



Product Case – YouTube for Learners

Problem Statement

Tell us about a problem associated with any product that you observed during the COVID-19 pandemic.

Created on 28th Sep 2020

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The Problem – Better Learning experience on YouTube



YouTube's Mission

Our **mission** is to give everyone a voice and show them the world. We believe that everyone deserves to have a voice and that the world is a better place when we listen, share and build community through our stories.

Why is educational content so important for YouTube now?

1.2 Billion

Children are out of the classroom due to the shutting down of schools all around the world due to COVID-19.

120%

Global increase in average daily views of videos with “homeschool” or “home school” in the title since March 2020.

65%

Y-O-Y global watch time of how-to videos containing “for beginners” or “step by step” in the title.

6X

Y-O-Y increase in global YouTube watch time for lectures on spoken languages

So what exactly is the problem statement here?

How can YouTube capture the education / academic preparation market by improving the user experience for learners?

User Personas associated with the problem



User Personas	School Kid	Entrance Exam Preparer	College Student / Placement Preparer	Upskiller / Job Seeker	"Top 10" searcher / Updater	"How to" searcher
Avatar						
Demographics	Name: John Age: 16 Class: 10 th	Name: Rakul Age: 18 Class: 12 th	Name: James Age: 21 Year: Final year	Name: Deepak Age: 24 Job: SDE at TCS	Name: Johan Age: 28 Job: PM at Flipkart	Name: Deepika Age: 38 Job: Housewife
Goals	• Online tutorials • To get answers to textbook questions. • As an alternative for Byju's app.	• To get answers for difficult previous year and mock test questions • To get updates about exams and college admissions.	• To prepare for semester end exams and tut tests • To upskill for placements and interviews	• To watch mock interviews • To learn new skills which will help in a job change or promotion	• To spend casual time looking for interesting facts, historical incidents, and recent updates in technology.	• To look for homemade cooking recipes, house decorating items, etc.
Examples of YouTube Channels	GREEN board, Teach Tech Bhopal	Unacademy JEE, Vedantu, FIITJEE, IAS academy	NPTEL, Freecodecamp, Khan academy	Exponent, PM School, Victor Cheng	Watchmojo.com, Brightside, Mind Boggler	Tested recipes, Art & Crafts

These user personas are almost exhaustive and faces the pain points mentioned in the next slide and will benefit a lot from the improvement in UX for learners.



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Pain Points associated with the problem and all the Personas



Pain Point 1 – Saving Important moments

To find the important moments of a video a user must go through the entire video (either by hovering or by forwarding) or has to try to remember when it occurred.



Pain Point 2* – Tracking Progress

Users do not have an easy way to save progress within a video for a long time. Even though YouTube saves the progress, but it only stays for a short time.



Pain Point 3* – Identifying already watched videos

Users find it very frustrating to not be able to easily identify if they have already watched a video without actually watching the video.

*Pain points 2 & 3 are similar.

Solution – YouTube Notes



- Going through the previous slides, it would be more convenient for the user if there is some personal feature to note things down, than using a different platform altogether. YouTube Notes is one feature which can thus solve all three pain points.

How does this feature work?

- YouTube Notes is a note manager where the user can add notes for specific parts or moments of the video. This feature can work as a note manager as well as a bookmark manager for a particular video.
- The time of the saved notes will be highlighted in blue color in the timeline which will act as a bookmark. The user can click on it, which will open the saved notes.
- The User can also open the note manager, where all the notes will be visible along with the timestamps. The user can click on the timestamp and the player will automatically start playing the respective saved time.
- The detailed mockup of the solution can be found in the next slide.

Why YouTube Notes and why not just use comments?

- Even though, the comments section can be used to note the timestamps or be used for noting things, it won't be a personal feature. The comments will be visible to everyone. And relying on someone else to post the timestamps in comments is not a reliable option.



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Scroll for details



Mockup of the Solution

Given below is the mockup for the feature in the Android app.

Notes already saved will be highlighted in blue colour in the timeline

Clicking on "Save Notes" will load the Notes manager below with the timestamp of the current moment in the video. The user can then enter the note to the left of the timestamp

Clicking on the timestamp in the notes manager will automatically load the video from the respective time

Notes will be available in the right side in the PC version and below in the android version

Blue Color indicates already saved notes which implies that the user have already

The User can save The progress in the notes manager

The mockup consists of two smartphone screens. The left screen displays a video player interface with a timeline at the bottom. A red circle highlights a point on the timeline, and a red arrow points from a text box to it. Below the video player, there is a 'Save Note' button. A red arrow points from a text box to this button. The right screen displays a 'Notes manager' interface. It shows a list of saved notes, each with a timestamp and a description. A red circle highlights the 'View Notes' button, and a red arrow points from a text box to it. Another red circle highlights a timestamp in the list, and a red arrow points from a text box to it. At the bottom of the right screen, there is a 'Save' button. A red arrow points from a text box to this button. The text boxes are green with white text and are connected to the UI elements by red lines.

Measuring Success - Metrics



The success of the feature can be measured using two types of metric: Direct reflector and indirect reflector of feature success.

Direct Reflector Metrics



Number of clicks on the 'Save Note button', and 'Timestamps in Note manager' – Should increase



Number of clicks on the 'Blue line in the video timeline' – Should increase



Number of re-watches for videos under the genre educational – Should increase

Indirect Reflector Metrics



Total views for videos under educational genre – Should increase



Average session time per user on each rewatch – Should decrease



Total number of videos under the educational genre – Should increase

Pitfalls – How can this feature fail?



Requirement of Google account – Notes can't be saved without a Google account. This feature will become inaccessible to these users without a google account.

Cognitive Overload – Implementation of this feature might make the screen more cluttered and thus increasing the cognitive overload for users



Data Privacy – Certain users might have concerns with data privacy and use of these notes for EdTech Ad personalization.

Difficulty in implementation – Implementing this feature will cost a lot in development and as well as for the data storage.



Deviation from YouTube's core functionality – This feature can only concentrate on educational content and thus creating a deviation. But this is only an edge case.

Technical difficulty in adoption – Users who don't have much technical knowledge might find the feature complex and might be difficult for them to adopt this feature in the starting.



7:58 / 9:00 • Pitfalls >



Thank you



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