

# Goal

Design and develop a tool that forecasts how popular a YouTube video will be. An YouTuber will use this feature to plan the topic of their next or first video.

## Understanding the Goal

### Why is it important and how can it benefit the user?

- Making a right choice can create income/revenue to the youtuber.
- It can help them to improve quality or the content in their video.
- Making right choices can get them more views and subscribers.
- Can help them get fame and also help them to make a career of it.

### Problem we are trying solve

- User is uncertain on how a the video gets popular or successful.
- User want to know to what kind of content is needed based on the location and audience
- User is unaware of the reasons why a youtube consumer exits or drops off from the video.
- User don't know the characteristics of a successful video.

### Value for the user

- Easy to use
- Accurate information.
- Success to the user

# Understanding the Users

## Different categories of the user.

- Age: Any
- Gender: any
- Experience: new comer to experience youtuber
- Location: Worldwide.

## When and where do the user use the product?

- It is used by the user before starting the video to chose the right video.
- They can try to find it any time, it can happen at home or while travelling.

# Persona

## ABOUT

Chen is a graduate student at the University of Michigan, she works hard and try to be as efficient as possible while working. She loves skating around Ann Arbor in her free time. Recently she has been working on group projects that need her to attend regular meeting with her group.

## NEEDS

- Needs a suitable space for her team to meet and work together.
- Instant reservation for her team meeting, if not she can seek alternate spaces.
- Ability to share the meeting details with her team.

## GOALS

- Reserve a meeting space as per the meeting needs.
- Able to book a room as quickly as possible or find an other space.
- Inform teammates about the meeting.
- Reserve a room atleast 2 days before the meeting.

AGE	25
OCCUPATION	Master's Student
INCOME	Less than \$20k
STATUS	Single
LOCATION	Ann Arbor, MI

## FRUSTRATIONS

- Don't know about the room availability before sending a request.
- Tedious reservation process makes her to change the schedule.
- Unaware of the rooms equipment available and the capacity it can cater.
- Don't know about the other study collaborative spaces on campus.

## CURRENT FEELINGS

Stressed   Concerned   Bussy  
Frustrated

## PERSONALITY

PASSIONATE	MOTIVATIONAL	
ATHLETE	CLEVER	OPTIMISTIC

## USER PERSONA

# Chen Dou

*"Skating relieves my extreme emotions cause by work."*



# When and Where: User Stories

As a new youtuber I want to find how many views i can get based on my video choice, so that I can create a successful video.

As a new youtuber I want to find the most viewed/ successful topic, so that I can start my youtube channel.

As a new youtuber I want to find the most viewed content, so that I can choose the category/genre of my video.

As a new youtuber I want to find the most viewed/ succesful content duration, so that I can define my video duration.

# User flows

## USER INTERESTS

Welcome to  
**SUCCESSTUBE**

Please choose your interests on which you want to be a youtube blogger.

Books	Tech	Mobile	Animation	Music
Sketching	Television	Politics	Art	History
Languages	Sports	Anime	Cars	Bikes
Movies	Travel	Finance	Fashion	Makeup
Tiktok	Memes	Comics	Fantasy	Architecture

## USER LOCATION

Welcome to  
**SUCCESSTUBE**

Select your location

San

San Francisco, CA, USA

San Diego, CA, USA

San Jose, NY

San Mateo, NY

San Jose, NY

San Jose, NY

CONTINUE

## USER PREFERENCES

Welcome to  
**SUCCESSTUBE**

Pelase fill our preferences

Do you want to allow comments ☒ YES ☐ NO

Do you want to allow Likes ☐ YES ☒ NO

CONTINUE

# DASHBOARD



## Success Score

The success score of the videos based on your interests. The score is predicted based on our data models.

NUMBER OF VIEWS

000,000  
per month

NUMBER OF COMMENTS

000,000  
per month

NUMBER OF LIKES

000,000  
per month

AVERAGE LENGTH OF THE VIDEO

000,000  
per month

VIEWS YOU CAN GET BASED ON YOUR CONTENT.



VIDEO DURATION VS REVENUE

