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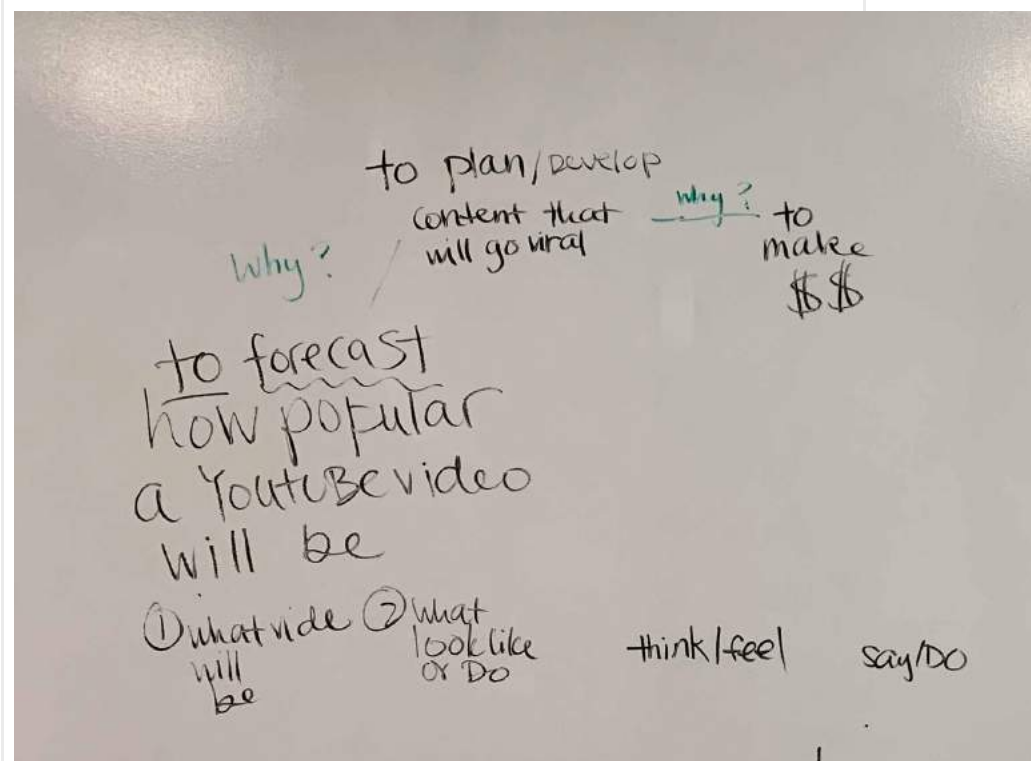
# NEXTPOPULAR

HELPING YOUTUBERS PLAN  
THE TOPIC OF THEIR NEXT  
VIDEO

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# 01. Empathize: Exploratory Research

## Why/how laddering



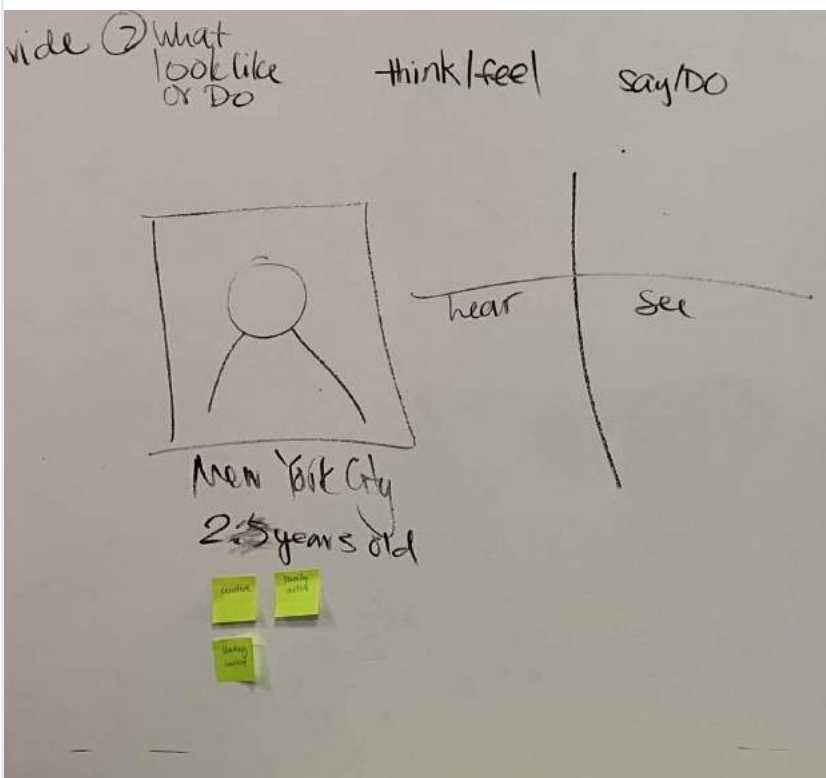
Q: why need to forecast how popular video will be?

A: wants to plan content that will go viral.

Q: why would user want to plan content that will go viral?

A: **so that user can make Youtube career profitable.**

## Empathy Mapping



### THINK/FEEL:

- feels excited when a video gains high exposure
- feels discouraged about the videos that don't get viewership

### SAY/DO:

- spends 3 hrs/week planning, writing, shooting, editing video content
- uploads videos 2x/week

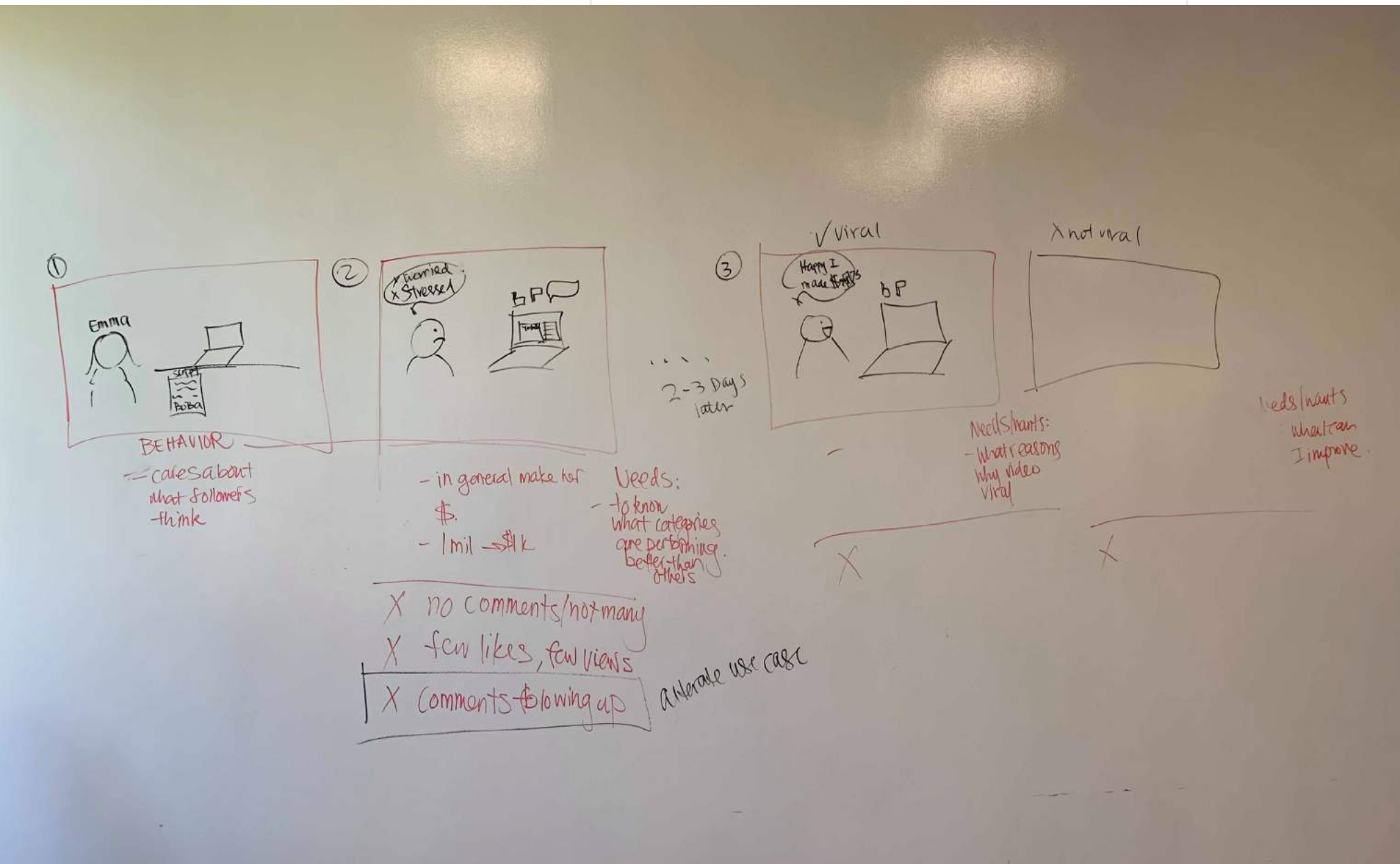
### HEAR:

- vague advice on how to become a successful Youtuber from online blogs or other content creators

### SEE:

- other Youtubers' followings growing
- can track her analytics on Youtube's internal dashboard

## Storyboarding



### PAINPOINTS:

- feeling discouraged when there are few comments, views, and likes
- not knowing what made her video successful so she can replicate it again in the future
- not knowing what she can improve upon for successful videos

### OPPORTUNITIES:

- detect negative engagement and automatically pull Youtube video down

### ALTERNATIVE USE CASES / OTHER CONSIDERATIONS:

- to predict negative virality which could detriment Emma's (Youtuber's) career



01. Empathize: Provisional Persona

Meet Emma



“GROUP PHOTOS ARE SUCH A SCAM, THERE’S ALWAYS ONE PERSON THAT LOOKS SUBSTANTIALLY WORSE, AND THAT’S ALWAYS ME.”

ABOUT

Emma Chamberlain is an **American** YouTube star and one of the most popular **VSCO girls** online with **over 1m followers**. She posts videos related to **travel, lifestyle, fashion, beauty, and life experiences**. Her videos are usually **long** and **she’s just started experimenting with a new vlog segment on food in the Bay Area**.

GOALS

- To determine what her followers want to see more of
- To make money off of Youtube
- To plan for the content of future videos better so she can make money off of Youtube



FRUSTRATIONS

- Needs to wait 1-2 days before she determines whether or not a video is worth keeping up
- Doesn’t know why her video went viral
- Doesn’t know how she can improve her planning in the future

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## 02. Define: Framing the scope

### Problem statement

When Emma uploads a video to Youtube, Emma wants to know if her video will make money, so that she can plan the categories of videos she uploads in the future.

## 02. Define: Measuring success

### Hypothesis

Through predicting the number of likes, views, and comments she gets per video category, Emma will be able to make more money from Youtube in the future. We know this to be true if the number of viral videos Emma uploads increases 20% over the course of one quarter.



### 03. Ideate: Collaborative brainstorming

#### How might we...

Help Emma  
determine  
whether a  
video will \$\$\$

Help Emma  
plan for  
future videos

track  
engagement  
metrics

pull video  
down if it is  
too  
negative

track click-  
through  
rate for ads

track  
engagement  
vs. category

track  
category for  
other videos  
she has done

decrease  
amount  
spent  
waiting

miro

### 03. Ideate: Creating the MVP

**P1.** track engagement metrics (likes, dislikes, comments, followers) vs. category

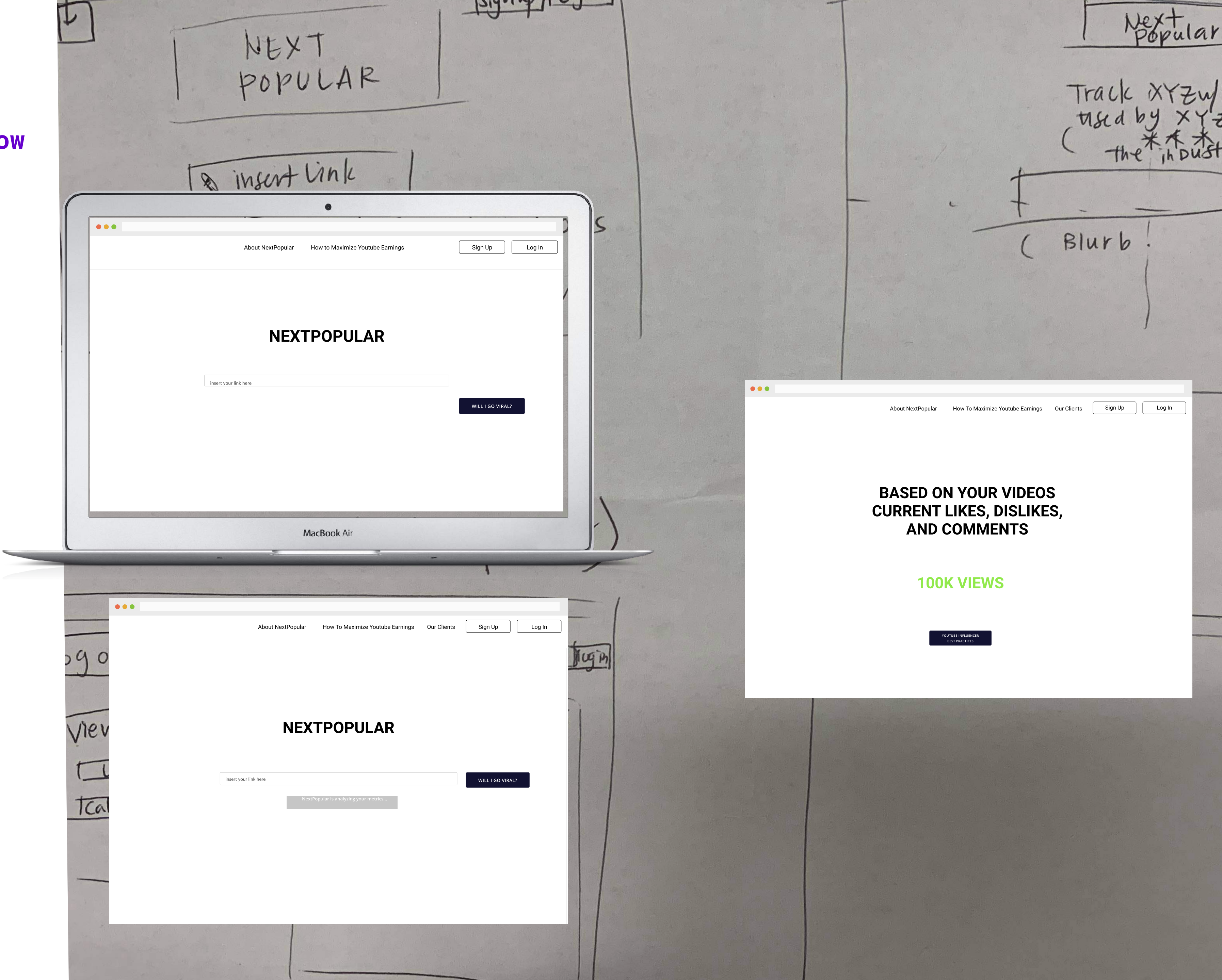
**P2.** track click-through rates for ads

**P3.** analyze engagement vs. category for personal upload history (personal trends)

**P4.** pull negatively viral videos down automatically as soon as they hit a threshold of XYZ negative comments



# 04. Prototyping: Task flow





## What I would do next

- adhere to material design standards
- A/B testing
- create task flows and interactions for what user can do what the information pulled
- important to user vs. important to business (how to monetize this platform)

04. Prototyping: Paper prototypes

Iterate off feedback

03. Ideate: Creating the MVP



## 04. Prototyping: Wireframes

### Lo-fi wireframes

## 03. Ideate: Creating the MVP

04. Prototyping: Wireframes

Hi-fi wireframes

03. Ideate: Creating the MVP



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Test

04. Prototyping: Wireframes

03. Ideate: Creating the MVP

