ProduScope

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Problem Statement

Design a feature which allows a user to disable ads for sometime.

Product Insights

Youtube is well-known for its vlogs, viral videos and product reviews.However, it's also been increasingly used for e-learning.
User's learning experience is hampered if ads come in between the video.

Goals

- User Satisfaction: Non- skippable ads while they are learning something are very frustrating. Allowing them to disable ads will help them will help us to increase user satisfaction and increase the stickiness of Youtube.
- Increasing Revenue

User Persona

Rahul is learning to cook. He uses YouTube to find dishes that he wants to prepare and then follows them step-by-step.
He doesn't play video in a continuous manner and often gets ads while he is cooking.
This gets very irritating for him.

At a cost

User will have an option to pay for an ad free experience in that video. Hence, whenever a user wants to watch something important or urgent without any interruption of ads, he can pay a nominal charge to skip the ad.

Pros:
1. Direct Source of Revenue
2. Relatively easy to implement.
3. Very intuitive for the user (less marketing efforts)

Cons:

1. User who don't have resources to pay might feel alienated.
2. Youtube premium's USP is very similar.

Filling Surveys

Users can fill a survey form at the start of the video. If the user fills this survey form, he/she will not get any ad for that video.

Pros:
1. Infrastructure for taking survey already exists in youtube.
2. No cost associated for users, making the feature more accessible.
3. Information collected through surveys can help youtube to get better at targeting ads.

Cons:

1. Not a direct source of revenue.
2. User may fill the surveys in a hurry.
3. Infrastructure for having targeted surveys is not as good as compared to ads. (More efforts required to implement)

Seeing more ads in future

Gives an option to skip all the ads in a video to the start of next video. Total skipped ads will be accumulated and shown in the next video. There will be a cap on how many ads can be accumulated.

Pros:
1. No cost associated for users, making the feature more accessible.
2. Less efforts required to implement as infrastructure for showing ads already exists.

Cons:

1. Conversion rate for accumulated ads might be low due to limited attention span.
2. Users may leave their device unattended when ads start.

Promoting ad-videos

Users can promote businesses through sharing youtube ad-videos on their social media, they will get certain credits basis the traffic that flows through their shared links.

Pros:
1. More user traffic on youtube.
2. Giving the ability to users to become micro-influencers.

Cons:

1. Huge efforts required in implementation to track the traffic through individual links.
2. Users might fool the system through bots.

Solution	Reach(1-10)	Impact	Confidence	Efforts()	Score: (R*I*C)/Efforts
At a cost	4	0.5	80%	0.8	2
Filling survey	7	2	80%	1.5	7.46
Accumulate ads in future	9	2	80%	1.2	12
Promoting ad-videos on social media	6	1	50%	1	3

Proposed Solution: Youtube Focus

We can see that it's really difficult to implement a one size fits all solution for a platform like youtube.

Hence, users should have different options to disable ads.

Users will have an option to earn coins:

1. At a cost
2. Promoting ad-videos on social media
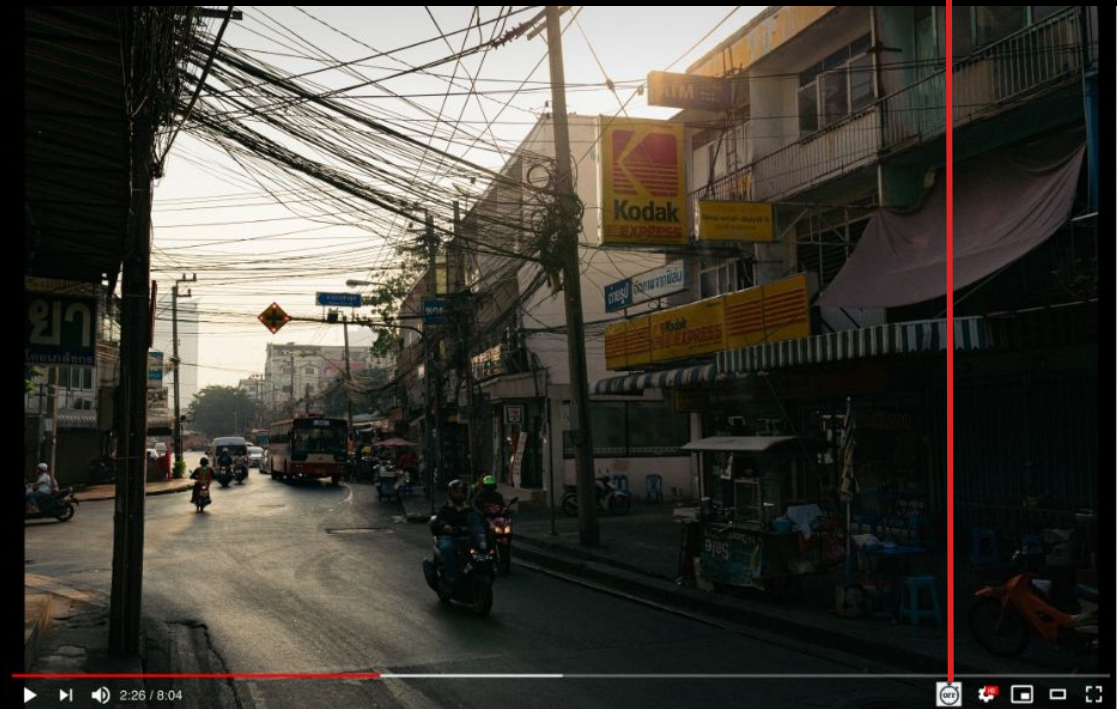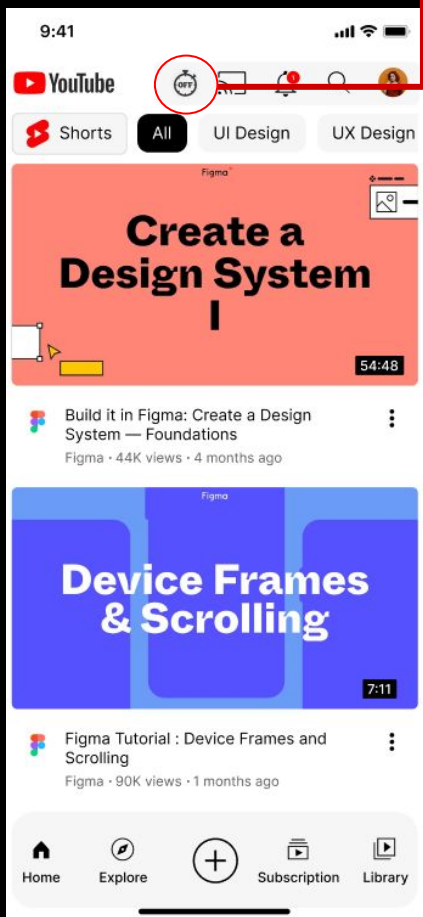3. Filling surveys

User can redeem these coins to disable ads for sometime.

Pricing of coins will be varying depending on geographical location.

We have left off the option for seeing accumulated ads in future due to its potential negative impact on revenue.
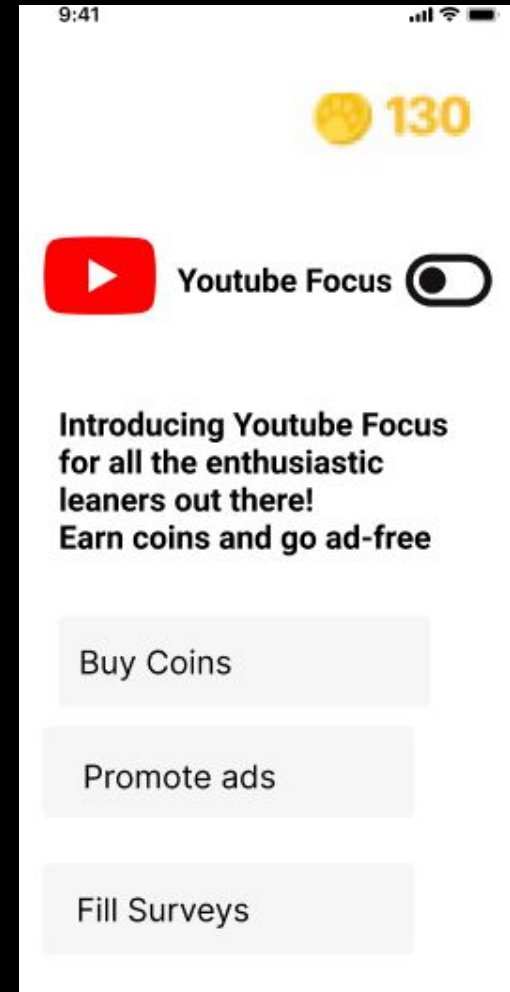
Icon to switch on Youtube focus through home page and video player based on coin you have

Product Requirements Document

Product Brief:

Youtube is well-known for its vlogs, viral videos and product reviews.However, it's also been increasingly used for e-learning.

User's learning experience is hampered if ads come in between. To solve this problem, youtube focus will allow users to disable ads for sometime.

Key Features:

1. Users will have to earn coins to disable ads for sometime.
2. They can do so by paying a cost, filling surveys, or promoting ads on their social media accounts.
3. Pricing of coins will vary depending on the geography of user.

Milestones:

-   V0.1 Internal launch to a group of Youtube employees
-   V0.3 Private beta launch to power user with improvements based on feedback from internal launch
-   V0.9 Soft launch to 0.1% of users to observe the impact
-   V1.0 Roll out to 100% users

KPIs/Metrics:

- Adoption: # of new users landing on youtube focus page
- Activation: # of new users earning coins,# of new users switching on Focus mode
- Engagement: # of daily users switching on focus mode, Average time spent in focus mode
- Retention: Weekly churn rate, NPS
- Revenue: Daily Amount of coins earned

Functional Requirements:

- Discovering the focus mode
- Crediting coins to users at a cost, filling surveys or bringing traffic on youtube ads.
- Tracking the transaction history of coins.
- Switching on/off the focus mode in least efforts.

Thank You!