PPM Report

# Competitor Research

To make an effective website for the chosen demographic, it is imperative to learn about what competitors do that works. Both the chosen competitors YouTube and Twitch will be analysed in this section to see what they do well and what they do poorly for the users. The reason these two were chosen is because they specialise in the two different areas which the project is trying to accomplish, video sharing and streaming.

## Twitch

Twitch is entirely streaming focussed therefore their entire front page promotes streams and has streams playing by default in the top centre most part of the website. It is cleverly laid out to show the stream running in a big enough resolution to watch but small enough to not take up the entire real estate of the website. This creates more space for other stream’s thumbnails and other UI elements which can grab the user’s attention such as recommended channels or streams. The main page after opening twitch can be seen in fig 1:

Graphical user interface, website

Description automatically generatedfig1

On the furthest left side of the website there is a side bar for channels, specifically one’s that the user has either followed or recommended by Twitch. The channels have an active view count next to them to show which channels are live and how many viewers each channel has which is great information to give to the user instead of them having to actively search for the channel to find out if they are streaming. Live channels are given priority on the list and offline channels aren’t even shown most of the time to promote those who are live. The list also shows the current game they are streaming if they are streaming one which allows the user to better understand what the stream will be about before they decide to watch it. This side bar can be seen as fig 2.

A screenshot of a phone

Description automatically generated with low confidencefig 2

If the user decides to scroll down on the page, they can see different sections and categories that were selected from that user’s viewing habits. For example, if the user has watched a lot of VALORANT content, the user’s top recommended category is VALORANT, and they are recommended channels that are streaming VALORANT. This provides more content to the user which maybe more to their preferences. These categories and recommendations also let the user get different content if they wish along with their search bar and browse section at the top of the browser which lets people search for categories, games and channels directly. Fig 3, 4, and 5 show what the page looks like when scrolling down and the search features.

fig3

Graphical user interface, website

Description automatically generatedfig4

Graphical user interface, website

Description automatically generatedfig5

The Sign up and login “pages” are painless and are just pop-ups which are integrated into the main page instead of taking you to a different page to keep you engaged with the website. After logging in or signing on you are still on the same page making it a more seamless process rather than taking you to a different page. This can be seen in fig 6.

A screenshot of a computer

Description automatically generated with medium confidence

## Twitch Conclusion

The sidebar that houses recommended channels and followed channels is a fast and effective way to get the user engaged on the website straight after opening it. The auto-playing stream is also another way for the website to engage its users as it’s the centre of attention on the main website. The search is expansive, yet it feels deceptively simple by blending categories, channels and games together and showing the most appropriate result. Finally the login and sign up page is simple but integrated into the main page as a pop-up which makes the process of signing up or logging in feel less tedious as the user is still technically on the main page.

# YouTube

## YouTube Conclusion

# Research Evaluation