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## MORE FROM YOUTUBE

EKSTRALAR

10:34

Illustrator 2022 BEN SÜPER AYKIZ

29:57

8:19

8:01

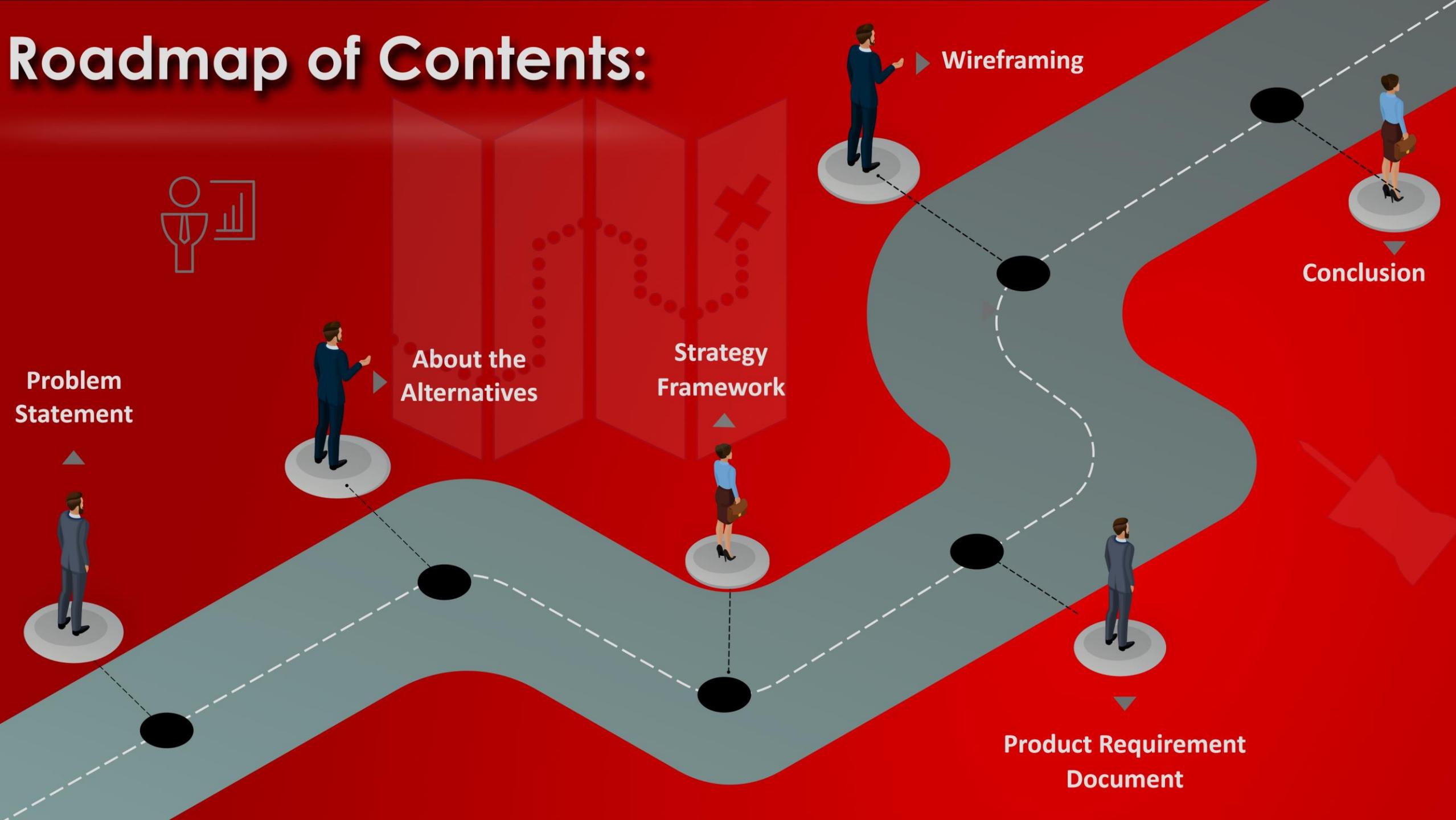
YouTube Ads

## CASE STUDY

by



# Roadmap of Contents:





# Problem Statement



Rahul is learning to cook and uses YouTube video tutorials on Chrome browser for preparing dishes.



Rahul has to sometimes do other things like reading tips, making notes or chatting or even switching between videos.



However, when he returns, he has to reload and an ad plays or sometimes ad plays because of a long pause.



This is a flawed experience which can cause a mistake in his dish as he is a novice and spoil his mood.



We, as product managers, have to propose solutions to disable ads for a certain time and choose the best among them and design the features.



## Proposed Features



### **Pay-to-Win**

The simplest option for someone irritated by ads would be to buy a premium feature that would disable ads for some time in which they could watch however and with as many platforms they want.



### **Surveys**

Filling up some surveys from various organisations as well as YouTube itself to disable ads for a short period is another alternative for people.

### **Watch ADS later**

The feature in which people can save up a certain number of advertisements to watch some time later from a section developed in the app.



## Pay-to-Win

- + From business POV, very beneficial to YouTube due to direct revenue increase.
- + People who are very time intensive can save a lot of time by buying this plan to eradicate ads.
- + Increased channel revenue to YouTubers who have many premium subscribers and watch count.
- Great deal of software changes due to incorporation of payment portal, more bandwidth required.
- Potential increase in churn rate, heavy criticism just after implementation.

## Surveys

- + Most interesting feature WRT others. Some people may find related surveys very thrilling.
- + Since income can be generated from publishing surveys from **big corporations**, it is a double sided profit feature.
- + Surveys increase a person's knowledge or contribute to growth as a community and are generally a welcome change.
- Some people might be against sharing any personal data knowing it might be stored by Google.
- Might reduce image of YouTube by making it something like a survey platform.



## Watch later

- + Increase in user satisfaction due to skipping ads when in a pickle.
- + More freedom to user as it would allow people to watch ads at convenience.
- + Increase in watch time due to no interruptions.
- Decreased revenue from sponsors due to less influence when watching ads together. Serious technical effort required due to managing fixed ads on each person and designing a separate option.

## Reach

### Pay-to-Win

Target audience would be people

use this feature. **VERY LOW REACH.**

There is less likelihood that a person  
supportive feature, it is a negative

## Impact

company due to decreased ad revenue which would mean  
totally objective oriented.

**HIGH IMPACT.**

### Surveys

This feature would easily target people who watch more than

who prioritise NO ads. Usually the upper and business classes would average and can discover this feature. Most users will use it.

**HIGH REACH.**

**VERY HIGH REACH.**

Even though it is a customer  
Pretty effective way of skipping ads paying to remove ads would

for the

discontinue. High retention and by using a monetised feature again, no revenue loss for company.

for the

**HIGH IMPACT.**

more ads for compensation.

Effectively, **LOW IMPACT.**

## Watch ADS later

## Confidence

companies = 23%.

### CONFIDENCE.

## Effort

## Effort

Auto-renew feature. Removing ads mechanisms.

Toggle options for watch later in-video.

HIGH EFFORT.

MEDIOCRE EFFORT

HIGH EFFORT

Predicted conversion rate WRT rival

internet at such a large scale.

scale WRT any statistics on the

product managers of YouTube.

LOW-MEDIOCRE CONFIDENCE.

HIGH

Incentivised surveys  
filling rate w.r.t. ;  
tivity high

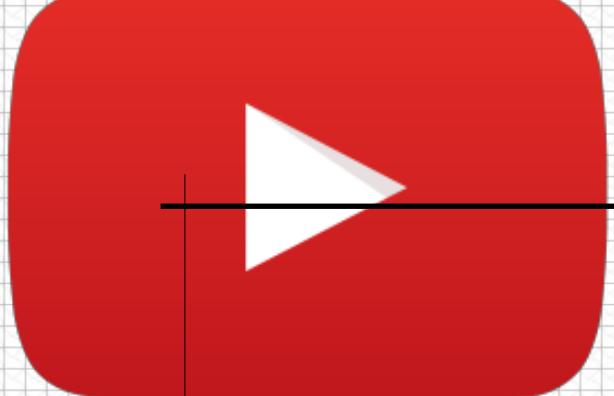
72%

MEDIOCRE CONFIDENCE due to

- ◆ Incorporation of payment portal.

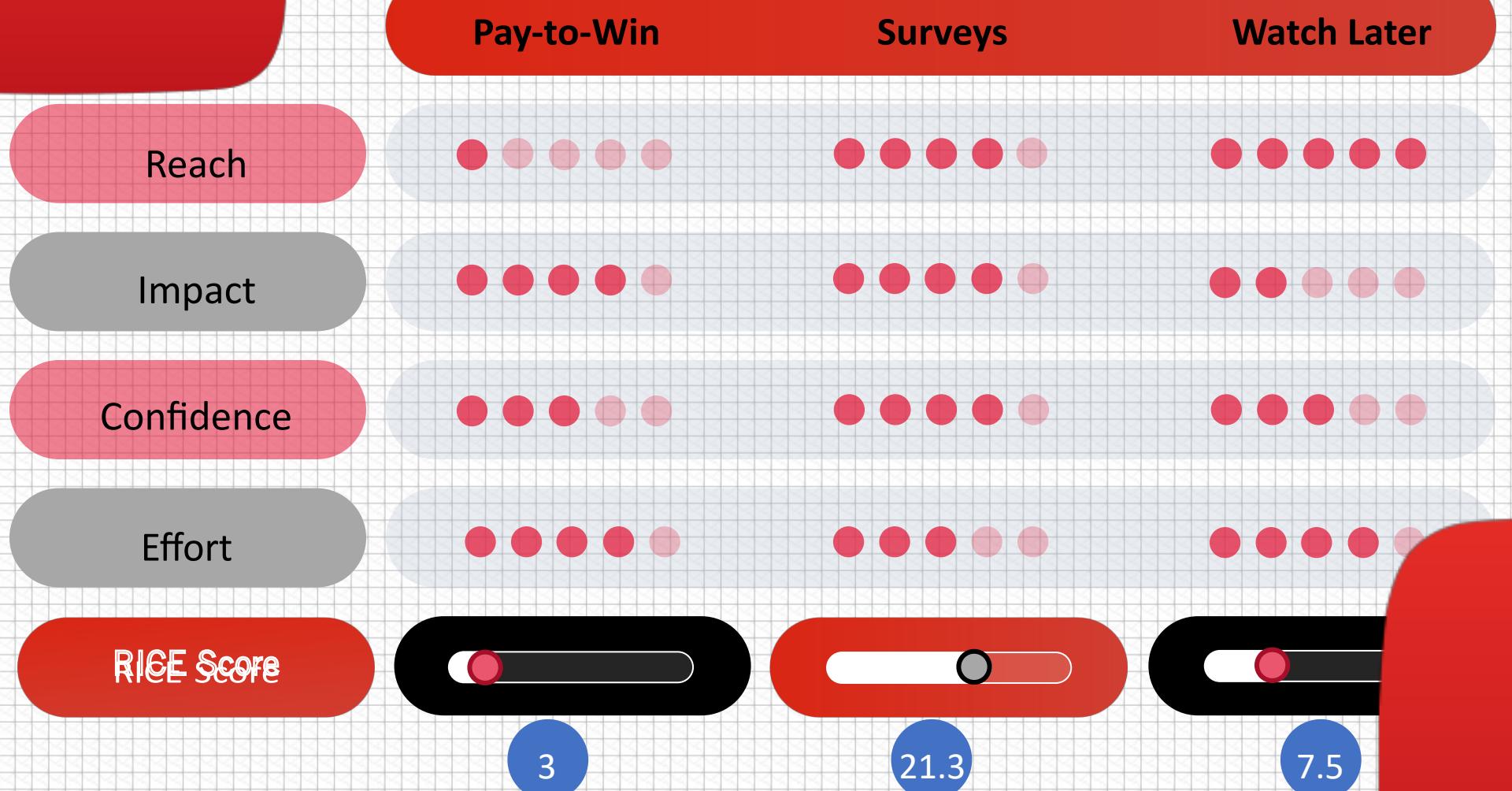
- ◆ Collaborating with publishers.

- ◆ Designing a storage feature.
- ◆ Stacking respective ads on devices.



# RICE Framework

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Therefore, we shall implement “Surveys” as the newest feature of You



# Purpose Outline : Surveys

YouTube is a giant in the online video hosting industry. However, it is far from flawless. Advertisements are a necessary evil but they should be somewhat controllable especially when the user is watching something that requires precise timing. We have come up with a solution which implements surveys into YouTube.

1

2

## What is it?

A brand new feature of YouTube To provide a seamless which might be seen as an experience to users by filling up upgrade and we will implement surveys in leisure and then being it to improve user experience by ad-free. In business perspective, providing them an extra choice it will increase revenue by being instead of ADS and are confident in thinking that this change will a double profit feature. increase traffic on our platform.

3

## Objective

## Potential users

People who are up for changes and are not afraid to give opinion for the research purposes. People who want a seamless experience only when they are watching but have free time when they are not. People who want to learn something without interruptions.

## Importance

With the flow of time, every service needs upgrades else it falls down. Same should be with us. This feature will be an important upgrade to the customers as well as the company.



# ● Features Outline : Surveys



## Strategy

- ▶ Stakeholder discussion
- ▶ Product vision/goals
- ▶ Branding strategy
- ▶ Measure of success
- ▶ Project Priority



## Discovery

- ▶ Competitor Analysis
- ▶ Analytics Review
- ▶ Content Audit
- ▶ User Interviews
- ▶ Surveys
- ▶ User Testing(A/B)



## Analysis

- ▶ Use cases
- ▶ Persona creation
- ▶ Story boards
- ▶ Red route diagram
- ▶ Experience map
- ▶ Workshop diagram



## Design

- ▶ Mood board
- ▶ Site map
- ▶ Sketching
- ▶ Wireframing
- ▶ Prototyping-I
- ▶ User testing-I



## Production

- ▶ Prototyping-II
- ▶ Beta Launch
- ▶ User Testing-II
- ▶ Launch

Roadmap to implementation  
of UI/UX design

# Release

We will have a keen look on the following factors :-

## Functionality

One needs to be certain about the functionality of our feature. For this, we have to test it thoroughly internally before the launch to remove any glitches/bugs.



## Supportability

We should customise our feature in a way that it is supported by all devices and systems, especially the older ones such that people don't feel pushed out of the platform.



## Estimated time

A rough estimate is that we will be able to implement this feature rush-free in 4 months.





# KPI & Metrics

## Business Oriented metrics

Customer acquisition cost

$$CAC = \frac{(Sales+Marketing)Cost}{New\ customers\ acquired}$$

Let us say we will spend \$200M during 3 months from the date of launch and new customers be 10M.

Therefore,

$$CAC = 200/10$$

= \$10 per person

That says that each person cost about \$10 to acquire.

## Customer Oriented Metrics

For this , we use Customer Satisfaction Score or CSAT.

We will keep track of positive responses as well as the number of bugs reported by users.

$$CSAT = \frac{(\#)Positive\ Responses}{(\#)Total\ Responses} \times 100$$

For example, we might consider a star system where 1&2 stars are negative reviews, 3 is neutral and 4&5 stars are positive reviews. We can calculate CSAT accordingly.



THANK  
YOU

Shivam Nayak  
Prasad Borole  
Ayush Patil