

Comparisons of Good and less Good user experience

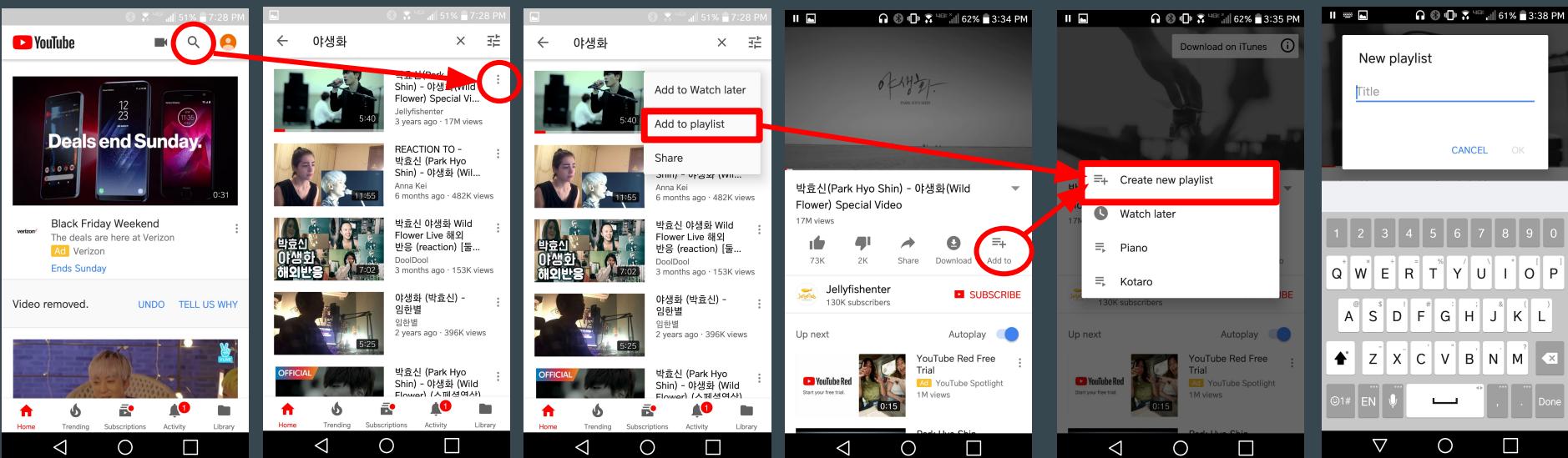
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Katie Chung, Derrick Lieu, SeOne Park, Patricia Vu

Create Playlist

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Creating a playlist through searching (Good)



The first screen is the YouTube home page which has a clear search icon at the top of the page.

The second screen shows the result of the searched song. The user now has two options: to click on the 3-dotted icon or to listen to the music

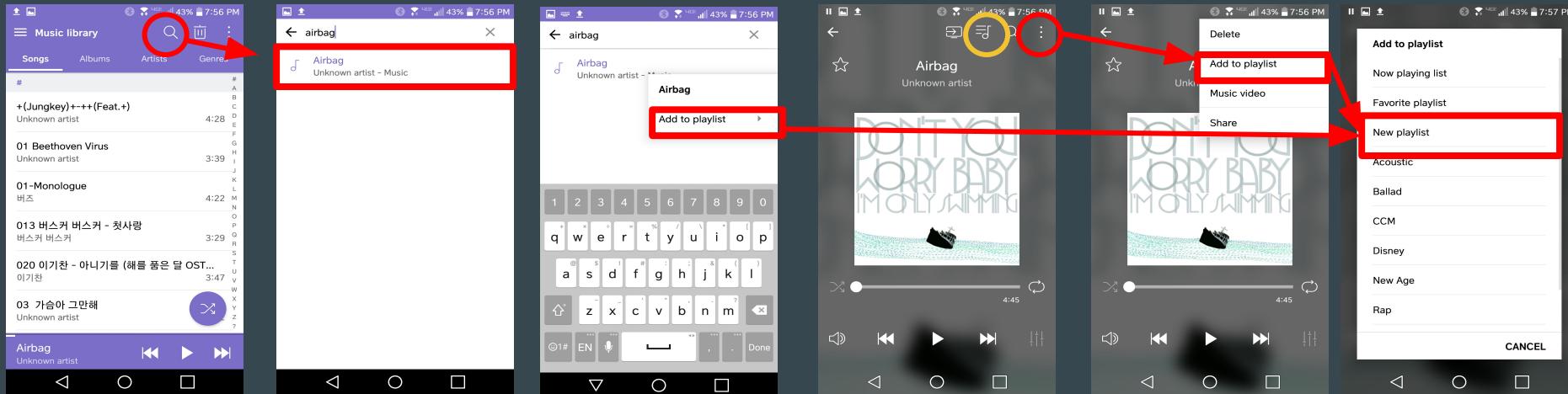
When the 3-dotted icon is pressed, the user has 3 options: "Add to Watch Later", "Add to playlist" or "Share". The user can then create a new playlist once he/she presses on "Add to playlist".

Otherwise, if the user decides to listen to the music video and then create a playlist, the user is can easily identify and link "Add to" function as adding to some list or playlist.

Once "add to" is pressed, the user is met with a pop up with either "create new playlist", "watch later" or adding to an existing playlists.

After pressing on "create new playlist" the user just names the playlist, and is done creating a playlist for the new music. The user flow is very simple, with the concise and informative icons and wordings. If the user already knows he/she wants to add the searched music into the playlist they can use 3-dotted icon shortcut.

Creating a playlist through searching (Bad)



Comparatively, the Android App does not make creating a playlist through searching as simple. The main page of the app has a clear search icon for the user to identify.

However, the result of the searched song doesn't have any icons to signify to the user of a shortcut that exists in the app.

To add the searched song to a new playlist, the user must hold onto the result, a pop up is then shown with one option "Add to playlist". Since this shortcut is not clearly signified, the user must proceed to listen to the song.

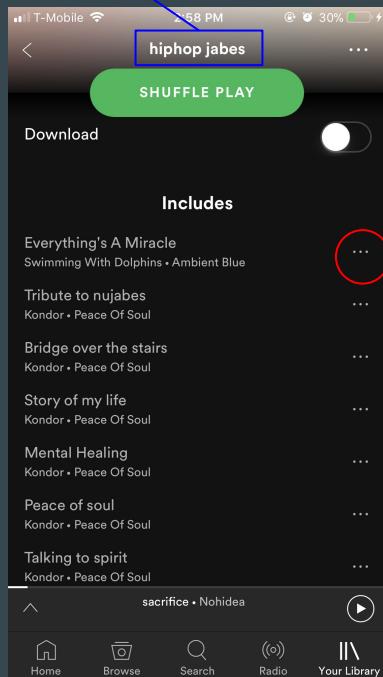
The user is then faced with 2 choices. There are two icons that may allow the user to add the song to a playlist (indicated by the yellow circle and red circle).

When the 3-dotted icon is pressed, the user has 4 options: "Delete", "Add to playlist", "Music video", or "Share". The other icon leads to a list of songs in "listen later".

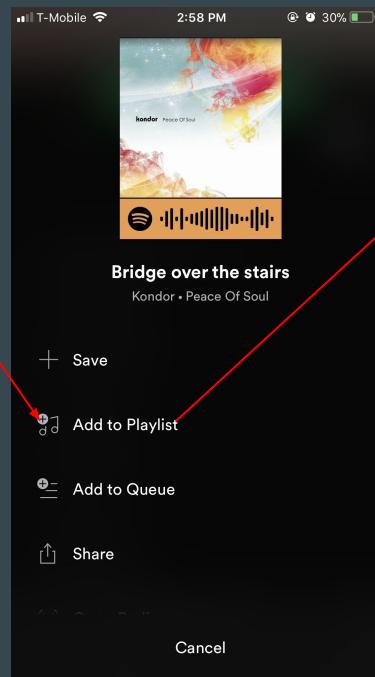
After pressing on "New playlist" the user names the playlist, and is done creating a playlist for the newly discovered music. The user flow was simple; however, with unclear signifiers for the shortcut functionality and poor use of iconography, the process took longer than necessary.

Creating a playlist from existing playlist (Good)

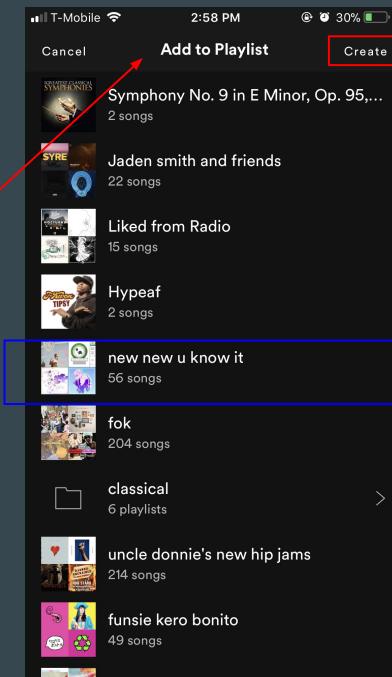
The name of the playlist is clearly shown at the top



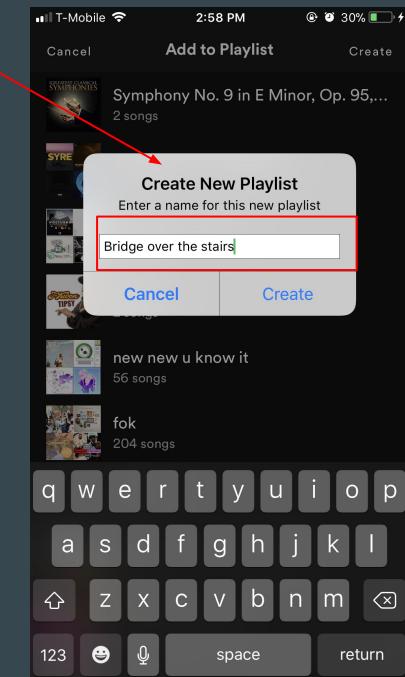
On Spotify, the user starts by finding an existing playlist under the playlist category. The user is then able to click on the three-dot icon which presents him or her with options to create and add to a new playlist.



Only a few options are available for the user to make, minimizing potential errors. "Add to Playlist" is clearly stated and easy to understand.

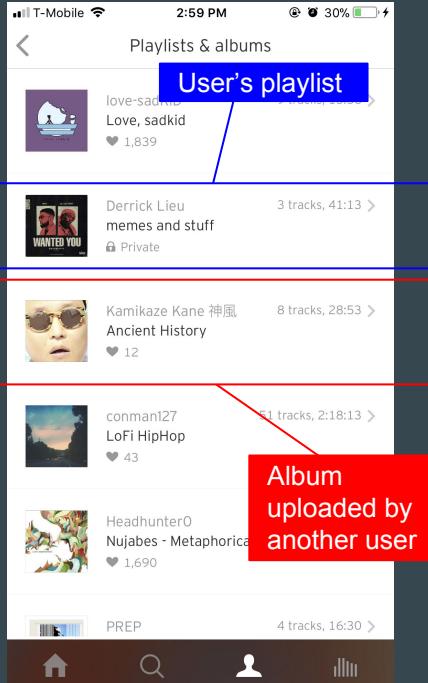


Choosing the "Add to Playlist" option prompts another screen with the user's already existing playlists and an option to create a new one.

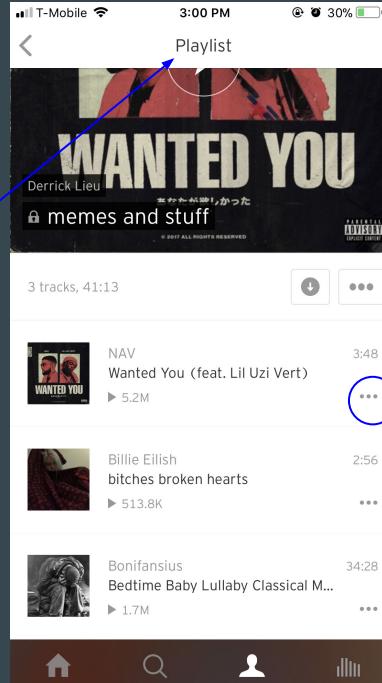


Pressing on "Create" leads to a pop up window that allows the user to name the playlist and then create it. There is a slight inconvenience in that the default name of the playlist is the song rather than being blank which forces the user to erase it.

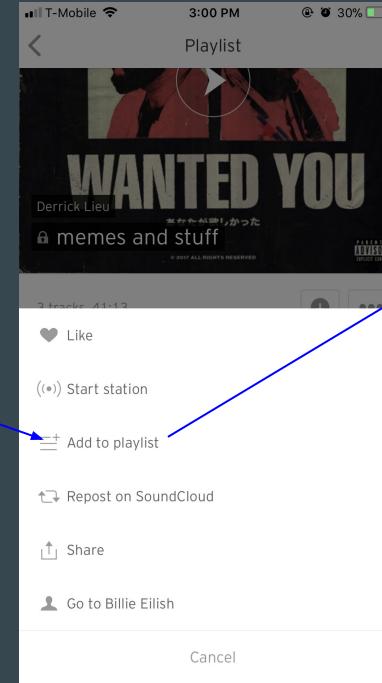
Creating a playlist from an existing playlist (Bad)



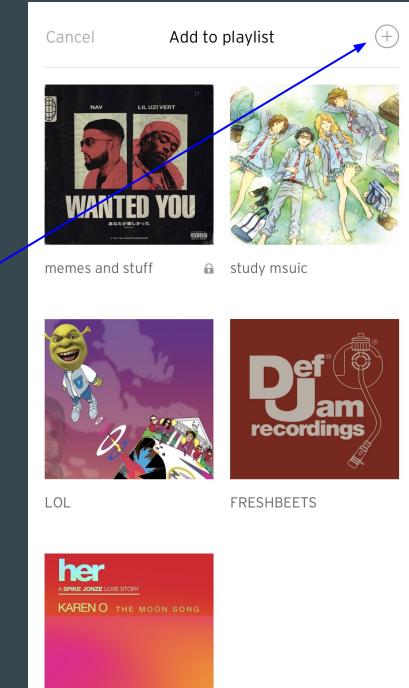
Soundcloud is different than Spotify in that it lumps albums and playlists together which can be confusing for users trying to create or do anything with their playlist.



After choosing a playlist that you want to pick songs from, the interface is similar to Spotify with the three-dot icon representing more options to "Add to Playlist."

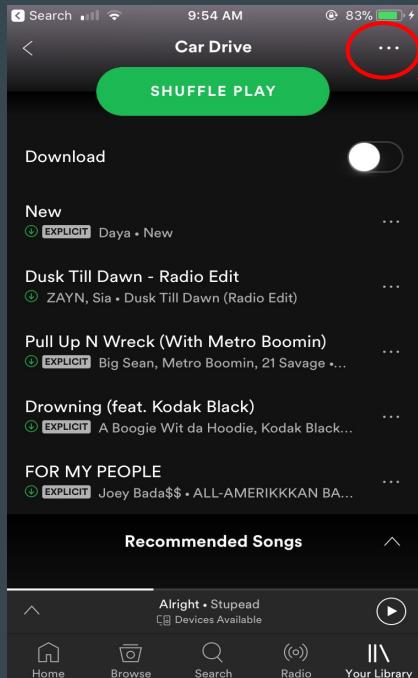


Now it prompts the user to have more options, "Add to Playlist" is still in plain site

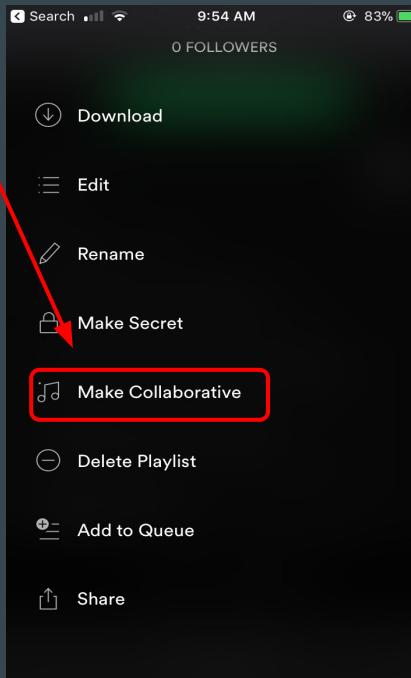


To create a new playlist the user clicks the plus sign at the top right. However, it is more intuitive to have text that says "Create" than using a plus symbol. Additionally, the album art takes up excessive space and clutters the screen, making it more difficult to organize with increasing amounts of playlist.

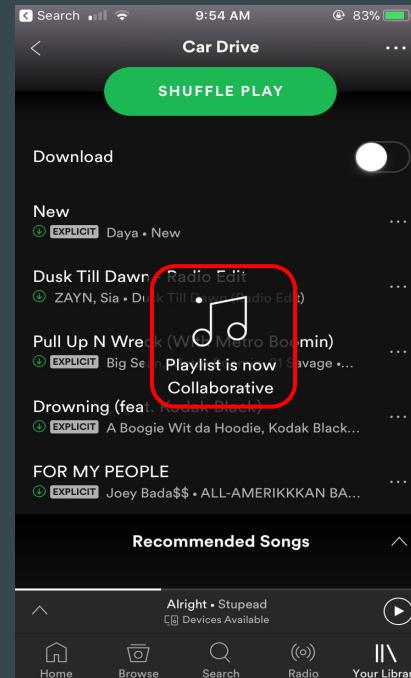
Making a new playlist collaborative (Good)



To make a current playlist collaborative on Spotify, the user must press the three dots icon in the upper right corner.



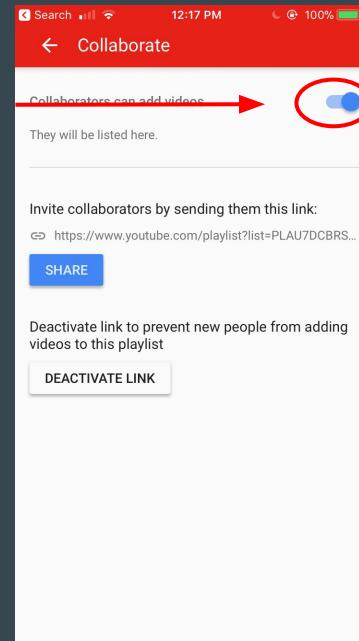
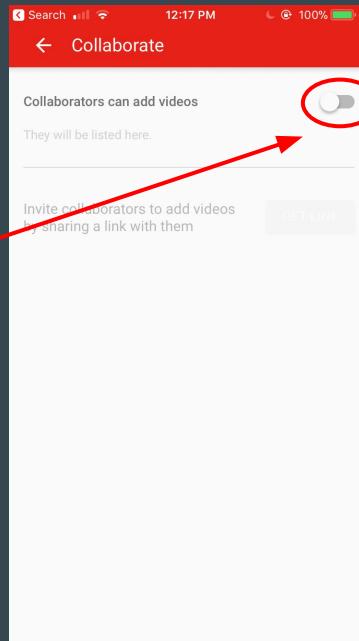
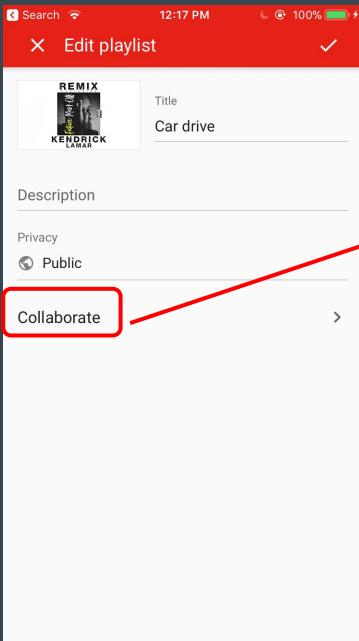
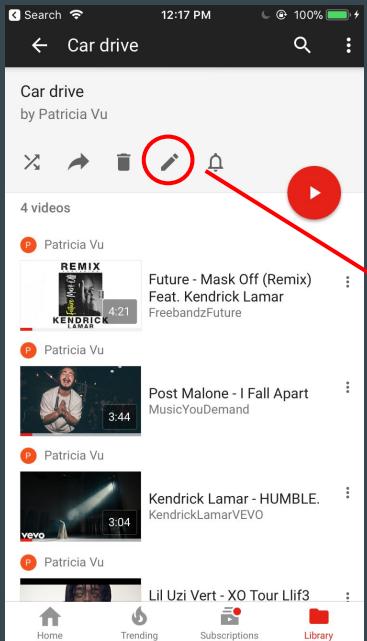
A menu will pop up with different options that the user can do to the playlist. The user clicks on "Make Collaborative" to change the setting of the playlist to collaborative.



The menu then disappears while a pop up message appears as a confirmation for the user that the playlist is now collaborative.

In Spotify, making a playlist collaborative is only two clicks away. It takes little time and effort. There is also a pop up message that reassures the user that their action is completed.

Making a new playlist collaborative (Bad)



To make an existing playlist collaborative on YouTube, the user must press the pencil icon.

Pressing the pencil icon takes the user to a new window where the user can change the name and description of the playlist. The user must press the "Collaborate" button to change the setting of the playlist.

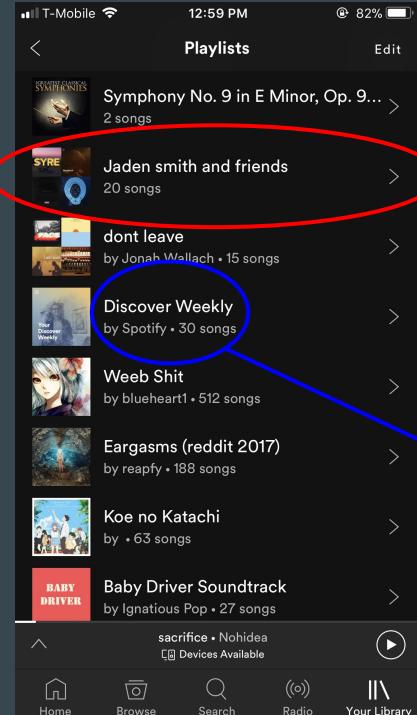
Once the "Collaborate" button is pressed, the user is taken to yet another page. The user must then move the toggle to the right to give future collaborators permission to add videos to the playlist. Making the playlist collaborative takes two steps while in Spotify it took only one.

The second and third step are tedious and unnecessary. Time and energy could be saved by merging the second and fourth screen. The user has to go through three different screens while it only takes two steps for Spotify users to make their playlist collaborative

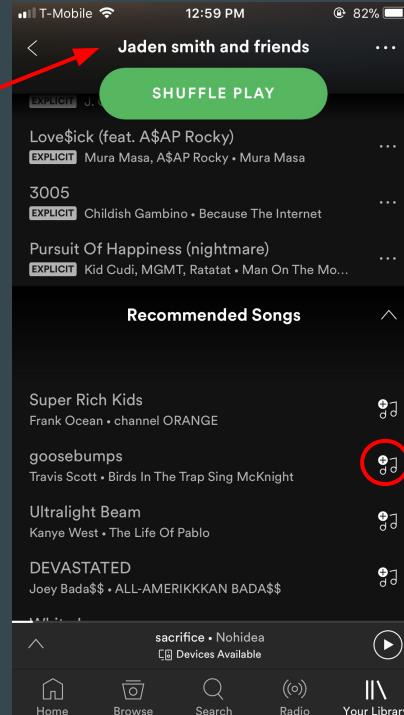
Manage Playlist

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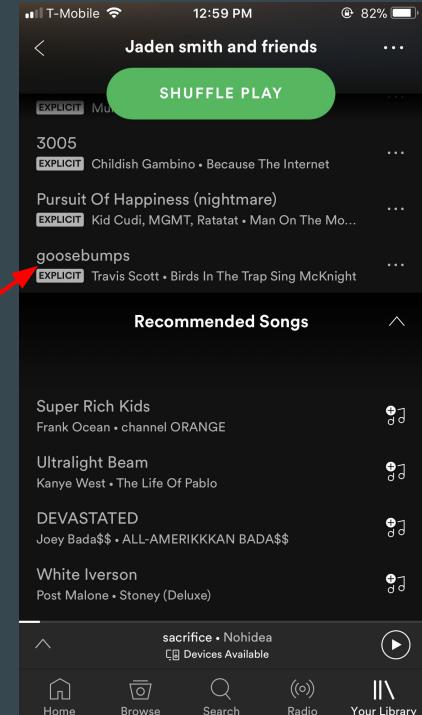
Finding and adding recommended songs to playlist (Good)



In Spotify, users can use an existing playlist and find recommended music without having to leave their playlist screen.

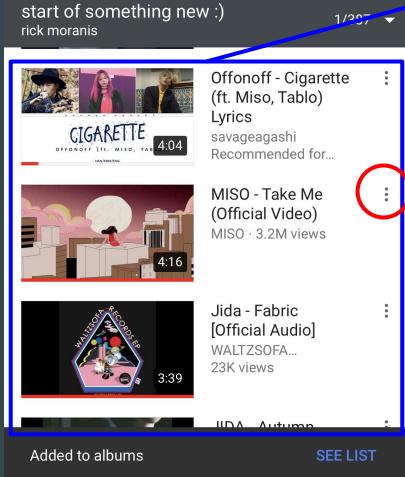


Scrolling to the bottom of a playlist results in a "Recommended Songs" section which provides a series of songs similar to the original playlist's songs which is created by Spotify's algorithm.

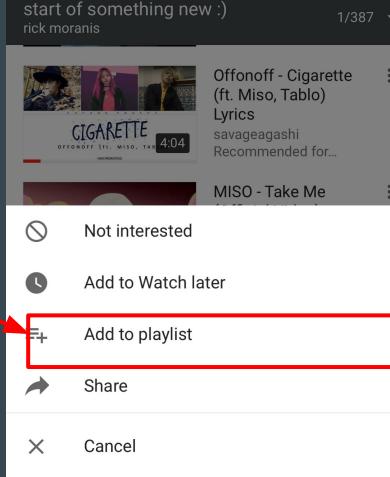


Clicking on the music plus icon instantly adds the song to the bottom of the playlist, without having to go through extra unnecessary steps.

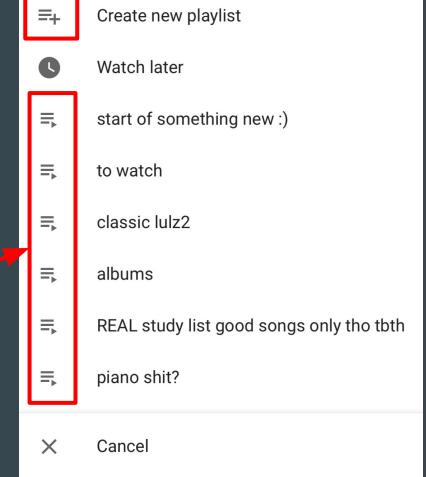
Finding and adding recommended songs to playlist (Bad)



Youtube's recommended music system is rather unclear at times because it includes both songs that you've listened to or already have in your playlist as well as new songs that are similar to the current song being played.



Once the three-dot icon has been tapped, a new menu pops up giving the users options including "Add to Watch Later," "Add to playlist," "Share," etc. The Not Interested option is misleading as it could be renamed to the more commonly used "Hide" option.

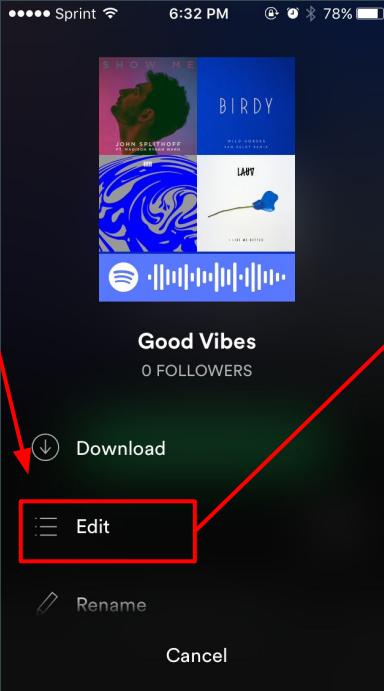


After clicking on "Add to playlist" the user can either create a new playlist or they can add the song to an existing playlist

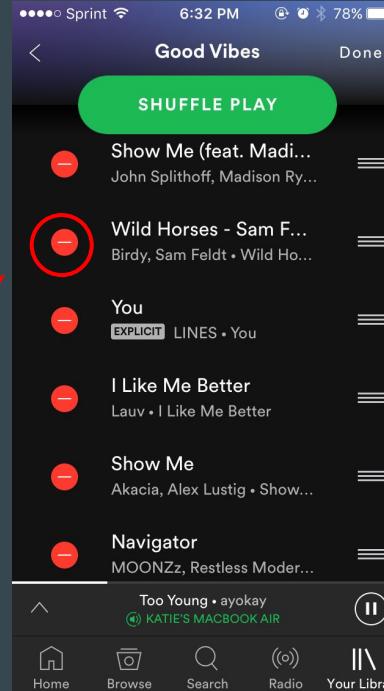
Searching for a Specific Song in a Playlist and Deleting it (Good)



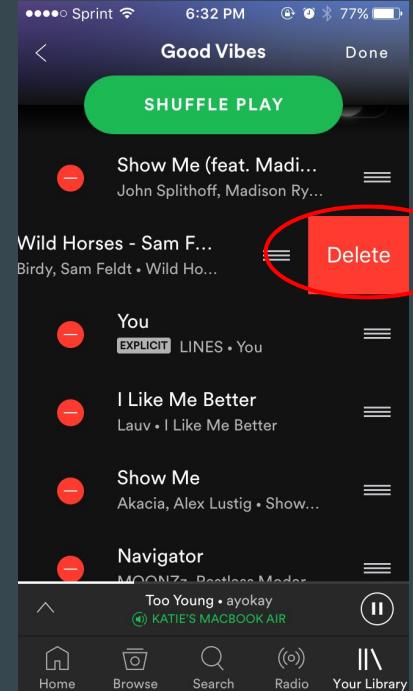
To delete a song from a playlist in the Spotify app, the user should click on the 3 dot icon located in the top right corner of the application.



A menu will appear--after the 3 dot icon is clicked--with a variety of options to alter the playlist. To delete a song from a playlist, the user must go click on the "Edit" button

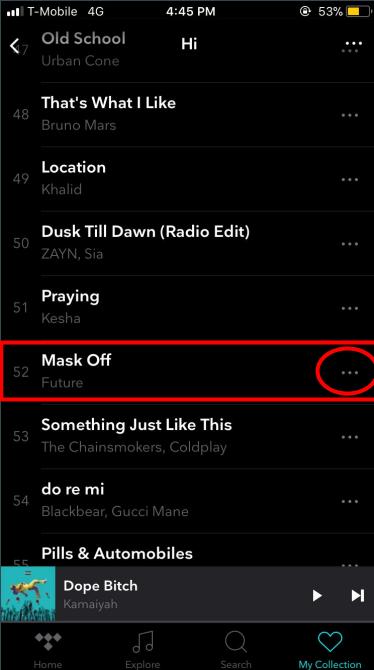


Clicking the "Edit" button will take the user to the list of songs, each with a red circle with a dash inside the red circle. To delete the song, the user must click on the red circle.

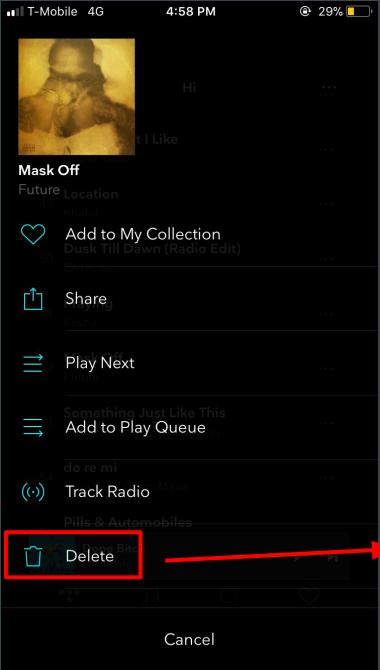


Finally, after the red circle is clicked, the song is shifted to the left, where the user must click the "Delete" button to confirm the deleting of the song from the playlist.

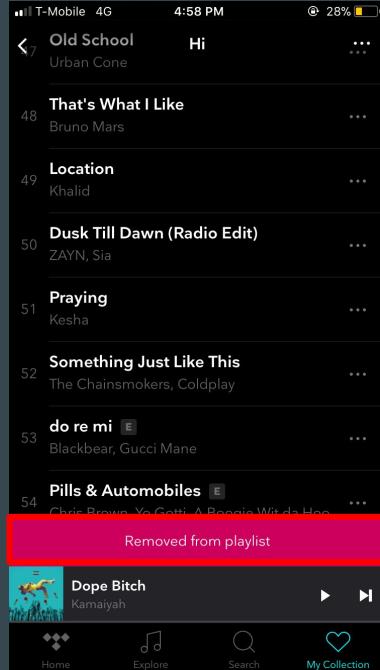
Searching for a Specific Song in a Playlist and Deleting it (Bad)



The user wants to delete Mask Off from their playlist. The user must scroll through the playlist to find the specific song. The user then presses the three dot icon to the right to delete the song.



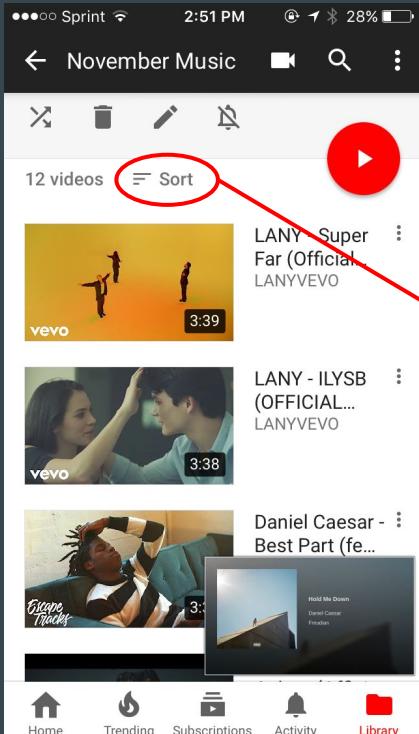
When the user presses the three dot icon, a menu pops up with options of what to do with the song. The user presses Delete to get rid of the song from their playlist.



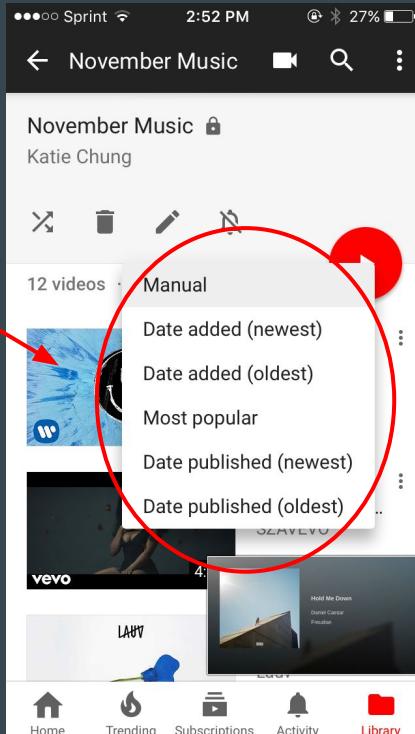
Once the song is removed, a pink notification box appears at the bottom of the screen as a visual confirmation for the user. To delete another song, the user must repeat the previous steps.

Tidal, unlike Spotify, doesn't let you delete multiple songs at a time in a playlist. Instead, the user has to individually delete each song they want to remove. They have to press the three dot icon for each song and then find the Delete option. This can be time consuming if the user wants to delete multiple songs at a time. Spotify, however, saves the user time by letting them press the red button to the right of the song for as many songs as they want once they are in Edit mode.

Organizing songs in a playlist (Good)



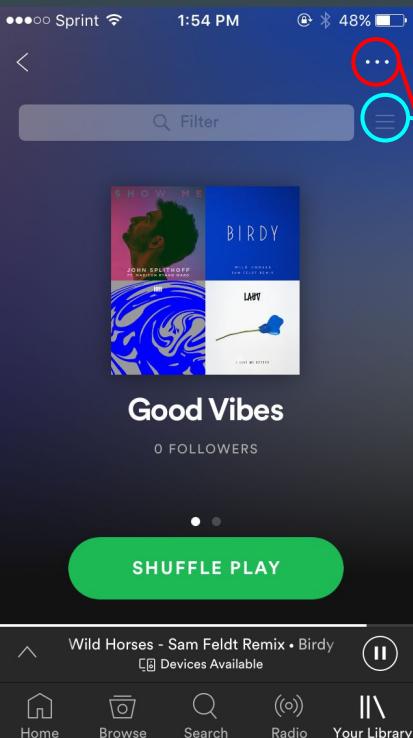
To organize songs in YouTube, the user should click on the “sort” button at the top of the playlist. This will lead to a drop down menu with a variety of options.



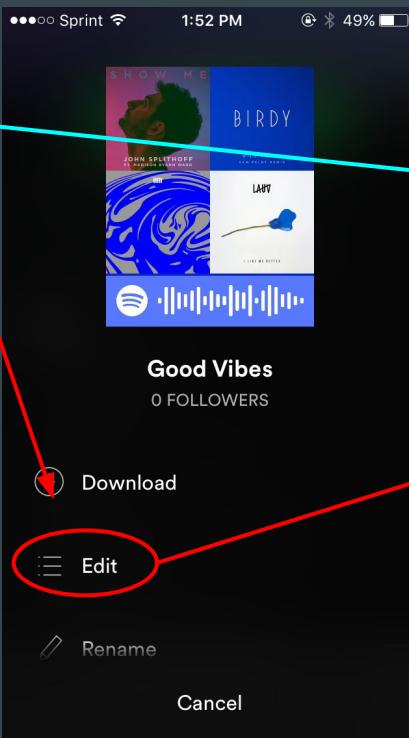
The drop down menu opens with the option to sort manually, by date, popularity, and published date.

Youtube offers an effective way to organize songs in a playlist because the icon (for sort) is clearly labeled and the variety of sorting options is intuitive to understand and compiled all within one drop down menu

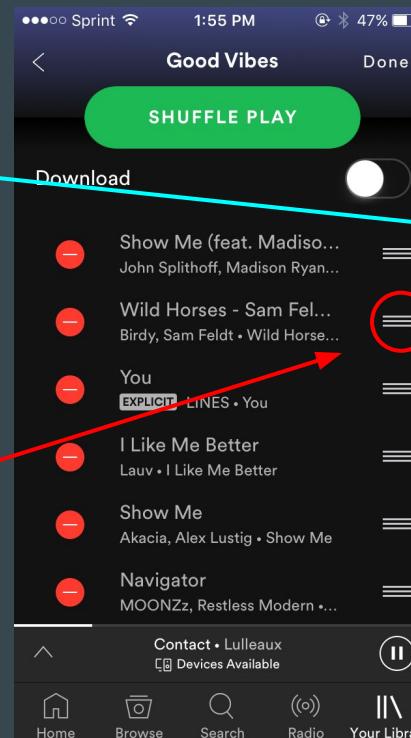
Ordering songs in a playlist (Bad)



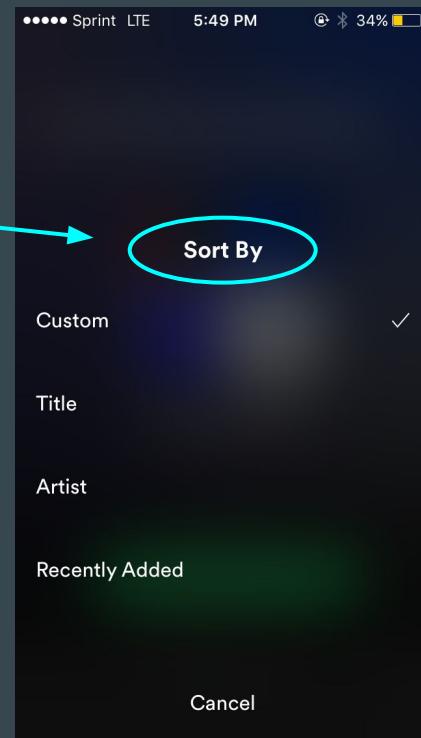
Spotify has 2 ways to order songs in a playlist. The user can click on either the three dots at the top of the app or the hamburger icon to sort their music.



When the user clicks on the three dots, it will take him/her to a menu of playlist options. The user clicks "Edit" manually sort their playlist.



To manually sort, the user must hold on to the 3 lines on the right of each song and drag the song to the desired placement.

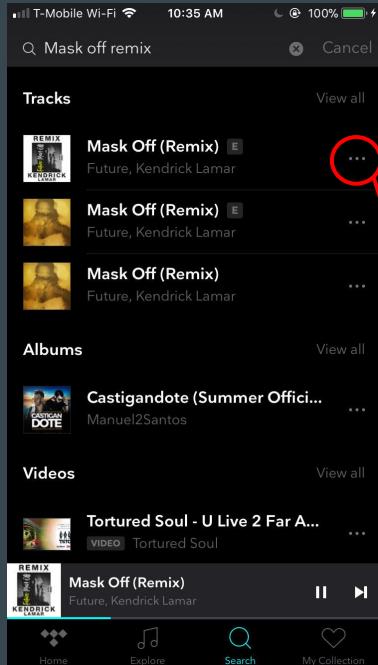


When the hamburger icon is clicked, the user can sort the the playlist by title, artist, or date added. Custom sort is the original playlist order and to change the custom order, the user must go back to "Edit."

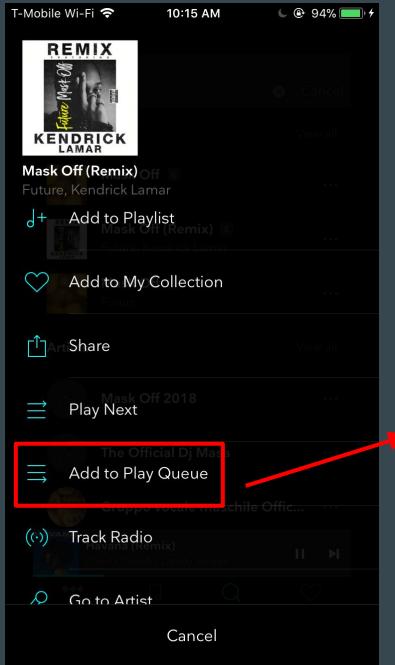
Others

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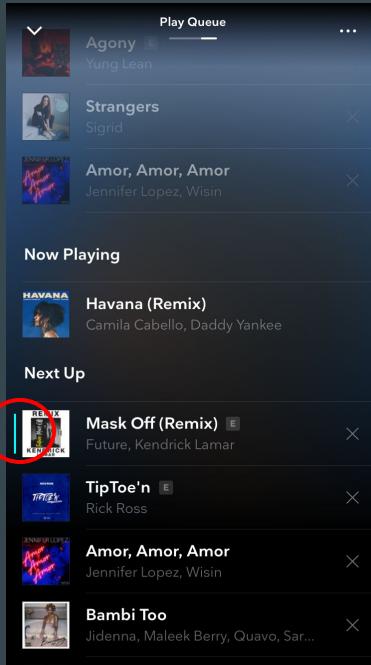
Managing a queue of music (Good)



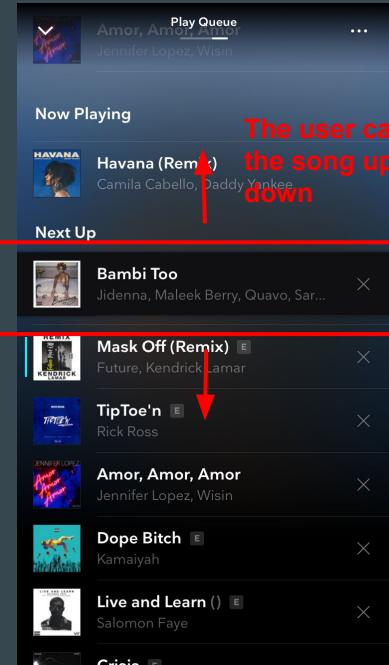
Tidal lets the user add songs to a queue even when they are playing songs on a playlist. Once the user finds a song they want to add to the queue, he/she presses the three dots to the right of the song.



When the user clicks on the three dots, a menu will appear with a list of options of what the user can do with the song. Pressing "Add to Play Queue" will add the selected song to the queue.



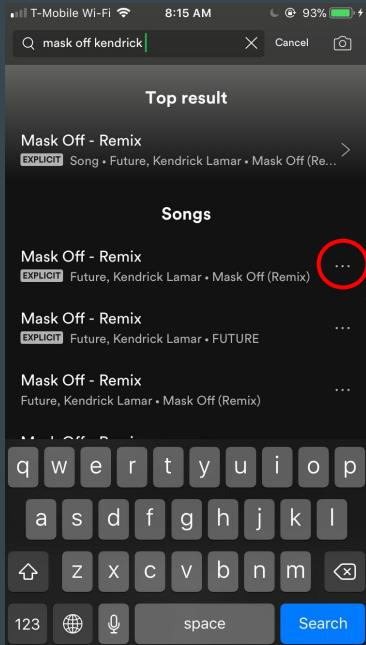
Going to the "Play Queue" screen, the user sees that their selected song is up next to play. There is a turquoise line to the left of the album artwork of the song that indicates what songs have been manually queued.



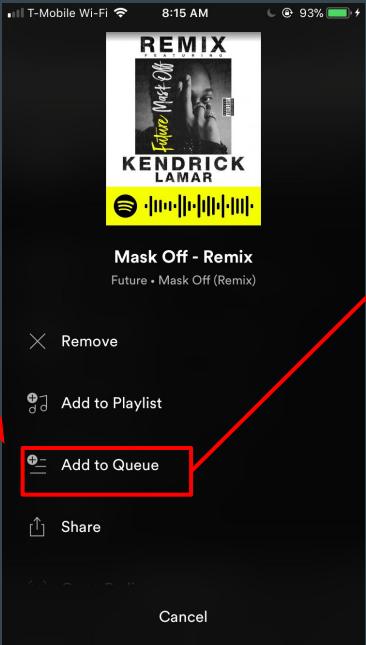
The user can also queue songs that are already in the playlist. By holding down on the song, the user can drag the selected song up or down to the desired location.

The user can move the song up or down

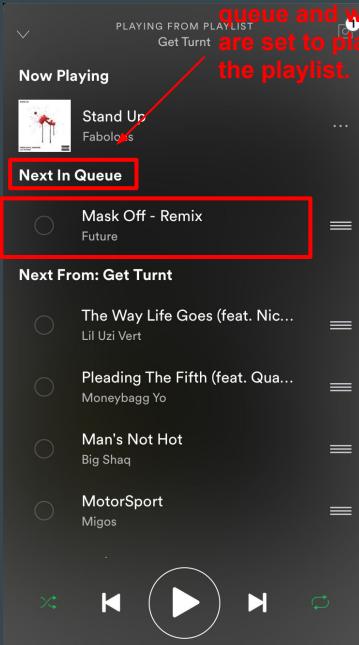
Managing a queue of music (Bad)



Spotify lets the user queue up music. Once the user finds a song they want to play next, they click the three dots.

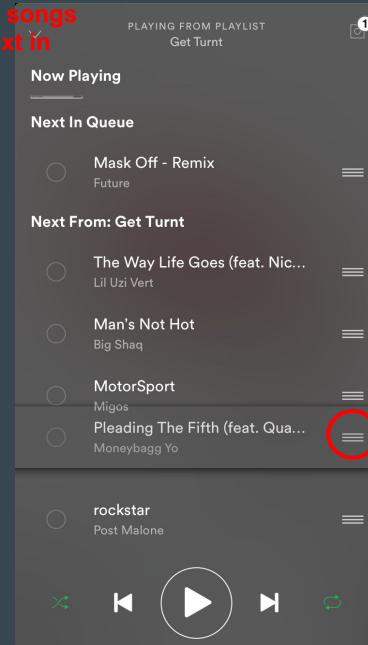


This takes the user to a menu with options on what to do with the song. The user clicks on the "Add to Queue" option.



Going to the queue list, the user can see that the song they picked is now set play after the current song.

The label "Next in Queue" and "Next From: Get Turnt" indicates which songs were added to the queue and which songs are set to play next in the playlist.

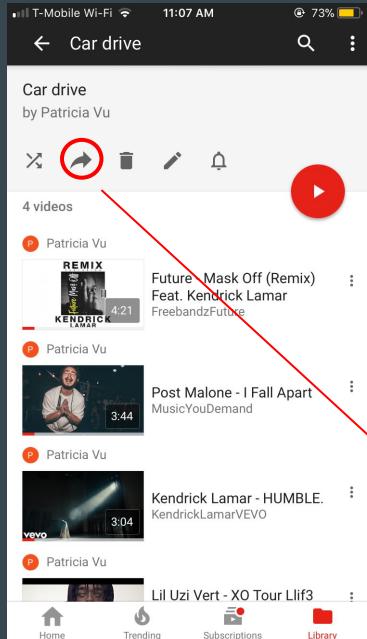


The user can also queue songs that are in their playlist by holding the hamburger icon that is on the right of the song and then dragging it to before or after the songs they want it to play.

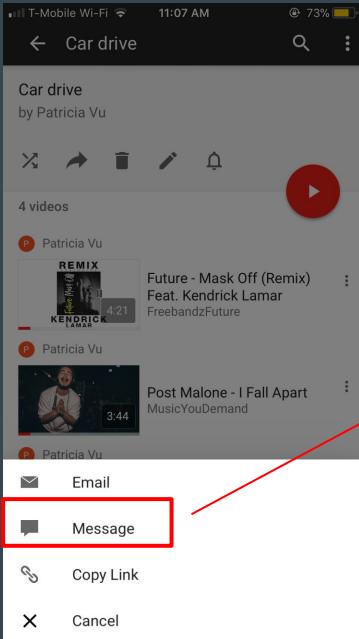
Managing queue of music comparison

Spotify and Tidal both allow the user to queue music. The user can queue music while playing from a playlist. Adding the desired song to the queue is similar in both apps. Tidal, however, allows the user to not only see the songs that are currently in the queue, but also the songs that were previously in the queue that have already been played already. This gives the user the freedom to go back to the songs that were played already and drag them back to the current queue if the user wants to play the song again.

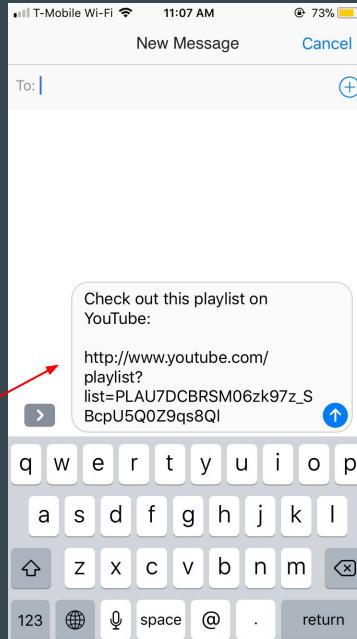
Sharing a Playlist (Good)



To share a playlist, the user presses on the forward arrow icon.



A menu pop up appears at the bottom of the screen with three different options for sharing. The user presses the Message button to share the playlist through text message.



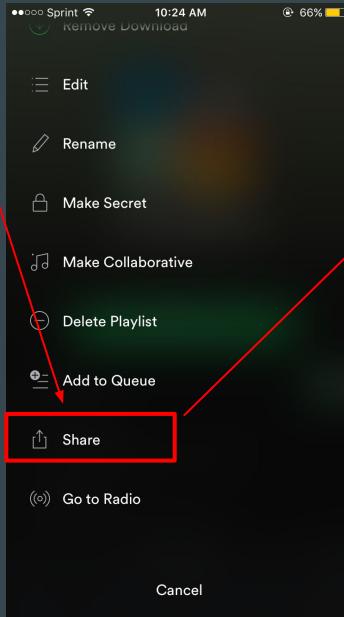
The phone's messaging system opens up with written message and shareable link ready to be sent. All the user must do to share the playlist is add the phone number and press send.

Sharing a playlist on the YouTube mobile app is made simple because the share button is already visible on the homepage of the playlist. The user doesn't have to pull up a menu to find the share option like in Spotify.

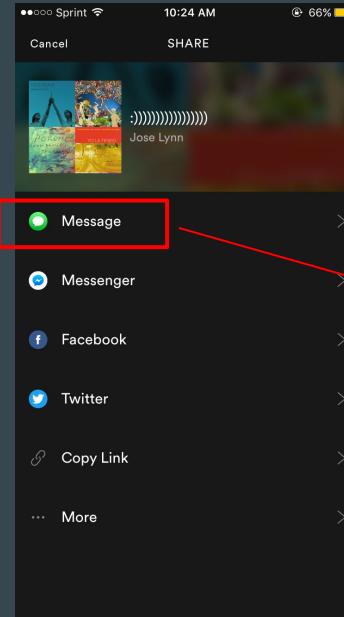
Sharing a Playlist (Bad)



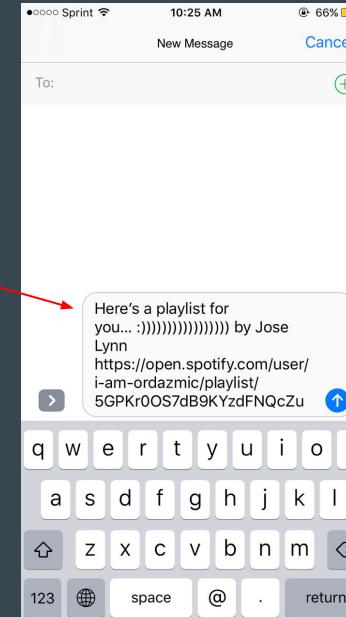
To share the link of the playlist, the user clicks on the three dots icon on the upper right corner.



After Pressing the Share button, a new menu appears with different options for the user to share the link.

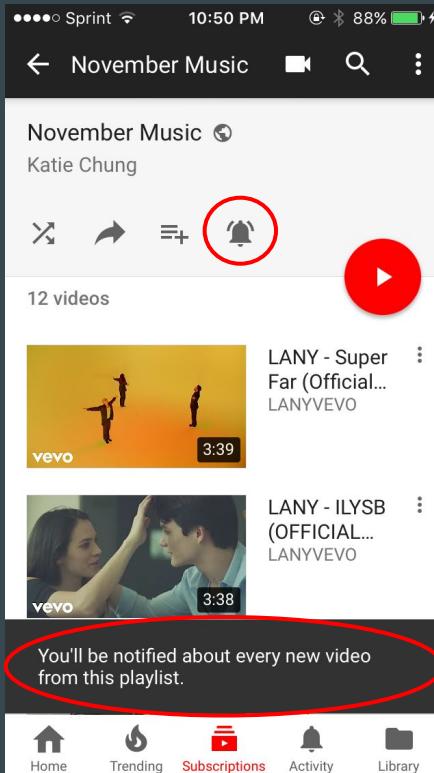


To share through text message, the user presses Message. This opens the messaging system on the phone with the link of the playlist and a prewritten message already loaded in the message box.

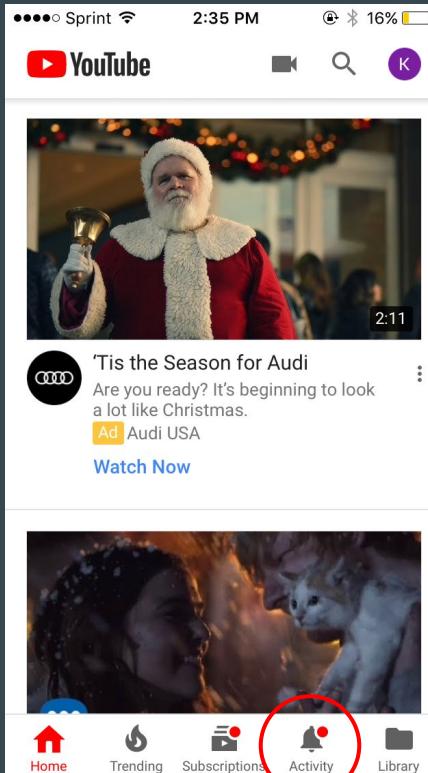


The process to share a playlist on Spotify is longer than Youtube's process. Youtube already has a designated icon on the playlist page ready for the user to press on it. While on Spotify, the user has to find the Share button in a menu that isn't on the main page of the playlist.

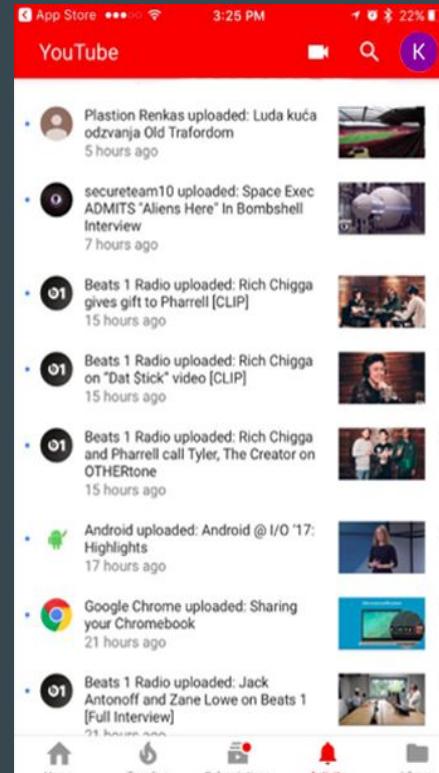
Following a playlist and people (Good)



To follow a playlist, the user will click the on the gray bell. Once clicked a message will appear explaining the notification function of the bell.

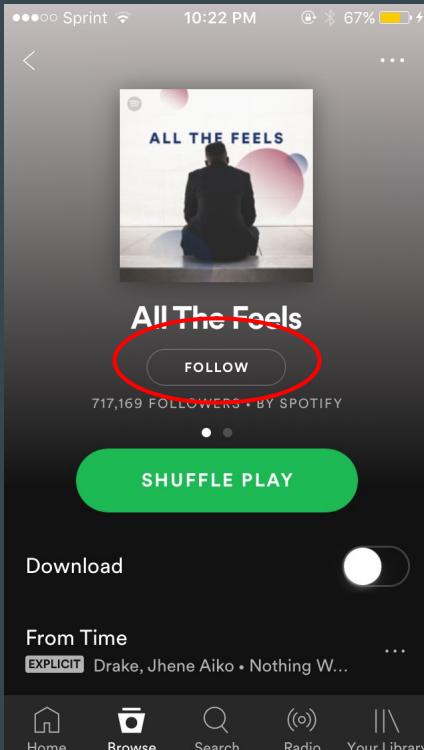


YouTube has in-app notifications of when new video are added to a playlist, indicated by a red dot in the top right corner of the subscriptions tab.

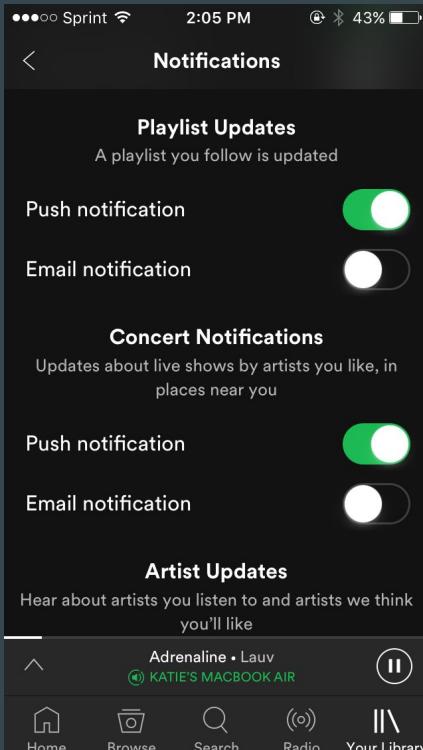


Once in the activity tab, new videos/music will appear to show what videos have been uploaded to a channel or what new videos/music has been added to a playlist.

Following a playlist and people (Bad)



To follow an artist or a playlist, a user will click on the follow button at the top of an artist or playlist page.



According to the settings page, the app will send push notifications to the user's phone that can inform the user when playlists are updated or artists and new music to their profile.

After “following” an artist or a playlist, the user does not receive a confirmation of what will happen or what the benefits of following artists and playlists are. Although the Spotify app claims to send push notifications to the user, our interviewees claimed to have never gotten received any notifications on their mobile devices for the playlists and artists they follow. Upon further research via the internet and personal testing with the app, it is clear that the push notifications are faulty. Furthermore, there are no in-app notifications on Spotify for when playlists or artists that a user follows is updated.