

For my look into a popular website that has both a mobile and a desktop version I chose youtube. The mobile and desktop version have very different layouts right from the start. On the mobile version, While the same scroll at the top of the page containing video genres is present, shorts are the first videos that appear. This design allows you to start scrolling through short form videos right off the bat. On the other hand, the desktop version of the website opens with popular videos of a longer form. This type of design is tailored to what the consumer is most likely looking for. If someone is on their phone, there is a good chance they are looking to kill some time and want to scroll through shorter form content, compared to on desktop where someone might be looking to search for or be recommended something longer form. This type of design is incredibly beneficial to youtube, as chances are you are being led to the kind of content you are looking for the second you enter the website, prompting you to stay for longer and engage with the site more frequently.

When you are watching a video the controls are much the same. The consistency between the desktop and mobile versions allows for easy accessibility if a user is switching between the two often. The general flow of the two websites is similar, scrolling down to see comments, similar videos, etc. It is important to not completely abandon the design of your desktop website when making it for mobile, as you want users to be able to switch between the two at their leirues ideally.