



# IMPROVING YOUTUBE SHORTS

-PM SCHOOL CHALLENGE



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# PROBLEM STATEMENT

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According to a study published by app analytics firm App Annie, Android users now spend more time on TikTok than YouTube. By June this year, users consumed 24 hours of TikTok content per month, compared with 22 hours and 40 minutes on YouTube. As V.P of Product for YouTube Shorts, you want to leverage this insight to better serve the creators and audience on YouTube Shorts. As V.P of Product for YouTube, Shorts, come up with a detailed plan for improving the Average Watch Time for Shorts, covering: -

- Product recommendation/features (at least 3)
  - 1–2-line description of each
  - Balsamiq, Figma wireframe preferred
- What will be your launch plan? High-level A/B test construct for each feature launch
- Success metrics for each feature



## About

**YouTube** is a platform for users ( End-users, Content Creators, Advertisers ) to view a huge repository of videos for free. It enables content creators to post/monetize their videos as well!

## Mission

"To give everyone a voice and show them the world."

# ABOUT

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**Shorts** is a new short-form video experience for creators and artists who want to shoot short, catchy videos using nothing but their mobile phones.

# FEATURES

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End-Users can:

- Like
- Dislike
- Comment
- Share
- Remix

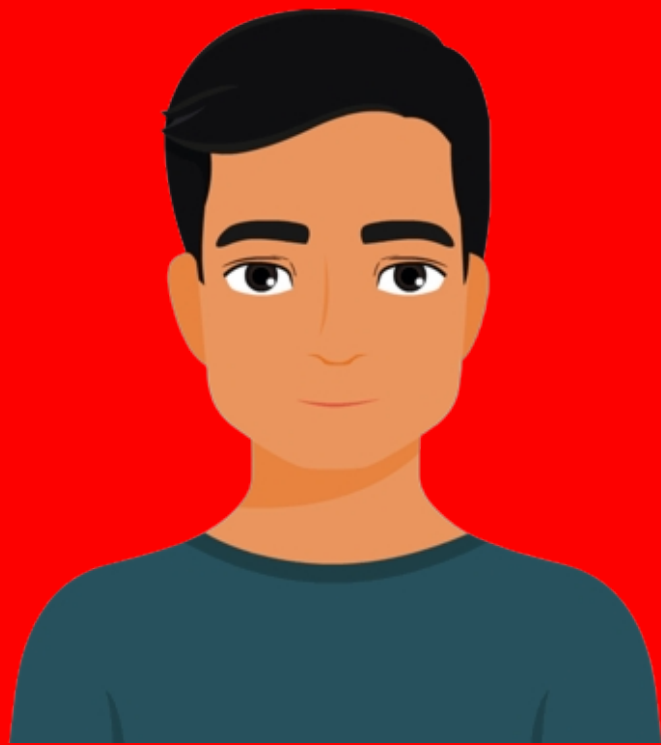
# WHAT USERS CAN DO?

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**Create:** Creating short videos in a fun and an easy manner

**Get discovered:** With approximately **2bil** users who visit YT. It will help creators get discovered

**Watch:** End-users can watch these short 30 second entertaining videos



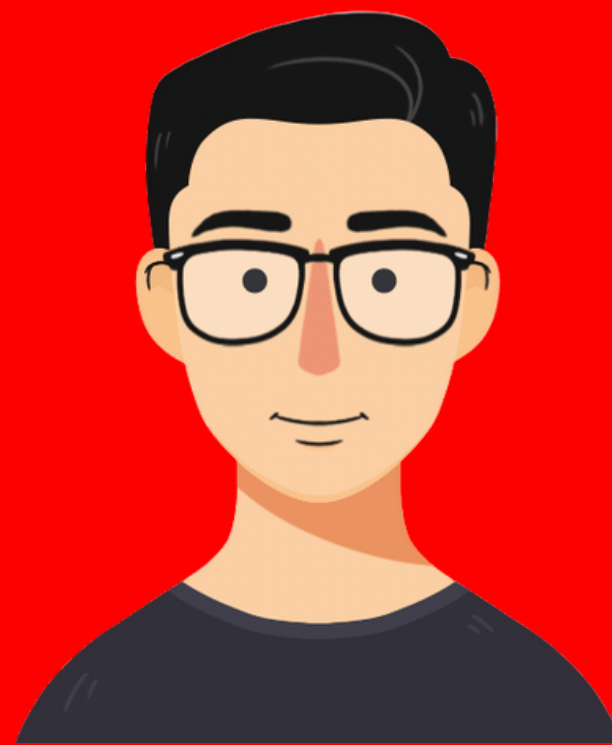
**Chris (End-user, Age: 20)**

**Usecase:**

Consumes content on a regular basis (Indulges in watching videos/Comments/Shorts)

**Pain Points:**

- Too many advertisements
- Can't comment and watch video simultaneously



**Robert (Content Creator, Age: 27)**

**Usecase:**

Uploads content frequently and finds it hard to make videos using songs used by other artists like himself

**Pain Points:**

- Remixing using songs is hard
- Can't engage with users directly



**Advertisers (Brands/Companies)**

**Usecase:**

Advertises about the platform on YT Shorts in the hope of acquiring new users

**Pain Points:**

- Ad-hoc design
- Cannot experiment much with design aspect

**USERS**

# PAIN POINTS TO FOCUS ON

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## **Cannot engage creatively with Shorts**

Options to engage with creator directly are limited. Like giving feedback to creators, appreciating creators by supporting them



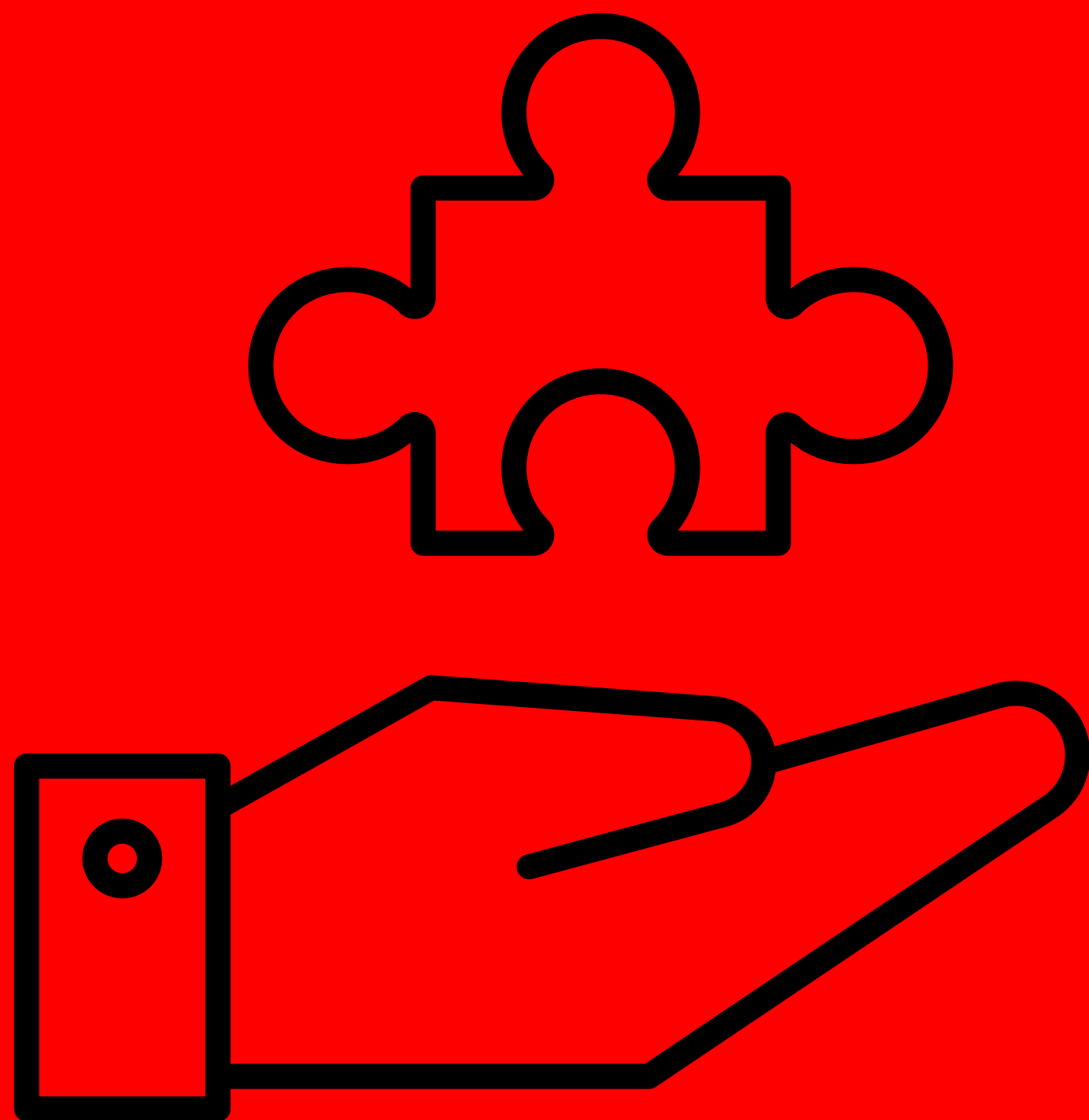
## **Identifying songs from other creator's shorts**

Song identification is hard especially if remixed, hence making use of API's from apps like Shazam might make the job simpler



## **Ad-hoc design of advertisements**

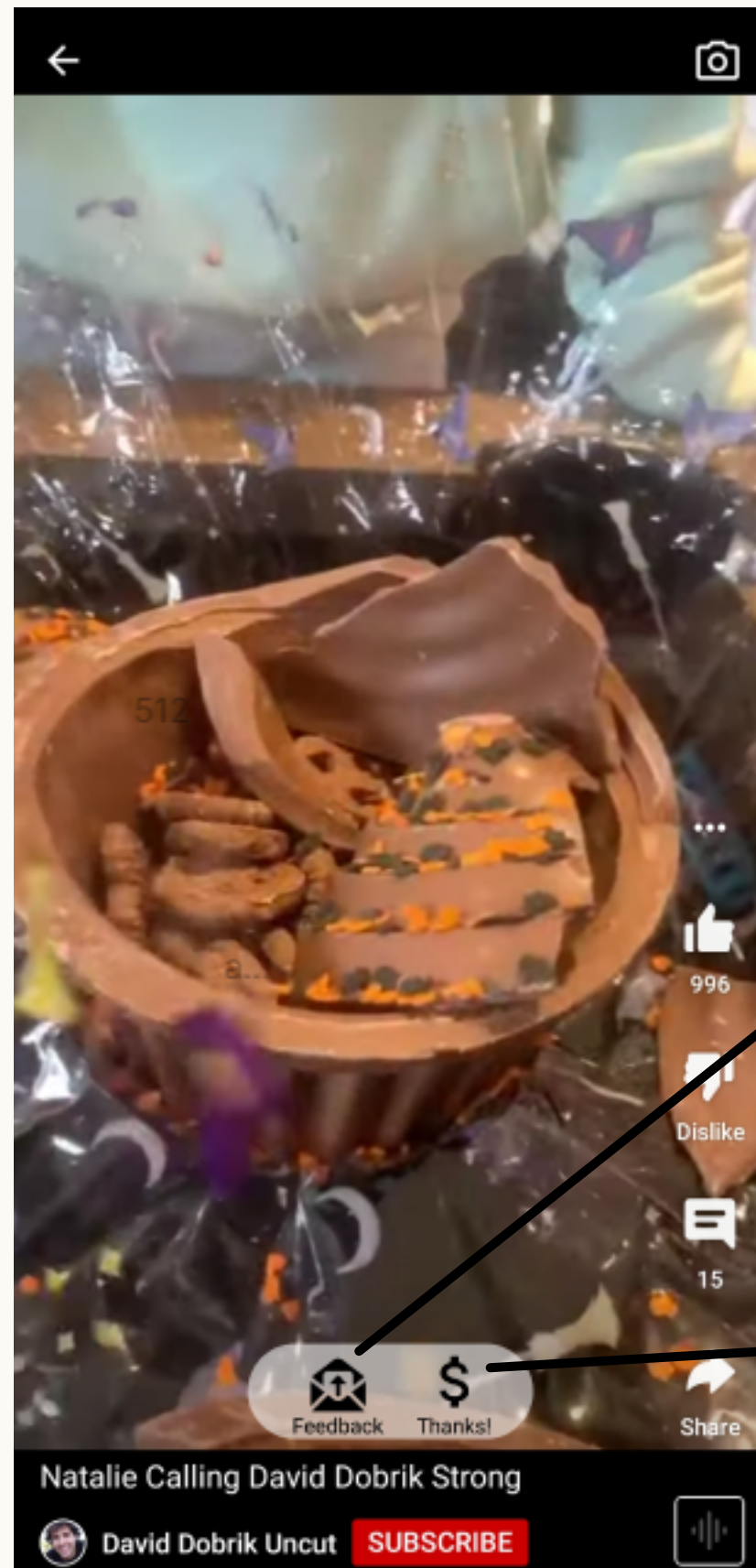
Advertisements have a very ad-hoc design at the moment and are less appealing



**SOLUTIONS**



# SOLUTION 1: CRRREATING A MORE ENGAGING PLATFORM FOR END-USERS

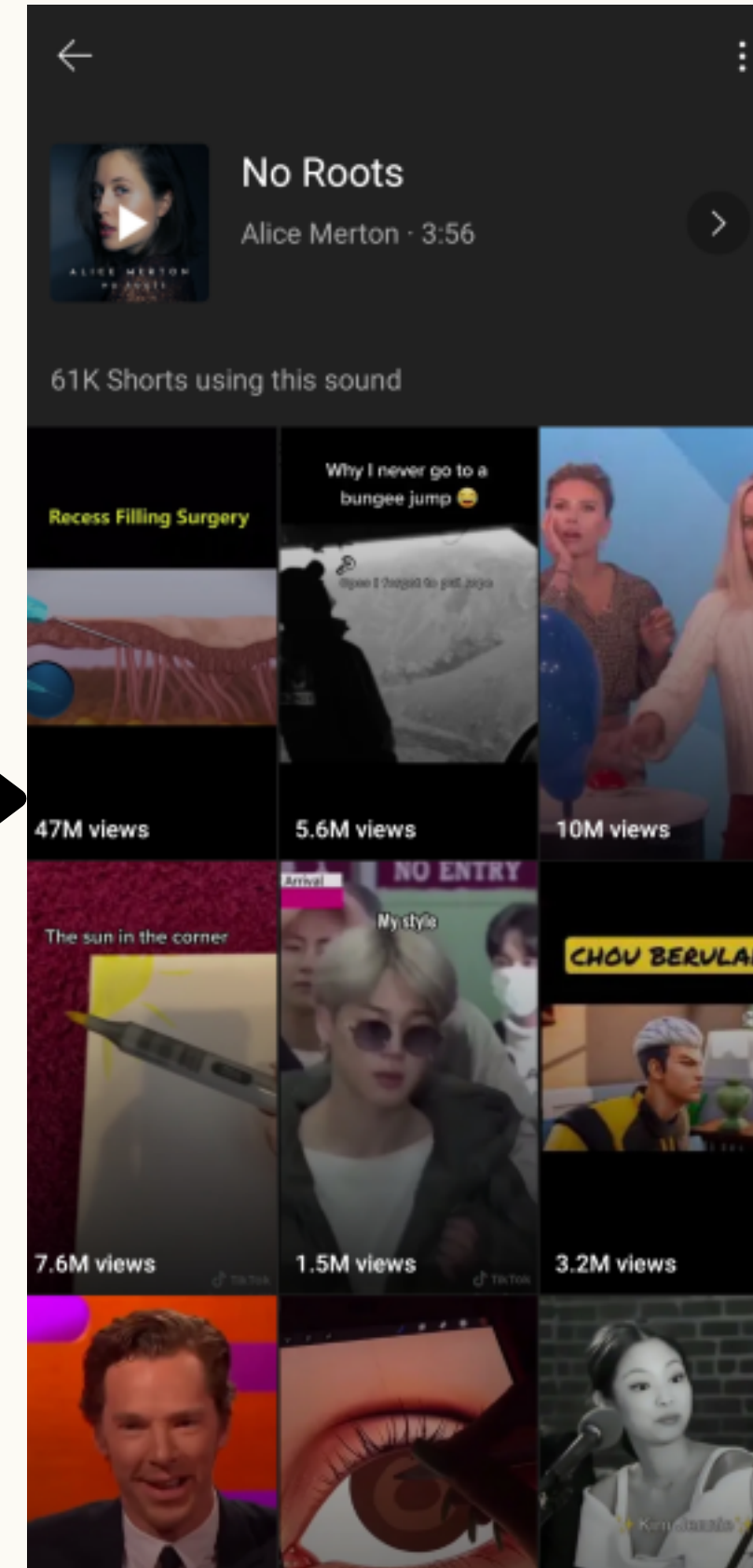
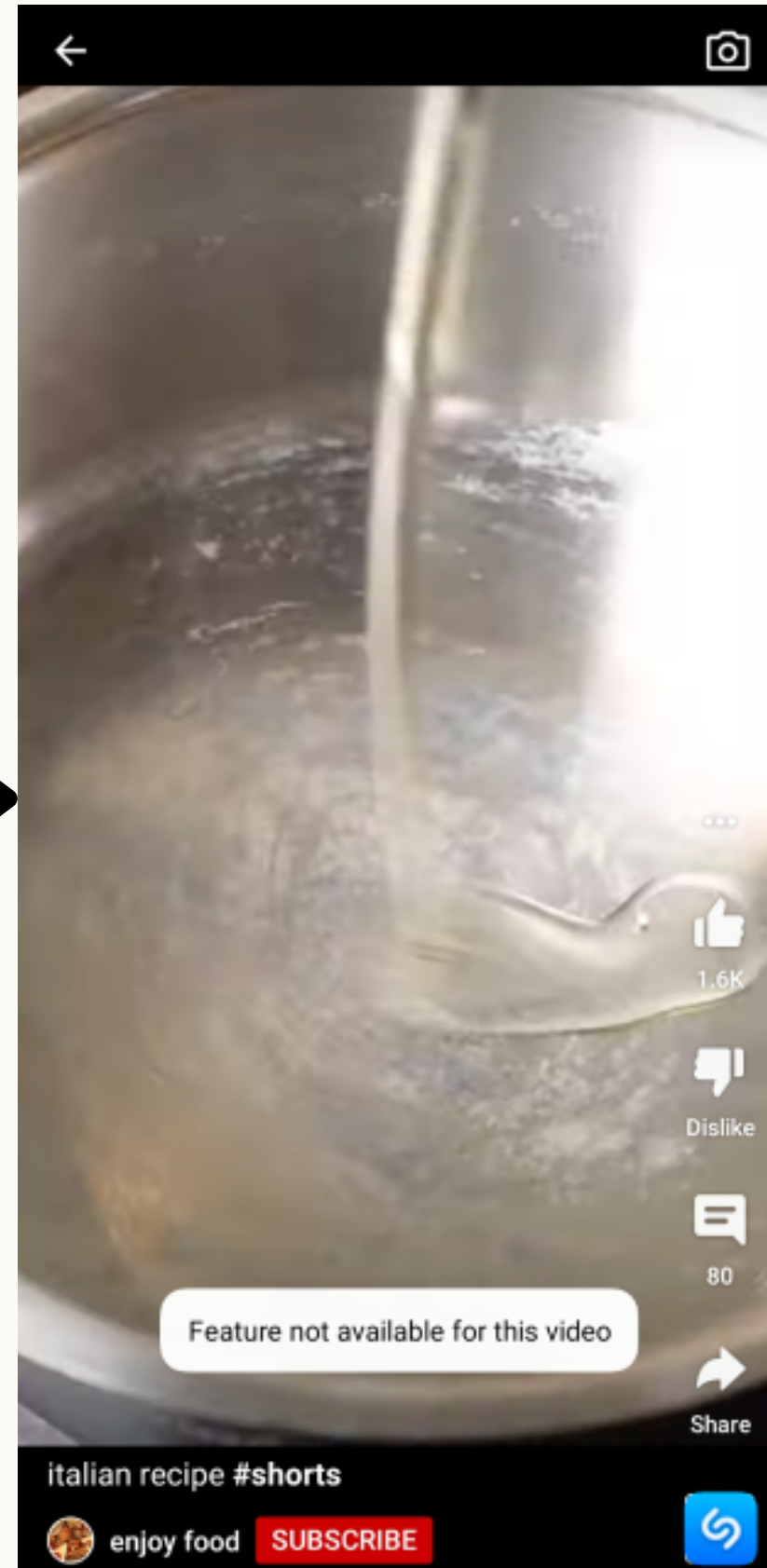
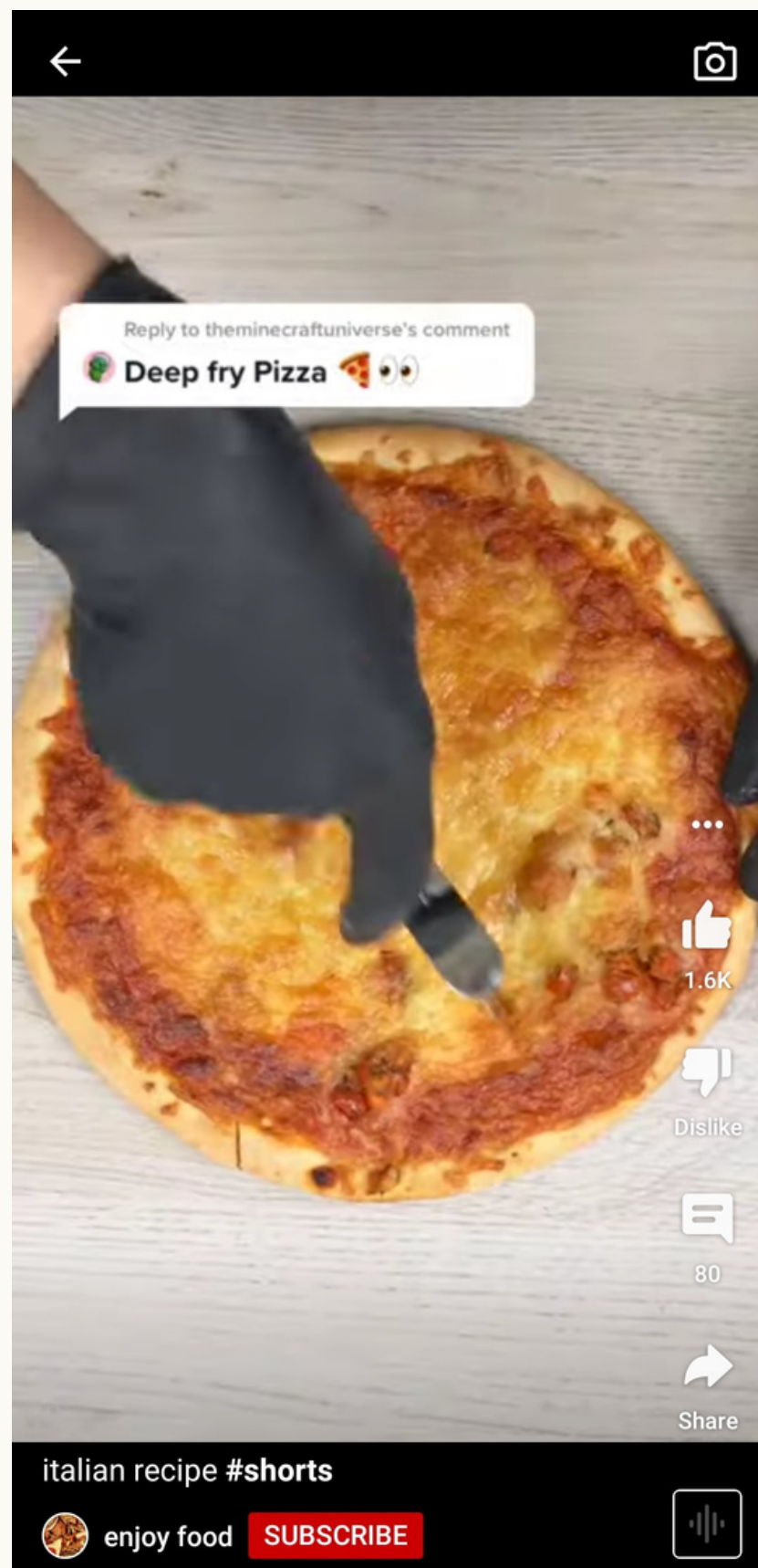


YouTube Shorts are videos that are 60 second short videos to catch the attention of the users. This can be used to provide feedback to content creators and also say thanks by sending a small incentive for the creators.

Feedback can be sent in the form of textual messages. YouTube will have an inbuilt scan for vulgarity to ensure only constructive criticism. This would help creators create better quality videos

Thanks option would be available for those who are members of the creators' channels. This will work similar to sending incentives to streamers on the usual videos. This helps the creator build a better connection with his/her user base as well

# SOLUTION 2: IDENTIFYING SONGS WITH EASE



As a creator, sometimes songs used by other creators may not be identified by YouTube's inbuilt identification model.

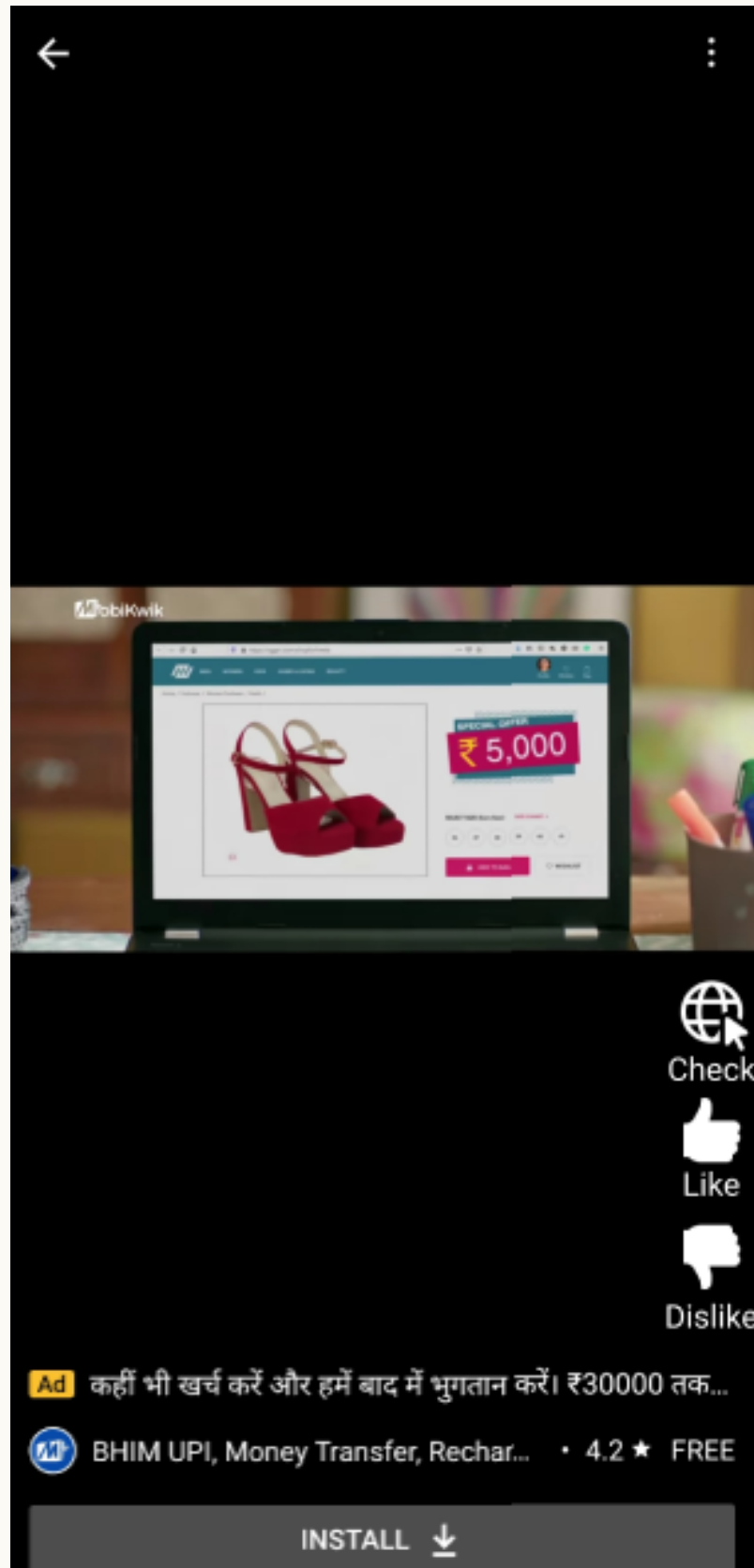
✓ Working

- When the inbuilt identifier is not able to identify the song, a prompt is shown
- Users can opt to **Shazam** the song to identify the song
- They can then use the identified song to create their own short video!



# SOLUTION 3: MAKING ADS MORE RELEVANT TO USERS

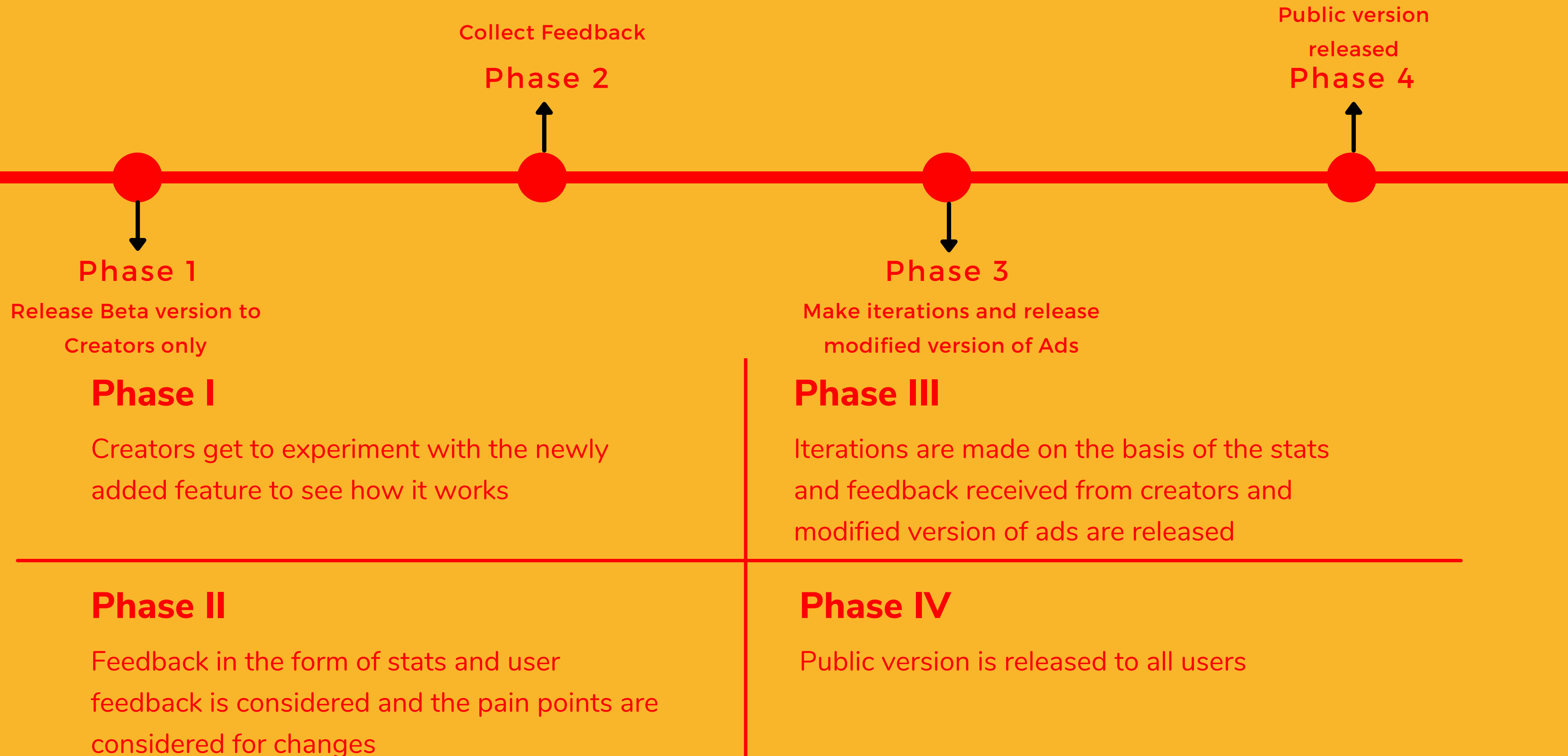
As a company Advertisements are a source of revenue. While sponsoring those companies that would like to advertise on the feature, it is also important to ensure that the Ads displayed are relevant to a given user. This is where personalization comes into the picture.



Check option will help users find the credibility of the ads, It can help users identify the indexed date if the ad leads to a website, or the number of downloads and snippets of most recent/relevant reviews to help users make a more informed decision on visiting/downloading the advertisers app

This will ensure quality ads are showcased to users. The more the number of dislikes, the lesser the ads that are shown on that particular genre/topic. This in turn helps in increasing the personalization factor for users

# LAUNCH PLAN



# SUCCESS METRICS

## SOLUTION 1

### North Star Metric

No. of users who send feedback to the creator for their efforts per week

### Supporting Metric

No. of users who send incentives to the creators for their efforts per month

### Counter Metric

No. of users who do not use the feature per week

## SOLUTION 2

### North Star Metric

No. of songs identified per creator per week via Shazam

### Supporting Metric

No. of times the Shazam API is used to identify songs vs the No. of times the traditional identification method is used per week

### Counter Metric

No. of users who do not use the music remix feature

## SOLUTION 3

### North Star Metric

No. of users who check the source of the Ad and its respective information per week

### Supporting Metric

No. of users who like/dislike the Ads per week (Directly affects personalization factor for users)

### Counter Metric

No. of users who do not use any of the features introduced per month

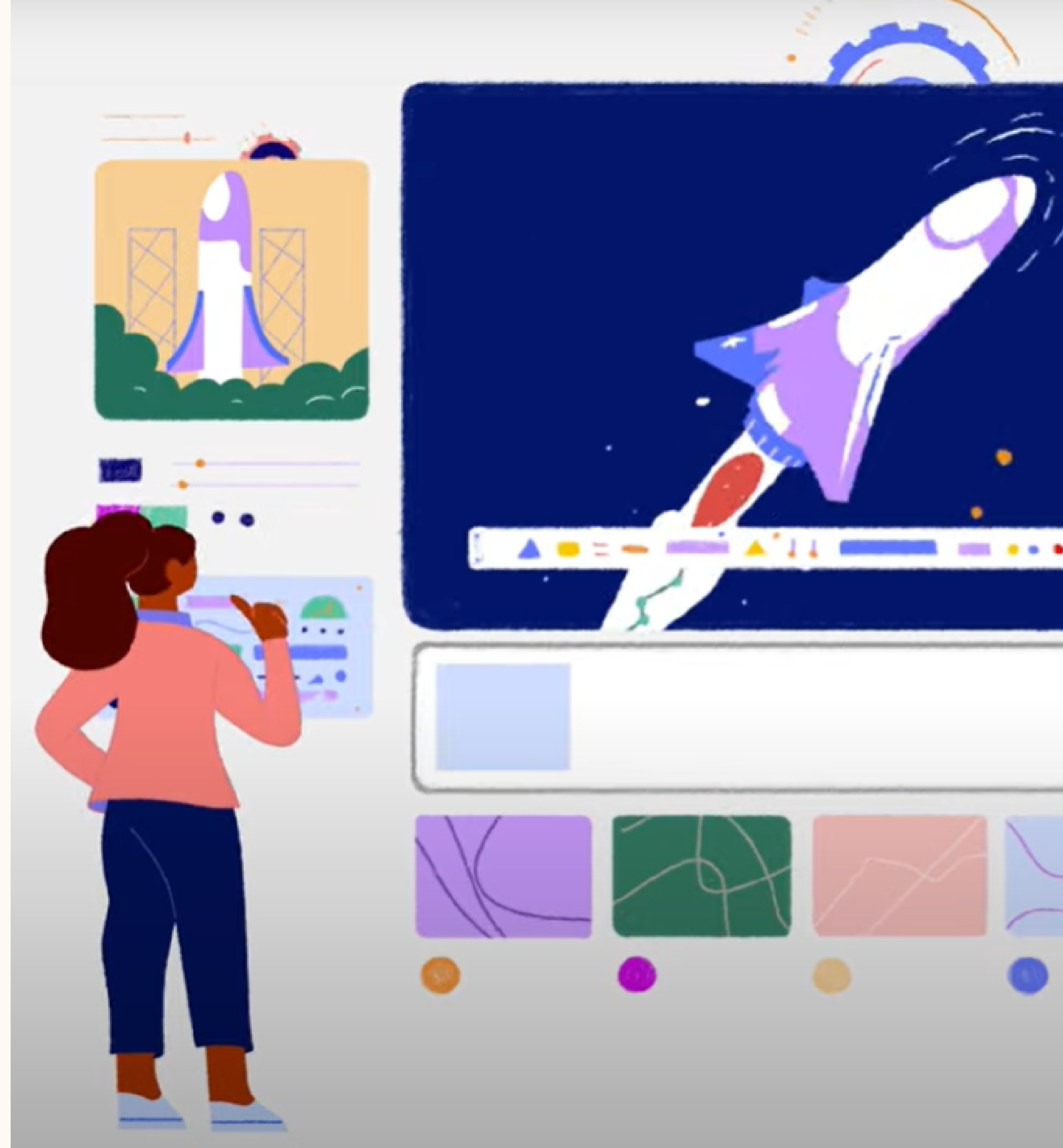
# PRESS RELEASE

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Dear User!

We introduced YT Shorts as a shorter version of YouTube and we are super excited to announce that we heard you! Your feedback and reports have helped us iterate on the feature and after much awaited time, we are presenting to you a new version of YT Shorts. We hope you enjoy the feature and find it useful! We are always open to feedback, and value your opinions :)

~Team YouTube



# Thank You!

Done by Ananth D



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