Marketing Team: Increase marketing efforts that showcase YouTube’s strengths in video-hosting

Backend Software Team: Increase the functionalities of YouTube such that it can compete for market share outside of its key strengths. (i.e. the introduction of YouTube Shorts to compete in the short-form video content market) Secondly, increase functionalities for unlisted videos such that users like Sammy will be more impressed with YouTube and stay as an active user.

YouTube has several competitors that are uniquely positioned to compete with YouTube with regards to the market share for video-hosting applications. Fortunately, YouTube has positioned itself as industry-leading company with regards to long-form video-hosting content. YouTube also has additional features which includes creating unlisted videos that only chosen people can access. Such features are lacking for other video-hosting platforms such as TikTok.

Sammy thinks that YouTube’s features are superior to its competitors and it is the best video-hosting website. She has decided to stick with YouTube for all her future video-hosting needs.

Sammy shares the video with her families through a private link that can be copied through YouTube’s creator video page. For all her future video hosting needs, Sammy has decided to use YouTube due to its usability.

“I’m looking for a video hosting platform that provides privacy, video quality and ease of access I want to make sure that my target audience can easily access the video as well. I shall analyze and select the best choice from the few websites that I’ve chosen.”

Sammy researches options for video hosting platforms, she evaluates several video hosting platforms based on privacy, video quality and ease of use. Such examples of other video-hosting websites are YouTube, Facebook, Vimeo and TikTok.

Sammy is considering which video hosting platform will meet her needs and provide the best experience for her and her target audience.

She considers the pros and cons of uploading videos onto the several different platforms.

Sammy realizes she has a video that she wants to share with her families and friends.   
She sources for the most common video hosting platforms

A person that wants to upload private videos for friends and families.

“I just shared the video with my friends and family members and they seem to really like it based on their comments! I’m so glad that I chose YouTube as my video sharing platform. It was such an amazing experience.

Sammy focuses on completing the upload process and ensures that the videos uploaded are set to private. This ensures that only friends and families will have access to view Sammy’s uploaded videos.

Sammy creates her first YouTube account and uploads the videos that she made. She does this easily through YouTube’s creator page.

“I just created my YouTube account and uploaded the video. I made sure to set it to private such that only my friends and family members can view it”

“I have a video that I want to share with my families and friends, but I want to make sure it’s only accessible to them.”

Sammy wants to make sure the video is only accessible to those she intends to share with

Define

Successfully upload the video such that only Sammy’s friends and families are able to view the video.

Select

Negotiate

Compare

Sammy wants to upload a video to YouTube and publish the video privately so that it is only available to her family and friends

**PERSONA**

**PHASE 1**

**CUSTOMER JOURNEY MAP TEMPLATE**

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**PHASE 2**

**PHASE 3**

**SCENARIO**

**USER EXPECTATIONS**

**PHASE 4**

**INSIGHTS**

**INTERNAL OWNERSHIP**

**DOING**

**THINKING**

**SAYING**