

Target Audience and Responders

Since high-school enthusiasts are core users of our project, we tried to find young people from this age group. Curiosity, interests in science or something similar, and familiarity with YouTube were among the main factors. We're lucky enough to talk with **seven kids 12-17** years old with different genders, backgrounds, interests, etc.

Not all of these lovely people belong to the target audience of our video. However, finding future viewers wasn't our goal. We tried to figure out the spirit of youth these days, so we can create a product that clicks our main age group.

We also checked similar TikTok and YouTube feeds for inspiration and some insights.

What Have We Tried to Find?

There are several answers that we're seeking during the interviews, particularly:

- Audiovisual cues. What music do kids listen to these days? What are their favorite colors?
- Format cues. What devices are most common among the youth? Is it a phone? If so, we need to adjust our video sequence properly, choose the right font, level of details, etc.
- How do they actually find the videos to watch? Do they discuss videos with friends, share links, leave comments, etc.? These questions help us with journey and empathy maps.
- In general, what video aspects are important for young people?

Questions

At the end of the day, we came up with **seven main questions**:

1. Where do you find information about the topic you're interested in? Is it books, YouTube, Internet articles?
2. Do you watch science- or space-related videos? If yes, what was the last video you watched? Did you like it? If not, what type of videos do you like to watch? What was the last video you watched?
3. Do you discuss videos with your friends? Do you share links or leave comments?
4. What devices do you prefer to watch videos on? Is it a phone, tablet, desktop, TV?
5. What makes you stop watching a video before it ends?
6. What are your favorite musicians and music styles? What are your favorite songs?
7. What are your favorite colors? Do you prefer bold or light versions of these colors?

Plus, during the interviews, we come up with **two more questions**:

1. What's the average time of the videos you watch? Is it 5, 10, 30 minutes?
2. What's the most important aspect of videos for you? Is it topic, sound, animation?

Constraints

While analyzing the outcome, we had to consider the fact that some of the answers were specific to the area where kids live. For instance, some of the responders named their favorite Russian-speaking YouTube channels and music bands. We couldn't incorporate these answers into our audience analysis, since our video targets English-speaking viewers from around the globe, not its particular areas. However, we'll keep in mind the overall stylistic of these videos and songs going forward.

There was also a curious case with the Rammstein music band. Some responders named it as their favorite but didn't mention their love of heavy music in general. It's probably a fluke with a simple explanation. Rammstein has been incredibly popular across the whole Eastern Europe for the last 20+ years, so it's like a very subtle local tradition, not the reflection of overall music tastes.

Finally, with the answers we got, it's impossible to determine the favorite colors of the young people. Probably, it's just a very individual preference. No one has one favorite color, though. Everyone chose multiple ones. For instance, one girl named 11 (!) colors as her favorites. Not everyone can name this number of colors from the top of their head.

Insights

After analyzing the interview outcomes, we ended up with the following insights:

- Most kids get the information from **YouTube** or other Internet sources.
- It's a huge variety of topics that our responders are interested in, from art to video games, from fitness to book reviews. However, **three** of them mentioned **interest in science or space**.
- Almost all responders **discuss videos with their friends**. Practically no one writes comments.
- **Phone is the device number one** for watching videos, almost unanimously.
- **Boring content** is the main reason for kids to turn off a video or switch to the other one.
- There are **lots of music genres** that kids listen to. As we suspected, K-POP is an up-and-coming thing.
- Surprisingly, kids are willing to watch long videos. Still, **5-15 minutes** seems to be the best duration.
- **Every aspect of the video matters**. We also should keep an eye on audio quality.