Human Interface and Design

March 8, 2018

Chapter 11 Lab - Going With The Flow

The Flow of YouTube properties. Three aspects of YouTube’s designed that have been maximized, are its general UI bar, Hamburger Icon Menu, and Video Player layout. Starting with the UI bar there is a fair deal of whitespace which separates the Hamburger Icon then Search Bar on the right and near the middle, and on the far right the symbols for Upload, YouTube Apps, Notifications, and Your Profile are located. They are neatly separated by the nature of their use, the objects on the left directly correlate to video content and partaking in the media of the site. The symbols to the side, all have their name displayed when hovered over and pertain to the user’s ability to interact with the site, though posting videos, customizations to interface, and profile design. They are neatly lining the top of the site regardless of the page you’re on, and allow easy access to either functioning category of the site.

The Hamburger Icon menu comes pre-loaded in on accessing Youtube, allowing a user to see in order General Direction icons, their library of content subscriptions, and their subscribed youtubers. Basically everything that the user personally relates to on the site can easily be read and accessed from that left sided menu that doesn’t intrude on the main page. Finally the video layout themselves, as each video, and its players is maximized through it incarnations. The most efficient and recent version has its video options; such as pause/play, video progress, settings, and sizing, are built into the video. Not as visibly present as prior incarnations, they turn invisible when not used and become opaque when the mouse hovers onto the video. This helps these tools of the video player not intrude on the video itself. This can help users immerse themselves in video, without being constantly aware of the videos progress.

Aspects of YouTube that can improved upon, for example the main page of YouTube. Outside of the menu is a displayed of recommended and presubscribed content. Instead of having to check each user, or scroll down the subscribed bar. The main page has some of the newly uploaded content, but this continent is usually intermixed oddly with the content YouTube provides. As not all content on this page is content the user is subscribed too, which is subjectively good or bad, but also specially advertised channels or event based videos from YouTube. If you want to ignore it you can, but it makes it difficult if you purposefully wish to see this advertised content, as there is no way to better navigate the main page itself. This issue also harder to navigate on mobile. Another is the functionality of the notification system, for example while it is like a specialized version of the subscriber system, it fails to update accordingly to the content being put out. Not displaying the amount of videos past one per day, or letting the user know if the channel is livestreaming, or updating via post rather than video.

Some good micro-interactions of the site are its video sizing symbols, each characterizing how each will affect the screen and their easy access when changing the video player size, not negatively effecting the performance of the video itself. The statistics of the video, which are aspects that are easily observed by the viewer, such as the viewer count, like to dislike ratio, subscriber count, channel validity, and in settings the analytics of the video. All the prior are within sight and are easily understood with how each relate to the video and channel. The use of user activity, in the subscriber area of Hamburger Icon menu each channel the user is subscribed to also has an activity count. Which each channel having a numeric count that records the activity of the channels since last checked by the user. The more active being at the top of the menu and the least recently active being at the bottom. They even has a specific symbol showing if they are livestreaming currently. This portrays to the user which channels they subscribed to, who has the most new or current content.