Team 1 - DESIGN

Annie Huang
Leo Cai
Sully Vo
Tandjaja Buntoro

Target User Group:

- Youtuber in the animal video space, looking to popularize their channel through our new feature

Goal of our Feature:

- Efficiency achieved with a recommendation system

- Improve chances of success.

Contribution

- **Preliminary Research**

- **Persona Development**

- **Mockup of the feature in Sketch**

Preliminary Research

- Youtubers want to put out content that not only they enjoy producing themselves but also engages the viewers.

- Youtubers want to follow the trend and not miss it

- Youtubers often don't have the time to constantly monitor their channel

- Youtubers and their followers mutually care for each other

User Persona

Emily Sears

"I want to show my dog to the world and I hope he can bring relief to those who are on my channel."

Emily is a Junior studying Math. Last year she adopted a cute poodle and started posting videos vlogging their day-to-day life. She has to do a part time job at a local restaurant to support the extra expenses. At her down time, she loves to watch animal videos on Youtube and get relief from her busy college life. Emily is passionate about her new career as a Youtuber and wants more people to see her videos and interact more with those who share the same passion in dogs.

Goals

– Want to know what people want to watch
– Want to get more views for a little extra income
– Want to create meaningful relationships with her followers
– Want to succeed in both college and Youtuber life

Obstacles

– Balancing between school life and the life as a Youtuber
– Limited time in video production
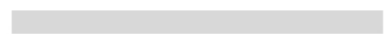– Hard to come up with new ideas about her content

Research Cont.

Video Inspirations (?)

How are they selected:

Your Latest Upload

GO TO VIDEO ANALYTICS

Content Suggestions

Most liked suggestions from Followers

Keywords From Followers

LEARN MORE

Channel Analytics

Next Steps

- **Talk to the real users**

- **Validate the design & make iterations**

- **Connect back to the development/data science team**