Human Computer Interaction Youtube

- 1605077, 1605090, 1605107

Youtube Key Feature

- Multi platform
- Video content
- Live streaming
- Shorts
- Youtube kids, tv, music
- comments, community
- recommended notification and suggestion

Uses

- Entertainment
- Education
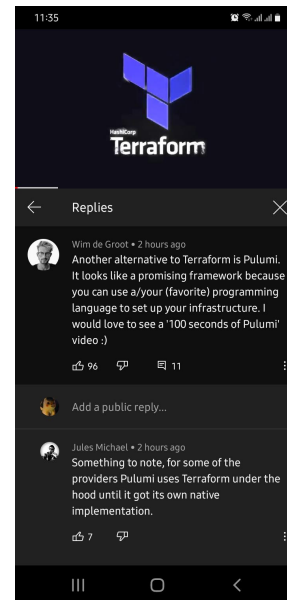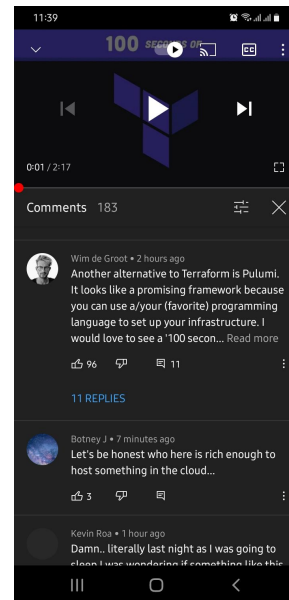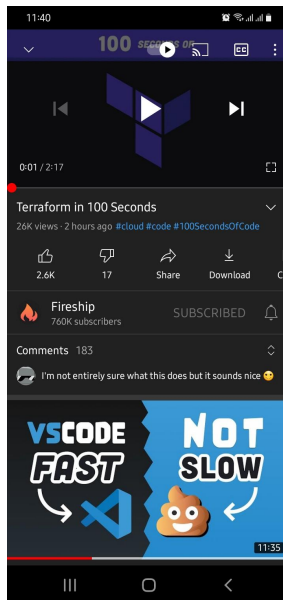- News platform
- Live broadcasting

Users

- Mass users in general
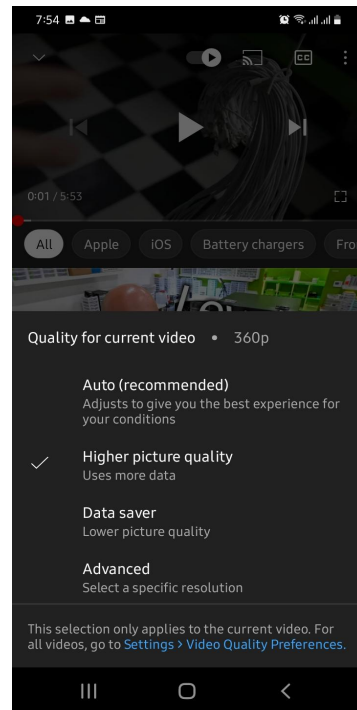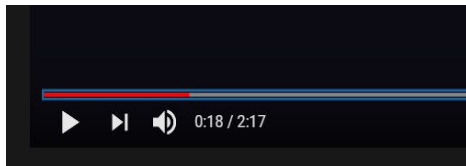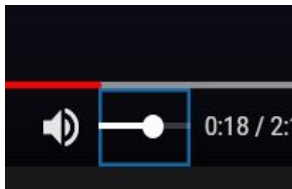- Content creators
- Artists
- News media
- Advertisers

Problem 1: Comment section

- Discoverability
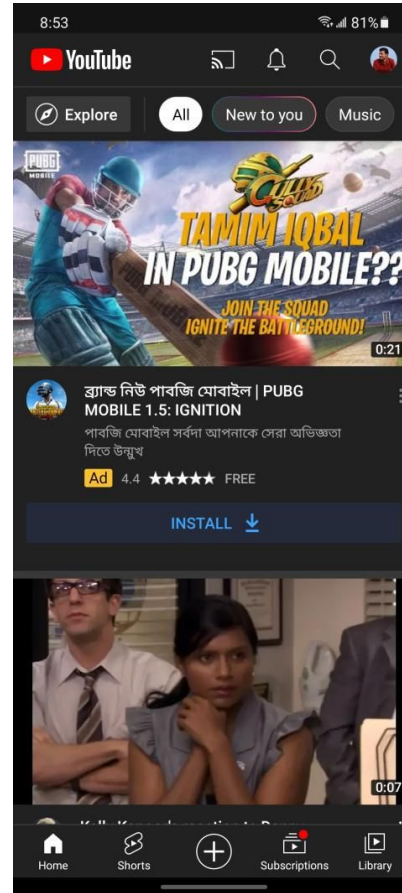- Accidental quit on replies

Problem 2: Video control

- Inconsistent Higher Quality
- Keyboard Controls Unintuitive
- No fixed key-mapping

Problem 3: Blended ads

Ads looks same as normal video, creating confusion

Problem severity

comment	visibility problem	2
	confusing control	3
video control	quality setting	3
	key mapping	2
Ads	Ad blending	2

Scale of Evaluation

0 = I don't agree that this is a usability problem at all
1 = Cosmetic problem only: need not be fixed unless extra time is available on project
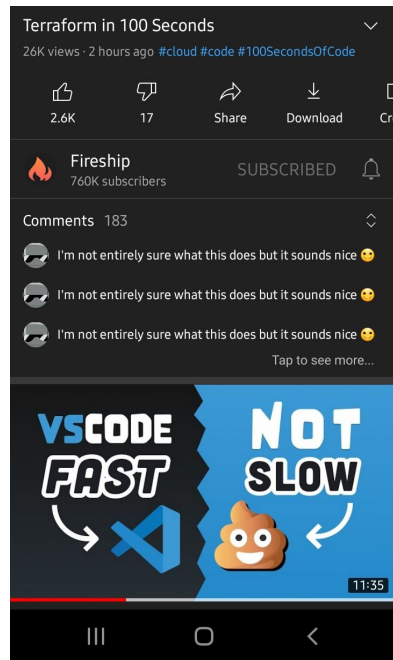2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problem: important to fix, so should be given high priority
4 = Usability catastrophe: imperative to fix this before product can be released (Nielsen)

Problem 1: proposed solution

- More visible comment section
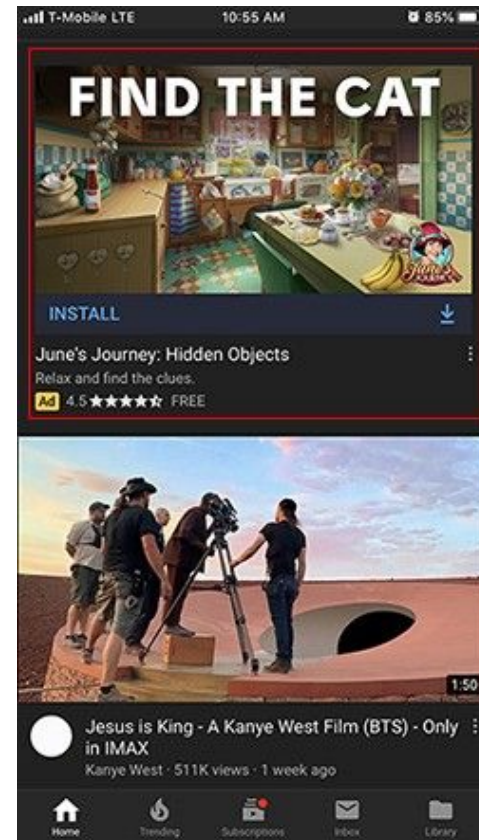- Reply section will not have a cross button.

Proposed Solution of Problem 2 (Video Control):

- Provide a global setting to set a fixed resolution (E.g 1080p, 720p)
- Fixed Key-mapping to frequent video control. For example: The left-right arrow key can be used to go forward or backward and up-down arrow key can be fixed to control volume.

Problem 3: proposed solution

- Ads should be distinguishable from normal videos

Multi modality

- **Sight and sound:** Youtube does excellent job in their audio and visual design. Audio can be added in notification.

- **key-mapping**: There are so many features but very limited key mapping. In video, navigation

- **Region**: Little bit confusing.

Other improvements

- Lots of options hidden behind multiple steps
- Lack of on boarding instructions
- Finding explore section(news, music, sports) is harder for new users
- community options is limited in desktop and some platforms

THE END

Thank You!