Creator Home

Design Guidelines & Principles

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Overview

This document aims to provide guidance on Creator Home design guidelines and principles, design elements on why and how to use them as well as how other teams can feed into the framework. This is a living document that will be updated as we continue to develop the specifics of Creator Home.

What is Creator Home?

Useful documents

Creator Home is a robust UX framework that is modular, simple, concise and action oriented with scalable components that are served to the creators at the right place and right time on their Twitch journey.

The purpose of Creator Home is to encourage and motivate creators to create, grow and sustain. It's designed and built to support creators' growth by providing educational resources, curated insights, tools and features to help them gain confidence as entertainers and grow their audience, to inspire them in their content creation journey, and to achieve their idea of success. It aims to be an entry point to all tools and features within the dashboard on Twitch Studio, Insights, Creator Camp etc..

Audience

Creator Home is currently available for Prospects, Pre-Affiliates and Affiliates. The Partner experience is to come in 2023.

Design Guidelines & Principles

Figma Designs · Components

How was it designed?

The Creator Home Framework is a structural page framework consisting of hierarchical elements with designated purposes. Some elements are consistent and

some are personalized. Together, they provide structure to our personalization campaigns while fulfilling the goals of Creator Home as a holistic page within users' flow.

The Homepage Framework was designed based on logic, emotion and action. It ensures that as we swap out content from different areas of the page for different user segments, the overall page will always pass the "squint test": If you squint while looking at the page, the creators should walk away *feeling, thinking and doing X*.
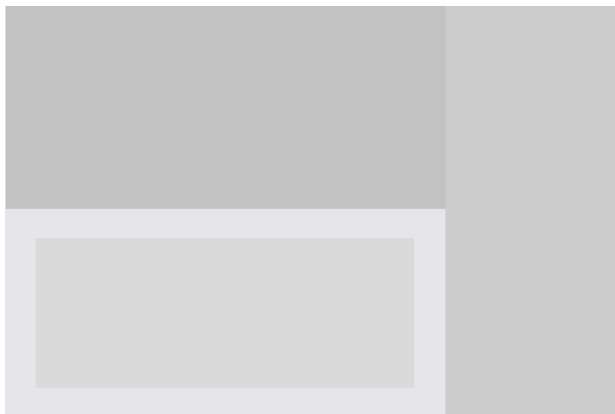
10 Principles

These principles must be taken into account when building and designing onto the surface:

- Intentional
- Responsive
- Mobile-first mindset
- Modular, simple and concise
- Scalable
- Emotional
- Personalized
- Actionable
- Meaningful
- Relevant and timely

User Interface

Layout

The layout of Creator Home consists of three sections: Hero and Body and Right Column. These sections are composed of elements and components that share a similar function.
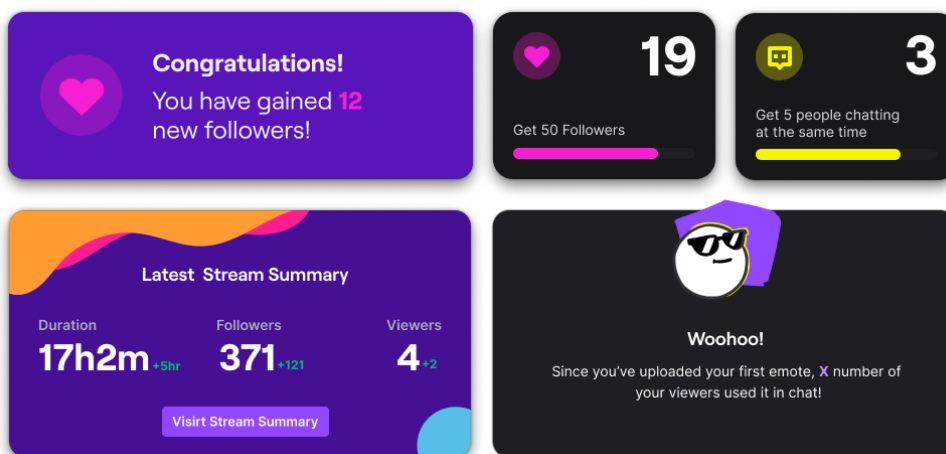
Hero

Use case: :

Achievements, congratulatory messaging, announcements, quests, achievements, stream summary information and encouraging insights.

The background color is kept purple in some experiences to bring a sense of excitement to the page and to motivate creators on their content creation journey.

Example:

Congratulations!
You have gained **12** new followers!

19
Get 50 Followers

3
Get 5 people chatting at the same time

Latest Stream Summary

Duration	Followers	Viewers
17h2m +5hr	**371** +121	**4** +2

Visirt Stream Summary

Woohoo!
Since you've uploaded your first emote, **X** number of your viewers used it in chat!

Here are some of the components we feature in the Hero section.

Body

Features for You and Your Community sections (Affiliates), actionable features, download Twitch Studio info card, and educational info cards (Prospects)

The body section mainly features action oriented content that we want creators to take.

There are also tips cards displayed in this region to educate and guide the creators on their journey.

Example:
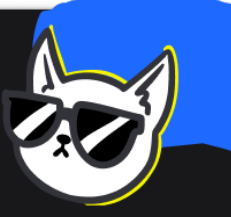
Some of the cards we feature in the Body section.

Insights (Affiliates), Action Items (Prospects)

Right column contains contextually related elements and behaviors and is used for onboarding (Prospects & Pre-Affiliates) and displaying curated insights as well as tips, suggestions and a graph that is based on a weekly trend (Affiliates).


We designed a progression system called "Action Items" that is attached to the onboarding mechanism. Each time an action is completed, the circle gets filled and eventually the creator completes the section such as Channel, Extensions etc. Therefore the features we would like them to get familiar with feels less of a "chore".

This mechanism gets replaced by Insights that displays quick peek details of the creator's performance and helps them understand what's working and what's not when they stream. Performance/Insights cards are ranked by order of importance using the personalization service to determine priority of when a card is shown.
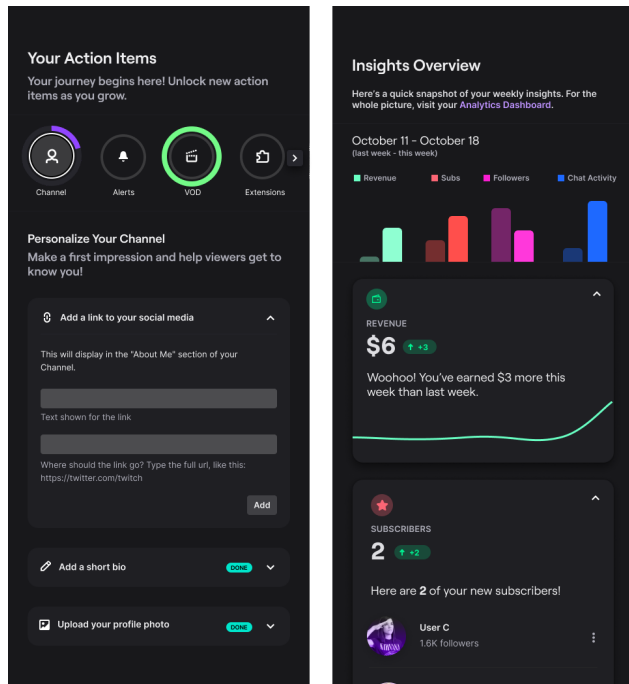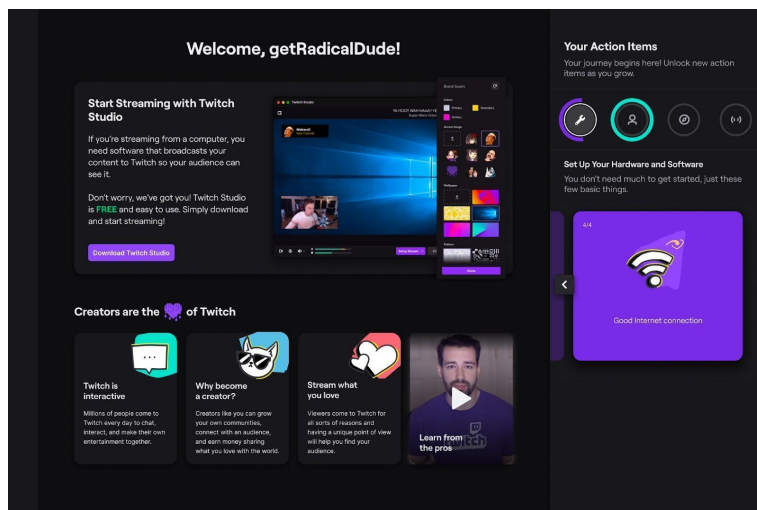
Actions items on the left (Prospects & Pre-Affiliates), Insights on the right (Affiliates).

Experience

There are three main Creator Home experiences that exist today on the dashboard. Each experience serves a purpose and is designed with creators' intent in mind.

Prospects

An aspiring creator who has never streamed on Twitch before.

The purpose of Prospects page is to aspire a potential creator to become a Twitch creator and onboard them onto Twitch by showing tips, action items such as uploading a profile photo, bio as well as downloading Twitch Studio to start streaming.

Pre-Affiliate

A creator who has streamed at least once but is not yet an Affiliate. This experience within itself has two separate experiences (Far-From-Affiliate & Close-to-Affiliate) and the components that show up at the top of the page changes based on which experience they are in.
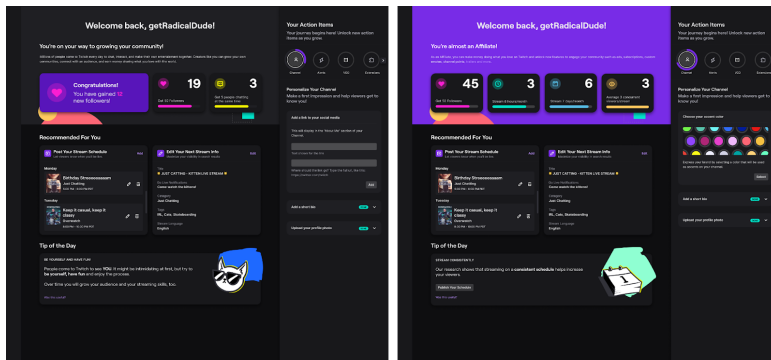
The purpose of the Far-From-Affiliate is to focus on *building a community* as the creator continues to onboard. Whereas Close-to-Affiliate focuses on *the creator*, prepares them for becoming an affiliate as they also continue to onboard.

Affiliate

A creator who has reached the Affiliate qualifications.
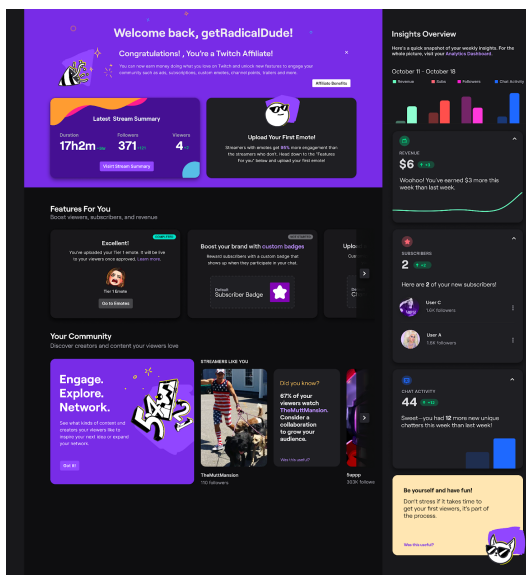
The purpose of the Affiliate page is to get Affiliates familiar with the set of features they unlock, onboard them onto Analytics by having their stream stats and have them interact with their community by displaying community activities.

Personalized vs Consistent Content

Our goal is to make Creator Home experiences as personal as possible by using our data-driven personalization engine that helps us create personalized, meaningful experiences. However there are some sections on Creator Home that are not personalized.

Every aspiring Twitch creator has the same exact Prospects experience. The hero section of both Pre-Affiliates experience is customized to every creator's own journey. The Affiliate experience is 90% personalized with some recurring tips and tricks that all creators get to have.

Priority

We identified high-value actions and best practices we should drive the creators to take, when those are important, in what order and priority based on user research and data as well as our conversations with external team stakeholders.

Hierarchy

Hierarchical elements are based on where the creator is at their journey and what we would want creators to experience and focus on when they land on their personalized homepage as each creator is unique and their needs differ.

Example:
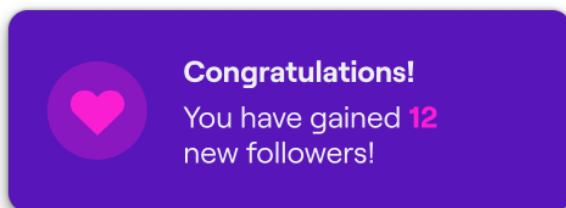
Most pre-Affiliates are focused on building a community. The top hero section of the page highlights exciting moments from their stream to keep them motivated..

Components & Elements

Cards

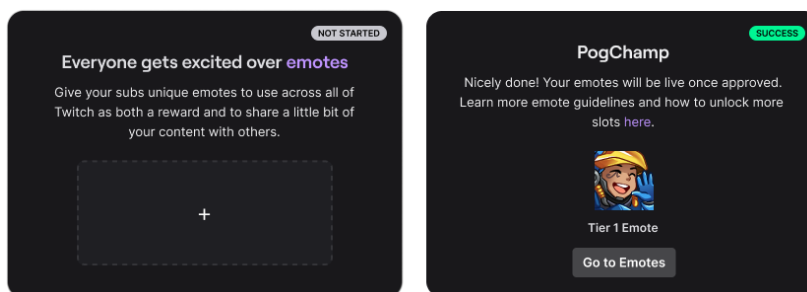On Creator Home, we use cards to organize most of the content on the page when specific behaviors and actions are needed. There are several types of cards that are used on all three experiences. They are action cards, info cards, progress cards, performance/insights cards, impact cards and tip/recommendation cards..

Action Cards

When the creator uploads an emote by clicking on "+", the card status changes to "success" and they can see the uploaded emote card.

Use Case:

These are action based cards with a purpose of completing an action on the Creator Home surface.

The action cards in the Features for You section are used to complete a single action; not used to promote or announce a feature. (ie. Adding one emote, one event, once stream schedule, one community challenge etc) After the action is completed, the content, pill and the visuals change on the "completed" card. Additionally, there is a button that takes the creator to the product page in case they want to find out more about the feature or do something else. This way we also subtly educate creators on where these features live on the dashboard.

Some cards have in progress status for an additional action the creators need to take for completion.
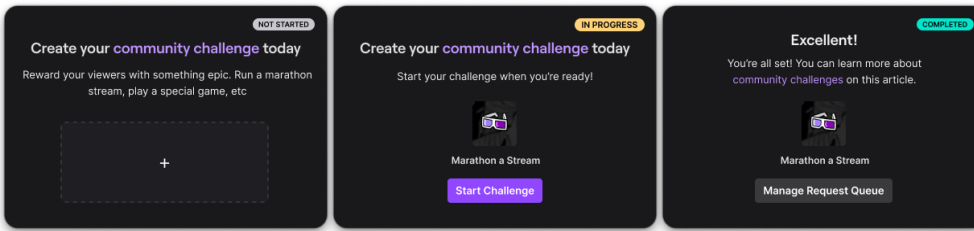
Community Challenges need to be started by the creator. Until they do, the card will show an "in progress" pill.

For Pre-Affiliates, these cards mimic the look and the functionality of the features as they look on their assigned product pages. Because Affiliate features are a lot more complex and layered, we let the creator complete one action and then direct them to the feature's own page.

Example:
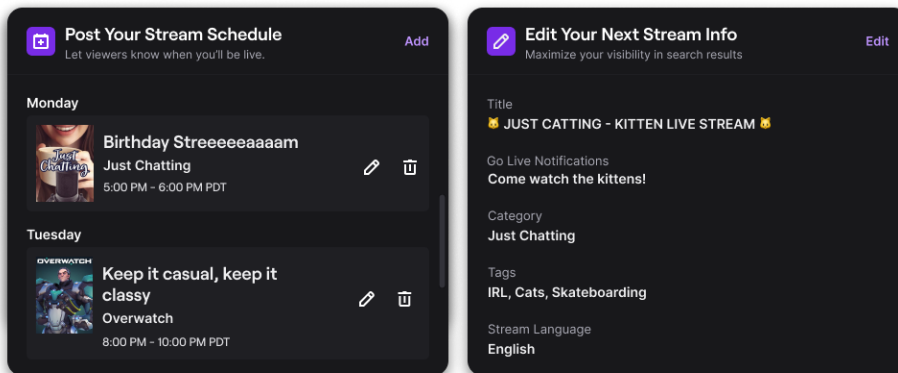
Action cards on Pre-Affiliates.

Having less complicated action cards in the Features for You section for Affiliates also allows us to add as many of these cards as possible while focusing on only one action at a time rather than adding multiple actions in one single card and making it busy.

Another use case of an action card is when the creator uses the action item column to complete certain actions such as uploading a profile photo or adding a bio or turning on/off settings.
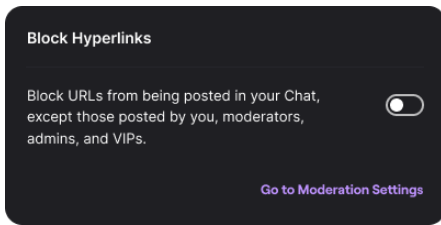
Block Hyperlinks

Block URLs from being posted in your Chat, except those posted by you, moderators, admins, and VIPs.

Go to Moderation Settings

.

 This is a type of action card that's used on the Action Items column.

Add a link to your social media   DONE   ⌃

This will display in the "About Me" section of your Channel.

T

Text shown for the link

http://twitter.com

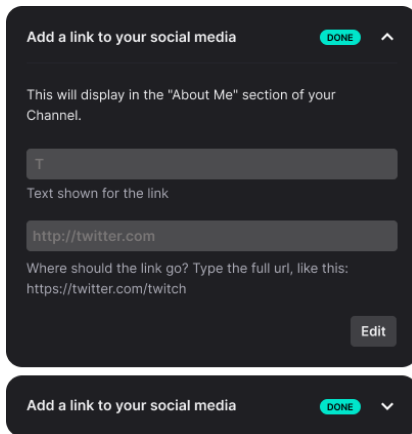Where should the link go? Type the full url, like this: https://twitter.com/twitch

Edit
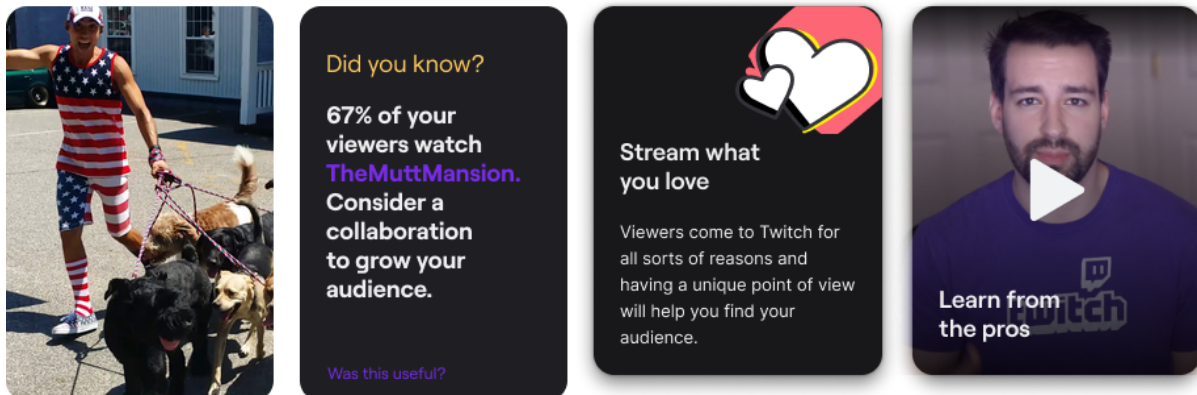
Add a link to your social media   DONE   ⌄

 This is a type of action card that's used on the Action Items column. They can collapse and expand.

Info Cards

Use Case:

These cards are used to communicate various types of information. They display plain text, full images, videos as well as asking creators to take a certain action.

Example 1:

Did you know?

67% of your viewers watch **TheMuttMansion.** Consider a collaboration to grow your audience.

Was this useful?

Stream what you love

Viewers come to Twitch for all sorts of reasons and having a unique point of view will help you find your audience.

Learn from the pros

These cards all convey information to educate, inform and entertain.

Start Streaming with Twitch Studio

If you're streaming from a computer, you need software that broadcasts your content to Twitch so your audience can see it.

Don't worry, we've got you! Twitch Studio is **FREE** and easy to use. Simply download and start streaming!

Download Twitch Studio

Engage. Explore. Network.

See what kinds of content and creators your viewers like to inspire your next idea or expand your network.

Got it!

Hey, it's been a while since your last stream

Give your fans something to look forward to by scheduling your next stream (or three).
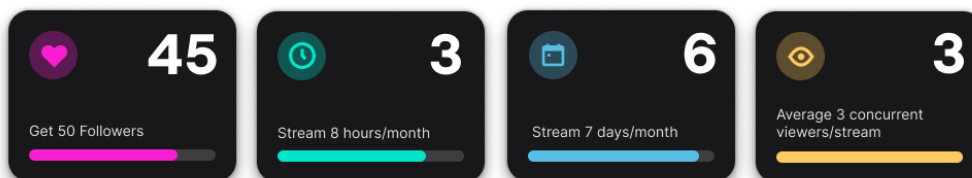
Schedule a Stream

These info cards all have call-to-actions.

Progress Cards

Use Case:
These cards are used to let the creators know where they are on their journey and the overall progress.
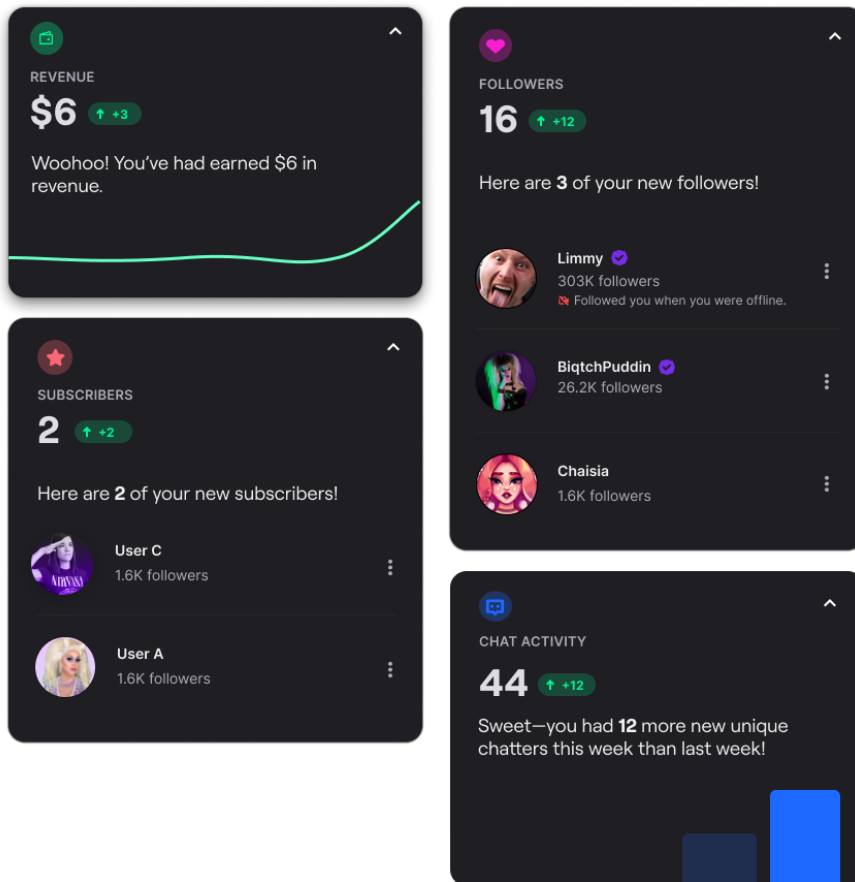
Example:

45 — Get 50 Followers

3 — Stream 8 hours/month

6 — Stream 7 days/month

3 — Average 3 concurrent viewers/stream

These series of cards are used on the Close-to-Pre-Affiliate experience.
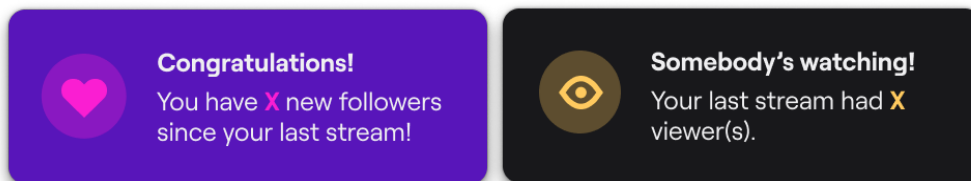
Performance/Insights Cards

Also known as Insights cards, are used to give creators insights into their streams and performance based on key events. The goal is to help creators understand what's working to empower them to make better decisions.

We have a list of events that we track. If one insight wasn't available, we show the next one in line.

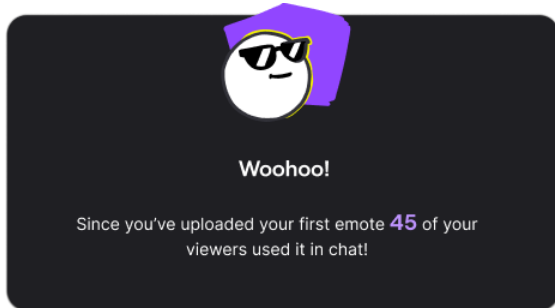If no follower, show the viewer card.

Impact Cards

These cards show insights to let the creators know the impact of certain actions taken, such as uploading emotes, to their channel and audience on Twitch.
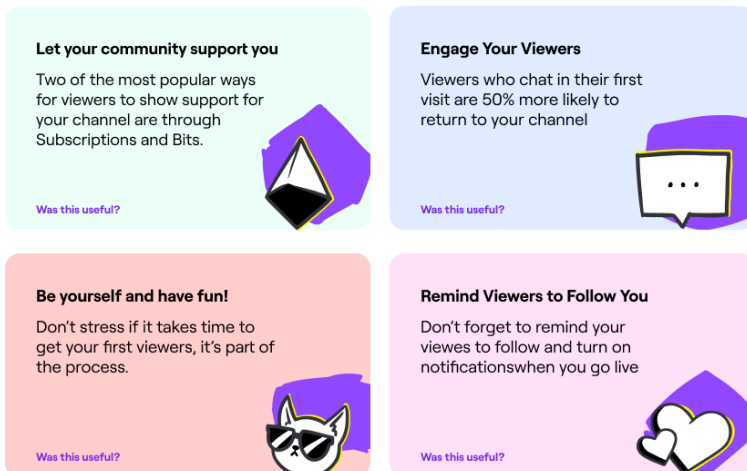
Woohoo!

Since you've uploaded your first emote **45** of your viewers used it in chat!

This card is displayed on Creator Home after the stream to show impact using emotes feature on Creator Home.

Tip/Recommendation Cards

Tip/Recommendation cards are used to motivate streamers to continue streaming. Negative data can be discouraging. In order to overcome that, we show tips and recommendations to educate and inspire our creators to continue streaming.

Let your community support you

Two of the most popular ways for viewers to show support for your channel are through Subscriptions and Bits.

Was this useful?

Engage Your Viewers

Viewers who chat in their first visit are 50% more likely to return to your channel

Was this useful?

Be yourself and have fun!

Don't stress if it takes time to get your first viewers, it's part of the process.

Was this useful?

Remind Viewers to Follow You

Don't forget to remind your viewes to follow and turn on notificationswhen you go live
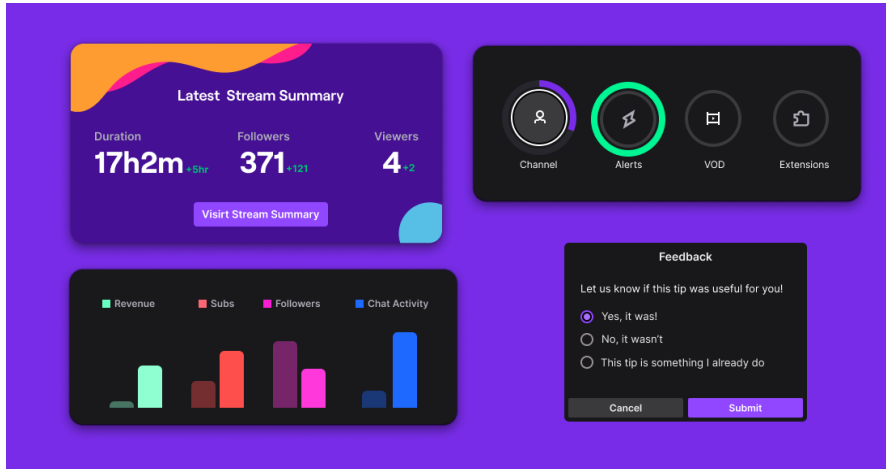
Was this useful?

We have a lot of tips and recommendations that we display on Creator Home that are fun, inspirational, positive and insightful.

Other Components

There are other components that we use throughout different experiences such as progression circles, announcement banners, a trending graph, stream summary info and a feedback modal.
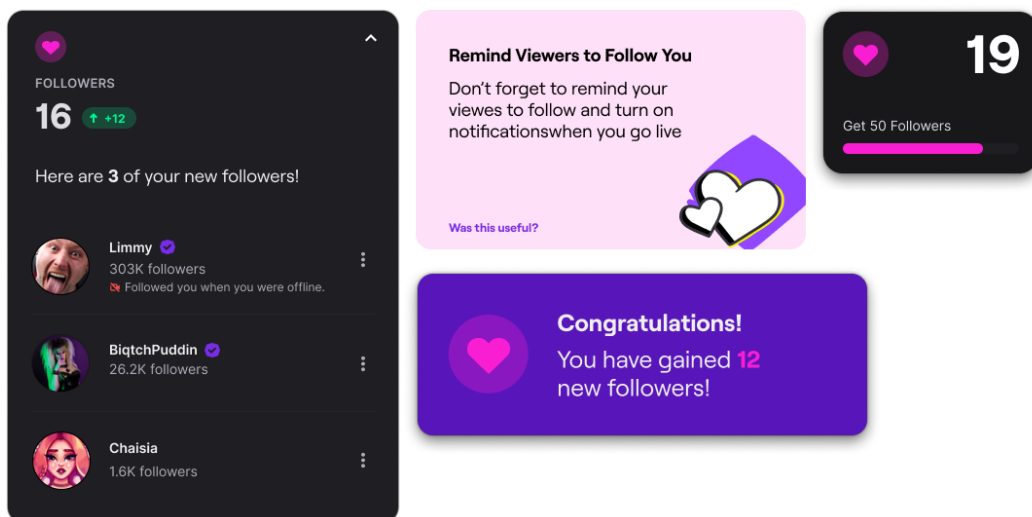
Example:

Here are some examples of these components.

Color

The color is used thoughtfully and intentionally throughout the experience for each feature and action.
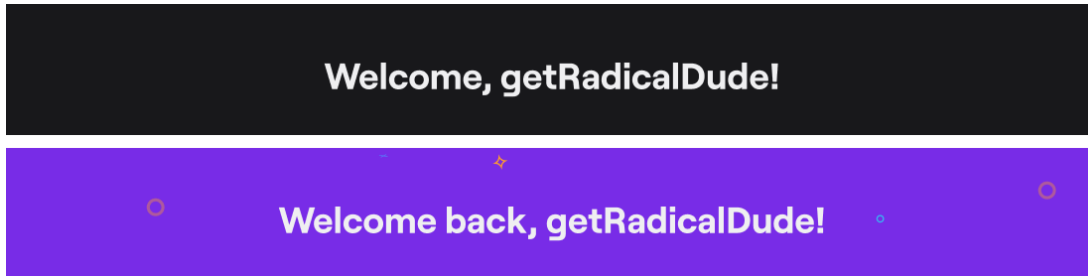
Example:

Pink and shades of pink are used for "Follower" related content on Creator Home on icons, text, images, background colors etc.

Content

Personal

Each page has a personalized title welcoming the creator to their Home page. When they come back to the page, the title reflects on that and welcomes them back.
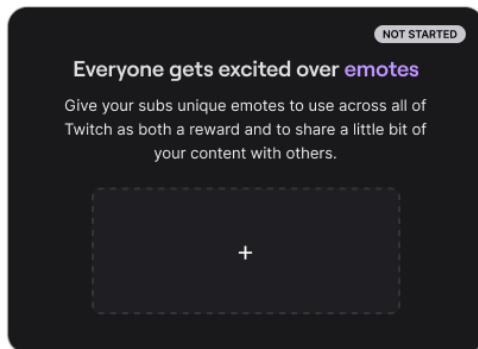
Example:

Educational and Intentional

Action cards have the product/feature link on the title and the sub text leads with a benefits statement to explain the value and the outcome of the action.
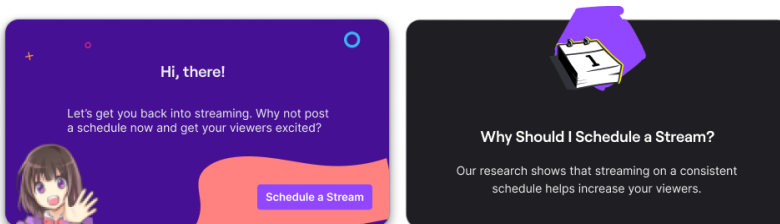
Example:

Don't just show; explain the why

On Creator Home, when we tell creators to take a certain action, we sometimes pair it with a supporting component to explain the "why".
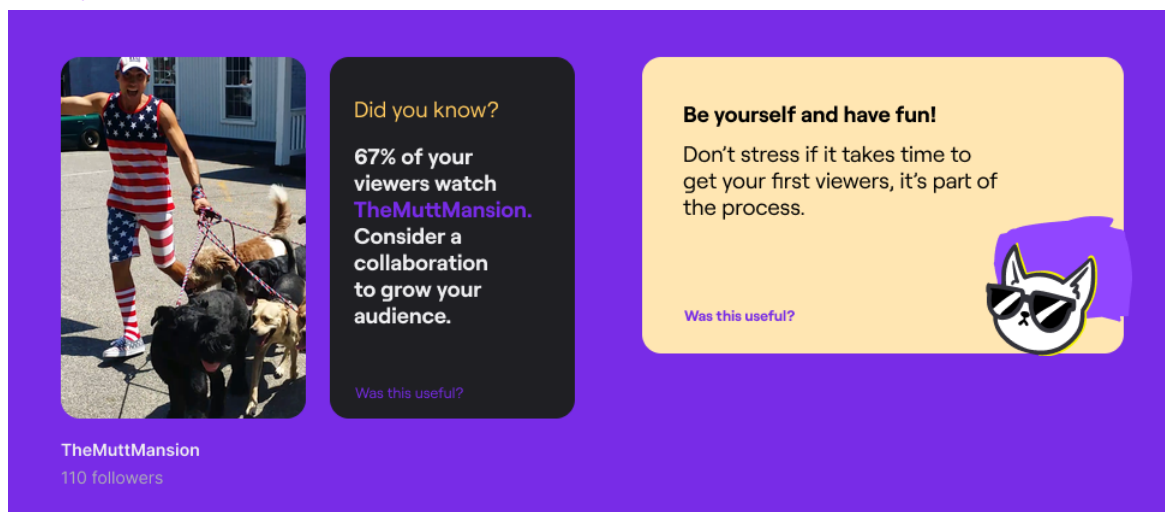
Example:

When we show the card on the left asking to schedule a stream, we show another card next to it explaining why and what happens if they do.

Same concept is used in the Your Community and Insights section for Affiliates.

We show an info card that has a "similar to you" creator info and pair it with a reason as to why the creator should network with this creator. (Left) In the Insights column, we have a tip card that educates the creator on how to do a better job next time when they perform poorly in a certain category. Instead of showing negative insights, we focus on positive outcomes and find ways we can educate creators to better themselves. (Right)

How Other Teams Can Build on Creator Home

The framework makes it possible for other teams to plug in their features onto the surface easily. However before you reach out to the Creator Home team with your feature idea, there are some steps we would like your team to take and rules & (principles as listed above) to consider first as Creator Home is not a place to display everything all at once to everyone.

Step 1: Identify your audience
Identifying your target audience is the most important step to get your feature added on Creator Home. Because we will only show your product on Creator Home to the creator that is available.

Example:
Pre-Affiliates don't have access to any monetization tools and features. Therefore, we will not display any revenue related products for Pre-Affiliates on Creator Home.

Step 2: Feel empathy for our creators

In order to build great products for our creators, we need to build empathy first. And to do that, we must understand their motivations, struggles and goals. We ask our external partners to get familiar with Jobs to be Done reports (T0-T1 / T2 / T3-T4) and figure out if Creator Home is the right surface to solve the specific customer problem and if there are other ways/places we can achieve the same outcomes.

Step 3: Understand the priority of features

While it's very natural to feel that the products we build on our designated teams are the most important ones, (and they are) there is an order to which ones will get added on Home first as we only drive the creators to the actions that are timely and relevant. Based on the needs and goals of our creators, we ask our external partners to explain why the feature idea they have is important to the creators as well as to the business and why right now. Any UXR and data to back it up while optional, is also very much preferred and appreciated.

Example:
Affiliates get access to monetization tools when they become an Affiliate. However, since this segment of creators are still relatively small, we didn't build any monetization tools for them. Instead we identified a few features that are important to them right away after having conversations with stakeholders such as emotes and subbadges. Even within the emotes product, there are multiple actions you can take. Our focus was first to build adding a Tier 1 emote action card, and then continue building more emotes panels on the page as the creator continues to complete these actions and grow.

Step 4: Pick the right component for your feature

Getting familiar with these guidelines is the key to picking the right component for your feature available on our Figma component library. Reading the use cases on this document will help you determine which component is the right one for you and where it should go on the page as explained on this document. Having an idea of how you see your feature scale could also help you choose.

Step 5: Consult with Us

Sounds good? Great! Reach out to one of your friends (Ahna Rao Kevin Su Ross Cubbon , Sheila Mikailli & Ozge Gascho) on the Creator Home team and let's have a chat. :)