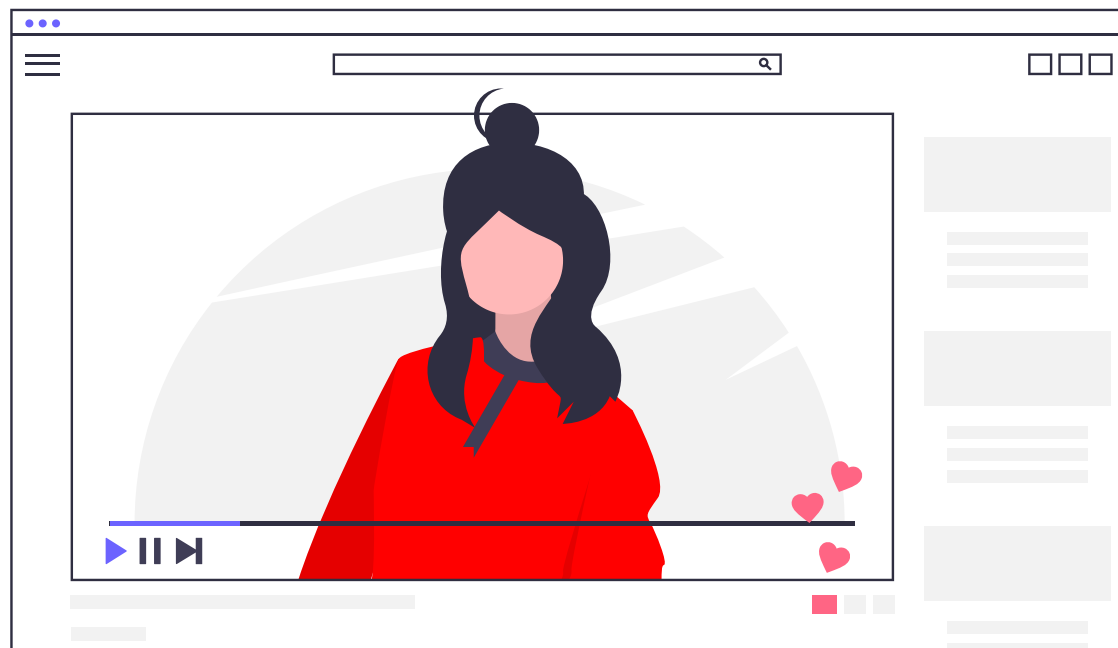
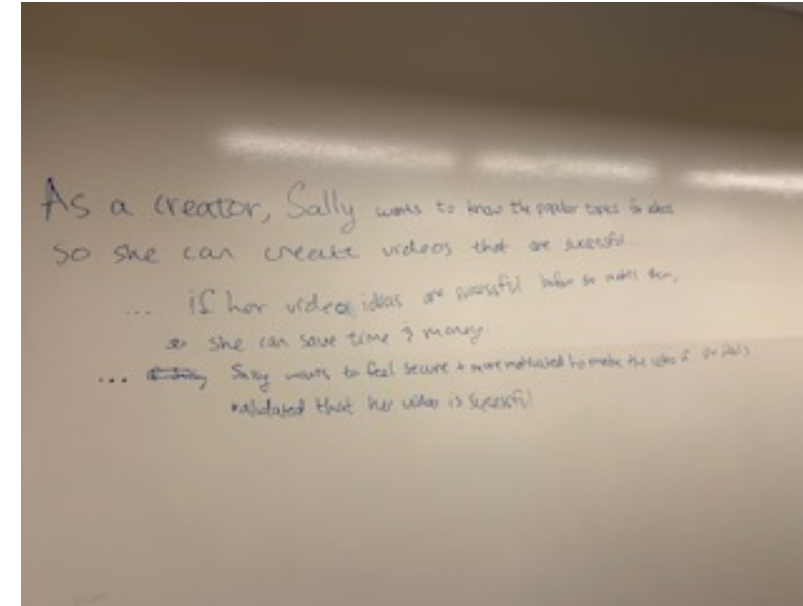
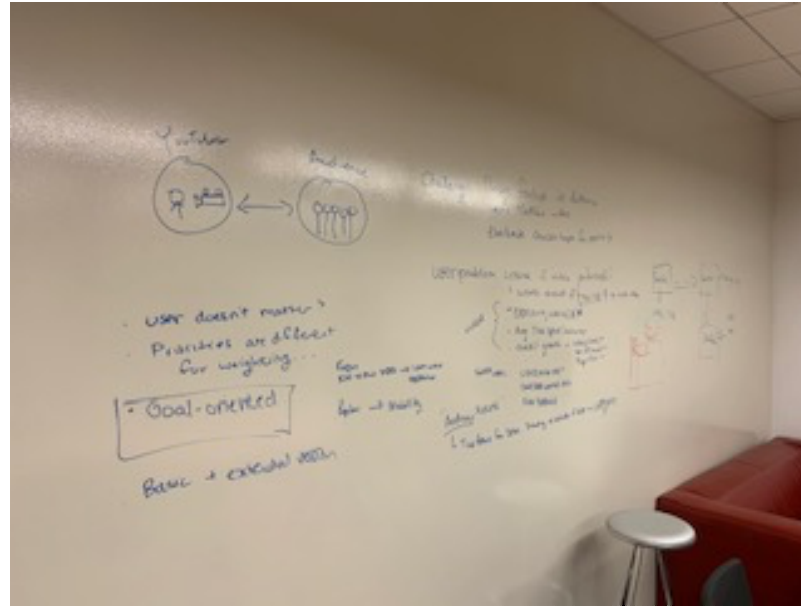


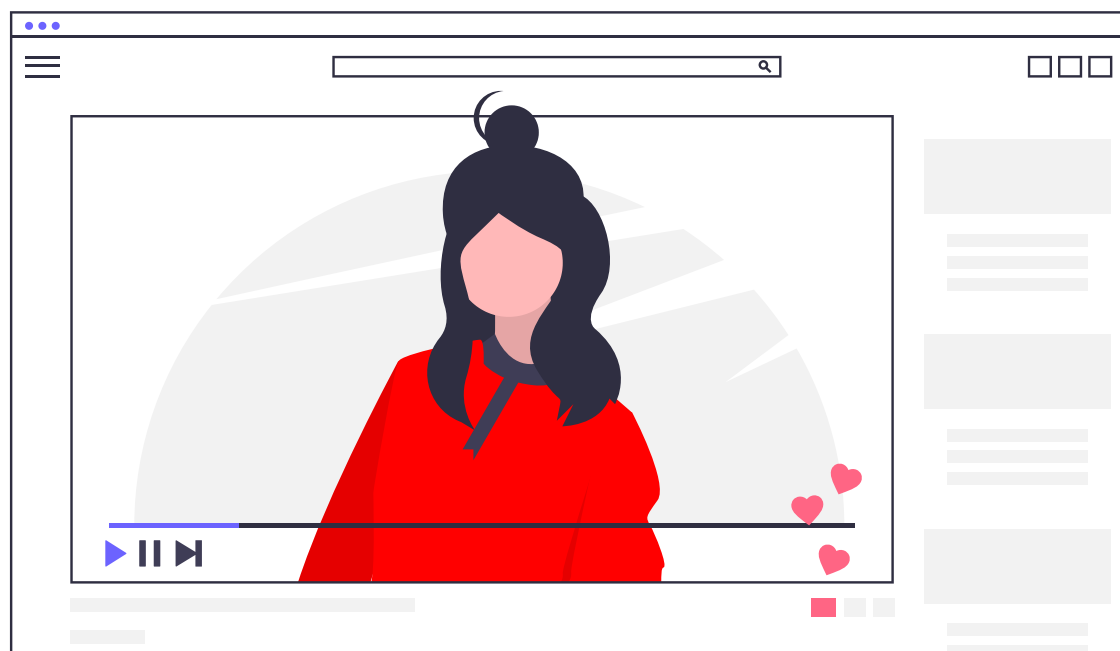
# Design a solution that forecasts the popularity (success) of a YouTube video



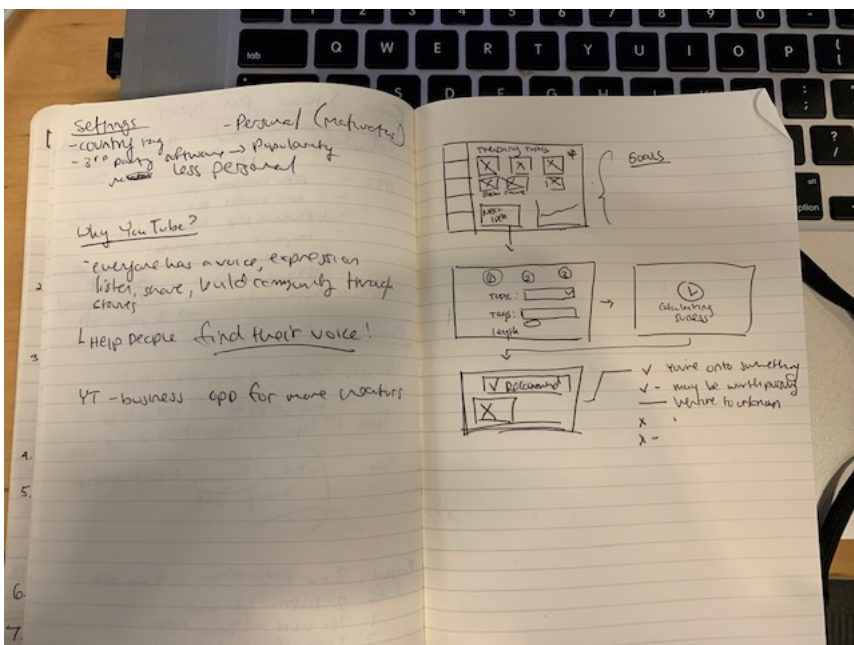
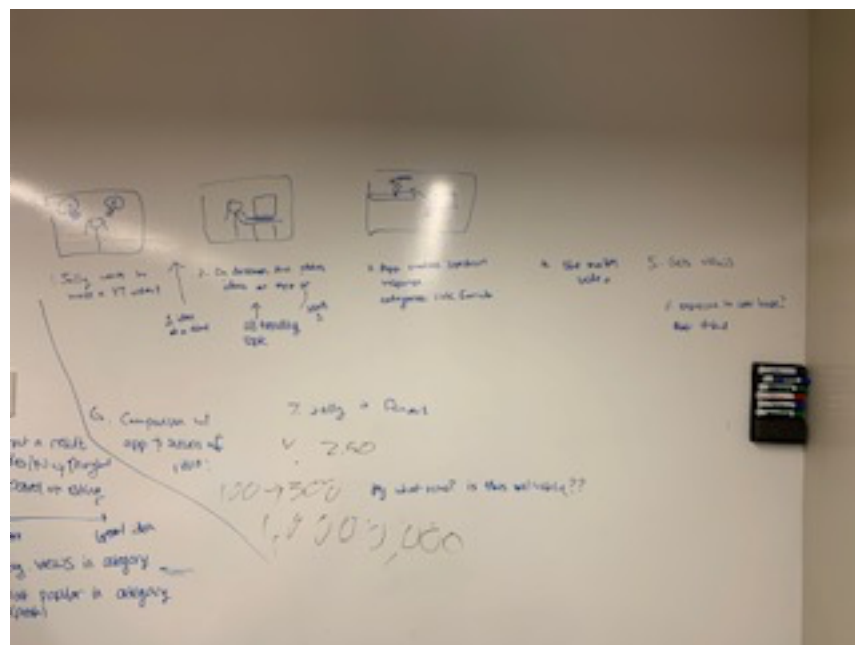
Sally is a creator and she...

- Likes making great videos on topics she likes
- Is anxious about how people perceive her content
- Values her time, money, and effort
- Wants to know if her next video will do well

# Being a motivator for Sally to “find her voice”

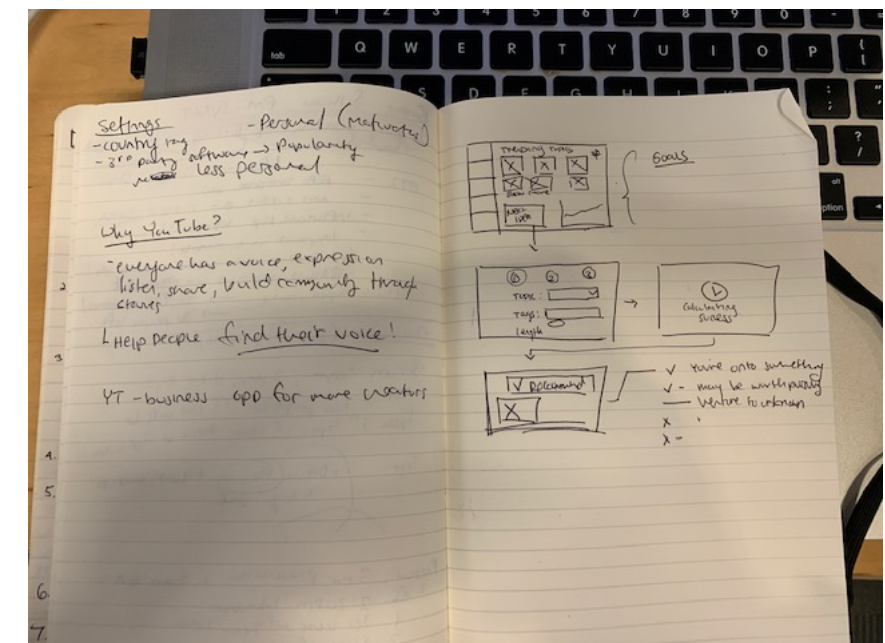
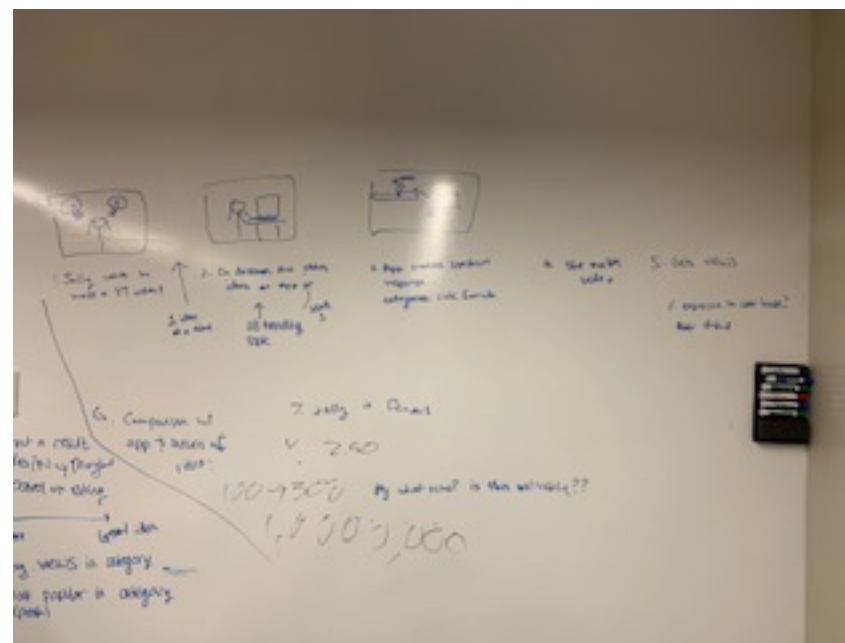


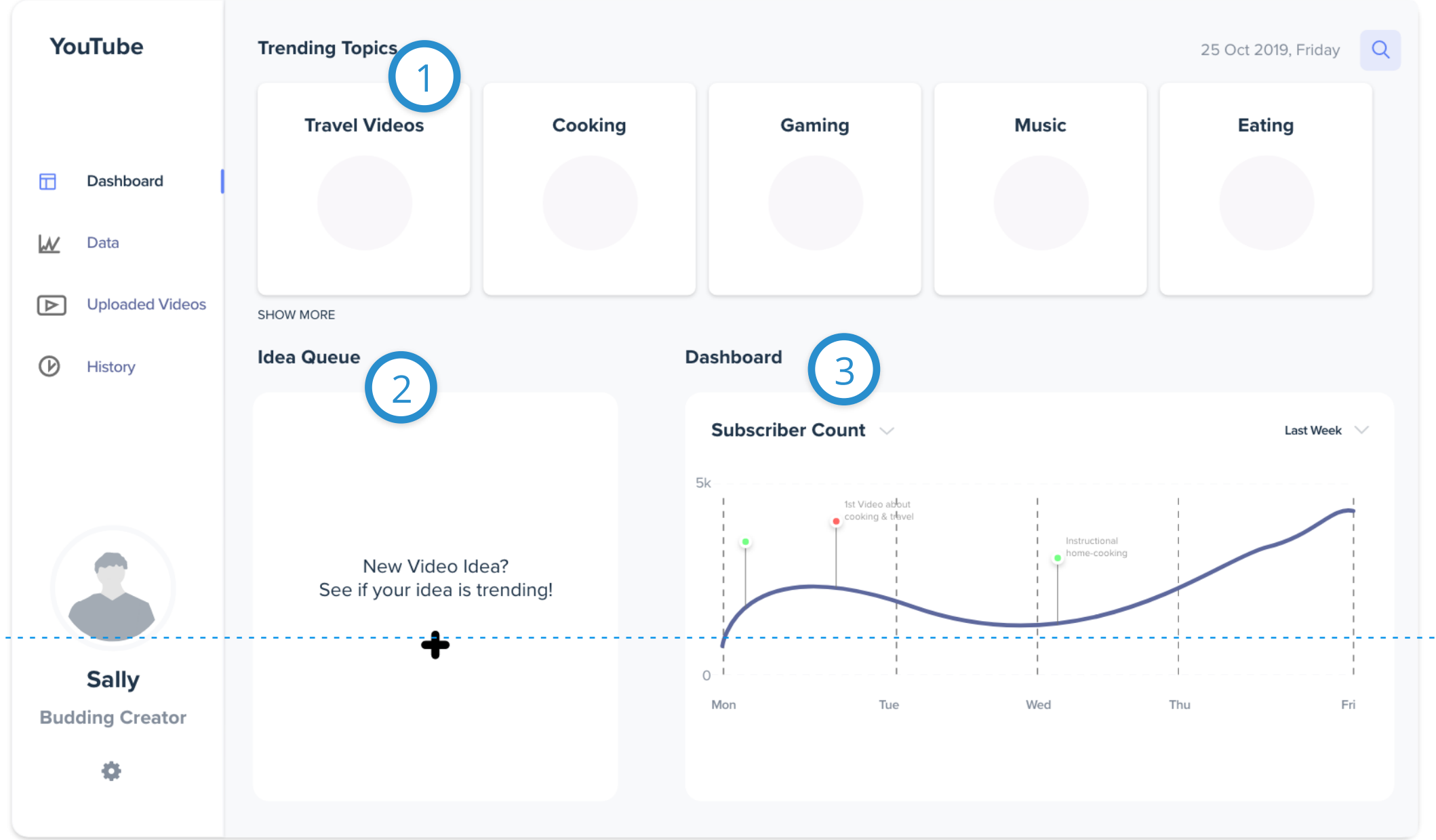
The product should motivate creators like Sally to create the content they love without the stress of worrying about what people will think of it.



# What does Sally do before, during, and after the app?

1. Sally has many ideas for her next YouTube video.
2. Sally opens the app
3. She selects her goals as a creators.
4. She pitches her idea into the Idea Queue.
5. Sally enters video category, tags, and length of video.
6. The app processes the pitch and suggests whether video will help reach her goals.
7. She creates the suggested video.
8. Sally gets to track her growth as a creator in comparison to suggestion.





1

Trending topics help creators see what types of videos are generating the most views and likes.

2

Idea queue allows creators to figure out their ideas will help reach their personal creator goals.

3

Dashboard visualizes their personal trends and helps guide creators on their content creation.

## What are your goals as a creator?

By telling us your goals, we can help you use YouTube as a platform to express your passion and help engage with your target audience. This will help us prioritize what's best for your growth.

Choose your topic(s): **1**

I want to entertain people with my YouTube account.

I want to spread awareness for a cause.

I want to educate people with my YouTube channel.

I want to be a reviewer for a hobby or topic.

I want to earn income as a creator.

I want to start my YouTube channel.

I want to start a travel channel.

1

Goals help personalize the content suggestions for each creator. This can help prioritize where growth will be targeted.

Pitch your idea and our algorithm will help you reach your goals! 3

Topic:

Cooking

1

Tags:

2

**SUGGESTED TAGS:**

fine dining asmr instructional recipe home-cooking drink thanksgiving gordon ramsay

Length of Video:

<1 min

2 - 3 min

4 - 5 min ✓

6 - 10 min

11 - 19 min

20+ min

1

Topics, tags, and length of video are used to identify the types of videos the user is creating.

2

Suggested tags help users characterize their videos to better distinguish the content.

3

We assume that these identifiers are correlated with view counts, likes, and comments.



1

✓

I think you're onto something!  
This *instructional fine-dining cooking* videos are rising in popularity. This will help boost your **view count** in the cooking category.

Stats about videos similar to your idea:  
Avg. Views:  
Avg. Comments:

Comments/Views Ratio:  
Like Ratio:

Most popular video in this category

2

Video Title  
View Count:  
Likes/Dislikes:  
Age:

Distribution of views for *cooking* videos:

3

instructional  
fine-dining  
cooking videos

SAVE IDEA

- 1 Recommendation gives a clear suggestion for our user to pursue their specific video idea.
- 2 Top video in category helps manage expectations of the peak video success for the creator.
- 3 Statistics about the video idea give users an idea on what to expect from their video category, reassuring the user that their idea is good/bad.

# What would I do to improve?

1. User research on determining how creators actually feel about success.
2. Determine proxy metrics for viewer satisfaction for content as well as success metrics for creators on content.
3. Usability testing on the application to see if this idea queue would drive behavior.

