

# Produscope E-cell IIT Guwahati

Case study on YouTube ads



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# Product brief

- ▶ With more than 2.1 billion users worldwide ,YouTube is one of the widely apps. But sometimes it really gets annoying and becomes a bad experience for users because of the ads which pops up suddenly and plays for full duration.
- ▶ YouTube is mostly used as a medium for accessing free content and for entertainment purpose in general while for others like influencers it is used as a place for showcasing talent or promoting brands .
- ▶ In this era of digital revolution, it becomes extremely important to eradicate things which lead to wastage of time which in turn causes bad user experience.

# Proposed solution 1-

## Either at a cost

### PROS:-

- \*Beneficial source of revenue for our company
- \*Time saving
- \*User satisfaction as videos can be watched without any interruption.

### Cons:-

- \*Most of the users don't prefer paying money as many are not able to afford it.
- \*YouTube premium is already available with much more features so customers won't prefer this as a better option.

# Proposed solution 2:- Fill survey forms

## PROS

- \*Surveys take much less time compared to ads and they are the best way of data collection.
- \*Data collected through surveys can be implemented somewhere else.
- \*Companies can do surveys through our app which can be used to generate revenue.
- \*We can have general idea about the users and people of which profession are watching videos.
- \*The owner of the channel can put up a survey form according to his needs which may help in the growth of his/her channel and can accordingly pay us.

## CONS

- \*Users may provide incorrect data in hurry.
- \*Language might be a problem for many of the users.

# Proposed solution 3:- Watch more ads later

## PROS

- ▶ The user will be satisfied but for a short period of time.
- ▶ Revenue can be generated through these ads.

## CONS

- ▶ It will lead to more annoyance and bad user experience(the problem which we are trying to overcome).

# MILESTONES

V-0.1 Internal launch to an alpha group of YouTube employees.

V-0.3 Private beta launch to trusted testers with improvement based on feedback from the alpha group.

V0.9 Soft launch to 1% of YouTube customers to observe the impact.

V-1.0 Rollout to 100% of the app visitors.

# KPI/METRICES

## ADOPTION:

#of users always skipping the ads

#of users watching different genres

## RELEVANCE:

#Clickthrough rate(CRT)=unique clicks on the skip ads button

## REVENUE IMPACT:

#through people watching more videos

# FUNCTIONAL REQUIREMENTS:-

- \*After going through the pros and cons of the proposed solutions the second option that is, filling up the survey form comes out as the best solution.
- \*In the settings button available in YouTube a new feature of skipping ads can be introduced which can be turned on before the user starts playing the video so that the user doesn't have to change the settings everytime.
- \*A survey form appears which has to be filled by the user at the cost of skipping the ads.
- \*The questions to be asked in the survey can be decided based on the need of the hour whether the channel owner wants to take a survey or any other company wants to take the survey.



# WIREFRAME AND USER FLOWS

HOME → PLAY A VIDEO → SELECT SETTINGS → TURN OFF ADDS  
→ COMPLETE THE SURVEY → CONTINUE WATCHING VIDEO