

User Requirements Document (URD): Top UK YouTubers 2024 Dashboard

1. Objective

The **Top UK YouTubers 2024 Dashboard** aims to provide data-driven insights into the most influential YouTubers in the UK. This dashboard will help marketers, brands, and agencies identify the best YouTubers to collaborate with for marketing campaigns, analyze audience engagement, and assess the potential return on investment (ROI) of influencer partnerships.

2. Problems Identified

- Difficulty in identifying the most impactful YouTubers for marketing campaigns.
- Lack of structured data to analyze audience demographics and engagement levels.
- Uncertainty about the effectiveness and ROI of influencer marketing campaigns.
- Time-consuming manual research and scattered data sources.

3. Target Audience

- Digital marketing agencies
- Brand managers and advertisers
- Social media managers
- Influencer marketing specialists
- YouTube content strategists

4. Use Cases

1. Identify the top YouTubers to run campaigns with

User Story: As a marketing manager, I want to identify the top-performing UK YouTubers based on relevant metrics so that I can choose the best influencers for my brand's campaign.

Acceptance Criteria:

- The dashboard must display a ranked list of YouTubers based on key metrics (subscribers, engagement rate, views, niche, etc.).
- Users can filter by niche, engagement rate, and audience demographics.
- The dashboard provides YouTuber contact details and campaign success history where available.

Success Criteria:

- At least 80% of users report that the dashboard helps them identify suitable YouTubers.
- Users can filter and shortlist YouTubers within five minutes.

2. Analyze the potential for marketing campaigns with YouTubers

User Story: As a brand strategist, I want to evaluate the potential of different YouTubers for marketing campaigns so that I can maximize engagement and ROI.

Acceptance Criteria:

- The dashboard must provide a comparison tool to assess YouTubers side by side.
- Users can access data on average video views, audience demographics, and previous campaign performances.
- The dashboard generates estimated ROI based on historical campaign performance.

Success Criteria:

- At least 70% of users report improved decision-making in influencer partnerships.
- Users can generate a campaign potential report within five minutes.

5. Information Needed

- YouTuber name and channel URL
- Subscriber count
- Average video views
- Engagement rate (likes, comments, shares)
- Content category (niche)
- Audience demographics (age, location, interests)
- Previous campaign performance (if available)
- Contact details (if publicly available)

6. Data Needed

- YouTube API for subscriber count, views, and engagement metrics
- Third-party influencer marketing tools for audience demographics
- Publicly available campaign data from brands and agencies

7. Data Quality Checks

- Verify accuracy of subscriber count and engagement metrics from official APIs.
- Cross-check audience demographic data with multiple sources.
- Ensure campaign performance data is up-to-date and reliable.
- Filter out inactive YouTube channels or those with artificial engagement.

8. Additional Requirements

- **User Interface:** The dashboard should be user-friendly with intuitive navigation.
 - **Export Functionality:** Users should be able to download reports in PDF and CSV formats.
 - **Mobile Responsiveness:** The dashboard must be accessible on mobile devices.
 - **Data Refresh:** Automated data updates to ensure real-time insights.
 - **Security:** Ensure data privacy and compliance with GDPR for influencer information.
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