

Justin Brighton, 2306759, UX Analysis Report

by Justin Brighton

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UX ANALYSIS REPORT

Justin Brighton, UX Experience Design



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My chosen product is YouTube

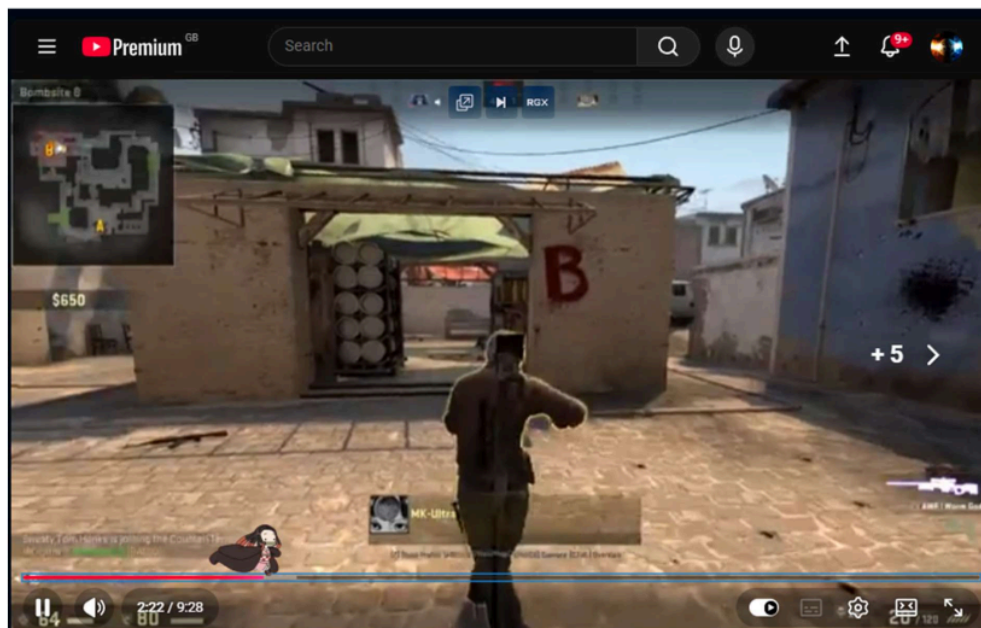
Initial Review

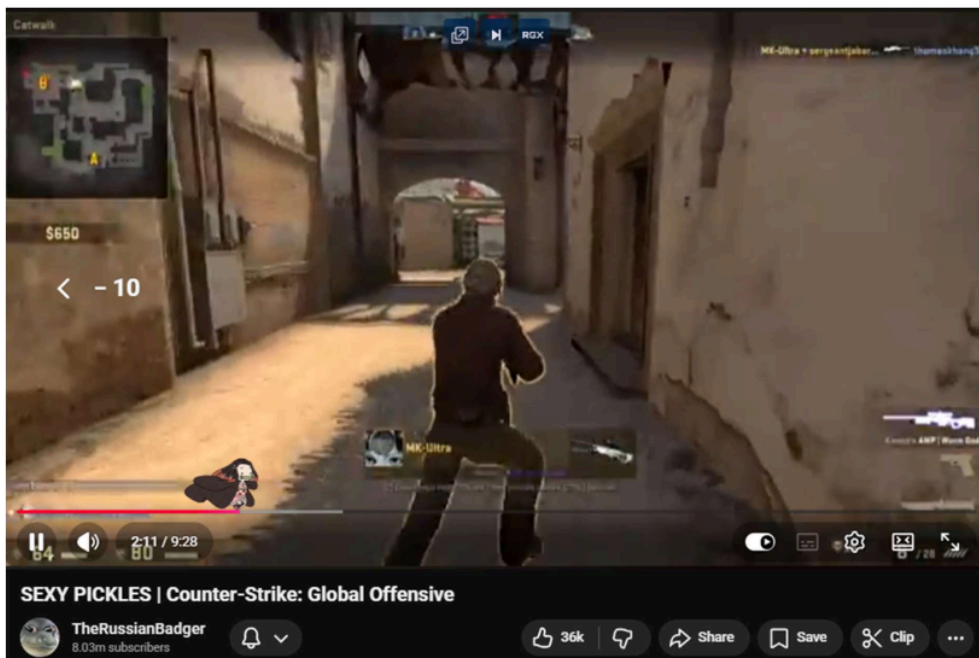
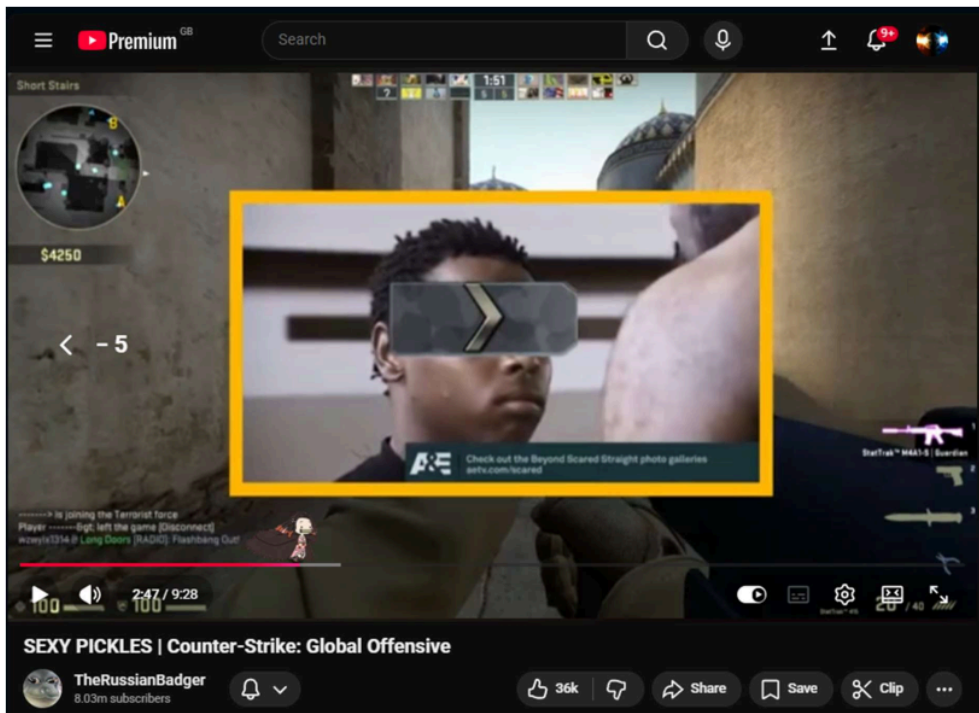
For this review, I have chosen YouTube as my chosen digital product. My impression with YouTube is more positive as I grew up watching YouTube. When I first used it, it would recommend random videos for first time viewers before eventually you make a YouTube account to save videos you watched and recommend them when you launch/boot up YouTube on Mobile and Pc. When navigating through the website, there is a search bar at the top of the page, being consistent whenever you search for a YouTuber or Videos. It also has a side menu where you can see who you have subscribed to, allowing you to navigate to their page if you felt like watching their videos. They also include more shortcuts within the side menu where you can see different options to explore. You can go listen to music videos, watching films, watch streams, find gaming videos, watching news highlights and more. Overall, I find myself constantly returning to YouTube to watch videos or listen to music.

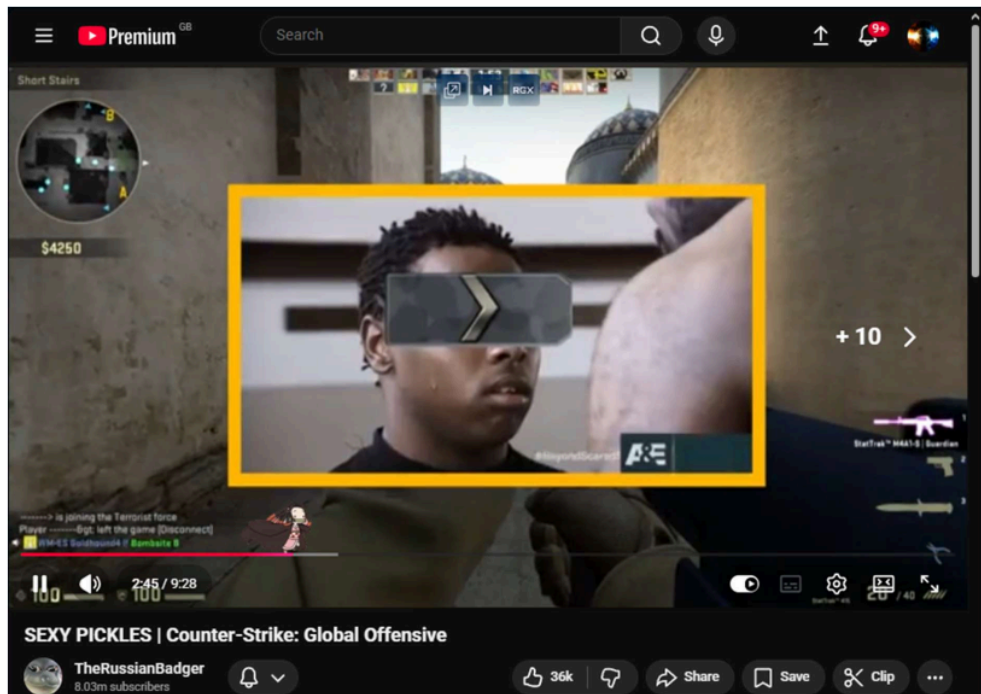
UX Design Principles

Usability

Because of its user-friendly design, comprehensive search, customised recommendations, and adaptability to different user types, YouTube's usability is generally good. Other elements include visual cues, sensible layouts, and incremental improvements that make it easy for novice users, in addition to features like subscriptions and library organisation that match real-world principles and make it successful for frequent users. User's are also able to use shortcuts to skip a set of time on both mobile devices and Pc, being 10 seconds on mobile while you can either use the arrow keys to skip 5 seconds forward or backwards, the J and L key for 10 seconds forwards or backwards or using the angle brackets keys to go frame by frame on the videos.



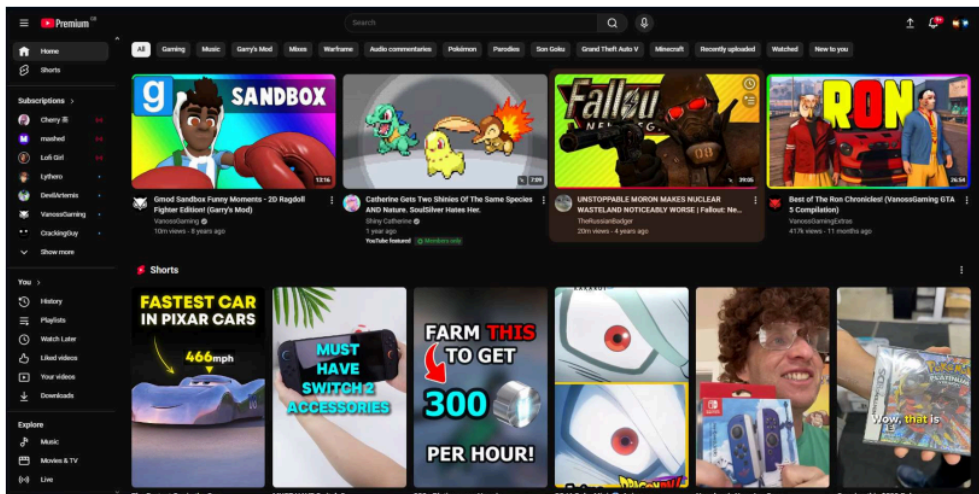




[7] Youtuber "TheRussianBadger" SEXY PICKLES

Consistency

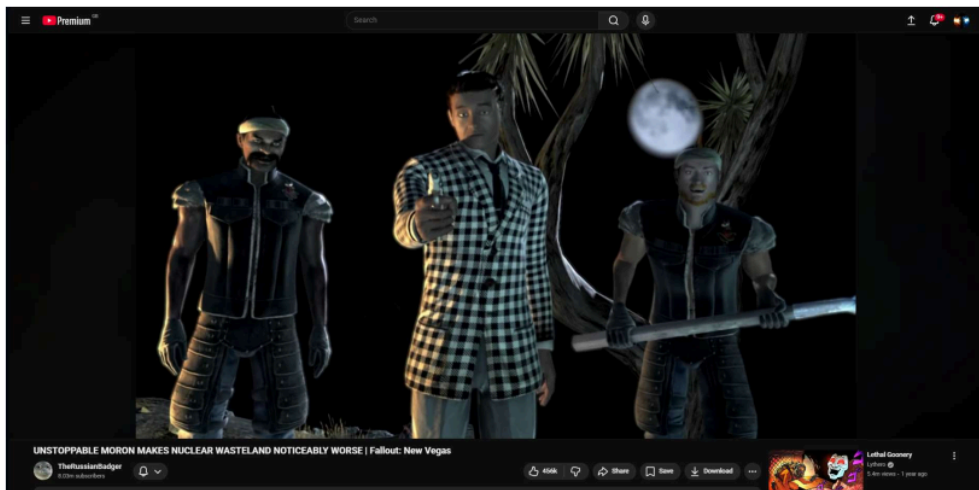
YouTube's consistency entails consistently posting high-quality, brand-consistent content on a regular basis. This increases audience trust, fortifies the identity of your channel, and lets the algorithm know that you're an active creator, increasing the likelihood that the right people will recommend and find your videos. This only applies if you are a content creator and post videos. Its search bar, which is always at the top of the page, is another example of its consistency. To make the platform easy, minimise user effort, and promote engagement through recognisable mental models, there should be straightforward navigation being its sidebar and icons and distinctive content presentation being its thumbnails and headlines.



[2] Home page of YouTube



[3] Youtuber "Unified Codex"



[5] Youtuber “TheRussianBadger”

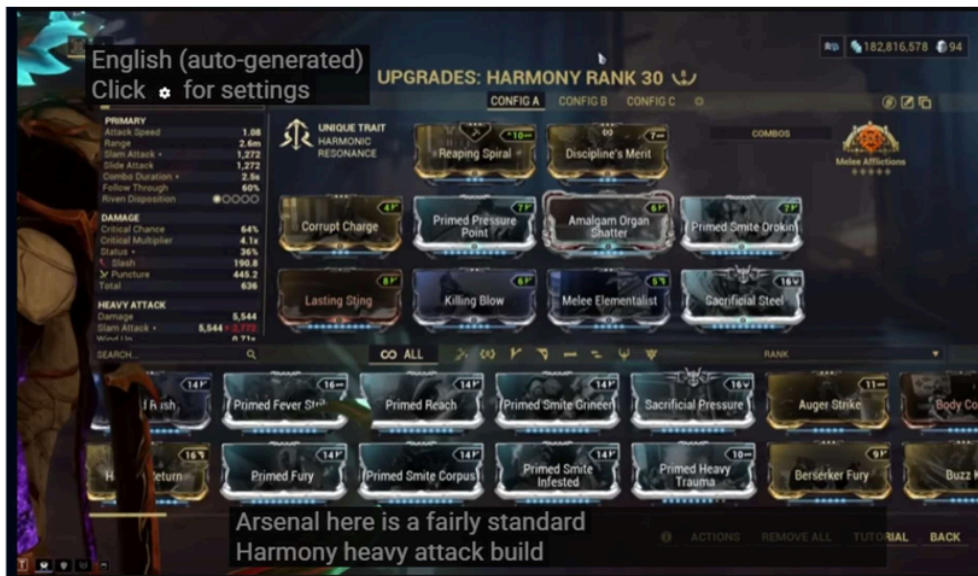
These are examples of the search being at the top of the page regardless if you have chosen a video or just looking through the home page

You are also able to see a consistency of the youtube icon bar, your profile and notifications all at the top of the bar

Accessibility

YouTubes accessibility has closed captions, complete transcripts, keyboard navigation, and screen reader compatibility are just a few of the elements that make YouTube accessible. YouTube's accessibility prioritises inclusive design. This makes it possible for those with visual, auditory, or movement impairments to perceive, comprehend, and engage with content. Additionally, it helps those with slow connections or transient difficulties. Some of YouTubes key features of accessibility includes:

- Captions and Transcripts, this allows subtitles to be shown in the video and transcripts of the video for those to read



[6]

An example of captions enabled in this video by YouTuber “Unified Codex” [1]. The captions can also be changed in the settings.

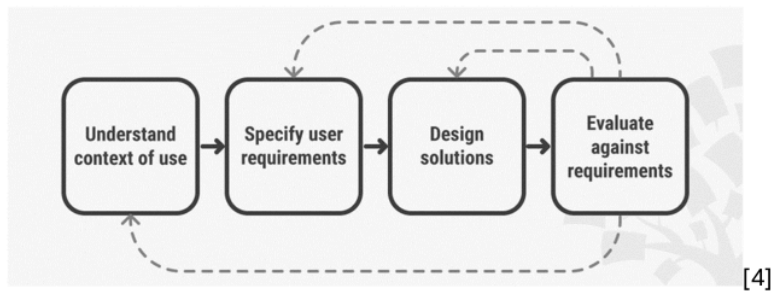
- Keyboard navigation, this allows the use of a keyboard for navigation instead of a mouse
- Visual Design, this is for users to accommodate those who are impaired eyesight or photosensitivity, emphasise high colour contrast, clear typography, and avoiding information that flashes quickly.

User Centred Design

In order to ensure that the platform is highly usable, accessible, and offers a delightful experience, YouTube's User-centred Design continuously involves users in the design process through research such as surveys, interviews, and testing, to understand their needs, behaviours, and goals. It also balances user desires with business objectives to make features, like search and recommendations, intuitive and valuable.

The core principles are:

- User Focus, the demands of viewers and creators are at the centre of every design choice, from new features to interface modifications.
- Iterative Process, Designers continuously test and improve features depending on user feedback, including comments, watch time, likes, and dislikes.
- Involving users, the best way to find out how people really use the platform, YouTube conducts a lot of user research, including usability testing, A/B testing, and data analytics.



This image is an example of User Centred Design

Summary

By lowering annoyance, boosting productivity, and giving consumers a sense of support and understanding, these principles improve user experience. Users are more likely to appreciate and use a product again when they can easily accomplish their goals in a responsive, predictable, and inclusive environment. As a result, users are happier, more engaged, and have more faith in the platform. Positive experiences lower the learning curve for new users and eventually promote user loyalty and continuous usage. Therefore, both consumers and the long-term viability of the digital product gain from well-designed UX principles.

Analysis

YouTube with its user-friendly navigation, clear visual design, responsive interactions, accessibility features, and robust performance, YouTube's User Experience design successfully utilises the fundamental concepts of User Experience Design to provide a good experience to the user. Users may simply access areas like Home, Shorts, Subscriptions, and Library thanks to the platform's well-organised navigation and information architecture, and users can find pertinent content fast thanks to tailored suggestions. YouTube's visual design maintains the focus on video content and makes it simple to scan titles and thumbnails. It is able to achieve this by using a clean, consistent layout with a straightforward colour scheme and accessible typography. Play controls, likes, comments, and subscriptions are examples of user interactions that are clearly identified and offer instant response, giving users a sense of control. High-quality images, informative titles, and previews make it easy for consumers to choose what to watch. Additionally, YouTube maintains consistency and usefulness across a wide range of devices and screen sizes, from smartphones to smart TVs. Last but not least, quick loading times and adaptive streaming improve overall user pleasure by lowering buffering and annoyance, even on slower internet connections because consumers can rely on the platform to function reliably, extended viewing periods and frequent use are encouraged. YouTube's efficacy as a user-centred digital platform is thus strengthened by its ability to accommodate both casual viewing and prolonged content consumption.

Recommendations for Improvement

- Improve Recommendation transparency, this sits within User Centred Design and Usability where YouTube could possibly allow the users to have more control and transparency towards the recommendation algorithm. This would allow the users to adjust their preferences with the content and change what can be suggested. This would help users find videos that better fit their interests, make the platform feel more user-centred, and lessen irritation with irrelevant content.
- Reduce clutter on the home page, this recommendation would sit in with Usability and Consistency since the home page of YouTube will often have multiple videos shown and suggested which could leave the user overwhelmed by choices of videos but if the layout can be simplified, it can allow recommendations to be shown grouped and more clearly. An alternative would be to allow the users to customise the sections so that it can lower the possibility of cognitive overload, an improvement of scanning the website and making the navigation more efficient.
- More Enhanced Options of Accessibility, this sits in although YouTube now allows captions, accessibility may be enhanced by providing more sophisticated caption tailoring, better default contrast settings, and more understandable symbol labels. These changes would improve accessibility for those with visual, hearing, or cognitive impairments and create a more inclusive experience.
- Feedback to Performance Improvements, sitting in Feedback and Responsiveness, by offering more lucid loading indications or playback status notifications, particularly during buffering or quality fluctuations, YouTube could boost user confidence. This alert would reassure consumers that the system is functioning as planned and reduce uncertainty during disruptions.
- Streamline Ad Experience, sitting in User Centred Design and Feedback. Ads in YouTube videos can be annoying due to how long or un-skippable ads they play in videos. While still enabling monetisation, better alternatives for ad frequency, fewer ads that cannot be skipped, or more precise feedback on ad duration would all contribute to preserving user confidence, reducing irritation, and enhancing user experience.

Conclusion

To sum up, YouTube exhibits a robust and successful implementation of fundamental UX design principles, such as usability, consistency, accessibility, and user-centred design. Both novice and seasoned users will find the platform easy to use because to its clear navigation, uniform layout, robust search capabilities, and personalised recommendations. YouTube's dedication to inclusive design is strengthened with accessibility features like captions, keyboard navigation, and screen reader support, which guarantee that a diverse variety of users can interact with content. The platform's dependable performance and responsive design across various devices further improve the overall user experience, promoting sustained engagement and repeat visits. However, there is undoubtedly space for development, particularly in areas like suggestion transparency, site clutter, accessibility customisation, ad experience, and performance feedback. Users would feel more in control, be less irritated, and have greater trust in the platform if these problems were resolved. With these enhancements, YouTube may be able to provide a positive and interesting overall user experience while also increasing usability, inclusivity, and user pleasure

Bibliography

[1] <https://www.youtube.com/watch?v=ZbfkGEBNjBI>

[2] <https://www.youtube.com>

[3] <https://www.youtube.com/watch?v=ZbfkGEBNjBI>

[4] <https://www.interaction-design.org/literature/topics/user-centered-design?srltid=AfmBOoo8WKk6ovDFa4gzeX6U-uwWlvifnXx-naXDCgnIOH80d1qsiwQa>

[5] <https://www.youtube.com/watch?v=VKoki--fSvU>

[6] <https://www.youtube.com/watch?v=ZbfkGEBNjBI>

[7] <https://www.youtube.com/watch?v=ER7UGT-RskA>

Justin Brighton, 2306759, UX Analysis Report

GRADEMARK REPORT

FINAL GRADE

40/100

GENERAL COMMENTS

This submission demonstrates a basic understanding of key UX principles and applies them to a familiar digital product.

The report is clearly structured and identifies relevant usability, accessibility, and user-centred design features.

However, much of the work is descriptive and relies heavily on personal experience, with limited critical analysis or engagement with academic UX literature.

To improve, the work would benefit from stronger use of scholarly sources, deeper justification of design judgements, and more critical evaluation of UX trade-offs and limitations.

(Capped at 40% as a late submission, original grade 47%.)

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