YouTube's Performance Predictor

SVNT TAP @ SAP

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Team Idea Overview

Using **tags**, **view counts**, and **temporal data**, our feature will help a YouTuber plan the topic of their next video.

We ask our YouTuber to **provide us with some tags** for their next video...

...in addition to an **estimated publish date**.

With that information, we give them a **performance prediction** and **content recommendations**.

My Contribution

Provide a thinking framework to understand what it is we're building.

WHY am I building this?
WHO am I building for?
WHEN and **WHERE** will it be used?
WHAT am I building?
HOW could I measure it?

My Contribution

Defined a persona to remind us of who will actually be using this feature.

Advocated for the user to ensure that we were building a product a YouTuber might actually want to use.

Demo

William Bar

Age: 24

Lives In: New Jersey, right outside Manhattan

Career: Full Time YouTuber

Approaching famous level with 25 videos and 50,000 subscribers. Posts videos about twice a month.

Active on social media: Instagram, Twitter, Tik Tok.

Produces content for his fans that he thinks aligns with current trends.

"I want to post relevant content that relates to millennials and gen Z-ers in order to build my popularity."

Hello **William**! Let's plan your next video!

What tags best describe your next video? →

Hello **William**! Let's plan your next video!

dance, flossing, challenge →

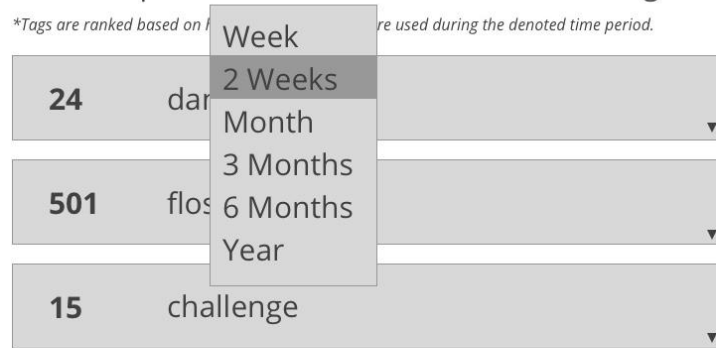Over the past **2 Weeks** ▾ this is how those tags ranked.*

Tags are ranked based on how many times they were used during the denoted time period.

24	dance	▾

501	flossing	▾

15	challenge	▾

Timeline Planning ▶

Over the past **2 Weeks** ▾ this is how those tags ranked.*

Tags are ranked based on ~~h~~ ... ~~re~~ used during the denoted time period.

Week
2 Weeks
Month
3 Months
6 Months
Year

| 24 | dar | | ▾ |

| 501 | flos | | ▾ |

| 15 | challenge | | ▾ |

Timeline Planning ▶

Over the past **2 Weeks** ▾ this is how those tags ranked.*
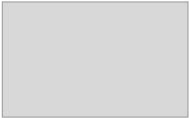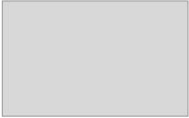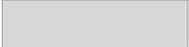
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Timeline Planning ▶

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24	dance

Top 10 Videos with the tag "dance" from the last 2 weeks.

	Title	Views
	YouTuber	Likes
	Description	Dislikes

	Title	Views
	YouTuber	Likes
	Description	Dislikes

	Title	Views
	YouTuber	Likes

▲

Timeline Planning ▶

William, when do you plan on posting your **dance, flossing, challenge** video?

DD   Month   YYYY   →

William, when do you plan on posting your **dance, flossing, challenge** video?
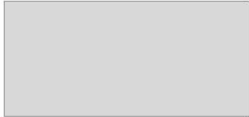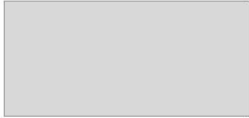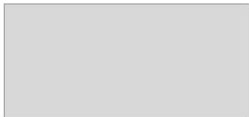
30 OCT 2019 →

Videos with those tags do typically trend during that time period. Here are some of the top videos with similar tags for some inspiration!

	Title	Views
	YouTuber	Likes
	Description	Dislikes
	Tags	

	Title	Views
	YouTuber	Likes
	Description	Dislikes
	Tags	

	Title	Views
	YouTuber	Likes
	Description	Dislikes
	Tags	

Videos with those tags do not typically trend during that time period. Here are some of the top videos that closely relate to your tags that do trend during this time period.

	Title	Views
	YouTuber	Likes
	Description	Dislikes
	Tags	
	Title	Views
	YouTuber	Likes
	Description	Dislikes
	Tags	
	Title	Views
	YouTuber	Likes
	Description	Dislikes
	Tags	

Future Considerations

Using a category filter to give the YouTuber a more accurate history of tag rankings.

Consider what **data** the user actually sees.

Incorporating **current events**.

Thank You!