

Project Proposal: Problem Statement

Challenge Description:

I have encountered a significant challenge that many of us face while using YouTube — the struggle to discover new and relevant content amongst a vast array of overwhelming video recommendations. For example, while reaching on a topic we are given recommendations of very tempting and very offtopic videos. It's all too easy to get lost in the vastness of the platform and miss out on videos that truly align with our interests, leading to frustration and a decreased desire to engage with the platform.

Who Stands to Benefit:

I believe that my project can make a difference for several groups:

Fellow YouTube Users: First and foremost, this project is for all of us who use YouTube. We want to find content that resonates with our passions, but the current algorithmic recommendations often fall short.

Content Creators: Content creators put their heart and soul into making videos. By improving discoverability, I hope to help them connect with a more targeted and engaged audience.

People with less attention span: My project will help people with less attention spans like me who get easily distracted and start watching off-topic videos.

The Pain Points We All Feel:

As YouTube users, we face several challenges:

1. We're frustrated with irrelevant video recommendations.
2. Discovering new and diverse content is harder than it should be.
3. Content overload often leads to reduced engagement with the platform.

Content creators also face their struggles:

They often find it challenging to reach their intended audience. High-quality content may go unnoticed due to algorithmic limitations. Many creators feel dependent on the algorithm for growth.

My Proposed Solution:

So, here's what I plan to do:

I want to develop a feature that puts the power back into our hands—the ability to customize and fine-tune our video recommendations. Here are the key aspects of my solution:

1. **Your Profile, Your Way:** I'll create a feature that allows you to personalize your profile by specifying your interests, preferences, and favorite content categories.
2. **Fine-Tuned Filtering:** You'll have advanced filtering options at your fingertips. Want to see only short videos? No problem. Prefer content in a specific language? Done. Looking for recent uploads? It's all there.
3. Adding a page at the start of the web application every time we open the YouTube website asks us the purpose of the visit.
For example: the purpose of our visit can be Educational or Entertainment, News, and Politics.
4. **Your Feedback Matters:** You'll be able to provide feedback on recommended videos. Your input will help refine future recommendations, making them even more tailored to your tastes.

Expected Goodness That Will Come Out of This:

1. Once these changes are in place, here's what we can look forward to a more enjoyable user experience with a content feed that truly speaks to your interests.
2. Increased productivity, more time efficient in work, saving a lot of time
3. Increased engagement, longer viewing sessions, and a YouTube that you love to explore.
4. Content creators reach a more targeted and engaged audience, potentially growing their fan base and income.

You feel empowered, in control of your content discovery, and a lot less frustrated. YouTube experiencing increased user satisfaction and growth, all thanks to better engagement.

This project aims to tackle the challenge of overwhelming content recommendations on YouTube, making it easier for all of us to discover content that truly matters to us. In the process, it'll be a win-win for content creators and the platform itself.

YouTube

https://YouTube.com/signin

You Tube

Username:

Password:

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