User Requirements Document

Project Title: YouTube Influencer Dashboard

Project Overview:

The YouTube Influencer Dashboard aims to provide the marketing team with insights into the top UK YouTubers of 2024. This dashboard will facilitate informed decision-making regarding collaborations for marketing campaigns by presenting essential metrics such as subscriber count, total views, total videos, and engagement metrics.

Stakeholders:

1. Head of Marketing
2. Marketing Team
3. Data Analysts
4. Dashboard Developers

User Requirements:

1. **Dashboard Overview:**
   - The dashboard should have a user-friendly interface that provides an overview of the top UK YouTubers.
   - It should be accessible via web browsers with responsive design for various devices.

2. **Top YouTuber Metrics:**
   - Display the top YouTubers based on predefined criteria such as subscriber count, total views, or engagement metrics.
   - Provide the ability to filter YouTubers by categories such as genre, demographics, or content type.

3. **Individual YouTuber Insights:**
   - Enable users to view detailed insights for each YouTuber, including subscriber count, total views, total videos uploaded, and engagement metrics (likes, comments, shares).
   - Incorporate historical data to track growth trends and performance over time.

4. **Comparison Features:**

   - Allow users to compare multiple YouTubers side by side based on selected metrics.

   - Provide visualizations such as charts or graphs for easy comparison.

5. **Customizable Reports:**

   - Enable users to generate customizable reports summarizing the performance of selected YouTubers.

   - Allow customization of report parameters such as time period, metrics, and formatting options.

6. **Data Accuracy and Reliability:**

   - Ensure data accuracy and reliability by sourcing information from reputable sources or APIs.

   - Implement data validation checks to identify and rectify any discrepancies.

7. **Security and Access Control:**

   - Implement authentication mechanisms to ensure only authorized users can access the dashboard.

   - Apply role-based access control to restrict certain features or data based on user roles.

8. **Scalability and Performance:**

   - Design the dashboard architecture to handle large datasets and accommodate future growth.

   - Optimize performance to ensure fast loading times and smooth user experience.

Assumptions:

- The availability of APIs or data sources providing real-time or regularly updated information on YouTuber metrics.

- Users have basic familiarity with navigating web-based dashboards and interpreting metrics.

Constraints:

- Compliance with data privacy regulations such as GDPR when handling user data.

- Compatibility with commonly used web browsers and devices.

Acceptance Criteria:

- The dashboard should be deployed and accessible to authorized users within the specified timeline.

- Users should be able to easily navigate the dashboard, view YouTuber metrics, and generate reports without encountering significant usability issues.

- The dashboard should accurately reflect the latest available data on YouTuber performance.