MAJOR PROJECT PRESENTATION

ANTO ANTONY GEORGE

MA WEB DESIGN AND CONTENT PLANNING 2021-22

University of Greenwich

»» No filters based on Language

»» No user review or rating to determine channel quality apart from Individual blogs on Web

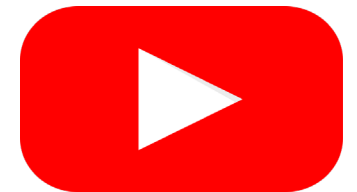»» Hard for a new user to identify good content creators on their language or surroundings

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

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YOUCRUX.COM
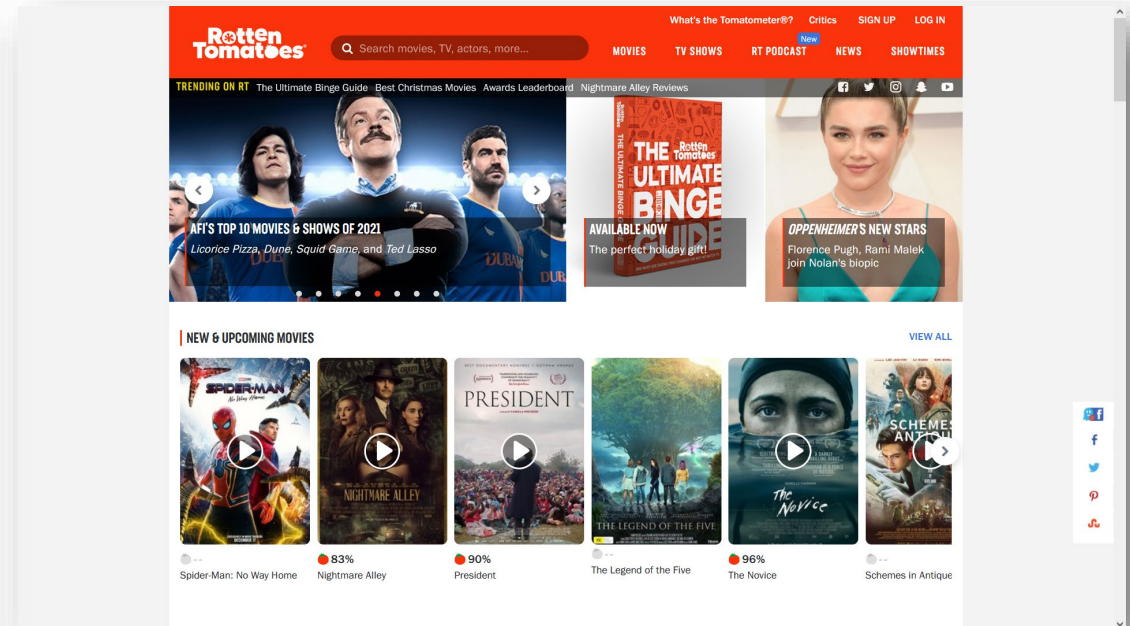
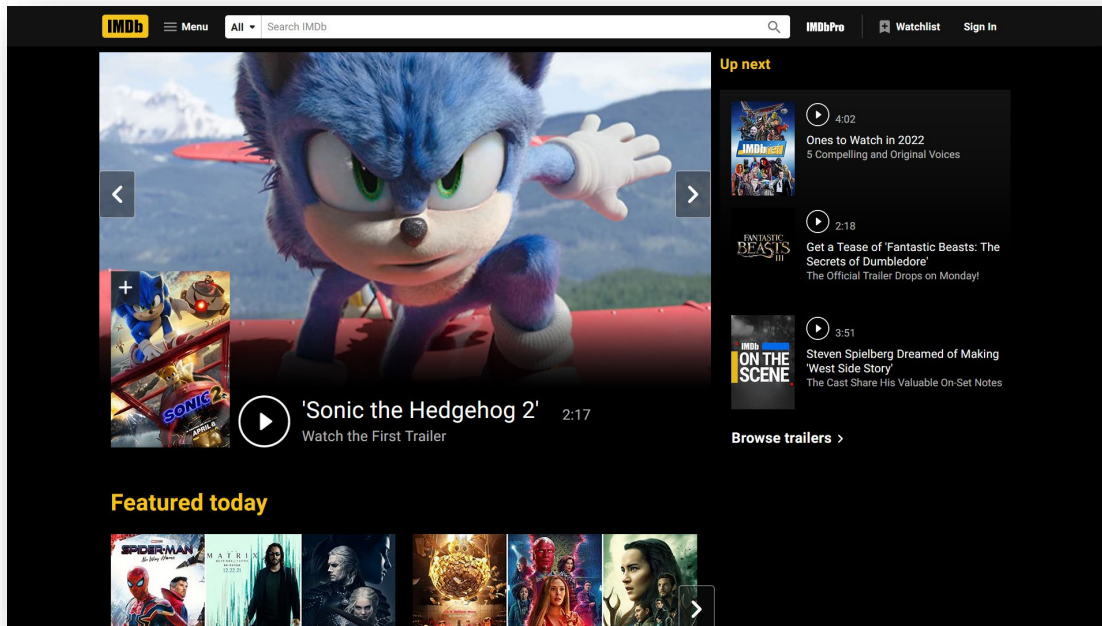find the best in YouTube

A ▶ Content Hub

A website to similar to **IMDb** **Rotten Tomatoes** in future

》》 users can easily access YouTube channels they like based on Language, genre etc.

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

》》 Channels in each genre are ranked (eg: top 20 channels)

BUSINESS & CULTURAL CONTEXT

YOUCRUX.COM

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THE INITIAL IMPLEMENTATION

YOUCRUX MALAYALAM

≫ **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 ▾

>> Selecting channels above **1 million** subscribers for listing (below 100 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

>> as a Platform with credible review and filtering good quality content from junk

>> minimizing user's search effort

SIMILAR WEBSITES

https:// socialblade.com/

▶ purely statistical website with lot of data

▶ Lot of ads and poor UI

▶ Didn't have a specific target audience

THE FUTURE SCOPES

» Expanding to more languages

» 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

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