

Apps

Point of View Statements

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ICM 512 Principles of User Design

Video Hosting Apps



Vimeo

Users and content producers have no shortage of video hosting platforms. Applications including Vimeo, YouTube, and TikTok provide users with tools and platforms that make sharing video content easier with millions of other users.



YouTube

Each application has its own set of positive and negative aspects. This report seeks to visit the comments left in the app store to determine each application's Point of View statement. These statements will provide insight into resolving the application's root issues and generate a starting point to ideate a

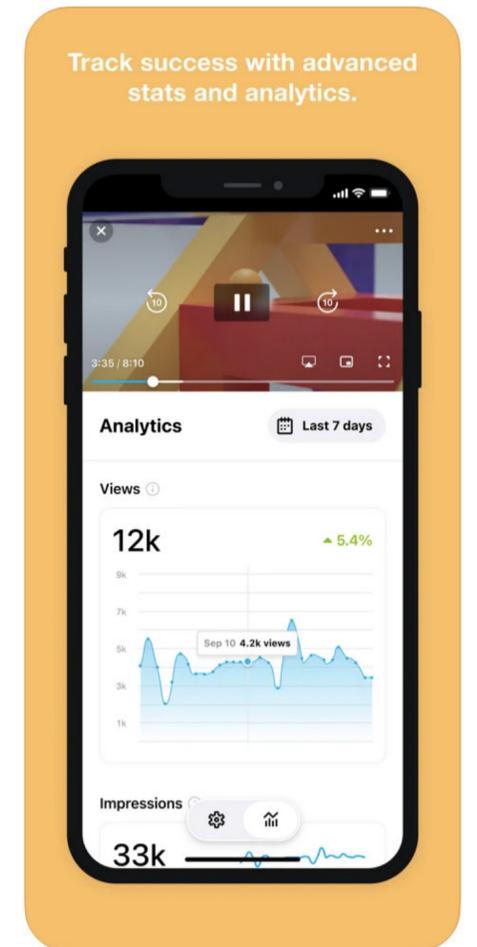
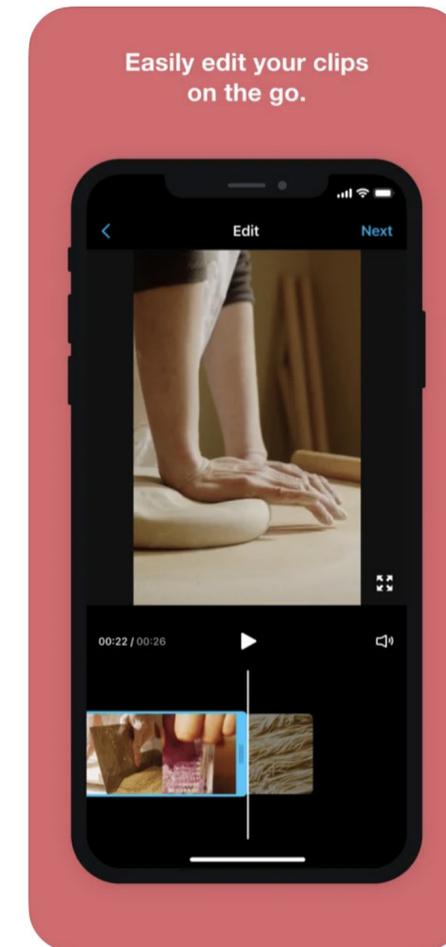
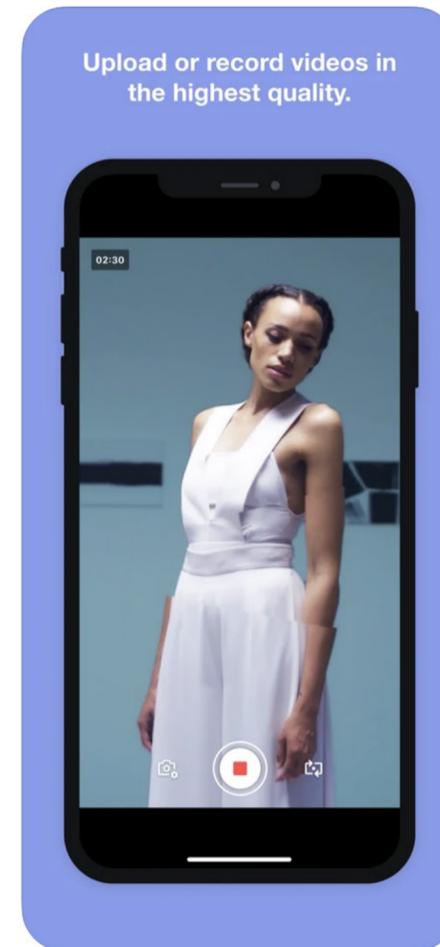
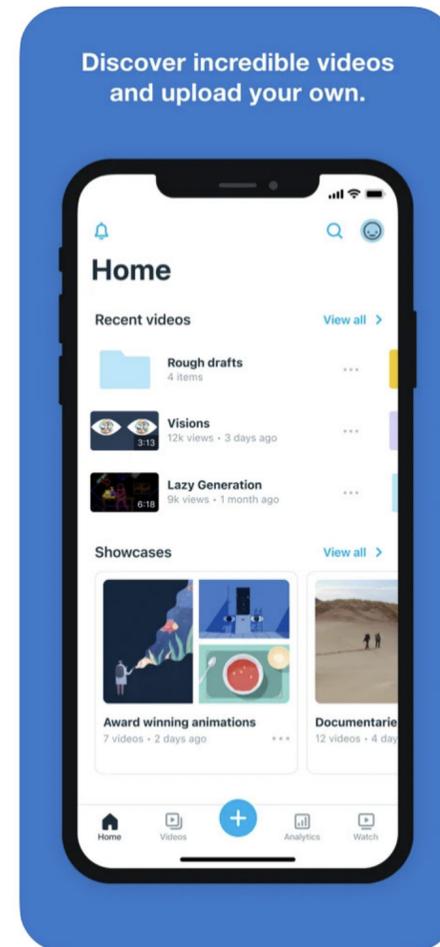


TikTok

Vimeo Summary

Vimeo is a video hosting platform and social media network for professional video and film content producers. The app has over 175 million worldwide users, and has over 65 million content producers, and has over 9 million app installations.

Over 8,000 people have commented on Vimeo's application on Apple's App Store, and the app maintains a 4.4 rating.



Vimeo

Positive Comments

Great place to show off your work Dec 7
★★★★★ kelly kim miller

I honestly can't say enough about what a godsend Vimeo is. I'm able to show off what I've done. I also can see what other producers are doing. They make me ask myself, 'How can I do that?'

Overall, great experience.

Solid Dec 5
★★★★★ slammajammabball

Works well

Great App Dec 5
★★★★★ slfergy

I was impressed with the ease of use

Video platform Jan 26
★★★★★ Texas Country Nation

I love the app that allows me to upload my videos at a high rate.

A place for art Jan 25
★★★★★ katrika

I enjoy this space that is mostly for art. So different from other mainstream video providers.

Great quality and selection Jan 24
★★★★★ Sarahloumoore

I use Vimeo to watch surf films, free ones and I've also purchased several from Vimeo. I like the quality and selection. I completely prefer it to YouTube.

Its A Wonderful World Feb 12
★★★★★ SolarTonyV

2022 is going to be what you make of it. Bad things happen to good people. That does not mean you have to frown! Turn that frown upside down and smile at others. You will soon learn others will actually smile back. Not every one, its just not that world! But if you can help other in life, buy offering just A smile. Imagine what you can do if you really give it your all.

Vimeo

Negative Comments

Honestly one of the poorest apps and sharing platforms Aug 1



srviper

Trying to navigate this app is a pain. No easy way to get around. Hard to find entities that have posted a video. I follow a church and shows up inconsistently in the search. Subscribe, and a pain to find their latest video.

Trying to see also why 5 or 6 videos are stating they are being updated when I know that's not the case. I want an alternative platform to the big dominate platform, but Vimeo is not ready for prime time. I would give it half a star if I could.

Horrible interface for users that just watch videos Aug 29



Wagginit

I cannot give this a good review because I am someone that likes to watch content, not create it.

The entire interface is designed so you cannot start a video online and then continue watching it later.

No method to go back to "liked" content. It seems to have no connection to the website even if you sign in.

A professional friend just finished a film and put it on Vimeo. When I told them of how hard it was to find, save, or purchase they were surprised until they had their spouse pull it up as a different user on the app. Even with a link it was difficult to find. How does this help creatives if nobody can find the content to watch anytime they want to watch. Or, to continue watching where they left off.

The potential is there but not yet. Which is surprising as it is not a new app or service. I've been a user since 2012.

Also the support service on the site is only for creating. No support on the app itself

Poor iOS App



Jan 11
Armando_Martinez

The iOS app is a poor implantation of a video hosting app. It does not work with AirPlay and is near impossible to find content that is not yours.

Unlike the YouTube app which is great for finding content to watch, this app only works to show you your videos. You cannot see other channel's content easily and when you do find a channel there's no way to sort the content in order of latest videos. In fact, it will show you a sporadic list of content from that channel in no particular order.

This app will not work with AirPlay on my TV with either the iPhone or iPad running it. Who makes a video app that will not run on AirPlay in 2022? In contrast, the YouTube app works great and hand off to the TV flawlessly. Just like it should.

Vimeo

Suggestive Comments

Video quality excellent. Soc Med so-so 1y ago

★★★★☆

JLTibby

Vimeo has been excellent for distributing and viewing videos for our non-profit. The quality and ability to embed is great and doing live video from a laptop computer has been one of the more consistently trouble-free experiences we've had from a live streaming platform. On the down side, it isn't cheap, storage space is limited, and the social media aspect is fairly light. There are plenty who will view a video, but getting hearts/likes and followers isn't as easy as some other platforms. Overall we are pleased but we do need to supplement our live broadcasting with another soc media platform in order to get wider social engagement.

Developers, can you please consider these improvements? 2y ago

★★☆☆☆

Francisco M Sosa

So I want to like the app, I think it's a great platform, but the navigation is completely frustrating and even made me quit viewing my video to make this review. It's frustrating because as a platform it seems to hold great promise, but being 2019 it's hard to accept the lack of some very basic app navigation.

For once the video quality can't be adjusted and if you have a not-so-great connection, you have to tolerate poor quality streaming. A feature where you can select the video quality manually (despite longer buffer times) would be so appreciated.

Another improvement would be the video playback navigation. Specifically, features that can be tapped during the video to rewind or fast forward 5-15 seconds (like the podcast app on iPhones, or YouTube's double tap). It's so irritating to have to drag the little play indicator and hope you land on the part of the video you intended to.

Lastlv. on a desktop it's really tricky and non-

Not sure about this app

★★★★☆

Jan 31
TruckerHat

First of all, for many years I have appreciated and respected Vimeo a lot. I have found and watched many excellent, entertaining and informative videos on their platform. I signed up for a paid account, and very much want to like this app.

But... the single biggest problem is that my uploads keep resetting. They get to 10% or 20% and then start over. I am attempting to upload just one video at a time, and I have tried both with and without Wi-Fi, etc.

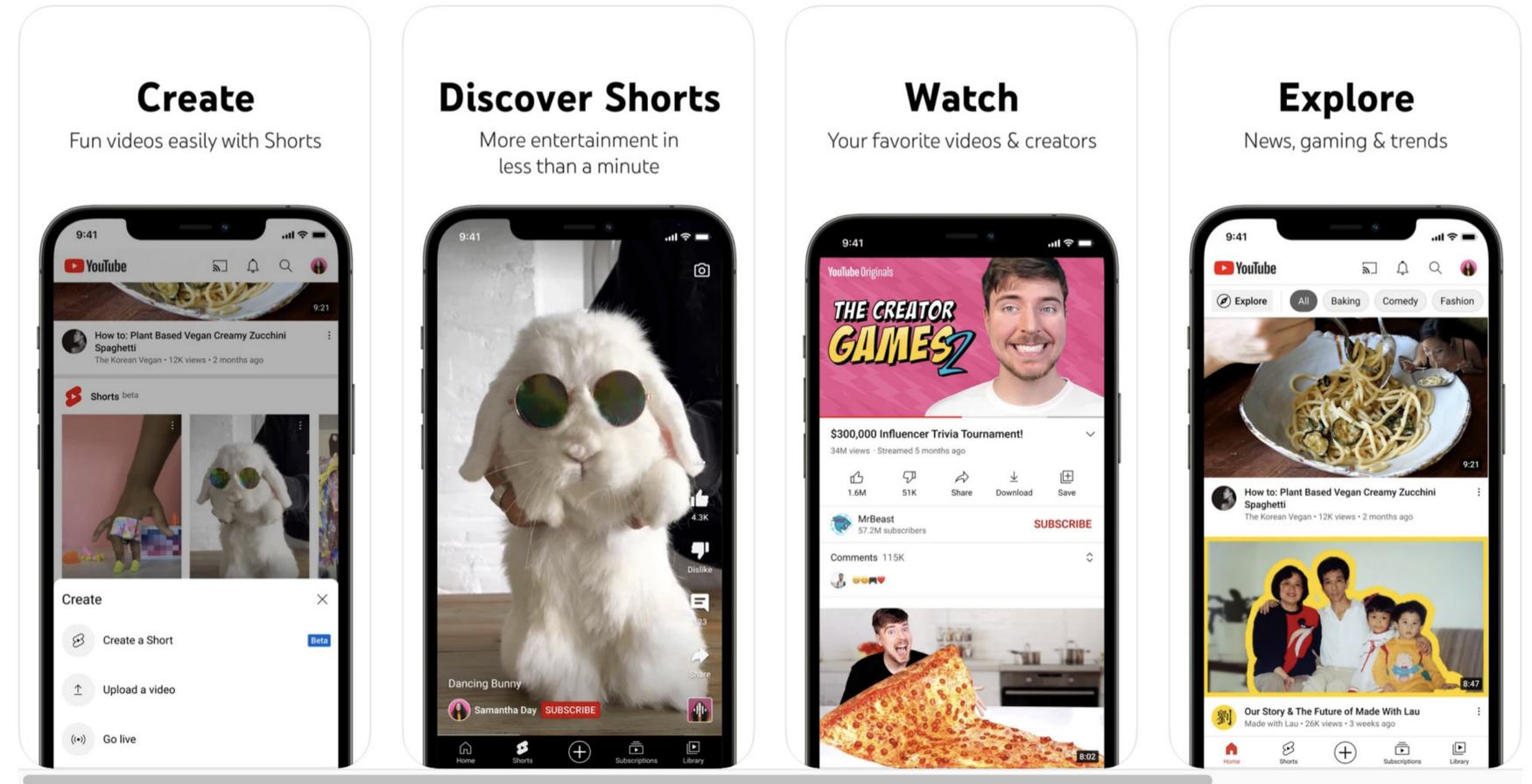
Have not experienced this on other apps even with larger uploads than these files. If this persists I may well regret this. :-)

Secondarily, the user experience is subjective and what I like another person may not and so on. With that said I agree with other reviewers who express frustration with the navigation and the workflow around posting and changing settings on their videos. In the upload workflow some of the control conventions are unclear to me - is an "x" going to close the view of the details of

YouTube Summary

YouTube is a video hosting platform and social media network for video content producers. The app has over 1.7 billion worldwide users, and its users stream over 694,000 hours of video each minute.

Over 24 million people have commented on YouTube's application on Apple's App Store, and the app maintains a 4.7 rating.



YouTube

Positive Comments

YouTube

★★★★★

Fri

LDeINegro

I appreciate YouTube where I can always stay informed about world events and be entertained on demand. This platform is a great way for creativity to be expressed as well. Thank you YouTube and all its presenters for helping us stay informed and as a platform for self expression. LDeINegro

YouTube is a platform for heart and soul

★★★★★

Fri

Elaine1898

So many platforms in the world for social media. YouTube is the best of them not only because of a technique but also attract the heart of human being make them love each other, share their feelings and make everybody lives better! Thank you so much to YouTube!

I love this app!

★★★★★

Fri

Ejaz Tech Studio

You can get any information you need!
YouTube is future of the world!

New Feature Suggestion

★★★★★

Thu

ayc123!

Hey YouTube team, thanks for all your work. I love YouTube and spend tons of time watching great videos. One suggestion I have is if you guys can make a feature where you can share videos or at least the short videos to Instagram stories. One of the features that helped tik tok blow up so quickly is that you can share videos to different social media platforms. And now that they're going to start making longer videos on there, you guys might want to keep up with your competition. Also regardless of tik tok, it would just be an awesome feature to have. Also feel free to share some royalties from that genius idea



YouTube Negative Comments

Even Hitler Believed in free speech Thu



Smoke free 1945

As long as you agree with him. And that's where YouTube is today. They believe in free speech as long as you told the corporate Democrat line. Scratch a liberal and you will find a fascist that's an old saying and YouTube has proven it true. How can you ban the leader of the opposition party? You only see this in dictatorships and other retrograde societies like we are becoming thanks to people like Mark Zuckerberg and the people who run Google.

As Voltaire said "nothing in the message is as important as a concept of free speech".

That's what it used to mean to be a liberal.

Now it means repression and censorship.

Welcome to YouTube.

Does anyone read these reviews? Fri



MsKista

I was somewhat hopeful when I saw your update today (2-24-22) but these basic functions are still not available.(1) allow to CLICK ON AND COPY TEXT in another user's comments in Live Chat and in Comment section.....(2) allow to CLICK ON A USERNAME in Live Chat to direct a reply to them, rather than having to type in their whole username plus any symbols they're using.... These are super common, basic functions everywhere else in the app, chat and internet world and it's mind boggling that IOS youtube app users are denied them. All the other platforms enjoy their convenience.

Gone downhill Fri



Hdhsisosbshzopa

They have fallen so far from grace, terrible moderation, spam is rampant... The only reason they are still afloat is because there is no real competitor to them. Almost 10 years, really didn't anything on this platform other than watch videos, like videos, and make private music playlists for myself... and somehow, my account was suspended for "spam and scam" and they refused to reverse the decision... can't access my subscriptions, can't access my playlists, can't watch videos... literally can't see anything... they made their money off of me, and threw me out.

YouTube

Suggestive Comments

Alright, but flawed in fundamental ways 1y ago

★★★★☆

Sevallis

The iOS app constantly forgets the actively playing background video when I lock the screen, and even if it appears on the lock screen to pause/play, trying to start and stop it via Bluetooth headphone burins also constantly fails and instead starts playback of something random from my Music app. This apparently will never be fixed?

Not being able to listen to video from my locked phone without paying a bunch of money monthly is rubbish and just eats up battery life.

Also, when I swipe a video down and then go to close it, get rid of that stupid bounce animation that moves it if I had just liked a video. That animation makes me miss the X close button due to it moving around and getting bumped by other notifications. Make the other notifications come up above the video at the bottom and not move the playing video minimized strip, and make it instantly move to the bottom predictably so I don't miss the close button and re-maximize it.

Fine, but one detail.. 1y ago

★★★★☆

Pencilsn

The app functions about as well as any app does. It's nothing revolutionary, and I do think it's gotten better, at least on the iPad version. However, there's one issue (that really just annoys me more than anything.) On the bottom row, on the corner of the icon that indicates subscriptions, a red dot will appear to (I'm guessing) notify you that there's a new video from someone you're subscribed to. But most of the time, the red dot appears even when there's nothing new. It'll go away when you click on it and are in the subscription box, stay away when you go to a different page, but randomly appear again shortly after. Typically it's when you refresh any page, but I've seen it reappear out on nowhere for no reason when I'm just browsing. It's super annoying to think there's something new when there isn't.

It's such a tiny problem, but if you think about it, so's a mosquito. That little subscription alert that shows up for no reason is like getting bit by a mosquito over and over and over again. I'm covered in bites and very aggravated. Thank you.

Developers, can you please consider these improvements? 2y ago

★★☆☆☆

Francisco M Sosa

So I want to like the app, I think it's a great platform, but the navigation is completely frustrating and even made me quit viewing my video to make this review. It's frustrating because as a platform it seems to hold great promise, but being 2019 it's hard to accept the lack of some very basic app navigation.

For once the video quality can't be adjusted and if you have a not-so-great connection, you have to tolerate poor quality streaming. A feature where you can select the video quality manually (despite longer buffer times) would be so appreciated.

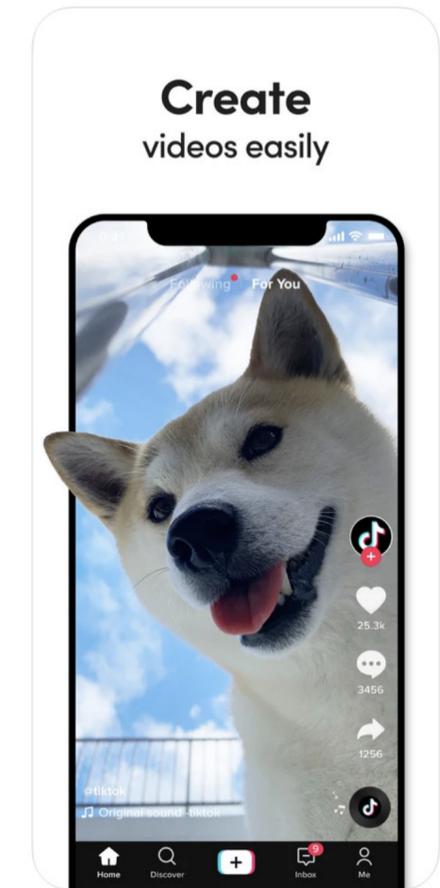
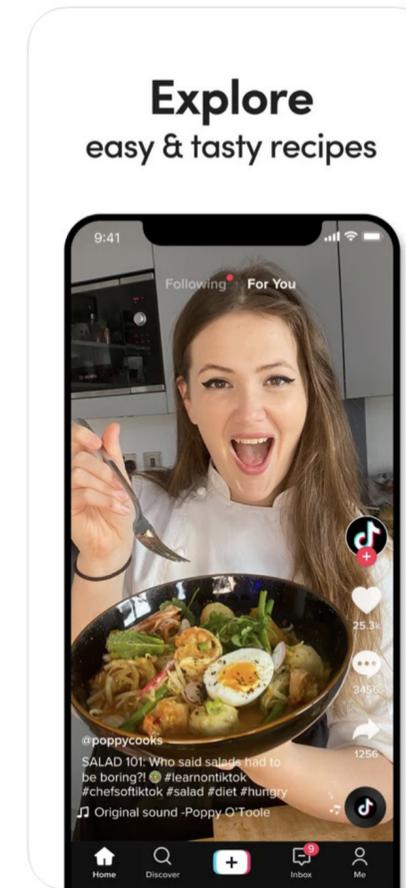
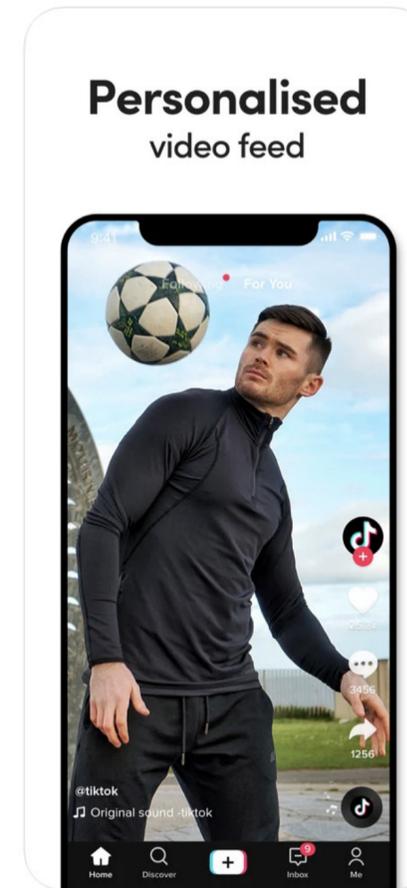
Another improvement would be the video playback navigation. Specifically, features that can be tapped during the video to rewind or fast forward 5-15 seconds (like the podcast app on iPhones, or YouTube's double tap). It's so irritating to have to drag the little play indicator and hope you land on the part of the video you intended to.

Lastly, on a desktop it's really tricky and non-intuitive finding the videos you have purchased. Don't remember the path to access them off the top of my head but I do remember it's not very explicit. A simple "purchases" or "downloads" tab would be

TikTok Summary

TikTok is a video hosting platform and social media network for video content producers. The app has over 1 billion worldwide users, and its application boasts 3 billion installations.

Over 14 thousand people have commented on TikTok's application on Apple's App Store, and the app maintains a 4.8 rating.



Tik Tok

Positive Comments

One of the best!



Sep 2

TEKEASE

TikTok has changed the world of social media. It's not only the most enjoyable platform for general entertainment, it provides a lot of meaningful curated content to the users specific interests. TikTok should implement a mechanism to allow creators to limit their targeted audience by age and activity on the platform. For example as a content creator I should have the ability to restrict access to my Lives to users which are above 18 years old, have a profile picture or specific number of followers and or content. Trolling on the app by fake and underage users is a serious problem. TikTok should also create a simple photo verification system to verify users and all creators to filter unverified users from seeing or participating in their lives or content. TikTok needs to verify more creators who are significantly contributing to the venue without requiring them to be verified on competitive platforms first. This meritocracy misses the mark of rewarding loyal creators and in fact penalizes some good creators with little vetting of complaints by trolls. Lastly TikTok needs to maintain an objective platform that doesn't promote certain political narratives or agendas to build trust with creators and content consumers. We don't want social media companies

People are amazing



Jul 6

crvazquez

I discovered TikTok during quarantine.... At first I watched "funny videos" about puppies. But it very quickly became a tool to learn. Political events, BLM, covid etc. I feel like it was the first time I could understand and see what people were actually going through. It helped me navigate my emotions and figure out how I could contribute to the world... our country.... My neighbors. It's taught me what truth looks like and how untruthful the powers that be are. My grout lines are immaculate, I fixed my dryer, learned a ton of new recipes, learned that I'm not the only one fascinated with zit popping. I watched soooo many people become their creative selves, become stronger, teach and most importantly grow. I believe that TikTok has created a true sense of community....at least the start of one. I'm still bothered that the mediators take down content from creators simply because haters report it. There has got to be a better way for you guys to see what true bullying is. Please don't silence the people that are trying to make the world better, educate us and respectfully show us our truth....science based truth.... Historical truth.... Social truth. They are the ones that will make this world a better place for all of us.... And the earth. I am so thankful for the

It's amazing! But needs some updates



Jun 9

Musical Spy

4/5

My tiktok experience has been the best! I've gotten no hate but it is still possible! So be aware, however it is a really fun app to make videos, react to videos, and find your favorite creators to follow! There are live streams that you get alerted when someone your following goes online. There is also a following page where you can scroll through videos of only the people you follow! There is also a for you page that allows you to fine new creators and great content! Time passes by QUICK with this app so be careful! Remember to stay healthy while on this app! You can also search for certain accounts to follow, certain hashtags, videos, users, sounds, and other things in the search bar! It is a super great and fun app that can also be educational, I seriously recommend getting it! 4/5 star rating!

I have one recommendation for an update! Maybe adding a certain option to only update videos to a certain gender of viewers could be helpful! Like for example, videos about women puberty tips could be a helpful reason to make it only for women. Adding a video about this on a man/boy's for you page is not exactly appealing to them. This can also be vice versa. Just a small

TikTok

Negative Comments

Horrible moderation and support of hatred—still no change Feb 15



Moltar Johnson

TikTok rewards controversy and that means people who spout hate speech. They automoderate which allows brigading. They don't take action when creators like onlyjayus say and do terrible things. They take down criticism of the bigotry and hatred and punish creators who cal it out. TikTok is evil and we need a replacement.

Updating my review.

Nothing changed.

Used to be fun



Feb 15
RF FAN 98

Okay, like most people I'm sure. I got this app at the start of the pandemic. It was fun, everyone was being very creative and the songs and sounds were great. But as time went on, TikTok started going from a fun place to watch/share funny and creative videos to just negativity, toxic people and constant fighting. Now it's nothing more than adults acting like children, fighting or making toxic content about politics, personal interests, music taste, anything really. TikTok now is basically a place for "creators" to cause chaos with other creators or cause comment section wars. I'm all for free speech and saying what's on ur mind. But posting negative content, making fun of people or calling people out for different opinions or personal interests aint it. And TikTok sure ain't the place for it. Ended up finally deleting the app and my account all together.

TikTok discriminates



Feb 12
sqr1425

I've seen this app discriminate against and ban creators who are disabled and lgbt when they have not violated community guidelines. It is a blatant disregard for these marginalized groups and for some disabled creators this is their only source of income. I'm honestly stuck between deleting the app or leaving it so I can continue to support these creators. TikTok needs to get their act together.

Tik Tok

Suggestive Comments

Great App but...

★★★★☆

1y ago

Qkfnandkak

I think TikTok is a great app to be honest! It has help me grow in all kinds of different ways and is kind of addicting in a good way. However, I feel like there is more that TikTok could do to improve the app. For example, you should be able to see who duets a video. I feel like it would be easier if we want to see other people's reactions and want to share that as well. I also feel like we should be able to have a story that is up for 24 hours so we don't have to make videos about something we want to share that is really not that important. In addition to that, we should be able to repost videos on our story as well. I saw a really REALLY good danganronpa edit and it was SUPER underrated but I couldn't share it with anyone because when I duetted it, it only got 2 views in a day. Also, I think we should be able to go live (like a FaceTime on live) with other people. It would be super fun! We used to have a feature where we could pin comments, but we can't do that anymore? Which is kind of disappointing, but if you can do that again, it would be great! We should also be able to pin videos incase

Oh no. The moderation system. It's broken! Jan 23

★★★★☆

Taylor's Playlist

I've been on TikTok since 2019 and it has its ups and downs. I had a some videos go viral which is pretty cool, but the algorithm is so unpredictable sometimes that most of my content is barely seen even with the use of trends and huge amounts of effort. My biggest complaint though is how broken the moderation system is. It's unusually strict and even unpredictable. Even when I follow guidelines I still get content taken down, which is confusing and frustrating. On other platforms such as Twitter, Insta, etc., I have never gotten any of my content taken down or flagged ever. I've had several TikToks taken down for unknown reasons and the reasons listed are usually vague or wildly incorrect. For example, I used a fake animal prop and it was taken down for "violence" even though I made a disclaimer in the video stating it was a prop and no actual animals were harmed. Despite this, my appeal got rejected so I emailed customer service, which itself is a whole other headache to deal with. It took them WEEKS to respond

Great app but I have a suggestion/ issue Jun 14

★★★★★

Titanic lover!!!!

I enjoy using TikTok I'm already at 4K and it is fun to use but the issue is and I know it may be a need sometimes but I want unfollowing to not be a thing anymore it takes away a lot of confidence for me to be able to make videos and I'm being unfollowed for no reason even if I post or if I say I'm taking a break and when I say I'm taking a break bc somethings going on I'm being serious and people unfollowing me for it makes me feel like they don't care that something's going on. I am really tired of it and it makes me feel like I'm not good enough anymore and if I lose enough confidence I'll end up not being able to make videos for other people anymore. I don't even make offensive videos or anything I hate it when I reload my page my followers went down once or twice and there isn't even a reason why I need to be unfollowed and it does honestly make me upset I really hope it'll stop being a thing I like entertaining people but if they keep unfollowing it'll take away confidence and there won't be anything new on my page. :/ but otherwise fun to use I would recommend getting if you are bored

POV Statements



Vimeo users need technical assistance because navigation needs further strengthening and simplifying.

Vimeo content producers need more affordable options because the application's subscription fees are too high.



YouTube application users need media literacy training because the application promotes a divisive and political algorithm.

YouTube users need simple quality of life adjustments because the application's outdated functions and user interface require updating.



TikTok users need dignity and respect because hatred is fomented through the application's algorithm.

TikTok users need more moderation because the application promotes too much content, violence, hatred, and bigotry.