

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.

Problem

- User is uncertain on how a video gets popular or successful?
- 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.

Needs

- User want to know to what kind of content is successful.
- Making right choices can get them more views and subscribers.
- User want to set the characteristics of the video.

Value

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

ABOUT

Angela is a software developer working at the top organization in the bay area. She used to do some music gigs before starting as a SDE, to satisfy her finances and repay the loans. She stopped playing at the events and took a full time job. As her financial status is currently stable she is looking to create some singing video on youtube and explore herself in the realm of music for her future and later leave the SDE job.

NEEDS

- Want to know how a youtuber makes content.
- Understand the type of the videos that works out based on her interests and skills.
- Understand how much she can earn based on her interests.

GOALS

- Create youtube music content and make career of it.
- Leave the current SDE job.
- Meet people of similar interests.
- Earn money and respect.

AGE

29

OCCUPATION

Web Developer

INCOME

More than \$100k

STATUS

Single

LOCATION

San Jose, CA

FRUSTRATIONS

- Don't know how to create a video.
- Don't know what Genre she needs to focus on.
- Uncertainty of how successful/popular can her choice of video can be.
- Don't know about her target audience.
- Want to know the characteristics of the video to get most likes and views.

CURRENT FEELINGS

Stressed Concerned Busy

Frustrated

PERSONALITY

PASSIONATE

MOTIVATIONAL

CREATIVE

CLEVER

INTROVERT

PERSONA

Angela S

"Passionate musician and destined developer."



USER STORIES

As a **new youtuber** I want to **find the number of 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.

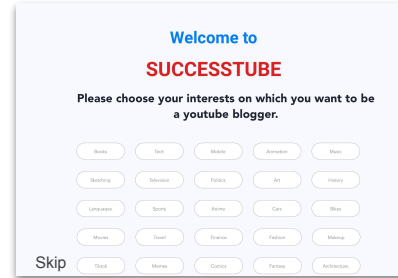
As a **new youtuber** I want to **find the most viewed content**, so that I can choose the category/genre of my video.

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

As a **new youtuber** I want to **find the viewers characteristics**, so that I can define the topic bases on the audience.

PROTOTYPES

User Interests



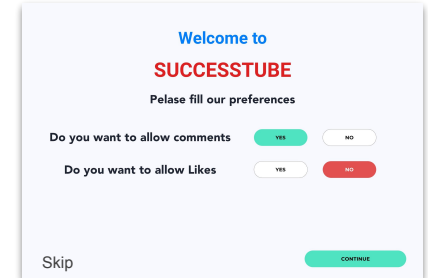
Welcome to
SUCCESSTUBE

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

Buttons: Books, Tech, Movies, Adventure, Music, Reading, Science, Politics, Art, History, Languages, Sports, Animals, Cars, Ships, Games, Travel, Food, Fashion, Makeup, Toys, Movies, Comics, Games, Architecture.

Skip

User Preferences



Welcome to
SUCCESSTUBE

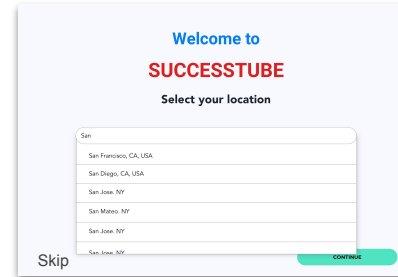
Please fill our preferences

Do you want to allow comments ☒ YES ☐ NO

Do you want to allow Likes ☐ YES ☒ NO

Skip CONTINUE

User Location



Welcome to
SUCCESSTUBE

Select your location

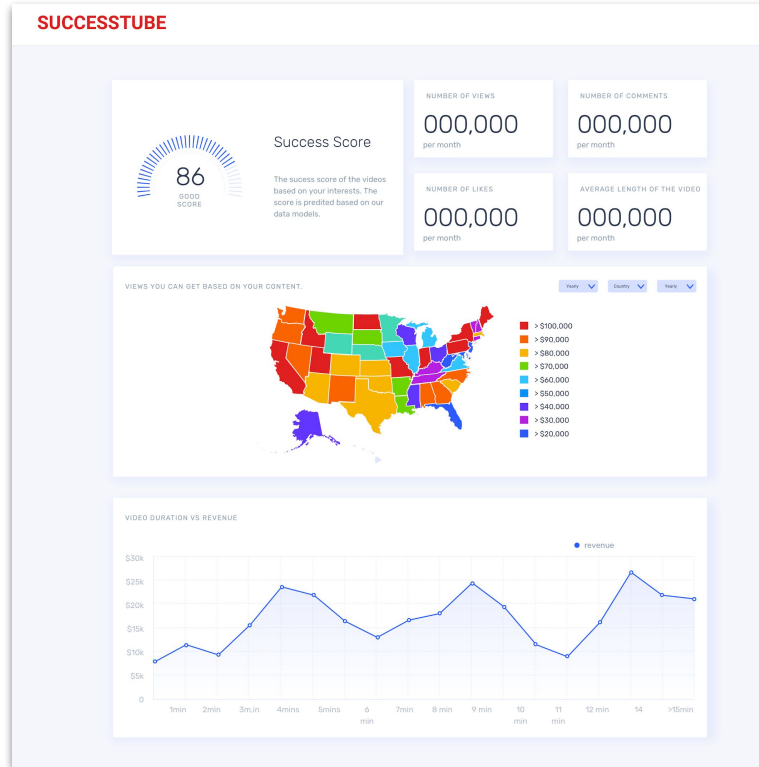
Search: San

- San Francisco, CA, USA
- San Diego, CA, USA
- San Jose, NY
- San Mateo, NY
- San Jose, NY
- San Jose, NY

Skip CONTINUE

PROTOTYPES

Dashboard/ Output



FUTURE

- Looking into the data available and build complex backend data models for better suggestions/success scores.
- Interview user to understand what they need to define their video content and its characteristics.
- Having longer and frequent whiteboarding sessions to understand the data and how it can be used.
- Improve the UX and UI of the prototype and test it with the user.
- Create more user stories and flow.

Success Metrics

- User exit and drop of rate.
- User surveys and customer experience surveys. (data vs reality)
- Time taken to find the information