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# MAJOR PROJECT PRESENTATION

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ANTO ANTONY GEORGE

MA WEB DESIGN AND CONTENT PLANNING 2021-22

University of Greenwich

- »» No filters based on Language
- »» No user review or rating to determine channel quality apart from Individual blogs on Web
- »» Hard for a new user to identify good content creators on their language or surroundings

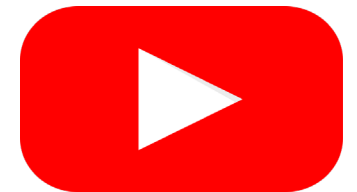
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## CONSIDER A SCENARIO



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**Suppose, My mom is searching for  
Cooking related You Tube Channels in  
Malayalam (my native language)**



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# YOU CRUX.COM

find the best in YouTube

A  Content Hub

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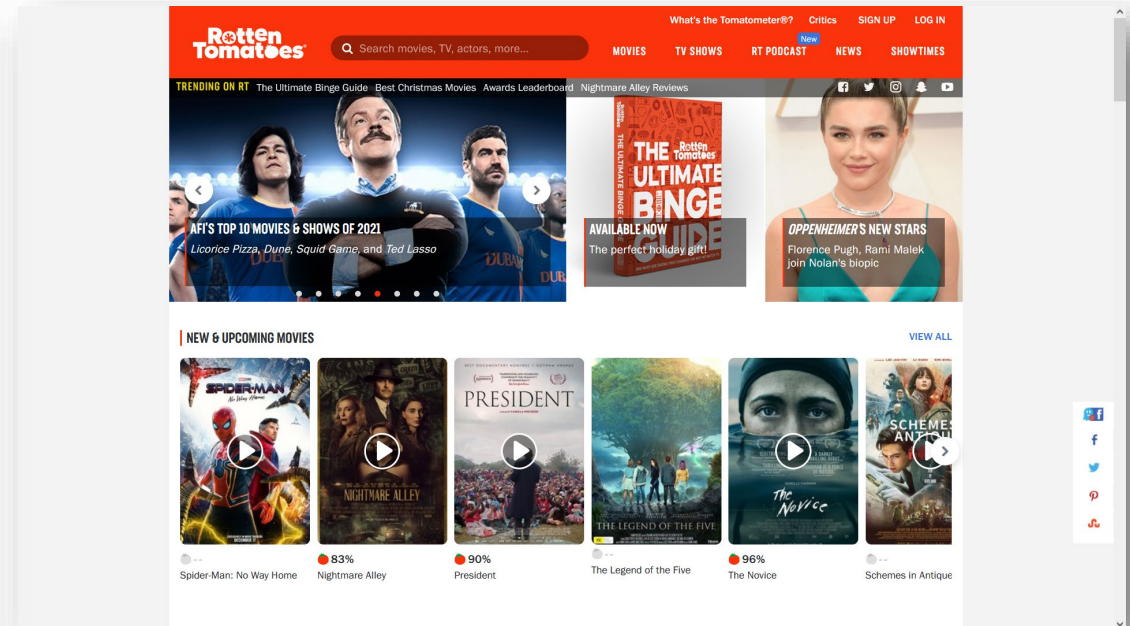
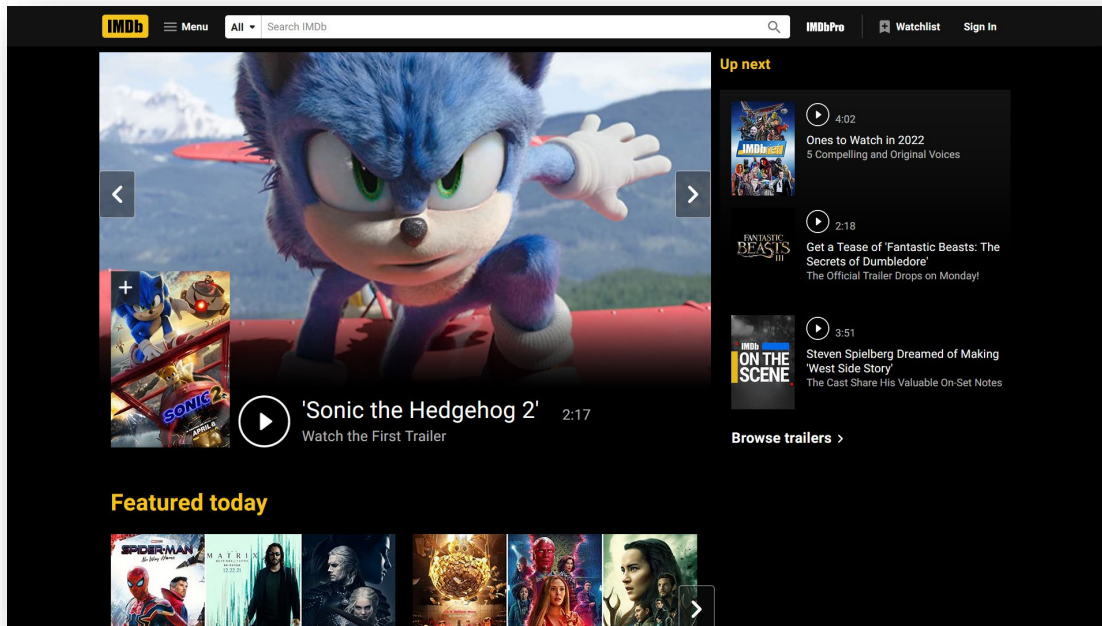
# WHAT IT LOOKS LIKE?



A website to similar to



in future



- »» users can easily access YouTube channels they like based on Language, genre etc.
- »» user can rate, review and navigate to the particular channel on YouTube
- »» Channels in each genre are ranked (eg: top 20 channels)

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# BUSINESS & CULTURAL CONTEXT

YOUCRUX.COM

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# THE INITIAL IMPLEMENTATION

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**YOU CRUX** MALAYALAM



## »»» Users who are watching YouTube content in Malayalam Language

Population of State	35-40 Million
Estimated number of Internet users	21-23 Million
Abroad users	5-7 Million

How many YouTube users are there in Kerala? ^

Of **around 35 million people** who stay in Kerala, 80-90% have access to the internet," said Satya Raghavan, director-Content Partnerships, YouTube in India. He said Malayalam was among the top ten language content on YouTube. 28 Jul 2019

<https://timesofindia.indiatimes.com> > ... > Kochi News ▾

- »» Selecting channels above **1 million** subscribers for listing (below 100 Channels)
- »» Segregating channels into different genre like:

TRAVEL

TECHNOLOGY

DESIGN

LIFE-STYLE

EDUCATIVE

ENTERTAINMENT

SPORTS

NEWS

KIDS

**& more sub categories**

## Helpful

- »» for a user searching Language oriented content
- »» as a Platform with credible review and filtering good quality content from junk
- »» minimizing user's search effort

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## SIMILAR WEBSITES

[https:// socialblade.com/](https://socialblade.com/)

The screenshot shows the Social Blade website homepage. At the top, there is a navigation bar with the Social Blade logo, a dropdown menu for 'YouTube', and a search box for 'Enter YouTube Username'. Below the navigation bar, there is a blue banner with the text: 'Letter grades for YouTube are in the process of being adjusted for our new ranking visualization system. This should be completed later today.' The main heading is 'ANALYTICS MADE EASY'. Below this, there is a sub-heading: 'Social Blade tracks user statistics for YouTube, Twitch, Instagram, and Twitter! Get a deeper understanding of user growth and trends by utilizing Social Blade'. A search box is present with the text 'Enter in a username from YouTube, Twitch, Twitter, Instagram, or Dailymotion'. At the bottom, there is a row of statistics: 88.4M Total Accounts, 57.6M YouTube Creators, 9.6M Twitch Streamers, 8.8M Twitter Users, 11M Instagram Accounts, 1.1M Facebook Pages, 221.6K Daily Motion Creators, and 736.7K TikTok Creators. A red advertisement for 'deli by Shell' and 'COSTA EXPRESS' is visible at the bottom, featuring a burger and a coffee cup.

- ▶ purely statistical website with lot of data
- ▶ Lot of ads and poor UI
- ▶ Didn't have a specific target audience

- »» Expanding to more languages
- »» Could be used as a promotional website for YouTube content creators
- »» Paid Expert Advice ( Technical, Tourism, Design) etc.
- »» Branding as Content creator recognizing platform eventually



# THANK YOU