

Overview of idea

Centered on the OG YouTuber

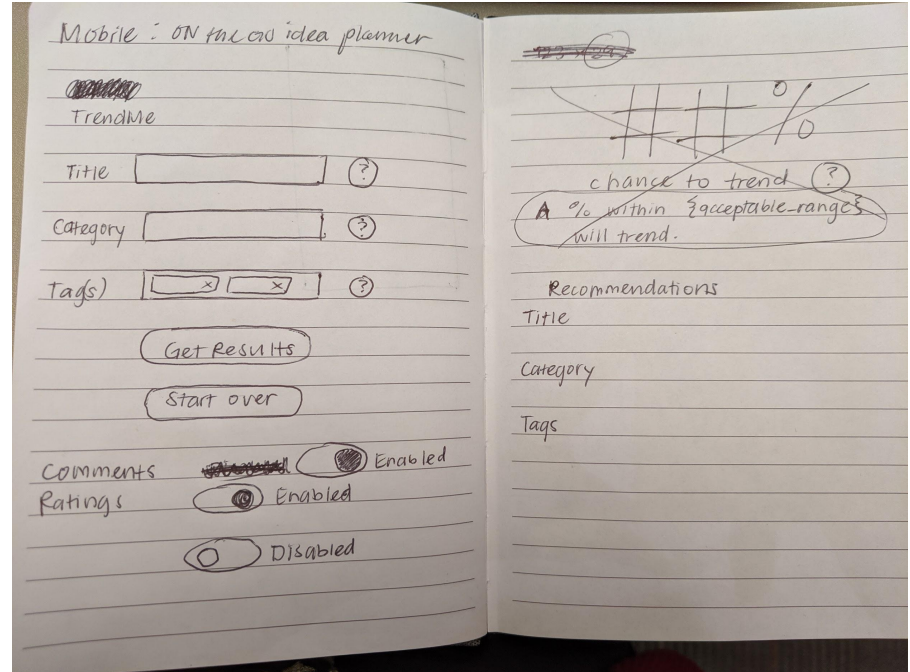
- Joined before YouTube's monetization program
- Have consistently engaged many subscribers
- **Want to stay relevant among newer content creators**

Application

Web app will predict the number of views based on YouTuber's video idea

My contribution | Story

- Understand the user: Who, What, When, Where, Why
- Narrow down user stories
- Determine app's inputs/outputs
- Sketch UI screens on paper
- Determine user flow of inputs/submission
- Create Figma prototype



My contribution | Demo

[Go to Figma prototype](#)

EntryPage

Title

Category

Tag(s)

Comments ☐

Likes ☐

Start Over

Get Results

UserInput

Title

My dogs try on halloween costumes

Category

Videoblogging

Tag(s)

Halloween, Dog

Comments ☒

Likes ☐

Start Over

Get Results

ResultsPage

< Back to Form

This video will get around

700,000

views

Recommendations

Title

A title with 20-40 characters will help its chances of trending.

Tag(s)

Tags are an important factor in YouTube's search algorithm.

Comments

Subscriber engagement increases when comments are enabled.

Likes

Subscriber engagement increases when likes are enabled.

Improvements

- Replace predicted “number of views” with “% chance to trend”
- Create more-detailed persona
- Provide signifiers to affordances
 - “Help” icon/messages on hover
- Easier “Tag(s)” input
 - Remove a tag with ‘x’
- Provide user-specific recommendations
- Make more aesthetically-pleasing

