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YouTube Desktop vs Mobile

YouTube has become one of the internets premiere websites, that almost anyone could recognize. This is in part because the developers of the site have done a good job creating a user experience that makes finding the videos you are looking for and finding new videos you didn’t know you were looking for, a smooth easy process. The main reason, however, that YouTube has achieved success is because of their willingness to adapt to a mobile age.

YouTube as a desktop website is designed and developed in a way that makes finding, watching, and discovering new content seamless and easy. The draw is the search bar at the top of the site that makes finding what the user is looking for very simple and understandable. The desktop site has a large viewport which allows the user to explore many videos and scroll until they find what they are looking for.

On the other hand, the mobile site has to limit its functionality in order to make the site usable on smaller screens. YouTube is forced to hide some of their main features known on the desktop site, in order to not clutter the screen on a phone or tablet and give the user the most area possible to scroll through content. One of the features that goes by the wayside is a search bar that is front and center and easily accessible. The search bar on mobile has to be accessed by clicking a magnifying glass icon at the top of the screen, which reveals a search bar. This can feel a bit clunky at times, but because phones screens do not allow much space for these kinds of features, it is understandable.

A conclusion can be drawn from studying YouTubes choices with features like this, that sacrifices must be made when developing websites for mobile use. Menu bars need to be collapsible; search bars need to be hidden behind a search icon. Features like “Watch Later” which is a playlist of videos you save for later, are not prominently displayed on a side bar on mobile. Developing sites for mobile takes a lot of consideration for the users experience on a considerably smaller screen.