

Youtube Product Case

Question: **Build a feature for a YouTube App**
How would you Improve



Assumption

- I'm the Product Manager / Analyst at Youtube

Goal of the company

- Keep users happy and entertained all over the world
- Keep users updated with the latest Videos trends

Asking clarifying Questions

1. Is there any specific features part of it: **NO any**

Note: After **30sec - 1min** Brainstorming my ideas and capture and also organize them in the right manner to explain them in a better way

Business Answers

So I come up with 3 ideas to build or insert into YouTube

- Feature 1:
 - Short Ai summarizer
 - Every YouTube video has its style and content
If the Video contains more than an Hour Example Podcasts have longer hours to watch
 - We build a feature that helps brief/short notes about the video
 - About :
 - What they are going to learn from the video
 - what's the benefit
 - Main points
 - Also, create some hooks while reading the ai generated summary that tells you to watch the video for more and complete details
- Feature 2:

- Quiz time
 - For Educational videos and other lists
 - When the user completes watching the video the pop-up message will need to occur that helps to take the **Knowledge check** Button
 - This will help to user spend most of the time on the Platform
- Feature 3:
 - For the YouTube Partner Program For Youtuber's
 - This helps video creators to rank their videos
 - This will suggest the video title at the bottom of the title
 - When a Youtuber Publishing a video

So these are the features that I have brainstormed within 2-3 min
Does that sound good @youtube

Ramesh k
Data & Product Analyst

 [LinkedIn](#)
 [Portfolio](#)