

# Debriefing

## **Mission:**

Explore how YouTube encourages non-logged-in users to register or sign in by prompting them during selected user actions.

## **Past:**

During the session, I investigated how and where YouTube encourages non-logged-in users to log in. I explored menus: the left panel on the main page, the settings option in the upper right corner by the sign-in button, and the right menu panel in the video view. Both traditional video and short video views were explored.

## **Results:**

The login prompts from YouTube felt subtle to me and did not get in the way of interacting with the site while still giving me some insight into the additional functionality I could gain if I logged in.

For most parts, the prompts hinted about the additional functionality that could be achieved, such as being able to participate in discussions. Some features, such as subscribing to a channel could have a small explanation about not missing updates from the account by subscribing.

YouTube has some functionality that could still be better marketed to non-signed-in users, such as the possibility to impact what is advertised through changing the ad settings in the associated Google account.

## **Obstacles:**

At the beginning of the session, I had to investigate and figure out how I got suggested videos to appear on my main page, as it was initially empty. This took away some time from the original agenda but gave some insight into what users might encounter when visiting YouTube without an account. As a user, I expect to get recommendations and watch videos quickly.

## **Outlook:**

This session covered some of the functionality for non-signed-in users, particularly how users are encouraged to sign in with an account. It did not explore signing in or the features for the logged-in users. The session did not target YouTube Premium, Music, or Kids. Some functionalities were unclear for the non-logged-in user, such as reporting (00:15:42) and unclear settings paths (00:20:12) can be further explored as a logged-in user.

## **Feelings:**

The overall feeling of exploring the site as a non-logged-in user was positive, as it was possible to use the main functionality of the site, and users for the most part got information on the added value of logging in.