

Session time
01:00:00

 Session elapsed time
00:57:39

 Environment
Operating System: win32 10.0.19045
Window: Screen 2
Screen Size: 2560 x 1440

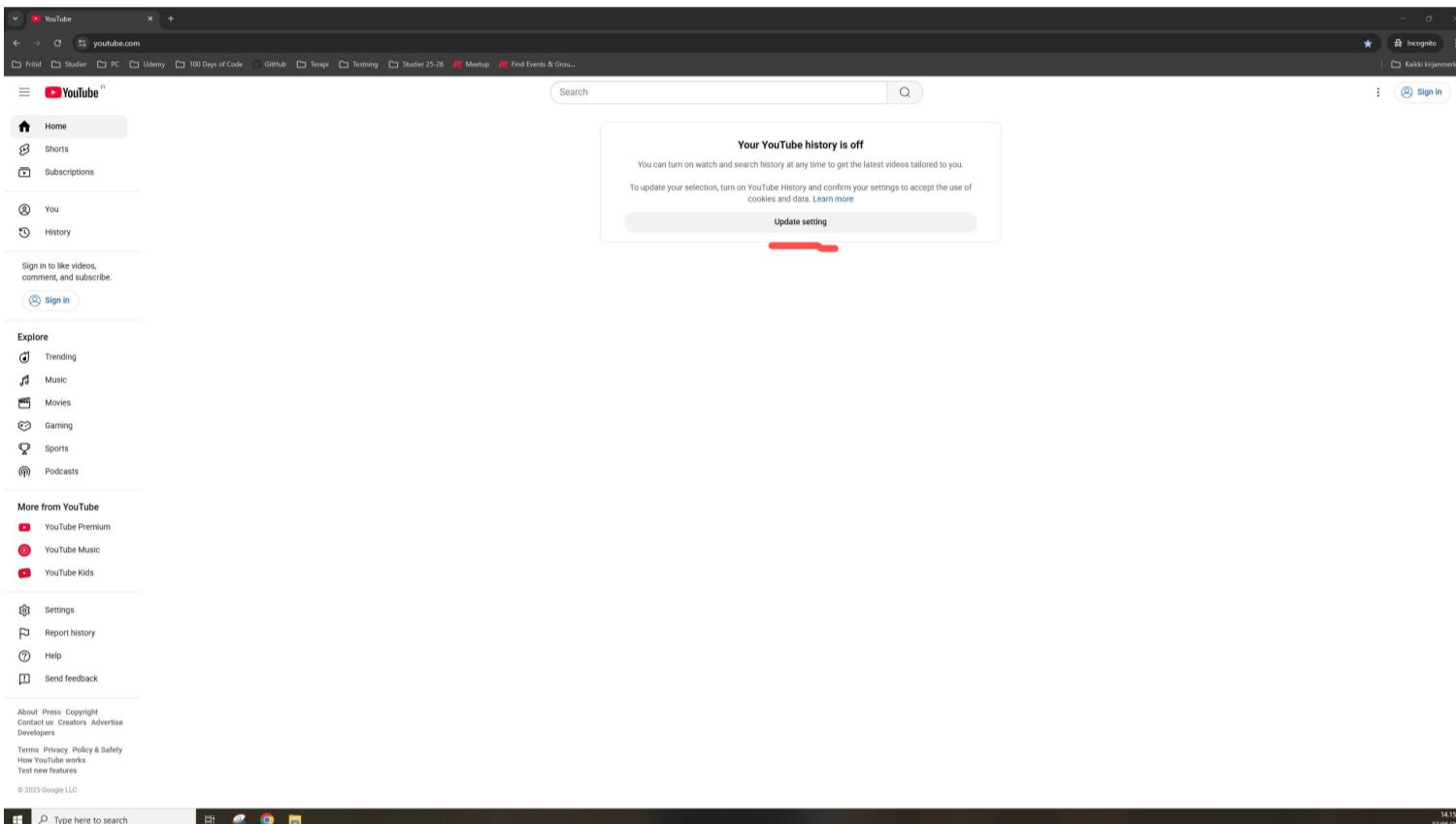
Title
Explore how YouTube encourages registration via sign-in prompts

Charter: Explore how YouTube encourages registration via sign-in prompts ***Mission***: Explore how YouTube encourages non-logged-in users to register or sign in by prompting them during selected user actions.
Scope*: Focus on actions accessible to non-registered users and how the platform restricts or modifies them to promote sign-in. ***Test Scenarios***: * Liking a video * Subscribing to a channel * Commenting or accessing comment features – videos and shorts * Saving to playlists or watch later * Upload or Create prompts * Customization prompts on the homepage * Sign-in functions in the left menu panel * Sign-in functions at the top menu (upper-right corner) * Sign-in functions in the right video menu panel * Is user instructed under watch history? ***Data collection and interests***: * Use a browser in incognito mode or with cookies cleared * Capture examples of sign-in prompts (screenshots, trigger points) * Note timing, visual prominence, messaging tone, and frequency * Identify any persuasive techniques (e.g., gated features, nudges) ***Out of scope***: * Account settings * Post-registration experience (e.g., onboarding or personalization setup)

Preconditions
Incognito browser used in Chrome, no YouTube account used

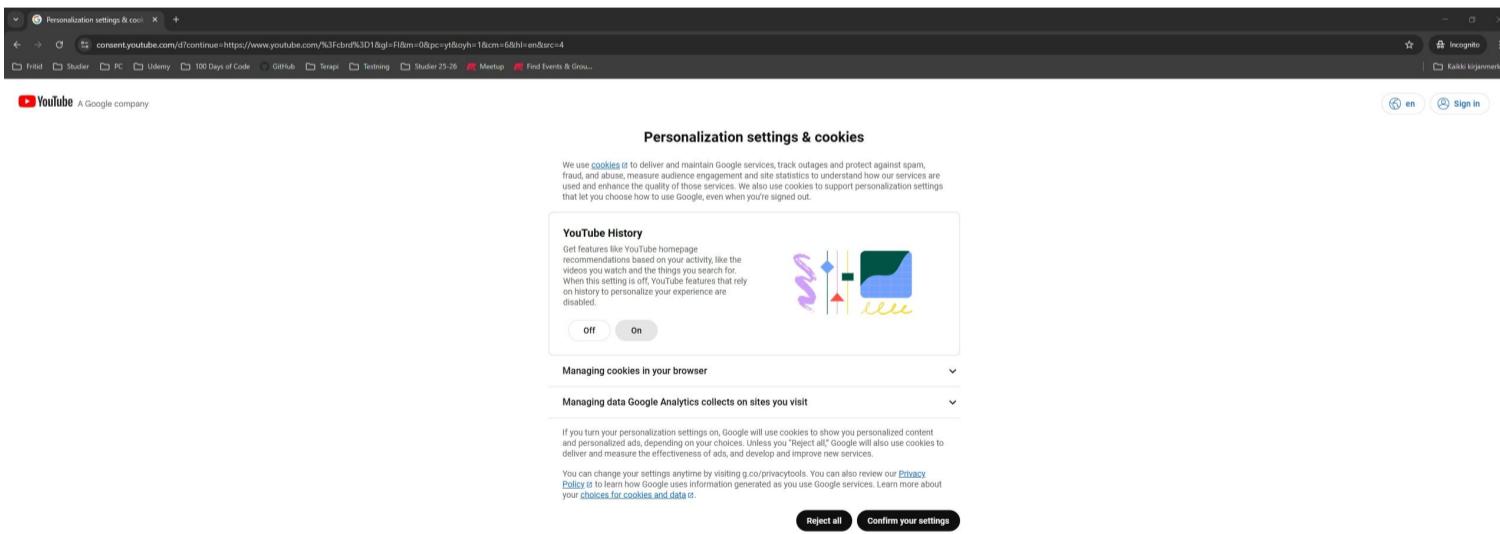
 **Session started • Duration 00:57:39 14h15 | 07-05-2025**

 **00:01:34 | Screenshot • Comment**



Initial start view is very empty, compared to the one of a logged in user. It is noticeable that the user is prompted to Update the settings under YouTube history is off

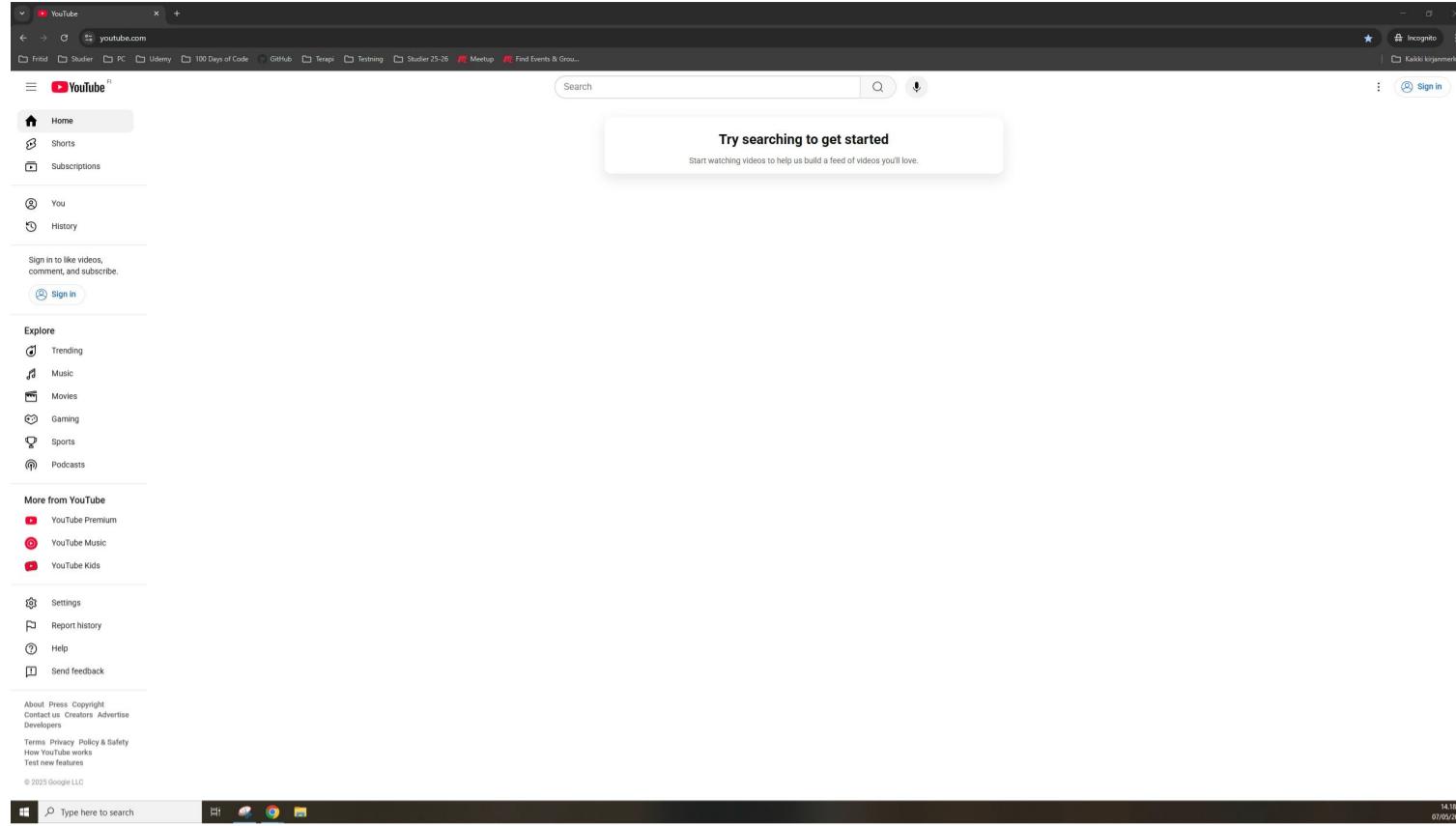
 **00:02:45 | Screenshot • Comment**



Trying to add some personalization by allowing YouTube History. On → Confirm your settings



00:03:10 | Screenshot • Comment



User is prompted to start a search

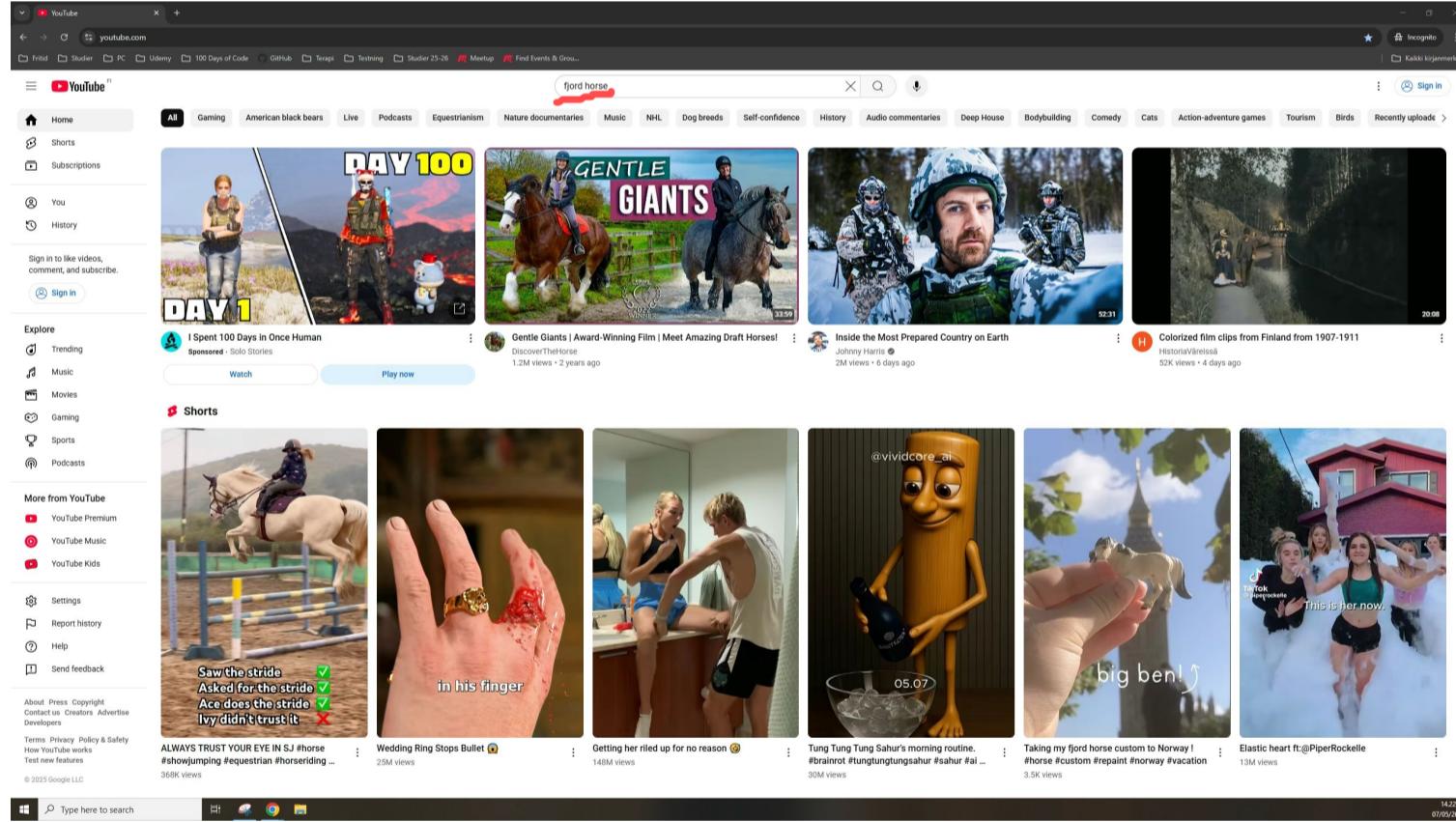
00:04:35 | Note • Comment

At this point, I tried to search three different horse-related queries. Did not open any videos, main page is still empty.

00:06:30 | Note • Comment

After I searched for and opened a video, I got a few recommendations, including the topics that topics I previously searched for and did not watch.

00:08:33 | Screenshot • Question



The site looks like I'd expect it to look now. It could be checked if the search bar prompt should be emptied after returning from a search or video to the main page?

00:10:03 | Screenshot • Comment

A screenshot of the YouTube history page. At the top, there's a search bar with the text 'fjord horse'. Below it, a large clock icon with a play button inside is displayed, followed by the text 'Keep track of what you watch'. A note says 'Watch history isn't viewable when signed out. Learn more'. To the right, there are four buttons: 'Clear all watch history', 'Pause watch history', 'Clear all search history', and 'Pause search history'. A tooltip for the first button says 'You can manage your cookies, including rejecting them, at any time'. On the left, the navigation menu includes 'Home', 'Shorts', 'Subscriptions', 'History' (which is selected), and 'Explore' with categories like 'Trending', 'Music', 'Movies', 'Gaming', 'Sports', and 'Podcasts'. On the right, there are links for 'YouTube Premium', 'YouTube Music', and 'YouTube Kids'. At the bottom, there are links for 'About', 'Press', 'Copyright', 'Contact us', 'Creators', 'Advertise', 'Developers', 'Terms', 'Privacy', 'Policy & Safety', 'How YouTube works', and 'Test new features'. The footer shows the date '07/05/2025'.

Similar log-in buttons under Subscriptions, You, and History. Feels intuitive.

00:12:29 | Note • Comment

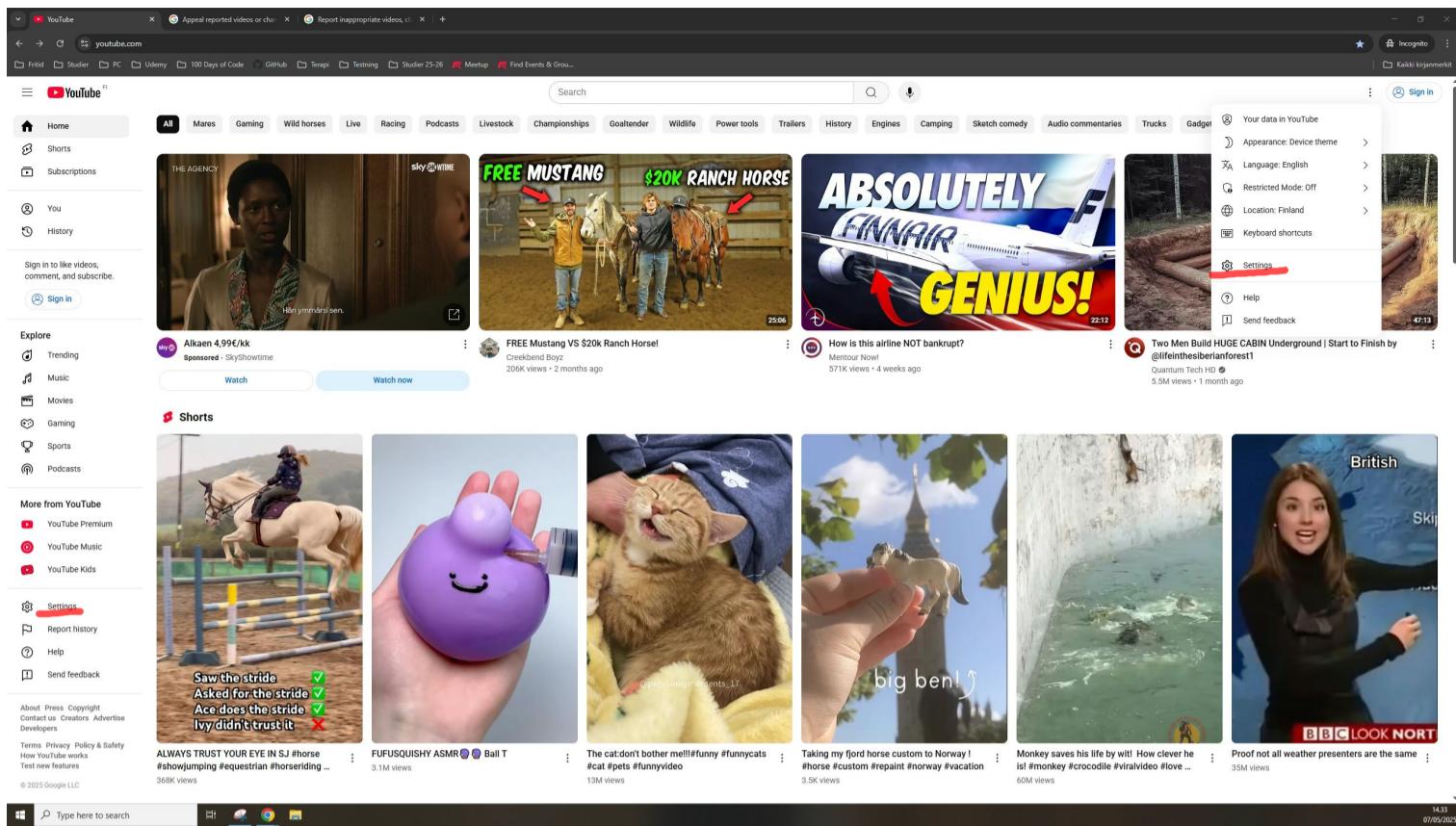
At this point, I skipped deep-diving to YouTube Premium, Music and Kids, but noted that Premium looks like it opens a new tab (but does not), while Music and Kids open in a new tab. Different behaviors in similarly grouped items.

00:15:42 | Screenshot • Concern

A screenshot of the YouTube report history page. At the top, there's a search bar with the text 'Report inappropriate videos, c...'. Below it, a magnifying glass icon with a map background is shown, followed by the text 'Thanks for reporting'. A note says 'Content isn't automatically taken down once it's reported. Based on our review, we might:'. A list follows: 'Remove it from YouTube if it violates our Community Guidelines', 'Put age restrictions on it, if it's not appropriate for younger audiences', and 'If you disagree with our decision, you can file an appeal'. If a creator deletes their content, your report won't be shown. A link 'Learn more about reporting content' is provided. To the right, there's a link 'Sign in to view your report history'. On the left, the navigation menu includes 'Home', 'Shorts', 'Subscriptions', 'History' (selected), and 'Explore' with categories like 'Trending', 'Music', 'Movies', 'Gaming', 'Sports', and 'Podcasts'. On the right, there are links for 'YouTube Premium', 'YouTube Music', and 'YouTube Kids'. At the bottom, there are links for 'About', 'Press', 'Copyright', 'Contact us', 'Creators', 'Advertise', 'Developers', 'Terms', 'Privacy', 'Policy & Safety', 'How YouTube works', and 'Test new features'. The footer shows the date '07/05/2025'.

At this point, I expected to see more information on how to report videos. This could be compared with the view for logged-in users. User is asked to log in to see their report history, but not advised on how to report.

00:20:12 | Screenshot • Suggestion

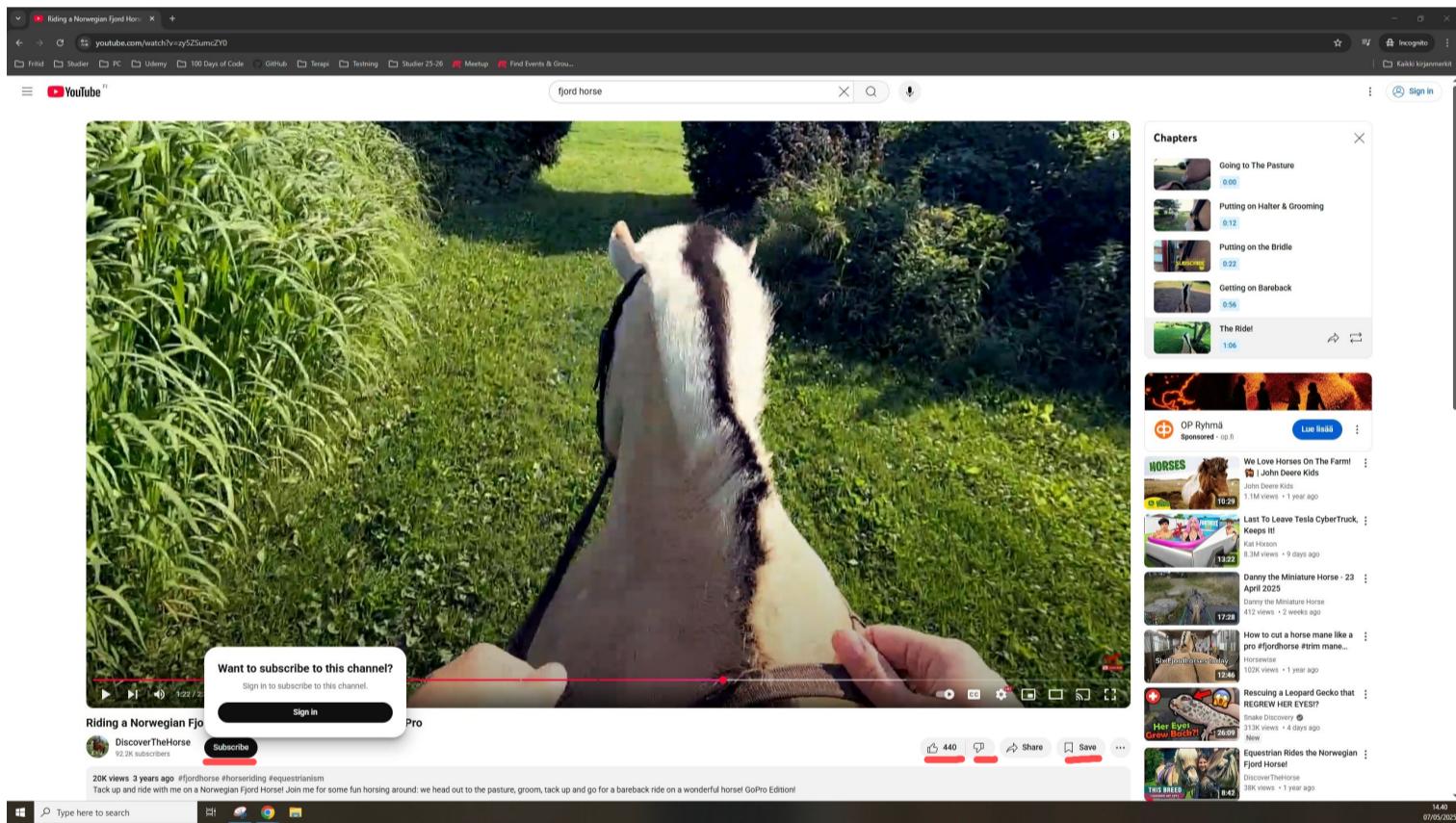


This settings menu item leads to a sign-in page. Unclear what settings are here. Noticed the same issue in the right menu panel. Could be clarified if these settings are about the account.

00:21:39 | Note • Comment

There is some duplication in the menu items in the upper right corner top-level menu and the left menu panel. Might be a good thing if there are cultural variations in where users expect to find them.

00:26:18 | Screenshot • Comment



Simple prompts for sign-in under video buttons.

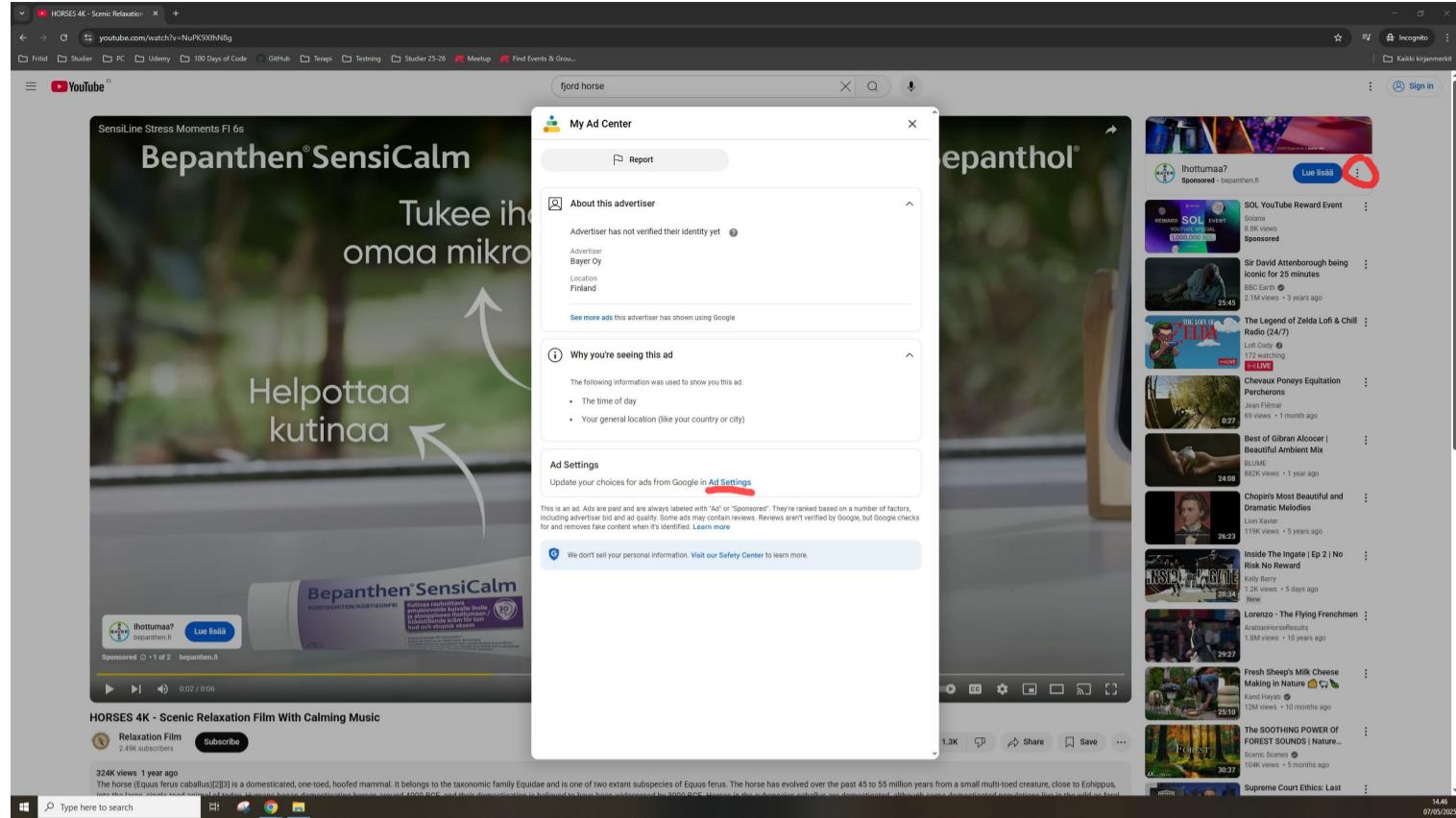
00:27:09 | Note • Comment

Same simple pop-ups when engaging with the video comment field.

00:29:26 | Note • Positive

At this point, I have not felt restricted when using the site without signing in with an account, and I have not felt the urge to leave the site. However, if the goal is to get users to log in, there could have been more engagement with sign-in suggestions.

00:35:13 | Screenshot • Suggestion

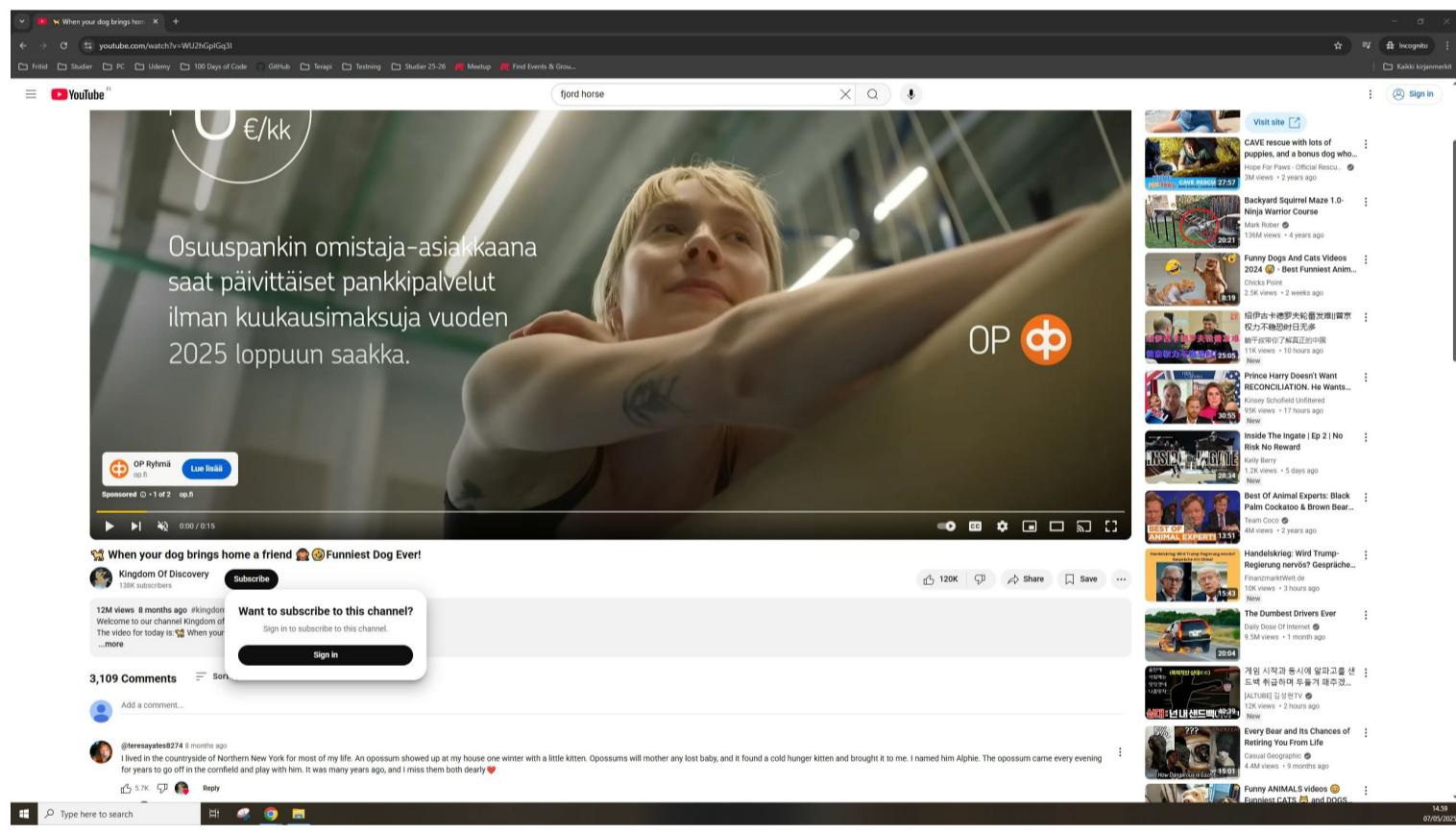


Users could be better notified that signing in with their Google account and updating settings there can change what ads are shown. As noted in the mind map of YouTube features, there is a widget in the upper corner of the right menu of suggested videos in the upper corner. By clicking the three dots the user can see that it is possible to modify ad settings and impact what kinds of ads are shown. This could be emphasized, as ads can be sensitive (for example: targeting women with baby ads, when they might be unable to have children).

00:39:12 | Note • Comment

Noted that watching the video to the end does not trigger any sign-in suggestions. Overall, the tone is very neutral in the pop-ups when clicking buttons for subscription, liking, etc. under the videos.

00:42:54 | Screenshot • Suggestion



When subscribing to the channel, it is not elaborated on what it means. Example: Subscribe to get notifications when new videos are uploaded.

00:45:21 | Screenshot • Comment

Osuuspankin omistaja-asiakkaana saat päivittäiset pankkipalvelut ilman kuukausimaksuja vuoden 2025 loppuun saakka.

When your dog brings home a friend 🐶Funny Dog Ever!

Kingdom Of Discovery

138K subscribers

Sponsored O + 1 of 2 op.fi

0:00 / 0:15

Like this video?
Sign in to make your opinion count.
Sign in

12M views 8 months ago #kingdomofdiscovery
Welcome to our channel Kingdom of Discovery.
The video for today is 🐶 When your dog brings home a friend 🐶 Funny Dog Ever!
...more

3,109 Comments Sort by

Add a comment...

@teresayates8274 8 months ago I lived in the countryside of Northern New York for most of my life. An opossum showed up at my house one winter with a little kitten. Opossums will mother any lost baby, and it found a cold hunger kitten and brought it to me. I named him Alphie. The opossum came every evening for years to go off in the cornfield and play with him. It was many years ago, and I miss them both dearly ❤️
5.7K Reply

Type here to search

Liking or disliking a video has the same message: make your opinion count, It invites the user to participate in communication, and has a sense of action in it. Same technique as in comment sections on many social media platforms.

00:46:19 | Screenshot • Positive

Osuuspankin omistaja-asiakkaana saat päivittäiset pankkipalvelut ilman kuukausimaksuja vuoden 2025 loppuun saakka.

When your dog brings home a friend 🐶Funny Dog Ever!

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138K subscribers

Sponsored O + 1 of 2 op.fi

0:00 / 0:15

Want to watch this again later?
Sign in to add this video to a playlist.
Sign in

12M views 8 months ago #kingdomofdiscovery
Welcome to our channel Kingdom of Discovery.
The video for today is 🐶 When your dog brings home a friend 🐶 Funny Dog Ever!
...more

3,109 Comments Sort by

Add a comment...

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5.7K Reply

Type here to search

Button and sign-in suggestion is well explained by opening up the functionality that is available to the logged in users.

00:47:35 | Screenshot • Positive

welcome to our channel Kingdom or Discovery.
The video for today is 🐶 When your dog brings home a friend 🐶 Funny Dog Ever!
...more

3,109 Comments Sort by

Add a comment...

@teresayates8274 8 months ago I lived in the countryside of Northern New York for most of my life. An opossum showed up at my house one winter with a little kitten. Opossums will mother any lost baby, and it found a cold hunger kitten and brought it to me. I named him Alphie. The opossum came every evening for years to go off in the cornfield and play with him. It was many years ago, and I miss them both dearly ❤️
5.7K Reply
93 replies

@manavsharma926 8 months ago I love the confidence of other animals entering into the house just because the dog got in as well. They just follow in their buddy. I love how the humans are just there and can't do shit about it
518 Reply
4 replies

@enk764 3 months ago (edited) Dogs are so much like children. Loving, inviting of those who are friendly, and in need of guidance 😊😊. Very cute.
110 Reply

@josephy Dogs are
Want to join the conversation?
Sign in to continue
Sign in

@kurtandmengesaurus 2 months ago for 25 years i lived next door to a farm with cattle. when i was tending my ten acres i'd sometimes play music from my truck. the cattle would come up to listen to classical music and seemed to have their favorites. i know they have personalities and souls.
1.7K Reply
33 replies

@azizalexander1701 1 month ago This is why all dogs go to heaven ❤️❤️
76 Reply

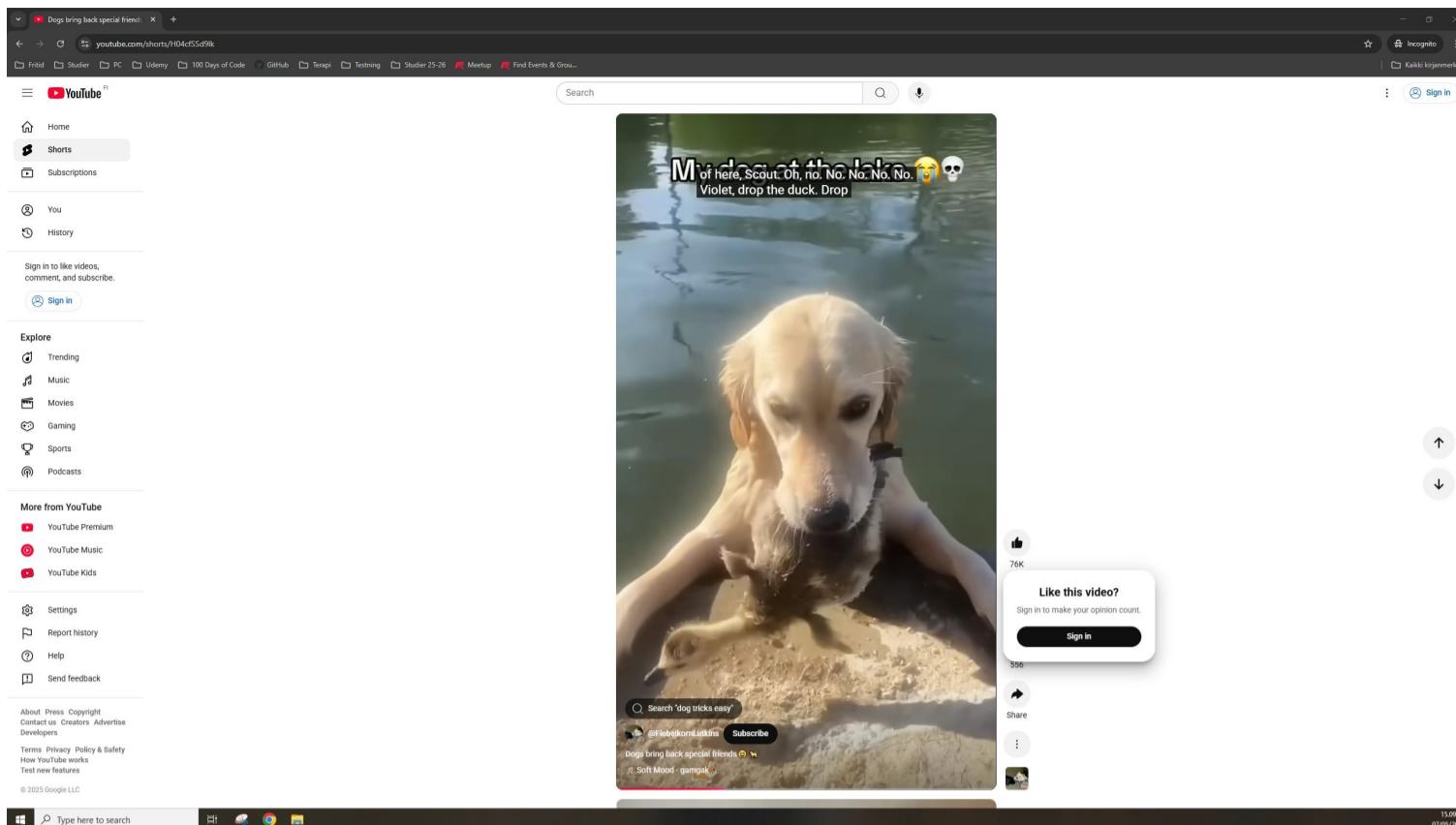
@NehruBellaRama 1 month ago I had a cat that befriended the rabbit i had. The rabbit would chase my cat around the living room, whenever i let him out of his cage. They really enjoyed being together.
534 Reply
7 replies

@madmikey1314 7 months ago Imagine heading out to work and your husky brings home a wild bear acting like they known each other for years 😂
424 Reply
2 replies

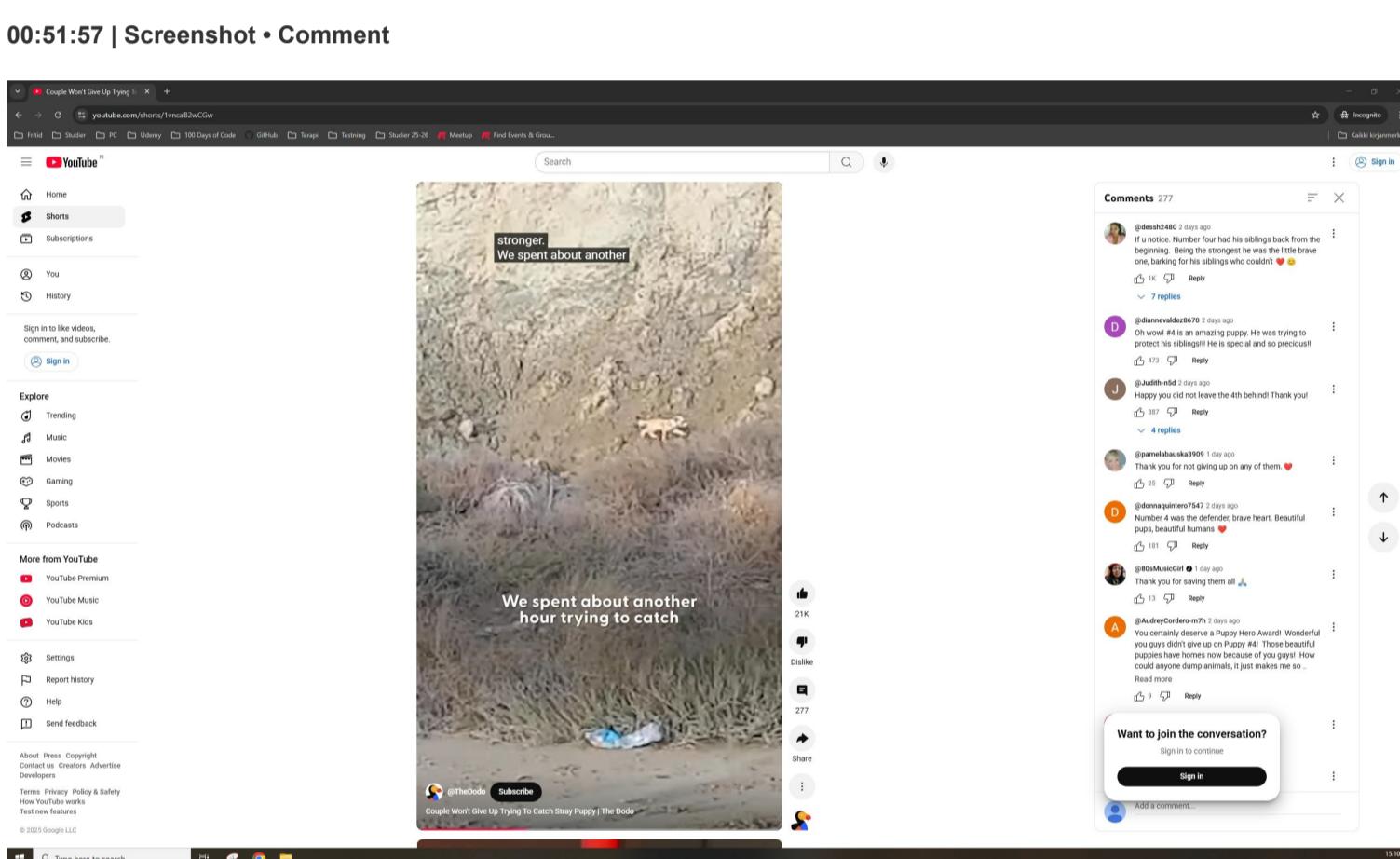
Daily Dose of Internet 20:04
Every Bear and Its Chances of Retiring You From Life
Funny ANIMALS videos 🐾 Funny CATS 🐱 and DOGS...
Craziest Animal Encounters of All Time
Arūnas Oršukas, 'iš kienė puse' #764 Informacini...
I Saved 100 Dogs From Dying
Supreme Court Ethics: Last Week Tonight with John Oliver...
We Got Robbed | GCN Show Ep. 643
Funny ANIMALS videos 🐾 Funny CATS 🐱 and DOGS...
Operation Postman Free Chaffee Guide in World of...
POSTMAN 28:39

Type here to search

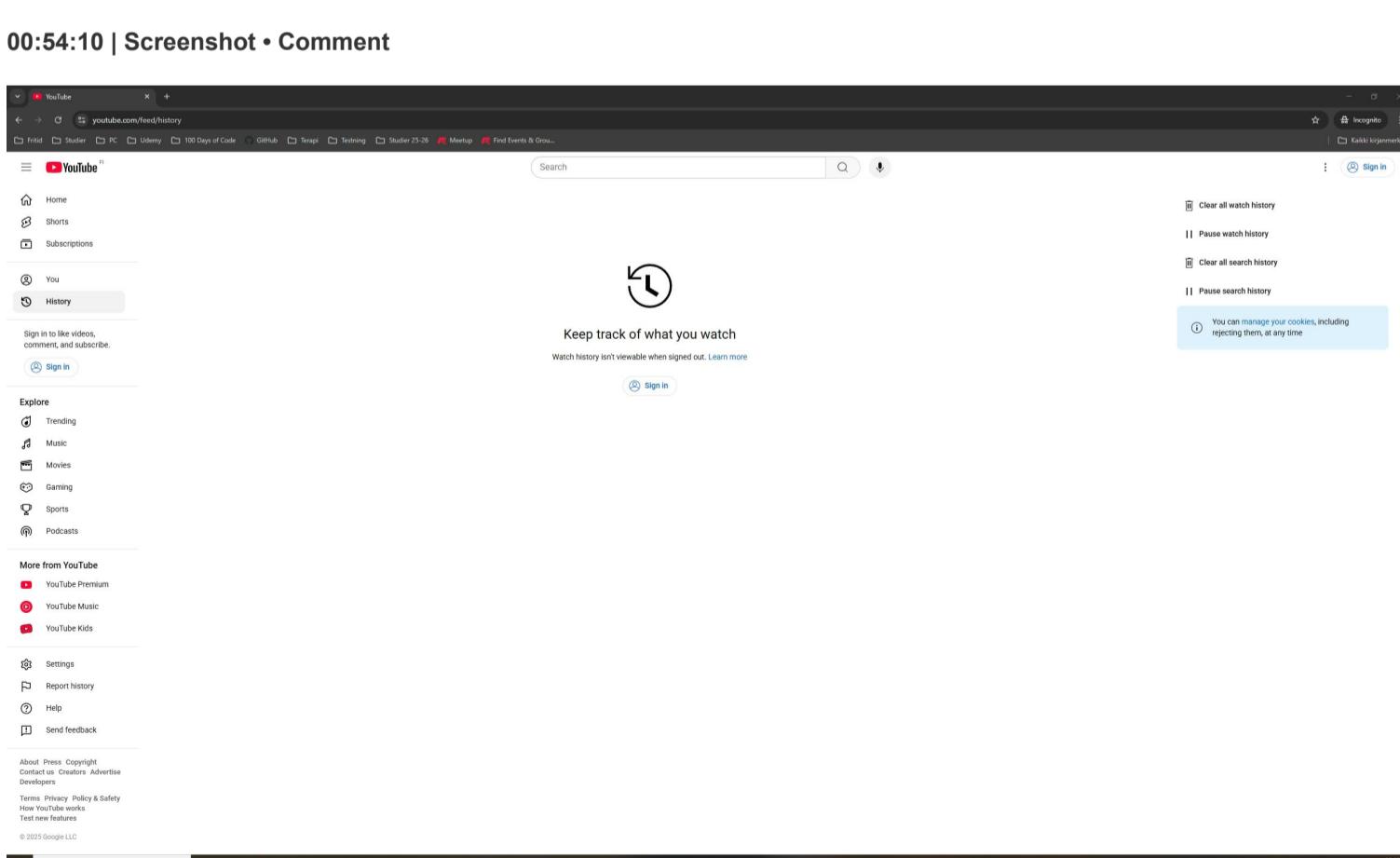
Liking and disliking comments have an inviting tone as well, as with adding comments and replying.



The pop-ups are consistent in the Shorts video view as well.

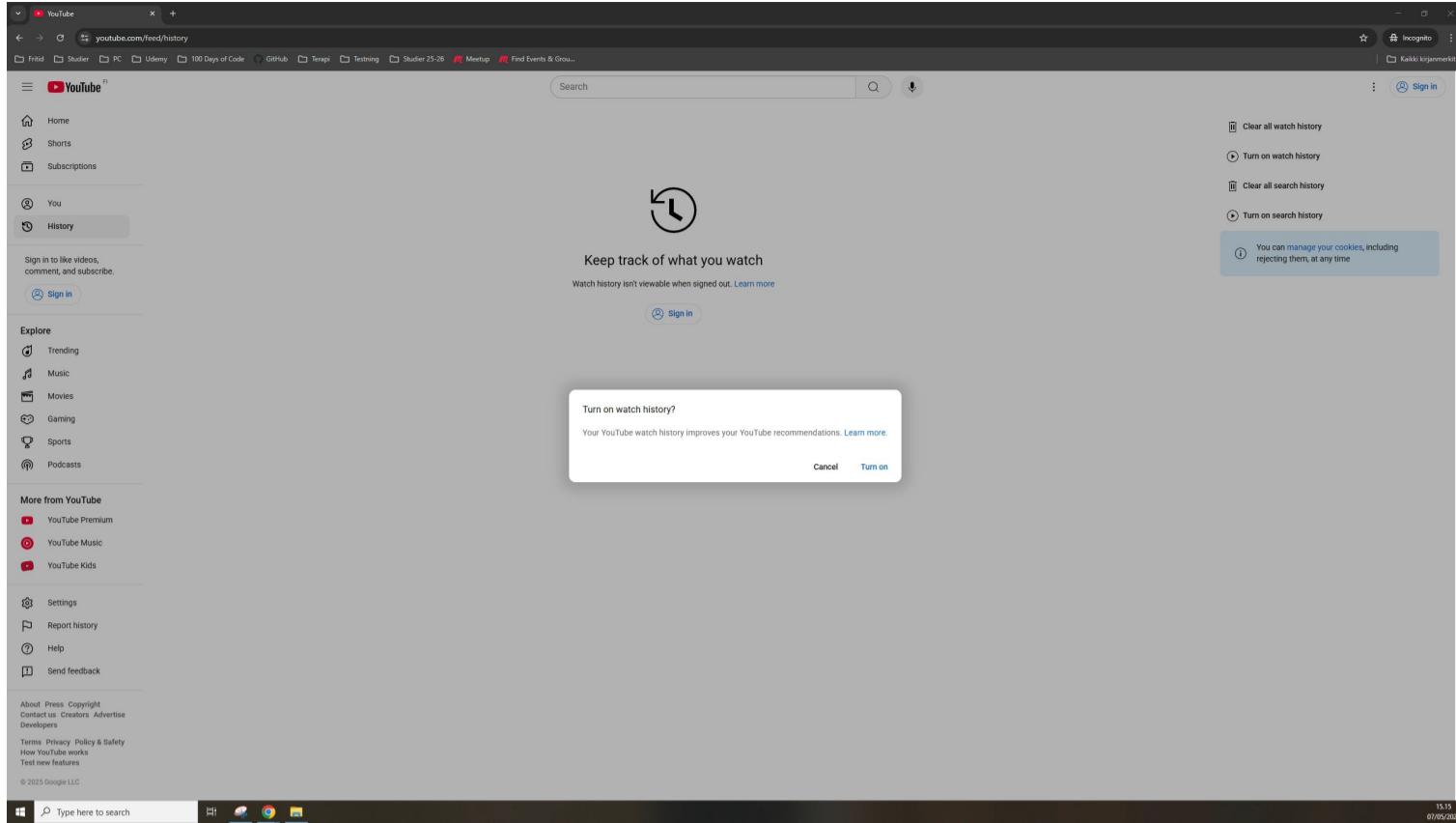


Joining the commenting section pop-up is also the same for videos and shorts, consistent.



Watch history is still empty, as it should be. Does not have information on whether I can access videos watched up to this point if I log in now.

00:56:02 | Screenshot • Concern



The user can change the settings for the watch and search history, even if the feature is unavailable to users who have not logged in. Might be confusing for the user.

Session ended • Duration 00:57:39 15h18 | 07-05-2025