

INFO-608 – 001 Human Computer Interaction

IND-03: Personas, Scenarios & Flows

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Group 1: YouTube

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PERSONA



BRIAN COLLIN

"I WANT TO GET MY MUSIC HEARD BY AS MANY PEOPLE AS I CAN SO THAT CAN ACCOMPLISH MY DREAM OF BECOMING A SUPERSTAR"

Age: 22

Gender: Male

Occupation: Musician

Location: Los Angeles

Education: College Degree

Income: Middle Income

Personality: Extrovert

KNOWLEDGE

Technology	High
Trends	Medium
Analytical	Low
Creativity	High
Adaptability	High

TASKS

Upload	High
Monetization	High
Explore	Low
Learn	Medium
Analysis	High
Interact	High

BIO

Brian is a rising R&B singer who is very passionate about his craft and has a very clear goal in life. He works at a restaurant during the day and spends the rest of his time in studios making music or playing shows all over the city. He releases a new song every other month and plays 2-3 shows every week. His social media presence is very strong and he is very critical about his appearance. Every time he makes a new song that he thinks is a potential hit, he makes a music video for it because he thinks that his music videos visually express his eccentric personality along with his music which is an important part of the artist persona he would like to display. Brian also spends a lot of time learning about new tools and technique to improve his quality of music. As a struggling artist he doesn't have a lot of time between chasing his dreams and paying bills.

GOALS

- Quickly reach as many people as possible with high quality music videos
- Maintain aesthetics and portray a creative personality
- Build a loyal fanbase and interact with them frequently
- Discover new music, artists, performance styles, tools and techniques
- Get to know the audience better

FRUSTRATIONS

- There should be more creative freedom to express one's self online
- Analytics can be difficult to understand
- Too much notifications and content can be hard to deal with during busy schedules



Persona Discussion

To build the persona, a summary (appendix 1) was written down to describe a young struggling musician. The image of the budding musician was created from mixing the traits noticed in the content creators interviewed initially, the data collected from the survey of artists and some assumptions and personal experience with musicians on YouTube. The knowledge and tasks section provide a quick overview about the capabilities of the user and the tasks they most frequently use on YouTube. The criterias were created based on particular things that are important in the user's interaction. For example, from the survey it seemed that the artists were always able to use all the functionalities of YouTube and were quite tech savvy. Based on that, the technology criteria was created and given a high for the musician. The explore criteria on the other hand was given a low because from the interview and the survey it appeared that content creators only go on YouTube when they need to do something and they don't otherwise have the time to just browse and find things to watch from the homepage. The persona was given certain goals and frustrations. Unlike the knowledge and task section, the goals and frustrations are not as directly derived from the information collected. Rather they are assumptions about what a typical user's end goal may be. For example, the frustration – "there should be more creative freedom to express one's self" was derived from an interview where the content creator complained about not being able to choose a customized thumbnail according to her taste. This led to the assumption that aesthetics and creative freedom must be important to a typical artistic user and not being able to find that must be a user frustration. This was the thinking process that went on to design the persona for a typical content creator.

SCENARIO

Brian recently created a new song and thinks the song will be a big hit if he can get it out to a large number of people on the internet. He created a music video for it to make it more appealing and give it a visual character. To make the video popular, he will have to upload it to YouTube because it has the largest number of audiences, new listeners can discover it and his current fans are notified of his new music. He needs to make sure that the thumbnail of the video is a snapshot of a certain scene in the video so it looks appealing to new listeners and convinces them to check it out. The video should also be recommended to the website visitors who listen to similar R&B music.

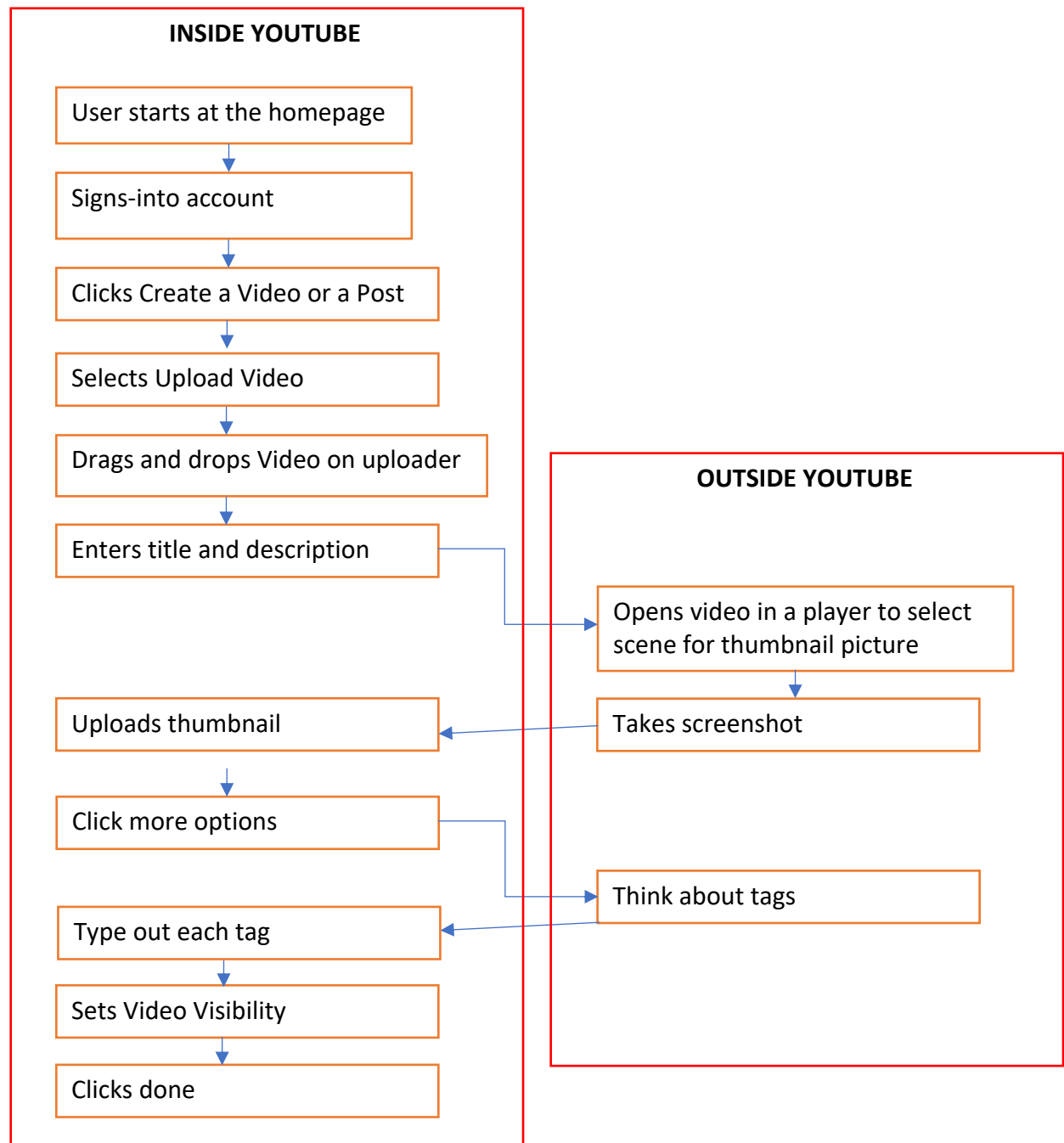
Scenario Discussion

The scenario was thought of as one instance when the user might use YouTube. As a content creator, an important user task is to upload videos and so the question that was asked – "when and why would a musician like Brian have to upload a video?" It was important to think about why he would choose YouTube to deliver his video in the first place. And that is where the main goal lived. The user did not care about whether it was YouTube or some random website. What was important to him was the large number of audiences he could access and the ability to acquire new listeners. These are some things not many of YouTube's competitors offer. Then it was important to go into detail about what else might he want from the process of uploading a video. What else might be important to him before he starts to actually upload his video?

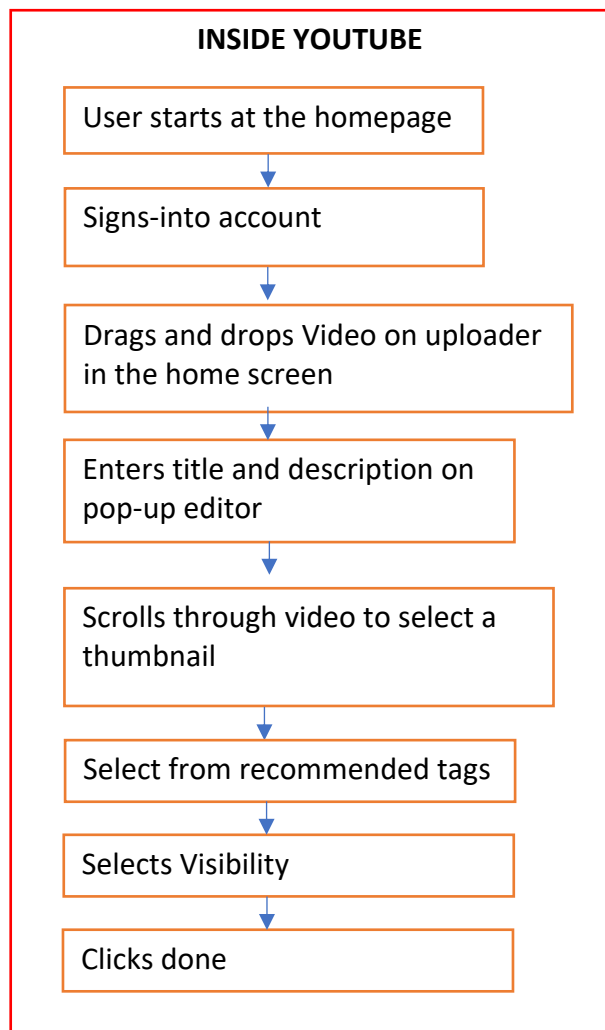
Again, from the interviews gathered it seemed that the thumbnail and tags were important elements to the creator and from the survey it showed that the thumbnail is the 2nd most important thing that helps a user pick a video. Hence they must be considered when a musician like Brian is trying to accomplish the goal of uploading his video to reach a large amount of people.

FLOW DIAGRAM

Current Flow for Uploading a video with custom thumbnail and tagging to appear in recommendations



Recommended Flow for Uploading a video with custom thumbnail and tagging to appear in recommendations



Flow Diagram Discussion

The recommended flow improves 3 processes:

- Number of clicks required to upload a video – This is accomplished by placing a drag & drop section on top of the YouTube home page. This will allow the user to get right to the upload process rather than clicking on create a post and selecting upload video from there.
- Process of selecting a custom thumbnail – In the improved flow, the user will not have to leave the browser and screenshot the thumbnail from the video to upload it. The interface can have a tool that lets the user scroll to a certain time in the video and select that scene to be used as the thumbnail.

- Coming up with tags – Tags are certain words that allow the video to show up when someone types that word on the search bar or appears in recommendations when someone is watching a video with the same tag. In the improved process, YouTube can recommend thumbnails by scanning the audio and using artificial intelligence to come up with tags that the user may want to use reducing the effort to think about them.

Conclusion

Brian's persona, scenario and the flow diagrams were all derived from a very small pool of data. While it was fine for the purpose of this report, in a real-world scenario, it would not be accurate to derive to such conclusions about an archetype based on such little information about a user group. Personas are actually more difficult to come up with than was initially expected. It was very easy to bring in stereo-types and personal expectations from a typical imaginary user and ignore the data collected. But it was critical to remember and keep personal judgements out of this process. To build the flow diagram, the process itself had to be practiced on the website to capture the details of the process and identify pain points. In the end it was a very interesting learning experience that can be used to identify any user group even outside the field of technology such as customers for marketing campaigns in the real world. It is a process that provides clarity not just about the user but the intention of the product or service being delivered to the user.

Appendices

Appendix 1: Summary of Persona

Brian Collin is a 23-year-old rising R&B singer/ music producer based in Los Angeles. He works at a restaurant during the day and spends the rest of his time in the studio producing other artists, working on his own music or playing live shows at bars and venues around the city. He has been producing music since he was 14-15-year-old inspired by musicians like Drake and Kanye West. Growing up in an upper middle-class American family, Brian had access to high-speed internet, a cell phone and a laptop since freshman year of high-school. He spent a lot of time finding new music and watched documentaries about his favorite artists which motivated him to peruse a career in music. After college, Brian now frequently collaborates with artists and releases new songs every few months. He plays at least 2-3 shows every week and is determined to get his music heard by as many people as possible with the hope that one day a record label might recognize him and sign him a deal so he can travel the world playing music for his fans and live the life of a celebrity.

When he is at the restaurant during the day, he chats quite a bit with his customers and sometimes comes across artists who share the same interest him. He asks them to follow him on social media and check out his music videos on YouTube. Even though he has his music on Spotify, SoundCloud and iTunes, Brian prefers to direct people to his YouTube channel because he thinks that his music videos visually express his eccentric personality along with his music which is an important part of the artist persona he would like to display. His videos also have more than 200,000 views each which lets a new listener know that he is not an amateur and is

well appreciated by a large number of people. He is very critical about his appearance which leads him to make sure that all of his online profiles are aesthetically pleasing and his videos maintain a high standard comparable to established artists.

Brian is always looking for ways to stand out and improve his quality of music. He spends a lot of time on the internet during his studio sessions to learn new tools and techniques to enhance his quality of sound. As a visual person he prefers to watch tutorial videos rather than reading long guides. There are a couple tutorial channels on YouTube that he follows but is always open to other mentors and creators as long as their videos co-inside with his style of production. Therefore, he is somewhat picky about what he'd like to learn about but is very open when it comes to discovering new artists.

As a struggling artist, Brian does not have a lot of free time between his day job, studio sessions, promotions, concert and rehearsals. The restaurant pays some of his bills but he also makes a little bit of money from his YouTube channel and shows. He uses the internet to get what he needs and communicate with his friends, family and a large number of followers. He hopes to increase his income from music by uploading more music and acquiring more followers so he could eventually leave his restaurant job and pursue music full-time.