Shorts

Product case study

by:

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Problem Overview

A detailed plan for improving the average watch time for shorts.

Market Overview

- According to the report, video accounts for about 60% of all Internet traffic.
- 49% of business videos are less than one minute long.
- 68 percent of people will happily watch a business video if it is less than one minute long.
- Marketers have landed a customer with social media video in 93% of cases.
- Mobile devices account for 75% of all video plays worldwide.

YouTube Shorts Overview

- Shorts is a new short-form video experience for makers and artists who want to film short, snappy videos on their phones.
- In May 2021, YouTube announced that Shorts had 6.5 billion daily views, up from 3.5 billion at the end of 2020.
- Users can post the short-form video up to 60 seconds in duration to Shorts.
- Creators who receive the most interaction and views are financially rewarded.

Overall Business Goal

The goal of shorts is to provide viewers with a simple approach to consuming a single topic through catchy animations, music video parodies, documentary clips, and marketing material.

Problem Definition

- 2-3 Product features recommendation.
- Figma Wireframes
- Plan of launch.
- Success Metrics for the Product.

Competitors











User Persona



Rajat
23 years, UP



Priyanka
15 years, New Delhi



Nihal
58 years, Tamil Nadu

Context

Rajat is a software engineer. He is an active YouTube viewer who enjoys watching travel, comedy routines, and music videos.

Priyanka, a 15-year-old student at ABC College in New Delhi, is in her last year of high school. A technologically adept individual who enjoys spending time on social networking sites.

Nihal is a local business owner from Chennai. After a long day at work, he comes home and watches YouTube clips to unwind.

Pain Points

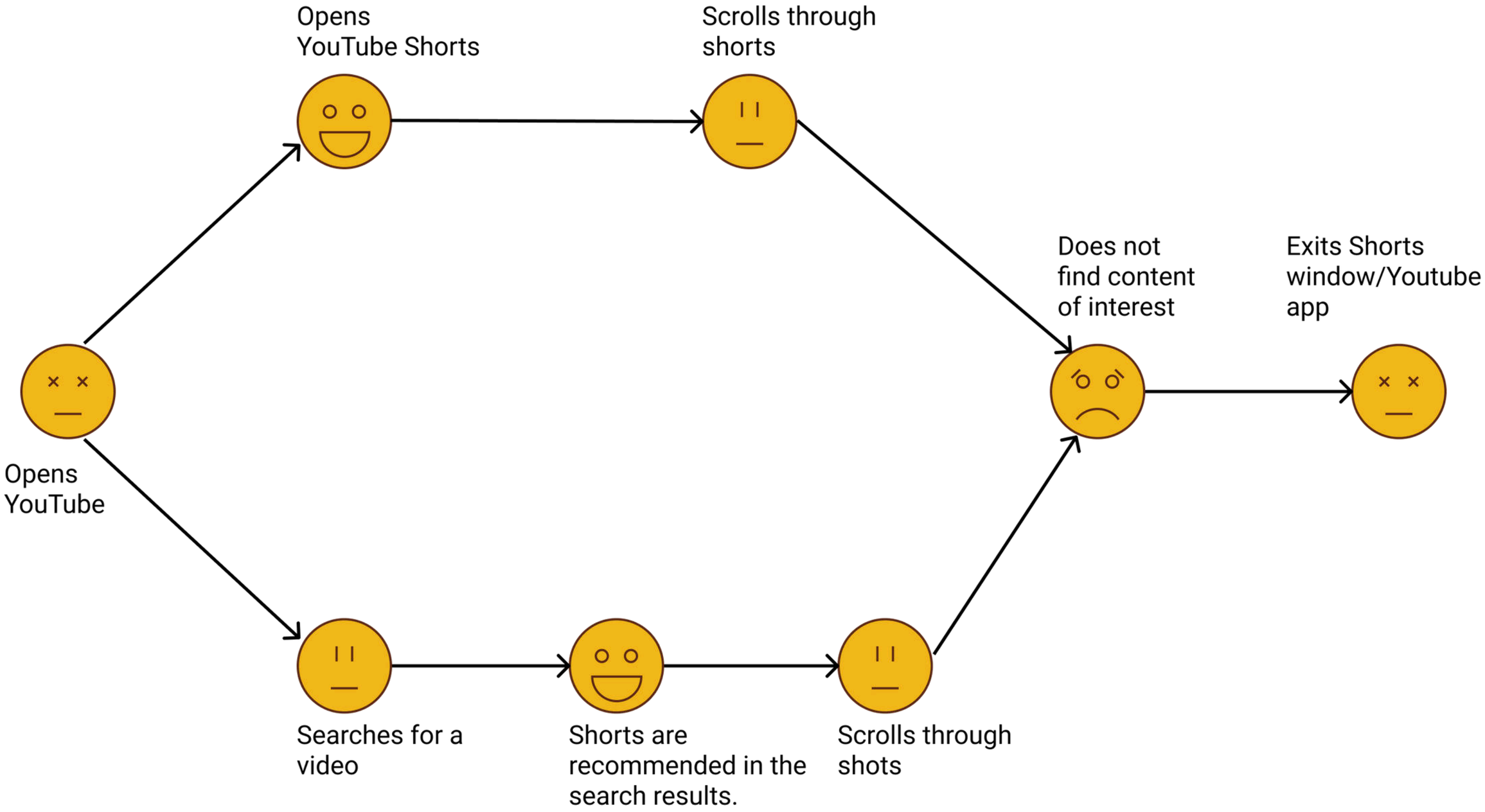
- He's become fond of YouTube Shorts, although the feed isn't always appropriate to his hobbies.
- He is mainly interested in Shorts with a travel or entertainment theme.

- Has trouble adapting to the platform's user interface.

- He is irritated by the influx of YouTube adverts that disturb his watching pattern, but he does not have the funds to subscribe to YouTube Premium.

Research Methodology: In-depth interviews with ten consumers ranging in age from 14 to 60 years. Residents from tier 1 and tier 3 cities were among those who responded. They were polled to find out what their pain points were when using the app and what they expected from an end-to-end integrated short video platform.

Current User Journey



Feature # 1

Personalized Feed

Context

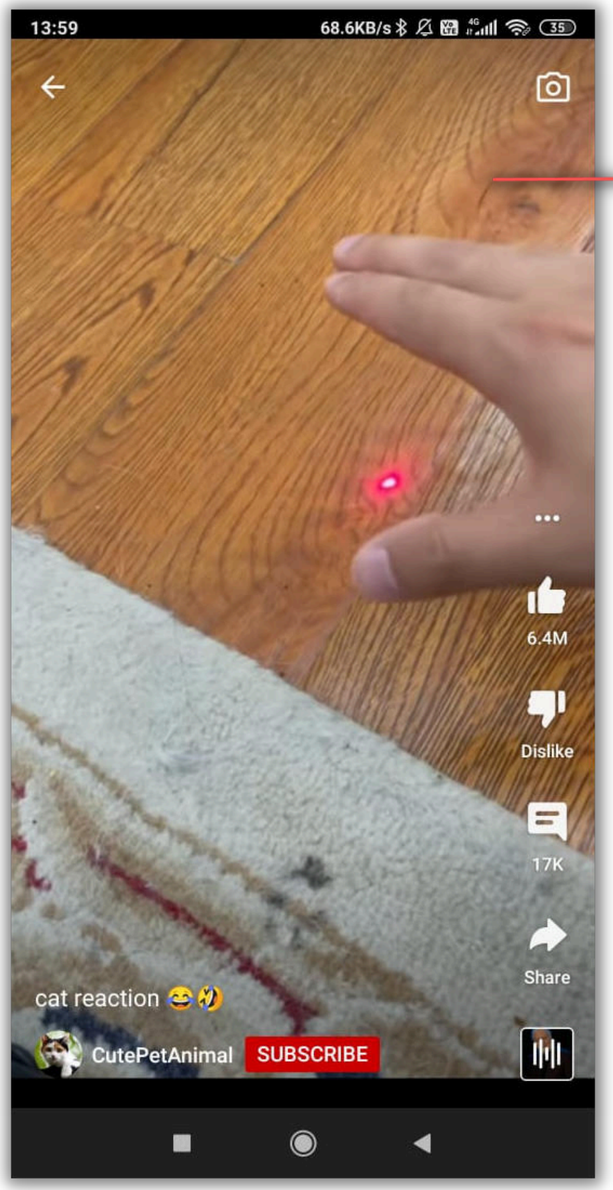
- According to the report, 72% of customers, only interact with tailored content.
- More than 30% of customers are likely to refer and write a good review for your customized service.
- Personalization has been shown to lower acquisition expenses by up to 50%. It also raises income by 5–15 percent and marketing expenditure efficiency by 10–30 percent.

Feature Description

- YouTube Shorts will allow the user to tailor his/her shorts feed by selecting the categories in which he/she is interested.
- When the user picks the categories, he/she will see shorts from those categories.
- Users may also disable this option in the settings at any moment to revert to regular mode.

Expected Impact

- This function will alleviate the plight of people like Mr. Rajat, who only want to see shorts in their categories and don't want to see anything else.
- With this option, they may browse shorts depending on their interests, increasing their viewing duration.

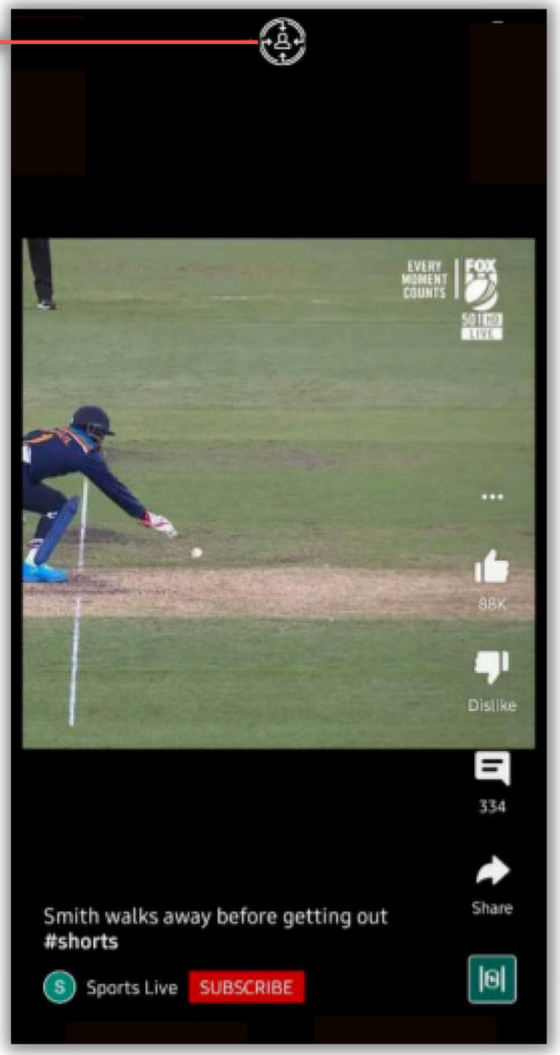


In the present user experience, when the user clicks on the shorts, there is no option to personalize his/her feed.

Feature # 1

Personalized Feed

When the user clicks on this button, a new window opens in which he may customize his feed.





A user may customize his feed by picking the genre and length of the shorts he wants to view.

Feature # 2

Upgrade in UI

Context

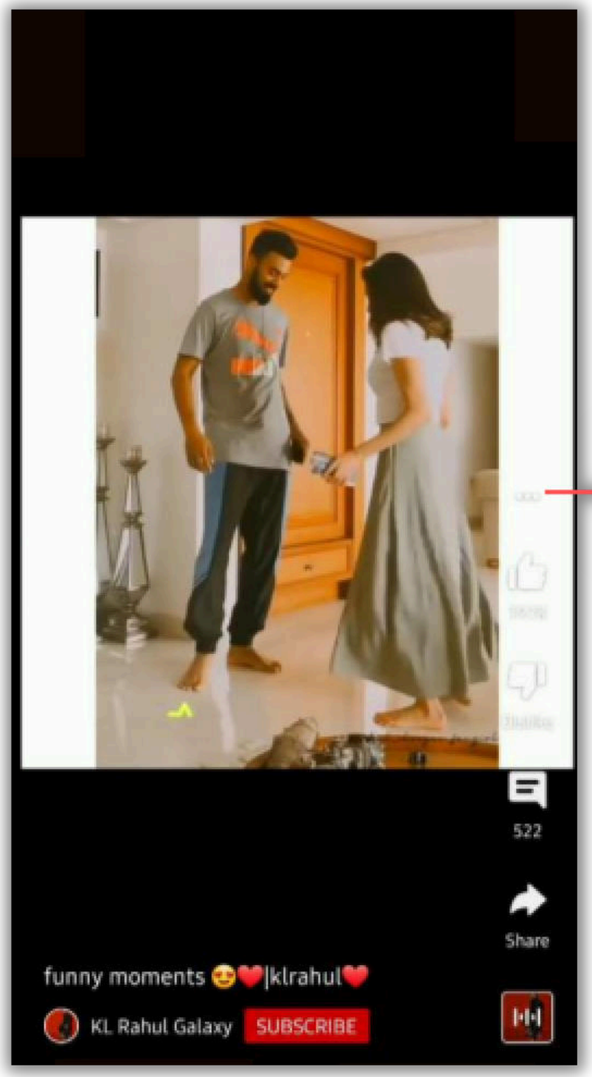
- According to a report, 52% of consumers claimed a negative mobile experience made them less likely to connect with a firm.
- Another survey found that 88 percent of internet users would not return to a site after having a terrible experience.
- Another survey discovered that 75% of users judged a company's legitimacy based on its website design.

Feature Description

- Introducing an auto-adjustable pannel with like, dislike, comment, and share buttons that adapt depending on the genre of video.
- Aside from that, the color of the icons will vary based on the shorts to deliver a better experience to the end-user.

Expected Impact

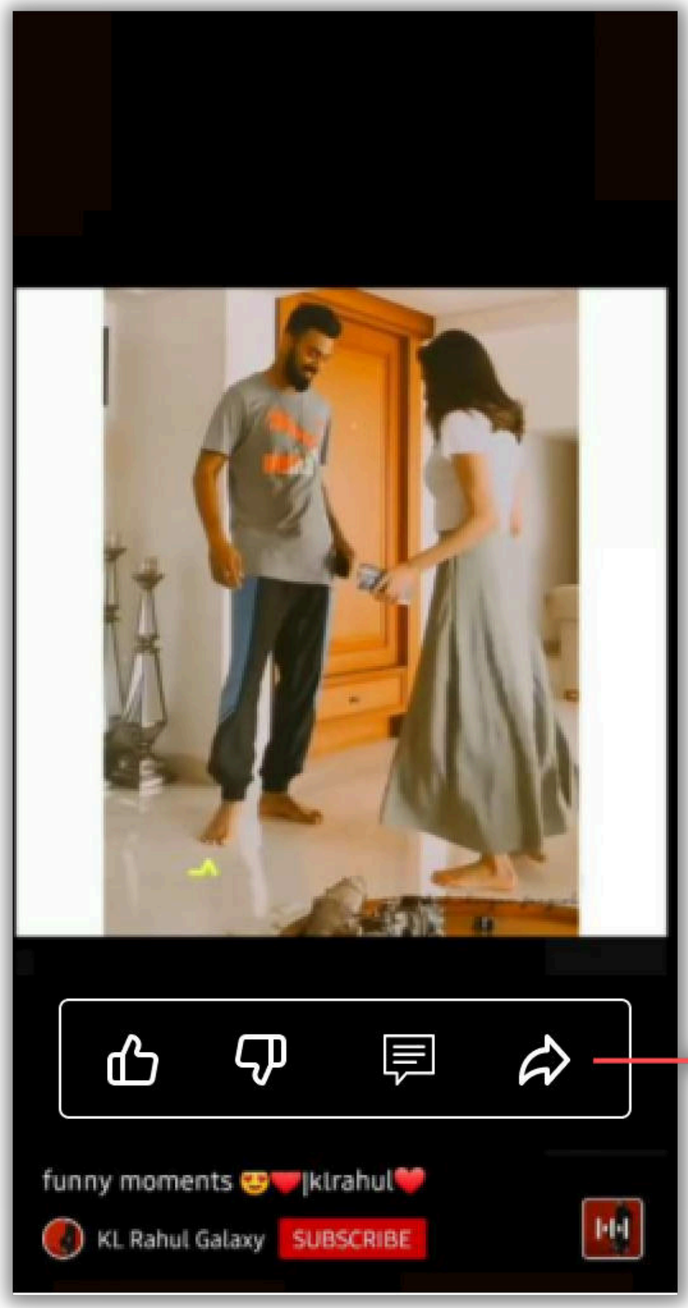
- Solves the problem of consumers like Ms. Priyanaka, who are concerned about not being able to adapt the user interface.
- It will also help in increasing the retention time and the content creators for their better reach.



As we can see in the current version, when the background color is too bright, the buttons are not visible properly. Because of this, the interaction of the user with content decreases.

Feature # 2

Upgrade in UI



Auto-adjusting the pannel based on the video type will result in improved user interaction with the platform.

Feature # 3

YouTube Rewards

Context

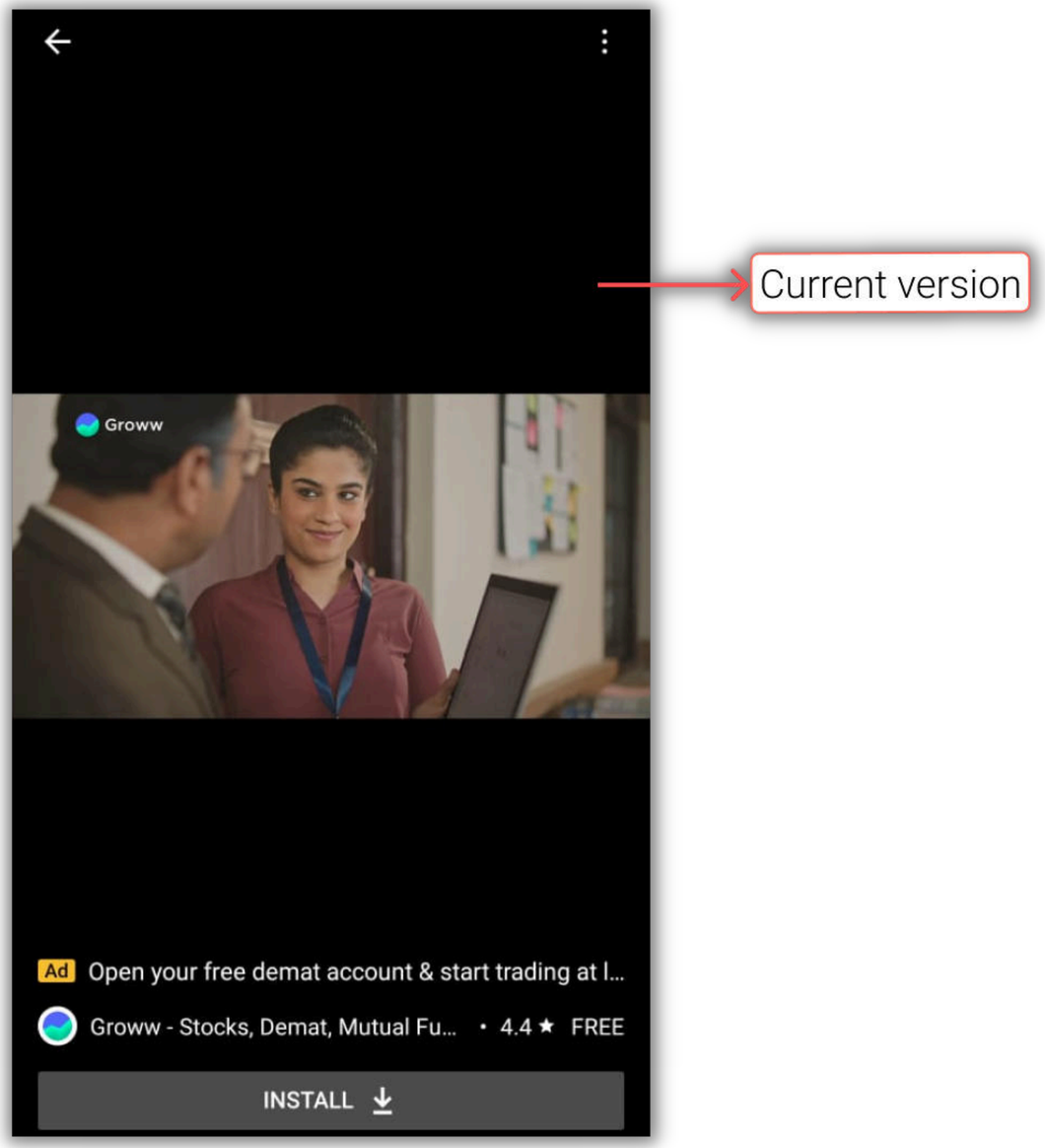
- According to the report, 64% of retailers say their reward program is the best way to connect with customers.
- 69% of customers say the choice of retailer is influenced by where they can earn customer reward program points.
- 57% of customers join loyalty programs because they want to save money, while 37.5% go for it to receive rewards.

Feature Description

- YouTube Short will launch a Watch Rewards feature that will reward viewers for viewing Shorts.
- After reaching a particular amount of viewing time, YouTube will alert users about their prizes.
- There will be two types of rewards: ad-free experience and background playback on the YouTube app.
- The awards will be limited to a daily maximum and will reset with each new day.

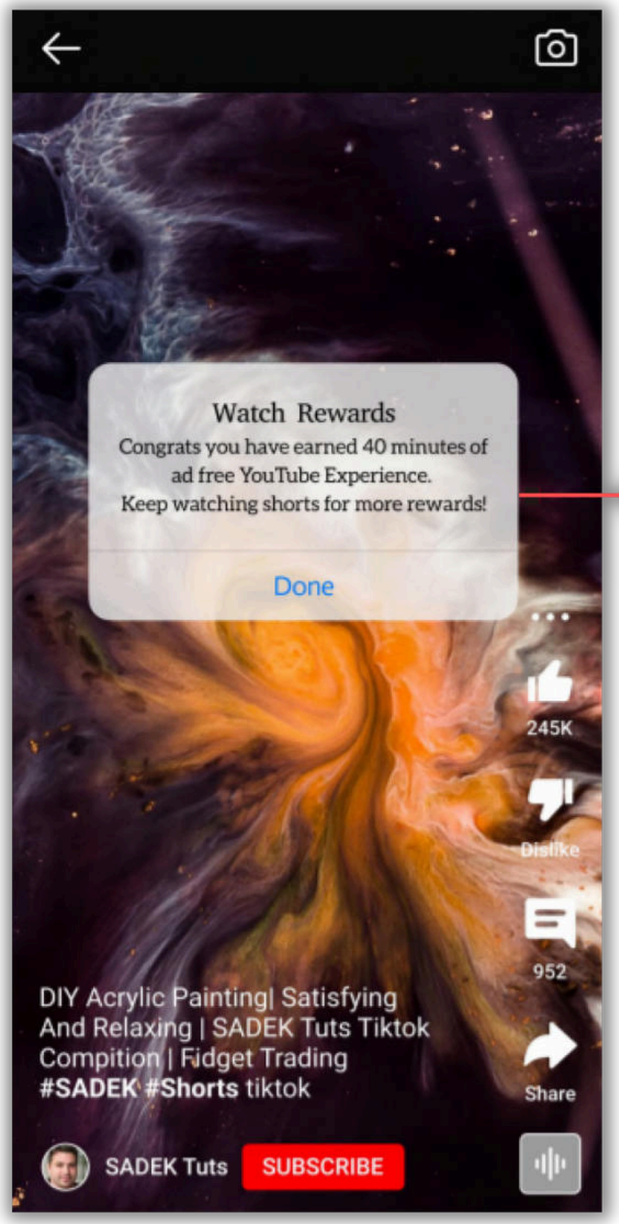
Expected Impact

- This functionality will affect users like Mr. Nihal who desire an ad-free YouTube experience but are unwilling to pay for YouTube Premium.
- They will watch additional YouTube videos to obtain the rewards.

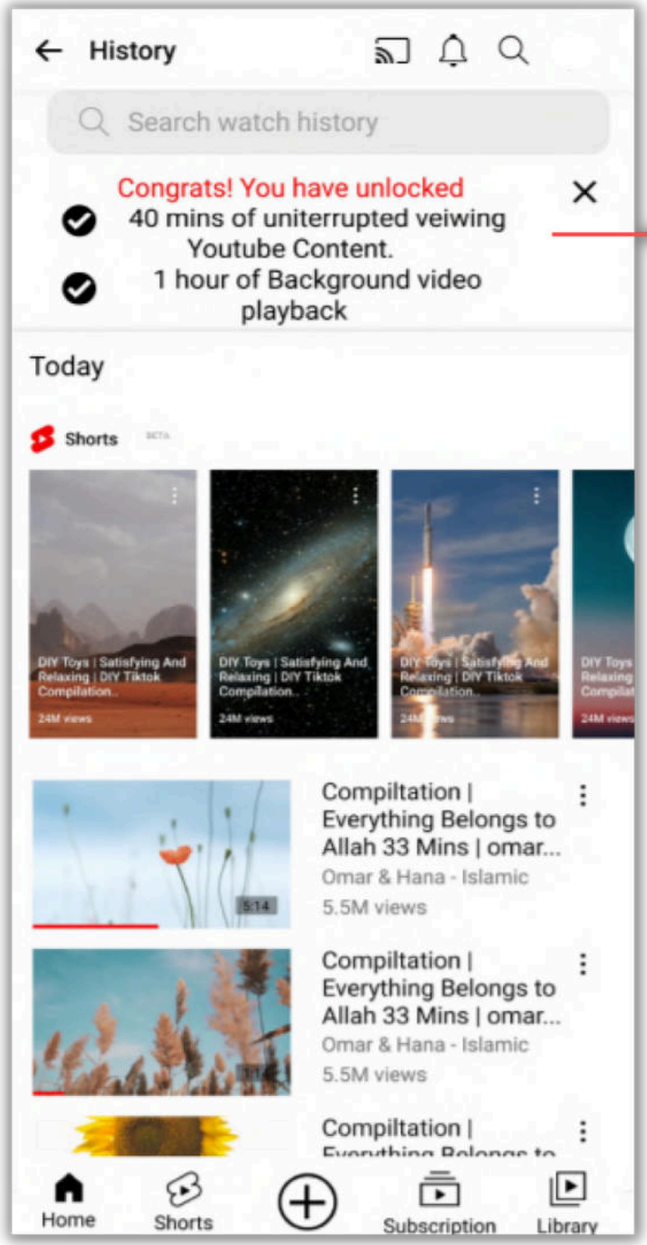


Feature # 3

YouTube Rewards



Users receive this Pop-up message in the YouTube App after reaching a specific milestone, informing them of the incentive.



Users' accolades are shown in the home and history feeds.

Feature Prioritization

Business Value, Customer Benefit & Ease of Implementation are all rated on a scale of 1 to 10

S. No.	Feature Name	Business Value	Customer Benefit	Ease of Implementation	Total Score	Priority
1.	Personalized Feed	8	9	8	25	Immediate
2.	Upgrade in UI	8	8	7	23	Near-Time
3.	YouTube Rewards	6	8	7	21	Near-Time

Success Metrics

	Factors	Happiness	Engagement	Adoption	Retention	Task Success
	Goals	Users believe that Shorts is the best platform for entertainment	Users love the app's content and features and continue to use it.	The value of the new features is perceived by new users.	Stickiness to the app or returning to utilize it.	% Increase in average watch time.
	Signals	User feedback.	Total time spent by the user by utilizing tthe services.	Increase in user watch time and utilizing rewards again and again.	Maintaining an active presence on the app.	Plays video after search/filter.
Feature Level Metrics	**Personalized Feed**	Surveys on feature level satisfaction and ease of usage.	# of categories/User	% of users opting for categories only	Daily Average Visits to the categories section	No of “Likes”, “Shares” and “Comments
	YouTube Rewards		# of ad-free minutes earned / user # of background play earned/user	% of user opting ad-free and background play	% increase in user average watch time.	# of new signups
	Upgrade of UI		App content distribution to other platforms.	Time to first search/ language filter/ hashtag click	# of videos seen by a user each session.	The exit rate for searches.
App Level Metrics		App store 5-star ratings, Net Promoter Score.	Session duration on average	Increase in the number of signups.	# of weekly active users (WAU).	User frequency

Launch Plan

	Personalized Feed	Upgrade in UI	YouTube Rewards
Feature Development	The usage of AI is required to automatically enhance the user's feed based on his selection. Time: 2 months	A mechanism for tracking user behavior on the app is necessary. Time: 2 months	The usage of AI is required to automatically enhance the UI based on the background. Time: 2 months
Pre Launch	Release a teaser on various social media handles, run marketing campaigns, and collab with influencers.		
Beta Launch	Once the feature is developed, release it to the users on the beta platform of youtube.		
Feedback	After 30 days, take feedback from the users and make the needful changes.		
Final Release	Make announcements on social platforms about the new feature and, 1 week later, make the final release.		

A/B Testing

	Test A	Test B
Personalized Feed	Launch Test A with the previous version and track the metric for that feature.	Launch Test B with the new feature and track the metric for that feature.
Upgrad In UI	Launch Test A with the previous version and track the metric for that feature.	Launch Test B with the upgraded UI and track the metric for that feature.
YoutTube Rewards	Launch Test A with the background play feature and track the metric for that feature.	Launch Test B with the 40 min AD free feature and track the metric for that feature.

Shorts

Thank you!

