

YouTube Music — Improving Shuffle Feature Discoverability

A UX case study focused on feature visibility and moment-of-intent design.

Project Overview

YouTube Music includes a “Shuffle All” feature, but it is hidden within the Downloads section. This project explores how improving feature visibility at the moment of user intent can reduce friction and improve usability.

The Problem

Users struggle to discover the Shuffle All feature because it is not located where they expect playback controls to appear. As a result, many users assume the feature does not exist.

User & Use Case

The user is a regular YouTube Music listener who wants to quickly shuffle their entire library. They navigate to the Library screen expecting immediate playback options.

Goals

- Improve feature discoverability
- Reduce unnecessary navigation steps
- Maintain a clean and familiar interface

Design Solution

I placed the Shuffle All button directly on the Library screen, where users naturally expect playback controls. An expanded state allows access to additional shuffle options without cluttering the interface.

Key Design Decisions

- Button is visible by default
- Expanded state supports advanced users
- No additional screens or gestures required

Outcome & Learnings

This redesign improves feature visibility without increasing complexity. It reinforced the importance of designing for visibility and user intent.

Key Learnings:

- Visibility is essential to usability
- Small UI changes can significantly improve user experience
- Designing for intent reduces friction