

Search about
Twitch.tv

N	Student Name	Student Number
1	Nawaf Eid Almutairi	442850422
2	Nader Hassan	443850014
3	Fahad Saleh	443580068

Introduction

- **Purpose of the Website:** The purpose of Twitch.tv is to provide a platform for users to watch and broadcast live streaming content, primarily centered around gaming. For example, gamers use it to showcase their gameplay, interact with their audience, and build a community around their content.
- **Services:** Twitch offers a wide range of services, including live streaming, chat functionality, subscription options, and emotes (custom chat icons and badges).
- **Domain Address:** The domain address is <https://www.twitch.tv/> .

Strategy

- **Category of the Business:** The business falls within the category of gaming and live streaming. This is evident on the website, as it prominently features live streams of video games and gaming-related content.
- **Design and Purpose:** The design effectively accomplishes the purpose by providing a user-friendly interface that makes it easy to access live streams and engage with content.
- **Target Audience:** The target audience includes gamers, game enthusiasts, viewers looking for live content, and content creators. The design caters to this audience through features like recommended streams, a sidebar for channels they follow, and user-friendly chat features.

Usability

- **Page Load Speed:** Page load speed can vary depending on the user's internet connection and the complexity of the content being loaded. **Load time: 2.93s, Page size 3.1MB, Requests 111.**
- **Information Accessibility:** Information is relatively easy to find on the website due to well-organized categories, navigation menus, and search functionality.
- **Search Function:** Yes, there is a search button available for visitors to find specific channels, users, or content.
- **Link Integrity:** Twitch likely maintains an internal system to ensure link integrity.
<https://www.twitch.tv/> 100% scanned - 38/38 URLs checked, 38 OK.
- **Cross-Browser Compatibility:** Twitch is designed to work in all widely used browsers, including Google Chrome, Mozilla Firefox, Safari, and Microsoft Edge.
- **Mobile Responsiveness:** Twitch's mobile app and website have been optimized for use on mobile devices to cater to the large number of mobile users.

Content and Readability

- **Font Readability:** The fonts used on Twitch are generally easy to read and legible. Stream titles, usernames, and chat messages typically use standard, legible fonts.
- **Font Contrast:** There is a noticeable contrast between font color and background, ensuring readability. For example, dark text is often used on a light background.
- **Text Size:** Text size is adjustable and generally appropriate, allowing users to customize it based on their preferences.
- **Content Conciseness:** While the chat can be lively and fast-paced, streamers often interact with their audience and keep their content engaging. The video game streams and other content are generally as concise as needed for the type of content being broadcast.

Conclusion and Recommendations

- **Conclusion:** Twitch.tv effectively fulfills its primary purpose as a live streaming platform for gamers and content creators. It offers a wide range of services with a user-friendly design.

Recommendations:

- **Optimize Page Load Speed:** Continuously monitor and optimize page load times to ensure a smooth user experience, particularly for viewers with slower internet connections.
- **Enhance Mobile Experience:** Focus on improving the mobile app and website further to cater to the growing mobile user base.
- **Content Moderation:** Strengthen content moderation to ensure a safe and positive environment for all users, including tools to report and deal with inappropriate behavior in chat and comments.