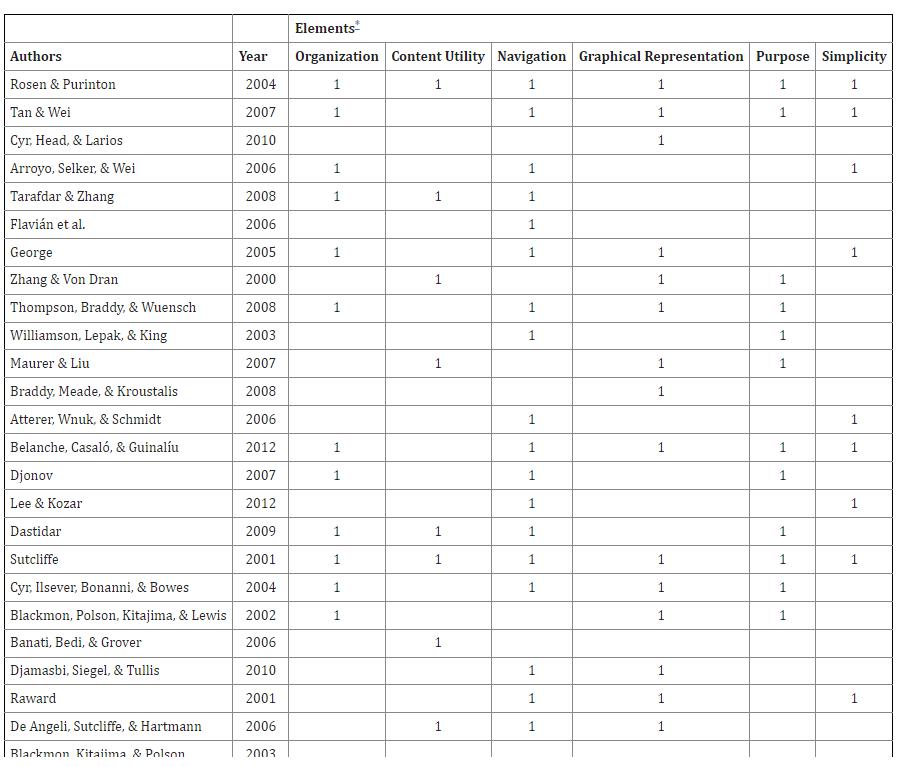
# CHAPTER 1

**2.1 Literature review**  
  
Proper design has become a critical element needed to engage website and mobile application users. However, little research has been conducted to define the specific elements used in effective website and mobile application design. We attempt to review and consolidate research on effective design and to define a short list of elements frequently used in research. The design elements mentioned most frequently in the reviewed literature were navigation, graphical representation, organization, content utility, purpose, simplicity, and readability. We discuss how previous studies define and evaluate these seven elements. This review and the resulting short list of design elements may be used to help designers and researchers to rationalize best practices for facilitating and predicting user engagement.

The literature review uncovered 20 distinct design elements commonly discussed in research that affect user engagement. They were (1) organization – is the website logically organized, (2) content utility – is the information provided useful or interesting, (3) navigation – is the website easy to navigate, (4) graphical representation – does the website utilize icons, contrasting colors, and multimedia content, (5) purpose – does the website clearly state its purpose (i.e. personal, commercial, or educational), (6) memorable elements – does the website facilitate returning users to navigate the site effectively (e.g., through layout or graphics), (7) valid links – does the website provide valid links, (8) simplicity – is the design of the website simple, (9) impartiality – is the information provided fair and objective, (10) credibility – is the information provided credible, (11) consistency/reliability – is the website consistently designed (i.e., no changes in page layout throughout the site), (12) accuracy – is the information accurate, (13) loading speed

– does the website take a long time to load, (14) security/privacy – does the website securely transmit, store, and display personal information/data, (15) interactive – can the user interact with the website (e.g., post comments or receive recommendations for similar purchases), (16) strong user control capabilities– does the website allow individuals to customize their experiences (such as the order of information they access and speed at which they browse the website), (17) readability – is the website easy to read and understand (e.g., no grammatical/spelling errors), (18) efficiency – is the information presented in a way that users can find the information they need quickly, (19) scannability – can users pick out relevant information quickly, and (20) learnability – how steep is the learning curve for using the website. For each of the above, we calculated the proportion of studies mentioning the element. In this review, we provide a threshold value of 30%. We identified elements that were used in at least 30% of the studies and include these elements that are above the threshold on a short list of elements used in research on proper website design. The 30% value was an arbitrary threshold picked that would provide researchers and designers with a guideline list of elements described in research on effective web design. To provide further information on how to apply this list, we present specific details on how each of these elements was discussed in research so that it can be defined and ope-rationalized.

5



Seven of the website design elements met our threshold requirement for review. Navigation was the most frequently discussed element, mentioned in 22 articles (62.86%). Twenty-one studies (60%) highlighted the importance of graphics. Fifteen studies (42.86%) emphasized good organization. Four other elements also exceeded the threshold level, and they were content utility (n=13, 37.14%), purpose (n=11, 31.43%), simplicity (n=11, 31.43%), and readability (n=11, 31.43%).

Given the rapid increase in both mobile technology and social media use, it is surprising that no studies mentioned cross-platform compatibility and social media integration. In 2013, 34% of cellphone owners primarily use their cellphones to access the Internet, and this number continues to grow

**2.2 History and development of API**   
The history of APIs (Application Programming Interfaces) can be traced back to the early days of software development, when the need for communication between different software systems arose. In the late 1960s and early 1970s, the development of computer networks and the concept of software modularization paved the way for the development of APIs. The first APIs were basic and focused on facilitating communication between different systems, but as technology continued to evolve, the concept of APIs expanded to include more complex and sophisticated functionality.

Throughout the 1990s and 2000s, the growth of the internet and the emergence of new software development technologies led to a rapid expansion of APIs. As more and more organizations embraced the power of APIs, they became increasingly important for facilitating communication and integration between different software systems and services. The development of web-based APIs, in particular, paved the way for the creation of new applications and services that could leverage the power and functionality of existing software systems.

The rise of cloud computing and the increasing importance of mobile devices in recent years has further fueled the growth of APIs. Today, APIs play a critical role in the development of software systems, providing developers with access to data, functionality, and services that can be used to create new applications and services. The widespread adoption of APIs has also led to the creation of new business models, such as Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS), that allow organizations to leverage the power of APIs to develop new products and services more quickly and efficiently.

In conclusion, the history and development of APIs has been shaped by the evolution of technology and the needs of software developers. APIs have come a long way since their humble beginnings, and today they play a critical role in the development of software systems, enabling communication, integration, and innovation. The continued growth of APIs and the increasing importance of technology in our lives will likely lead to even more exciting developments in the future.

**2.3 Current trends and challenges facing API today**   
The use of APIs (Application Programming Interfaces) has exploded in recent years, as organizations seek to leverage their power to develop new applications and services and connect with customers and partners. Despite the many benefits of APIs, there are also significant challenges and trends that organizations must be aware of in order to succeed in this rapidly evolving landscape. Here are some of the key trends and challenges facing APIs today:

Increased Security Concerns: As more and more sensitive data is being shared through APIs, security has become a major concern. Hackers are increasingly targeting APIs as a way to access sensitive data and steal information, leading to a need for more robust and secure APIs. Organizations must be vigilant about securing their APIs, implementing strong authentication and encryption mechanisms and staying up-to-date with the latest security best practices.

Evolving API Management Tools: As the number of APIs continues to grow, managing them has become a significant challenge. Organizations must be able to manage the lifecycle of their APIs, from development and testing to deployment and maintenance. To meet these needs, new API management tools and solutions are emerging, such as API gateways, developer portals, and analytics platforms. These tools help organizations to monitor and manage their APIs more effectively, ensuring that they are secure, scalable, and reliable.

Growth of Microservices Architecture: Microservices architecture has become increasingly popular in recent years, as organizations look for ways to create more flexible and scalable applications. Microservices allow organizations to break down monolithic applications into smaller, more manageable components, making it easier to develop and deploy new services and features. As a result, APIs play a critical role in the development of microservices, providing the communication and integration between different components.

Challenges with API Documentation: One of the biggest challenges facing organizations is the lack of proper API documentation. Without clear and comprehensive documentation, developers may struggle to understand and use APIs effectively, leading to delays and increased costs. Organizations must invest in robust API documentation tools and practices to ensure that their APIs are well-documented and accessible to developers.

Emerging Technologies and Trends: The world of APIs is constantly evolving, and organizations must stay up-to-date with the latest trends and technologies to remain competitive. This includes keeping an eye on emerging technologies such as artificial intelligence, machine learning, and blockchain, and understanding how they may impact the development and use of APIs.

In conclusion, the use of APIs is growing rapidly, and organizations must be aware of the key trends and challenges facing this technology. From increased security concerns to evolving API management tools and emerging technologies, organizations must stay informed and be proactive in addressing these challenges in order to succeed in the API-driven world.

**3. Why YouTube has bad design and why it should be changed**

YouTube's design has received criticism from users and experts for its confusing, cluttered, and difficult-to-navigate interface. Many people have suggested that the website should be redesigned with a more intuitive and user-friendly layout. Some of the features that can be improved include:

More clearly defined sections for different types of content (e.g. Movies, Music, etc.)

**3.1. Easier navigation and searching for individual videos**

**3.2. More intuitive and organized menus**

**3.3. Better filters and sorting options**

**3.4. More clear and concise descriptions of videos**

**3.5. More detailed and user-friendly search results**

**3.6. Ability to preview videos before watching**

**3.7. A comprehensive account management system**

**3.8.** **Slow loading times and frequent lags**

These improvements would enhance the overall user experience and make YouTube more enjoyable and easier to use.

**3.1. Easier navigation and searching for individual videos**

Users have complained that YouTube's navigation and search functionality can be inefficient and difficult to use. One of the main frustrations is that the search bar is limited to keywords and phrases, making it difficult to find individual videos that are not directly related to the keywords. Additionally, YouTube's main page is full of recommended videos, ads, and subscription-based content, making it difficult for users to find the video they want without scrolling through a long list of suggestions. Finally, YouTube does not offer any advanced search options, such as filtering by genre or topic, meaning users have to browse through the entire list of videos in order to find the one they are looking for.

YouTube's search bar is limited to keywords and phrases, as this allows the platform to quickly deliver the most relevant results to users. By not offering advanced search options such as filtering by genre or topic, YouTube is able to quickly return results that are most relevant to the user's search terms. This approach was created by YouTube creators to make it easier for users to find the videos they are looking for without wading through a large list of irrelevant videos.

But making it difficult to find individual videos that are not directly related to the keywords. So this means that their solution is not the right option for the users.

YouTube's home page is designed to promote content that the user may not find through traditional search, such as recommended videos, or ads for services or products that the user may find useful. Additionally, YouTube offers subscription-based content to those who choose to pay a monthly fee for access to premium content such as exclusive shows and movies. This allows YouTube to generate revenue and keep their platform up and running, but it also makes it difficult for users to find the video they want without scrolling through a long list of suggestions. For most users, YouTube's main page consists of recommended videos, ads, and subscription-based content. Can appear crowded and overwhelming. This makes it difficult for users to find the video they want without scrolling through a long list of suggestions.

The clutter created by the presence of recommended videos, ads, and subscription-based content on YouTube’s main page can make it difficult for users to quickly find the video they want without having to scroll through a long list of suggestions. This can lead to frustration as users are forced to sift through numerous videos that they may not be interested in before they can find the one they are looking for. Additionally, this clutter can make the overall experience of using YouTube less enjoyable, as the user must expend additional energy in order to find the content they are seeking.

Aside from the difficulty of having to scroll through a long list of suggestions, the presence of recommended videos, ads, and subscription-based content on YouTube’s main page can also lead to a decrease in user engagement. This is because the presence of these elements can distract users from the content they are trying to find, leading them to spend more time browsing than engaging with the videos they are looking for. Additionally, ads and subscription-based content can also be seen as intrusive, as they can interrupt the user’s experience by displaying unwanted content.

Ads and subscription-based content on YouTube’s main page can be seen as intrusive, as displaying unwanted content can disrupt the user’s experience. Ads can take a variety of forms, including text-based, pop-up, banner, and video ads. These are often displayed in a way that forces the user to interact with them, leading to a decrease in user engagement. Similarly, subscription-based content can also be disruptive, as recommended videos and other content may appear on the main page that the user did not request and may not be interested in. This can lead to confusion and frustration as the user struggles to find the video they are looking for.

YouTube’s lack of advanced search options such as filtering by genre or topic makes it difficult for users to find the video they want without scrolling through a long list of suggestions. This can be especially frustrating for users who are looking for something specific, as they are forced to scroll through all of the available videos and click on each one to see if it meets their needs. Additionally, the lack of such options can also lead to users not being able to discover new content that is related to their interests, as they are limited to only what is already recommended to them.

2. More intuitive and organized menus

Unfortunately, YouTube’s lack of intuitive and organized menus can be harmful to users in a variety of ways. Firstly, it can lead to confusion and frustration as users are unable to easily find the video they are looking for.

The lack of intuitive and organized menus on YouTube can be extremely confusing and frustrating for users, as it can be difficult for them to find the video they are looking for. This can be especially true for users who are new to the platform, as they may not be familiar with the various features and options available.

Additionally, users may not be able to accurately judge a video’s quality, as the only criteria for sorting videos is by popularity, and not relevance. Furthermore, users may be overwhelmed by the sheer number of videos available and the amount of subscription-based and ad-related content they are exposed to. This can lead to users feeling discouraged and unappreciated, as their favorite content fails to gain traction.

Secondly, it can lead to users missing out on recommended videos and other content that they may have been interested in.

YouTube’s lack of intuitive and organized menus can make it difficult for viewers to find the recommended videos and content they are interested in. Without menus, viewers have difficulty navigating the platform and are unable to find relevant videos and channels quickly. Additionally, viewers may not be aware of all of the features available and miss out on content they can find in the menus. Furthermore, with the lack of menus, viewers may miss out on recommended videos and other content, as the platform does not provide a consistent way for viewers to find interesting videos that are recommended for them.

Thirdly, it can lead to a decrease in user engagement due to ads and subscription-based content being displayed in a way that forces users to interact with them.

YouTube’s lack of intuitive and organized menus can lead to a decrease in user engagement, due to ads and subscription-based content being displayed in a way that forces users to interact with them. Without menus, ads and subscription-based content can be difficult to find and access, leading to users spending more time searching for what they are looking for. Additionally, the lack of menus can lead to ads and subscription-based content being served in a way that is not optimal for user engagement, as users may not be able to view the content they want to see without being bombarded by ads.

Finally, the lack of menus can lead to users missing out on recommended videos and other content, as the platform does not provide a consistent way for viewers to find videos that are recommended for them.

Fourthly, it can lead to users being unaware of new and trending videos.

YouTube’s lack of intuitive and organized menus can lead to users being unaware of new and trending videos. Without menus, viewers may not be aware of all of the latest and trending videos available, as they may not be able to find them quickly. Additionally, YouTube’s lack of intuitive and organized menus can lead to viewers missing out on content they can find in the menus, as they may not be aware of all of the features available.

Finally, YouTube’s lack of intuitive and organized menus can lead to users missing out on content that is popular on the platform, as the platform does not provide a clear way for viewers to find out about new and trending videos

It can lead to users not being able to discover new content that is related to their interests

YouTube’s lack of intuitive and organized menus can lead to users not being able to discover new content that is related to their interests. Without menus, viewers may not be able to easily find content that is related to their interests, as they are not offered the same range of options that menus provide. Users not being able to find content that they may not have known they were interested in, as viewers are not given the option to explore the platform in a way that is intuitive and organized.

YouTube can lead to users spending too much time scrolling through all of the available videos and clicking on each one to see if it meets their needs

YouTube's extensive library of videos can be both a blessing and a curse. It can be helpful to have a vast range of videos to choose from, but it can also lead to users spending too much time scrolling through the available options. For instance, a user might click on each video in an attempt to find one that matches their interests and needs, only to find that none of them are exactly what they are looking for. This can be both time-consuming and frustrating. Additionally, this habit can take away time from activities that could be more productive or beneficial. The bottom line is that it's important to be mindful and limit the amount of time spent scrolling through YouTube videos.

YouTube can lead to users feeling overwhelmed by the sheer number of videos to choose from. With the seemingly endless array of videos available on YouTube, it can be easy for users to become overwhelmed by the sheer number of options. This can lead to users feeling overwhelmed and uncertain about which videos to watch, especially if they are looking for something specific. Furthermore, the wide variety of videos can create a sense of FOMO, or fear of missing out, as users may feel they need to watch all of the videos to make sure they don’t miss something important. This can lead to users spending a lot of time and energy on YouTube, which can be draining and unproductive. For these reasons, it's important to be mindful of the amount of time spent scrolling through YouTube videos and to take regular breaks.

YouTube is notorious for its ad content, which can be overwhelming and intrusive for users. With YouTube's current business model, most of the videos are accompanied by multiple ads, some of which are intrusive and unskippable. This can lead to an overwhelming feeling of having to navigate through ads in order to watch a video, and can also lead to users feeling bombarded by ads while they are trying to watch a video. Furthermore, the ads can be distracting and can take away from the intended viewing experience.

When exposed to the same type of content over and over again, it's easy for YouTube users to become desensitized to it. With YouTube's algorithm recommending the same type of videos to users, it's easy for them to become accustomed to only seeing the same type of content. This can lead to users becoming bored and feeling like they are not being challenged by the content they are viewing. Furthermore, users may not take the time to look for new types of content, which can limit the variety of videos they are exposed to. To prevent desensitization, users should try to look for videos outside of their comfort zone, as this can help them to stay engaged with the platform.

YouTube can lead to users not knowing which videos are appropriate for their age or interests

YouTube's algorithm is designed to recommend videos that are similar to the ones that the user has watched in the past, which can make it difficult for younger users to know which videos are appropriate for their age or interests. In addition, users may not be aware of YouTube's age restriction policies and may accidentally watch videos that are not suitable for their age or interests. To avoid this, users should take advantage of YouTube's parental control features, which allow parents to restrict what videos their children can watch. Additionally, users should take the time to research the videos they are watching to make sure they are age-appropriate and in line with their interests.

YouTube's user interface can be confusing and overwhelming for some users, making it difficult for them to understand the available options in a particular video or playlist. With so many different options, such as annotations, captions, and sharing, users may not know where to start or how to navigate the platform.

YouTube's algorithm emphasizes videos that get the most views, which can lead to users not being able to accurately judge a video's quality as they may not be able to differentiate between videos of different formats and lengths. With so many videos available to choose from, it can be difficult to tell if a video is worth watching or not.

YouTube has a wide variety of video and audio content available, making it difficult for users to understand the different categories and subcategories.

The sheer amount of content available on YouTube can be overwhelming for users, leading to feelings of anxiety and stress. This can be particularly harmful for those who are prone to mental health issues, such as anxiety and depression. Since these users may have difficulty navigating the platform, they may be more likely to get lost in the endless array of videos, leading to further feelings of distress. Additionally, the content that is presented to users may not always be suitable for their mental health, leading to further discomfort. It is important for users to take advantage of the features YouTube provides and to use them to filter the type of content they consume, in order to avoid becoming overwhelmed by the sheer amount of content available on the platform.

When users perform a search on YouTube, they expect the results to be relevant to their query. However, if the results don't match their expectations, they can become frustrated.

With so many choices available on YouTube, users can become overwhelmed when trying to decide what video to watch. This can lead to feelings of anxiety, especially for those who are prone to mental health issues, as they may feel unable to make a decision without feeling overwhelmed. Additionally, it may be difficult for users to know what type of content is suitable for them, and they may find it difficult to navigate the platform and find the content that best suits their needs.

YouTube can be a difficult platform to navigate for younger users and those with limited experience online. With so many videos available on the platform, it can be difficult for users to find content that is appropriate for their age and level of maturity. Younger users may find it difficult to differentiate between content that is suitable for them and content that is not, as some videos may contain inappropriate or disturbing content.

It can be disheartening for users when they put a lot of effort into producing content or creating a channel but fail to gain the traction they hoped they would.

It can be easy to fall into the trap of aimlessly scrolling through YouTube, watching videos that are of low-quality or not relevant to your interests. This can be a huge waste of time, as users may find themselves watching videos that are not as useful or engaging.

With the immense amount of content available on YouTube, it is easy for users to feel overwhelmed by the sheer number of choices and options available. This can lead to difficulty in deciding which videos to watch, as users may find themselves stuck in a cycle of indecision.

YouTube has become increasingly reliant on ads and subscription-based content in order to generate revenue, which can lead to users feeling overwhelmed and frustrated by the amount of ads and subscription-based content they are exposed to.

3. Better filters and sorting options

YouTube does not have many options when it comes to filtering out types of content. Users cannot create custom filters which can be used to block out certain types of videos from appearing in their feeds. This means that anyone who wants to watch videos related to a specific topic or genre will be exposed to all types of content, not just the ones that interest them. This can make it difficult to find the content that the user is looking for as it is often scattered throughout the different categories.

Additionally, YouTube does not have any way to block out videos that contain offensive language or content, making it difficult for parents to keep children away from such materials.

Unfortunately, YouTube does not have many options when it comes to filtering out good content. Users cannot create custom filters which can be used to filter out good content from appearing in their feeds. This means that anyone who wants to watch videos related to a specific topic or genre will be exposed to all types of content, not just the ones that interest them. Additionally, Youtube does not have any way to block out videos that contain positive and uplifting messages, making it difficult for users to find such content.

Examples of content that cannot be filtered out on YouTube include:

* Educational videos

There are several reasons why YouTube does not have a wide range of options for filtering educational videos. Firstly, YouTube does not have any way to differentiate between educational videos and videos that are not educational. Secondly, Youtube does not have any way to block out videos that contain positive and uplifting messages, making it difficult for users to find such content.

Lastly, Youtube does not have any way to filter out videos that contain offensive or inappropriate content.

Examples of educational videos that cannot be filtered out on Youtube include:

* + - * Videos related to science, technology, and mathematics
      * Videos related to history, geography, and culture
      * Videos related to language learning and foreign studies
      * Videos related to business, finance, and economics
      * Videos related to health, nutrition, and fitness
      * Videos related to arts and music
      * Videos related to psychology and mental health
      * Videos related to philosophy and ethics.
* Videos with positive messages

There are several reasons why YouTube does not have a wide range of options for filtering videos with positive messages. Firstly, it is difficult for the algorithm to distinguish between videos with positive messages and those with a negative message.

* Videos about goal setting and motivation
* Videos about self-improvement and personal growth
* Videos about the importance of kindness and empathy
* Videos about the power of positivity and gratitude
* Videos about healthy relationships and communication
* Videos about environmental awareness and sustainability
* Videos about resilience and overcoming challenges
* Videos about the importance of self-care and mental health.
* Videos with inspiring stories

There are several reasons why Youtube does not have a wide range of options for filtering videos with inspiring stories. Firstly, it is difficult for the algorithm to distinguish between videos with inspiring stories and those with a negative message. Secondly, Youtube does not have any way to block out videos that contain offensive language or content. Lastly, Youtube does not have any way to filter out videos that contain inappropriate content.

* Videos with health and wellness tips
  + - * Videos about nutrition and healthy eating
      * Videos about exercise and physical activity
      * Videos about stress management and relaxation techniques
      * Videos about mental health and emotional wellbeing
      * Videos about sleep and healthy sleep habits
      * Videos about positive thinking and self-empowerment
      * Videos about the importance of self-care and self-love
      * Videos about healthy lifestyle choices and habits.

The sorting options on Youtube are limited and not suitable for all types of users. For instance, users who are looking for videos with inspiring stories may find it difficult to filter out videos with negative or inappropriate messages. Additionally, users who are looking for videos related to health and wellness may struggle to find suitable content as the sorting options are limited. Lastly, users who are looking for educational content may find it hard to find videos that cater to their needs, as the sorting options do not offer a wide range of choices.

It can be difficult to sort videos according to different criteria like date, popularity, or genre. For instance, sorting videos according to date may help users to find the most recent content, but it may not be the best option for users looking for videos related to health and wellness.

Additionally, sorting videos according to popularity may help users to find content that is popular among viewers, but it may not be the best option for users looking for educational content. Lastly, sorting videos according to genre may help users to find content that is related to a specific topic, but it may also limit the variety of content that is available.

There are no advanced search options on YouTube for finding specific content. For example, there are no options for narrowing down search results by location, language, or duration. Additionally, the search operators and filters available on YouTube are not as comprehensive as those offered by some other search engines, making it difficult to find content that is specific to your needs. Finally, the sorting options on YouTube are also limited and not suitable for all types of users, making it even more difficult to find the content that is most relevant to their needs.

It can be hard to find videos from certain countries or regions on Youtube. The standard feeds for a specific country do not only include videos that were uploaded in that country. The region parameter only applies to videos that were uploaded in that country, and not videos that were uploaded in other countries and then made available for viewing in that country. Additionally, the region parameter does not always work depending on the country or region that you are

Trying to search for. To get around this problem, one solution is to create a custom feed with location coordinates and radius. This will only include videos that have location meta data, which requires the input of the uploader’s location.

The video is related to niche topics, which may not have an appropriate category on Youtube. Additionally, many videos are not properly tagged with relevant keywords, which makes it even harder to find videos based on their content.

The sorting function on Youtube can be unreliable for certain types of content, such as music. This is because music videos are often grouped together in the same playlist, regardless of their respective genres. Additionally, the sorting algorithm on Youtube is based on a variety of factors, including view counts, likes, and comments, which can be manipulated by the uploader.

The sorting feature on Youtube is only available in certain languages. This is because the sorting algorithm is based on a variety of factors, such as view counts, likes, and comments, which are all language-dependent. Additionally, the list of available categories and genres on

Youtube is also limited to certain languages. For example, if you are using the English version of Youtube, then the sorting feature will only be available in English.

Youtube does not allow users to sort videos according to their price. The sorting feature on Youtube is based on a variety of factors, such as view counts, likes, and comments, which are all independent of the price of the video. Additionally, the list of available categories and genres on Youtube is also limited.

The sorting feature on Youtube is not able to sort videos according to the region they were uploaded from. This is because the sorting algorithm is based on a variety of factors, such as view counts, likes, and comments, which are not related to the region the video was uploaded from. Additionally, the list of available categories and genres on Youtube is also limited.

Youtube does not allow users to sort videos according to their quality. The sorting feature on Youtube is based on a variety of factors, such as view counts, likes, and comments, which are all independent of the quality of the video. Additionally, the list of available categories and genres on Youtube is also limited.

It can be difficult to find videos on Youtube according to their views or likes. The sorting feature on Youtube is based on a variety of factors, such as view counts, likes, and comments, which are all independent of the views or likes of the video. Additionally, the list of available categories and genres on Youtube is also limited.

Organizing playlists on Youtube can be challenging as the sorting feature on the platform is limited. Youtube does not allow users to organize their playlists according to any particular criteria. The sorting feature on Youtube is based on a variety of factors, such as view counts, likes, and comments, which are all independent of the order of the videos in the playlist.

The sorting feature on Youtube is limited and not available for all types of videos. The sorting feature on Youtube is based on a variety of factors, such as view counts, likes, and comments, but is not available for all types of videos. Additionally, the list of available categories and genres on Youtube is also limited.

It can be difficult to find videos on YouTube according to the language they are in. YouTube uses signals such as a viewer's language, location and recently watched videos to match a video's language to the viewer's preferences. However, if a viewer changes their language setting on YouTube, not all videos will immediately be available in their chosen language, even if translations are available in that language.

It can be difficult to find videos on YouTube if they have not been properly tagged. YouTube relies on viewers to correctly tag their videos with relevant keywords and categories, so that viewers can easily find them. However, many videos are not properly tagged and their related search results may be incomplete.

It can be difficult to find recently uploaded content on YouTube if the sorting function does not work. YouTube offers several ways for users to sort and order videos, including by upload date, number of views, and likes. However, the sorting function may not always work for recently uploaded content as it takes some time for the system to register the data.

It can be difficult to find videos related to a certain topic on YouTube. YouTube provides several ways for users to search for videos, including by keywords, channels, playlists, and related topics. However, the search results may not always be relevant or specific to the topic of interest.

It can be difficult to sort YouTube videos according to their content rating. YouTube offers several ways for users to sort and order videos, including by upload date, number of views, and likes. However, the sorting function does not always work for content ratings as it takes some time for the system to register the data.

It can be difficult to search for videos according to the uploader on YouTube. YouTube allows users to search for videos based on keywords, topics, and related terms. However, the search results may not always be relevant or specific to the uploader of interest.

4. More clear and concise descriptions of videos

It is true that some YouTube videos lack clear and concise explanations. To combat this issue, some video makers are creating more detailed videos with step-by-step explanations, along with relevant examples. These videos tend to be longer and more thorough than standard videos, as they include more information and examples to help viewers understand the concepts being taught. Additionally, some video makers are creating shorter videos that provide concise explanations and are accompanied by several relevant examples. These videos are designed to help viewers quickly grasp the main points being discussed.

For example, a video about the basics of calculus could include examples of differentiation and integration, along with visual representations of the concepts. A video about the basics of coding could include examples of HTML and JavaScript, along with screenshots of how the code functions. A video about the basics of photography could include examples of composition, lighting, and post-processing techniques.

5. More detailed and user-friendly search results

YouTube's search results can often be limited and lacking in detail. For example, when someone types in a query, they may receive only a few related videos displayed when there are many more that could be shown. Additionally, the videos that are shown may not be relevant to the user's search. Furthermore, YouTube's search results may not be user-friendly, as the interface may be confusing or difficult to navigate. Some specific examples of YouTube's lack of detail and user-friendliness include.

YouTube's search results may not always show all the related videos that are available because the algorithm is designed to prioritize certain kinds of content. For example, the algorithm may prioritize videos with higher views and engagement. Additionally, the algorithm may prioritize videos with more likes or comments. Additionally, videos that have been uploaded more recently may be prioritized over older videos. Finally, videos that are in the same language as the search query may be given preference. All of these factors combine to create a search algorithm that only shows a limited number of videos.

YouTube's search results can often be limited and lacking in detail, making it difficult to find relevant videos. The search algorithm is designed to prioritize certain kinds of content, such as videos with higher views and engagement. This can lead to fewer videos being displayed in the search results, even when there may be many more that are a better match for the user's query. Additionally, the search algorithm may prioritize videos that are more recently uploaded, making it difficult for older videos to appear in the search results.

This limited search experience can be frustrating for users. People often expect to find a wide range of content when they use a search engine, but with YouTube they may only see a few videos that are closely related to their query. This can be especially frustrating when the user is looking for something specific, as they may not be able to find it. Additionally, the user may have difficulty narrowing down the search results if they don't know what they're looking for.

Overall, YouTube's search experience leaves a lot to be desired. The algorithm is designed to prioritize certain kinds of content, which can make it difficult to find the videos that are most relevant to the user's query. Furthermore, the search results may only display a few related videos, even when there are many more available. This can be a source of frustration for users who are expecting to find a wider range of content. For these reasons, YouTube's search experience could be improved to provide users with more detailed and user-friendly results.

YouTube's search page can be incredibly slow to load and often takes a long time to find relevant videos. This can be a source of frustration for users who are expecting quick and accurate results. The search algorithm is designed to prioritize certain kinds of content, such as videos with higher views and engagement. This can lead to fewer videos being displayed in the search results, even when there may be many more that are more appropriate for the user's query. Additionally, the algorithm may prioritize videos that are more recently uploaded, making it difficult for older videos to appear in the search results.

The slow loading times can be a major issue for users who are trying to quickly access content. Users may have difficulty finding the video they are looking for or have to wait a long time for the page to load. Additionally, the search results may be limited, showing only a few related videos when there may be many more available. This can be a source of frustration for users who are expecting to find a wider range of content.

The slow search page can also be a source of frustration for content creators. It can take a long time for videos to appear in the search results, making it difficult to get their content seen. This can lead to a lack of views, comments, and engagement, which in turn affects their ability to earn revenue from their videos. Additionally, if a video is slow to appear in the search results, it may not be seen by users who are looking for content related to that topic. This can impact the content creator's ability to build an audience and increase their visibility.

Overall, YouTube's search experience is lacking in speed and innovation. The algorithm is designed to prioritize certain kinds of content, which can lead to fewer videos being displayed in the search results. Additionally, the search page may take a long time to load and the search results may only display a few related videos, even when there are many more available. This can be a source of frustration for both users and content creators, who are expecting to find a wider range of content quickly. For these reasons, YouTube's search experience could be improved to provide users with faster and more accurate results.

YouTube's search results can often be jumbled and difficult to navigate, making it difficult to find relevant videos. The search algorithm is designed to prioritize certain kinds of content, such as videos with higher views and engagement. This can lead to fewer videos being displayed in the search results, even when there may be many more that are better matches for the user's query. Additionally, the search algorithm may prioritize videos that are more recently uploaded, making it difficult for older videos to appear in the search results.

The lack of sorting options can be a source of frustration for users. People often expect to find a wide range of content when they use a search engine, but with YouTube they may only see a few videos that are closely related to their query. Furthermore, there is no way to sort the search results by relevance, views, or ratings. This can be especially problematic when the user is looking for something specific, as they may not be able to find it. Additionally, the user may have difficulty narrowing down the search results if they don't know what they're looking for.

Overall, YouTube's search experience is not as user-friendly as it could be. The algorithm is designed to prioritize certain kinds of content, which can make it difficult to find the videos that are most relevant to the user's query. Furthermore, the search results may not be sorted in a meaningful way, such as by relevance, views, or ratings. This can be a source of frustration for users who are expecting to find a wider range of content quickly. For these reasons, YouTube's search experience could be improved to provide users with more user-friendly and accurate results.

YouTube's search results often fail to provide users with the information they need to make an informed decision about which video to watch. The search algorithm is designed to prioritize certain kinds of content, such as videos with higher views and engagement. This can lead to fewer videos being displayed in the search results, even when there may be many more that are better matches for the user's query. Additionally, the search algorithm may prioritize videos that are more recently uploaded, making it difficult for older videos to appear in the search results.

The lack of information in the search results can be a source of frustration for users. Videos are often listed in the search results without their full title or description. This can make it difficult to understand the content of the video without clicking on it, resulting in users having to guess what the video is about before they watch it. Additionally, there is no way to sort the search results by relevance, views, or ratings. This can be especially problematic when the user is looking for something specific, as they may not be able to find it.

The lack of information in the search results can also be a source of frustration for content creators. It can be difficult for them to get their content seen if the video does not appear in the search results or does not provide enough information for users to get an idea of what the video is about. Additionally, if a video is slow to appear in the search results, it may not be seen by users who are looking for content related to that topic. This can impact the content creator's ability to build an audience and increase their visibility.

Overall, YouTube's search experience is lacking in information. The algorithm is designed to prioritize certain kinds of content, which can lead to fewer videos being displayed in the search results. Additionally, the search results may not show the video's full title or description, making it difficult to understand the content of the video without clicking on it. This can be a source of frustration for both users and content creators, who are expecting to find a wider range of content quickly. For these reasons, YouTube's search experience could be improved to provide users with more information about the videos that appear in the search results.

The lack of granularity in the search results can be a source of frustration for users. People often expect to find a wide range of content when they use a search engine, but with YouTube they may only see a few videos that are closely related to their query. Furthermore, the user may be unable to find any videos due to broad, vague search terms. For example, if they search for "coffee," they may only find a few videos that are related to coffee, as opposed to a wider range of content related to the topic. Additionally, there is no way to sort the search results by relevance, views, or ratings. This can be especially problematic when the user is looking for something specific, as they may not be able to find it.

The lack of granularity in the search results can also be a source of frustration for content creators. It can be difficult for them to get their content seen if their videos do not appear in the search results or are not tailored to a more specific topic. Additionally, if a video is slow to appear in the search results, it may not be seen by users who are looking for content related to that topic. This can impact the content creator's ability to build an audience and increase their visibility.

Overall, YouTube's search experience is lacking in granularity. The algorithm is designed to prioritize certain kinds of content, which can make it difficult to find videos that are related to a broad or vague topic. Additionally, the user may be unable to find any videos due to broad, vague search terms. This can be a source of frustration for both users and content creators, who are expecting to find a wider range of content quickly. For these reasons, YouTube's search experience could be improved to provide users with more accurate and relevant results.

YouTube's search feature can often be unhelpful for users trying to find videos that are relevant to their query. The search algorithm is designed to prioritize certain kinds of content, such as videos with higher views and engagement. This can lead to fewer videos being displayed in the search results, even when there may be many more that are better matches for the user's query. Additionally, the search algorithm may prioritize videos that are more recently uploaded, making it difficult for older videos to appear in the search results.

The lack of relevancy in the search results can be a source of frustration for users. People often expect to find videos that are closely related to their query, but with YouTube they may only see a few videos that are loosely related. Furthermore, the search results may contain irrelevant or inappropriate videos. This can be especially problematic for those who are searching for content related to sensitive topics, such as mental health or addiction, as they may be exposed to videos that contain harmful or triggering content. Additionally, there is no way to sort the search results by relevance, views, or ratings. This can be especially problematic when the user is looking for something specific, as they may not be able to find it.

The lack of relevancy in the search results can also be a source of frustration for content creators. It can be difficult for them to get their content seen if their videos do not appear in the search results or are not tailored to a more specific topic. Additionally, if a video is slow to appear in the search results, it may not be seen by users who are looking for content related to that topic. This can impact the content creator's ability to build an audience and increase their visibility.

Overall, YouTube's search experience is lacking in relevancy. The algorithm is designed to prioritize certain kinds of content, which can make it difficult to find videos that are closely related to a user's query. Additionally, the search results may contain irrelevant or inappropriate videos. This can be a source of frustration for both users and content creators, who are expecting to find a wider range of content quickly. For these reasons, YouTube's search experience could be improved to provide users with more accurate and relevant results. Additionally, YouTube could add a filtering system that would allow users to determine which types of videos they would like to see in the search results. This would help to ensure that users only see videos that are appropriate and relevant to their query, increasing their satisfaction with the search experience.

YouTube's search feature can often be unhelpful for users trying to find videos that are relevant to their query. The search algorithm is designed to prioritize certain kinds of content, such as videos with higher views and engagement. This can lead to fewer videos being displayed in the search results, even when there may be many more that are better matches for the user's query. Additionally, the search algorithm may prioritize videos that are more recently uploaded, making it difficult for older videos to appear in the search results.

The lack of granularity in the search results can be a source of frustration for users. People often expect to find videos that are closely related to their query, but with YouTube they may only see a few videos that are loosely related. Furthermore, the user may not be able to narrow down the search results for specific content. This can be especially problematic when the user is looking for something specific, as they may not be able to find it. Additionally, the user may be unable to find any videos due to broad, vague search terms. For example, if they search for "coffee," they may only find a few videos that are related to coffee, as opposed to a wider range of content related to the topic. Additionally, there is no way to sort the search results by relevance, views, or ratings.

The lack of granularity in the search results can also be a source of frustration for content creators. It can be difficult for them to get their content seen if their videos do not appear in the search results or are not tailored to a more specific topic. Additionally, if a video is slow to appear in the search results, it may not be seen by users who are looking for content related to that topic. This can impact the content creator's ability to build an audience and increase their visibility.

In order to improve the search experience on YouTube, a more granular approach should be taken. YouTube could add a filtering system that would allow users to determine which types of videos they would like to see in the search results, such as videos from certain channels, videos from certain genres, videos from certain length, or videos with certain keywords. This would allow users to narrow down the search results and find videos that are more closely related to their query. Additionally, YouTube could add a sorting feature that would allow users to sort the search results by relevance, views, or ratings. This would help to ensure that users only see videos that are appropriate and relevant to their query, increasing their satisfaction with the search experience.

Overall, YouTube's search experience is lacking in granularity. The algorithm is designed to prioritize certain kinds of content, which can make it difficult to find videos that are closely related to a user's query. Additionally, the user may not be able to narrow down the search results for specific content and the search results may contain irrelevant or inappropriate videos. This can be a source of frustration for both users and content creators, who are expecting to find a wider range of content quickly. For these reasons, YouTube's search experience could be improved to provide users with more accurate and relevant results. By adding a filtering system and a sorting feature, YouTube could ensure that users are only presented with the most relevant videos and increase their satisfaction with the search experience.

YouTube has revolutionized the way people consume and share video content. With its easy-to-use platform and online community, it has become an invaluable resource for content creators and viewers. However, in its current state, YouTube's design is lacking in certain areas when it comes to video titles and descriptions.

This review will provide a comprehensive analysis of the existing user experience in regards to YouTube's video titles and descriptions, as well as suggest potential ways to improve the user experience and make the platform more user-friendly.

Currently, YouTube's user interface displays the title and description of each video in the same way; the title is displayed in bold text at the top of the page, followed by the video's description underneath. This design can be problematic, as it does not provide any visual cues that indicate the difference between the title and the description, nor does it provide any way for users to easily distinguish between them.

Another issue with YouTube's current video titles and descriptions is that they are often mislabeled or inaccurately described. This can lead to confusion for viewers, who may not be able to tell what a video is about or where it is going. This can also lead to videos being overlooked as people may not realize what the video is about.

One potential solution to improve the user experience when it comes to YouTube's video titles and descriptions is to include more visual cues. For example, the title could be displayed in larger, bolder font than the description, or the title could be separated from the description by a line or border. This would make it easier for users to distinguish between the title and description and make it easier to scan videos quickly.

Another potential solution is to allow users to edit their video titles and descriptions. This would give users more control over how their videos are labeled and described, and would reduce the possibility of mislabeled or inaccurately described videos. Users could also be given the option to add additional tags to their videos, which could help viewers find related videos or topics more easily.

Finally, YouTube could also provide users with more options for customizing their video titles and descriptions. For example, they could allow users to add custom fields, such as genre, content rating, and language, to their videos. This would make it easier for users to organize their videos, and would make it easier for viewers to find relevant content.

YouTube's current design for video titles and descriptions is lacking in certain areas, and can lead to confusion for viewers and content creators alike. However, with a few tweaks and improvements, YouTube can make their platform more user-friendly and offer a better user experience. By adding more visual cues, allowing users to edit titles and descriptions, and providing more customization options, YouTube could make its video titles and descriptions more informative and easier to use.

YouTube has revolutionized the way people consume and share video content. With its easy-to-use platform and online community, it has become an invaluable resource for content creators and viewers. However, in its current state, YouTube's search box design is lacking in certain areas and can make it difficult for users to find the content they are looking for.

This review will provide an overview of the current user experience in regards to YouTube's search box, as well as propose potential solutions to make the search box more user-friendly.

Currently, YouTube's search box allows users to search for videos by entering keywords or phrases. The search results are then displayed in a list, with each video's title and description displayed alongside it. However, the search box suffers from a few issues that can make it difficult for users to find the content they are looking for.

One issue is that the search box does not allow users to search using complex search terms. This can make it difficult for users to narrow down their search results and find exactly what they are looking for. Another issue is that the search box does not correct spelling mistakes or typos, which can lead to users not finding the content they are looking for.

Finally, the search box does not provide any options for users to refine their search. For example, users cannot filter their search results by genre, content rating, or language. This can make it difficult for users to find specific types of content.

One potential solution to improve the user experience when it comes to YouTube's search box is to allow users to search using complex search terms. This would allow users to narrow down their search results and find exactly what they are looking for.

Another potential solution is to implement a spell-checker into the search box. This would allow users to find their desired content even if they make a spelling mistake or typo.

Finally, YouTube could also allow users to refine their search results. For example, they could provide users with options to filter videos by genre, content rating, and language. This would make it easier for users to find the content they are looking for.

YouTube's current search box design can make it difficult for users to find the content they are looking for. However, by implementing a few changes and improvements, YouTube can make their search box more user-friendly and offer a better user experience. By allowing users to search using complex search terms, implementing a spell-checker, and providing users with the option to refine their search results, YouTube can make the search box a more useful and efficient tool.

With its easy-to-use platform and online community, it has become an invaluable resource for content creators and viewers. However, in its current state, YouTube's search results design can present some issues that can impact the user experience.

This review will provide an overview of the current user experience in regards to YouTube's search results, as well as propose potential solutions to make the search results more user-friendly.

Currently, YouTube's search results are displayed in a list, with each video's title and description displayed alongside it. However, the search results can suffer from a few issues that can make it difficult for users to find the content they are looking for.

One issue is that the search results can contain duplicate videos or videos from different users. This can lead to confusion for users, who may not be able to tell which video is the latest or most accurate. Another issue is that the search results do not display any information about when the video was uploaded or how long it is. This can make it difficult for users to determine if the video is relevant to their search.

Finally, the search results do not provide any options for users to refine their search. For example, users cannot filter their search results by genre, content rating, or language. This can make it difficult for users to find specific types of content.

One potential solution to improve the user experience when it comes to YouTube's search results is to flag duplicate videos. This would allow users to easily tell which video is the most accurate and up-to-date.

Another potential solution is to include the date and length of videos in the search results. This would allow users to determine if the video is relevant to their search, and would also help them find longer or shorter videos as needed.

Finally, YouTube could also allow users to refine their search results. For example, they could provide users with options to filter videos by genre, content rating, and language. This would make it easier for users to find the content they are looking for.

YouTube's current search results design can make it difficult for users to find the content they are looking for. However, by implementing a few changes and improvements, YouTube can make their search box more user-friendly and offer a better user experience. By flagging duplicate videos, including the date and length of videos in the search results, and providing users with the option to refine their search results, YouTube can make the search results a more useful and efficient tool.

This review will provide an overview of the current user experience in regards to YouTube's search limitations, as well as propose potential solutions to make the search more user-friendly.

Currently, YouTube's search is limited to specific times or locations. This can cause problems for users who are looking for content that has been recently uploaded or is only available in certain locations.

Another issue is that the search results can be inaccurate or incomplete. This can lead to users not finding the content they are looking for, or having to search through multiple pages of results in order to find what they are looking for.

Finally, the search results do not provide any options for users to refine their search. For example, users cannot filter their search results by genre, content rating, or language. This can make it difficult for users to find specific types of content.

One potential solution to improve the user experience when it comes to YouTube's search limitations is to allow users to search for recently uploaded or location-specific content. This would allow users to easily find the latest videos or videos from specific locations.

Another potential solution is to ensure that the search results are accurate and up-to-date. This would allow users to find the content they are looking for without having to sift through numerous pages of results.

Finally, YouTube could also allow users to refine their search results. For example, they could provide users with options to filter videos by genre, content rating, and language. This would make it easier for users to find the content they are looking for.

YouTube's current search limitations can make it difficult for users to find the content they are looking for. However, by implementing a few changes and improvements, YouTube can make their search more user-friendly and offer a better user experience. By allowing users to search for recently uploaded or location-specific content, ensuring that the search results are accurate, and providing users with the option to refine their search results, YouTube can make the search more useful and efficient.

Currently, YouTube has implemented censorship policies and regional limitations when it comes to the content it displays in its search results. This can make it difficult for users to find the content they are looking for, as some videos may not be accessible due to censorship or regional restrictions.

Another issue is that the search results can be inaccurate or incomplete. This can lead to users not finding the content they are looking for, or having to search through multiple pages of results in order to find what they are looking for.

Finally, the search results do not provide any options for users to refine their search. For example, users cannot filter their search results by genre, content rating, or language. This can make it difficult for users to find specific types of content.

One potential solution to improve the user experience when it comes to YouTube's censorship and regional limitations is to allow users to search for content that is not subject to censorship or regional restrictions. This would allow users to easily find the content they are looking for.

Another potential solution is to ensure that the search results are accurate and up-to-date. This would allow users to find the content they are looking for without having to sift through numerous pages of results.

Finally, YouTube could also allow users to refine their search results. For example, they could provide users with options to filter videos by genre, content rating, and language. This would make it easier for users to find the content they are looking for.

YouTube's censorship policies and regional limitations can make it difficult for users to find the content they are looking for. However, by implementing a few changes and improvements, YouTube can make their search more user-friendly and offer a better user experience. By allowing users to search for content that is not subject to censorship or regional restrictions, ensuring that the search results are accurate, and providing users with the option to refine their search results.

6. Ability to preview videos before watching

However, YouTube's video preview feature remains inadequate compared to other streaming services. In this article, we'll review why such a popular platform has failed to provide an adequate video preview feature and explore potential solutions.

Why Does YouTube's Video Preview Feature Fall Short?

One of the biggest reasons why YouTube's video preview feature falls short is because it only offers a small, often blurry still image of the video. This image is usually of poor quality, making it difficult for a user to determine whether the video is of interest. Furthermore, this still image does not provide enough context regarding the video's content. As a result, users are often left guessing as to what the video is about and may click away from the page before watching the video.

Another issue with YouTube's video preview feature is that it does not provide any information on the video's length. This is a major problem for those who want to quickly scan through a video's content and determine whether it is of interest. Without knowing the video's length, users have to click the video in order to find out more information, which is time consuming and inefficient.

Finally, YouTube's video preview feature fails to provide any audio. Since many videos feature soundtracks, not being able to listen to the audio can significantly hamper one's ability to determine whether they would enjoy the video.

The first solution to improve YouTube's video preview feature is to allow users to view a larger and higher quality image of the video. Having a larger image will provide more context as to what the video is about, while a higher quality image will make it easier to determine whether the video is of interest.

Another solution is to provide an estimated video length. This would allow users to quickly scan through the video's content and determine whether it is of interest in a fraction of the time.

Finally, YouTube should also allow users to preview the audio of the video. By listening to the audio, a user can more easily determine whether the video is of interest.

YouTube's video preview feature is inadequate compared to other streaming services and leaves users guessing as to what the video is about. The lack of an estimated video length, a larger image, and audio previews all limit a user's ability to determine whether the video is of interest before watching it. Potential solutions, such as providing a larger and higher quality image, estimating the video length, and previewing the audio, can help to improve the user experience.

1. A user is looking for a cooking tutorial video. Being able to view a larger image of the dish being cooked will help the user decide whether the video is of interest.

YouTube's current video preview feature leaves much to be desired for users looking for specific content. With an inadequate preview and limited information on the video, users are left guessing what the video is about and whether it is something they are interested in. The lack of larger images, estimated video length, and audio previews all limit a user's ability to determine whether the video is of interest before watching it.

For example, when looking for a cooking tutorial video, the user may not be able to tell what the dish is just by looking at a small thumbnail image. Additionally, the user may not have any idea how long the video is, and thus, may not have time to watch the entire video. A larger image of the dish being cooked would help the user decide whether the video is of interest.

Similarly, when looking for a video featuring a particular musician, the user may not be able to tell if the audio is to their taste just by looking at the small thumbnail image. Having the option to preview the audio would help the user determine whether the video is of interest.

Lastly, when looking for a video about a particular sport, the user may not be able to tell what sport is being played just by looking at the small thumbnail image. A larger image of the sport would help the user decide if the video is of interest.

Overall, YouTube's current video preview feature is inadequate compared to other streaming services and leaves users guessing as to what the video is about. The lack of an estimated video length, a larger image, and audio previews all limit a user's ability to determine whether the video is of interest before watching it. Potential solutions, such as providing a larger and higher quality image, estimating the video length, and previewing the audio, can help to improve the user experience.

To sum up, YouTube's current video preview feature is inadequate and leaves users guessing as to what the video is about. Providing a larger and higher quality image, estimating the video length, and previewing the audio can help to improve the user experience by making it easier for users to determine whether a video is of interest before watching it. With these improvements, YouTube can ensure that users have a more enjoyable and rewarding experience when searching for videos

1. A user is looking for a short video on a particular topic, but does not know the video length. Having an estimated video length will help the user determine if the video is within their time constraint.

For example, when looking for a video about a particular topic, the user may not have any idea how long the video is, and thus, may not have time to watch the entire video. Having an estimated video length would help the user determine if the video is within their time constraint.

Similarly, when looking for a video featuring a particular actor, the user may not be able to tell if the actor is in the video just by looking at the small thumbnail image. A larger image of the actor would help the user determine if the video is of interest.

Likewise, when looking for a video about a particular event, the user may not be able to tell what event is being discussed just by looking at the small thumbnail image. A larger image of the event would help the user decide if the video is of interest.

Moreover, when looking for a video featuring a particular musician, the user may not be able to tell if the audio is to their taste just by looking at the small thumbnail image. Having the option to preview the audio would help the user determine whether the video is of interest.

Furthermore, when looking for a video about a particular sport, the user may not be able to tell what sport is being played just by looking at the small thumbnail image. A larger image of the sport would help the user decide if the video is of interest.

In addition, when looking for a video about a particular topic, but does not know the video length, an estimated video length will help the user decide if the video is within their time constraint.

Overall, YouTube's current video preview feature is inadequate compared to other streaming services and leaves users guessing as to what the video is about. The lack of an estimated video length, a larger image, and audio previews all limit a user's ability to determine whether the video is of interest before watching it. Potential solutions, such as providing a larger and higher quality image, estimating the video length, and previewing the audio, can help to improve the user experience.

To sum up, YouTube's current video preview feature is inadequate and leaves users guessing as to what the video is about. Providing a larger and higher quality image, estimating the video length, and previewing the audio can help to improve the user experience by making it easier for users to determine whether a video is of interest before watching it. With these improvements, YouTube can ensure that users have a more enjoyable and rewarding experience when searching for videos

7. A comprehensive account management system

YouTube has become one of the leading social media platforms, with a wide variety of content available to users. As its user base grows, so too does the complexity of its account management system. In many cases, YouTube's account management system is far from perfect, with users often struggling to navigate the interface and manage their accounts. In this review, we'll take a comprehensive look at the current YouTube account management system and assess its strengths and weaknesses.

Overview of the System

The YouTube account management system requires users to create an account, which is then linked to their Google account. This allows users to access various features and settings from the Google account, including YouTube videos and comments, Google Ads, Google Play Music, and other features. Once logged in, users can access various features from their account, such as creating playlists, subscribing to channels, setting up their home page, customizing their profile, and more.

Unfortunately, there are several weaknesses associated with the YouTube account management system. For one, the interface can be confusing and difficult to navigate for those who are unfamiliar with the layout. Additionally, the system can be slow to load, and its options can often be hard to find or understand. Finally, the system doesn't provide users with an easy way to delete their accounts; instead, they must contact YouTube directly in order to do so.

Examples

1. In order to illustrate the strengths and weaknesses associated with the YouTube account management system, here are 10 examples.

Examples

* The system allows users to quickly access their YouTube content and settings, which makes it easier to manage their account.
* The system provides users with helpful features, such as creating playlists, subscribing to channels, setting up their home page, and customizing their profile.
* The interface can be confusing and difficult to navigate for those who are unfamiliar with the layout.
* The system can be slow to load, which can be frustrating for some users.
* The system's options can often be hard to find or understand.
* The system doesn't provide users with an easy way to delete their accounts; instead, they must contact YouTube directly in order to do so.
* The system doesn't provide users with an easy way to transfer their content from one account to another.
* The system doesn't allow users to customize their account settings in order to better protect their privacy.
* The system doesn't provide users with an easy way to manage their notifications or settings across multiple accounts.
* The system doesn't provide users with an easy way to manage their subscriptions or activity notifications.

Problems

It's clear that the current YouTube account management system has a number of problems. For one, the interface can be confusing and difficult to navigate for those who are unfamiliar with the layout. Additionally, the system can be slow to load, and its options can often be hard to find or understand. Finally, the system doesn't provide users with an easy way to delete their accounts; instead, they must contact YouTube directly in order to do so.

Other issues with the current system include the inability to transfer content from one account to another, the lack of customization options for account settings, and the lack of an easy way to manage notifications and settings across multiple accounts. All of these issues can make it difficult for users to manage their YouTube accounts effectively, and they may be put off from using the platform altogether.

Improvements

Fortunately, there are a number of improvements that YouTube can make to its account management system. For one, the interface should be simplified and made more user-friendly. Additionally, the system should load faster and its options should be easier to locate. To make it easier for users to delete their accounts, YouTube should also include an option for users to do so directly from the account management system. Finally, the system should provide users with an easy way to transfer their content from one account to another, as well as customize their account settings in order to better protect their privacy.

2. The system allows users to quickly access their YouTube content and settings, which makes it easier to manage their account.

The interface lacks intuitiveness, making it difficult for those who are unfamiliar with the layout to navigate.

* The system can be slow to load, making it frustrating to interact with.
* The system's options can often be hard to find or understand.
* There is no easy way to delete accounts; users must contact YouTube directly in order to do so.
* There is no easy way to transfer content from one account to another.
* There is no way to customize account settings in order to better protect privacy.
* There is no easy way to manage notifications or settings across multiple accounts.
* There is no easy way to manage subscriptions or activity notifications.
* There is no way to set up parental controls to limit children's access.
* There is no way to back up saved information in case the account is deleted or compromised.

As these examples illustrate, the account management system has a number of flaws that can make it difficult for users to manage their accounts effectively.

Other improvements that YouTube can make to its account management system include providing users with an easy way to manage their notifications or settings across multiple accounts and offering users an easy way to back up their saved information in case their account is deleted or compromised. Additionally, YouTube should consider adding parental controls to limit children's access to the system.

3. The system provides users with helpful features, such as creating playlists, subscribing to channels, setting up their home page, and customizing their profile.

The interface lacks intuitiveness, making it difficult for those who are unfamiliar with the layout to navigate.

* The system can be slow to load, making it frustrating to interact with.
* The system's options can often be hard to find or understand.
* There is no easy way to delete accounts; users must contact YouTube directly in order to do so.
* There is no easy way to transfer content from one account to another.
* There is no way to customize account settings in order to better protect privacy.
* There is no easy way to manage notifications or settings across multiple accounts.
* There is no easy way to manage subscriptions or activity notifications.
* There is no way to set up parental controls to limit children's access.
* There is no way to access old or deleted content.

As these examples illustrate, the account management system has a number of flaws that can make it difficult for users to manage their accounts effectively.

Overall, the YouTube account management system has its fair share of strengths and weaknesses. On the plus side, the system allows users to quickly access their content and settings, and provides helpful features such as creating playlists and customizing their profile. On the other hand, the system is slow to load and can be difficult to navigate, and there are a number of features that could be improved upon. In spite of its flaws, the system provides a convenient way for users to manage their accounts and access their content.

One of the most commonly cited bad design issues on YouTube is the difficulty users face when trying to access their account settings. This issue has caused a great deal of frustration for users who find themselves unable to make the desired changes to their account.

The issue stems from the fact that it is not immediately evident where or how users can access their account settings. The account settings are not given their own dedicated space on the main menu, making it difficult for users to find them. This poses a problem for users who are not familiar with the interface and who may not realize that the settings are located in the drop-down menu in the top right corner of the page.

This design oversight can have serious consequences, as it can prevent users from taking advantage of the full range of features available on YouTube. Moreover, it can lead to security risks if users are unable to modify the privacy settings of their account. As a result, users may be exposing their data to potential risks due to the lack of easy access to their account settings.

This problem needs to be addressed quickly in order to ensure that users are able to take full advantage of all the features that YouTube has to offer. Making the account settings easier to find and access would be a great first step, as this would allow users to modify their settings without difficulty. Additionally, it would help to ensure that users are able to secure their data and maintain the privacy of their accounts.

Overall, the lack of easy access to account settings on YouTube is a serious issue that needs to be addressed in order to ensure that users can take full advantage of all the features available on the platform. Taking steps to make the account settings more accessible would help to improve the user experience, as well as help to ensure that user data is secure.

8. Slow loading times and frequent lags.

Slow loading times and frequent lags are one of the most commonly cited bad design issues on YouTube. This issue has caused a great deal of frustration for users who find themselves waiting for videos to buffer or have to continually refresh the page in order to get the video to play properly.

The issue is likely caused in part by the fact that YouTube is a video streaming service and therefore requires a relatively large amount of data to be transferred from the server to the user's device. This can cause delays if the user's internet connection is slow or if too many users are accessing the same server at the same time. Additionally, the server itself may not be powerful enough to handle the large amounts of data being transferred.

These issues can have a significant impact on the user experience, as it can lead to slow loading times or the video not playing properly. Moreover, this can lead to users becoming frustrated and abandoning their attempts to watch a video, which can lead to a decrease in user engagement and viewership.

In order to address this issue, YouTube needs to make sure that its servers are powerful enough to handle the data transfer and that they are located in areas with fast internet connections. Additionally, they need to ensure that their servers can handle the increased load during peak hours. Additionally, they need to take steps to ensure that their content delivery system is efficient and optimized for speedy delivery.

Finally, YouTube also needs to ensure that their user interface is designed in such a way as to minimize the amount of data being transferred. This can be achieved by making sure that videos are compressed properly and that unnecessary data such as ads are not loaded unless absolutely necessary.

Overall, slow loading times and frequent lags are one of the biggest issues users face when using YouTube. In order to address this issue, YouTube needs to take steps to ensure that their servers are powerful enough and that their content delivery system is efficient. Additionally, they need to make sure that their user interface is designed in such a way as to minimize the amount of data being transferred. Taking these steps would help to ensure that users are able to have a smooth and enjoyable experience when using YouTube.

**CONCLUSION**

YouTube's overall design is in need of an update. Despite its popularity, the platform has not kept up with the changes in user behavior and modern web design trends. It is time for YouTube to implement a more customized, user-friendly design that is sleek, simple, and easy to use.

The platform should focus on providing a more enjoyable user experience by allowing users more customization options, introducing features such as night mode, dark mode, and automatic playback control, and implementing better tracking methods to provide more relevant content and targeted advertisements. Additionally, YouTube should optimize its playback quality, reduce loading times, enhance its search functionality, and provide better options for organizing videos and playlists.

By updating the platform’s design, can stay competitive in the streaming market and ensure that its users have access to a viewing experience that is intuitive, efficient, and enjoyable

**References:**

[Are You Making These Common Website Navigation Mistakes?](https://neilpatel.com/blog/common-website-navigation-mistakes/)

[19 Examples of Bad Website Design in 2022 [+ What They Got …](https://blog.hubspot.com/website/bad-vs-good-design)

[What are Affordances? | IxDF - Interaction Design Foundation](https://www.interaction-design.org/literature/topics/affordances)

[4 Reasons Why People Hate YouTube's New Design](4%20Reasons%20Why%20People%20Hate%20YouTube's%20New%20Design)  
  
[YouTube’s New Layout Is Bad?](https://dramaalert.com/youtube-new-layout-is-bad/)  
  
[Why does YouTube's UI continue to get worse](https://www.resetera.com/threads/why-does-youtubes-ui-continue-to-get-worse.628480/)