

YouTube Spotlight

Stop processing. Start flowing

YouTube has 2 billion users. And every single one
has done this:

"I've been scrolling for 10 minutes trying to find
something to watch."

This is a concept feature that removes the effort
from finding a good video

The Problem

My Audit

I used my neuro-inclusive audit framework to analyze
YouTube's home feed.

How do I feel looking at this screen?

Bad. Annoyed. Lazy. Frustrated.

What's wrong?

Finding a good video takes too long. I don't want to read
titles. I don't want to analyze thumbnails. I just want to
find something good... fast....

Why is it slow?

Because YouTube makes you think.

You see a thumbnail. You read a title. You think: 'Does
this relate to me?' You reflect on your memories. You
guess if it's worth watching. That's cognitive effort, for
every single video.

The Insight

I asked myself:

“What if I didn't have to think at all?”

Thumbnails and titles make you guess what a video is about.

But the actual content? That tells you instantly.

Thumbnails make you guess. Sound lets you know.

Within 3 seconds of hearing a video, you feel if it's for you. No reading. No analyzing. No guessing. Your gut decides, instantly.

The video sells itself with its actual content, not a thumbnail that makes your brain work.

The Solution: Spotlight

Spotlight is an optional discovery mode that lets you find videos by feeling, not thinking

How it works:

1. Four quadrants

Instead of infinite scroll, you see 4 videos at a time.
Less noise. Easier to process.

2. Drag to listen

Drag your finger across the quadrants to hear previews.
Keep holding for extended preview, you control how much you hear. No tapping. No commitment. Just flow.

3. Tap to select

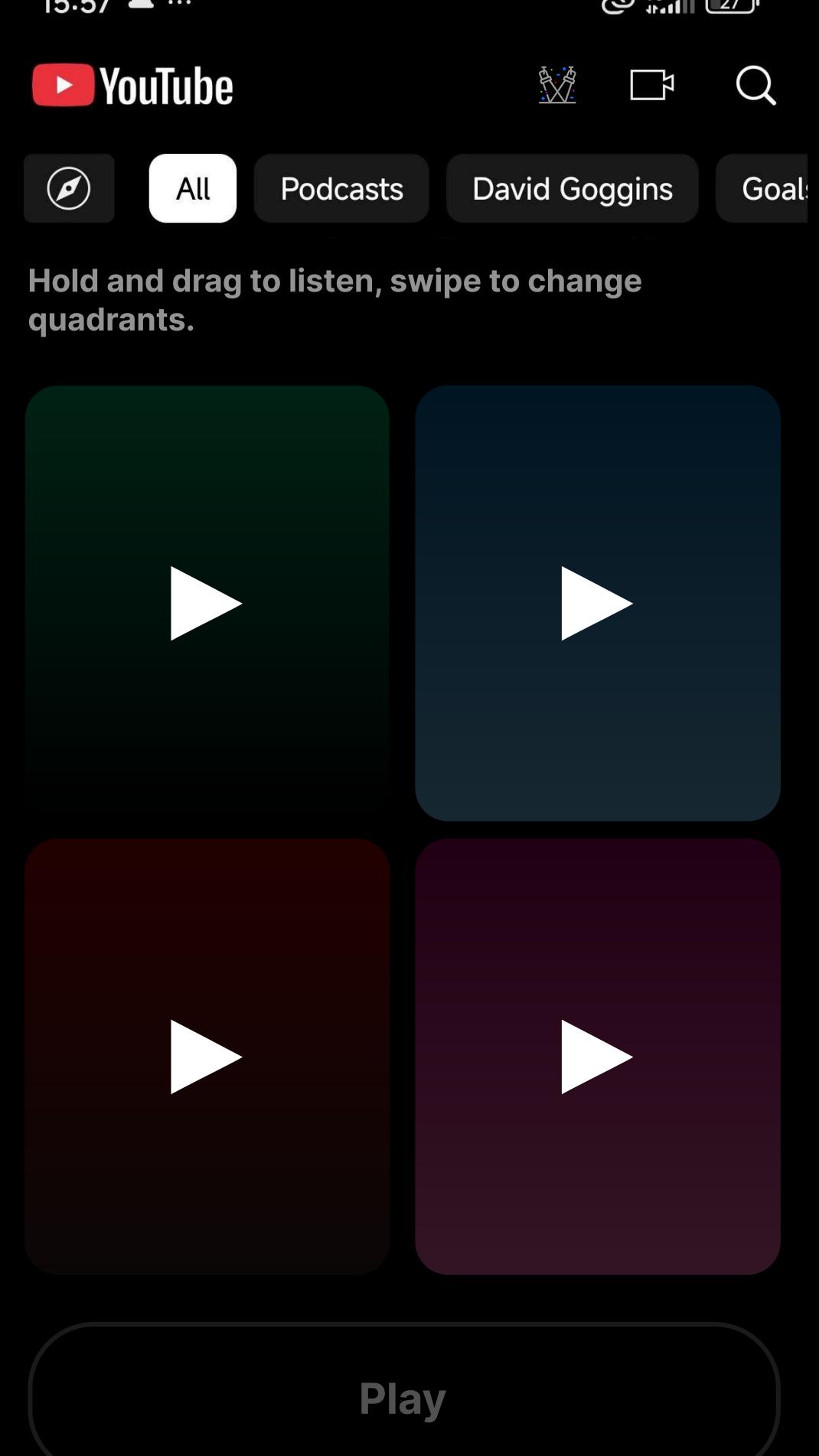
Found one that feels right? Tap it, then hit Play.

4. Swipe to refresh

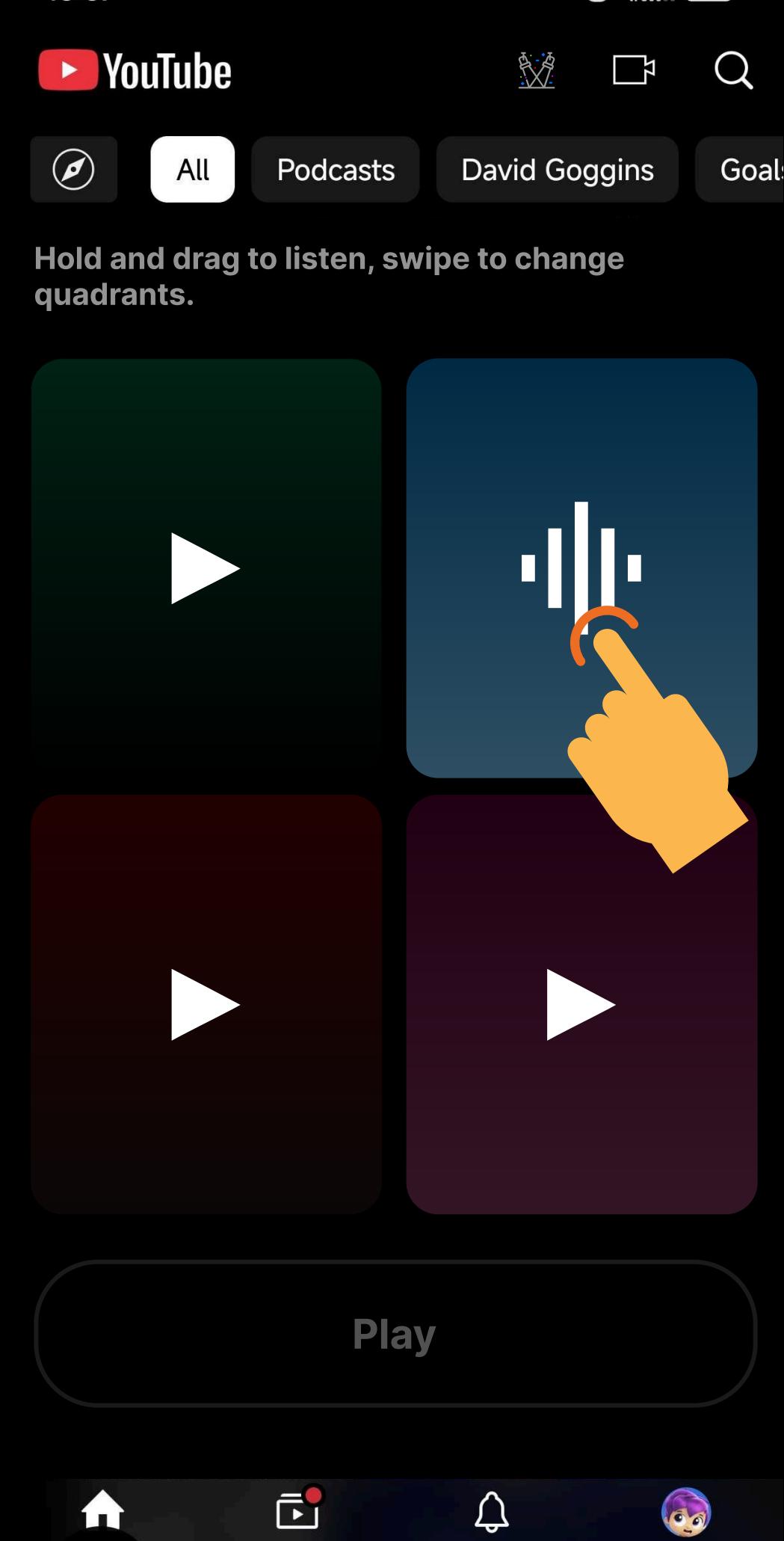
None of them hit? Swipe to get 4 new options. No endless scrolling. Just fresh choices.

The Interaction Flow

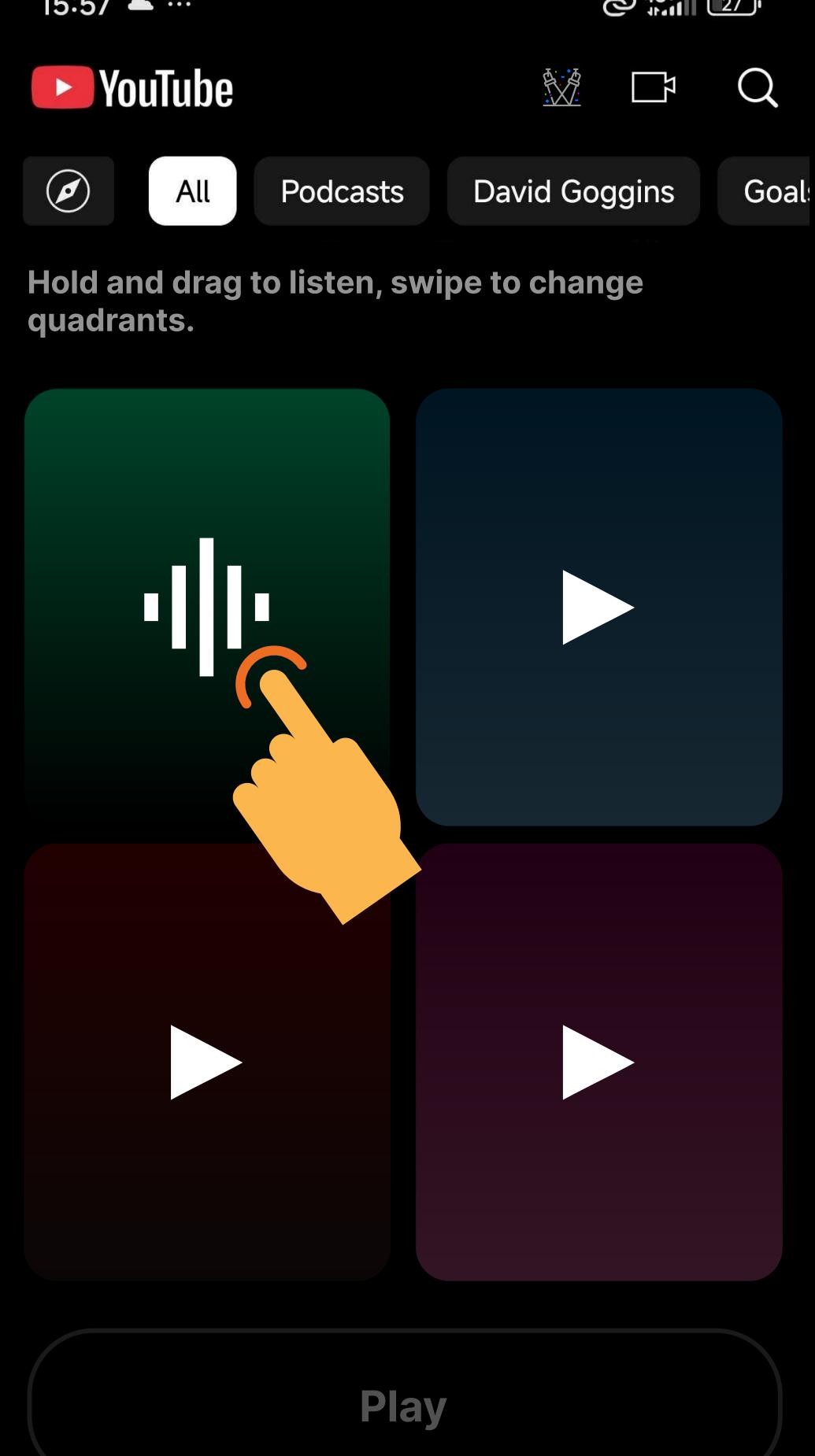
Idle



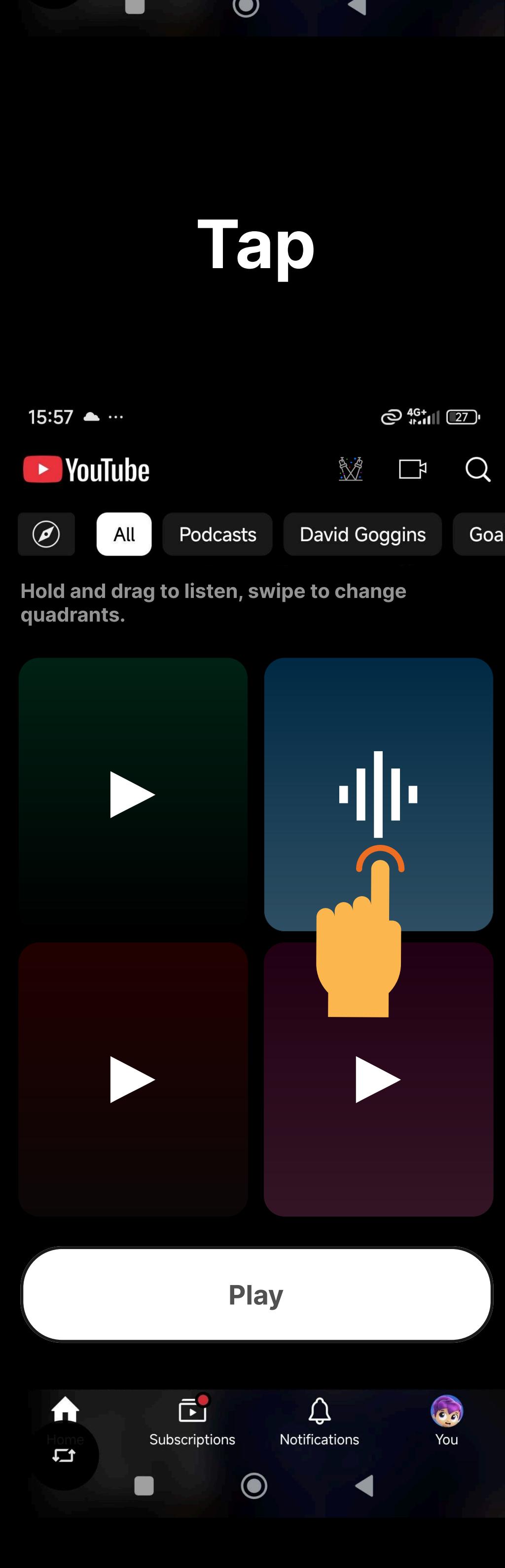
Holding & Listening



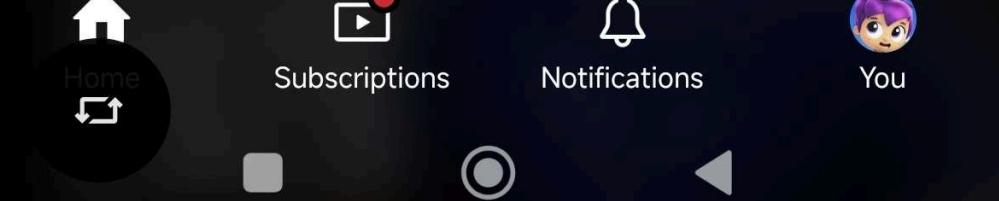
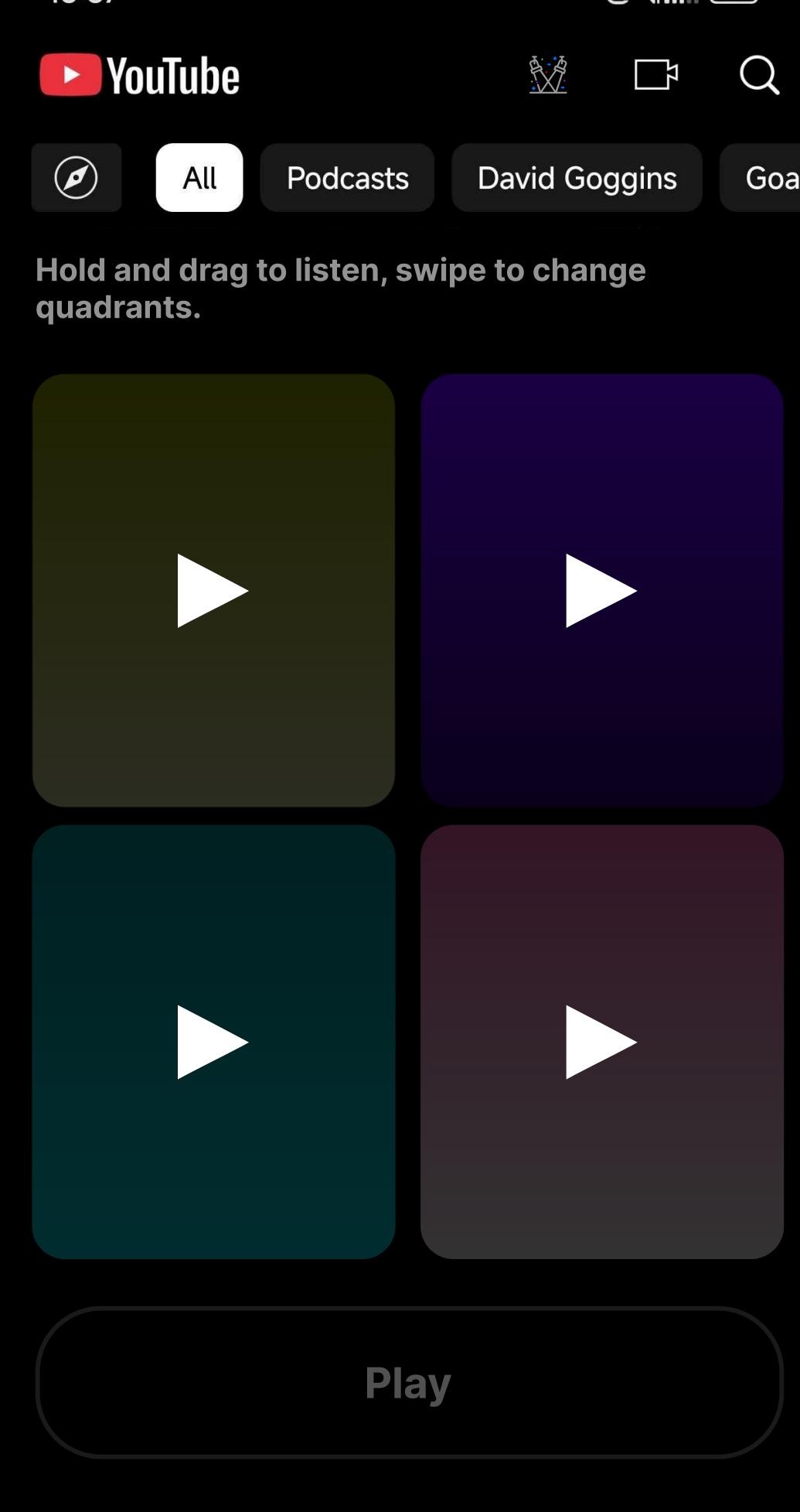
Dragging to change video



Tap



Swiping to change quadrant



The Difference

Current YouTube (Thinking):

- See thumbnail
- Read title
- Think: 'Is this for me?'
- Recall memories
- Guess if it's worth watching
- Repeat for every video

Spotlight (Feeling):

- Drag to hear
- Feel if it's right
- Tap to watch

No reading. No analyzing. No effort.
Just flow through the options until
something hits.

Why this works

1. Removes cognitive effort

You don't process information, you just feel it. Your gut knows in 3 seconds what your brain takes minutes to figure out.

2. Shows actual value

Thumbnails are marketing. Sound is the real content. You experience the video before you commit to it.

3. Creates flow state

Dragging through quadrants feels effortless. You're not searching, you're flowing until something resonates.

4. Neuro-inclusive design

For users with ADHD or anxiety, reading and analyzing is exhausting. Spotlight is an optional mode that removes that burden.

Business Impact

For YouTube:

- **Faster time to watch**, Users find content quicker, start watching sooner
- **Reduced bounce rate**, Fewer users giving up because they 'can't find anything'
- **Better content matching**, Users hear real content, pick videos they actually enjoy
- **Accessibility win**, Optional feature for users who struggle with visual browsing

For Users:

- Less time scrolling, more time watching
- Confidence in choices (you heard it before committing)
- Reduced overwhelm and decision anxiety

Summary

YouTube makes you think to find a video.

Spotlight lets you feel instead.

Thumbnails make you guess. Sound lets you know.

Drag to hear. Tap to select. Swipe for more.

Stop processing. Start flowing.

An optional discovery mode for anyone tired of endless scrolling.

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