

Competitive Analysis

YouTube.com

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Hyung Wook Choi
Chenmeng Zhao
Biniam Zewde
Shahrar Nizam

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Introduction

These days, videos are one of the most popular forms of media across the world with very powerful and viral contents. Founded in 2005, YouTube is the largest video sharing platform with over 2 billion users worldwide. Due to the wide range of users, YouTube offers many user features within the platform. However, because of the same reason, not all users feel comfortable with the provided usability. Also, since the evolution of YouTube, many websites with similar purposes have come up and became major competitors.

This report provides an overview of competitive analysis conducted to compare YouTube with other competitive websites. The goal was to identify the user groups, usability of interface and functionality of each website.

Since YouTube has expanded to offer various platforms and services such as YouTube Kids, YouTube TV, YouTube Music and YouTube Premium since the website's inception, the analysis was conducted keeping the original YouTube features and functionalities in scope. Based on that, the competitor websites were decided. The competitors are websites that provide web-based platforms to share, upload and watch videos.

The competitor websites examined are below:

- Daily Motion
- Twitch
- Vimeo

To define comparison metrics, three different user groups were identified. The user groups are (1) viewers, (2) content creators, and (3) organization. Viewers would include most of the users within the platforms. Most of the users' purpose is to watch the videos from the platform. Content creators would include users who upload their videos. Regardless of the contents, individuals who share the videos fall into this category. Organizations include groups who have a channel to upload and share videos. Their purposes can be to make profits, to advertise their groups, or non-profit purposes.

The comparison metrics were set in two ways. First, the metrics were written from the perspective of three different user groups

User Group	Comparison Metrics
Viewer	Is the homepage informative enough to understand what the website is?
	How easy is it to navigate to the displayed features/functions?
	How powerful is the search engine?
	Is the display user-friendly? (icons, texts, pictures)
	How fast do the contents load? (website, search, video playback)

	<p>Is it easy to discover all the features?</p> <p>Is the video player easy to use?</p> <p>Is the interface attractive? (color, display, UX design)</p> <p>Is there enough information to build a conceptual model?</p> <p>Can the users interact with the videos? (comment, like, share)</p> <p>Are the users able to save the videos, create playlists and easily refer back to them?</p> <p>Can the user find what they are looking for easily?</p>
Content	<p>Is the homepage informative enough to understand what the website is?</p> <p>How easy is it to navigate to the displayed features/functions?</p> <p>Can a user upload videos?</p> <p>How fast and easily is the process of uploading videos?</p> <p>Can the user provide their own descriptions of the contents or channel?</p> <p>Can they make profits from uploading the videos?</p>
Creator	<p>Can users delete, upload, or edit their uploaded videos?</p> <p>Can they classify their videos on the website?</p> <p>Can they manage their channel's user log?</p> <p>Can they see the traffic or user group of their own channel?</p> <p>Can they get feedback from viewers?</p> <p>Are there any regulations that they need to keep in the community?</p>
Business	<p>Can they benefit from uploading the video?</p> <p>Is it easy to request advertisement on the website?</p> <p>Does the website provide enough information about doing business on the website?</p> <p>Are there any regulations that they need to keep in the community?</p>

Second, the written metrics were subdivided into six different categories: (1) homepage experience, (2) creator capabilities, (3) search relevance, (4) viewing experience, (5) recommendations, and (6) organization and appearance. The four websites were then compared against each other based on the user experience of the six categories.

Background

YouTube, founded in 2005, became one of the largest video sharing platform with over millions of users (Davidson et al., 2010). Emergent of YouTube led the combination of media production and distribution with social networking (Chau, 2010). The original purpose was for sharing consumer-generated videos, which provides the environment of user provider. It rapidly evolved into an “entertainment destination” (Freeman & Chapman, 2007), including tv show clips, movies, sports, music, reviews, beauty and more.

Twitch is a live streaming platform, mostly for sharing video contents of gameplay. Viewers can communicate with the streamer and other viewers while streamers can engage in game play and communication simultaneously (Hamilton et al., 2014). The website became fourth largest video platform in United States, making eSports more popular in public (Pires & Simon, 2014).

Vimeo is an ad-free video platform providing free video viewing services. In 2007, Vimeo became the first video sharing site to support high-definition video ("VIDEO-SHARING WEB SITE GOES HIGH-DEF", 2020). Recently, it added paid services requiring subscription.

Dailymotion, second largest video platform and attracting 116 million viewers every month, is the biggest competitor to YouTube ("dailymotion - About", 2020). It has a reputation on being lenient with copyright and contents while it restricts the maximum length of the video to 60 minutes.

Competitive Analysis

1. Homepage Navigation Experience

The homepage creates the first impression of a website to the user. A user will decide whether this is the right website to achieve their goal based on their understanding of this page. Therefore, the homepage must provide significant information regarding what the website is for, what is possible to accomplish through the site and how to get to what the user is looking for with minimal complexity.

1.1 Website's Purpose

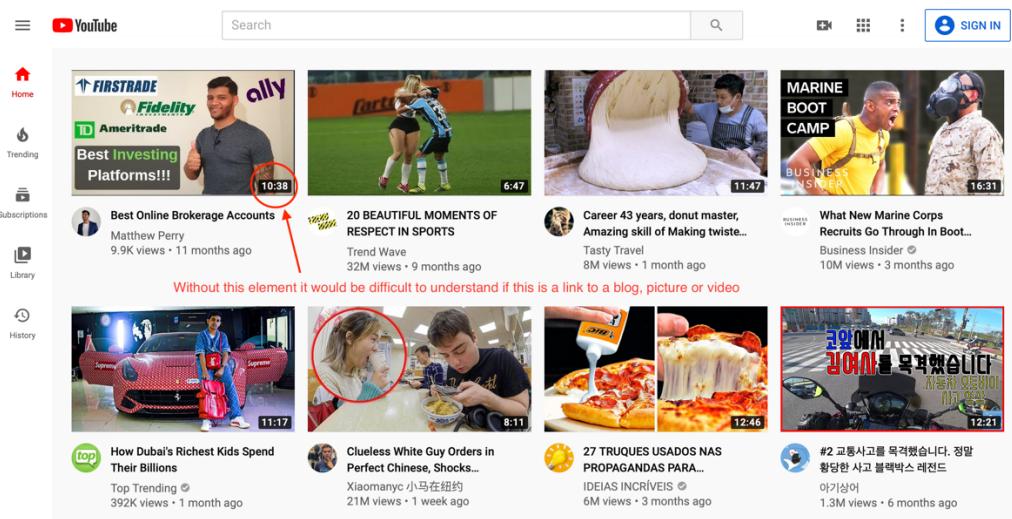
In the table below we will analyze if the websites display enough information on the homepage to convey its purpose to a user visiting the website for the first time.

Comparison Metrics	YouTube	Vimeo	Dailymotion	Twitch
The homepage contains a description of the site	No	Yes	No	No
Link to About Us is easily visible	No	Yes	Yes	Somewhat

Contains other elements to convey the purpose	Somewhat	Yes	Yes	Yes
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Explanation:

- When a user visits YouTube for the first time, without any prior knowledge of the website, it is unclear what the website is for. There is no description to indicate what problem the website solves. This is most likely because the website assumes that a user visiting the site is already aware of its purpose because of its popularity. The duration of the video on the thumbnails is the only way a user can determine that the website contains videos. Without the duration element it would be difficult for an unaware user to understand whether the thumbnail directs to a blog, pictures or a video.



- Vimeo's homepage immediately informs a user about its purpose by the large bold text - "Make an impact with Video" The homepage gets straight to the point about its video services and the problem it solves.
- Dailymotion's homepage does not immediately convey the purpose, but the automatic playback of the video and the simple organization of the ribbon conveys that the website streams videos related to news, entertainment, sports and music.
- Twitch conveys its purpose of streaming live content immediately through the "live" element in red on the video thumbnails. Although it does not contain a description, the immediate playbacks of live gamers makes its purpose and user group quite clear.

1.2 Website's Capabilities

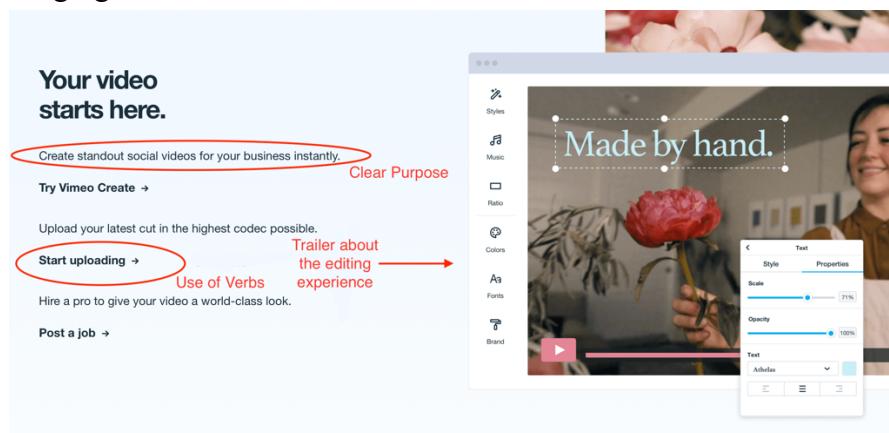
Using the table below, we will analyze if the Homepage contains enough information to convey what a user is capable of doing on the website

Comparison Metrics	YouTube	Vimeo	Dailymotion	Twitch
Indicate if an element is clickable	Yes	Yes	Yes	Yes

Use of verbs and appropriate icons to indicate possible actions	Yes	Yes	No	Yes
Ability to upload and view videos is clear from the homepage	Yes	Yes	No	No

Explanation:

- All the websites manipulate the cursor from an arrow pointer to a hand when hovering over an object that is a hyperlink or a button. They also change the pointer to a text cursor when hovering over a search bar indicating that a user may type on it.
- YouTube displays additional actionable icons such as “add to queue” and “watch later” when hovering over a video. Use of verbs and icons such as the plus icon on a camera silhouette that displays “Upload a video or post” is clear indication that the website allows a user to upload their own videos.
- Vimeo slightly changes the color of the icons and borders, performs animations and drops down lists when hovering over them. Texts such as “create a video” and “Upload” provide information to the user about what can be done on the website. The screenshots provide a trailer of the experience a user might go through when leveraging the websites functionalities.



- Dailymotion makes buttons brighter when hovering over them. But it does not provide any verbs to signify what is possible to accomplish through the website. It is very unclear if any user can upload videos or the videos can only be uploaded by a specific group of users.
- Twitch does a great job of manipulating actionable elements by changing colors. Icons and verbs are used to allow understanding of what might happen. But it is difficult to e clear about a user’s ability to upload video on the platform.

1.3 Navigation

Using the table below, we will analyze whether the homepage acts as a base and allows users to navigate to the key pages of the website.

Comparison Metrics	YouTube	Vimeo	Dailymotion	Twitch
Navigation bars with links to important pages	Yes	Yes	Yes	Yes
Navigation stands out from the rest of the page	Yes	Yes	Yes	Yes
It is clear that the user is on the homepage	Yes	Yes	Yes	Yes
User is brought back to homepage when logo is clicked	Yes	Yes	Yes	Yes
Navigation is not lost when user is on a different page	Yes	Yes	Yes	Yes

Explanation:

- All four websites contain a navigation bar on top with a clearly visible search bar and option to sign up or log in.
- YouTube contains a horizontal search bar that also gives the user option to navigate to other YouTube websites such as YouTube music and YouTube tv. Although the icon is not very clear about this. The vertical navigation bar on the left allows a user to access their subscriptions, library and see what is trending.
- The navigation bar stands out using a contrasting color from the websites background and stays as a header even when scrolling down the page. This allows the user to navigate to other pages even when they are all the way at the bottom.
- None of the navigations are clustered with too much options or broken links
- The main navigation bar is always present throughout the website experience

2. Creator Capabilities

The chart below compares the features each website offers for creators to create, publish and monetize videos. YouTube having the largest audience among the four websites, it is an attractive option for creators that are looking to share their content with a large range of audience. Dailymotion is similar to YouTube in terms of content but falls short when it comes to analytics and editing features. Twitch has a first mover advantage in the live video area for gamers. Even though YouTube offers the same feature now, Twitch has a loyal following and is easier for live screen sharing using a third-party software called OBS. Vimeo's audience is mostly professional film makers looking to find inspiration and connect with a community of professional video creators. Vimeo is the most functionality heavy among all four websites for video content creation.

Comparison Metrics	YouTube	Vimeo	Dailymotion	Twitch
Video Editing	Basic	Advanced	Unavailable	Unavailable

Monthly user	2 billion	240 million	300 million	2.2 million
Monetization	Available	Available	Available	Available
Analytics	Advanced	Advanced	Basic	Basic
Upload Limitations	Upto 128 GB or 12 hours of video	5GB - 7TB based on membership	10 uploads in 24 hours	100 uploads in 24 hours
Privacy	Basic	Advanced	Basic	Basic

3. Search Relevance

Evaluation criteria and methods:

3.1 Search entrance

Search entrance	YouTube	Vimeo	Twitch	Dailymotion
Position	Middle of top	Upper right corner	Middle of top and Bottom left corner	Upper right corner
Search box prompts	Search	Search videos,people, and more	Search	Search

3.2 Search assistance

Search assistance	YouTube	Vimeo	Twitch	Dailymotion
Associative-word search	Y	Y	Y	
Typed delete button			Y	
Search history	Y		Y	Y
Search record capacity	6		5	5
Search history edit	Remove one		Remove one	Remove all

3.3 Search relevance

Search relevance	YouTube	Vimeo	Twitch	Dailymotion
Searches recommend	Y			
Fuzzy search	Y		Y	Y
Multilingual relevance search	Y			
Search filter (quantity)	23	46	5	

Search filter (type)	Upload date Type Duration Features	Videos On Demand People Channels Groups Category Vimeo 360 Date uploaded Duration Vimeo Collections Price License	Language Past premieres Past broadcasts Highlights Uploads	
Sort (quantity)	4	7	2	
Sort (type)	Relevance Upload date View count Rating	Relevance Recent uploaded Popularity Title(A-Z) Title(Z-A) Longest Shortest	Recent uploaded Popularity	

3.4 Search results display

Search results display	YouTube	Vimeo	Twitch	Dailymotion
Search result category (quantity)	1	1	3	4
Search result category (type)			Categories Channels Past videos	Categories Channels Topics Playlists
Search result entry operations (quantity)	4	1		1
Search result entry operations (type)	Add to queue Save to Watch later Save to playlist Report	Save to Watch later		Save to Watch later
How detailed is the search result entry information?	4	5	3	2
Pagination		Y		

3.5 Advanced search capabilities

Advanced search capabilities	YouTube	Vimeo	Twitch	Dailymotion
Error search tips	No results found Try different keywords or remove search filters	Try searching again using broader keywords. You could also watch one of the videos below instead.	No results found for xxx Make sure all words are spelled correctly or try different keywords.	No search results Uh-oh...Your search for "xxx" produced no results
Search within channel	Y			
Topic / tag search	Y		Y	Y

3.6 Evaluation based on the above analysis:

Evaluation	YouTube	Vimeo	Twitch	Dailymotion
Search entrance (how easy are people to find search entrance?)	4	5	3	4
Search assistance (Does the site assist people search?)	4	3	5	4
Search relevance (Does it help people find the video they want?)	5	5	3	2
Search results display (Well-organized search results)	3	4	4	5
Advanced search capabilities	5	3	4	4

4. Video Viewing Experience

Evaluation criteria and methods:

4.1 Video playback function

Video player function	YouTube	Vimeo	Twitch	Dailymotion
Quantity	9	5	10	6
Playback speed	Y		Y	Y

Volume	Y		Y	
Video quality	Y	Y	Y	Y
Subtitle	Y			
Full screen	Y	Y	Y	Y
Theater mode	Y		Y	
Miniplayer	Y		Y	Y
Top banner player		Y		Y
Progress bar: highlight node identification			Y	
Progress bar: video preview	Y	Y	Y	Y
Clip			Y	
Breakpoint resume	Y		Y	

4.2 Video page interaction (other operations when users watch videos)

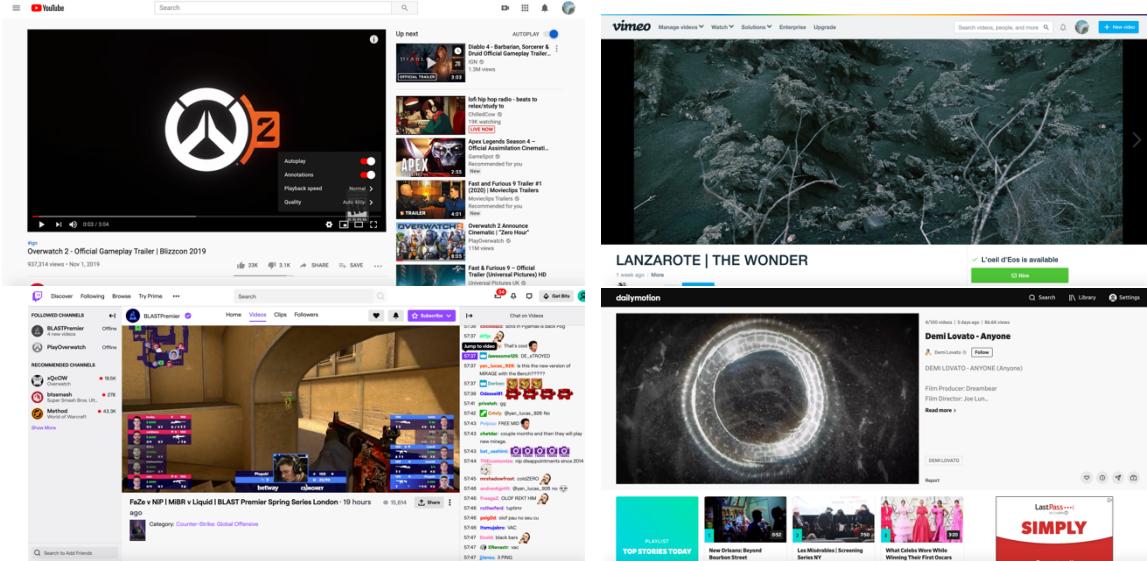
Video page interaction	YouTube	Vimeo	Twitch	Dailymotion
Comment	Y	Y		
Chat			Y	
Like	Y	Y		Y
Share	Y	Y	Y	Y
Watch later	Y	Y		Y
Add to playlist	Y	Y		Y
Transcript	Y			
Follow	Y	Y	Y	Y
Download		Y		

4.3 Video Advertising Experience

Video Advertising Experience	YouTube	Vimeo	Twitch	Dailymotion
Frequency of occurrence	OFTEN	NO	SELDOM	ALWAYS
Advertising duration	10	0	15	30

Skip function	Y		Y	Y
Time display	Y		Y	Y
Advertising interaction	5		3	3

4.4 Play Page Style Design



On the player page, Twitch and YouTube have more features. They have added some functions to allow viewers to participate in video creation, such as helping clip and translate transcript. Vimeo and Dailymotion play pages are more immersive, which's page layout is more concise. And each site provides multi-tasking design, such as browsing the page (chat/comment) while watching videos using minelayer / Top banner player.

4.5 Evaluation based on the above analysis:

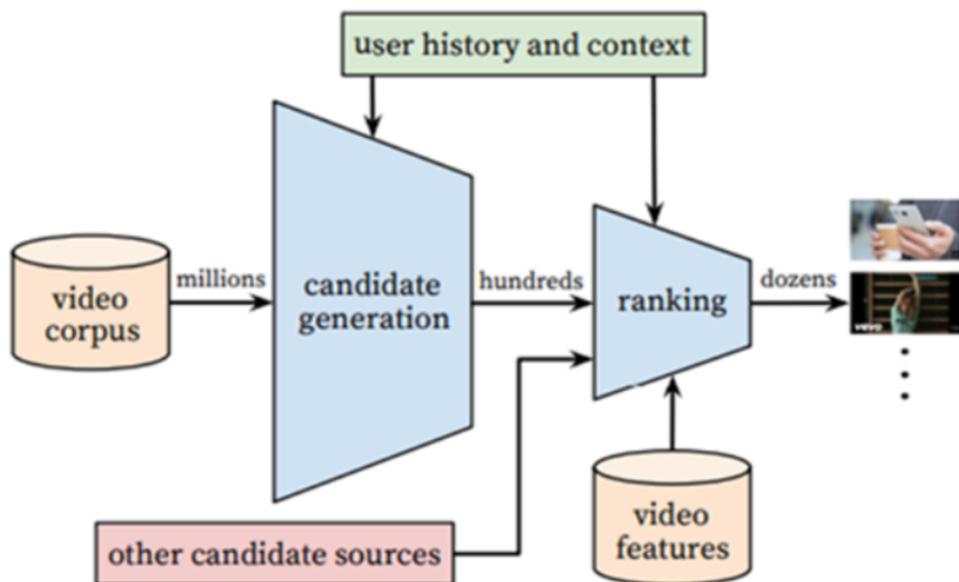
Evaluation	YouTube	Vimeo	Twitch	Dailymotion
Video loading speed	5	4	4	4
Play Page Style Design	4	5	3	4
Video player function	5	4	5	3
Video page interaction (other operations when users watch videos)	4	4	4	3
Video Advertising Experience	5		3	2

5. Recommendations

For this category, we test out each website's capability of collecting a user's data from a variety of ways so that it can be manifested and have the webpage only display specific content that a user might enjoy. It is important for a user to stay on a path and not change it unless it is necessary. A disorganized list of content may create issues that will have the users be confused and annoyed. With YouTube, Twitch, Daily Motion, and Vimeo, although they may provide different methods on how recommendations are determined, with proper analysis, it is important to know if they are useful or badly implemented.

5.1 YouTube

When a user types keywords or watches videos from one click to another, YouTube collects all that data to provide a better connection between the people and their unique interests.



By using Google Brain, YouTube developed a recommendation system and it uses deep neural network architectures to store as well as track all information of the videos that a user watch. Information such as likes and dislikes, watch time, comments, average view duration, user's demographic data and location, click-through rate, and previous searching are just some of the data that's being collected to ensure a user finds videos that go with their interests.

To ensure that YouTube can collect a lot of data from a single user, they use five sections within the website. To make sure that YouTube provides a better recommendation for any user, they collect data from the homepage, search results, trending page, set notifications, and subscription. These sections are there to help users find something interesting to watch. Because these sections have collected videos based on millions of

people's thoughts on what is popular, many of us can find topics from music, gaming, cooking, technology, and many more.

To find the results of a hypothesis, a test was created to see how many watched videos were needed to change the home page's default recommendations and display videos similar to a user's interest. For this test, 'donut' was the selected topic and was searched by the search bar. The test starts after clicking the first available video from the results of the search. Only the first ten videos displayed on the recommendation list were used for this test since they are usually what people see before they scroll down the page. As the test began, the recommended list displayed only one video about donuts and the rest was about food, but for the exception of one video about a car. Reaching the fifth video, the recommended list showed five videos on donuts, but the number of general food videos still outweighed them. Nothing changed as the test reached the tenth video, there were more videos on the recommended list based on cakes, croissants, pudding but not donuts. Things got complicated when the fifteenth video started to play because there was nothing about donuts, but out of nowhere, other food videos had appeared on the list. At this unexpected moment, the test concluded but to do further analysis, videos were still being watched to see if a donut video would appear. Unfortunately, that plan did not work since the next twenty videos corrupted the recommended list and only made it possible to watch food videos not around 'donuts'. The image displayed below can shows all the collected data. When being sent back to the homepage, it showed videos on random foods, but not donuts. The conclusion to this test is that even though it failed, it also passed in a certain way. By default, donuts are under the food category, and because of that, my suggestions on the recommendation list were stuck on general food videos.

Video(s) I watched	Similar Videos: Donuts	Same Category: Food	No Connection at all
1	1	9	1
5	3	7	0
10	3	6	1
15	0	10	0
20	0	10	0
25	0	10	0

Also, recommendations are important to content creatures because it is necessary to have their video in the same categories as other people that uploaded similar ideas. When tagging videos with unique categories, the content creature is guaranteed to have their video mixed with similar content and not with other things. If tagging a video in a category was the chase, then the content creature would risk losing tons of views.

5.2 Twitch

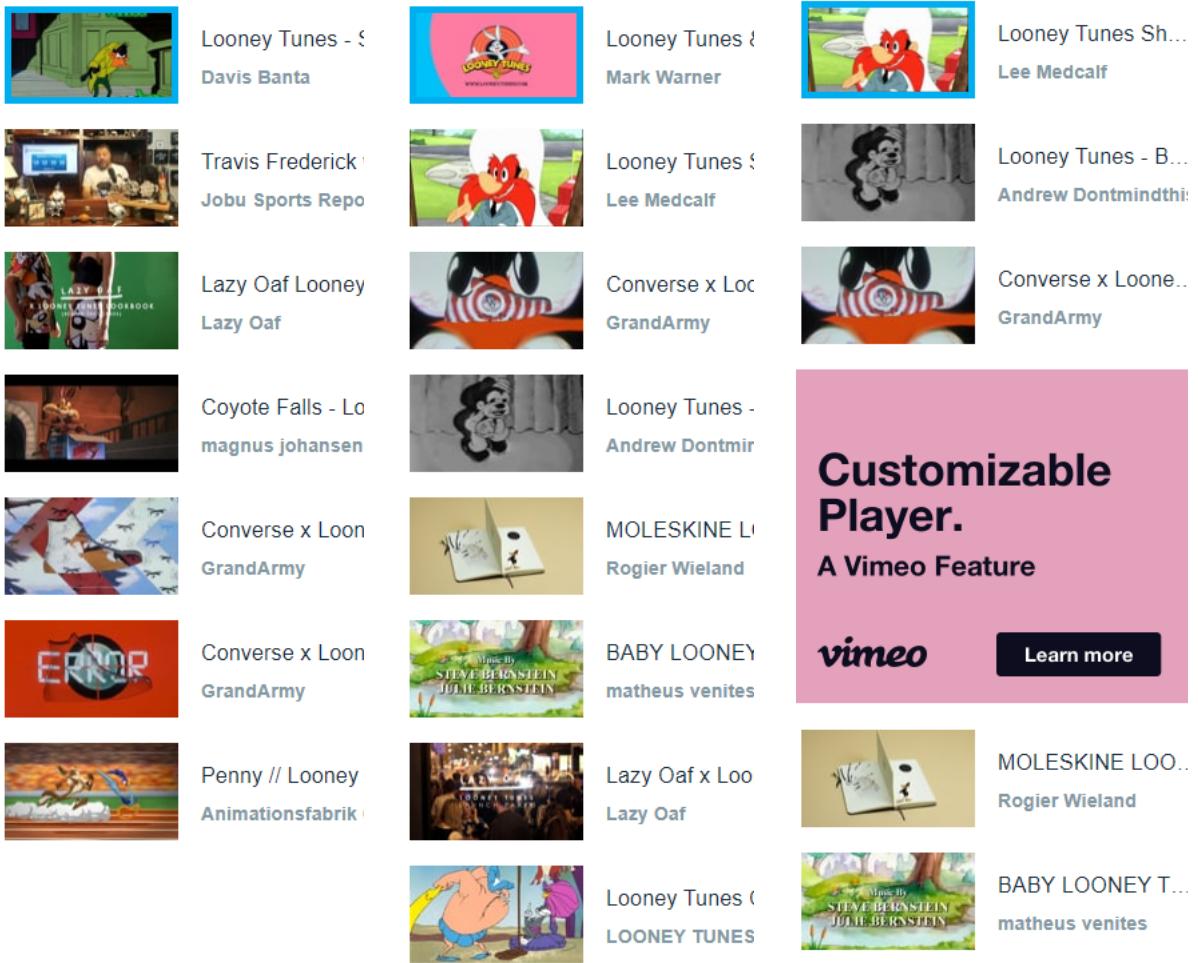
Twitch works like YouTube when it comes to recommendations, the website relies on the searched game so that the popular games or events can be displayed on the homepage. As of now, the most popular games people watch on Twitch's homepage are League of Legends, Escape From Tarkov, Fortnite, Dota 2, and GTA V. As a user enters the website, they have the option to do nothing and watch a current live stream that is being shown on the homepage, scroll down to see if there is something to watch, search for a game not shown on the homepage, or find a streamer's profile and either watch them play live or view a past recording of them. When it comes to a user browsing for game recommendations, Twitch follows orders the games by having the most viewed on top and the least viewed on the bottom. If a user has a verified account then they can set up notifications, which would allow them to be notified if one or more streamer is currently playing a game. This function only works if the user chooses to follow the streamer online. This would be a great method of recommendation especially since the user can easily decide and pick to watch a streamer that they followed.

5.3 Daily Motion

Just like YouTube, Daily Motion split their videos into five different categories, which are featured (trending), News, Sports, Entertainment, and Music. Unfortunately, users cannot change what they see on the homepage because Daily Motion shows what trending in the country the user is located in. For example in the featured category, which is basically taking the popular videos from the other four sections and placing it in one spot, it showed videos about the passing of Kobe Bryant, Trump's Impeachment, information about the upcoming Super Bowl, what occurred at the Grammy Awards, and the coronavirus. When a user starts to watch a video from the homepage, the recommended video suggestions underneath shows no similar content to watch. The only thing that is shown is videos in a playlist titled "Top Stories Today", which are the same videos that could be found on the homepage.

5.4 Vimeo

Vimeo is different for both a verified account user and a regular user. Vimeo will save a user's progress if they have an account. The user's history will initially create a 'Recent Videos' category on the homepage, which will allow users to go back to whatever it was that they were watching. To search for Loony Toons videos, the recommended list on the right suggested videos with similar content. It was possible to watch one Looney Tune video after another until the suggestions started to become repetitive. When being sent back to the homepage, the 'Recent Videos' category was filled with videos that were already watched and nowhere on the page had the same content. The homepage also displayed popular channels to follow and no matter how many times the webpage was refreshed, it did not change content, however, it rearranged the order of videos in the 'Recent Videos' category. Shown below are the recommended suggestions from Vimeo, and as it is shown, they all have 'Looney Tunes' in the name of each video.



6. Organization and Appearance

Both organizations and appearances provide a website with a good website/content structure and this will help with multiple things. With a good website structure, a user can easily understand the objective and how to reach the goal with ease.

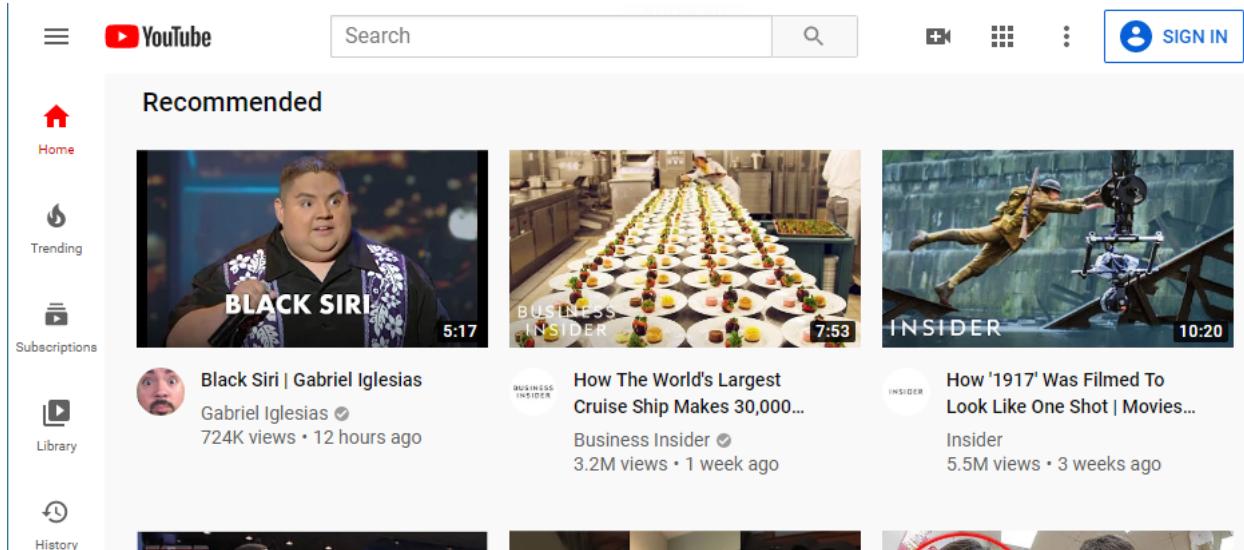
With organization, the website must be built around a target audience, users should be able to easily find content, and must be accessible as well as user-friendly. For appearance, a developer should consider four important questions to answer in order to have a successful and visually appealing website.

To determine if a website's appearance is well designed, these are the four questions that must have an answer, and they are:

1. Does the website have good use of color?
2. Is the text readable?
3. Does the website have a good number of images?
4. Does the website show simplicity (user-friendly)?

Determining if YouTube, Twitch, Daily Motion, and Vimeo has a well-structured website and appearance will depend on those important topics.

6.1 YouTube



YouTube's website structure shows simplicity and it does not take long to understand how it functions. As shown above, users can see multiple things within the website and understand why they are there. A user would be able to tell that the menu options are on the left side, and each video is informed with useful information. Also, videos are under categories such as 'Recommended' and 'Trending' to easily help users get their dose of entertainment and catch up on current events. Another thing that's noticeable is the search bar and the 'Sign In' option. As it was mentioned, YouTube's method of organizing is simple, and it will not confuse any children, teens, or mature adults.

YouTube's appearance has changed multiple times, but they always ensure their users that the website is still easy to use. The chart below shows if YouTube's appearance was either horrible or well designed:

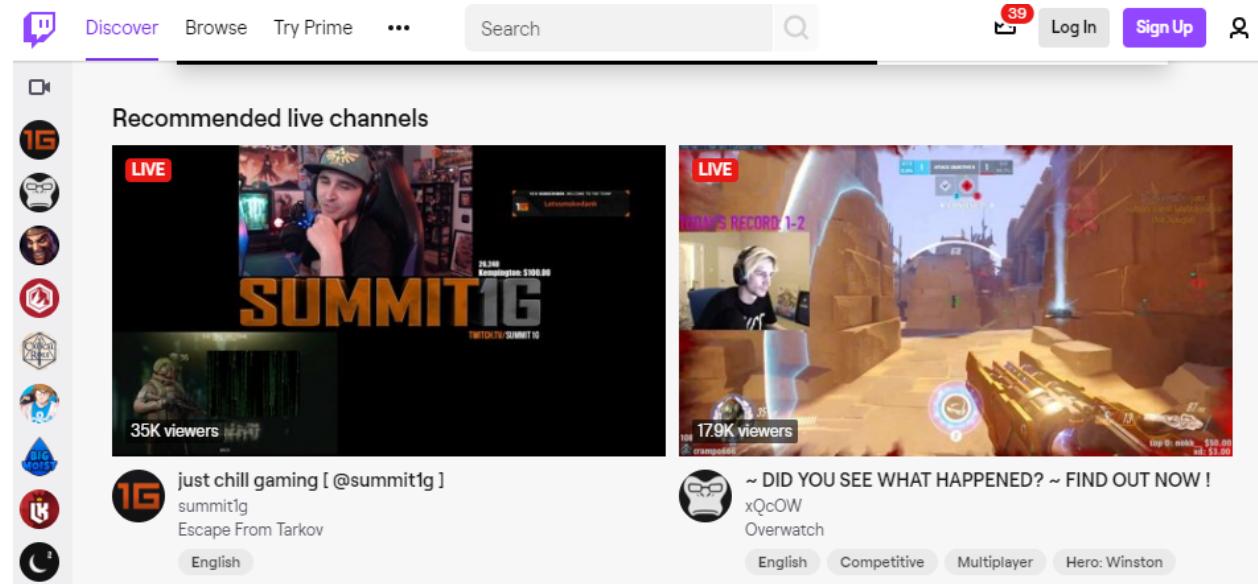
Comparison Metrics	Yes	No
Does the website have good use of color?	V	
Is the text readable?	V	
Does the website have a good number of images?	V	
Does the website show simplicity (user-friendly)?	V	

The reason to why they received a 4/4 was because:

- Question 1: YouTube displayed only four main colors, which are white, black, grey, and red. Red is strictly for the logo, white is the website's background, and black, as well as grey, is used to color the texts

- Question 2: The texts were all black, which showed great visibility and the font size was greater than twelve, which made it easily readable.
- Question 3: There are multiple images, and they were needed since each image gave a preview of the content in a video.
- Question 4: YouTube's design is very user-friendly and will cause no trouble if a new user roams the website.

6.2 Twitch



Twitch's structure is not as simple as YouTube, but it is not complex, which makes it still easy to operate. As shown above, there are a lot of words, but it still gives users the right idea when figuring out what to do. A user can select 'Browse' to view an index of games or other live stream events. Also, users can tell if a word is a link when their mouse hovers above and the text color changes to purple. The 'Log In' and 'Sign Up' buttons are noticeable, and it is extra helpful to see a three-dot icon act as the menu option, which is next to the noticeable search bar. Just like YouTube, Twitch includes a 'Recommended' category, to help the users watch whatever is Trending. Just as it was mentioned, Twitch's way of organizing content may be different and a little more complex than YouTube, any user should have no problem completing a task on the website.

Twitch was meant to have gamers as the audience and that is why there is a lot of gaming content on the website. The graph below answers if Twitch's appearance was designed well or not:

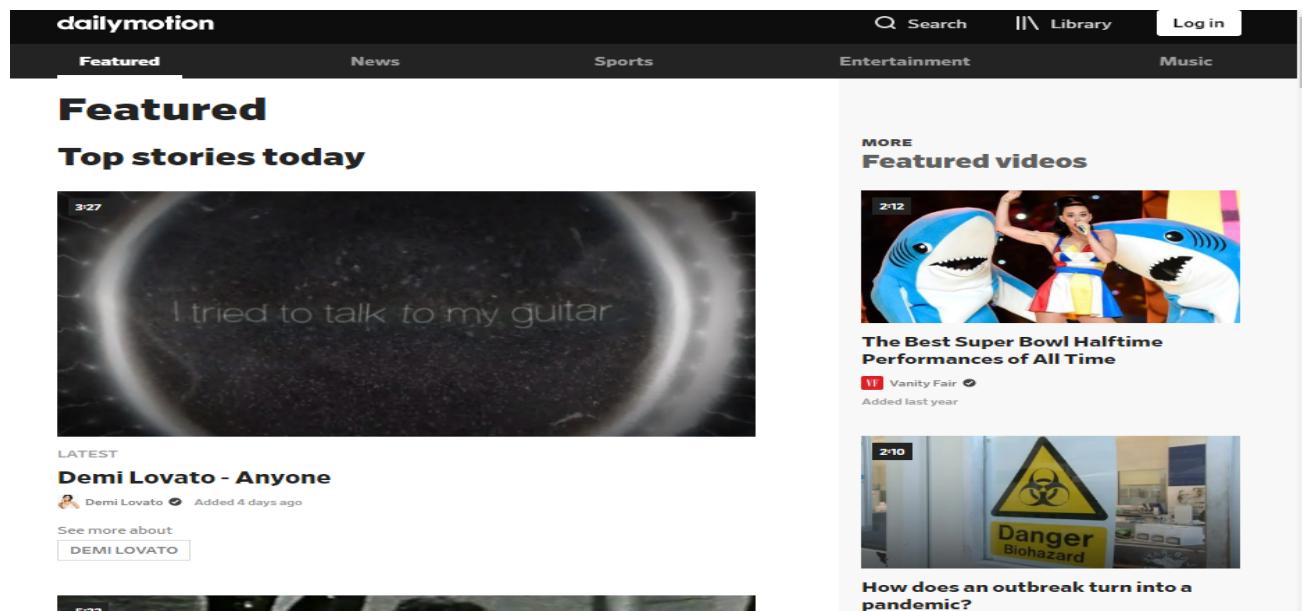
Comparison Metrics	Yes	No
Does the website have good use of color?	V	
Is the text readable?	V	

Does the website have a good number of images?	V	
Does the website show simplicity (user-friendly)?		V

The reason why Twitch received a 3/4 was because:

- Question 1: Twitch mainly uses white, black and purple. White is used for the background, black is used for the text, and purple is used on the logo as well as highlighting word-links a dark shade of purple.
- Question 2: All the text was in black and because there's a white background, it is visible and readable.
- Question 3: Twitch displays a lot of images from the streamer's live broadcast and uses them to show the content of the stream. They also have a gallery of images based on the cover of multiple games.
- Question 4: Twitch is complex since there are a lot more words to deal with, but Twitch made it possible to turn those words into something that is colorful as well as informative to the user.

6.3 Daily Motion



Daily Motion's structure is designed as if it wants to attract an older audience since the website has videos on current events rather than entertainment. Shown above, you can see that Daily Motion made it clear with big fonts that they have five categories as well as a search bar, library, and a 'Log In' button on top of the homepage. Each video is organized with the title and name of the creator displayed just underneath the video. Daily Motion mainly focused on displaying the five video categories rather than showing a useful search

bar. The ‘Library’ and ‘Log In’ button is recognizable since it uses a black background and white text. The structure of the website is great; however, improvements can be made.

The graph below provides insight into Daily Motion’s appearance and determine if it was done well or poorly implemented.

Comparison Metrics	Yes	No
Does the website have good use of color?	V	
Is the text readable?	V	
Does the website have a good number of images?	V	
Does the website show simplicity (user-friendly)?	V	

Here is why Daily Motion received a 4/4 when looking through these questions:

- Question 1: The colors on the website are primarily white and black. They do use cyan to display a number on each video and they represent the order in which it was placed on the homepage.
- Question 2: Going back to the image of the webpage, the top shows a black background and so the best choice was to use white texts and vice versa when you look at the bottom of the image. This method would certainly not give users trouble if they were to roam around the website.
- Question 3: Just as it was for YouTube and Twitch, Daily Motion captures a scene from video and use that image to allow users to see the content before clicking on it.
- Question 4: Daily Motion is a website that shows simplicity because the site structure is organized and easily understandable.

6.4 Vimeo

The screenshot shows the Vimeo homepage. At the top, there's a navigation bar with 'vimeo' logo, 'Join', 'Log in', 'Pricing', 'Solutions', 'Watch', and a search bar. Below the navigation is a video thumbnail for 'KITT' by Ben Dean, featuring a large mural of a man lying on a roof. A 'Watch now' button is visible. To the right of the thumbnail is a 'New video' button. Below the thumbnail is a 'STAFF PICK' badge. Further down, there's a section titled 'Watch human-curated Staff Picks' with three video thumbnails: 'MILLION' by Remi Vincent (3,024 views), and 'NIKE - Chinese New Year' by M Skibik (5,408 views). Navigation arrows are present on both sides of the main content area.

Vimeo’s website structure shows that it was designed to attract people who are

interested in media. There are a lot of music videos on the website and that could also mean that Vimeo wanted to reach out to audience members that are a fan of music. As shown above, a user can indicate the menu options displayed on the top across the webpage. A user can also indicate the search bar and a blue link to sign up and upload a video. Underneath the same image, you can see that Vimeo shows a popular content creature's channel on the webpage, where a user can either click to watch any of their videos or instantly '+Follow' the person and move on within the website. Overall, Vimeo's structure is like YouTube and Twitch since it is well organized, but there are a lot of texts within the first page.

The appearance of Vimeo looks as if it can be easily be managed and used properly by users. Shown below, shows if Vimeo's appearance was well displayed.

Comparison Metrics	Yes	No
Does the website have good use of color?	V	
Is the text readable?	V	
Does the website have a good number of images?	V	
Does the website show simplicity (user-friendly)?	V	

The reason to why Vimeo received a 4/4 was because:

- Question 1: Vimeo uses black, white, green, and blue as the primary colors for the website. White and black are standard but Vimeo tried to color the 'Join' button in green and the upload link in blue.
- Question 2: Since the font color is black, all information on that website is readable.
- Question 3: Since Vimeo is a video watching platform, they also capture the images from a video and uses it to show the users the content before clicking the link.
- Question 4: The simplicity of this website makes it possible for both the younger and older generation to use this website with little to no major issues. Appearance is key to ensure more users visit the website daily.

Conclusion

The outcomes from extensive competitive analysis are followed.

In terms of homepage, all the websites contain some sort of information to allow a visitor to understand their purpose and use. While Vimeo very explicitly describes it using text and pictures, other sites like YouTube, Daily Motion and Twitch dive right down to their

services and let the user explore and do the discovery. The navigation controls in all four websites are sufficient to direct the user to the right page with the use of appropriate simple texts and icons. They are not very clustered or do not confuse a user with too many controls.

In regards to what a creator is able to do on the websites, Vimeo's features are catered more towards professional film-makers, Twitch features are focused on gamers and live video, YouTube and Vimeo serve the purpose of a general user with basic purpose of publishing videos while not completely compromising the purpose of an advanced user.

The search function of Dailymotion is the simplest, with almost no advanced features, while the search function provided by Vimeo is the most professional, the number and types of filters are very large, but for non-professional users, too many functions will make it It was at a loss, in response to this problem, Vimeo chose to hide and fold some of the highly professional filter labels, which can be expanded to meet the needs of professionals. The search experience of Twitch is divided into two parts: in the categories and outside the categories. If the search keywords have been included in the game library, there will be more operations to meet the needs of users. For example, you can filter videos by selecting tags, while the keywords outside the game library can only provide limited search results. In general, YouTube search is the best one that balances professionalism and ease of use.

In terms of video functions, YouTube and Twitch are the two websites with the most functions, but their focus is different. In addition to the basic video playback control, YouTube provides users with multi-language subtitle functions, annotations and transcript, that gives opportunity for international users to watch videos from different cultures. The functions provided by Twitch are more specific, including chapter select, video / ad state, and clip, which are closely related to game live streaming. On the player page, Twitch and YouTube have more features. They have added some functions to allow viewers to participate in video creation, such as helping clip and translate transcript. Vimeo and Dailymotion play pages are more immersive, which's page layout is more concise. And each site provides multi-tasking design, such as browsing the page(chat/comment) while watching videos using minelayer / Top banner player.

When it came to the overall recommendation suggestions of each website, most of them had their own method of what videos would be shown to the users. Although websites like YouTube, Daily Motions, and Vimeo had a suggestion list to allow users to watch more videos, Twitch was the only website that did not have that feature and allowed the live streams to happen on the streamer's channel showing only their content and no one else. When a website like these considers implementing a recommendation list, they need to make sure that the content they display matches a user's interests as well as the current content that they watch. The recommendation function is a great tool overall since it helps multiple users no go the trouble of searching videos, but instead have their interests displayed in front of them.

Organization and having a great appearance are the best way to provide a user-friendly website. With organization, a website must have great structure so that a user can never get lost or confused when they begin to browse. For appearance, a website must have great visuals throughout the website as well as provide readable text. In most cases, a website's

popularity is based on these two categories and if one is not done properly then many users will find better alternatives. With YouTube, Twitch, Daily Motion and Vimeo, they all showed great structure and were designed to nicely connect to multiple audiences

To sum up, in general, YouTube has the most user-friendly functions and display of their features. Due to the specific features of Twitch, it has functions more focused on live streaming. Vimeo and Daily Motion have simpler functions and display compare to YouTube. This can mean that, as mentioned above, YouTube has the largest user groups and the functionalities are more inclusive. However, in-depth user experience observation or interview should be conducted to get more specific ideas and to identify user's needs.

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