

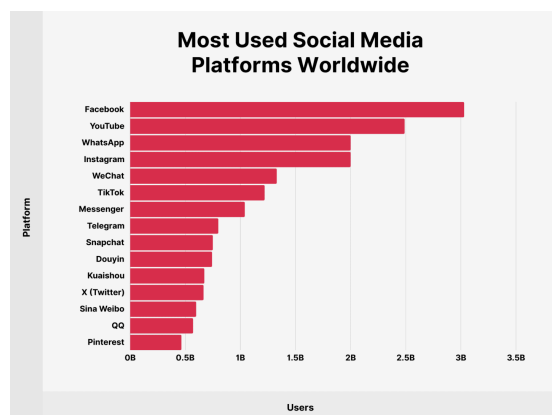
## PRODUCT ANALYSIS

### Value Proposition

- Youtube allows users worldwide to access a range of content, regardless of economic and global factors.
- YouTube provides a free platform for any user to create and share content worldwide, creating a new age of creators and influencers.
- Users can choose to pay £12.99 a month for 'YouTube Premium' to experience exclusive features.
- Student memberships for this service are £7.99 and family memberships £19.99 per month. Features include:
  - Watch videos without ads
  - Download videos to watch offline
  - Background play (when on other apps or phone is locked)
  - Youtube Music Premium
  - Continue Watching (take off where you last were across devices)
  - Modify playback (rewind etc)
  - Picture-In-Picture (watch videos whilst on other apps)
  - Queue Videos
  - Increased video quality
  - Jump ahead (to part of video that most users jump to)
  - Co-watch with google meet
  - And more!

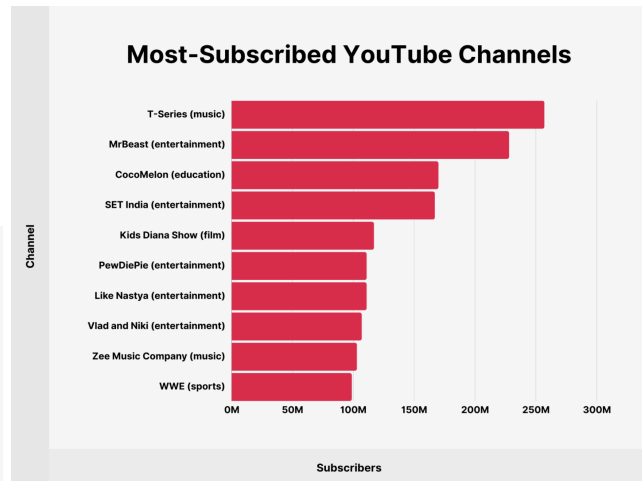
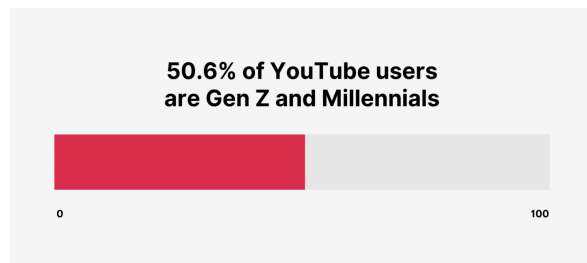
### Youtube Overview

- Youtube is the **2nd most used social media** platform worldwide.
- Youtube is the **2nd most visited** website in the world after **Google**.
- YouTube's global users are expected to reach 2.85 billion by 2025.
- 80% of parents in the US, with children aged 11 or under, say their child watches YouTube videos.
- YouTube's main revenue is from ads, and premium/ music subscribers.



## Youtube User Base

- Over **half** of users are **aged 18-34**
- Globally, **54.4%** of YouTube users are male and **45.6%** are female.
- **India** has the **most** YouTube users
- **4** out of the **top 10** most- subscribed channels are tailored towards **children**.



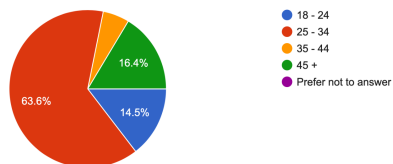
## Results from the User Surveys

Surveys were distributed amongst our social networks to gain insight into user needs of Youtube. Surveys were completed via google forms and we received 56 respondents.

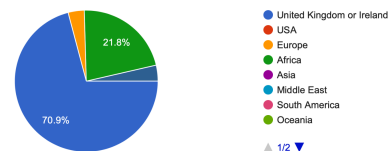
### Demographic data

- Most respondents were living in the **UK** and **aged 25-34**.

What is your age category?  
55 responses



What area of the world do you live in?  
55 responses



### Breakdown of User Pain Points

- **40%** proposed a feature to enhance their experience that Youtube premium currently offers.
- **33%** encountered inappropriate content on YouTube
- **17%** found Youtube Kids inappropriate
- Review of online blogs/forums also confirmed these findings.

## **User Personas**

From the above surveys and analysis of online forums and reviews of Youtube the below User Personas were created.

### **1. Parents who use Youtube to entertain children**

#### **Abbie, aged 43**

Location = UK

- Abbie works full-time and recently had her first child.
- Abbie uses YouTube to entertain/educate her child.
- Abbie is a Spotify fan.

#### **Pain points**

- Inappropriate content pops up when her child is watching Youtube kids.
- Abbie does not want her child exposed to this content.
- Abbie's child turns off youtube by accident and cries when in the car.

#### **Solution**

- YouTube to remove adverts and content which is inappropriate for children.
- A feature that allows Abbie to pre-authorise content.
- The phone can be locked, and the child can continue to watch/listen to entertainment.
- More information on how to use parental controls.

### **2. Influencers who share content**

#### **Elise, aged 26**

- Influencer who has created her own personal brand on youtube through fashion.
- Posts twice a week.
- Relies on youtube to showcase her outfits to the fashion community that she has cultivated for over five years.

#### **Pain point:**

- Her content is overly moderated, and she often faces false copyright claims.
- She feels as though Youtube's system of moderation towards content creation is inconsistent and sometimes aggressive.
- She is scared that the overregulation of her content and the false claims she receives may lead to demonetisation as well as her account being terminated.

#### **Solution:**

- Youtube should incorporate a more straightforward and user-friendly dispute resolution process.
- For youtube to enhance their content ID (system that enables copyright owners to identify youtube videos that include content that they own) to allow more accurate claims of copyright.

### **3. People who watch podcasts**

#### **Sameera Ali, aged 33**

- Enjoys true crime and business podcasts, aligning with her interest in investigative journalism and professional development.

- Works in media and frequently seeks out in-depth content to stay informed and inspired in her field, making an optimised podcast experience crucial.
- Struggles with YouTube's short-form content focus, making it difficult to navigate and discover new podcasts

**Pain Point:**

- YouTube's interface is geared towards short video consumption like youtube shorts, not long-form content like podcasts. This can make navigation and discovery of new podcasts more difficult.

**Solution:**

- Create a separate, dedicated section within the YouTube app specifically for podcasts. This section could have its own interface tailored to long-form content, featuring podcast-specific categories, curated playlists, and personalised recommendations based on the user's listening habits.

#### 4. People who watch educational content/tutorials

**Talys, aged 28**

- Talys works full-time
- Recently purchased his first house to renovate.
- Short for time and cash
- Using tutorials of house renovations to complete his house renovation himself instead of paying for a builder = keeping costs down.

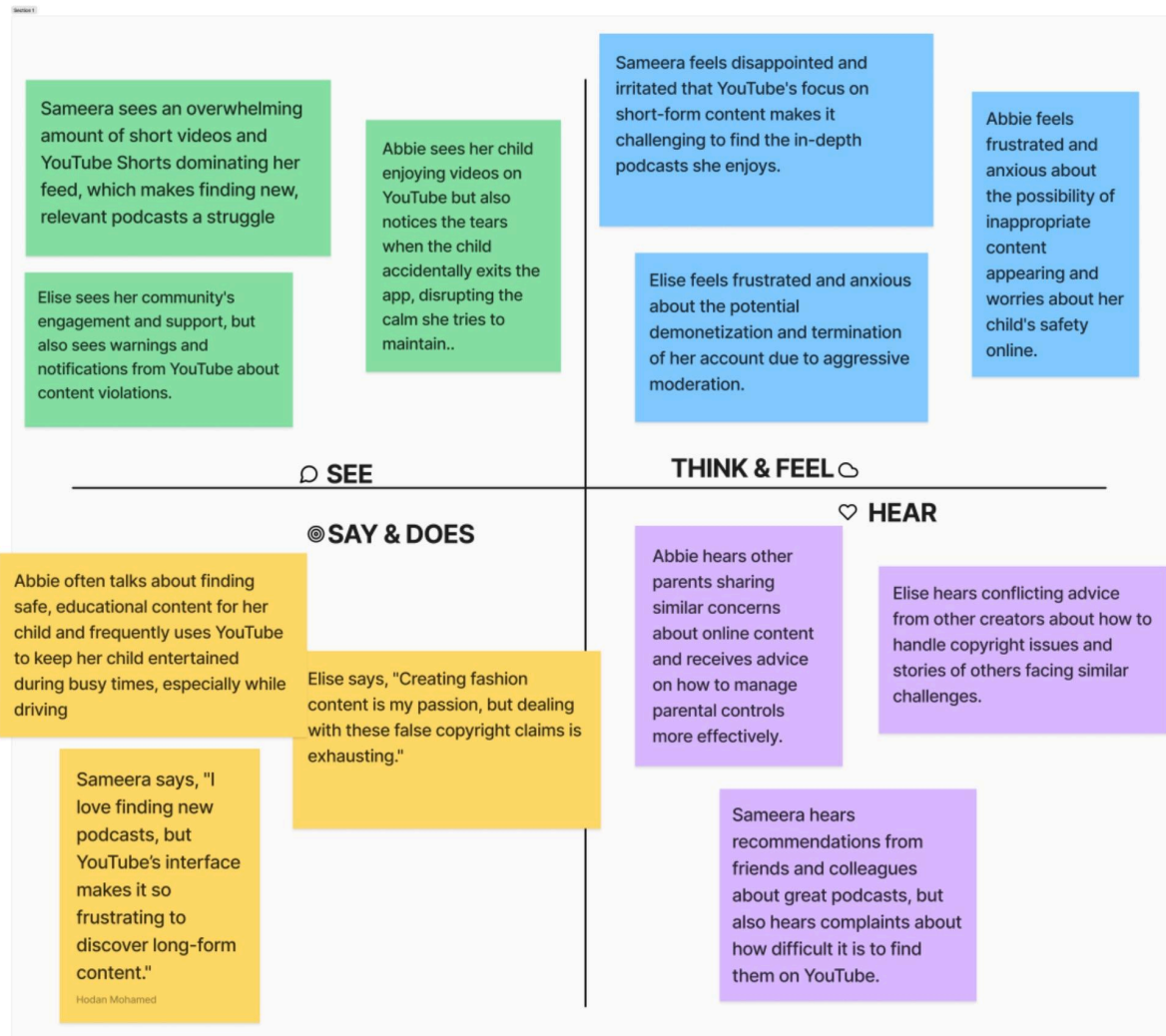
**Pain points**

- Adverts consistently pop up when he is trying to watch tutorials
- Frustrates Talys as he doesn't have time for adverts
- Prevents Talys from following along with the tutorial and learning as the adverts cause the tutorials to consistently stop/start.
- Can't afford YouTube Premium.

**Solution**

- A more affordable premium option, with less features.

## Empathy maps



## Product Problems

### **Problem 1: Needs adverts for revenue**

- YouTube is a free service
- Youtube relies heavily on Ads for revenue
- Youtube needs to make money to operate
- Users are frustrated with adverts and don't always want to pay for premium as they feel they won't benefit from all the features.

### **Problem 2: Needs to moderate content accurately to comply with laws and protect users.**

- Youtube has a lot of content to moderate - 3.7m new videos per day - 271,330 hours of video.
- Youtube relies heavily on automated flagging - machines don't always accurately detect harmful content.

- Some content gets removed incorrectly, frustrating users and content creators.
- Needs to balance freedom of speech and user safety

### Problem 3:

- YouTube's interface is designed mainly for short-form content like YouTube Shorts.
- This focus makes it challenging for users who prefer long-form content, such as podcasts.
- The platform prioritises quick, trending videos, making longer podcasts harder to find and discover.
- **Recommendation algorithms** and the homepage layout often highlight shorter clips over podcasts.
- Podcast listeners must sift through unrelated content to find what they want.
- YouTube lacks features specifically tailored to podcast users, like dedicated sections or advanced filtering.

### Product Solutions

1. An alternative to Youtube Premium - Youtube Lite.
  - This is a 'lite' version of youtube premium - Users can choose 3 of their favourite premium features for £4.99 a month.
  - Catered towards people on a budget who don't want ads, want background/lock screen play, want to download videos for later or already have a music subscription service.
  - **Cons:** Could lose Youtube Premium full paying customers.
2. Employ more human moderators
  - This will prevent harmful content being published on Youtube and users content being incorrectly removed or banned.
  - Protects children from inappropriate content and restores parents' trust in Youtube.
  - **Cons:** Would cost a lot of money to implement without any known financial benefit.
3. Create dedicated section in youtube App to podcasts
  - Create a separate section within YouTube specifically for podcasts with a long-form optimised interface.
  - Offer curated playlists, genres, and personalised recommendations to enhance podcast discovery.
  - Implement advanced search and filtering options tailored to podcast content.
  - Add a feature for users to easily resume podcasts from where they left off across devices.
  - **Cons:** costly and time consuming to create

### Product Creation

## Feature prioritisation

We have prioritised *YouTube Lite*, as based on our surveys and analysis of online forums, it would have the greatest customer impact and benefit for the business. It should be relatively easy to implement since it's an adaptation of an existing feature, allowing for a quick launch and rapid revenue generation.

<b>Reach</b>	<b>Great.</b> A lot of people would benefit from 'YouTube lite' as it would offer a cheaper option for features that people value
<b>Customer Impact</b>	<b>Great.</b> It would hopefully restore people's faith in YouTube, considering YouTube are making users pay for features which were previously free.
<b>Business Impact</b>	<b>Good.</b> Youtube may gain a lot of new paying customers for Youtube lite, but may also lose customers from YouTube Premium, impacting revenue.
<b>Validation</b>	<b>Great.</b> From the user surveys and online research, a lot of users want a feature where they can use youtube premium but for a cheaper cost.
<b>Ease</b>	<b>Great.</b> This will be easy to build as it's an adaptation of a current feature.

## RICE:

**REACH:** 100 million (Current paying Premium users) 4.95 billion (total users)

**IMPACT:** Recently completed survey revealed that 40% of respondents proposed a feature to enhance their experience that Youtube premium currently offers. Further analysis of online forums and reviews revealed people did not want to pay for youtube premium as they felt they wouldn't benefit from all the features. Offering a new version of YouTube premium should grow our revenue and premium features user base **2**.

**CONFIDENCE:** 80% - currently 100 million premium users which suggests premium features are valued by users.

**EFFORT:** Our engineers and UX/UI team have experience building YouTube Premium sign up pages and features so this will be of ease. The team will need to make minor adaptations to the premium feature. Therefore an Ease of effort is **2**.

## RICE FRAMEWORK:

**REACH X IMPACT X CONFIDENCE / EFFORT = RICE SCORE**

**100,000,000 x 2 x 0.8 / 3 = 53,333,333.3**

## Feature Overview

### *YOUTUBE LITE*

*What is it and what problem does it solve?*

- *YouTube lite* offers a reduced number of Youtube Premium features, for a more affordable price.
- Users can choose up to 3 premium features for £4.99 per month.
- YouTube Premium solves a problem for everyone, but not every feature is needed, and users feel disgruntled paying for features that they don't use.
- YouTube lite enables users to choose premium features that they want to use, therefore experiencing more value for money in their *lite* membership.
- YouTube Lite offers exclusive features for Creators.

*Who will benefit from YouTube lite?*

- Everyone! Users can choose features that they value most, solving problems personal to them.
- Users of spotify and apple music may choose to switch to Youtube lite, where they can combine their love of listening to music, exclusive YouTube content and most valued youtube features.

<i>User</i>	<i>Pain Point</i>	<i>Solution</i>
<i>Abbie, uses Youtube To entertain her child</i>	<ul style="list-style-type: none"><li>- <i>Child keeps turning the video over/ drops the phone and cries</i></li><li>- <i>Abbie has to reach over whilst driving or pull over to put the video back on.</i></li><li>- <i>Abbie is concerned about inappropriate content on youtube kids.</i></li></ul>	<ul style="list-style-type: none"><li>- <i>Abbie can afford YouTube Lite.</i></li><li>- <i>Abbie chooses, no adverts, background play, and queue videos so she can queue appropriate content for her child during long journeys.</i></li></ul>
<i>Talys, DIY hobbyist</i>	<ul style="list-style-type: none"><li>- <i>Finds it difficult to learn and follow along with instructions from 'how to' videos as adverts interrupt his flow of work.</i></li><li>- <i>Feels frustrated with consistently rewinding videos following adverts to ensure he followed</i></li></ul>	<ul style="list-style-type: none"><li>- <i>Talys chooses Youtube lite as he can listen to music, avoid adverts, and download videos to watch when on the tube to work.</i></li><li>- <i>Talys cancels his Spotify membership to combine features he needs most in one place and save money.</i></li></ul>



	<i>all steps of the videos correctly.</i>	
<i>Elise, Youtube Content Creator</i>	<ul style="list-style-type: none"> <li>- <i>Her content is overly moderated, and often faces false copyright claims.</i></li> <li>- <i>Feels Youtube's system of moderation towards content creation is inconsistent and sometimes aggressive.</i></li> <li>- <i>Scared of demonetisation as well as termination of account.</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Elise opted for the <b>YouTube Lite Verified Creators Badge</b> and now has access to the demonetisation process, account termination protection, and the creators support team.</i></li> <li>- <i>As a Creator, Elise also enjoys priority support for creators facing moderation issues or false copyright claims.</i></li> </ul>

*Why is it important to users and the business?*

**Important to users because:**

- Youtube users are angry with YouTube for making users pay for features that were once available for free.
- They're fed up with the increasing number of adverts being shown on their favourite shows, which was reflected in our survey and multiple online forums. ("Youtube revenue for adverts increased from 8.150million in 2017 to 31.510 million in 2023" (statista.com)).
- Users don't want to pay for youtube premium, as they consider it expensive, especially if they wouldn't benefit from most of the features.

**Important to business because:**

- Spotify continues to be the number 1 music streaming platform - YouTube lite is an opportunity to overtake Spotify as a music streaming service.
- Whilst there is no platform like YouTube, new features and platforms are consistently being launched which could threaten YouTube's existence if they don't adapt and listen to users' needs.
- YouTube lite provides another opportunity to increase revenue and expand the user base to people who are living on a budget.

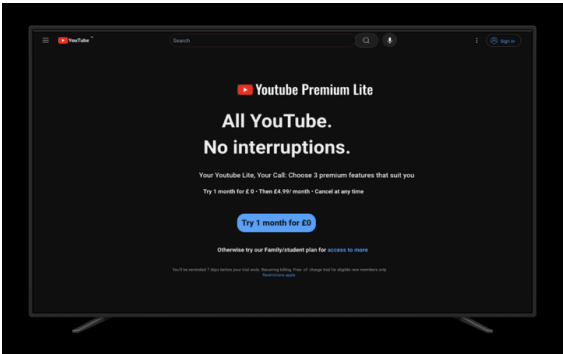
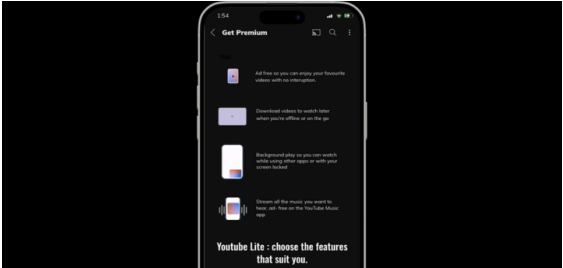
**Risks and Constraints**

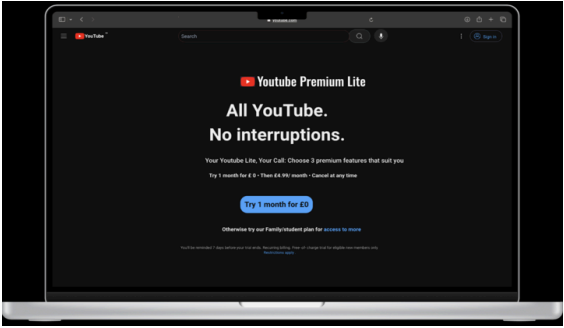
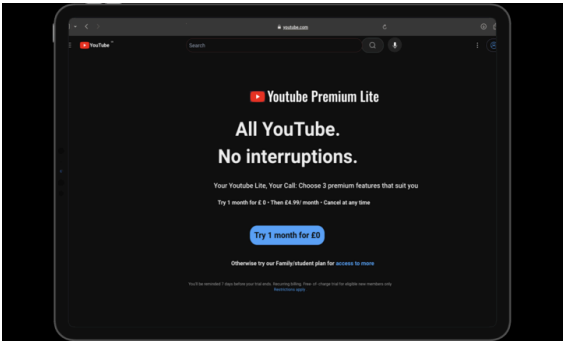
- There is a risk that YouTube premium members might opt for Youtube lite, a cheaper option which would decrease revenue. That being said, Youtube would also gain new members who could not afford Youtube Premium, therefore this combines their streaming services into one place; targeting different user needs, attracting more users and revenue streams.

## MVP

<b>Change features</b>	Ability to change features at any time during subscription	<b>Must have</b>
<b>Withdraw subscription</b>	Ability to cancel your subscription at any time	<b>Must have</b>
<b>Change plan</b>	Ability to change your plan (i.e Premium to Lite & vice versa)	<b>Must have</b>
<b>Video continue to display on screen whilst using background feature</b>	Ability to watch YouTube video with the screen locked	<b>Won't have</b> - not possible for this MVP due to time constraints. Could be developed at a later date following the launch of YouTube lite.

## Youtube Lite Prototypes:

	<p><b>UI of feature on a TV</b></p>
	<p><b>UI of feature on a phone</b></p>

	<p>UI of feature on a Laptop</p>
	<p>UI of feature on iPad</p>

## Product communication

### ***Your YouTube Lite, Your Call: Choose 3 premium features that suit you***

We heard your feedback—you appreciate some YouTube Premium features, but only truly love a few. Maybe you're tired of ads, or you'd like to bring together your love for music and tutorials in one spot. With YouTube Lite, you can choose from over 10 premium features to enhance your viewing experience, without having to spend money on features you do not want.

## FAQ's

### *\*What features are included in YouTube Lite?*

Whatever features you choose! With YouTube Lite you can choose **up to 3 features** at one time, making your YouTube experience personal to you.

### *\*I am already using Youtube premium but I don't make use of all the features, is it possible to change my plan to Youtube Lite?*

Yes! If you find yourself only using a few premium features, and feel as though three premium features are enough for you; you are more than welcome to cancel your premium plan and change to Youtube Lite after the next billing month.

*\*If I don't like some of the features I have chosen, am I able to change them?*

You can change your **selected features once every billing cycle**. This gives you the flexibility to use the features that are most suited to you! Just remember that you are only allowed **3 premium features** per billing cycle. This does not permit you to choose more than three, otherwise you can switch to our [premium plan](#) for more.

Project activity log link :

[https://docs.google.com/spreadsheets/d/1UcNBIQk\\_xZy1jWJlRQCWCVzjzJxL4J/edit?usp=sharing&ouid=108292830528056521797&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1UcNBIQk_xZy1jWJlRQCWCVzjzJxL4J/edit?usp=sharing&ouid=108292830528056521797&rtpof=true&sd=true)