

# Video Insights

A YouTube feature for lifestyle vloggers

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# Overall Team Idea

**Goal:** Make it easier to understand what's trending and relevant to our YouTuber's subscribers.

**Feature:** A generator with predictive insights for lifestyle vloggers.



# Feature Clarification

## Generator

Creates clickable sections telling you **what kind of video** to make about **what topic**.

Based on:

- Trending hashtags and topics from recent videos
- ^Metrics such as # of views, time

Additional insights are in a dashboard setup under generated ideas.

## Lifestyle Vlogger

Demographics

- Millennial/Gen Z
- Gender neutral
- Recently HS/college educated

Habits

- Avid social media user
- Follows tutorials, lots of DIY
- Follows people with similar lifestyle interests
- Cares about brands, celebrities, reviews/public opinion

Needs

- Know what's trending
- Know what subscribers are following

# Story: Architecture of My Contribution

1. Aligned with and leveraged lifestyle vlogger's habits.
  - Like **specific, niche** ideas & used to **trends**
  - Prioritized **generator** to lessen cognitive load.
2. Developed 3 Key Screens
  - **Video Insights home**: Generated ideas list + dashboard
  - **Idea view**: Context of idea, suggestions of subtopics. Trend history involving hashtags, videos, channels, and users.
  - **Subtopic view**: Top example content, sentiment analysis.



# Demos Based on User Journey

## Video Insights Home

### Motivation

Want to make a video

See more about what resonates with viewers

### Action

Browse existing videos & channels

Access Video Insights and sees trending topic: Halloween

### Channel

YouTube home page

Video Insights

### Feelings

Frustrated and uninspired

Intrigued



# Demo - Video Insights Home

(Dashboard)

Video Insider

Ideas For You

See next slide

A tutorial  
about  
Halloween

A review  
about  
skincare

A vlog  
about  
beauty

What's Trending

Global

Music

Lifestyle

Title

Creator

views

hours ago

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Other Trending Tags

# User Journey Continued

		Video Insights Home	Idea & Subtopic Views
Motivation	Want to make a video	See more about what resonates with viewers	Want to make relevant Halloween video
Action	Browse existing videos & channels	Access Video Insights and sees trending topic: Halloween	Views suggested ideas and analytics
Channel	YouTube home page	Video Insights	Video Insights
Feelings	Frustrated and uninspired	Intrigued	Excited

# Demo - Idea View

(Clicking into Idea)

VIDEO IDEA:

## A tutorial about Halloween

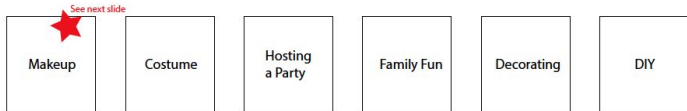
### What's up with Halloween?

Halloween is around the corner on October 31st!

Globally trending are **comedy** and **costume ideas**.

Your followers are interested in **Halloween makeup**, **comedy**, and **celebrity news**.

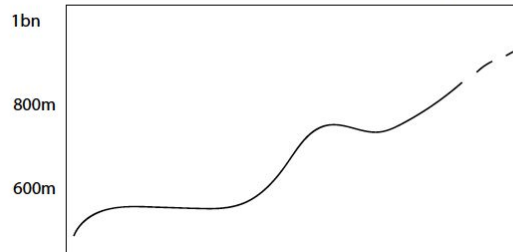
Here are potential tutorial topics:



## Halloween Trend History

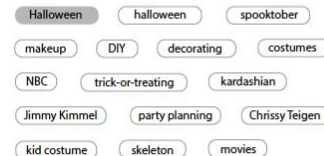
### Video Views

last 7 days ▼



#Halloween is globally trending. This tag might trend for 6-10 more days.

Filter by hashtag



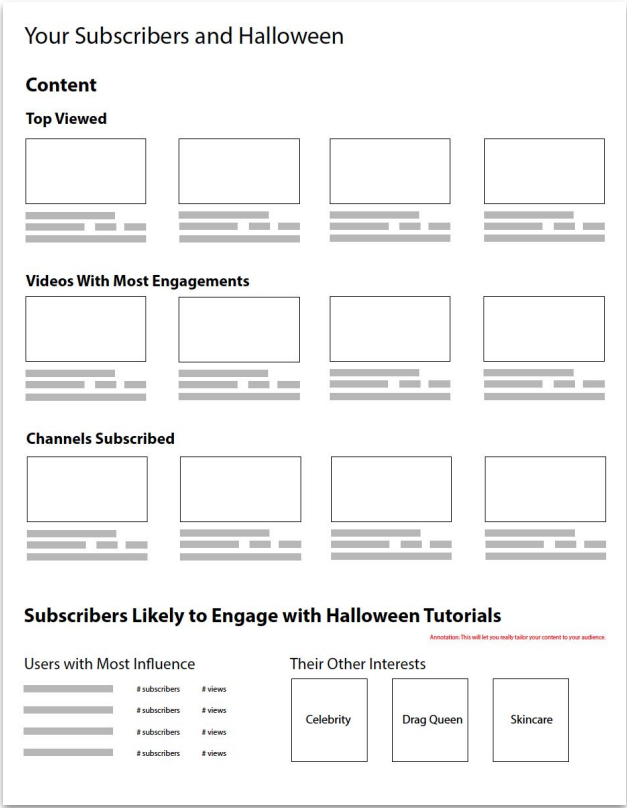
### Top Searches Among Subscribers

last 7 days ▼

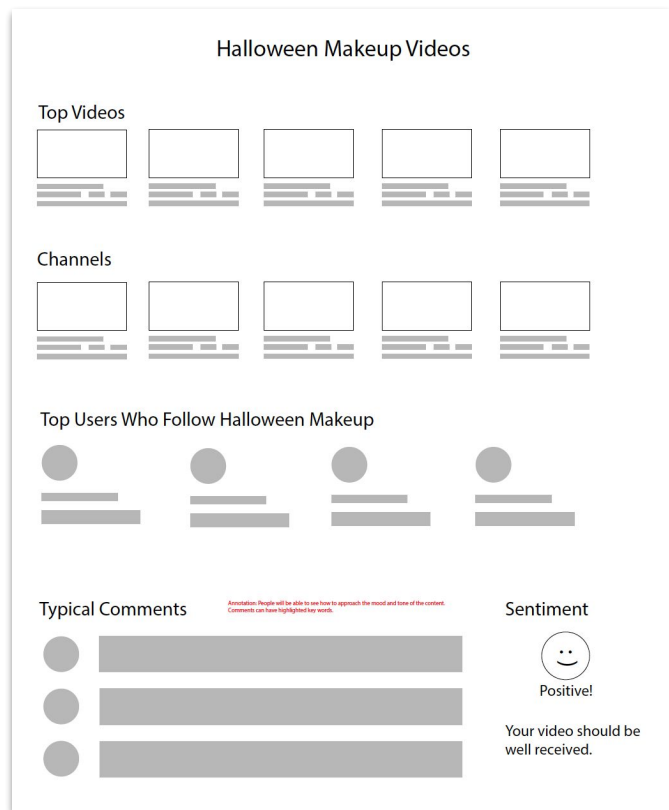
1. What to wear for halloween
2. halloween funny
3. Jeffree star halloween
4. halloween cheat day
5. halloween makeup



# Demo - Idea View Continued



# Demo - Subtopic View



# Next Steps

- Refresh generator, or allow self-selection what kind of video or what topic
- Focused analysis on competing channels
- “Breaking news” style reports
- Hash out sentiment analysis
  - Comment sorting and filters
  - “What if” predictions
  - Controversies to avoid
- User testing -- screen recording/eyetracking, find X features, actually make a video

