

Introduction

Product Brief:

YouTube Shorts is a feature introduced by YouTube, which allows users to create and upload short-form videos of up to 60 seconds. This feature is designed to compete with other popular short-form video platforms such as TikTok and Instagram Reels.

Problem statement:



Increase the quality of feeds on Youtube shorts

Statistics

India has the highest number of YouTube users globally, with **467** million users as of January 2023.

Gen Zs and Millennials, aged **18 to 29**, are the largest users of YouTube content

72% of YouTube Shorts are more than 15 seconds

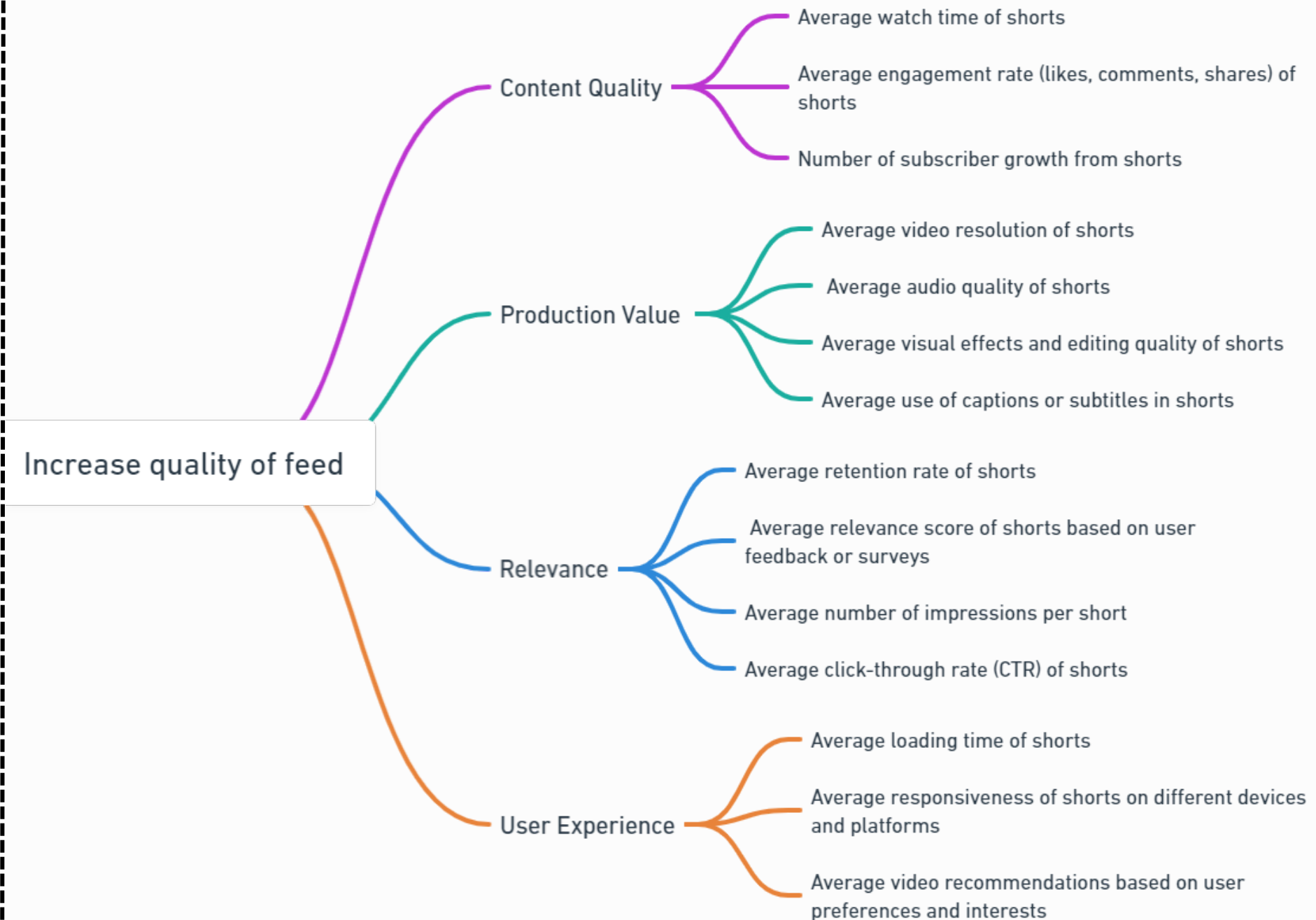
Youtube short revenue streams:

Advertisements: Ads on creator videos, including banner and display ads. Revenue split with creators.

YouTube Premium: Revenue from premium memberships for an ad-free experience and additional benefits.


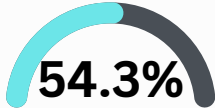
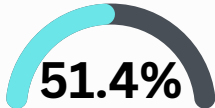

Other revenue streams: YouTube Shorts may also generate revenue from other sources, such as in-app purchases and brand deals.

Breaking down the problem



Major takeaways from the Survey conducted: **35 responses** received

Takeaways

-  40% Users rated average quality of content on their feed
-  54.3% Users feel quality of content on Youtube shorts could be improved
-  51.4% Users don't find Youtube shorts to be more entertaining than other platforms.
-  31.4% Users switching to other short-form content platforms due to unentertaining feeds.

User Interviews:

7 user interviews were taken while focusing on their experience of youtube shorts, content, and what things they like or dislike about youtube shorts.

Takeaways

1. Users don't find relevant videos
2. There are fewer social features as compared to other platforms.
3. Users want to consume long content but youtube recommends short content on the same topic which is not applicable in all use cases
4. **There are no trends on youtube shorts like other competitive platforms**

- **62%** of YouTube Shorts users believe that there is less original content on the platform than there was a year ago. (Pew Research Center, 2022)
- YouTube Shorts is a "**hotbed of copyright infringement**," with users routinely posting videos that infringe on the copyrights of other creators. (Fair Use)
- The top **100 most-viewed** YouTube Shorts channels all post content that is either copied from other platforms or is **not original** in any meaningful way. (Social Blade)

Bad experience of Shorts


"I like how it is the only short format which is laptop-friendly, but feel like all youtube shorts i get are just "mini-clips" from existing youtube videos, as opposed to organic content for the short duration format."

"I don't enjoy YouTube shorts as very irrelevant and cringe videos are recommended." "I find the platform very dull sometimes due to copied videos being recommended"

"Reels and TikToks are often shown once again in YT shorts, so there is a lack of original content. And the interface to show shorts could be improved and made more original given that it is a copy of the reels+TikTok experience"

Problem Prioritization

Problem Prioritization

Problem	Impact	Feasibility	Priority
Less Original Content	Decreased uniqueness, user fatigue, and lack of differentiation	Feasible through promotions, incentives, and featured sections	High 
Irrelevant Videos	Frustration and disinterest in exploring Shorts	Feasible with improved content filtering and user feedback	Medium
No Social Features	Limited community engagement	Feasible by introducing social features	Low

JTBD statement

When I seek for engaging content in YouTube Shorts,
But I couldn't find any good or original content that interested me.
Please help me discover engaging and unique content in YouTube Shorts.
So I can enjoy and be entertained by a wide variety of interesting videos.

User journey of problem

Users open youtube to consume content

Users either search for content in the search bar or scroll through recommended videos

Users find shorts on the homepage and clicks on one short that they find interesting.

Users keep scrolling and drop out after finding boring and less original content on shorts

Users either switch to other short form content platforms or drop off from short form content.

Value Generated & User Persona

Why solved this problem now ?

1. Many users face this issue and switch to competitor for short-form content.
2. To stay relevant in the industry for user needs.
3. To Increase user satisfaction

What value it will generate?

For Users:

1. Users will be able to find original content quickly
2. Users will get entertaining content
3. Users will be able to find their favorite creators emphasizing shorts.

For Business:

1. More original content thus higher retention.
2. Increase in ad revenue due to more engagement.
3. An edge over competitors due to a greater amount of original content.

Whom we are solving for?



Name: John

Age: 40

Occupation: Accountant

Goals:

1. Relax and unwind during breaks.
2. Enjoy short and engaging content.
3. Stay updated with the latest trends.
4. Share entertaining content with friends.

Needs:

1. Access to a curated selection of viral Shorts.
2. Quick and convenient content consumption.
3. Effortless browsing experience for staying updated.
4. Variety of content to suit his preferences and interests.



Name: Sarah

Age: 25

Occupation: Marketing Specialist

Goals:

1. Stay up-to-date with the latest trends & viral content.
2. Find inspiration for her marketing campaigns.
3. Connect with a vibrant creator community.
4. Unleash her creativity through creating Shorts.

Needs:

1. Access to a curated selection of trending Shorts.
2. Easy exploration of various trends.
3. Engaging with and participating in popular trends.
4. Discovering unique and creative content from creators.

Possible Solutions

Trend feed

- YouTube Shorts revolutionizes the short-form video experience by introducing a feature that enables users to effortlessly join trends and explore the Trends section.
- Participate in popular trends by creating your own unique Shorts.
- The Trends section keeps you updated with the latest viral content.
- Use hashtags for your trend.

Expected Impact

This feature will inspire original and diverse short content, Higher quality, and more innovative short videos, Attracting both creators and viewers with a focus on originality.

Shorts category

- YouTube shorts will introduce a category selection page where the user can select the categories he is interested in
- Tailored shorts feed based on selected categories
 - Liking a video adds that category to user preferences
 - Option to view shorts only from selected category
 - Selected categories are displayed on the subscription page under the Shorts section.

Expected Impact

This feature will let the users watch shorts in their own relevant manner and it will also encourage creators to create shorts in a category fashion hence encouraging original content.


Shorts Official

- Shorts Official will be a feature where those shorts marked as Official will be available exclusively on YouTube
- Shorts shot through the YouTube app will be treated as official and automatically have the Official badge
 - YouTube will also partner with its top creators to make their videos exclusively available on YouTube Shorts as Shorts Officials
 - The Official Shorts will also be visible as a different category 'Shorts Officials'.

Expected Impact

This feature will inspire creators to create original short content on YouTube and it will solve the pain point of many users who found the content of YouTube shorts copied from other platforms.

Solution Prioritization

Feature	Reach	Impact	Confidence	Effort	RICE Score	Rationale
Trend Feed	5	4	5	3	 20	The Trend Feed feature has a high reach, as it can be enjoyed by every user. It also has a significant impact, enhancing the short-form video experience for users. There is high confidence in its success. Also, it requires relatively low effort to implement.
Shorts Category	3	3	4	2	9	The Shorts Category feature benefits a subset of users who are interested in specific categories. It has a moderate impact by improving content discovery and personalization. There is high confidence in its effectiveness. It also requires a moderate level of effort to implement.
Shorts Official	3	4	4	3	16	The Shorts Official feature targets a subset of users with exclusive official shorts. It has a significant impact by offering unique content. There is high confidence in its success. It requires a moderate level of effort to implement.

User Journey Of Trend Feed Solution

Opens Youtube and scrolls shorts for short form content.

Users see the trending sign on a short.

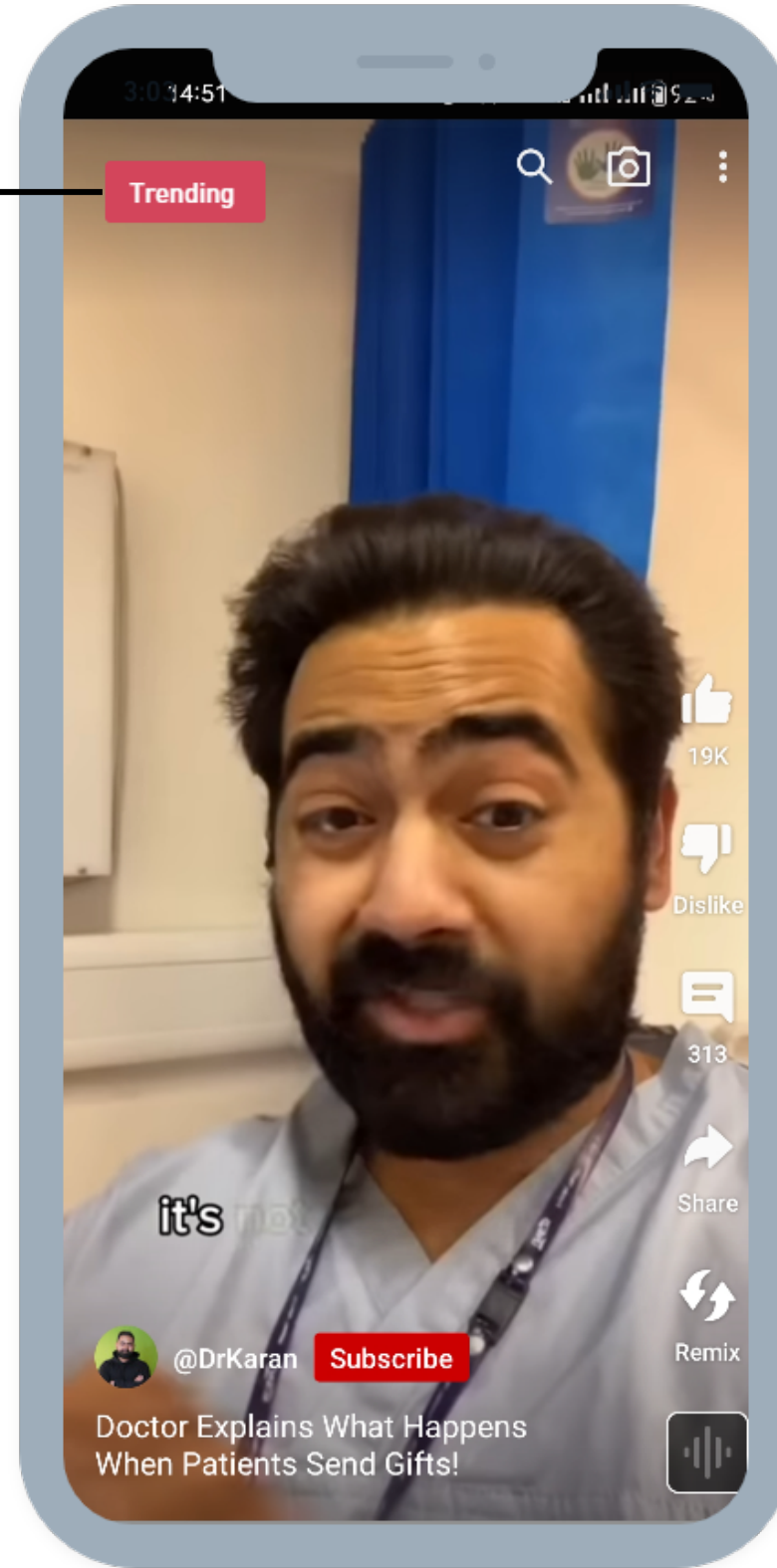
Users click and find the trending page & see all the new trending shorts.

Users scroll through the Trend Feed, watching various short videos from different creators and topics.

If the user finds a particular trend or video interesting, they have the option to participate by creating their own unique Short in response

Wireframe

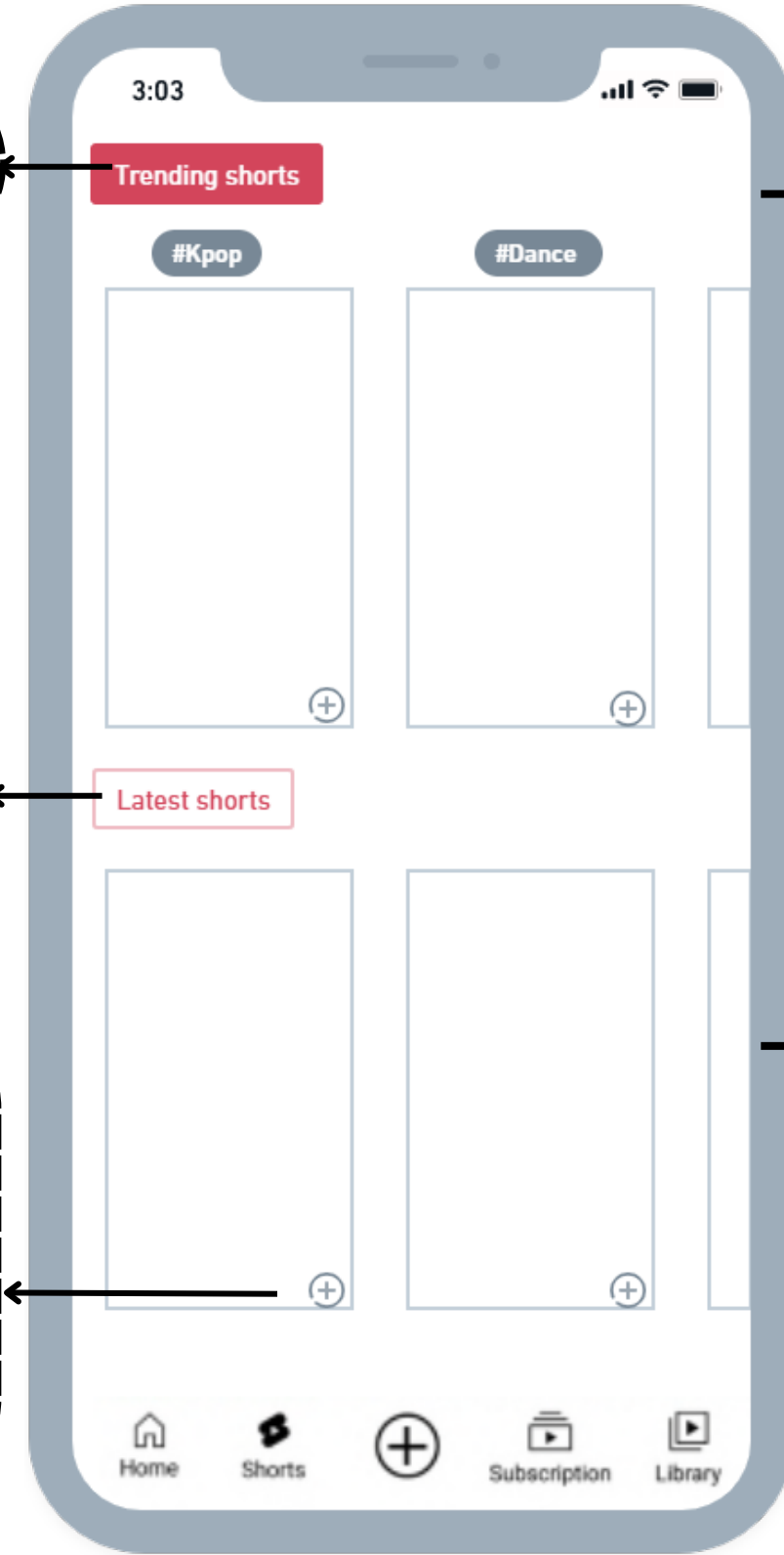
“Trending” symbol
It will show the trending shorts to users. Users will be able to see which content is on trend and it will create the authenticity of the content.



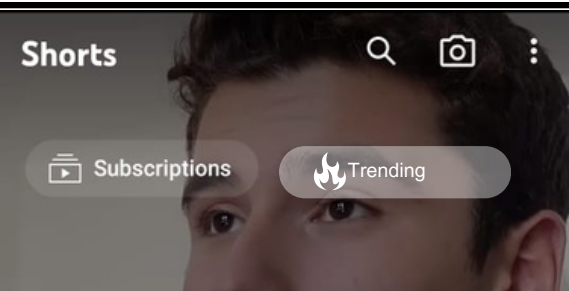
Trending Hashtags on shorts

Featuring all the new trending shorts

This button will redirect users to create shorts with the same song and join the trend.



This page will show users all the trending and latest shorts.



Users can also access the Trend section by pausing the shorts.

Metrics

Metric	Definition	Details
North Star Metric	Daily Active Users (DAU)	Total # of unique users engaging with the Trend feed daily.
Adoption	# of users joining a trend	# of users actively participating in a specific trend by creating Shorts.
	# of users exploring the Trends section	# of users browsing and consuming content in the Trends section.
Engagement	# of Shorts created for trending topics	Quantity of Shorts generated in response to popular trends.
	Avg. time spent in Trends section per user	Average duration users spend exploring the Trends section.
	Likes, comments, and shares on trending Shorts	Level of user interaction and engagement with trending Shorts.
Retention	% of users continuing engagement with Trends section	Rate at which users return to the Trends section after their initial visit.
	# of returning users to the Trends section	Count of users repeatedly engaging with the Trends section.
Business	Ad impressions from Shorts in Trends section	# of times ads are viewed within the Trend feed.
	# of sponsored or branded Shorts in Trends section	Inclusion of sponsored content from advertisers in the Trend feed.
	Conversion rate of users discovering products/services through Shorts in Trends	% of users making a purchase or taking desired action after encountering products/s

Pitfall, Mitigations and Second order thinking

Pitfall	Mitigation
Content saturation	Implement robust content moderation systems to filter out low-quality or repetitive Shorts. Encourage diverse content creation and provide guidelines for originality.
Algorithm bias	Continuously refine the algorithm to promote diverse content and creators in the Trend feed. Implement transparency measures to address any biases and ensure fair representation.
Lack of trend diversity	Actively promote a wide range of trends, including localized and niche interests. Encourage user participation in suggesting and creating new trends.
Limited trend lifespan	Regularly promote new trends to refresh the Trend feed and maintain user engagement. Highlight trending Shorts with high engagement to extend their lifespan.
Social pressure and conformity	Promote individual creativity and originality within trends. Educate users about the importance of expressing their unique perspectives and ideas.

Second order thinking

- Surge in user-generated content from increased trend participation requires scaling content moderation to maintain quality and uphold guidelines.
- Scaling moderation may impact efficiency, leading to delayed approvals and potential frustration among creators. Additional measures needed to address bottlenecks.
- Trend feed success attracts advertisers, increasing branded content. Balancing user-generated and branded content is crucial.
- Trend feed popularity attracts creators vying for visibility. Balancing exposure for established and emerging creators is essential for a diverse ecosystem.