PRODUSCOPE 2021
CASE SOLUTION PITCH DECK

Case study by
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YouTube is an American online video sharing and social media platform which has users who watch more than one billion hours of videos each day .

Assuming that you are a PM in YouTube, your task is to :

Design a simple feature which allows a user to disable ads for some time,
1. either at a cost,
2. or by by filling some surveys,
3. or by seeing more ads in the future.

Analyse the 3 options, providing pros and cons of each, and recommend one with clear reasoning. You can also suggest any other feasible option with reasoning.

Problem Statement

Option 1: At a cost

1. Premium subscriptions model
   a. Buying short term plans for skipping ads for days or hours or for a particular ad.
   b. Buying a subscription for a month or a year.

1. Ease of use
2. Saves time.
3. Flexibility to spend as and when required.

1. Can be expensive for some users.
2. Online payments can be tasking
3. Dis-trust in online payment.
4. User may not have any online payment mode.
5. Login necessary.

Analysing the given options

Option 2 : <u>Filling out surveys</u>

- A feature which asks for a short survey or poll at the start of an ad

- The result/inputs of other users of the polls can be displayed after the survey is filled.

PROS

1. No monetary transaction required
2. Users get an idea of society's opinions on the topic due to the answers. (sense of belonging)
3. Users can share their views or grievances
4. No login required.
5. Data from surveys can be used to provide more apt suggestions.

CONS

1. Time-consuming
2. Cognitively tasking
3. Might fill the surveys in a hassle giving false data.
4. Some surveys might trigger emotions in user, hence, discouraging use.

Analysing the given options

Option 3 : Seeing more ads in the future

- A feature which allows user to skip ad at the cost of 2 ads being credited to their account.

- A limit could be set after which the user will have to view the ads.

1. Hassle-free UX for the user.

2. Saves time and effort for the time being.

3. Improves chances of ad being seen

1. Multiple credited ads might discourage user from app use.

2. Might lead to procrastination

3. Increased bounce rate.

Analysing the given options

Option 4 : YouCoin Model

- We introduce a solution of , youtube currency called youcoins.
- These youcoins can be spent at the start of any ads to skip the ad.
- There are 2 ways to earn these coins

  1. By buying coins with real time money

  2. By watching full length ads to redeem youcoins.

- A dashboard keeps track of all your coin transactions and purchases.

PROS

1. Freedom to spend either time or money
2. Easy to use
3. Motivates users to see more ads - generates more revenue
4. Gamification increases retention
5. Extra source of income from purchase of youcoins.

CONS

1. Demands decision making for every video having ads
2. Once chosen at the start of video, you cannot skip ads in between.

Analysing the new option

Prioritization Table (4>3>2>1)

Feature	Impact score = x						Cost = y			Score
	Awareness 15%	Activation 15%	Engagement 30%	Retention 20%	Revenue 15%	Referral 5%	DevTime 40%	Operational Efforts 40%	External Risk 20%	
At a cost	1	1	1	3	4	2	2	1	4	-0.1
Filling some surveys	2	2	2	2	1	3	1	3	3	-0.3
Seeing more ads in the future	4	3	3	1	2	1	3	2	2	0.1
YouCoin Model	3	4	4	4	3	4	4	4	1	0.3

By the impact cost analysis we concluded that the YouCoin Model in which the users are allowed to skip Ads in a particular video by spending a sum of YouCoins (Wallet currency) is to be used for our problem statement.

Product requirement document
Youtube

Contents

1. PRODUCT BRIEF

Advertisements on YouTube specifically appear right before, or during a video of a monetized channel about 50% of the time. Various companies pay YouTube to sponsor them to help their business get stronger since YouTube is a busy site . These ads have been heavily criticized by many users .They are shown according to the viewer's location, the video, or a recent search on Google.

Youcoin is a feature which allows users to skip the ads for a temporary period at the same time providing incentive to users to watch ads.

It gives users the ability to use their time to save it in the future in case of emergencies.

2. OBJECTIVE

1. Disable ads for a temporary period

2. Improves user engagement

3. FUNCTIONAL REQUIREMENTS

1.Creating selection pop-up at the start of videos

A pop up options menu will be displayed to ask the user to either spend X youcoins to skip all ads in the video or earn Y youcoin by watching all ads in the video

2. Portal to buy youcoins

- A dashboard where various offers of buying youcoins in exchange for real time money can be displayed.
- Complete transaction of the sale to be carried out via payment gateway.

3. Dashboard to maintain youcoin data of the user.

- A dashboard required to display the number of youcoins available in the wallet.
- To show debit and credit history of youcoins.

6. KPI/METRICS

Success Metrics:

Overall -
-> Session length per user per day
-> Number of ads watched per session

Feature Specific -
-> No. of Coins credited by watching ads
-> No. of Coins debited to skip ads.
-> No. of Coins credited by paying fiat currency
-> No. of logins/signup

North Star Metric -
YouTube - User Engagement should increase
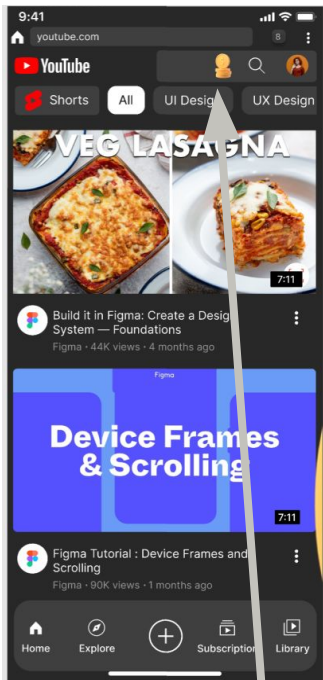Feature - No. of coins credited/ No. of coins debited

5. Key discussions for future:

1. Creating a model to skip ads in between videos.
   a. Since our features provides an option to the user to skip all ads or watch all ads , in the next update we can allow the user to skip ads depending on the metrics we observe (% of videos watched till completion with in video ads).
   b. a higher expense of youcoins can be charged for skipping in videos ads given they chose to watch all ads

2. Using Youcoins for other activities in Youtube:

   The Youcoins earned can be used for different activities like superchat,or subscriptions or donations in the future.
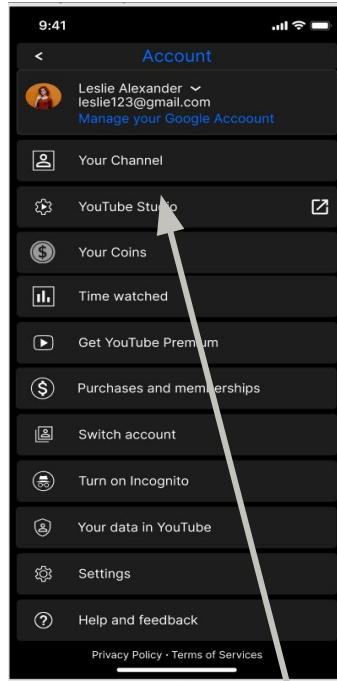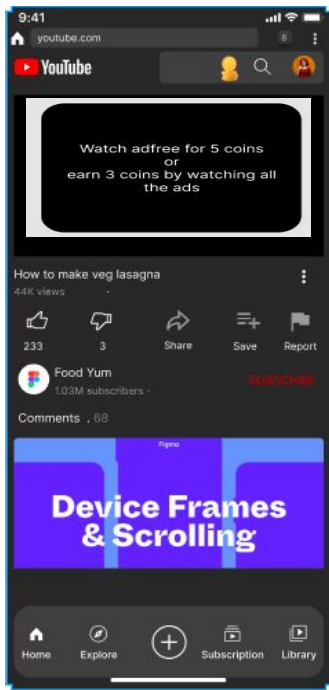
Video play page
Here, when user will play the video, they will see a popup giving them option to spend coin and watch adfree or earn coin by watching the ads
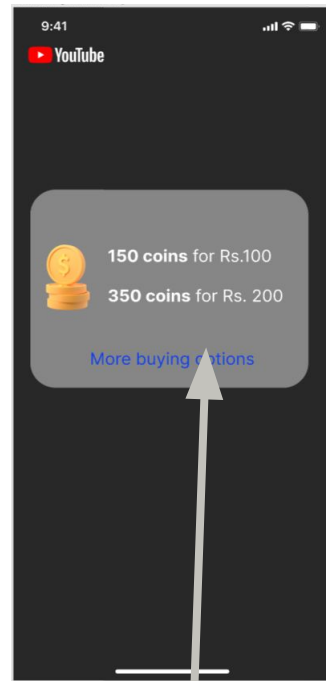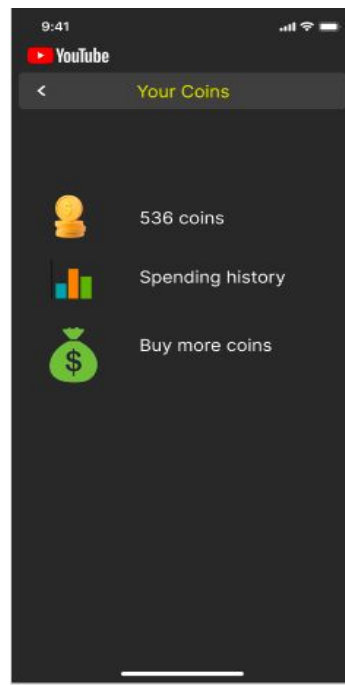
YouCoins Dashboard
Dashboard showing your youcoins, spending history and button to buying coins to

Home page
Here there is an option (icon on top) showing youcoins. User can access their coin dashboard from

Settings
From here, the user can access the Your Coins dashboard to access their coin related information

Offers page
Here various offers for Youcoins are shown.

Watch adfree for 5 coins
or
earn 3 coins by watching all the ads

Account

Leslie Alexander
leslie123@gmail.com
Manage your Google Account

Your Channel

YouTube Studio

Your Coins

Time watched

Get YouTube Premium

Purchases and memberships

Switch account

Turn on Incognito

Your data in YouTube

Settings

Help and feedback

Privacy Policy · Terms of Services

Your Coins

536 coins

Spending history

Buy more coins

150 coins for Rs.100

350 coins for Rs. 200

More buying options