



Google

Developers



Designing Products for a Multi-Screen World

The YouTube Perspective

Tom Broxton & Josh Sassoon
YouTube User Experience

Welcome!

1. YouTube is a tough problem
2. YouTube as a service
3. Qualitative methods
4. Data helps design
5. Some explorations
6. The Big Picture



1. YouTube is a tough problem





≠



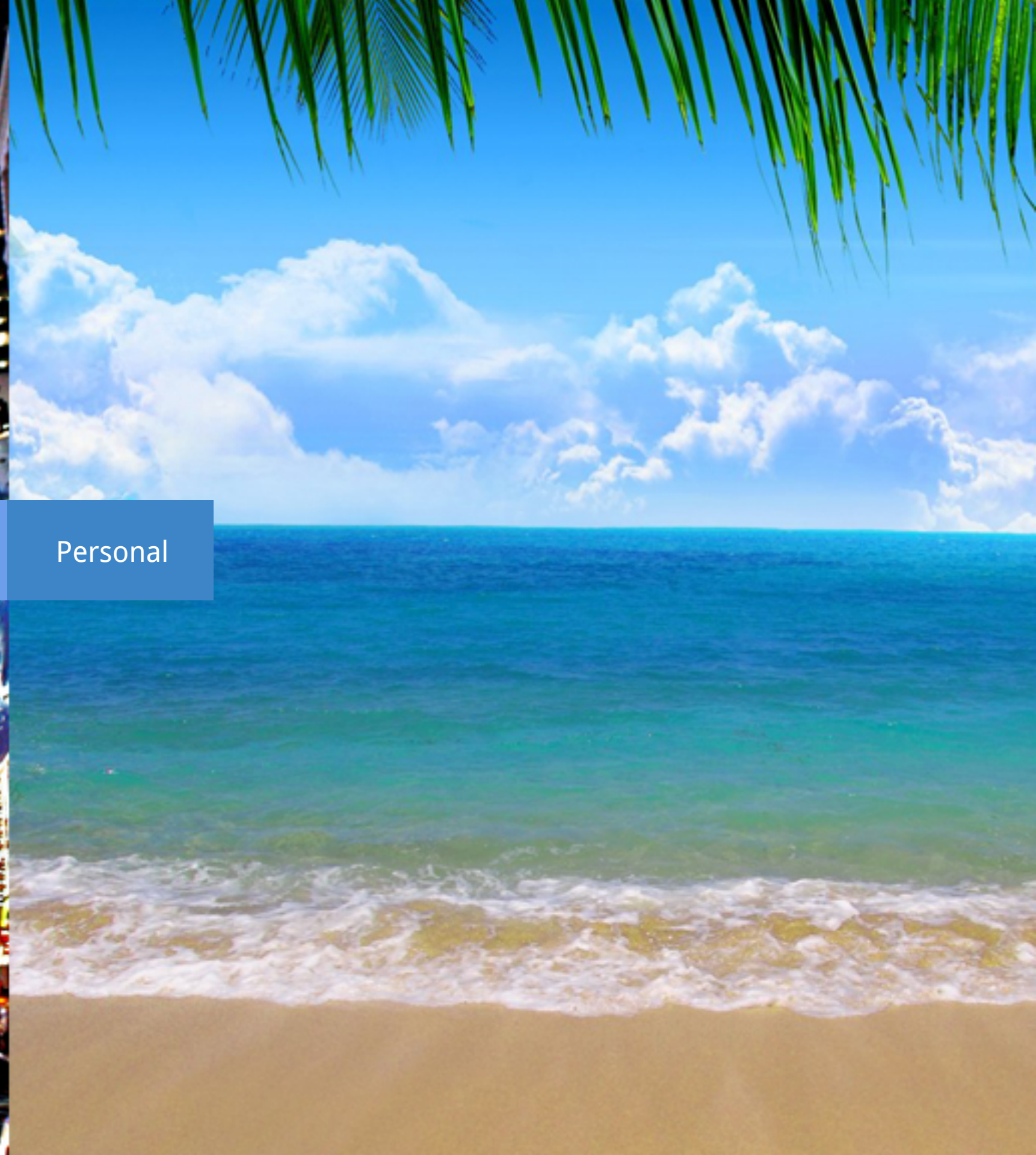






Universal

Personal



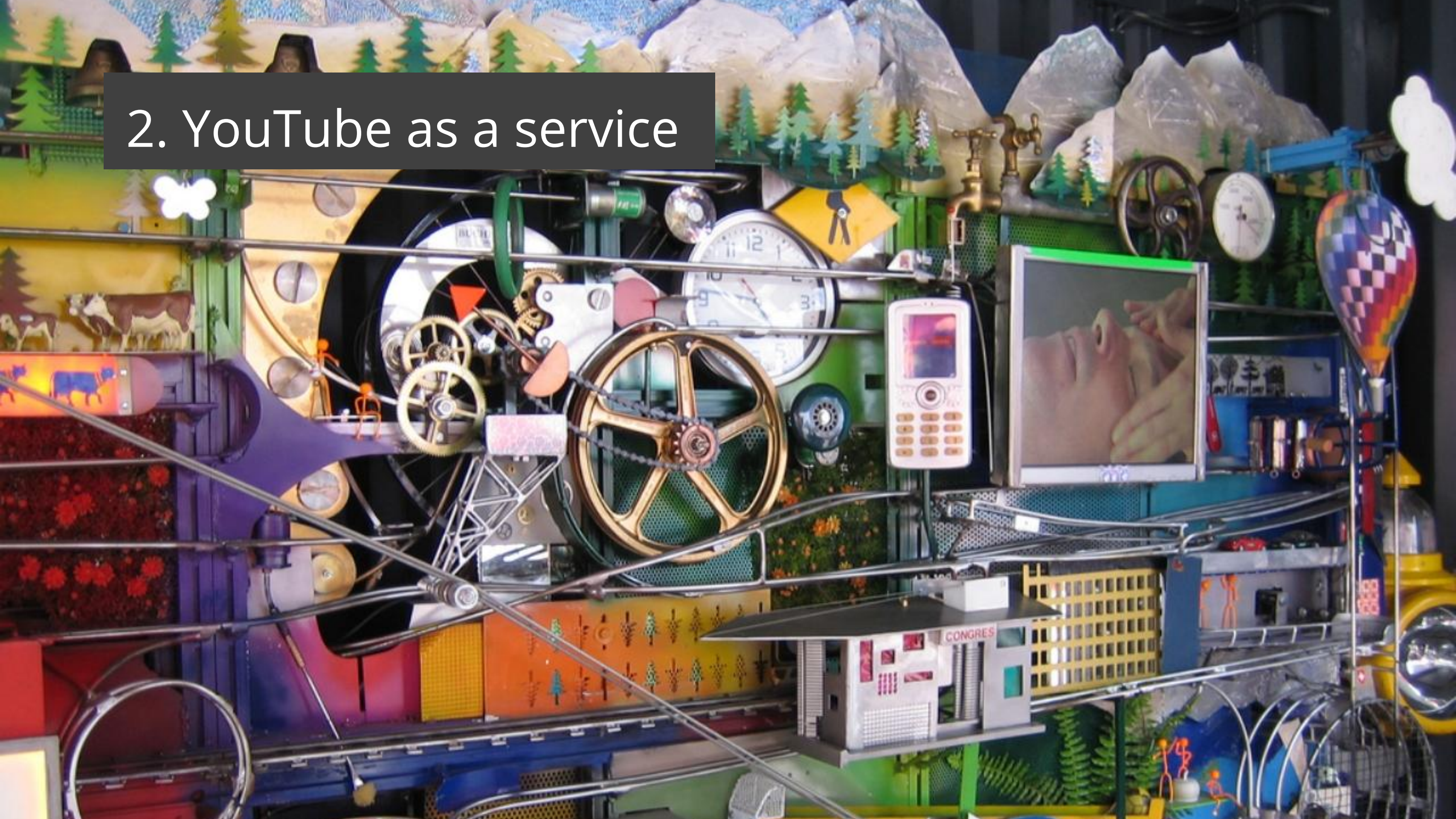


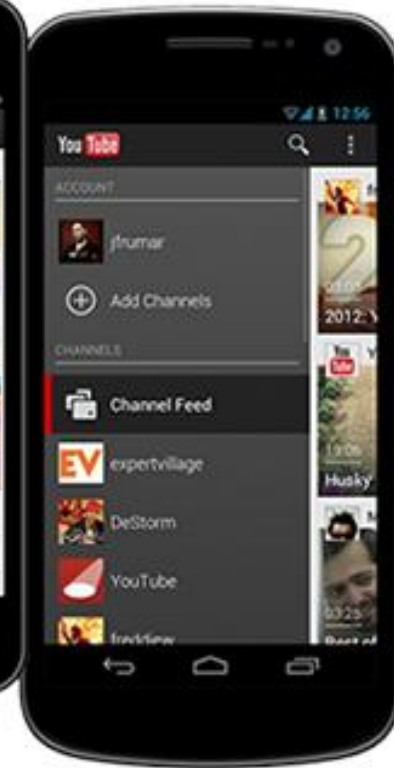
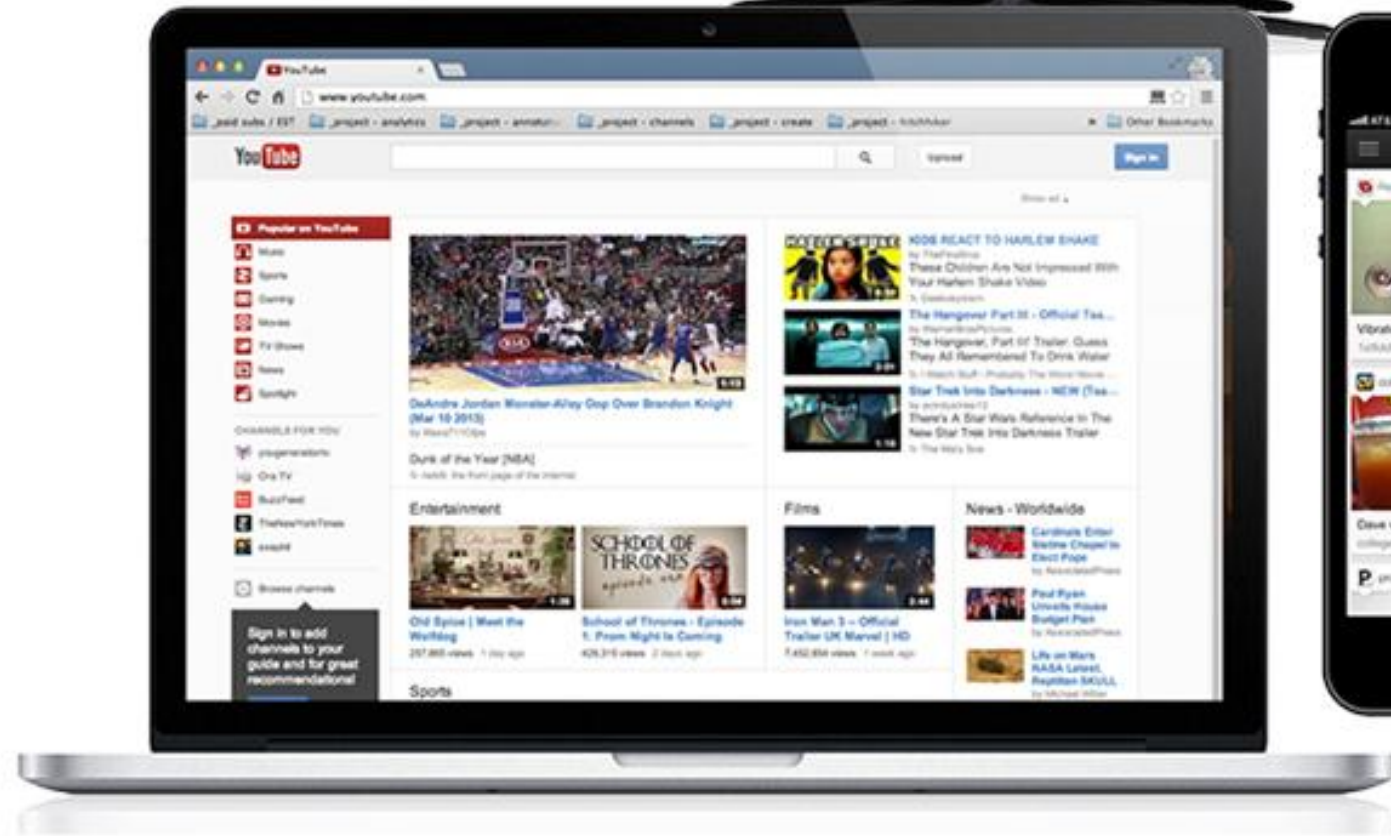
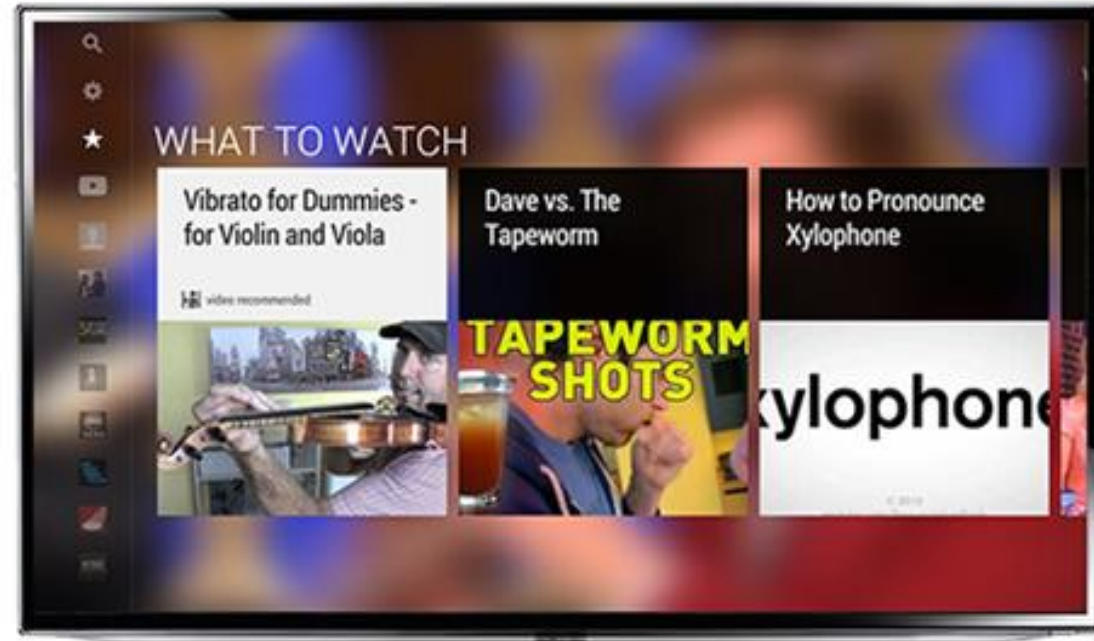


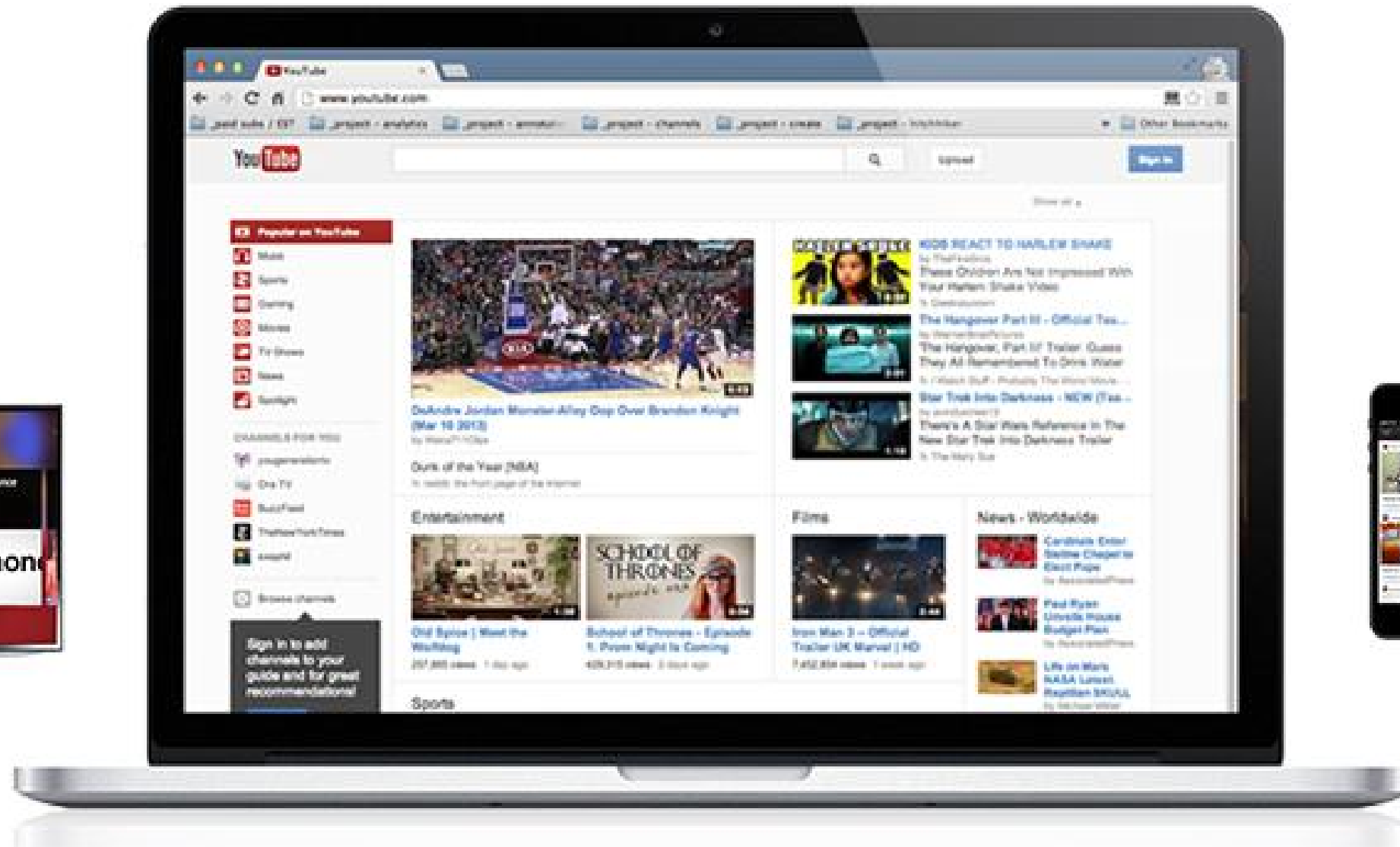




2. YouTube as a service











3. Qualitative insights



Device principles

Time of day

Control vs. Trust

Emotional connection

ASSIGNMENT WORKBOOK

NAME

EMAIL ADDRESS

REFERENCE ID



CONFIDENTIAL - DO NOT DISTRIBUTE

WELCOME!

Thank you for participating in our study! Over the course of the week we'll be asking you to participate in a series of activities and surveys that help us to understand your usage across different devices. We want to capture your experiences on how and when you're creating and consuming certain types of content that may be accessed through any of the following devices:

- Smartphone
- Tablet
- Laptop or desktop computer
- TV with cable or satellite subscription
- TV with internet capability (via gaming console or streaming media box such as Roku or Apple TV)

BEFORE WE BEGIN

- Before the study begins, go through this workbook and fill in the top section of each page with your 3-digit "Reference ID" number that was included in your welcome email. This will help us keep track of your responses.
- Pages are labeled by day and should be completed in full before continuing to the next day's activity. Pay attention to the bottom right corner of the pages for visual indicators to continue onto the following page , or to stop for the day .

INSIDE THIS BOOKLET

- WELCOME
- DAY 1
Photographs & Introductory Survey
- DAY 2
Diary Entries & End of Day Survey
- DAY 3
A Day in the Life
- DAY 4
Diary Entries & End of Day Survey
- DAY 5
A Day in the Life & Related Devices
- DAY 6
Diary Entries & End of Day Survey
- DAY 7
A Day in the Life & Space Maps
- DAY 8
Exit Survey & Workbook Return

NOTES:

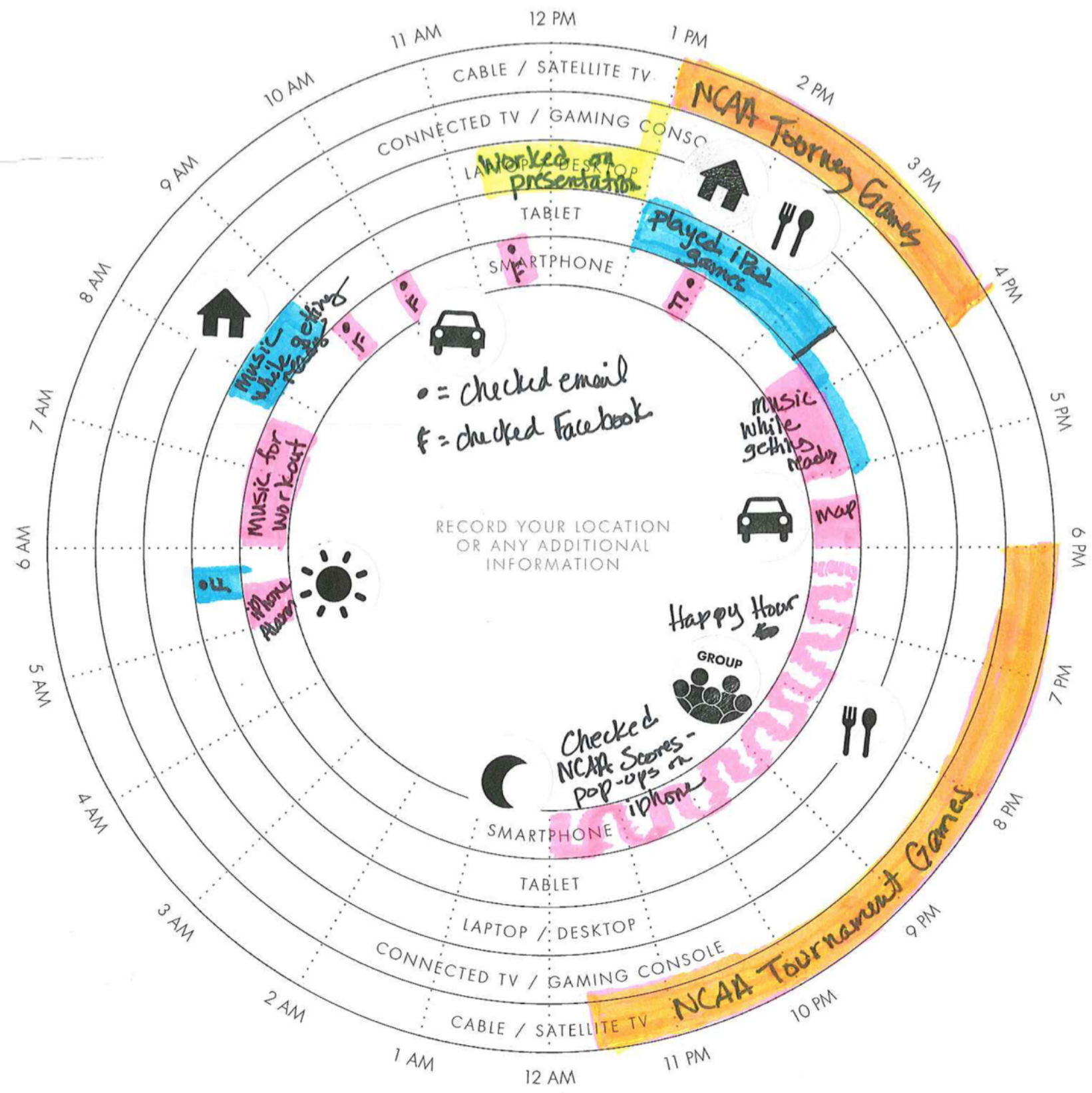
A DAY IN THE LIFE

EXAMPLE



TYPES OF MEDIA ACTIVITIES TO REPORT

- Sharing media (photos or links) in person or on social networks, email, chat or other sites
- Organizing media for yourself or to share with others (making or adding to Pinterest boards, Netflix queues, music playlists, photo albums)
- Watching videos and music, both online and/or downloaded (YouTube, iTunes, Pandora, Spotify)
- Watching TV and movies



• = checked email
 F = checked Facebook

RECORD YOUR LOCATION
 OR ANY ADDITIONAL
 INFORMATION



Happy Hour

Checked NCAA Scores -
 pop-ups on
 iPhone



SMARTPHONE

Map



Map

Music while getting ready

Played iPad games



TABLET

SMARTPHONE



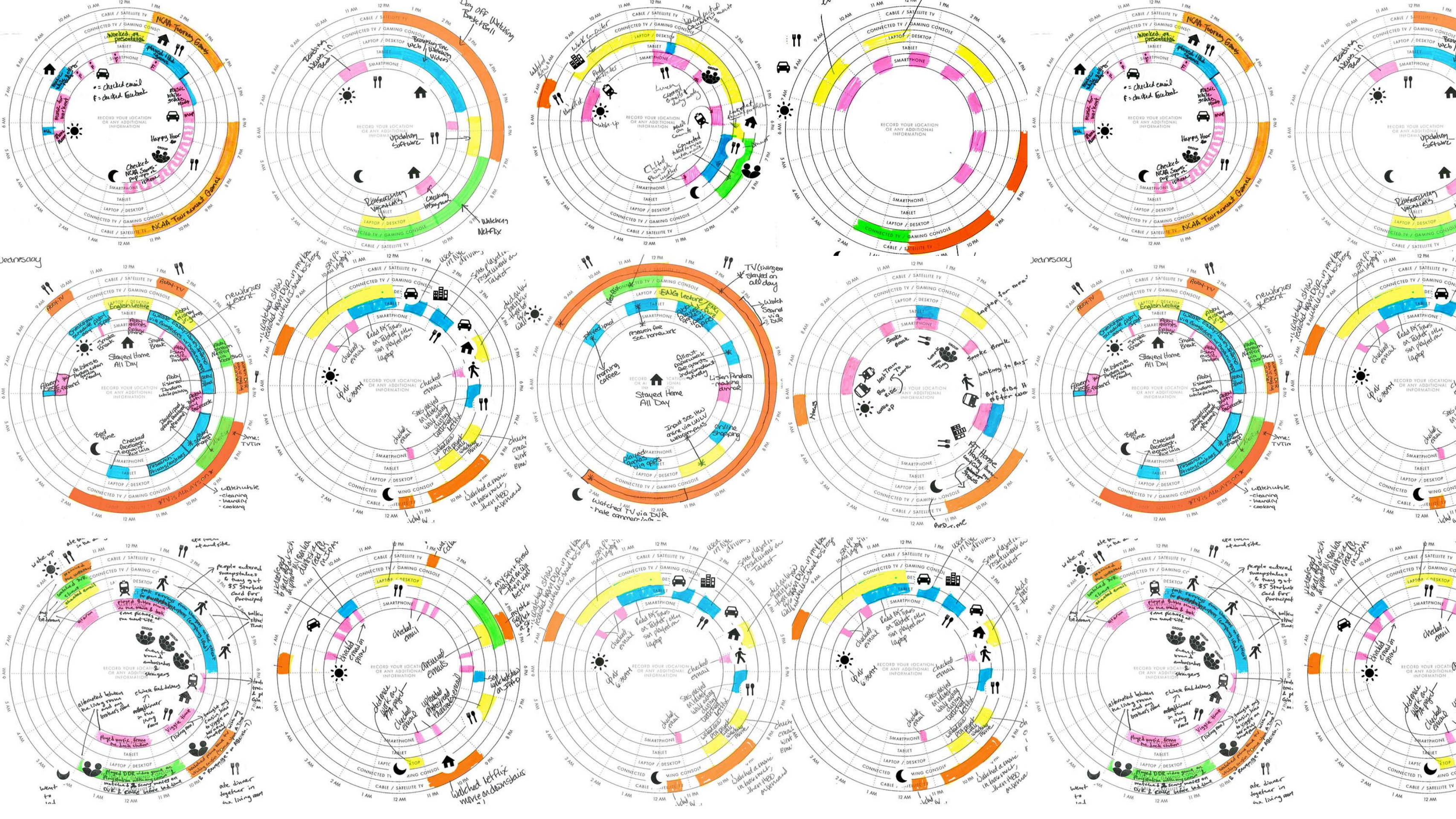
Map

Worked on presentation

LAPTOP / DESKTOP

CONNECTED TV / GAMING CONSOLE

CABLE / SATELLITE TV



3. Qualitative insights

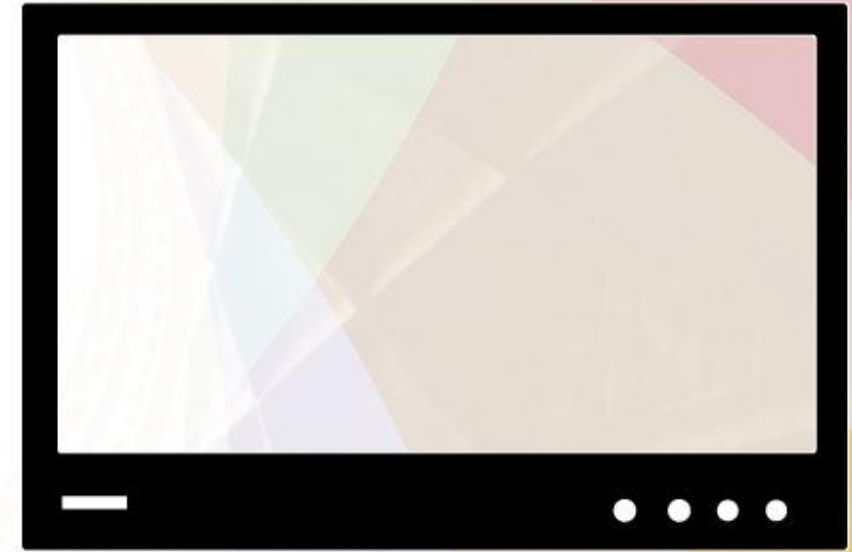
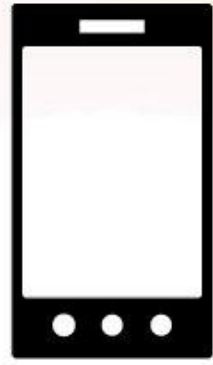
Device principles

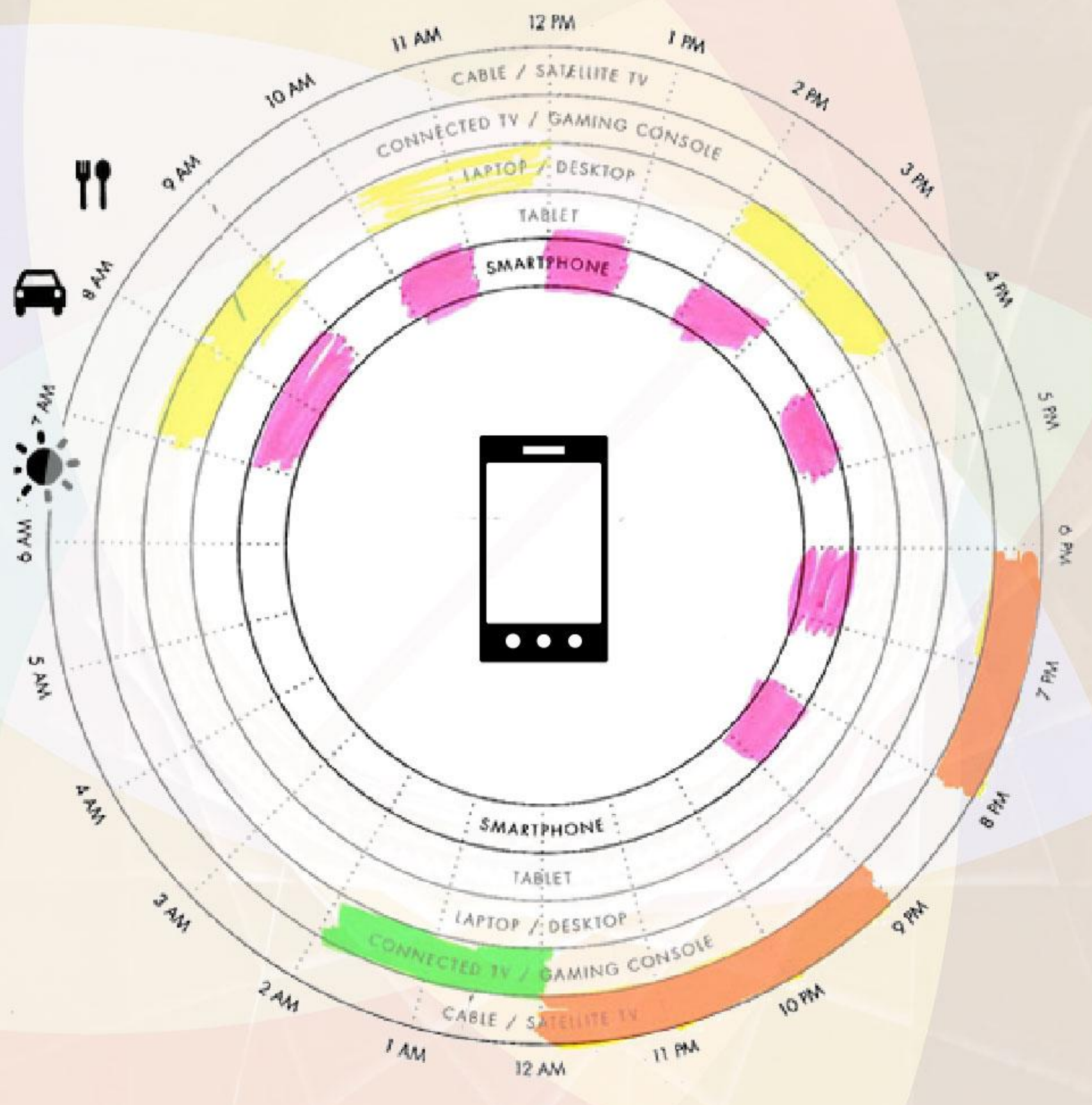
Time of day

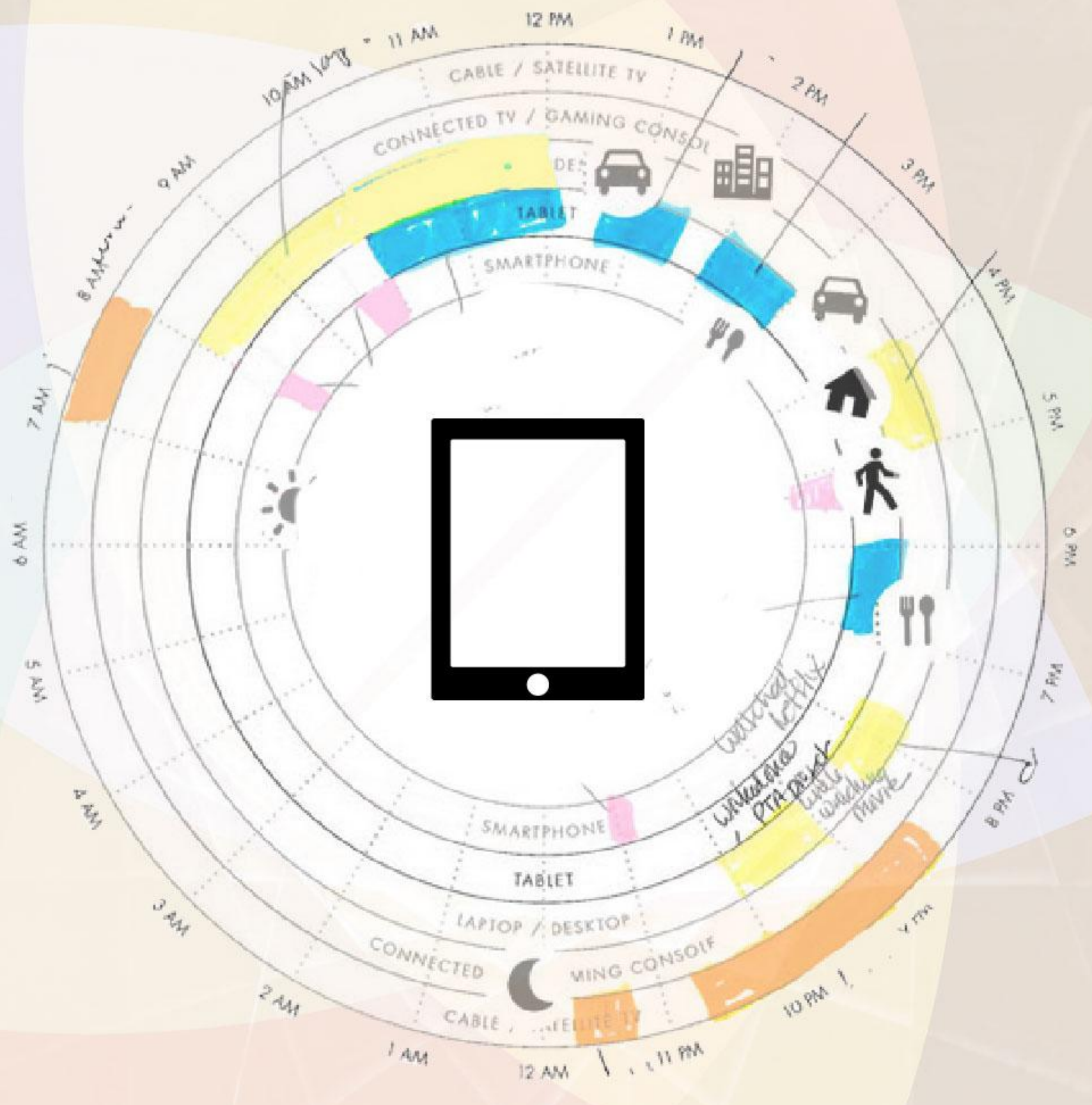
Control vs. Trust

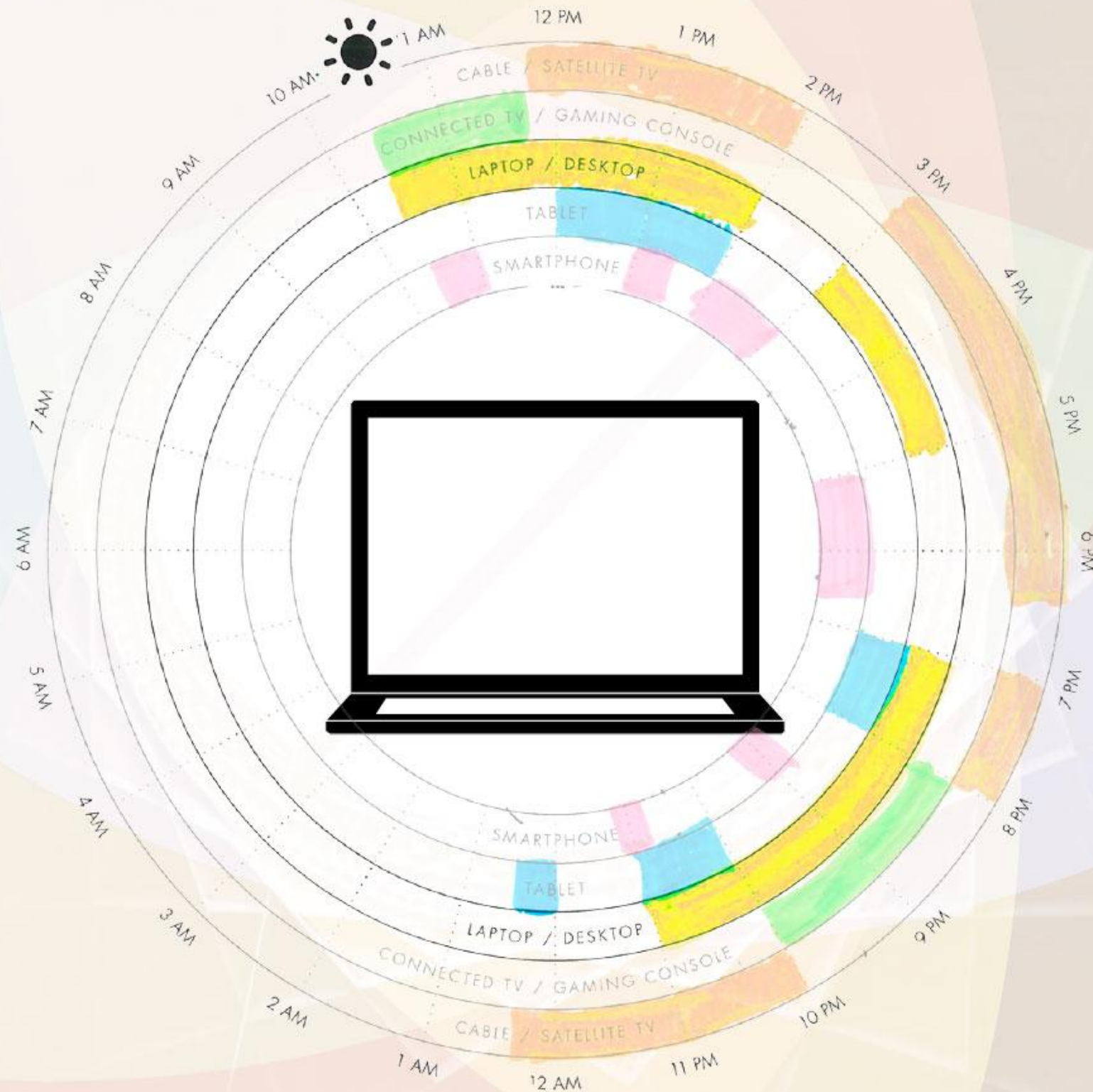
Emotional connection

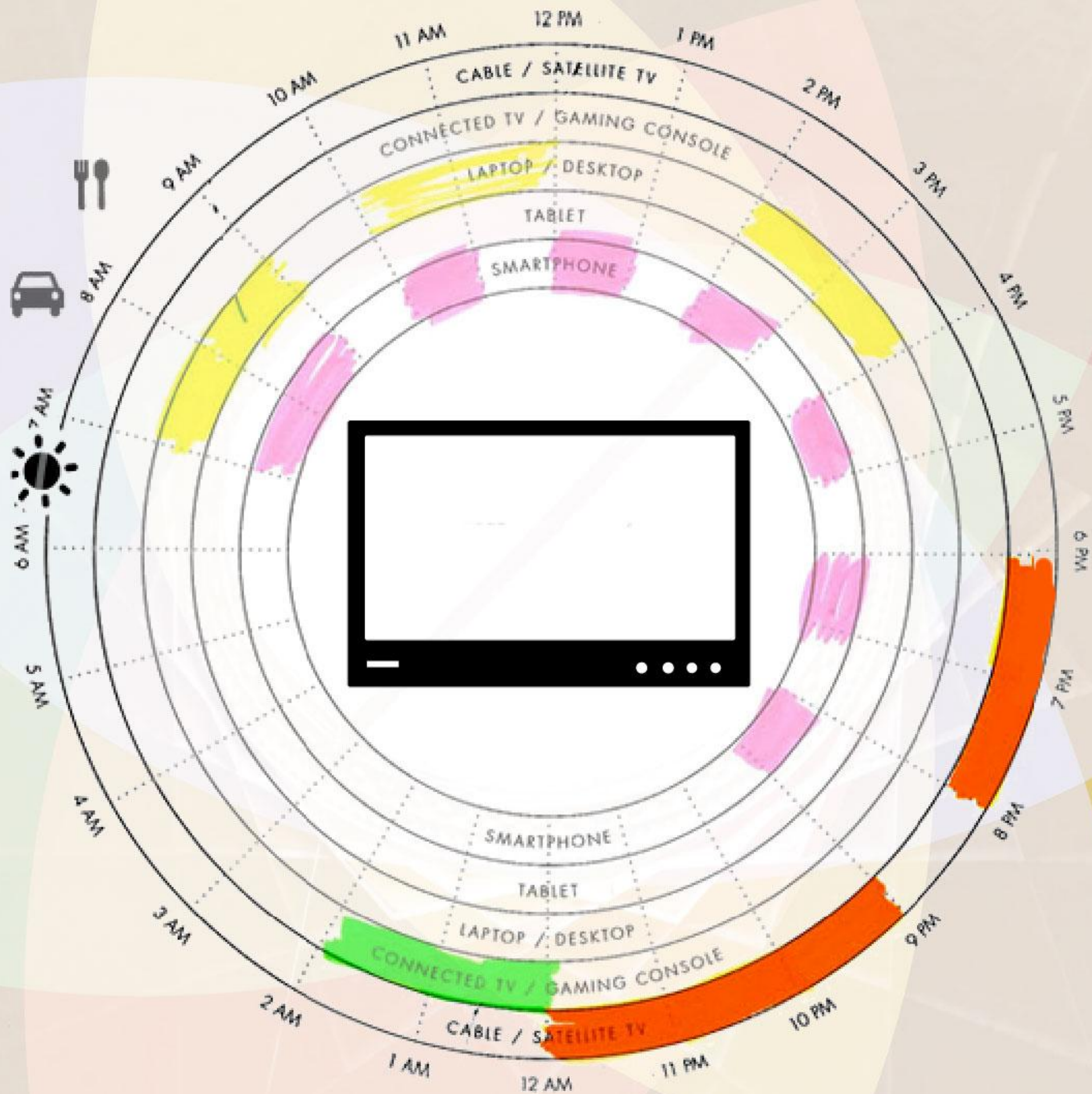












3. Qualitative insights

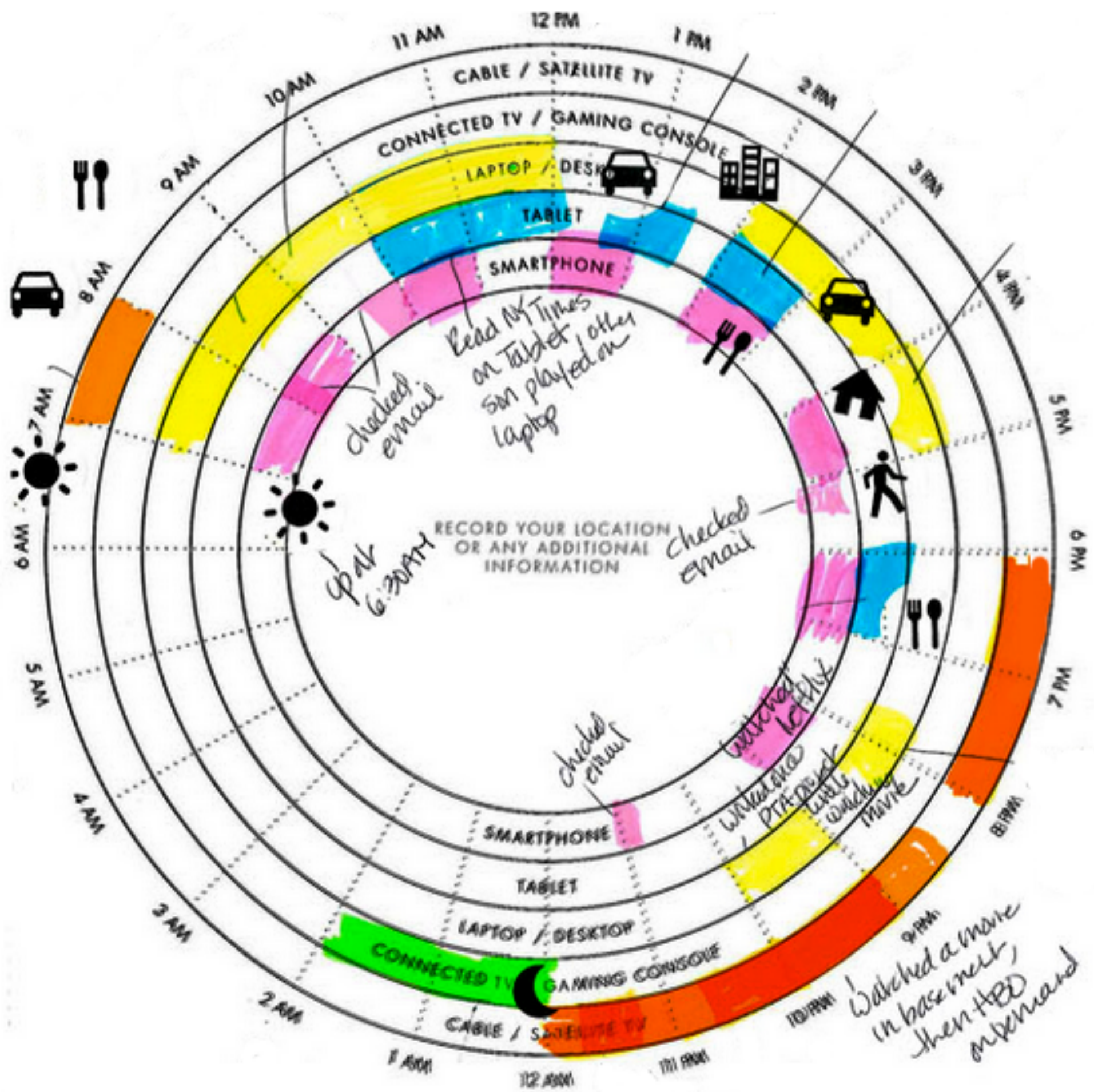
Device principles

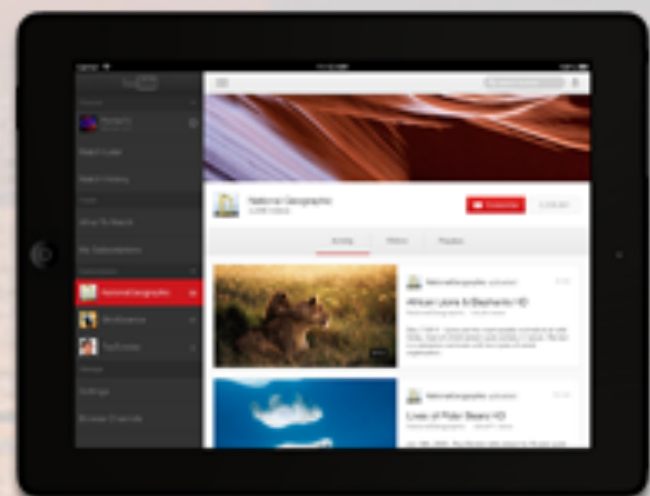
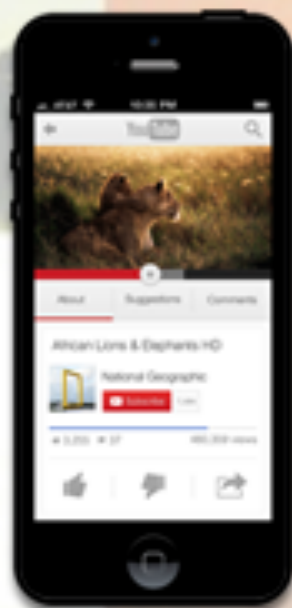
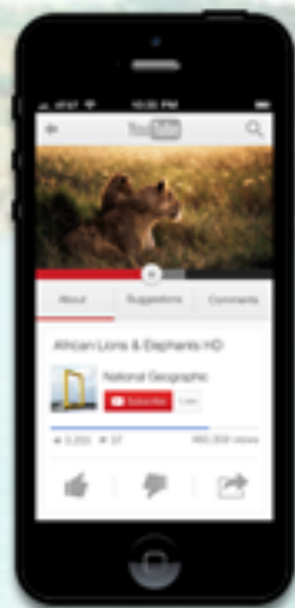
Time of day

Control vs. Trust

Emotional connection









TEDtalksDirector added to a playlist 3 weeks ago



BLACK: My journey to yo-yo mastery

TEDtalksDirector

148,127 views



communitychannel posted

3 weeks ago





What to Watch



ONE OF THOSE DAYS
CANDIDE THOVEX

One of those days - Candide Thovex

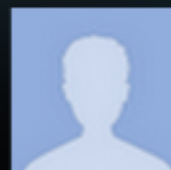


XTreme Video rated a video

A usual skiing day for Candide in his home resort, could have ended in a better way . . .



Wu-Tang Clan - Wu-Tang Forever (Disc 2) [Full Album]



video recommended

Tracklist: 1. Intro 0:00 2. Triumph 2:02 3. Impossible 7:40 4. Little Ghetto Boys . . .



A Day In The Life of



futureshorts uploaded

Dir: Jeremy Cole / UK / thoughts on his Stepdad



search

3. Qualitative insights

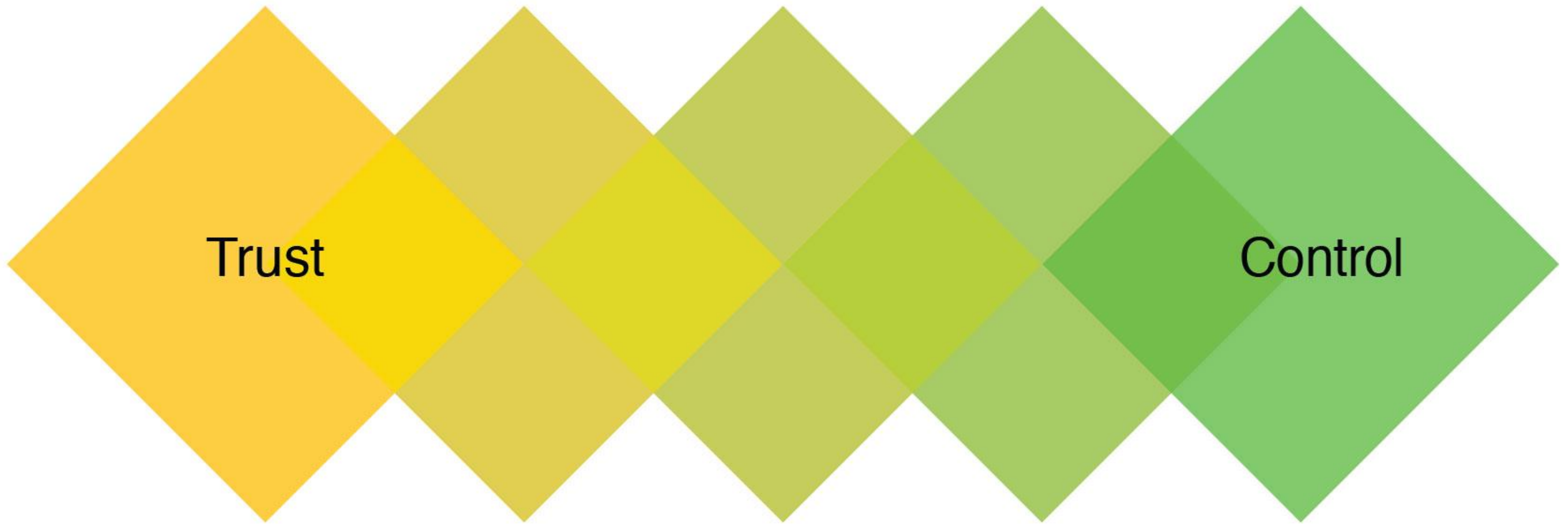
Device principles

Time of day

Control vs. Trust

Emotional connection





Trust

Control



Next up in What to Watch



Keith Apicary's Victory Dance



video recommended

Keith responds to Dolph Ziggler's response
<http://tinyurl.com/847g6uj> Thanks to Jake . . .

You may also like...



The Search for Scree - Brook MacDonald 2013



redbull uploaded a video

New Zealand Downhill Mountain Bike Champion
Brook MacDonald searches for some new and . . .



Mad Mike drifting C New Zealand



redbull uploaded a

Watch the Behind the S
<http://youtu.be/WtAsd>
New . . .

Title Card: highlight the video

The screenshot shows a video player interface for the video 'Surfer - The Hot 100 Movie'. The background is a dark, moody image of a surfer riding a wave. In the top right corner, there are two white square buttons labeled 'S' (Search) and 'G' (Back). The video title 'Surfer - The Hot 100 Movie' is prominently displayed in white. Below the title, the channel name 'Quiksilver' is shown, followed by the upload date 'Apr 1, 2012' and a description: 'SURFER Magazine presents the 2012 Hot 100 Movie. Featuring the best young surfers in locations all over the globe, the movie is a mind-blowing distillation of the...'. To the right of the description, two circular callouts show the video's duration '38 mins' and view count '406,755 views'. At the bottom, a horizontal carousel of video thumbnails is visible, with the current video highlighted. The text '2 of 37' is centered above the carousel. A yellow oval highlights the 'Next in What to Watch' text and the carousel. Another yellow line points from the word 'Context' to the carousel area.

Search Back

Context

Next in What to Watch

Surfer - The Hot 100 Movie

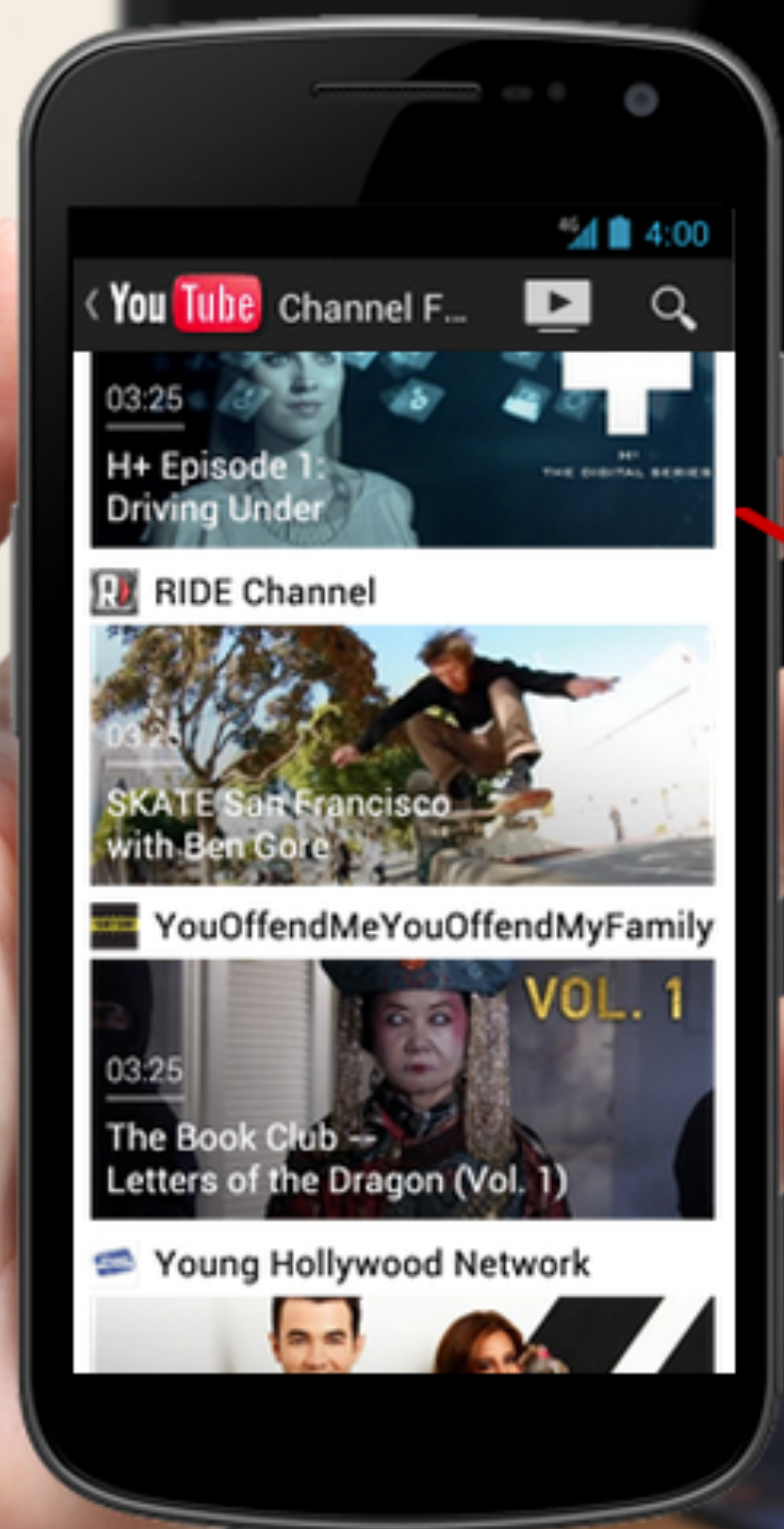
surfer Quiksilver

Apr 1, 2012 - SURFER Magazine presents the 2012 Hot 100 Movie. Featuring the best young surfers in locations all over the globe, the movie is a mind-blowing distillation of the...

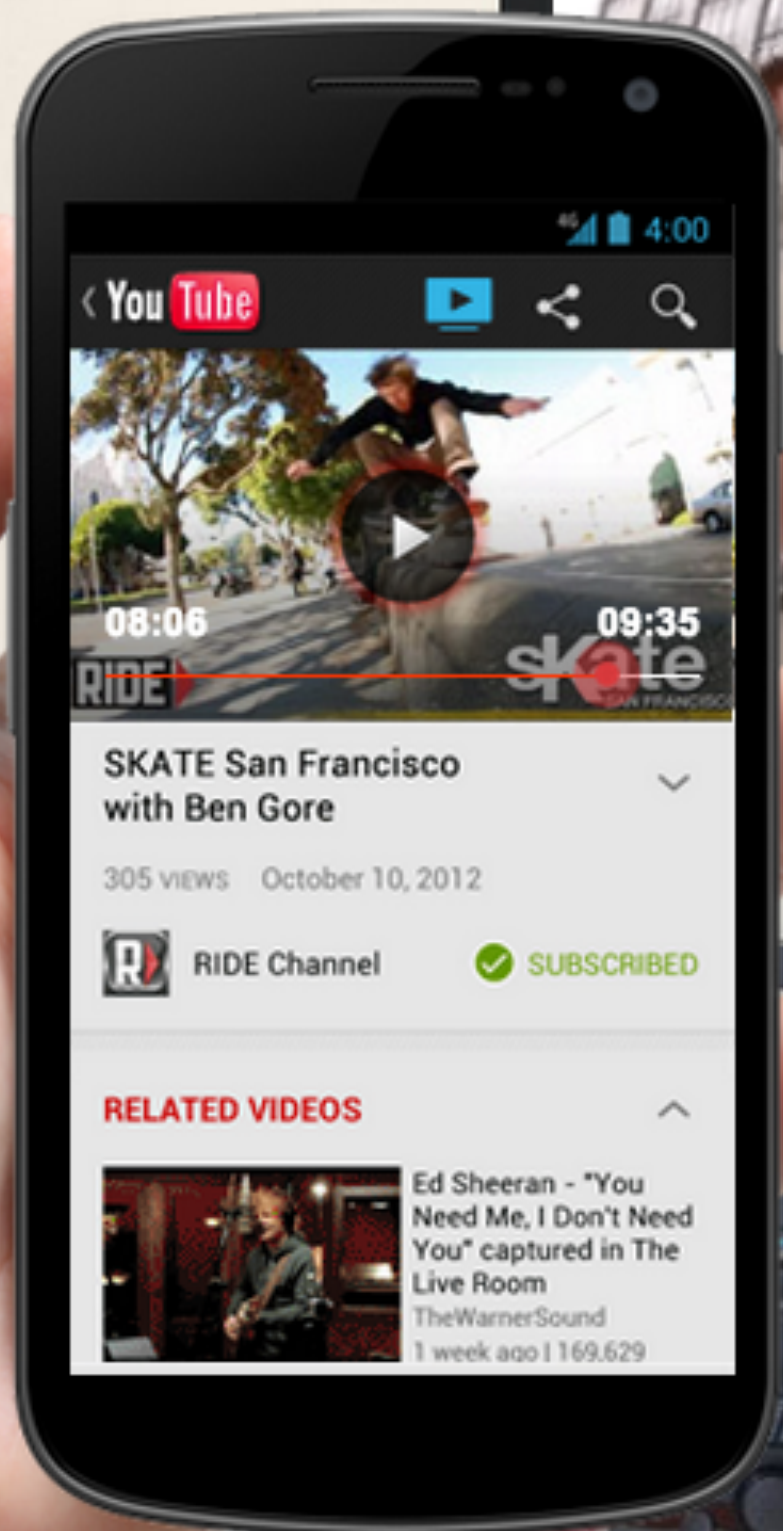
38 mins

406,755 views

2 of 37



Choose a video
Scroll down to select one



3. Qualitative insights

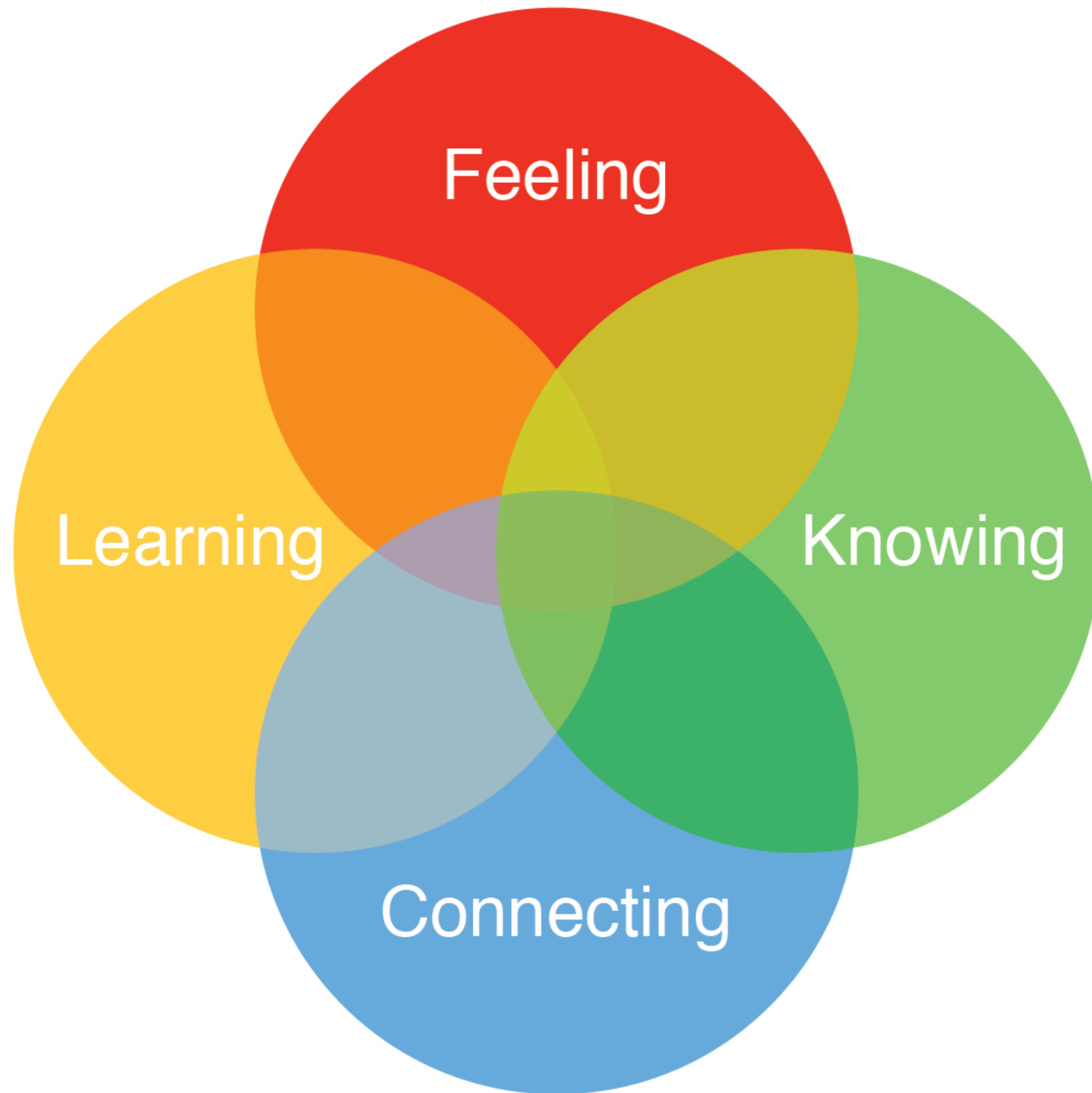
Device principles










Time of day

Control vs. Trust

Emotional connection

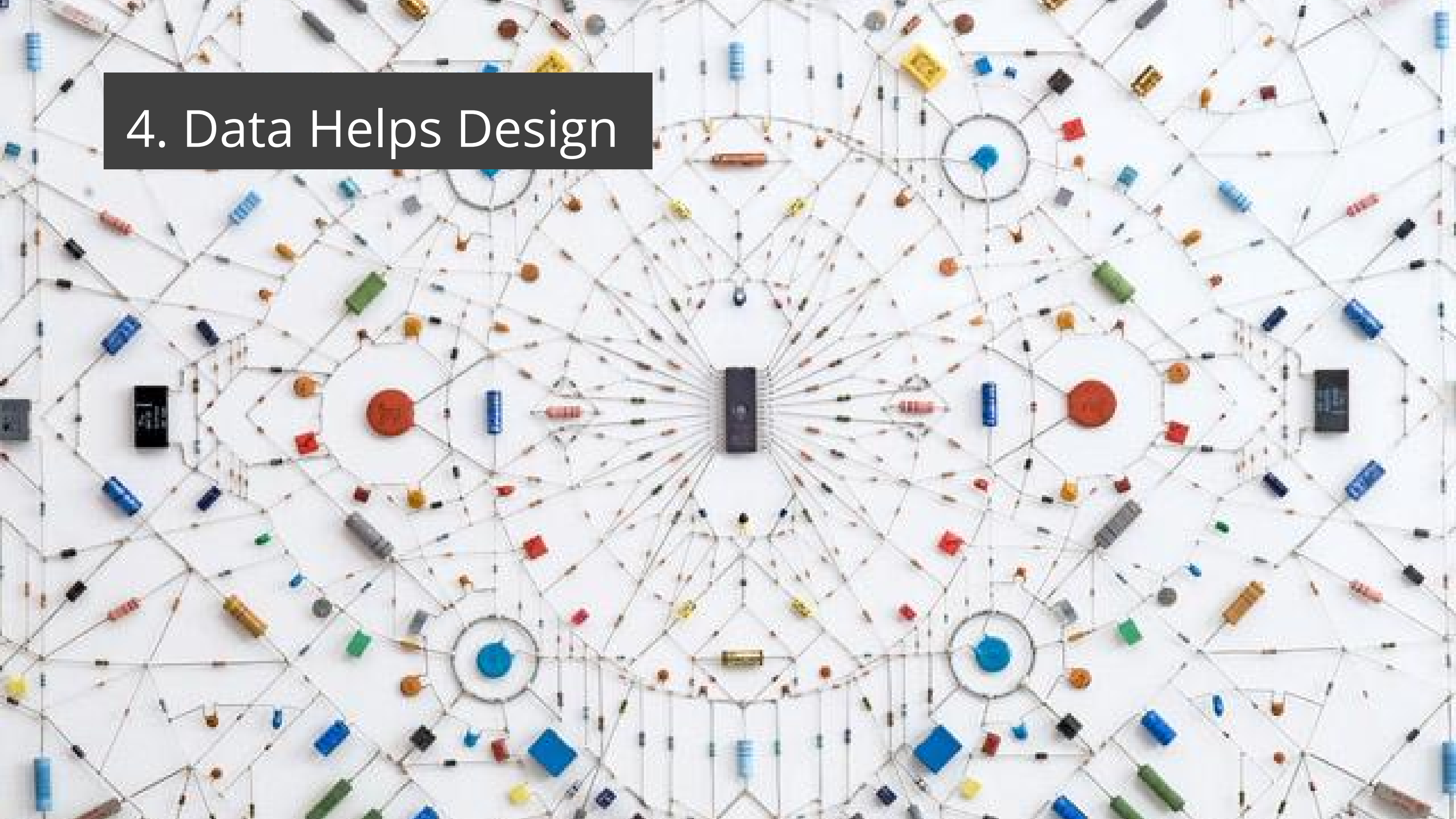




-  Popular
-  Film & Animation
-  Autos & Vehicles
-  Music
-  Pets & Animals
-  Sports
-  Travel & Events
-  Gaming
-  People & Blogs

- Learn how to do something
- Know what's popular
- Know what's happening
- Immersed in a good story
- Make me laugh
- Blow my mind
- Inspire me
- Relax me
- Get me thinking

4. Data Helps Design







Bunny Faces
Regions • States • Landmarks • Industry
Rite • Swirls • Instruments • Hats • Toys • Hardware

Friend Soup
Marenda
The Little Engine That Could
The Little Engine That Could
The Little Engine That Could
The Little Engine That Could

Orange suitcases

Books

Pink suitcases
Books

Green basket

Red basket

Orange basket

Blue basket

Red basket

Content Configurations & Samples

small
1 item

Two small video thumbnails side-by-side. Each thumbnail shows a person surfing on a wave. The text on the thumbnails reads: "GoPro Camera", "Crazy killer wave rip curl coffee monster attacks", "Uploaded 1 min ago", and "22 views".

medium
1-2+ items

A grid of video thumbnails. On the left is a large thumbnail with the same surfing video. To its right is a 2x2 grid of smaller thumbnails. A tooltip above the top-right thumbnail says "Recommended because you watched (HD) Marina and the Diamonds - Primadonna fun time remix of...". Below the grid are "Related: surfing • kitesurfing" and "+ 4 more" buttons.

large
1-4+ items

A large video thumbnail configuration. On the left is a large video player showing the surfing video. To its right is a "RECOMMENDED FOR YOU" section with a list of video thumbnails and their titles. Below this is a grid of video thumbnails. On the far right is a "YouTube Recommends" section with a grid of video thumbnails and "Why recommended" links. At the bottom are "Related: surfing • kitesurfing" and "+ 4 more" buttons.

Captain Mandrake

- Watch Later 8
- Watch History
- Playlists

What to watch

- Social 19
- My subscriptions 32

SUBSCRIPTIONS

- From YouTube 30
- Sports 6
- Music 34
- Movies
- Marc Hemeon
- Mystery Guitar Man 17
- Radiohead
- Khan Academy 2
- CNN News
- Lost 16
- Weeds 23

- Manage Subscriptions
- Browse Channels



What to watch next

"Gangnam Style hits 1 Billion views and becomes the most watched video ever"

By Los Angeles Times about Psy - Gangnam Style

1 year ago · 1.4 billion views

Farm-to-table terry richardson intelligentia mustache elegant resident, butcher food truck...

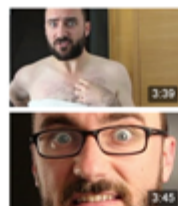
4 MORE



vSauce

Why do we play games?

1 min ago · 22 views



Why do we wear clothes?

1 min ago · 22 views



Shoud you eat yourself?

1 min ago · 22 views

New and noteworthy



FEATURED
New York Times

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Channels you may know



Heather Traher

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Kurt Wilms

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Marc Hemeon

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Recommended for you



Maru

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Britney Spears VEVO

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Madonna Official

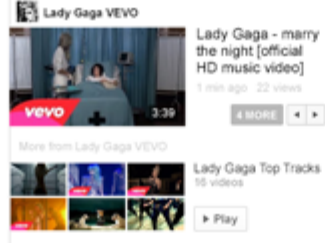
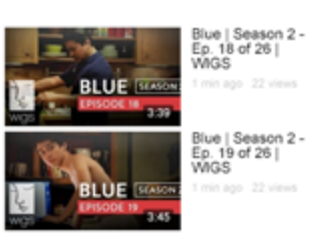
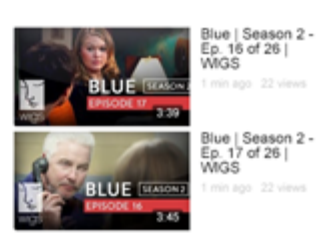
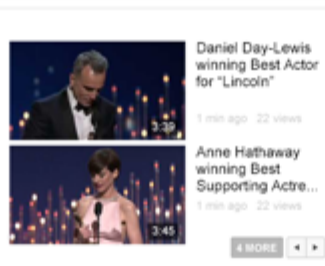
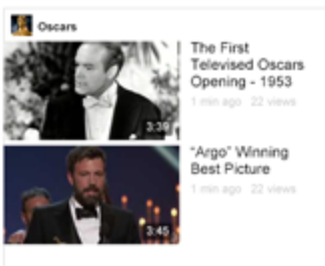
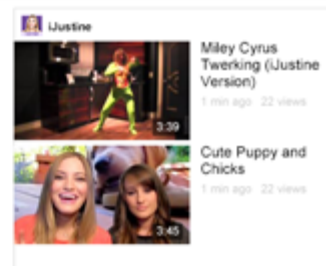
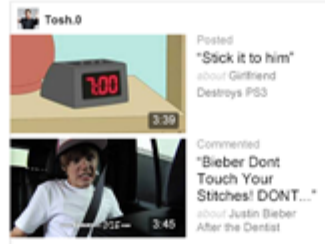
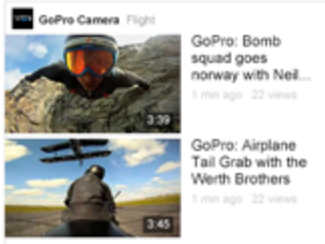
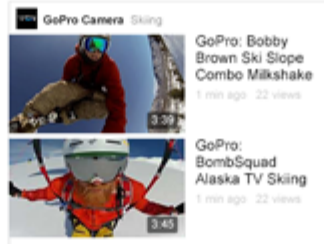
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BBC America

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What to watch next

"Gangnam Style hits 1 Billion views and becomes the most watched video ever"

By Los Angeles Times about Psy - Gangnam Style

1 year ago · 1.4 billion views

Farm-to-table Terry Richardson intelligencia mustache elegant restaurant, butcher food truck...




3:30

4 MORE

vSauce

Why do we play games?


1 min ago · 22 views



4:20

Why do we wear clothes?

1 min ago · 22 views



3:40

New and noteworthy

FEATURED

New York Times

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- Channels you may know**
- Heather Traher**
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 - Kurt Wilms**
Subscribe · 5,500,140
 - Marc Hemeon**
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- see more

Recommended For You

YAY WORLD!

Hooray! No Domsday!

1 min ago · 22 views



3:54

4 MORE

Justine

Miley Cyrus Twerking (Justine Version)

1 min ago · 22 views



3:54

Oscars

The First Televised Oscars Opening - 1953

1 min ago · 22 views



3:54

"Argo" Winning Best Picture

1 min ago · 22 views



3:54

4 MORE

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 - Madonna Official**
Subscribe · 5,500,140
 - BBC America**
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Wigs

BLUE SEASON 2

EPISODE 15

4:20

NEXT EPISODE: Blue | Season 2 - Ep. 15 of 26...

1 min ago · 22 views

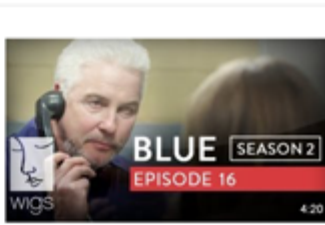


Blue | Season 2 - Ep. 16 of 26 | WGS

4:20

Blue | Season 2 - Ep. 16 of 26 | WGS

1 min ago · 22 views

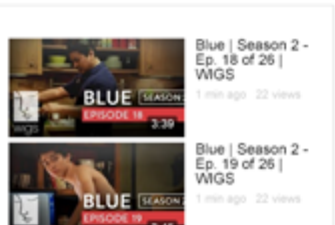


Blue | Season 2 - Ep. 18 of 26 | WGS

3:39

Blue | Season 2 - Ep. 18 of 26 | WGS

1 min ago · 22 views



Lady Gaga VEVO

Lady Gaga - marry the night [official HD music video]

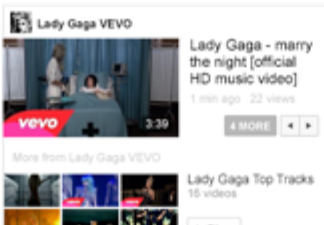
3:39

More from Lady Gaga VEVO

Lady Gaga Top Tracks

18 videos

Play



Surfing

GoPro: Gentrify aliqua pork belly tattooed

1 min ago · 22 views



3:54

GoPro: Seltan magna chambray dolores shorts

1 min ago · 22 views



2:17

GoPro: Gentrify aliqua pork belly tattooed

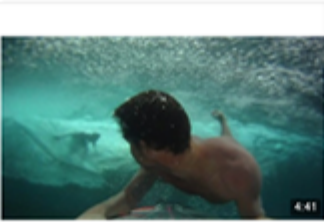
1 min ago · 22 views



4:20

GoPro: Desert deodorant dre...

1 min ago · 22 views



4:41

4 MORE

Josh Sassoon

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SUBSCRIPTIONS

Filter subscriptions...

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avocadolovesyou

TEDaaksDirector

NBC

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EpicMeatTime

Tuan Pham Minh

TTCdirektor

Will Staten

TheLumineers

ifc

sortedfood

CBS

afi

Jonathan Rudolph

tn

americanidol

SHAYTARDS

HBO

Madonna

Country music

Alternative rock

JustinBieberVEVO

GuProMX

Browse channels

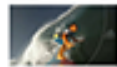
Manage subscriptions



Crazy killer wave rip curl coffee monster attacks pizmo beach wh...
Uploaded 22 views 24 mins ago



Go Pro Dubset Baby Come Home
Uploaded 3,914 views 2 days ago 3:31



GoPro Spine Ride with a great white roll...
Uploaded 109 views 27 mins ago 4:47



Wigs
4 new episodes



Ro | Episode 5 of 6 | Featuring Melonie Diaz
Uploaded 3,914 views 2 days ago 3:31



Ro | Episode 4 of 6 | Featuring Melonie Diaz
Uploaded 4,762 views 2 days ago 3:31



Ro | Episode 3 of 6 | Featuring Melonie Diaz
Uploaded 301 views 27 mins ago 4:47

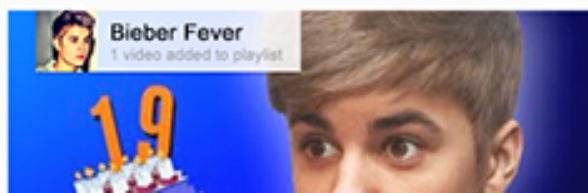


Ro | Episode 2 of 6 | Featuring Melonie Diaz
Uploaded 4 views 2 days ago 3:31

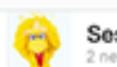


The Next Generation Space Suit
Uploaded 118,735 views 24 mins ago

"Donec blandit venenatis arcu sit amet auctor. Donec at velit sem. Nam pharetra pulvinar ante, sed bibendum orci inodunt et. Nunc et vestibulum sapien. Cras vitae mi sit amet eros sagittis imperdiet a ac felis."



Bieber Fever
1 video added to playlist



Sesame Street
2 new Episodes



Adam Sandler visits Sesame Street Part 2
Uploaded 3,914 views 2 days ago



Feist sings 1-2-3-4 with the cast of Sesame Street
Uploaded 3,914 views 2 days ago



Ryan Lewis
1 new upload

MACKLEMORE & RYAN LEWIS - THRIFT SHOP FEAT. WANZ...
Liked 118,735 views 24 mins ago



FuseTV
4 new uploads

Psy's "Gangnam Style" Remix EP feat. 2 Chainz, Tyga, Diplo, & Afrojack Wanda Patty Ninja Skittles
Uploaded 118,735 views 24 mins ago

"Donec blandit venenatis arcu sit amet auctor. Donec at velit sem. Nam pharetra pulvinar ante, sed bibendum orci inodunt et"



Lady Gaga Unaired FAME Ad sparks gun contro...
Uploaded 3,914 views 2 days ago 3:31



Justin Timberland's The 20/20 Experience
Uploaded 3,914 views 2 days ago 3:31



Jermaine Dupri Reveals his xBox secret identity
Uploaded 3,914 views 2 days ago 3:31



vSauce
1 New Episodes



Geek & Sundry
2 new videos and posts

Rhett & Link Get Down With the Darkness in "Goth Boy"
Uploaded 22 views 24 mins ago

"Proin sit amet convallis ligula. Praesent neque elit, ultrices nec hendrerit id, egestas quis path...

New and noteworthy

FEATURED

New York Times
Subscribe 5.5k

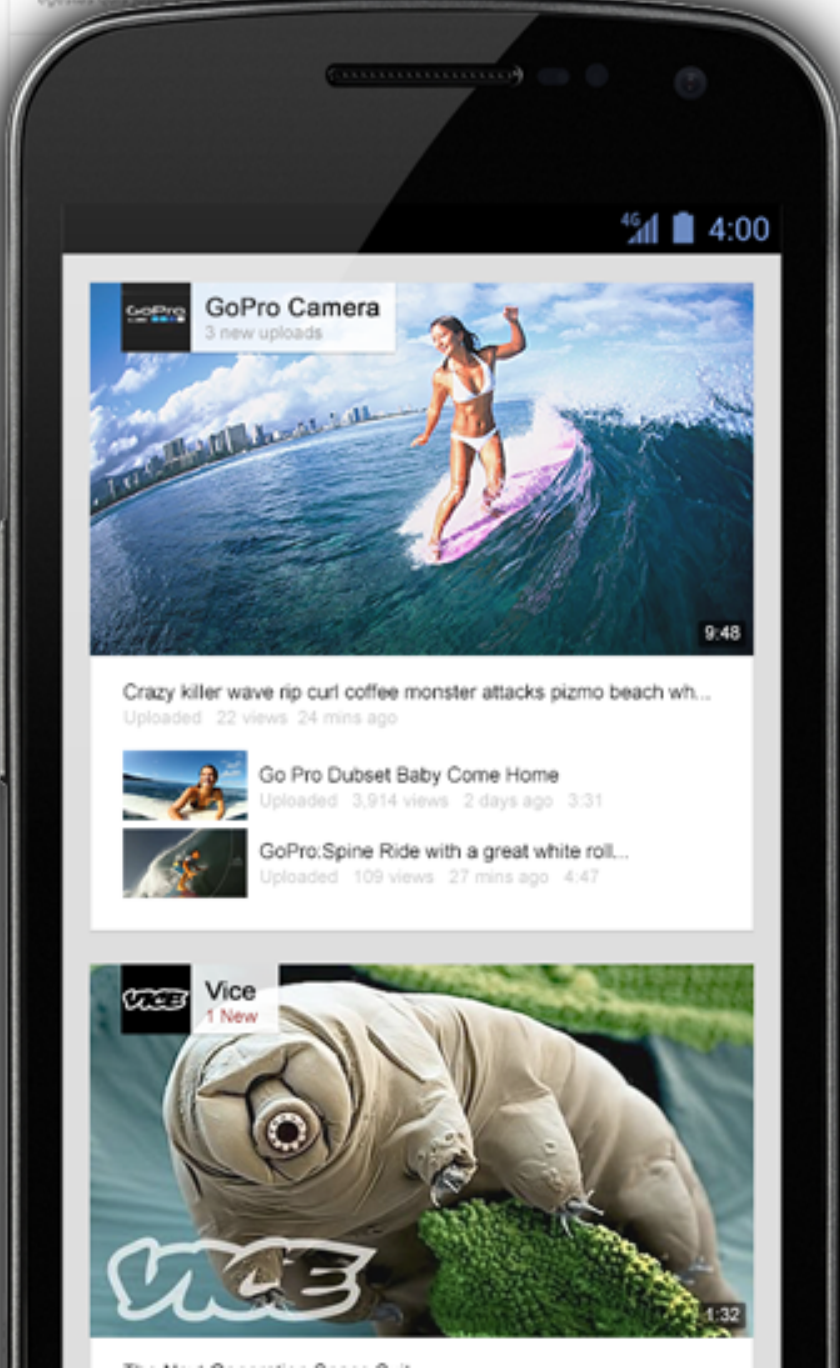
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Kurt Wilms
Subscribe 5.5k

Marc Hemeon No B...
Subscribe 5.5k



Captain Mandrake

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Marc Hemeon

Mystery Guitar Man 17

Radiohead

Khan Academy 2

CNN News

Lost 16

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"Gangnam Style Hits 1 Billion Views, Making it the Most Viewed Video in the History of the World"



posted by LATimes about PSY - GANGNAM STYLE (강남스타일) MV by Psy • 1.3 billion views

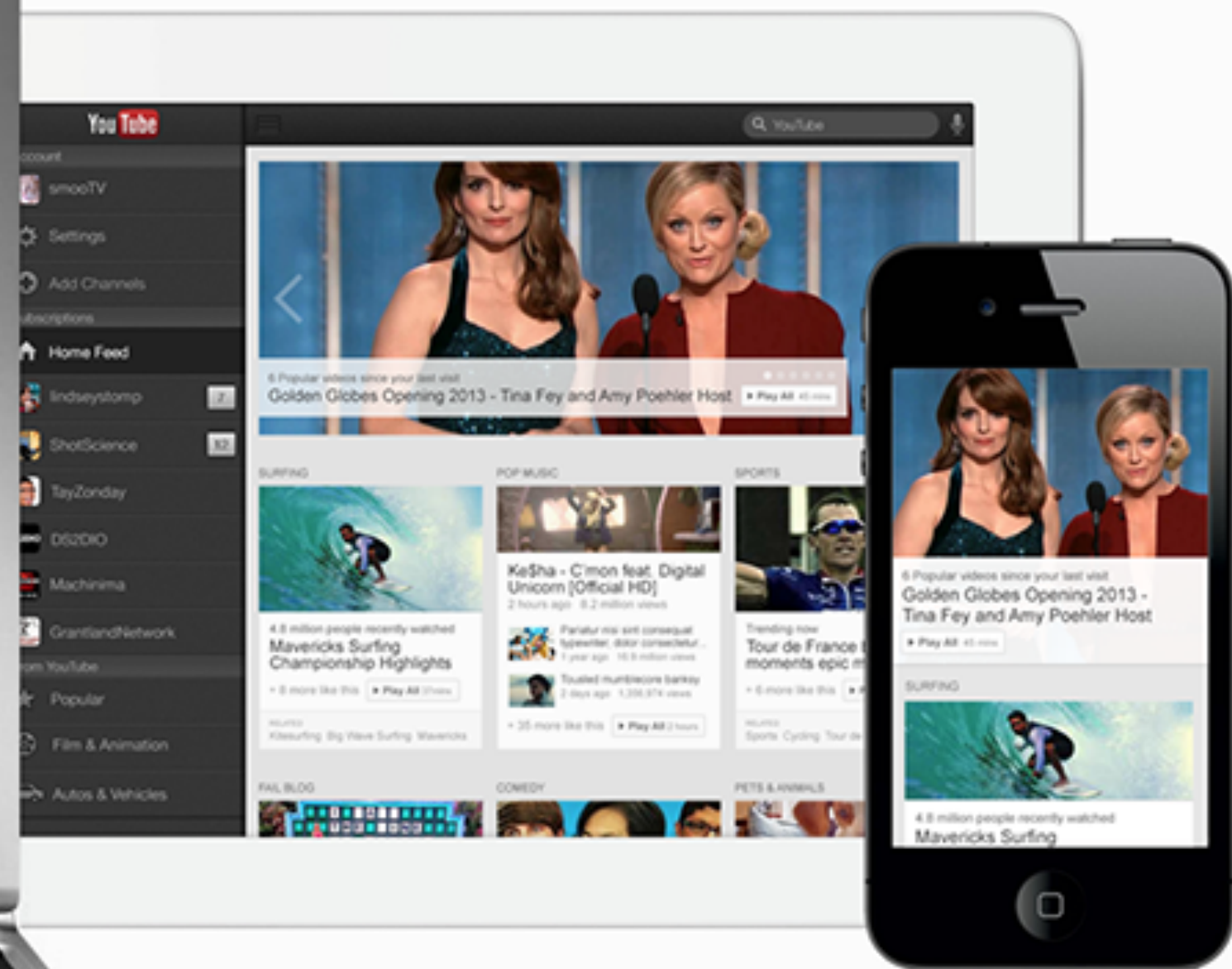


Fuse TV 3 mins

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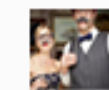
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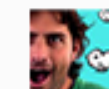
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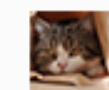


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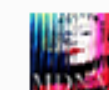
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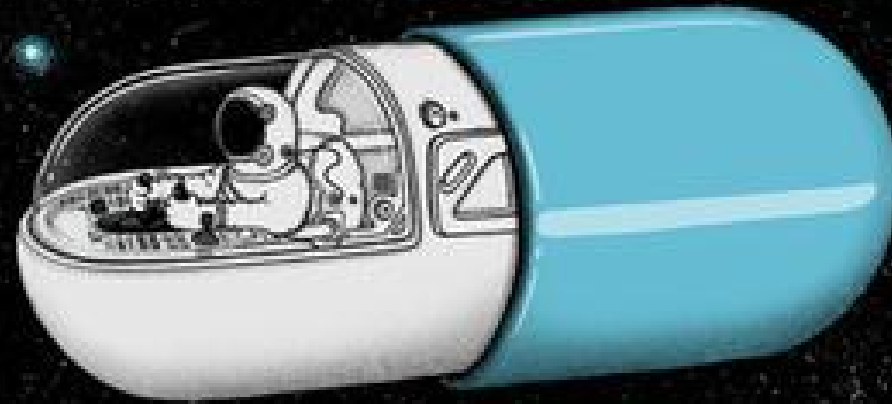


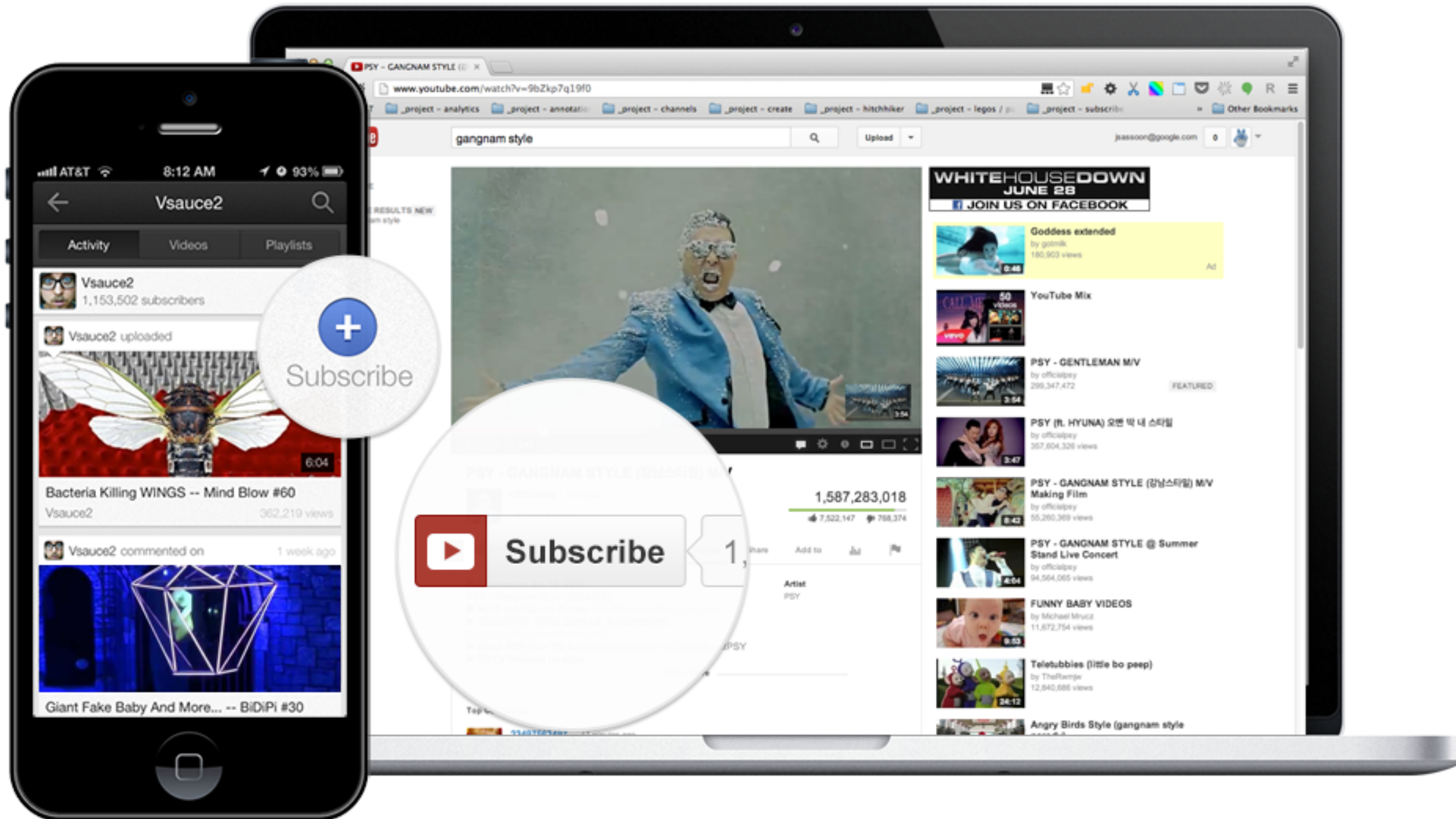
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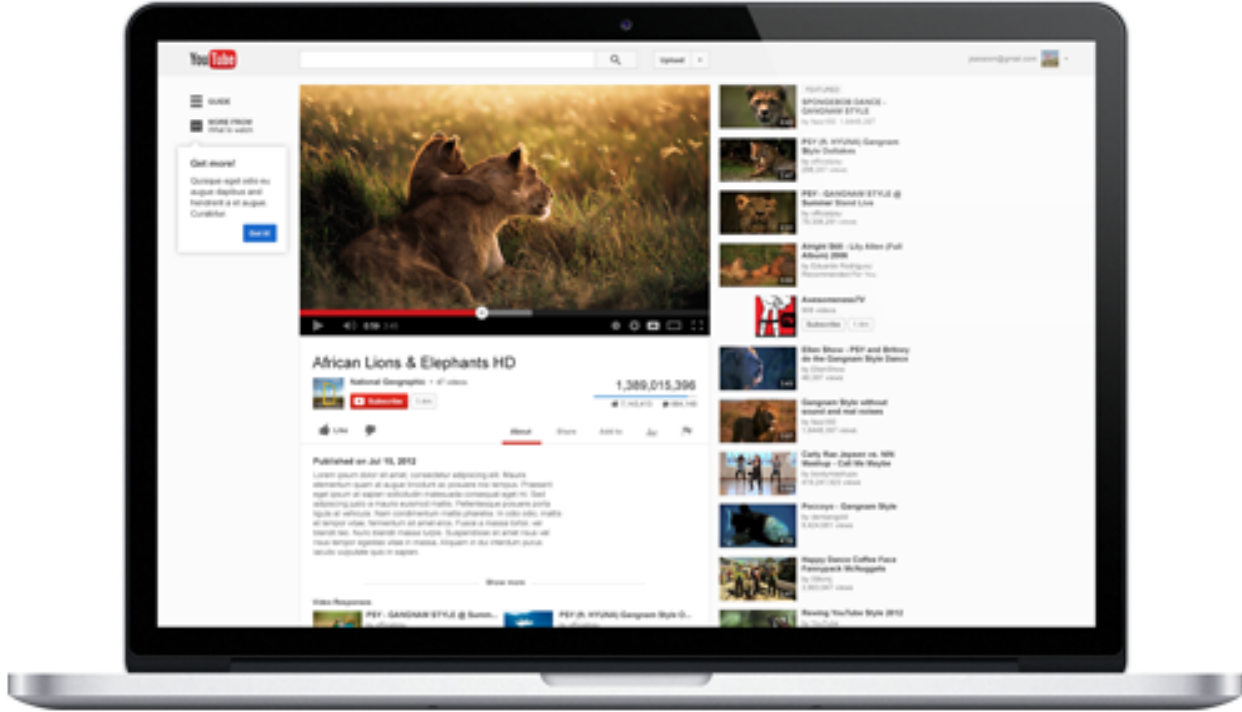
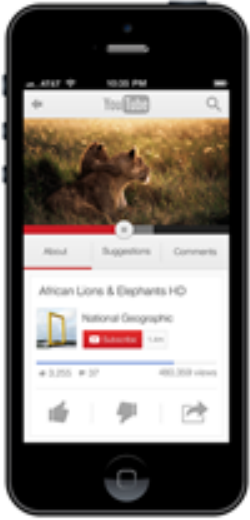
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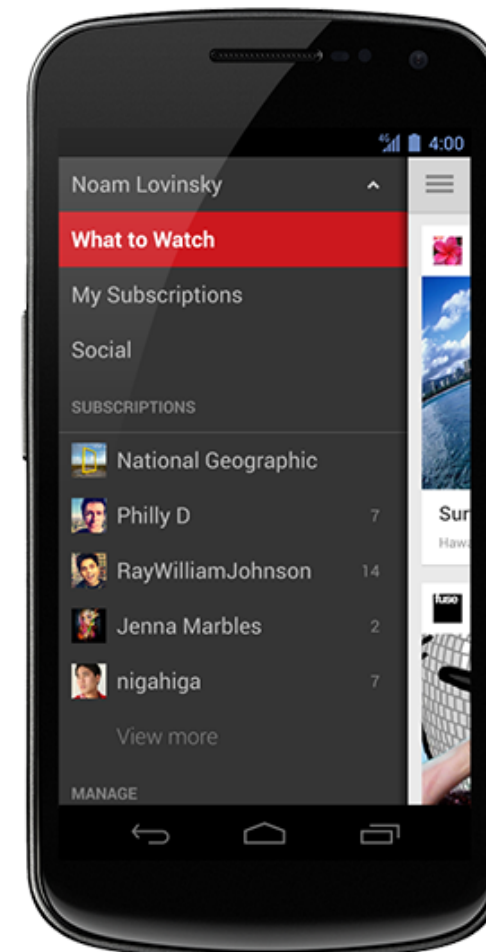
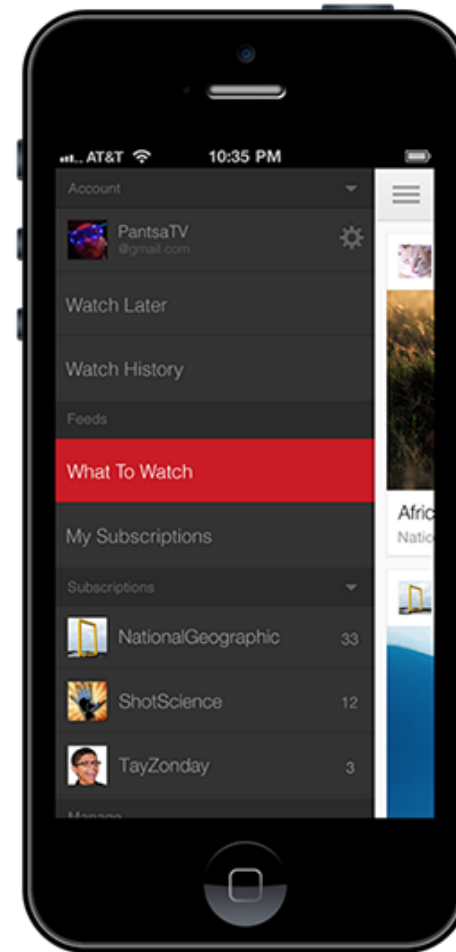
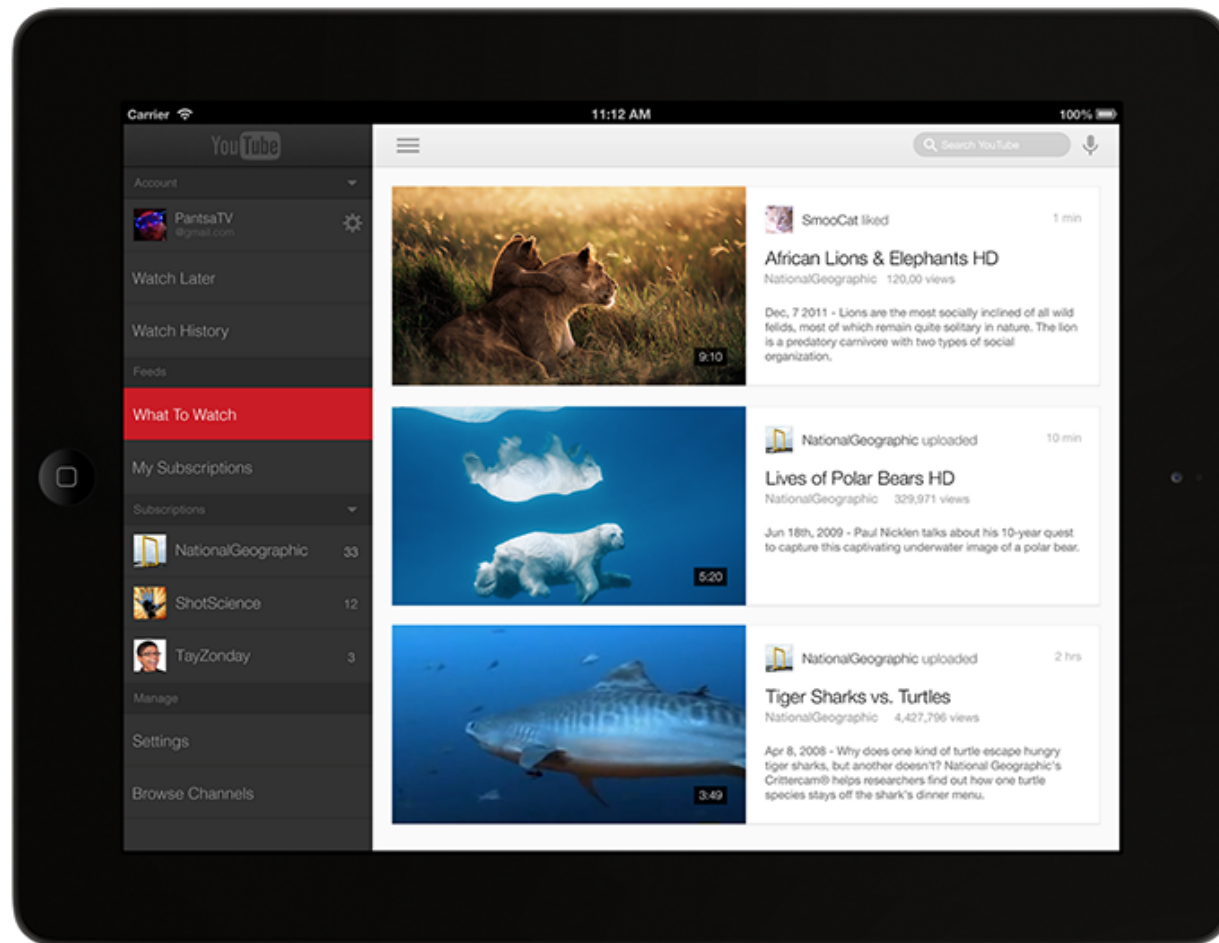




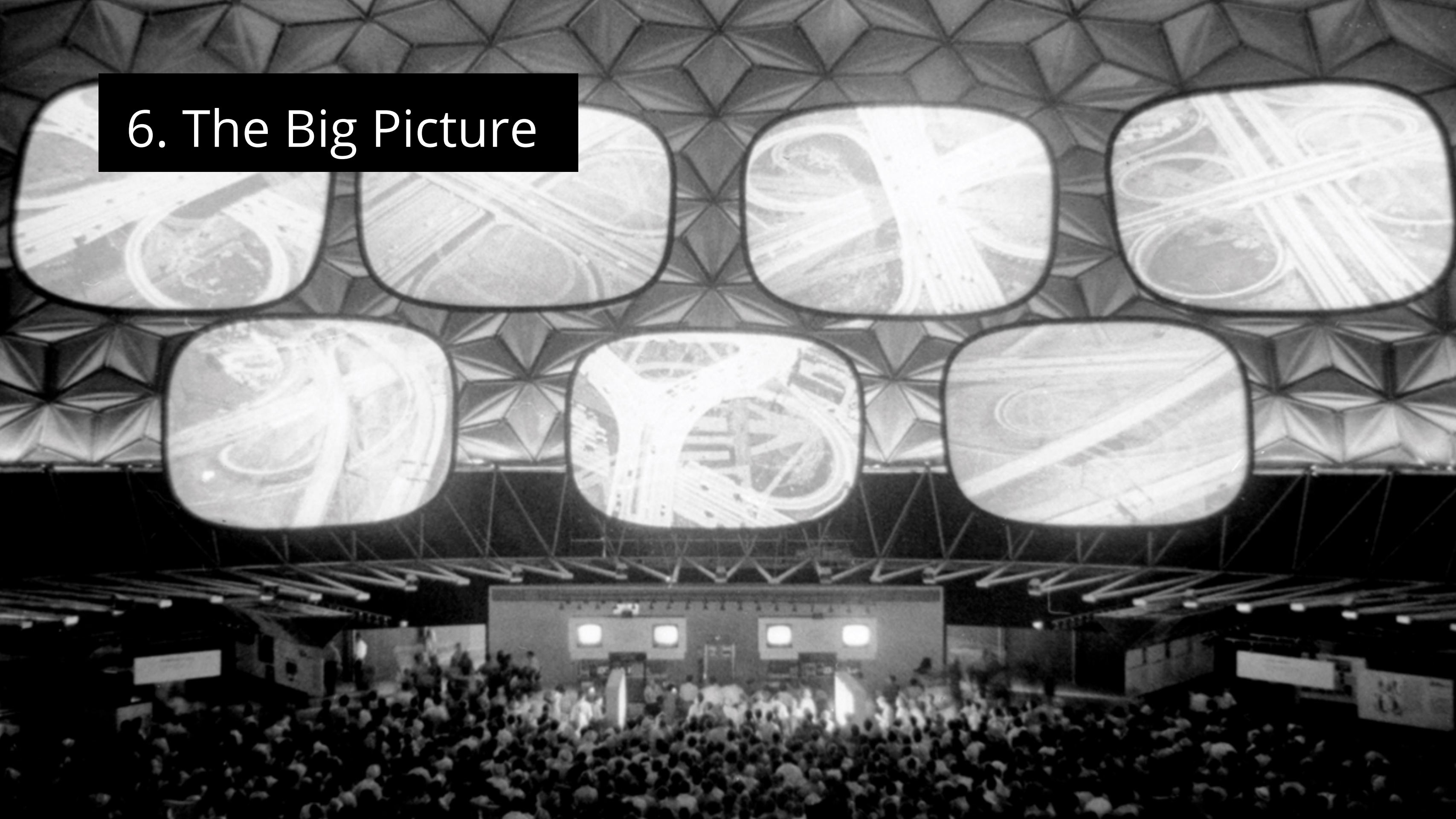
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6. The Big Picture



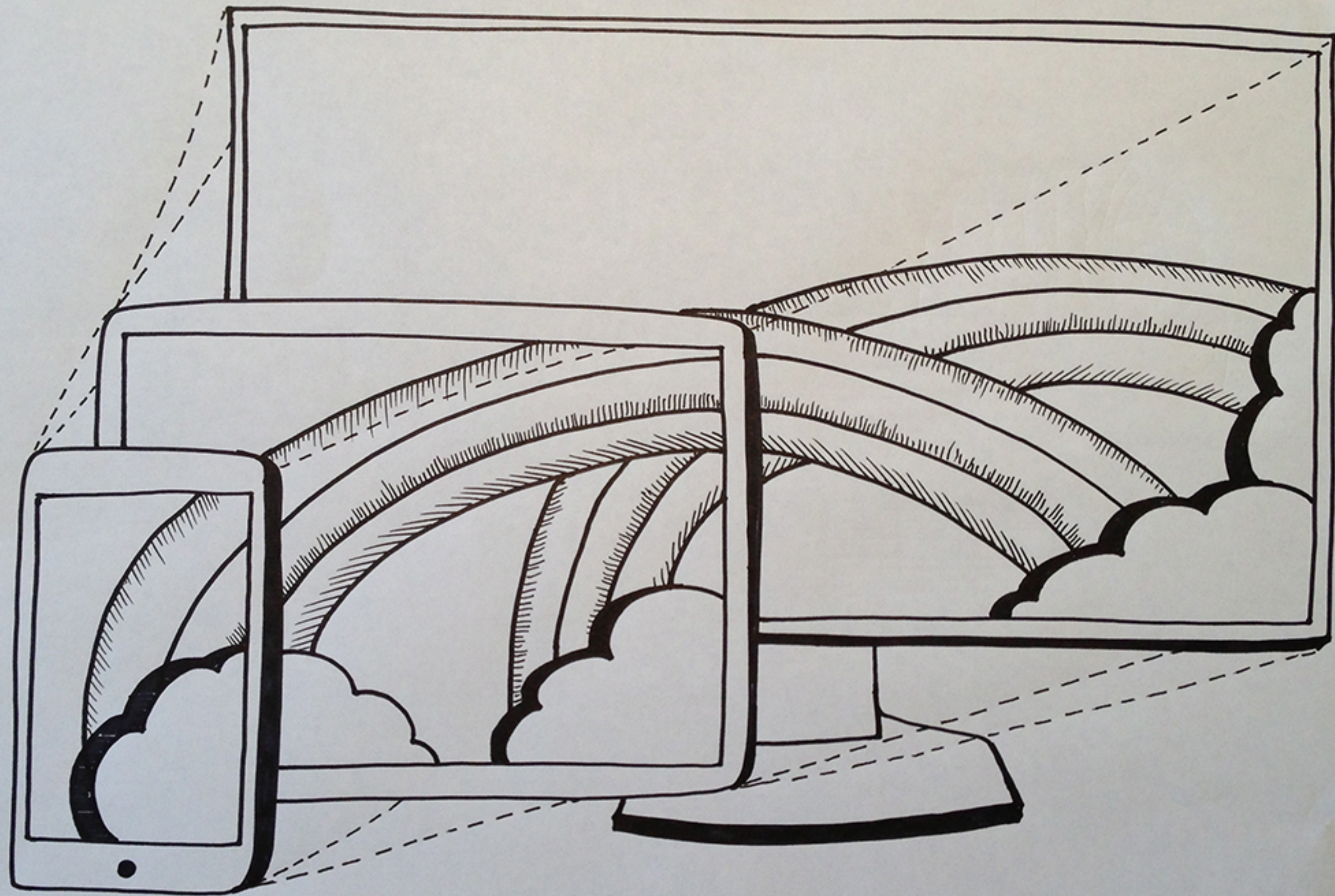




Fig. 4

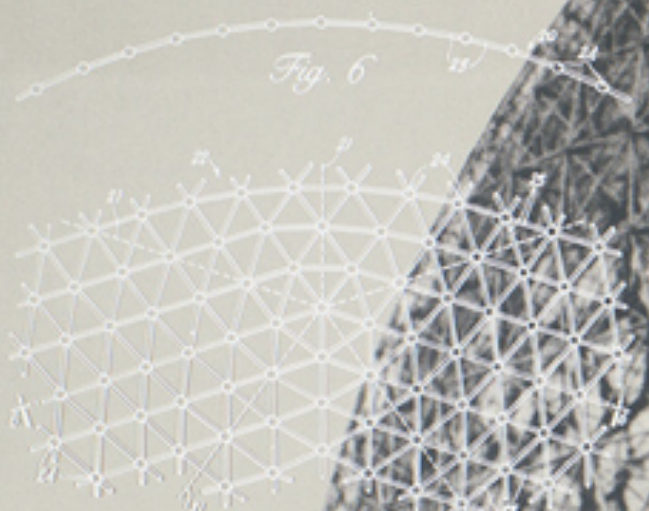


Fig. 5



Fig. 10



Fig. 13



Fig. 13b



Fig. 13a

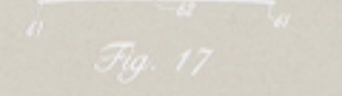


Fig. 17



Fig. 16



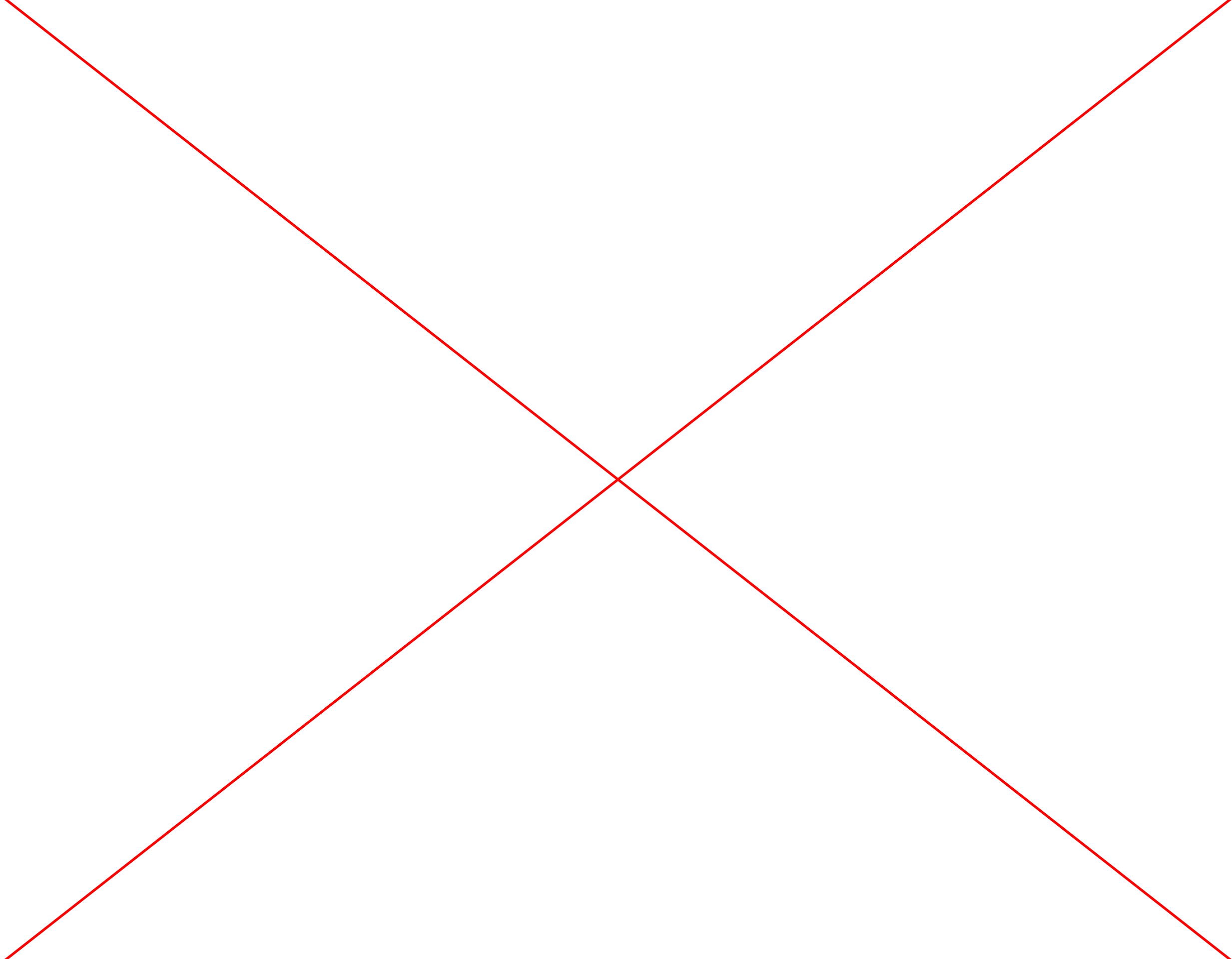
Fig. 18

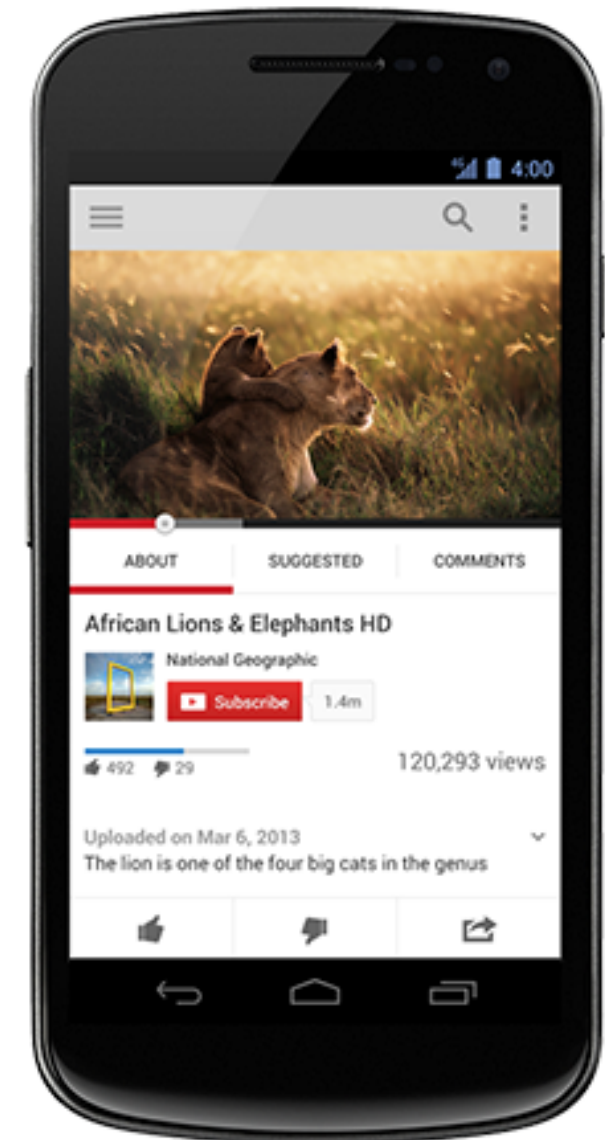
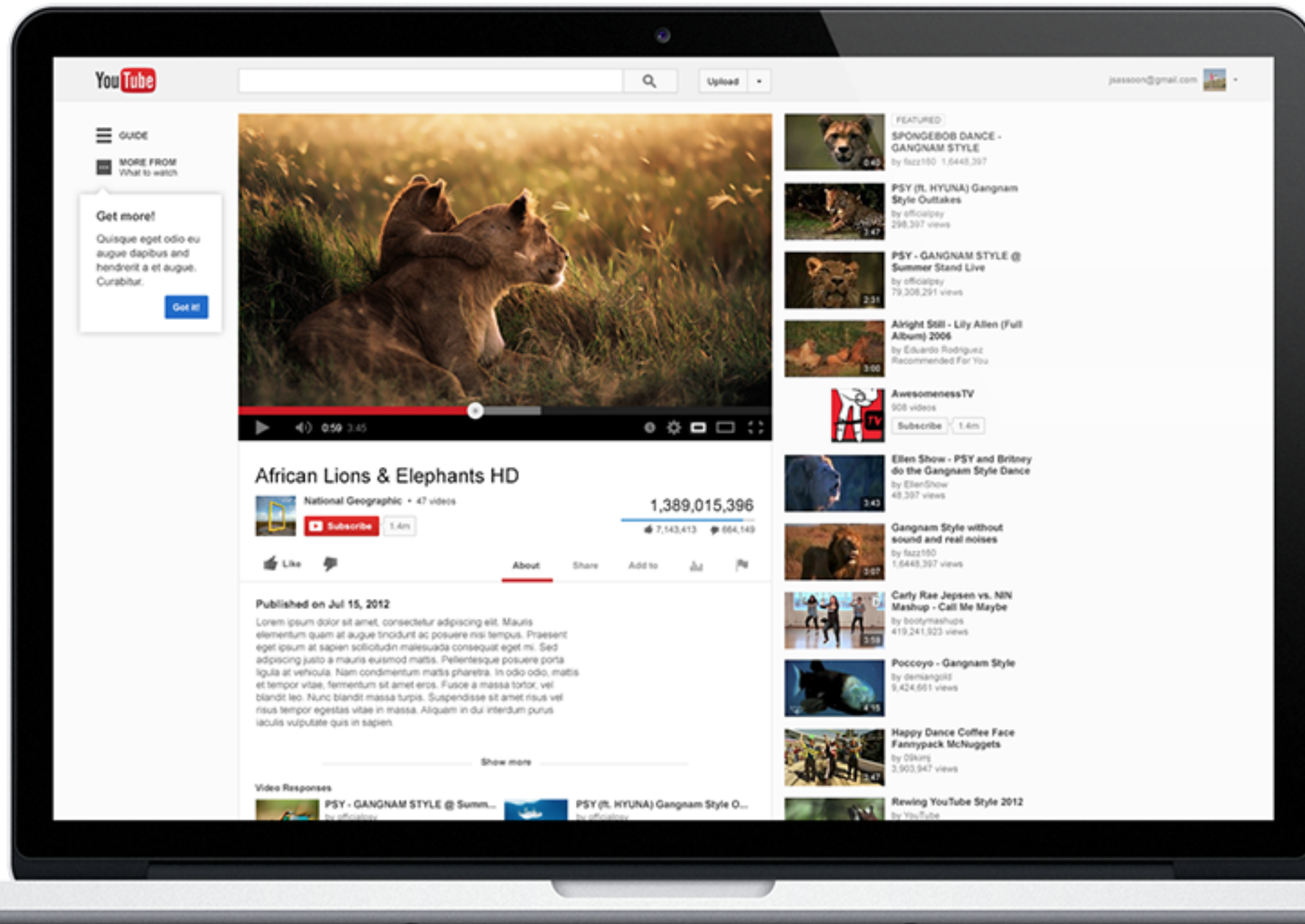


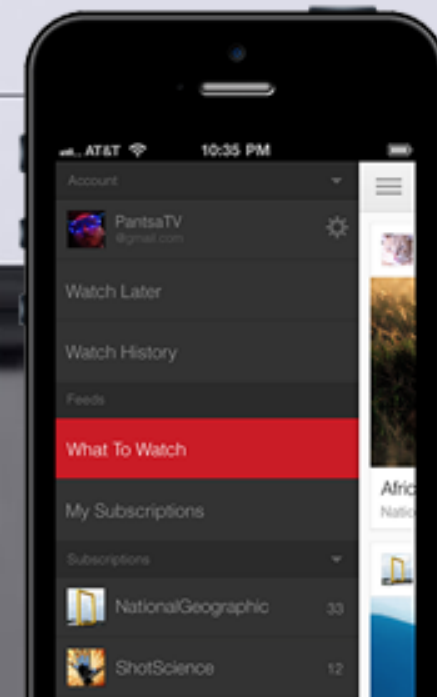
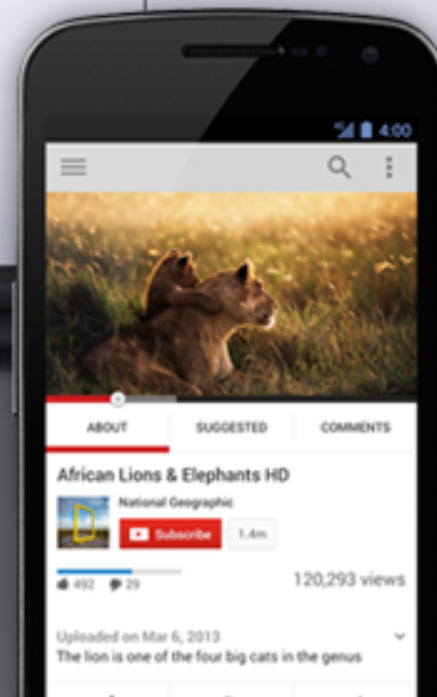
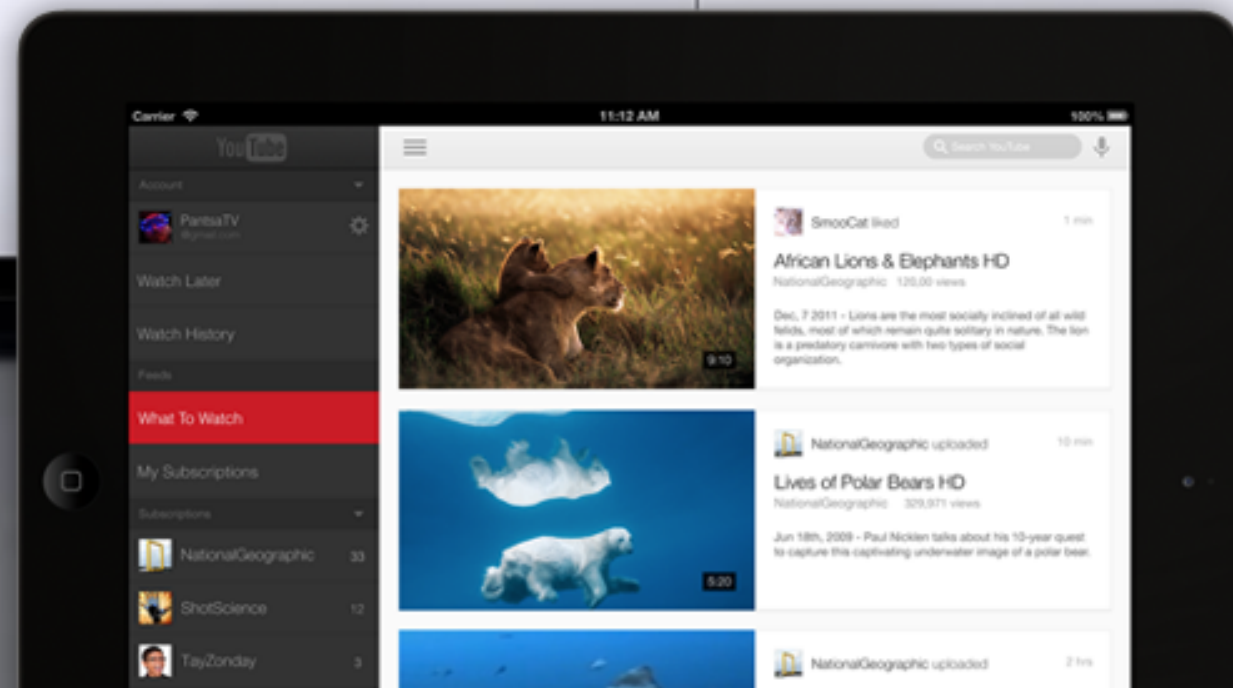
Fig. 8



Fig. 14







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