



GO TRENDING ADVISOR

Xiaoyu Sun - Design Track

PRODUCT OVERVIEW

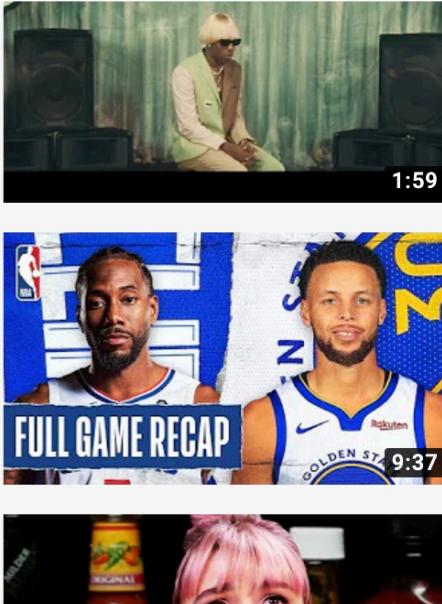
Go Trending Advisor -

A smart web tool to help small individual YouTubers to make their videos more popular

- Recommendations
 - Smart Estimations
 - Customized Suggestions
-

 Home
 Trending
 Subscriptions

 Library
 History
 Watch later
 Liked videos



Your video is likely to receive :

10,001 VIEWS

2,573 COMMENTS

9,456 LIKES

234 DISLIKES

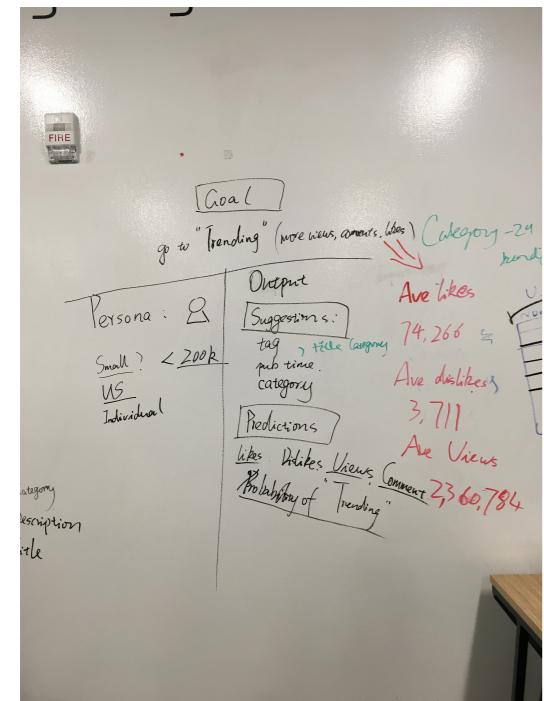
The probability of your video to be on Trending is : 30%

[Check full report of my video>>](#)

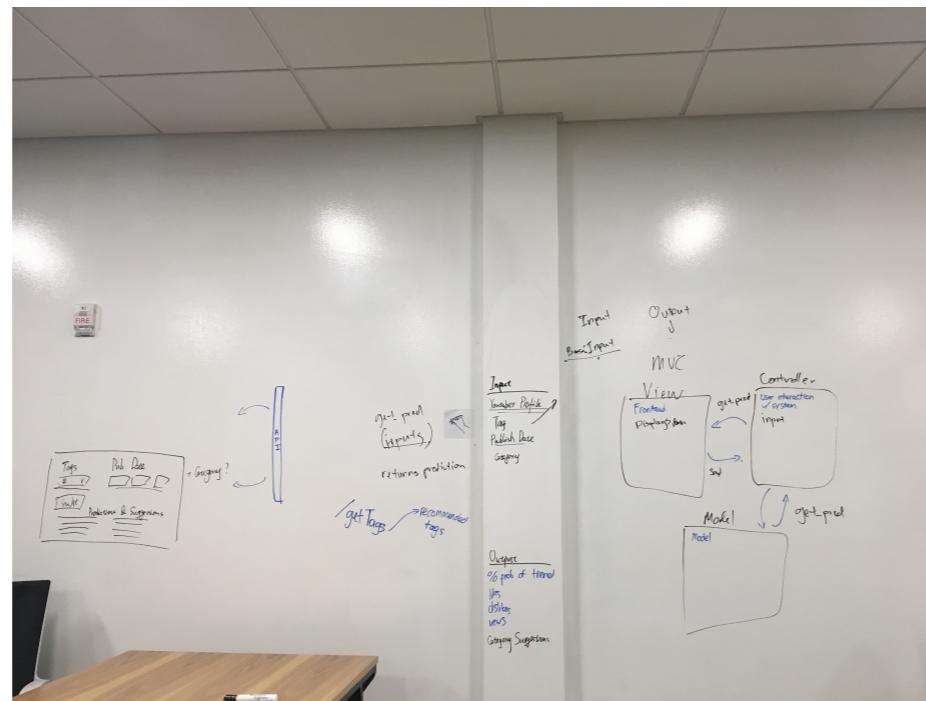
UX WORKFLOW



Set Project Scope/
Set Project Goal

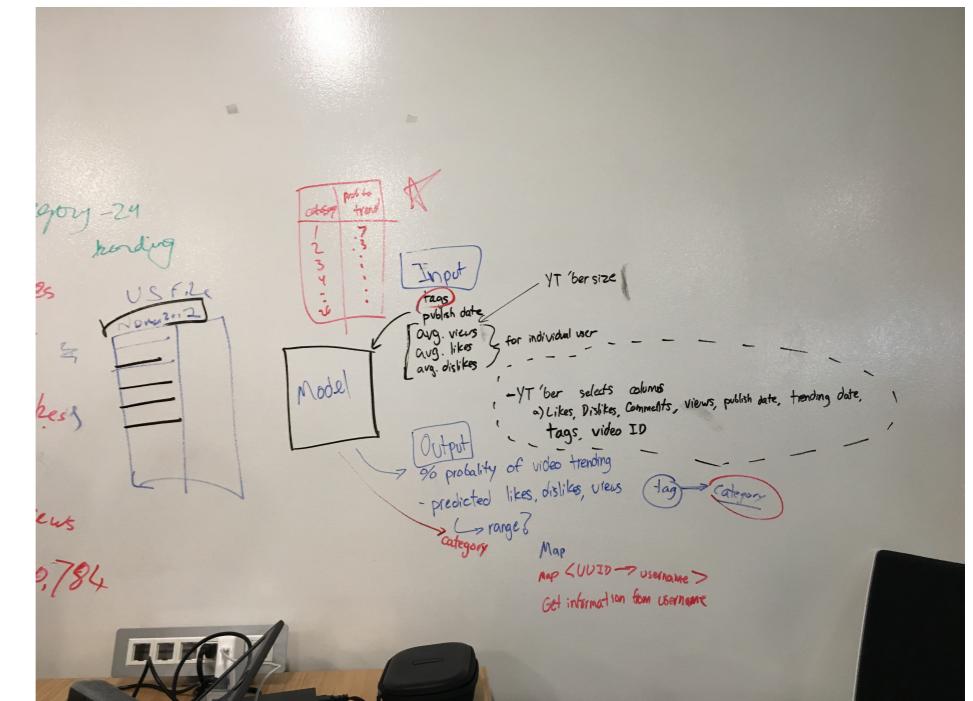


Persona



Information
Architecture

Sketches



Wireframe



● Vicky

24

Master Student in Accounting
@NEU Boston

Part-time Youtuber
Individual Content Creator
101k subscribers | 20 videos

● GOALS

Make her videos more popular
Maybe on **Trending** one day
to get -
More views
More likes
More subscribers
More comments
Motivation to create more
Experience&skills to grow
...

● FRUSTRATIONS

Part-time YouTuber -
limited time and energy
on YouTube;

Fresh Starter & Work
Individually -
Lack professional
guidance-
to get her video catch
more attention

● DEVICES



Edit videos
publish videos



Watch videos
Read/reply comments

"I like to try different makeups, outfits, and restaurants and share it on Youtube"

"I hope that people like my videos and my life attitudes, this will give me the motivation to produce more."

"I don't count on making money via Youtube, but I do hope my efforts could pay back and I could influence more people."

[ACTIVE LINK](#) [LINK TWO](#) [LINK THREE](#) [DISABLED LINK FOUR](#)

Please tell us how you want to publish your video?

Names

Publish Date

Category

Tags

PREDICT

Here is how you could improve:

Names

Publish Date

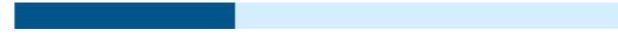
Category

Tags

*Suggestions &
Recommendations*

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Prediction:

*show comparisons
with average
trending video data*

FUTURE PLANS

- Live Predictions: for users to try out different inputs quickly
- Live suggestions while editing: earlier intervention
- Conversational Interfaces: think-out-loud