

Current Style

The image shows a screenshot of a web browser displaying a YouTube channel page. The address bar shows the URL: `youtube.com/channel/UCq948XT-0VC8jFSrK3e3LJw`. The browser's tab bar shows several open tabs, including "KMBL Net Banking...", "Access Controlled", "Google", "Visual Design", "Stream", "The Psychology Pr...", "Stream", "Top 10 Mistakes in...", and "Creating Usability...". The YouTube interface includes the logo, a search bar, and a left sidebar with navigation links: Home, Shorts, Subscriptions, You >, Your channel, History, Playlists, Watch later, Liked videos, and Your videos. A red toast message at the top of the main content area reads: "Your channel is being created. Check back in a few moments." A dashed green arrow points from a green callout box below to this toast. The first green callout box, titled "My Observation", contains text explaining that the message indicates a process in progress rather than an error. The second green callout box contains text from a user's perspective, suggesting the message is misleading.

← → ↻ 🌐 youtube.com/channel/UCq948XT-0VC8jFSrK3e3LJw

☰ | 🌐 KMBL Net Banking... 🌐 Access Controlled 🌐 Google 📁 Visual Design 👤 Stream 📺 The Psychology Pr... 👤 Stream 📺 Top 10 Mistakes in... 📺 M Creating Usability...

☰ YouTube^{IN}

🏠 Home

📺 Shorts

📺 Subscriptions

You >

👤 Your channel

🕒 History

☰ Playlists

🕒 Watch later

👍 Liked videos

📺 Your videos

Your channel is being created. Check back in a few moments.

My Observation

Your channel is being created...It means the channel creation process has started, but the system is still processing it. The channel may not be fully ready/available yet. So this is not a success confirmation and not an error. It is a processing / informational status.

From a USER perspective, The action is in progress, not failed. Therefore, a red error-style toast may create an incorrect emotional and semantic signal "Did something go wrong?"

UX Recommendation

The diagram illustrates a UX recommendation for channel creation status messages on YouTube. It shows a transition from a blue 'In Progress' toast to a dark grey 'Completed' toast, with a green box explaining the rationale for using a neutral dark toast.

Initial State (Blue Toast): Your channel is being created. Check back in few moments.

Final State (Dark Toast): Your channel is created. Check back in few moments.

Recommendation: Use a Information-oriented visual treatment, such as a Blue toast, for InProgress actions. (Or) A neutral dark toast can communicate status/ information without creating an unnecessary emotional signal.

The diagram also includes a screenshot of the YouTube interface, showing the channel creation process and the location of the toast messages.

Why I Recommended

From a UX perspective, red is commonly associated with errors or failure, which may make users pause and wonder.

So this is not a success confirmation and not an error. It is a processing / informational status.

A neutral color / blue color toast (a progress indicator) can communicate status/information without creating an unnecessary emotional signal.

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