

## Choosing a website to test for usability issues:

The website I am going to choose for usability testing is YouTube. It's a widely used platform, and there are several aspects of its design that can be evaluated.



- **Usability Test Plan:**

The primary goal is to assess the usability of YouTube's core functions, including video discovery, playback controls, subscription management, and uploading features.

1. Search for and play a video.
2. Control Video Playback.
3. Subscribe to a channel and manage notifications.
4. Explore YouTube settings.
5. Create and manage a playlist.
6. Manage watch history.

- **Findings:**

Small groups of participants were recruited, and multiple tasks were performed given to them. Following were the findings found while conducting the usability test:

1. The users didn't find it difficult to search and play a video of their choice, there was also video discovery through recommendations. But there was also an issue with the ease of searching as all the content searched by the user was not available.
2. The user easily controlled the video playback controls and there was no difficulty or confusion.
3. For the third task, users easily subscribed to the channel and customized the notifications without any assistance.

4. To explore YouTube settings, users find it a little bit confusing and difficult, and the user was unable to customize the account settings in 3 minutes.
  5. User successfully created, managed, and edited a playlist without any confusion and assistance and in the given time.
  6. The last task was also successfully executed by the user, which was to manage the watch history.
- User's Experience:  
After the completion of tasks, the users were asked about their experience with the YouTube website. Here's what was gathered:
    1. The interface of the YouTube website was quite easy and good for the users.
    2. For some users, the account settings were a new thing, so they found it a little bit confusing and difficult.
    3. For overall experience, the average rating was 7.
    4. Some users also complaint about the downloads option on the YouTube website, as it appears after some time when you open the website.
  - Recommendations:  
After conducting usability testing, and hearing the users experience regarding the YouTube website. Here's what I will recommend for the website:
    1. The downloads option should appear instantly on the homepage.
    2. Some users find it a privacy concern, so they don't want the subscriptions title to be shown on homepage.
    3. Ads should be related to watch history.
    4. Also, if there is a link on YouTube which users try to open, the YouTube Studio takes you to a separate window, which some users find it quite frustrating.