

## **Interface Analysis on YouTube**

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YouTube is the world's biggest video sharing site, with over videos being uploaded at over 500 hours of content every minute. It was founded in 2005 by Chad Hurley and Jawed Karim. Currently, its design and overall UI is 10 times better than what it used to be, but that is with the assistance of Google buying YouTube in 2006 from the two creators. Google has turned YouTube into a video powerhouse, with YouTube earning over 19 billion dollars in revenue just last year. This is due to YouTube expanding their services, from mobile apps, to television, and more. I personally have had years and years of experience with YT. I have been using it since 2008, all the way back when I would watch on my iPod. As mentioned before, they have come a long way from the strange looking TVish application, to the current logo.

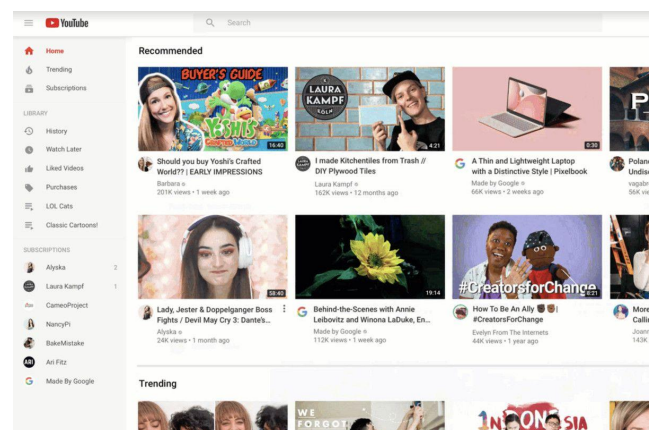
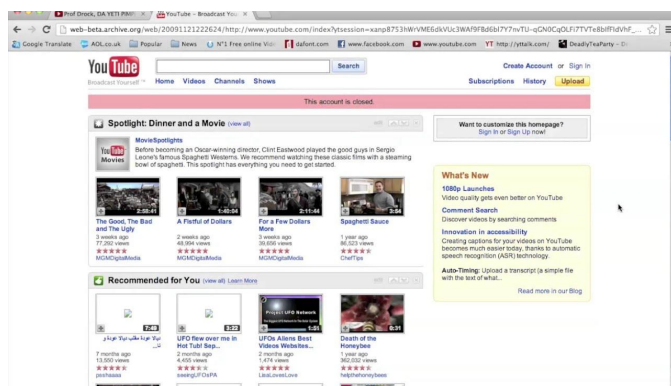


The purpose of using YouTube is simple on the surface, but once you start to use the application, it becomes far more complex. Most people think it is just a video uploading service, but it is far more than that. YouTube offers streaming services, audience analytics, revenue earning, exclusive content, and more. Most users just use the service to upload content, from gaming videos, cooking, walking, hiking, skydiving, extreme sports, etc. The site's video selection is literally endless and you can find content for literally anything. The way that users and the audience interact with the interface of YT is one of the most important aspects of the

application. YT is laid out to where your feed is customized to your personal video likings, as well as the fact that your profile, subscriptions, liked videos, and more is shown clearly.

YouTube was the first major video sharing platform of its kind. It was not a copy of another site, but an original idea that the two founders, Chad Hurley and Steve Chan thought of. There were other video posting sites made before, but none were like YouTube. YouTube is a very unique application in today's world, as its extremely unique features make it show a clear need. Millions of creators on the platform rely on it for their livelihoods. Minus the fact that YouTube NEEDS these creators to keep making billions of dollars, [as over 2 million creators make 6 figure salaries on YouTube.](#)

Now to have a site that makes billions of dollars, your website/application must be easy to use. YouTube has multiple fronts to cover this on, from the application on phones, the website, and TV's. The website has always had the main priority, with the phone application coming second, and the TV coming last. Like the logo, YouTube's UI has come a long way, from the horrendously bad 2008ish UI, to what we have now.



As shown above, the UI from 2008 was horrendously bad, with there being stuff thrown all over the place. This made it extremely difficult to find what you were looking for, as well as the fact that everything just looks cluttered around. Nothing is easy to find because there is just too much happening on the front page. Compared to the new UI from 2019 onwards, [everything is cleaner](#). There is a bar on the left side that shows different topics, and things such as subscriptions, trending, and the home page. Everything is easier to navigate throughout the website, and things are not just thrown around and cluttered. Video icons are bigger, thus making the audience looking for them more interested in clicking on the actual video. The biggest change however, is the search bar and search results. When searching for a video, YouTube caters the search results to similar videos you have seen before, making the search a lot more refined.

YouTube's image over the years has gone up and down, with the most recent announcement of them [removing the dislike button](#) was one of the most unpopular decisions to date. The community has reacted strongly against this, as even the [co-creator of the site is already predicting its downfall](#). Besides this, the only noticeable blunder YT has suffered is [how horrendously they pay their creators](#). Obviously, huge creators such as Mr. Beast, who can afford [to make million dollar videos for their audience](#). In terms of the image of youtube (literally),



the logo is clear and people clearly understand who the image belongs to. Red is one of the biggest colors used on the platform to get people's attention. Funny enough, [humans are most attracted to red than any other color.](#) The color red stimulates the brain by bringing it excitement and energy, thus making the logo of YT much more desirable.

YouTube has suffered many blows to their credibility over the years, with the most recent dislike scandal absolutely shredding their reputation. It doesn't help that the CEO of YouTube, Susan Wojcicki seems to do the complete opposite of what creators want her to do. The platform often censors creators [without rhyme or reason and does not give them an explanation.](#) Probably the biggest issue with the platform that affects YouTube's credibility is the copyright claim system. Using a 3 second clip of a song results in [your entire video being claimed by the person who made the song.](#) The system itself is so broken [that YouTube actively punishes creators even if the content isn't infringing.](#) After years and years of this system being abused by record labels and music creators, YouTube does nothing to solve this problem at all. Creators often have to be creative if they want to use music so the "big brotherish" YouTube does not claim the video. To make matters even worse, if you get a certain amount of these claims, your channel can just be deleted. Once its deleted, there is almost no way to get it back. Major creators have had this happen to them, and only had the decision be repealed with the "All mighty evil Susan" steps in. One can't also forget that YouTube can quite [literally be held hostage with fake copyright claims, and can do nothing to prevent them.](#) Despite all of that, YouTube is still the most popular video uploading site on the internet, with no signs of stopping, especially with 500 hours of content being uploaded every minute.

YouTube is really not that accessible to people with disabilities. There are subtitles, but these are only around if the creator puts them in, or the video generates them itself. There is not a text to speech option on the application or the web browser, unless one is custom made for the user.

Overall, YouTube truly is a mixed bag in terms of creating video content. In terms of the UI, nothing really needs to be improved or implemented, as it is already as good as it can be. Making videos and uploading them to the site is relatively easy and quite literally anyone could do it. On the other hand, features like the copyright system, monetization for smaller creators, and listening to creators all need to be improved. If they would just fix those 3 big issues, the platform would be so much better for YouTube. It really does not look good when your platform has a controversy every other week. Minus the fact that the creators actively make videos talking about how bad the platform is. The user experience is overall positive, but the creator experience is not. YouTube should be a good experience for both the audience and the people who make content for others, but it really is not.

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