

Tracxn PM Case Study

Ads-Free feature for emergency in YouTube

Product Requirement Document (PRD) for "Ad Snooze" Feature in YouTube

1. User Persona

User Persona: Sam

Attribute	Description
Name	Sam
Age	28
Occupation	Software Engineer
Hobbies	Cooking, Watching YouTube tutorials, Chatting with friends
Tech Savviness	High
Pain Points	Interruptions due to ads while following cooking tutorials, especially during long pauses
Goals	To have a seamless cooking experience without interruptions from ads

2. Context & Problem Statement

What are we trying to solve?

Users like Sam, who are learning to cook, face interruptions due to ads when pausing a video for extended periods. Ads disrupt the cooking experience, especially non-skippable ones. Users often pause to check recipes, chat, or take notes and want a seamless resumption of their video. The goal is to introduce a feature allowing users to temporarily disable ads while ensuring YouTube's revenue model remains intact.

3. Possible Solutions & Trade-offs

Option	Pros	Cons	Impact
Pay to Disable Ads for a Limited Time	User Perspective: Ensures immediate and seamless experience for the user; Users are already accustomed to in-app purchases; Flexible pricing options can be introduced (e.g., X for 30 minutes ad-free). Business Perspective: Aligns with	User Perspective: Might deter users who are not willing to pay; Potential backlash from users who feel they are being nickel-and-dimed. Business Perspective: Risk of alienating users who expect free content; Potential decrease in ad impressions and revenue from	High

Option	Pros	Cons	Impact
	YouTube's existing monetization strategy (similar to Premium); Generates direct revenue from microtransactions.	advertisers.	
Fill Surveys to Disable Ads	<p>User Perspective: No direct cost to the user; Engages users in a different way; Can provide valuable user data.</p> <p>Business Perspective: Generates valuable user insights and data; Can be monetized through partnerships with survey providers.</p>	<p>User Perspective: Users may find surveys tedious and time-consuming; May not be as seamless or immediate as paying; Potential drop in user engagement if surveys are too frequent or lengthy.</p> <p>Business Perspective: Lower immediate revenue compared to direct payments; Potential decrease in user engagement if surveys are perceived as intrusive.</p>	Medium
See More Ads in the Future	<p>User Perspective: No immediate cost to the user; Keeps the ad revenue model intact; Users might prefer this option over paying or filling surveys.</p> <p>Business Perspective: Maintains ad revenue model; Potential for increased ad impressions in the future.</p>	<p>User Perspective: Users might forget about the additional ads later; Could lead to a negative user experience in the future; Potentially complex to implement and track.</p> <p>Business Perspective: Risk of user dissatisfaction leading to decreased engagement; Complexity in tracking and managing deferred ad impressions; Users might leave the video running without watching ads, impacting ad conversion rates.</p>	Low

4. Why We Chose the Pay Option Over Others

Reasoning:

1. Immediate Revenue Generation:

- Direct payments provide immediate revenue, which is beneficial for cash flow and financial planning.
- Microtransactions align with existing monetization strategies like YouTube Premium.

2. User Experience:

- Paying for ad-free time offers a seamless and immediate solution for users, enhancing their overall experience.
- Users are already familiar with in-app purchases, making adoption easier.

3. Control and Flexibility:

- Flexible pricing options can cater to different user needs and preferences (e.g., X for 30 minutes, Y for 60 minutes).

- Allows YouTube to maintain control over ad placements and revenue.
- 4. **Avoiding User Fatigue:**
 - Surveys can lead to user fatigue and decreased engagement if they are too frequent or lengthy.
 - Deferred ads might lead to users leaving videos running without watching, impacting ad conversion rates.
- 5. **Data Privacy:**
 - Direct payments avoid potential privacy concerns associated with collecting user data through surveys.

5. Feature Overview

Feature Name	Description
Ad Snooze	A feature that allows users to pause ads temporarily by making a small payment.

Availability:

- Can be enabled only during a video session from the video page or settings page.
- Users can pay for ad-free time slots (e.g., 10, 30, 60 minutes).
- The timer will only count during streaming time. If the user closes the app or exits the browser, the timer will pause and resume when the user returns.

6. User Journey and Wireframes

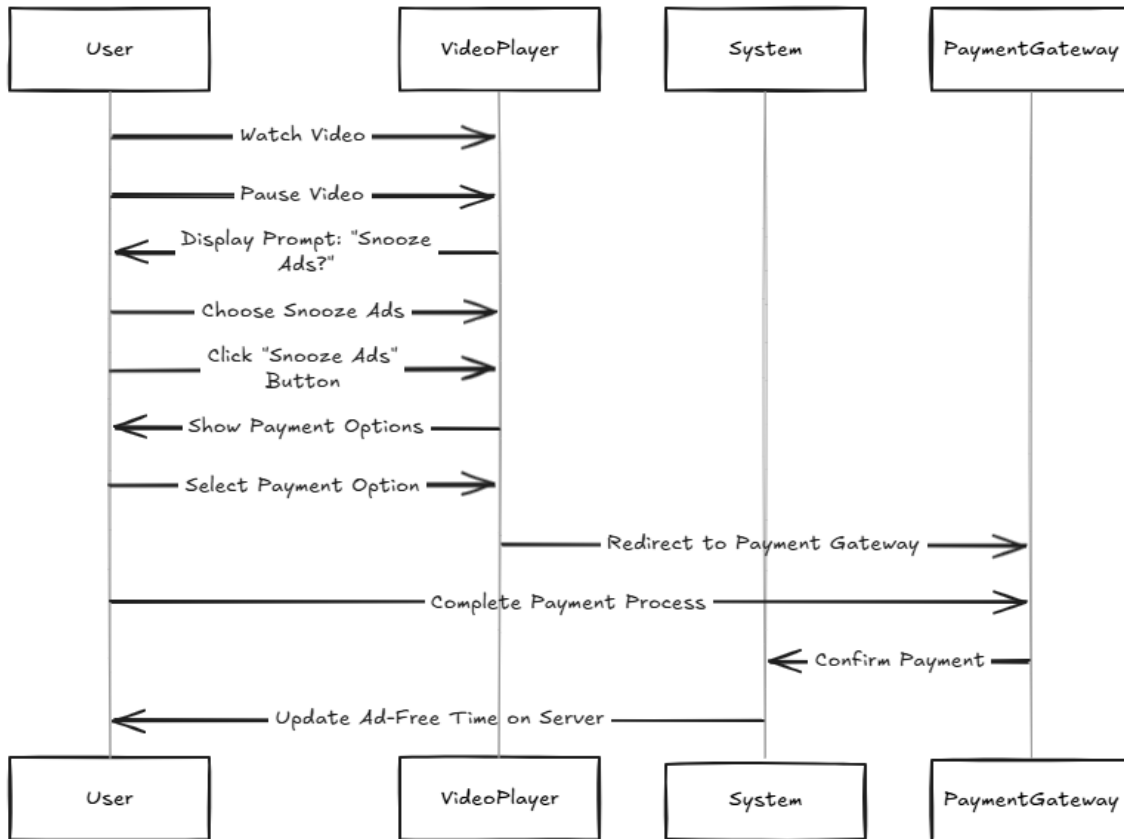
6.1 User Scenarios & Flows

Scenario	User Action	System Response
User is watching a video	User pauses the video	Prompt appears: "Snooze Ads?"
Ad is playing	User clicks "Snooze Ads"	Popup with payment options appears
User chooses to snooze ads	User pays for ad-free time	Ads disabled for the selected duration

6.2 User Flow and UI Components

1. **User is Watching a Video:**
 - User starts watching a video on YouTube using the Chrome browser on their mobile device.
 - The video plays as usual with ads appearing at regular intervals.
2. **User Pauses the Video:**
 - User decides to pause the video.
 - A prompt appears: "Snooze Ads?"
3. **Ad is Playing:**
 - An ad starts playing during the video.
 - A "Snooze Ads" button appears on the screen.
4. **User Chooses to Snooze Ads:**

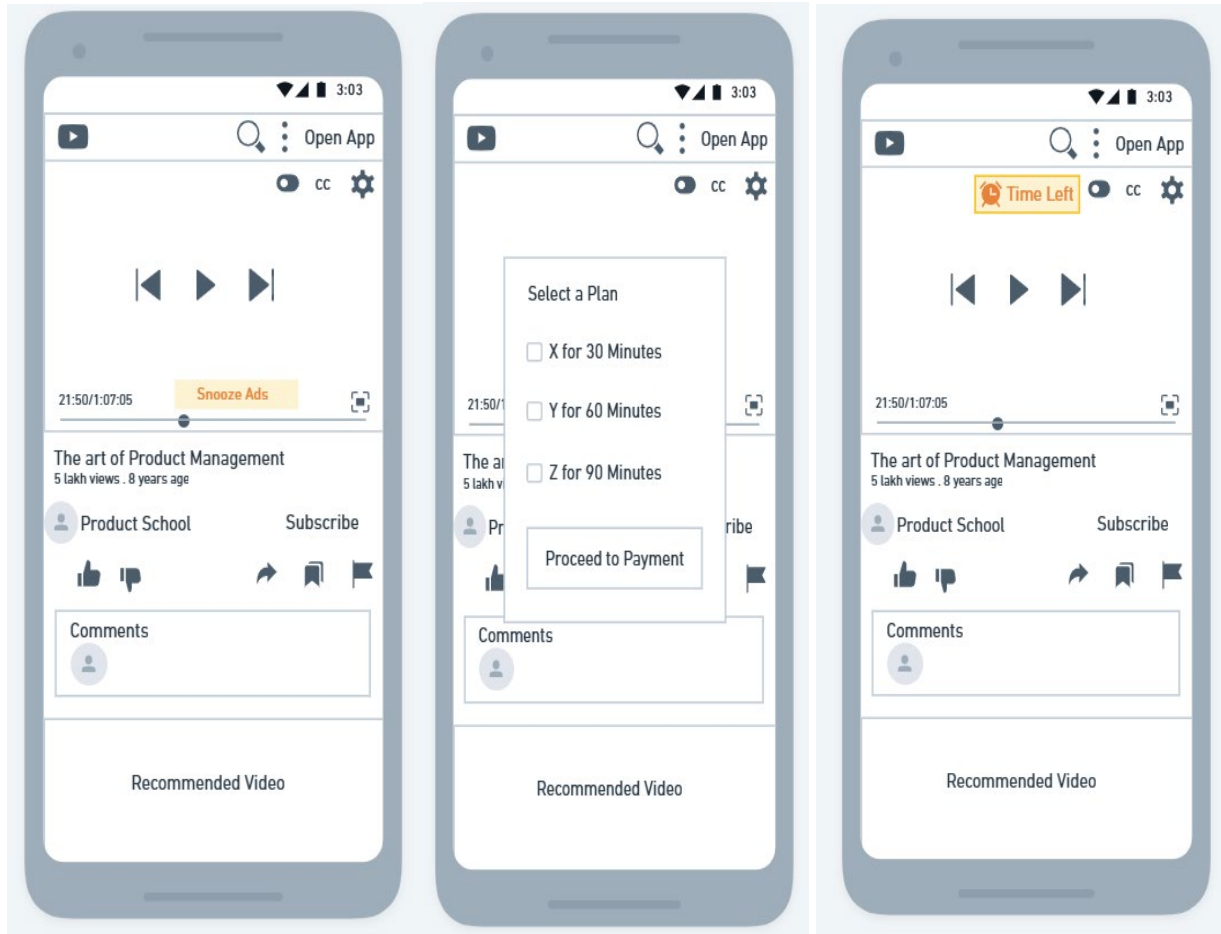
- User clicks on the "Snooze Ads" button.
 - A popup appears with payment options:
 - X for 30 minutes ad-free
 - Y for 60 minutes ad-free
 - Z for 90 minutes ad-free
5. **Payment Process:**
- User selects a payment option.
 - User is redirected to the payment gateway.
 - User completes the payment process.
6. **Post Payment:**
- After successful payment, the system updates the user's ad-free time on the server.
 - A timer appears on the video page showing the remaining ad-free time.
 - User resumes watching the video without ads for the paid duration.
7. **Ad-Free Time Management:**
- If the user pauses the video, the ad-free timer pauses.
 - If the user resumes the video, the ad-free timer resumes.
 - If the user fast-forwards or rewinds, the ad-free timer only counts the actual streaming time.
8. **Session Management:**
- The ad-free time is tracked across multiple video sessions.
 - If the user closes the app or exits the browser, the remaining ad-free time is stored on the server.
 - When the user reopens the app or browser, the remaining ad-free time is restored and synced.
9. **Edge Case Handling:**
- The system limits the number of pauses allowed within a single ad-free session.
 - The system enforces a minimum playtime requirement between pauses (e.g., the video must play for at least 1 minute before it can be paused again without ads).
10. **Settings Page:**
- User can access the settings page to enable/disable Ad Snooze offers.
 - User can view the history of past snooze payments.
 - User can see a subscription upsell prompt suggesting YouTube Premium for a full ad-free experience.



Wireframes:

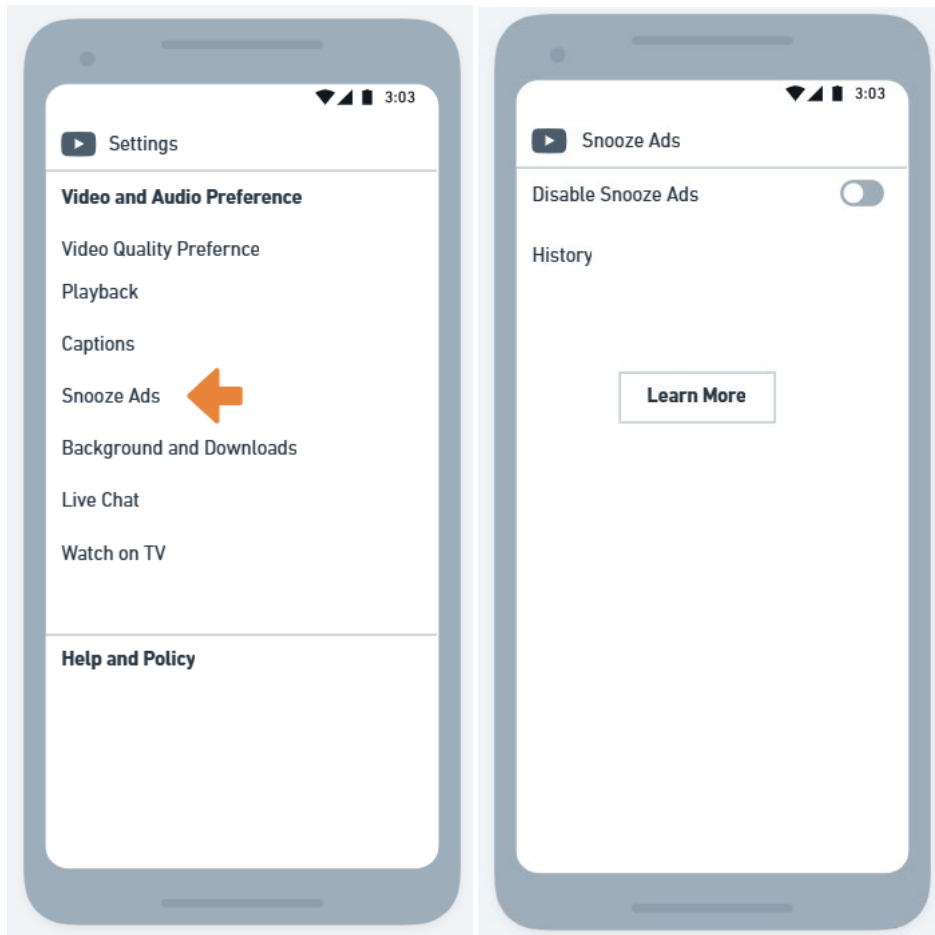
Video Page (Primary Touchpoint):

1. **Floating "Snooze Ads" Button:**
 - Positioned near the play/pause control.
 - Visible when the video is paused or when an ad is playing.
2. **Popup with Payment Options:**
 - Appears when the "Snooze Ads" button is clicked.
 - Lists payment options (X for 30 minutes, Y for 60 minutes, Z for 90 minutes).
 - Includes a "Proceed to Payment" button.
3. **Timer:**
 - Shows remaining ad-free time after activation.
 - Positioned near the video controls.



Settings Page (Secondary Touchpoint):

1. **Toggle to Enable/Disable Ad Snooze Offers:**
 - o Allows users to disable seeing the "Snooze Ads" prompt.
2. **History of Past Snooze Payments:**
 - o Shows a record of previous ad snooze transactions.
 - o Includes details like date, duration, and amount paid.
3. **Subscription Upsell Prompt:**
 - o Suggests YouTube Premium for a full ad-free experience.
 - o Includes a "Learn More" button that redirects to the YouTube Premium subscription page.



7. Edge Cases Considered

Edge Case 1: What happens if the user's mobile device shuts down due to low battery or other reasons?

Scenario: Sam is in the middle of cooking and has paused the video to let the dish simmer. He decides to use the "Ad Snooze" feature and pays X for 30 minutes of ad-free viewing. However, midway through the ad-free period, Sam's phone battery dies, or the device shuts down due to other reasons.

Solution: To address this, the "Ad Snooze" feature will be designed to track the remaining ad-free time server-side rather than client-side. This means that if Sam reopens the app or browser, the remaining ad-free time will still be available to him. This ensures that users do not lose their paid ad-free time due to accidental device shutdowns.

Implementation:

- Store the ad-free session details (start time, duration, remaining time) on the server.
- When the user reopens the app or browser, check the server for any active ad-free sessions and resume accordingly.

Edge Case 2: What happens if the user intentionally closes the app or browser?

Scenario: Sam is watching a video and decides to use the "Ad Snooze" feature. He pays X for 30 minutes of ad-free viewing. Partway through the ad-free period, Sam intentionally closes the YouTube app or exits the browser.

Solution: The "Ad Snooze" feature will ensure that the remaining ad-free time is tracked server-side and is restored when the user reopens the app or browser. This allows users to continue their ad-free experience even if they intentionally close the app or browser.

Implementation:

- Store the ad-free session details (start time, duration, remaining time) on the server.
- When the user reopens the app or browser, check the server for any active ad-free sessions and resume accordingly.

Edge Case 3: How to handle multiple pauses within a single video session?

Scenario: While cooking, Sam pauses the video multiple times to check the recipe, chat with friends, or take notes. He uses the "Ad Snooze" feature to avoid ads during these pauses.

Solution: The "Ad Snooze" feature will allow for cumulative ad-free time across multiple video sessions. For example, if Sam pays for 30 minutes of ad-free viewing, he can pause and resume the video multiple times within that 30-minute streaming time without encountering ads. This applies to the total streaming time spent on YouTube, irrespective of the number of video sessions.

Implementation:

- Track the total ad-free time used across all video sessions.
- Ensure that the ad-free timer pauses when the video is paused and resumes when the video is played.

Edge Case 4: What about user fast-forwarding or rewinding or increasing playback speed of the video?

Scenario: Sam is watching a cooking tutorial and decides to fast-forward through parts he already knows or rewind to review a specific step or he might just increase the playback speed. He uses the "Ad Snooze" feature to avoid ads during this process.

Solution: To ensure fair usage, the "Ad Snooze" feature will calculate the user's screen time based on the actual stream time spent watching the video, excluding any fast-forwarded or rewound segments. This ensures that users do not get exploited by skipping through content.

Implementation:

- Track the actual stream time.
- Use server-side tracking to ensure accurate measurement of screen time.

Edge Case 5: What about users watching videos through thumbnails?

Scenario: Currently, when users open the YouTube page, thumbnails are playing and users can see the complete video on the thumbnail without actually opening the video. This could lead to users bypassing ads.

Solution: To address this, all thumbnails should only play teaser videos. To watch the full video, users need to open the video.

Implementation:

- Implement a system where thumbnails only play a short teaser of the video.
- Ensure that users must open the video to watch the full content, thereby ensuring that ads are displayed as intended.

Server Clock for Accurate Time Calculation:

For accurate tracking of user time on YouTube, the server clock will be used. This ensures consistency and prevents manipulation of local device clocks.

8. Monetization & Pricing Strategy

8.1 Pricing Model

Pricing Option	Description
Affordable pricing	Ensures users opt in rather than skip videos altogether
Bundled offers	E.g., X for 5 snoozes in a week

9. Success Metrics

- User adoption rate of the Ad Snooze feature
- Revenue generated from Ad Snooze transactions
- User feedback and satisfaction ratings
- Impact on overall ad revenue and engagement

10. Assumptions & Risks

10.1 Assumptions

- Users are willing to pay a small amount for a temporary ad-free experience.
- YouTube Premium users won't need this feature.
- Advertisers won't be heavily impacted if ad snooze remains a low-cost microtransaction.

10.2 Risks & Mitigation

Risk	Mitigation
Users may not be willing to pay for temporary ad-free experience.	Conduct user surveys and A/B testing to determine optimal pricing.
Potential backlash from users who feel they are being nickel-and-dimed.	Clearly communicate the value and optional nature of the feature.

11. User Feedback Mechanism

Feedback Collection Methods:

Method	Description
In-App Surveys	Short surveys presented to users after they use the Ad Snooze feature
User Reviews	Monitor reviews and ratings in app stores and social media
Direct Feedback	Provide an option for users to submit feedback directly through the app

Feedback Analysis:

- Analyze feedback to identify common issues and suggestions.
- Categorize feedback into actionable items and prioritize based on impact and feasibility.
- Regularly review feedback to ensure continuous improvement of the feature.

12. A/B Testing Structure

Objective:

- To determine the optimal pricing and user acceptance of the Ad Snooze feature.

Test Groups:

Group	Description
Group A	Users see the Ad Snooze feature with an X for 30 minutes option.
Group B	Users see the Ad Snooze feature with a Y for 30 minutes option.
Group C	Users see the Ad Snooze feature with a Z for 60 minutes option.
Control Group	Users do not see the Ad Snooze feature.

Metrics to Measure:

- Adoption rate of the Ad Snooze feature in each group.
- Revenue generated from each pricing option.
- User satisfaction and feedback from each group.

- Impact on overall ad revenue and user engagement.

Analysis:

- Compare the adoption rates and revenue across different test groups.
- Analyze user feedback to understand preferences and pain points.
- Determine the most effective pricing model based on user acceptance and revenue impact.

13. Conclusion & Next Steps

If - "Ad Snooze" provides a win-win solution after analyzing success metrics

- Users get an uninterrupted experience when they need it.
- YouTube retains advertiser value while adding a new revenue stream..