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 the 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)