

Project Report Templat

1 INTRODUCTION

1.1 Overview

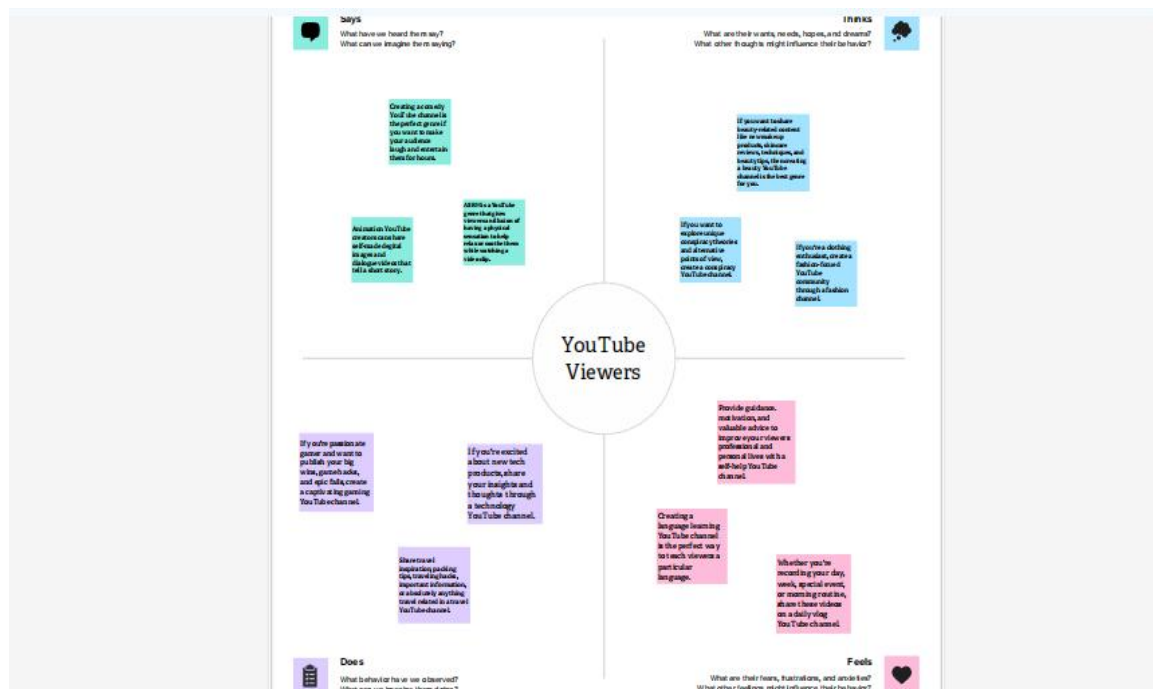
YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

1.2 Purpose

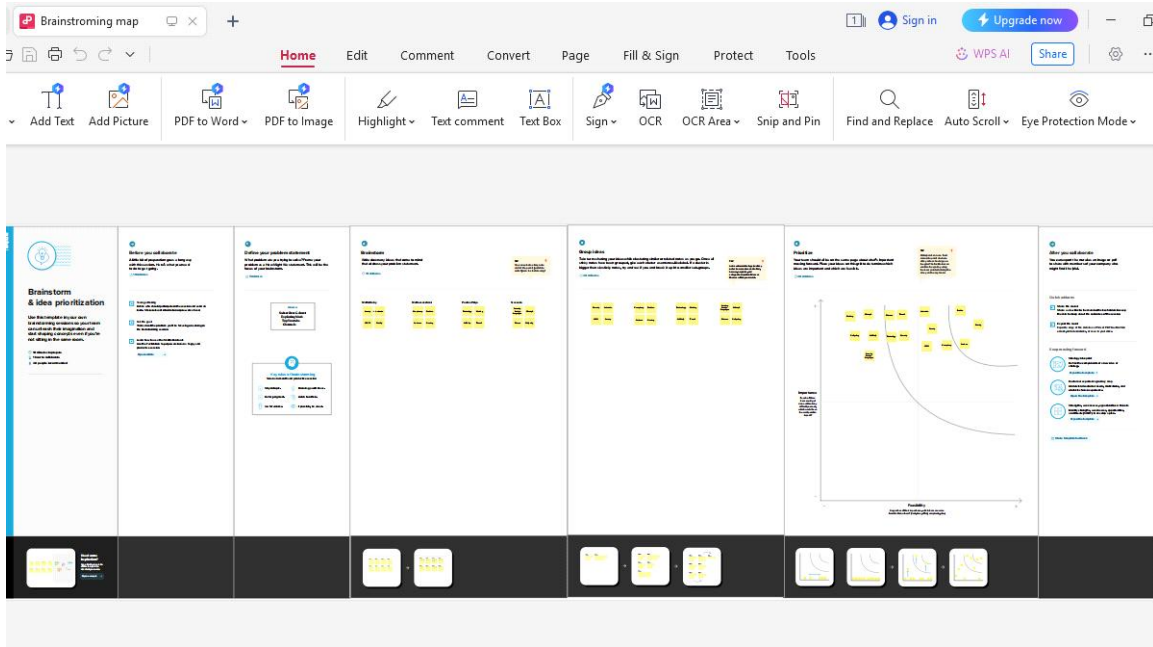
YouTube allows you to showcase your brand uniquely by creating your channel. You can use this platform as a place to share valuable content that builds trust with potential customers and showcase your products in action.

2 Problem Definition & Design Thinking

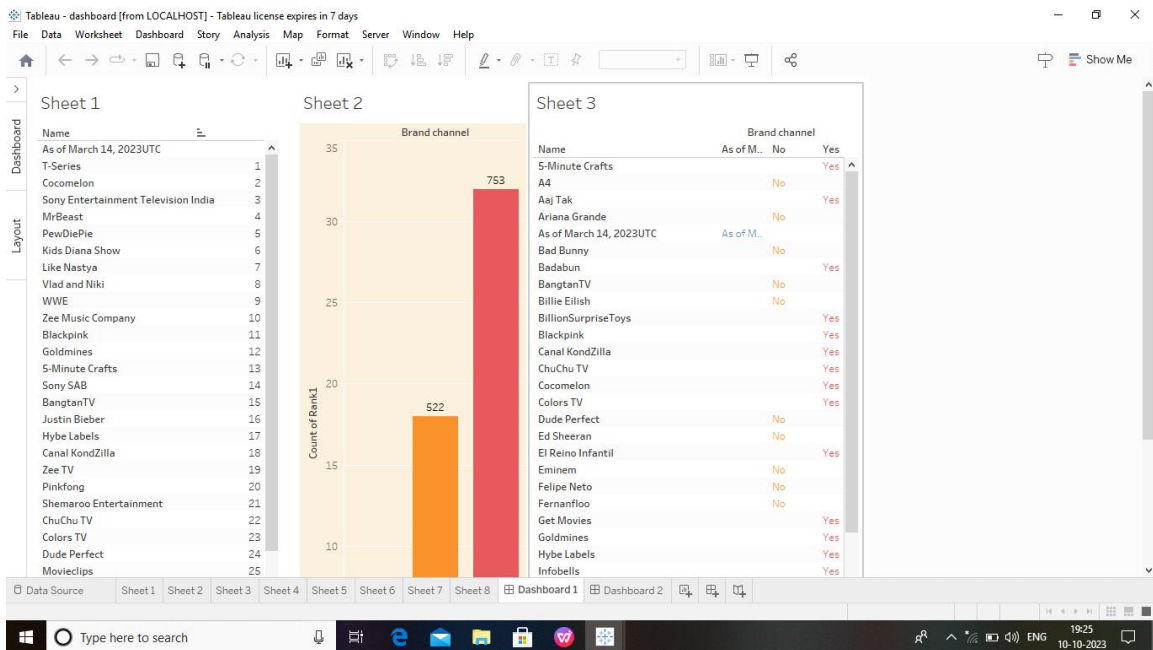
2.1 Empathy Map

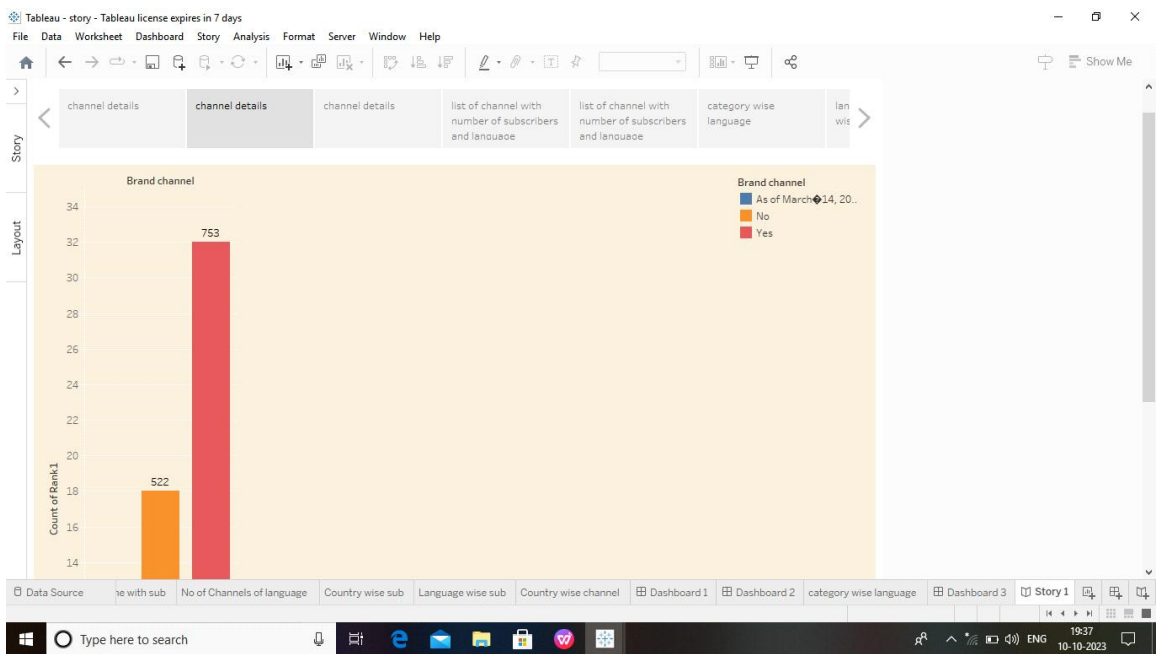
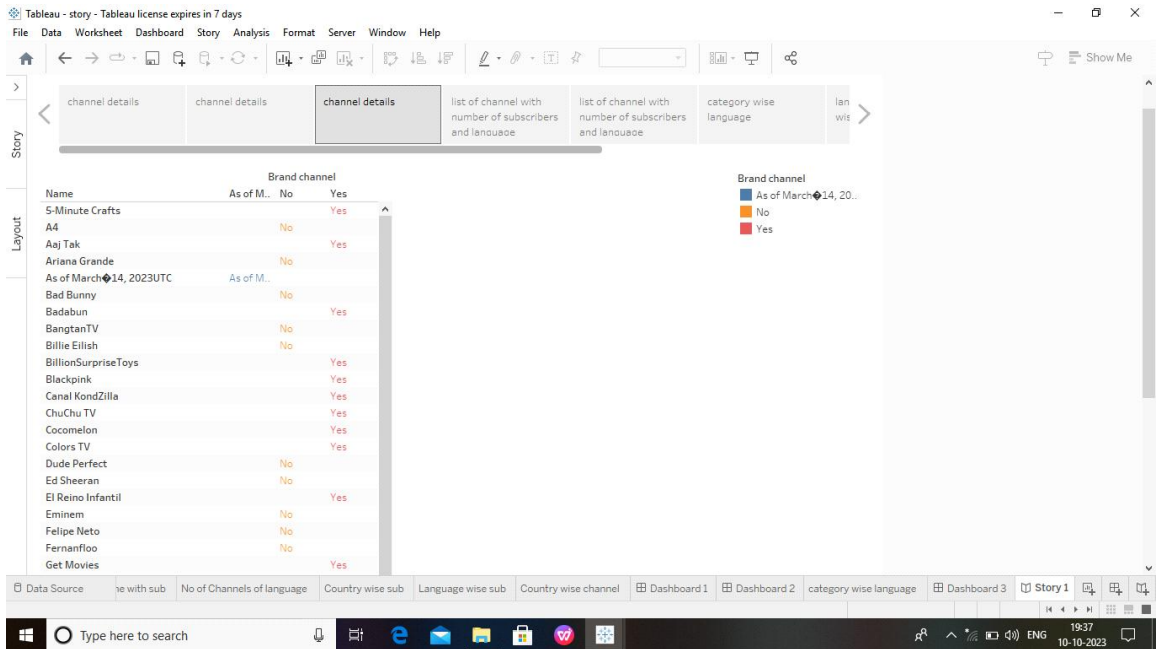


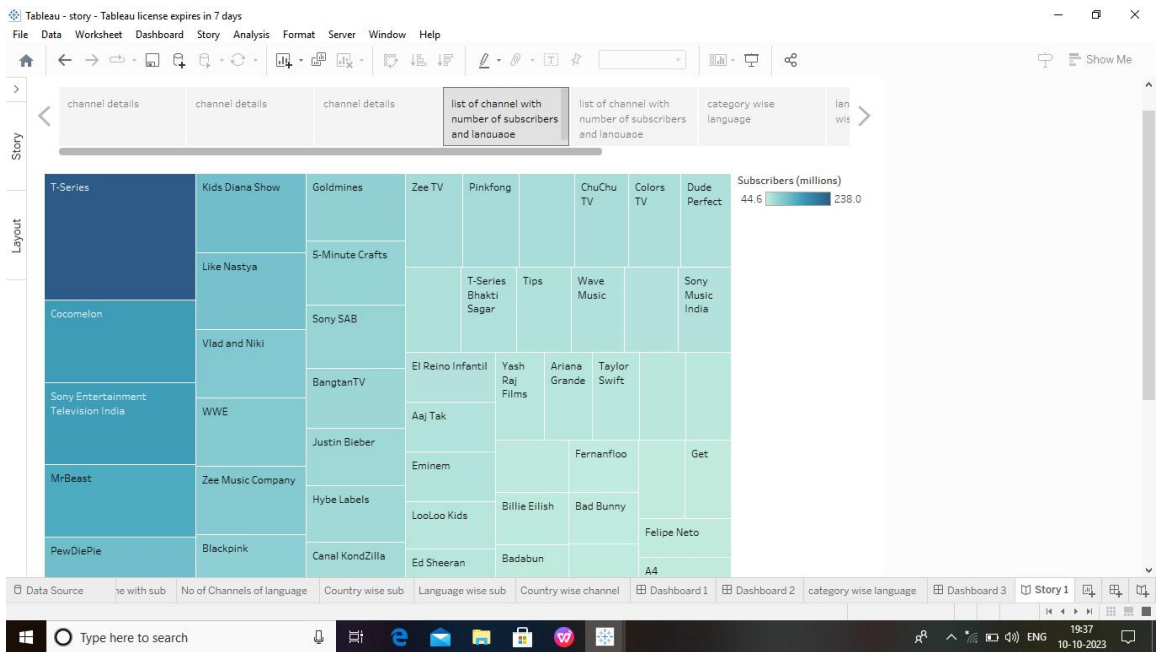
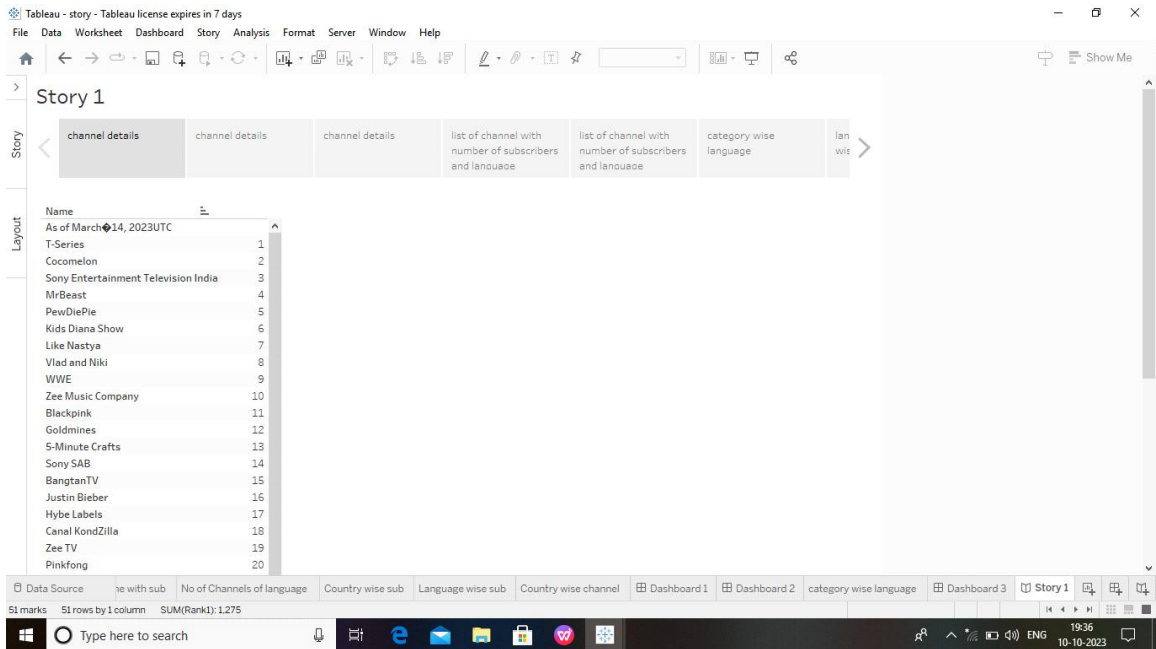
2.2 Ideation & Brainstroming Map

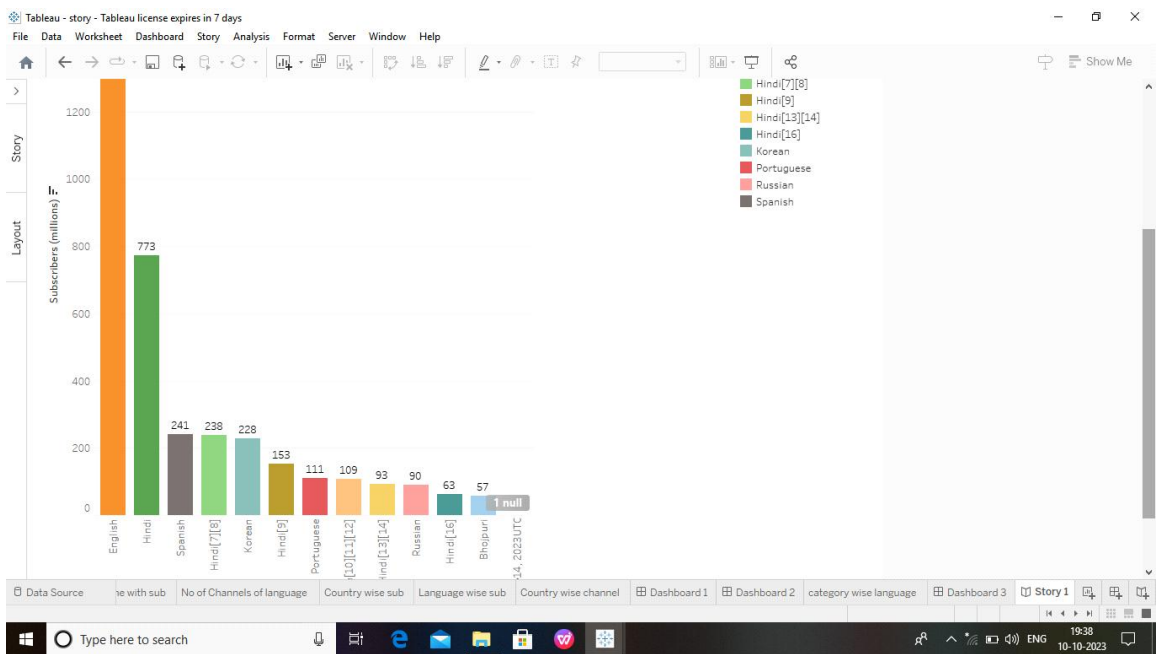
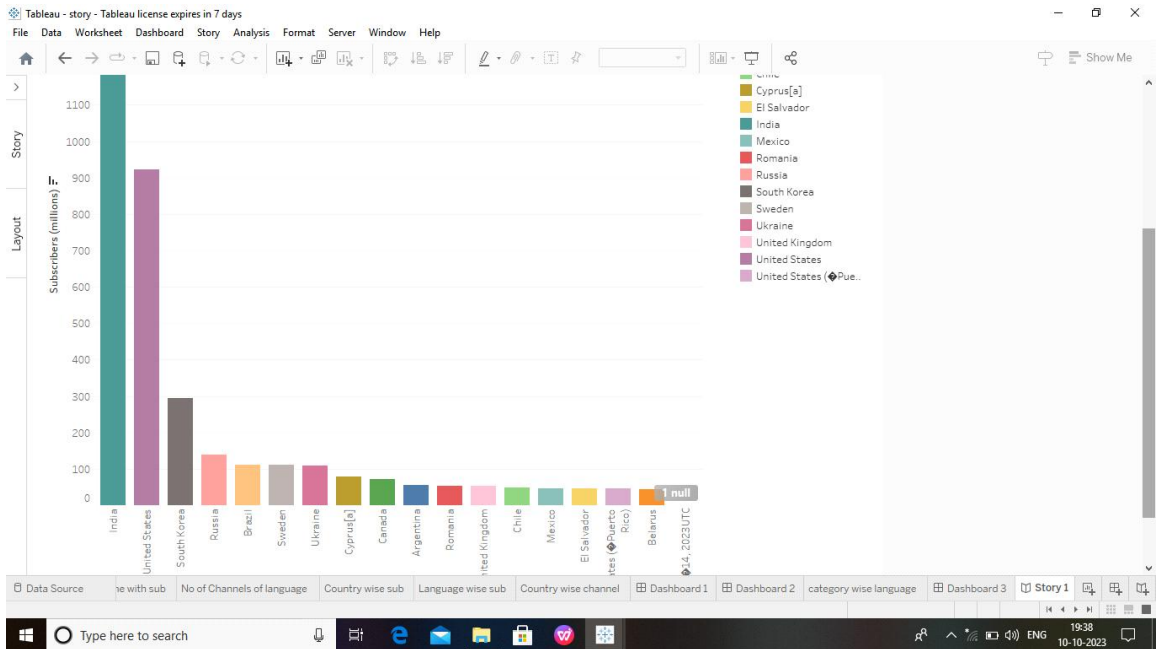


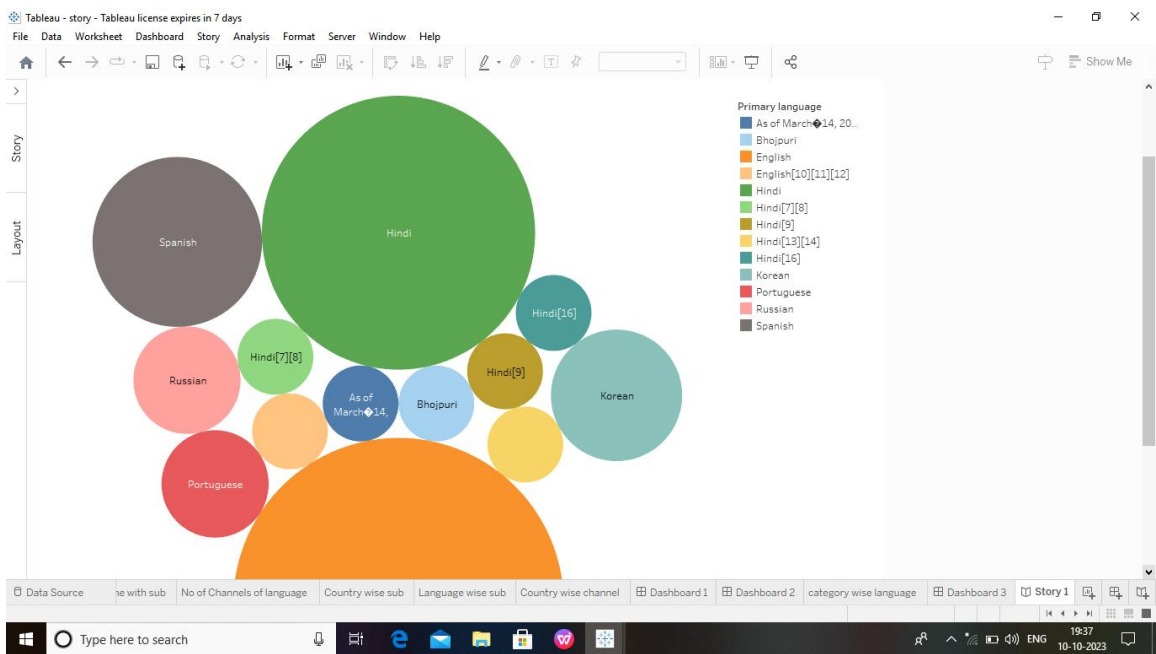
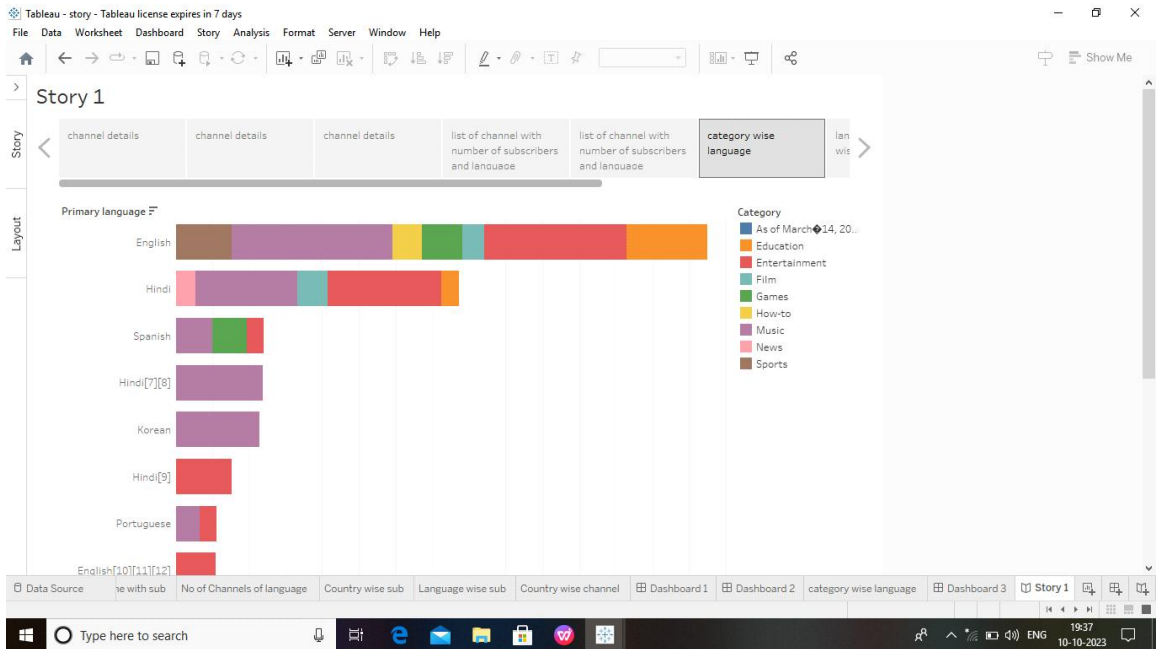
3 RESULT

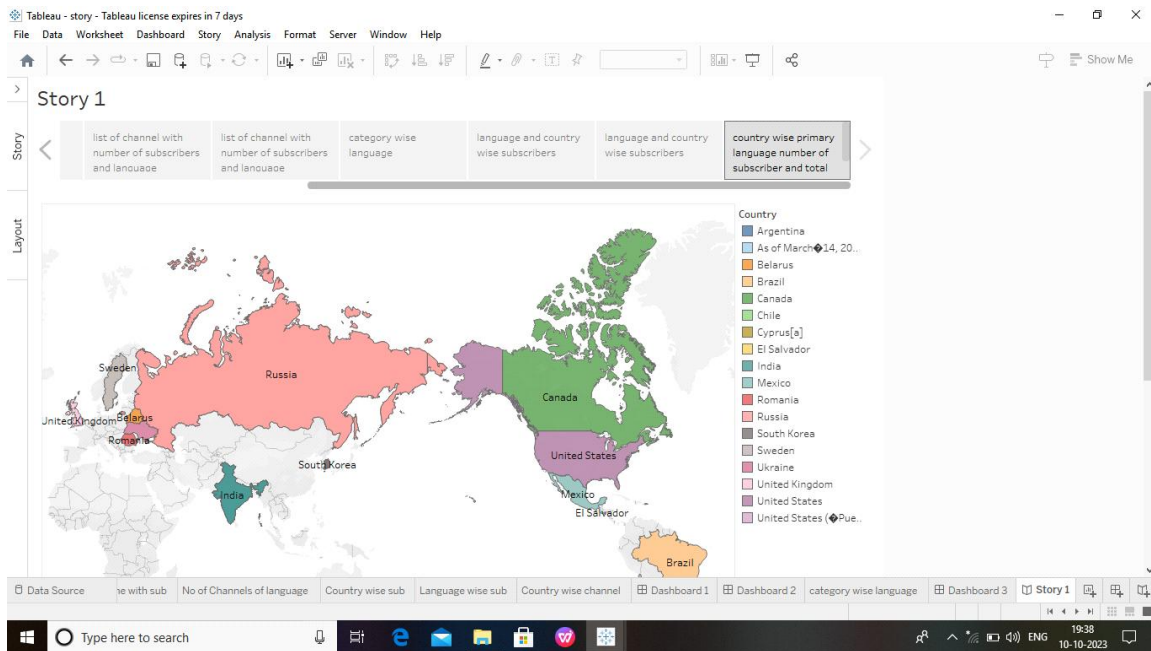












4 ADVANTAGES & DISADVANTAGES

Advantages:

1. YouTube as an information disseminating platform for students
2. YouTube's user-friendliness
3. YouTube for Brand Promotion

Disadvantage:

1. Ads- a drawback of YouTube for the audience
2. A lot of distraction
3. Obscenity- one of the biggest drawbacks that YouTube has

5 APPLICATIONS

India is the Country With the Most YouTube Users

With an estimated 225 million YouTube users, India has more YouTube users than any other countries. The U.S. comes in second place with 197 million users.

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CONCLUSION

The main purpose of YouTube is to provide a platform for users to watch, share, and create videos. In the last decade, YouTube has just become the most popular video-sharing platform in the world.

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FUTURE SCOPE

In the YouTube career, individuals generally work for themselves and don't need to join a specific organization or company to get employed. Subscribers play a pivotal role in a YouTuber's career as more subscribers come with more views on content, followed by more money-making.