Goal

Design and develop a tool that forecasts how popular a YouTube video will be. An YouTuber will use this feature to plan the ropic 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: AnyGender: 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 a 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 equipement available and the capacity it can cater.
- Don't know about the other study collaboarative spaces on campus.

CURRENT FEELINGS

Stressed Concerned Busy 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.

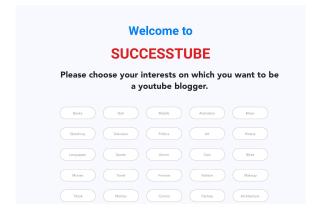
As a new youtuber I want to find the most viewed/ successful topic, so that I can start my youtube channel.

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

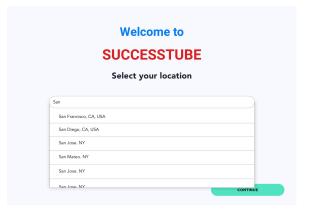
As a new youtuber I want to find the most viewed/ successful content duration, so that I can define my video duration.

User flows

USER INTERESTS



USER LOCATION



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

SUCCESSTUBE

