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**1-4 Assignment: Users and Solutions (YouTube)**

1. **Describe the design and purpose of the selected app.**

This week, I'll be analyzing the YouTube app. The main objective is to provide consumers with a smooth and interesting way to browse a wide variety of video content. The app enables users to publish their own videos for wider distribution and see content that other users have placed online. On the basis of your interests in other videos you've watched, the app will also load content. Since the app is made to display potentially interesting stuff to you as soon as you launch it, I think this. Because the app symbol is centered around a play button, users are more likely to desire to play content within the app. In the past, the application was a classic TV icon on iOS**.**

1. **Identify the user needs that the app is designed to address.**

From young parents trying to keep their kids entertained to those seeking instructions on how to construct a do-it-yourself arcade cabinet, the YouTube app caters to a wide range of users. From walkthroughs for various coding languages, such as OpenGL, to a guide on how to replace my old leaking faucet, I have personally utilized the program. The app helps users achieve these objectives by enabling them to utilize search terms to comb through the vast volume of content. For instance, I may search for "Blower Motor Repair" if I needed to repair the blower motor in my truck. To narrow down the results and get fewer hits, I might also specify the year, make, and model. If the app's goal was to get users to do something, it would be to buy the premium service. A YouTube Premium membership, which costs $11.99. per month, lets users access the YouTube Music Library and blocks advertisements within the app. The goal of YouTube's parent corporation, Google, is "To organize the world's information and make it universally accessible and useful." In my opinion, the YouTube app does a fantastic job of making the content easily searchable and accessible.

1. **Explain what specific features the app has tailored to meet its users’ needs. Include a screenshot of the Android Studio running the Android application or another example.**

A number of features, such as interactive elements, improved search and navigation, and personalized suggestions, have been customized by YouTube to accommodate a wide range of user needs. These characteristics improve user interaction and make it easier to find material. The app has a search feature that lets users look for content. Any video can be saved to a playlist by the user if they want to watch it later. The option to view one's past is available to anyone who would like to revisit a video they have already seen. The program does make it simple to search for or locate potentially related information, but the history and playlist features aren't immediately accessible from the splash screen and must be accessed through a library button. Beyond this, I think the software is expertly made to function on a mobile device. YouTube's algorithm makes recommendations for related videos, channels, and playlists based on user viewing history, search terms, and subscriptions.

The user's need for well-chosen content is satisfied by this feature, which also helps them select videos they'll like more quickly. Viewers can interact with one another, exchange ideas, and create communities centered around their preferred material.

1. **Discuss what user information would be helpful for an app developer to know before designing the app**.

An app developer may find that a number of ideas spring to mind to help with app design. Large buttons with shapes to symbolize thoughts rather than words or letters may be a good choice, for instance, if children were part of the intended audience. Like buttons that say "play" and "pause" rather than "play" or "pause." Additionally, it may determine a user's areas of interest and recommend more information to keep them interested in the program. Alternatively, I could want to find out what other frequent repairs others have looked up after seeing the original video, using my example of fixing my truck.