MAJOR PROJECT PRESENTATION

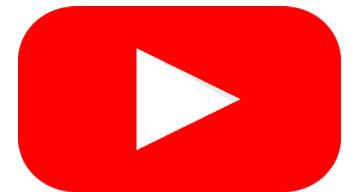## ANTO ANTONY GEORGE

MA WEB DESIGN AND CONTENT PLANNING 2021-22

University of Greenwich

- Huge number of YouTube channels
- No filters based on Language
- No user review or rating to determine channel quality apart from Individual blogs on Web
- Hard for a new user to identify good content creators on their language or surroundings

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Suppose, My mom is searching for Cooking related You Tube Channels in Malayalam (my native language)

4 ▶

YOUCRUX.COM

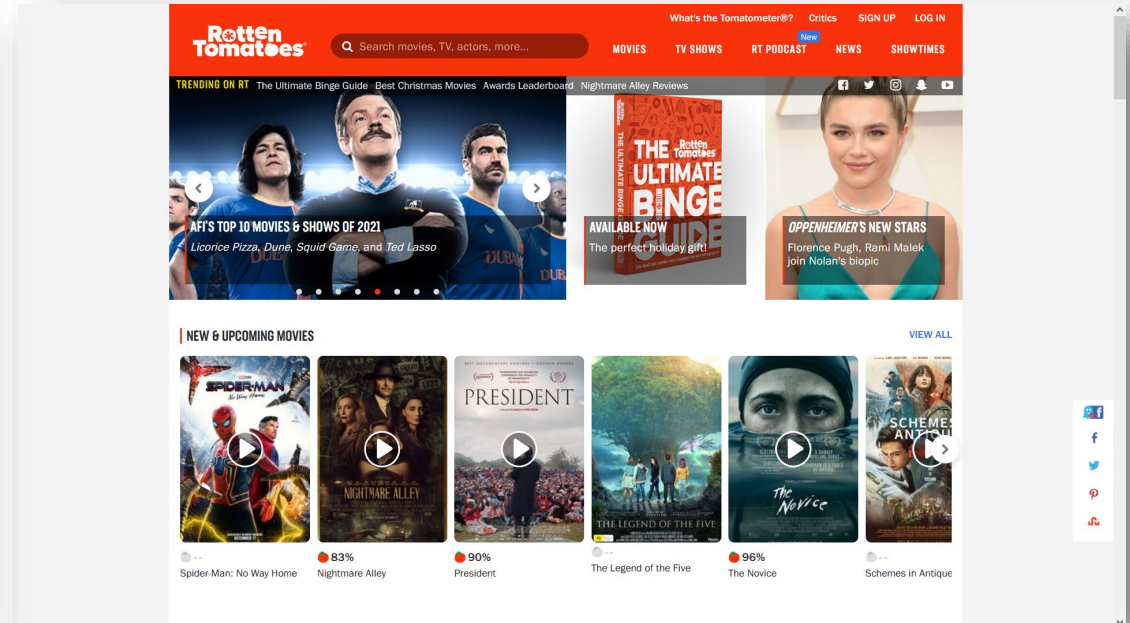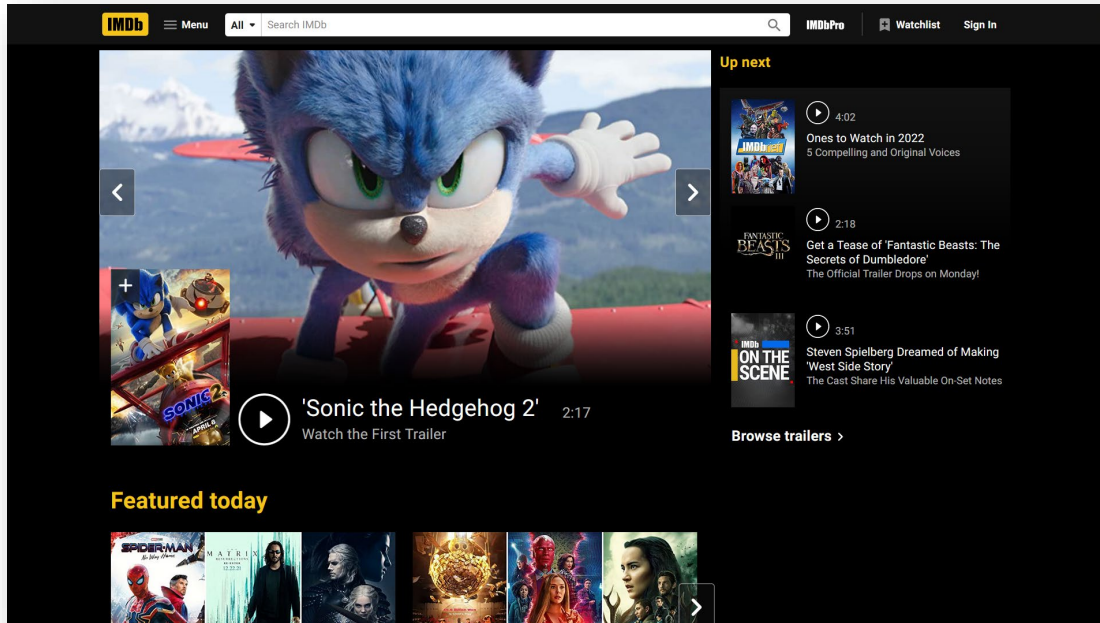find the best in YouTube

A ▶ Content Hub
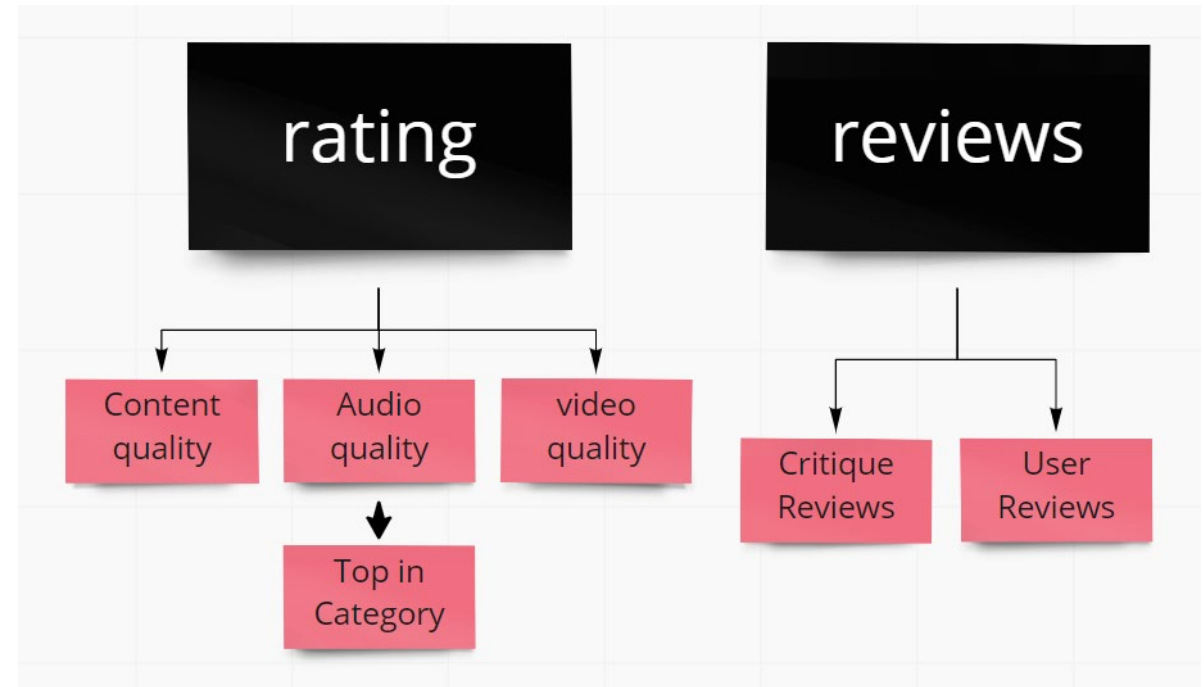
WHAT IT LOOKS LIKE?

»» A website to similar to **IMDb** **Rotten Tomatoes**

WHAT IS THE PROJECT?

›› A website to explore the world of YouTube

›› users can easily filter YouTube channels they like based on Language, genre etc. and access

›› user can rate, review and navigate to the particular channel on YouTube

›› Channels in each genre are ranked based on user ratings and reviews

FEATURES INCLUDE

- Top 10 channels
- Ranking based on subscribers
- Video quality screenshots
- Channel Description

7

BUSINESS & CULTURAL CONTEXT

YOUCRUX.COM

THE INITIAL IMPLEMENTATION

YOUCRUX MALAYALAM

STATIC DATA

>>> **Users who are watching YouTube content in Malayalam Language**

Population of State	**35-40 Million**
Estimated number of Internet users	21-23 Million
Abroad users	5-7 Million

How many YouTube users are there in Kerala?

Of **around 35 million people** who stay in Kerala, 80-90% have access to the internet," said Satya Raghavan, director-Content Partnerships, YouTube in India. He said Malayalam was among the top ten language content on YouTube. 28 Jul 2019

https://timesofindia.indiatimes.com › ... › kochi News

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≫ Selecting channels above **1 million** subscribers for listing (300-400 Channels)

≫ Segregating channels into different genre like:

TRAVEL   TECHNOLOGY   DESIGN   LIFE-STYLE   EDUCATIVE

ENTERTAINMENT   SPORTS   NEWS   KIDS

& more **sub categories**

Helpful

>> For a user searching Language oriented content

>> For a user who want to shift youtubing to a total new genre easily

>> As a Platform for critical review and filtering good quality content from junk

>> For a fresh person on YouTube looking for good content

SIMILAR WEBSITES

https://youcrux.com/

SIMILAR WEBSITES

https://socialblade.com/

▶ purely statistical website

▶ Poor UI

▶ Ranking based on YouTube data

https://youcrux.com/

▶ Statistical and User-oriented website

▶ Ranking based on user feedback and statistical ranking both

》》 Upgrading to International

》》 Could be used as a promotional website for YouTube content creators

》》 Paid Expert Advice (Technical, Tourism, Design) etc.

》》 Branding as Content creator recognizing platform eventually

THANK YOU