

Understanding Sally

When Sally is thinking of YouTube video ideas:

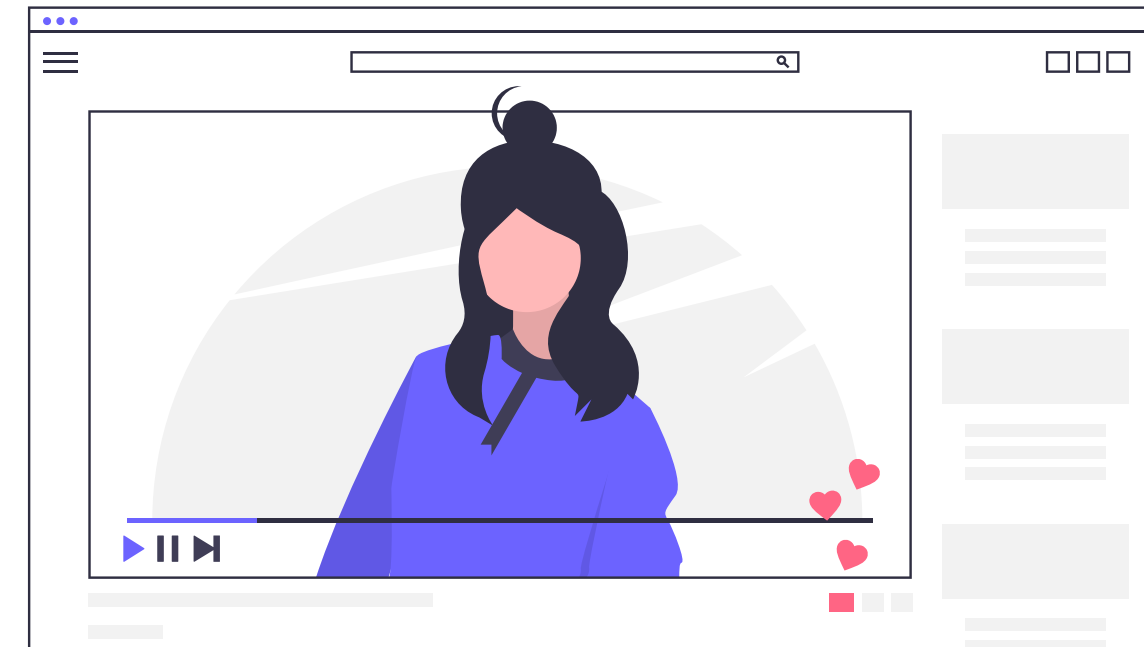
- Values her time
- Values her money and efforts
- Worried about what her viewers will think
- Tech-Savvy and knows her way around social media

Priorities

- Making great videos on topics she likes
- Simple way to figure out if a video idea will do well

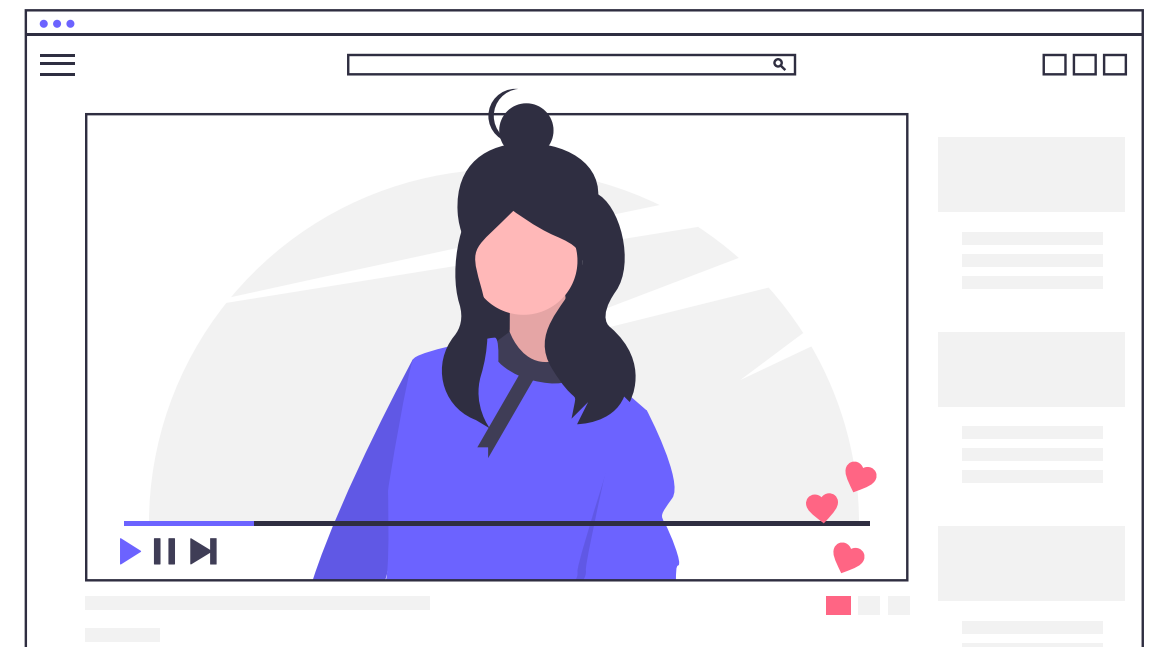
Pain Points

- Spends lots of resources to make a video
- Receiving little views on videos or worse, losing subscribers after making video
- Receiving dislikes
- Anxiety about making a video for people to publicly see



User Stories

- As a creator, Sally wants to know the popular topics for videos so she can create videos that are successful.
- Sally wants to know if her video ideas are successful before she makes them so she can save time & money.
- Sally wants to know that her video will be successful so she can feel more validated and more secure about the time & effort she will be investing in the videos.



- Dashboard
- Data
- Uploaded Videos
- History

Travel Videos



Cooking



Gaming



Music



Eating



SHOW MORE

Idea Queue

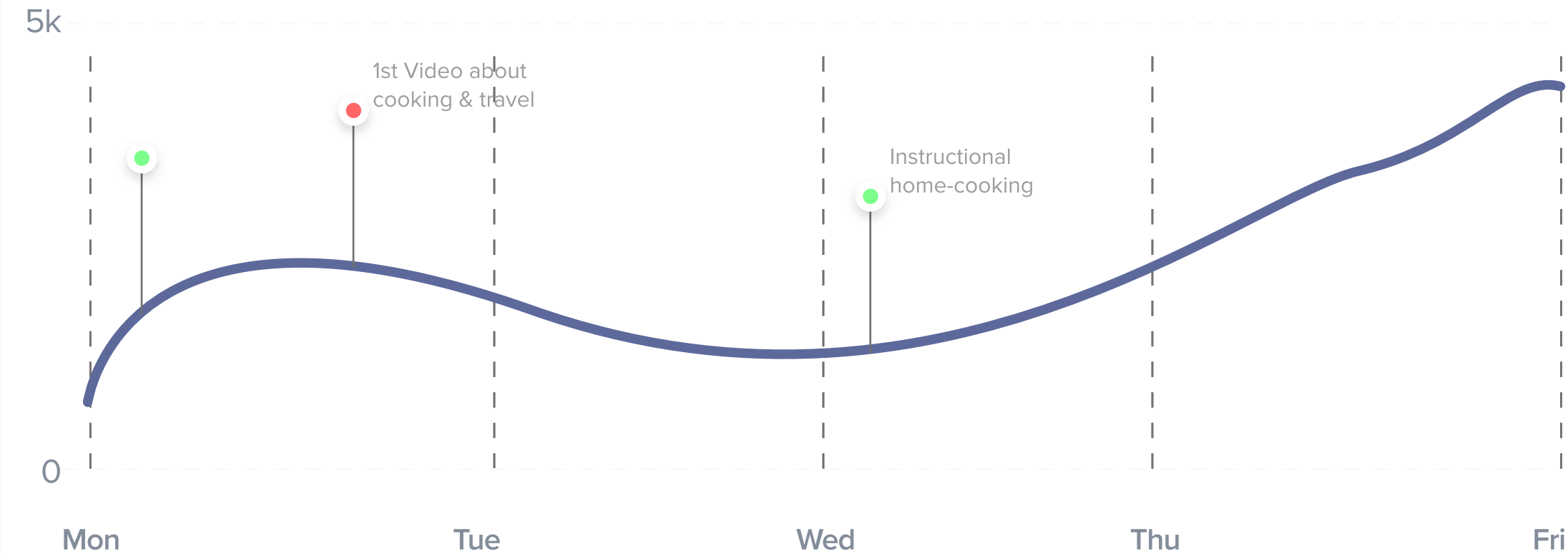
New Video Idea?
See if your idea is trending!



Dashboard

Subscriber Count

Last Week



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):

- 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.

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

Topic:

Cooking ▼

Tags:

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

Length of Video:

<1 min

2 - 3 min

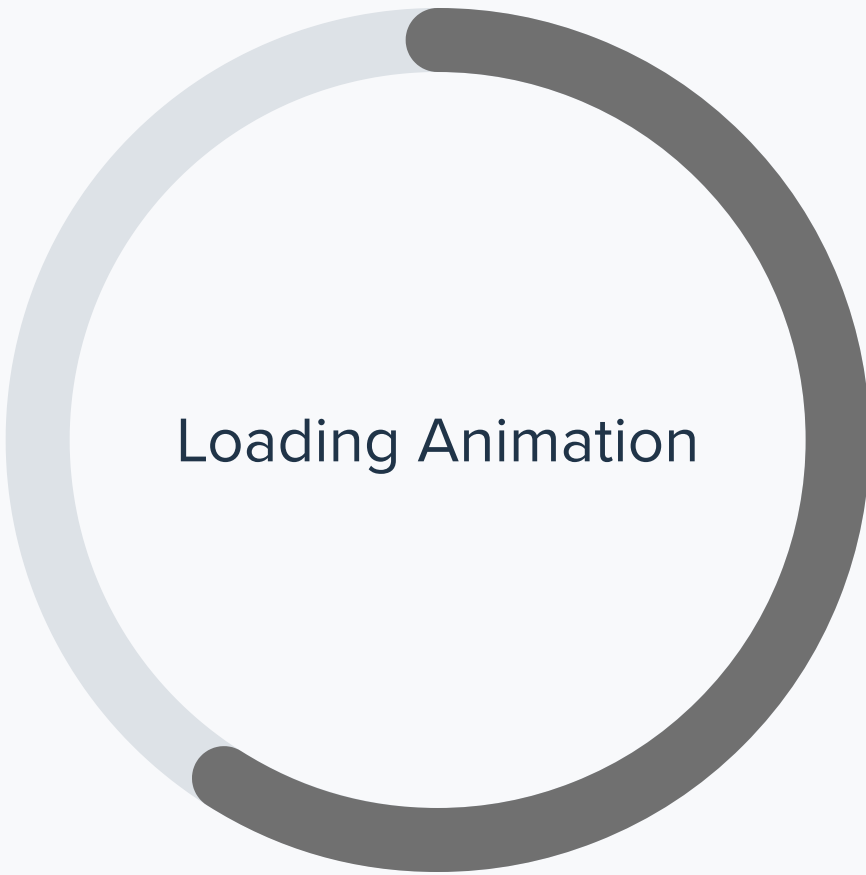
4 - 5 min ✓

6 - 10 min

11 - 19 min

20+ min

We're processing your results, hang tight!





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:

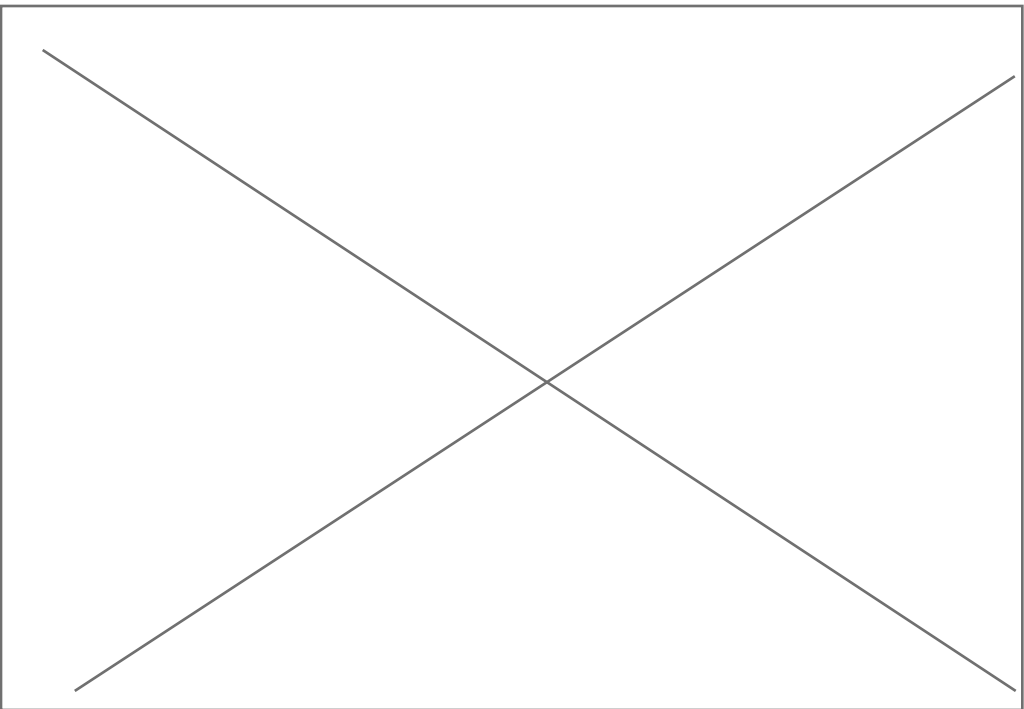
Avg. Views:

Avg. Comments:

Comments/Views Ratio:

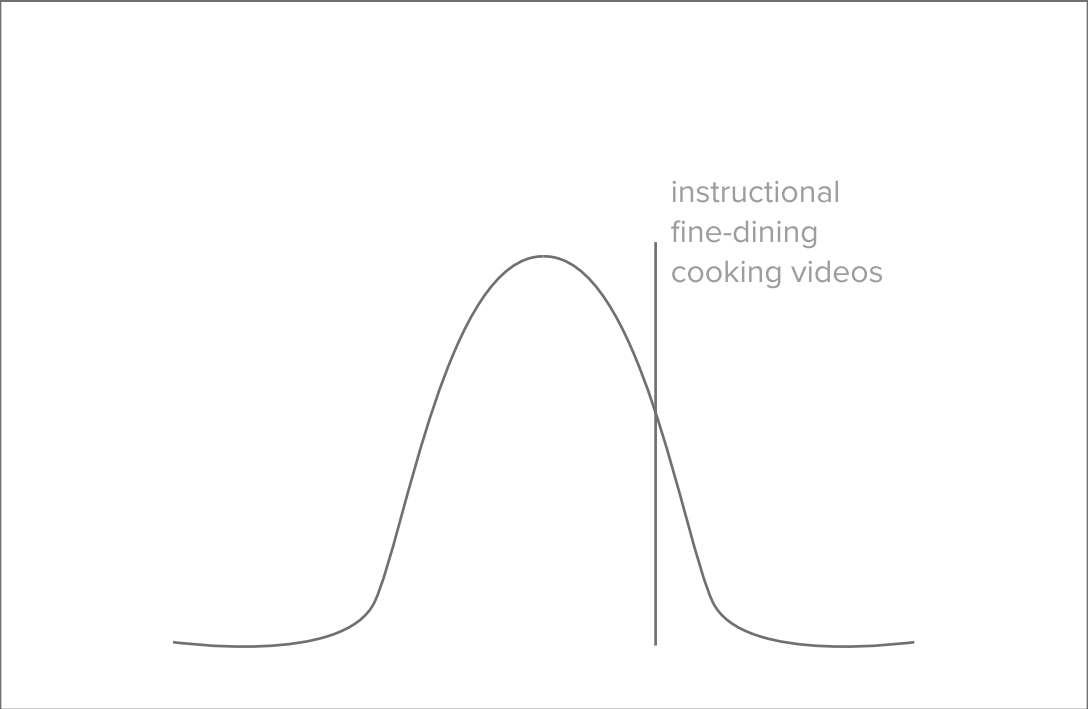
Like Ratio:

Most popular video in this category



Video Title
View Count:
Likes/Dislikes:
Age:

Distribution of views for *cooking* videos:



SAVE IDEA



- Dashboard
- Data
- Uploaded Videos
- History



Sally
Cooking Creator



Travel Videos



Cooking



Gaming



Music



Eating



SHOW MORE

Idea Queue

Click for more detail

Fine Dining Instructional



Fine Dining ASMR



Food & Travel

Not recommended

Expensive meal reviews



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