

Search about
YouTube

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i. Introduction

- The purpose of the website is to provide a platform for sharing and watching videos.
- YouTube's services include uploading and watching videos, creating and managing channels, commenting on videos, and interacting with other users.
- The domain address for YouTube is www.youtube.com.

ii. Strategy

- YouTube's business category is online advertising, and this is evident on the website through the prominent display of ads before and during videos.
- The design of YouTube is focused on maximizing user engagement, with features like autoplay and suggested videos designed to keep users watching for longer periods of time.
- The target audience for YouTube is primarily younger generations, and the design takes this into account with features like the ability to create and share content easily, as well as personalized recommendations based on viewing habits.

iii. Usability

- according to google PageSpeed Insights YouTube got 43 score and you can check details [HERE](#) and we tested it on a google extension called page load time and got 1.9993 millisecond.
- Pages on YouTube can sometimes take longer to load, especially if the visitor has a slow internet connection.
- Information on YouTube is generally easy to find, but the layout can be overwhelming for some users due to the amount of content and options available.
- A search button is available for visitors, but some users may have trouble finding it or using it effectively.
- While most links on YouTube are working, there may be occasional broken links or errors that can cause frustration for users.
- The website is compatible with all widely used browsers and mobile devices, but some features may not work as well on older devices or browsers.

iv. Content and Readability

- The fonts that have been chosen on YouTube are easy to read and are designed to be legible on different screen sizes.
- The text size on YouTube can be adjusted easily, providing a customizable viewing experience for users.
- The text size is appropriate for reading on different screen sizes.
- The content on YouTube is varied, with a mix of informative, entertaining, and educational content.

v. Conclusion and Recommendations

- Overall, YouTube is a well-designed and highly usable website that provides a valuable service to its users. However, there are a few recommendations that could improve the user experience:
- Improve the accessibility of the website by adding alternative text to images and captions to videos.
- Provide more tools for content creators to manage their comments and interactions on the platform.
- Increase transparency around the algorithms used to recommend videos to users, to help users understand why certain videos are suggested to them.