YouTube-React lets users view their friends' reactions in sync with youtube videos
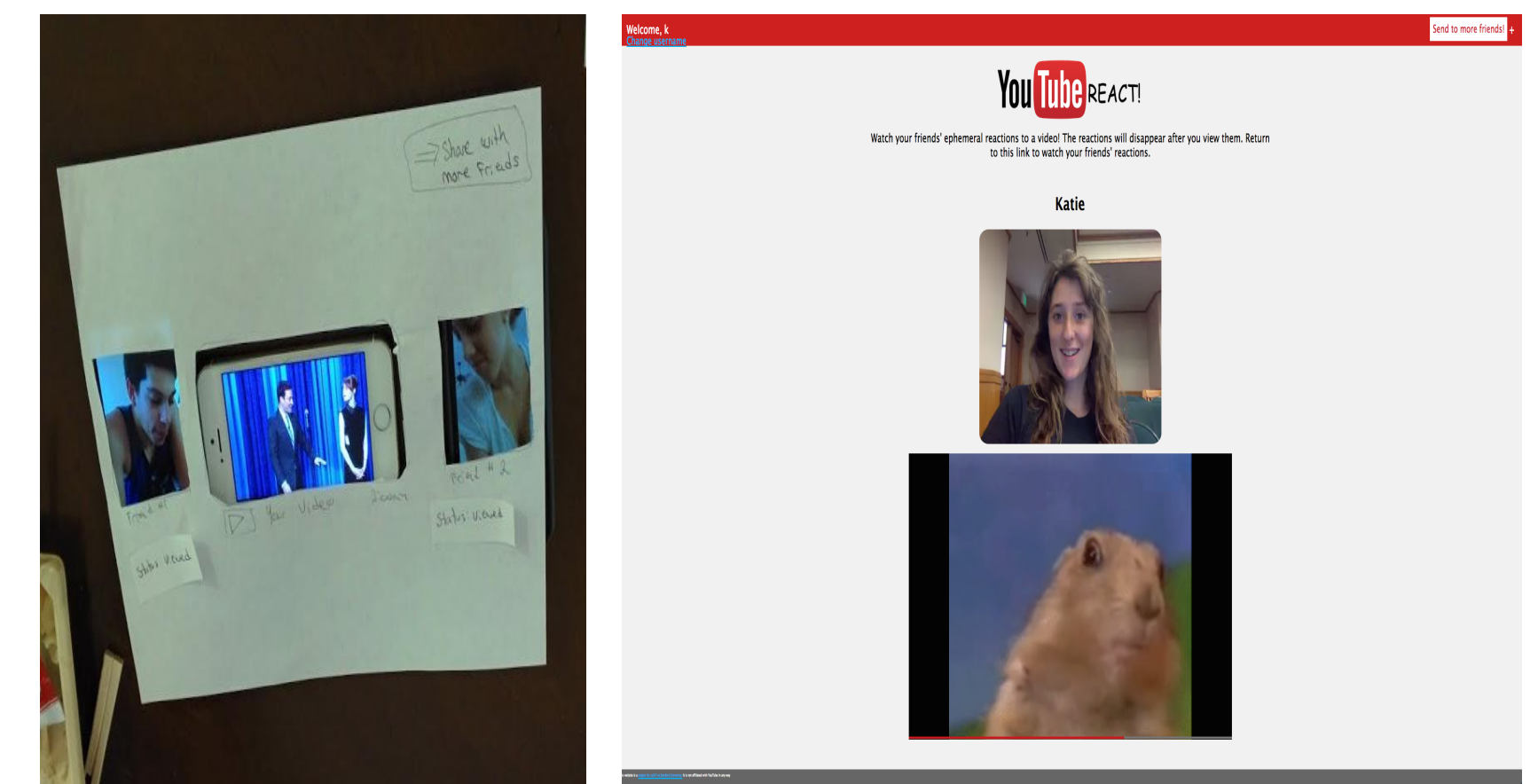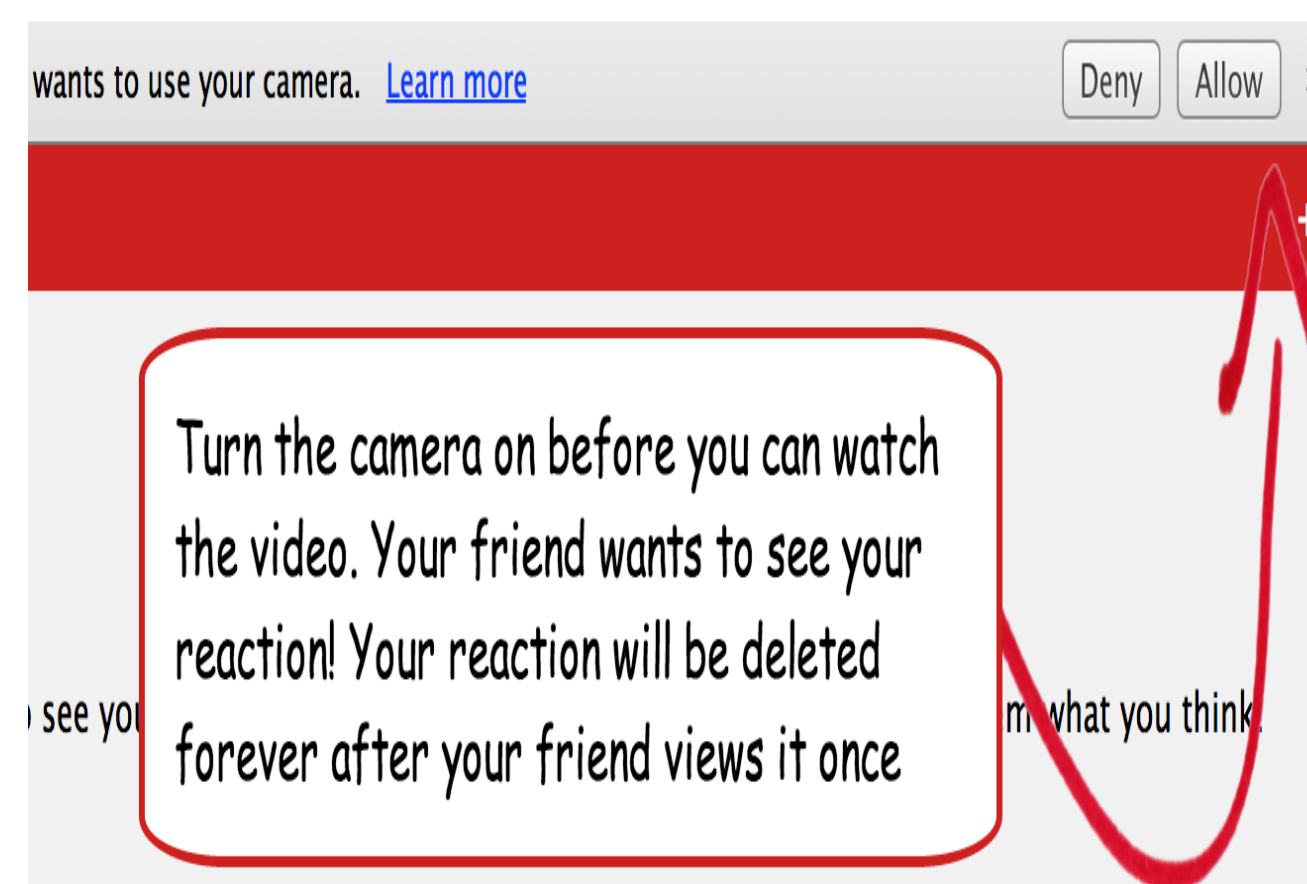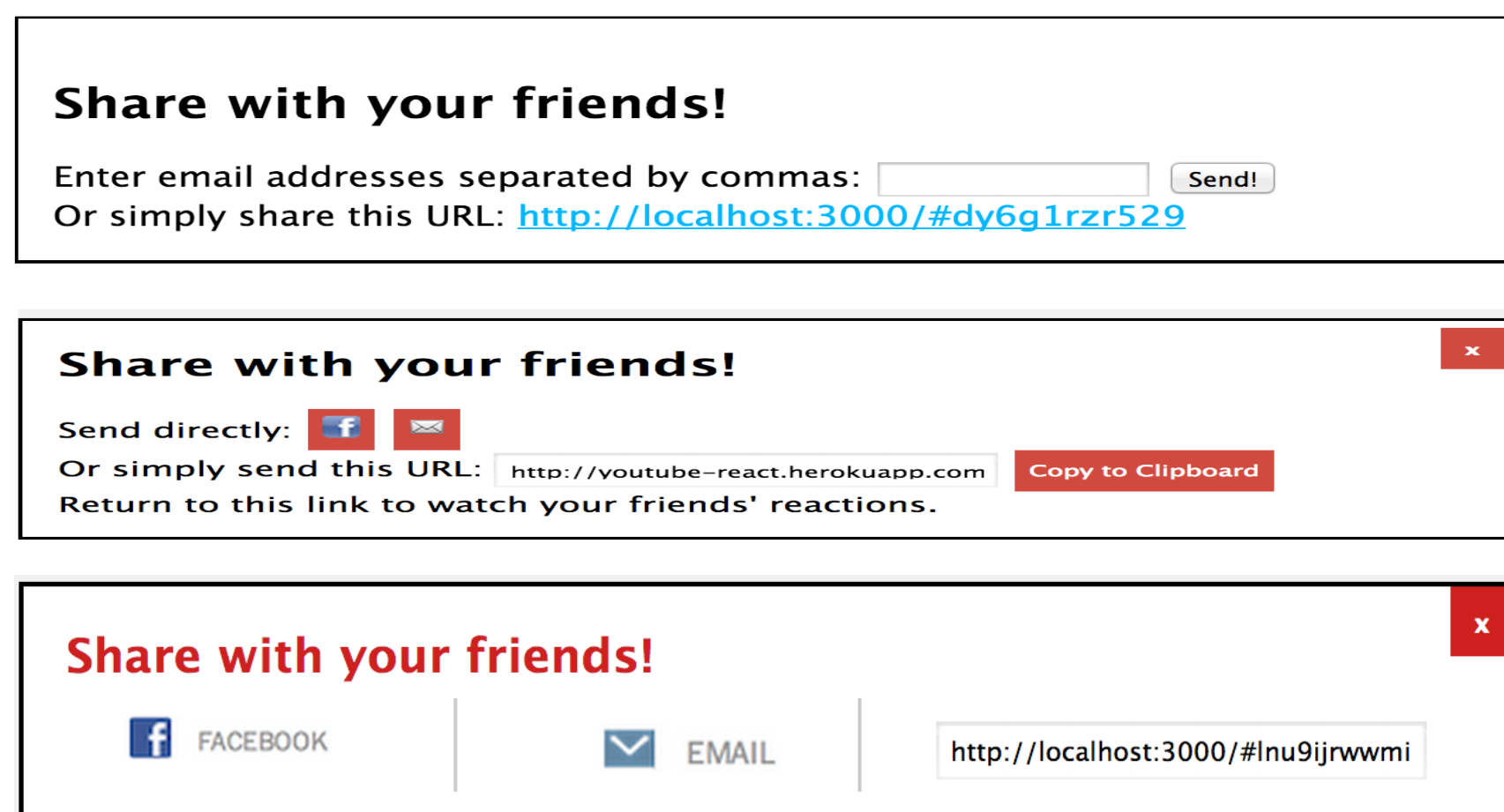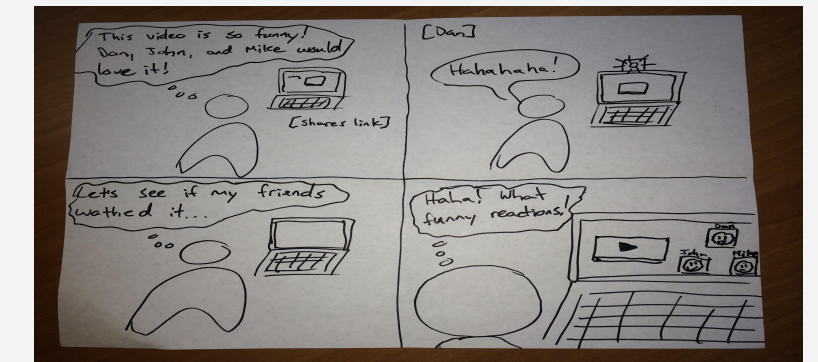
The Need

Through needfinding we noticed that people often get nothing or simply "lol" in response to videos they send their friends. We sought to address this problem and to make the process of **sharing youtube videos a 2-way dialogue**

The Process

We first tested our idea with a storyboard and paper prototype before starting to code. We spent the quarter tackling design details such as how to streamline the video sending process, how to make a recipient feel comfortable being recorded, and how create the best experience for the user watching reactions

1. Sending Video

Through iterations, we found that people didn't want to copy and paste 2 urls or rely on remembering emails. We added links to **send directly with facebook/email**. We found that senders often don't receive another video in response, and send no more than once/week so we decided to have **1 video per page** and no chat feature

2. Ephemerality

Initially nearly ⅓ of recipients chose not to be recorded. We then **made the reaction videos ephemeral to make users more comfortable recording themselves**. In the end, 100% of users allowed the camera and ½ said they only did so because the videos were ephemeral

3. Watching reactions

Through user testing we learned that users **can't focus on more than 3 videos at once**. We also learned that they either send videos to 1-2 people or to a big group. This lead to our video carousel that lets users loop through groups of 3 videos

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http://youtube-react.herokuapp.com