

MAKE YOUR MARK

Project Concept

Make Your Mark is a website that allows users to visually share their ideas by overlaying comments and images on YouTube videos. Browse through billions of videos and add your comments to them by making your 'mark'.

Research – YouTube by the Numbers

- 1,300,000,000 video views per day
- 700 videos shared on Twitter every minute
 - 1,000,000,000 mobile views per day
 - 432,000 new videos upload every day
- 76 videos surpassing 1,000,000,000 views
- available in 76 languages, covering 95% of internet population
 - 836,163,726 views on user submitted videos

Research – YouTube Copyright Use

YouTube's Factors of Fair Use:

Different countries have different rules about when it's okay to use material without the copyright owner's permission. Courts analyze potential fair uses according to the facts of each specific case.

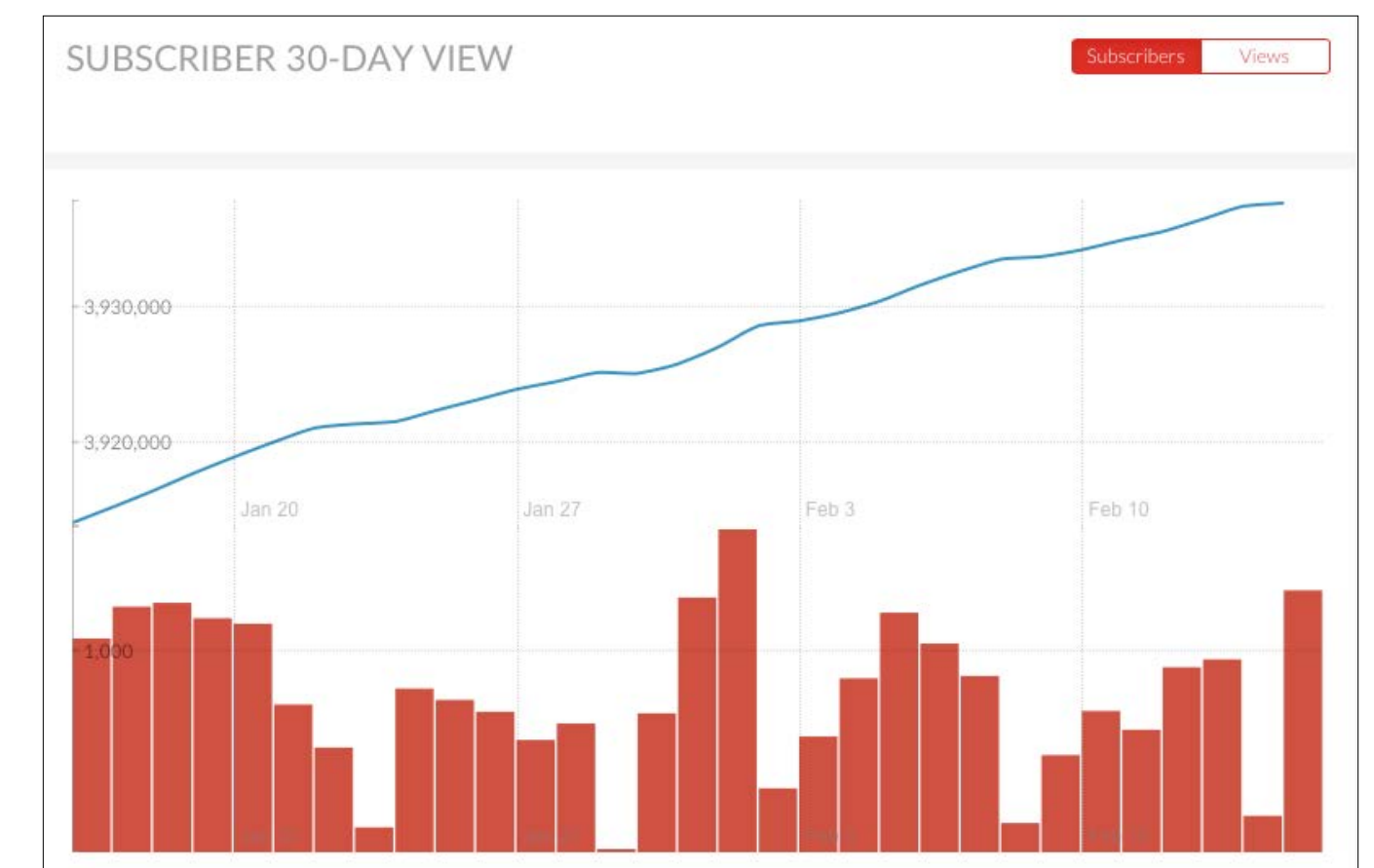
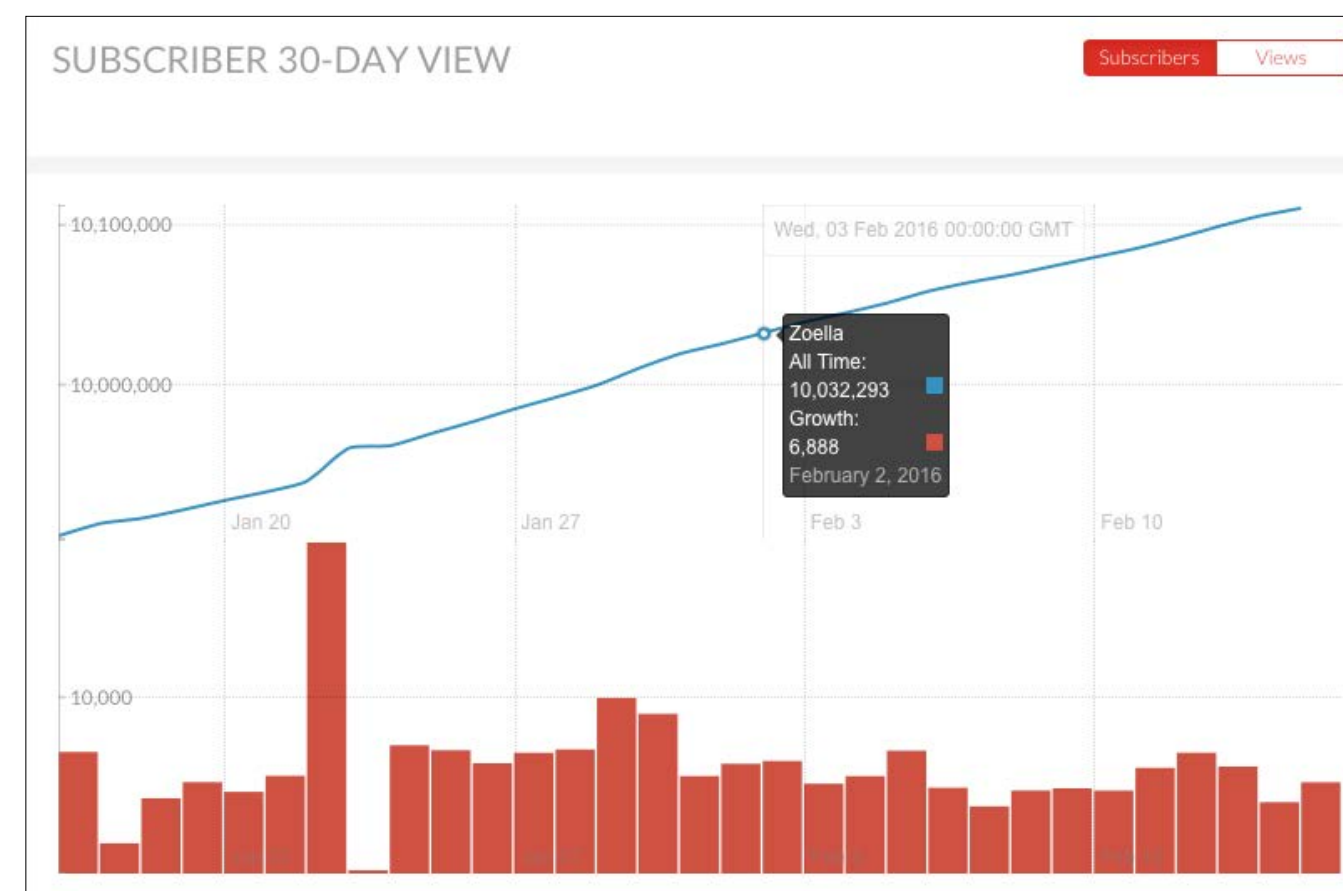
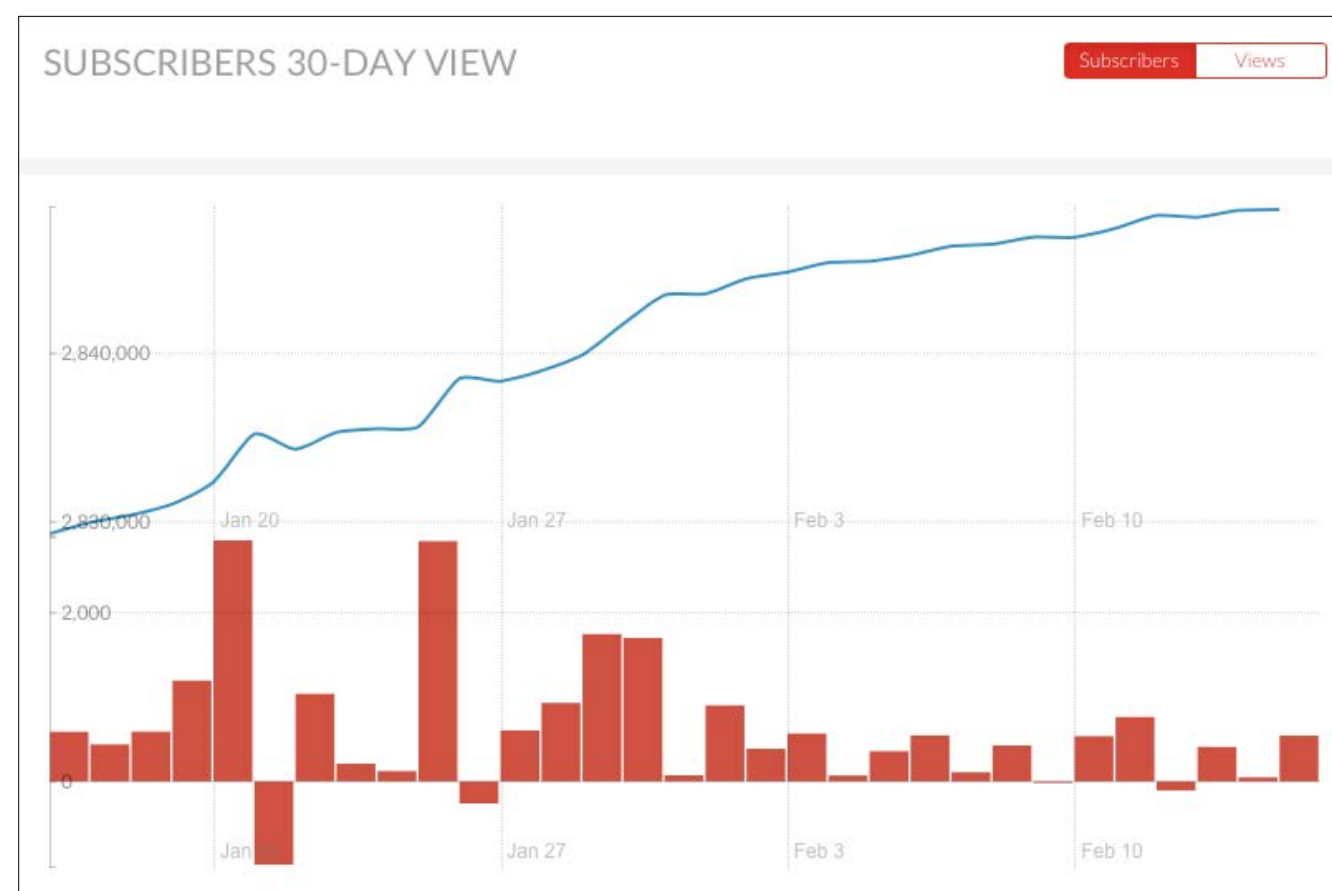
- Borrowing small bits of material from an original work is more likely to be considered fair use than borrowing large portions.
- Uses that harm the copyright owner's ability to profit from his or her original work are less likely to be fair uses. Courts have sometimes made an exception under this factor in cases involving parodies.
- Using material from primarily factual works is more likely to be fair than using purely fictional works.

Research – YouTuber Analytics and Statistics

YouTuber: Grace Helbig
Channel created: 10/2006
Video uploads: 514
Views: 174,274,562
Subscribers: 2,845,800

YouTuber: Zoe Sugg
Channel created: 02/2007
Video uploads: 260
Views: 689,947,381
Subscribers: 10,947,099

YouTuber: Ingrid Nilsen
Channel created: 10/2009
Video uploads: 520
Views: 309,392,079
Subscribers: 3,932,888



Research - Essay

YouTube launched in 2005 and quickly became a social media phenomenon over the past decade. Regardless of videos going viral, YouTube became a place where creators published videos in hopes that one person finds their content stimulating to watch. If you're lucky, the number of your subscribers grow as the number of viewers expand on a daily to weekly basis. Female content creators have expanded their audience popularity significantly since YouTube started.

It was only 10 years ago that females from 16 - 25 years-old found reality entertainment through television and film alone. What is different about the current youth culture of young women has revolved around internet consumption. Young females are now gravitating to daily vloggers for their dose of reality entertainment as oppose to static television. Video blogs, described as "clip culture," have expanded and nests comfortably in pop culture. What attracts viewers and keeps

regulars coming back is the "updated frequency" of video uploads.

The attraction that allows consumers to watch videos at home or on-the-go, at any time of the day, is changing the way young females consume media. Viewers are "no longer restricted to preset airing times," as mentioned by Youth Tribes, which allows them to conveniently tune in whenever they want. Fact is, YouTube was able to blossom at the height of the social media era, making them a platform contender with the millennial generation. Because of this, "distributing across their many social media channels" became second nature for content distribution and consumer consumption.

Ironically, female content creators are millennial themselves. Intimately, they act as the "older-sister-I-never-had" role to their viewers. This allows for a different level of interaction between vloggers and their audience verses reality television shows, like Keeping Up

With The Kardashians, and their female audience. Take Grace Helbig for instance, a 30 year old comedian who uploaded her first video in 2006. Helbig demonstrates that she is not your average content creator, but rather, giving a silly, comedic spin on tips and haul videos which separates her from others. Her target audience relates to her twist on imperfections, showing them that feeling like an “outsider” is completely acceptable.

Another female YouTuber that has gained a tremendous amount of success and earned a high volume of subscribers the past 8 years is British vlogger Zoe Sugg. Taking a more proper approach to hauls and how-to videos than Helbig, Zoe has gained a female audience that gravitates to step-by-step instructional videos that her viewers can emulate themselves.

And let’s not forget 27 year old Ingrid Nilsen, a vlogger that has overcome multiple everyday humps with her audience, allowing her to be relatable and admired by her followers. Having had a surprising coming out video in 2015, Nilsen embodies what it means to embrace who you are as a woman. Being an advocate for self curiosity, Nilsen covers subjects that every girl wants to know but may be too scared to

ask. Nilsen’s content covers everything from feminine hygiene to sick day remedies.

“Popular activities include stuffing their mouths with marshmallows, a food fight, going shopping, looking into a closet, [and] crying on camera,” are mentioned by Jim Wyecroft from Social Matter blog. Though some female YouTube personalities do subject themselves to videos like these, a genre about women empowerment is overlooked. As a matter of fact, it’s the unfiltered, guerrilla style of filmmaking that allows youth culture to feel a more personal connection and gain trust with the creator. Thus, female content creatives are then allowed to upload videos that are more intimate and still retain their audiences interest and attention.

YouTube is a place where young females who are afraid, and in some cases, lost, to seek advice from other women or simply provide an escape from the norm. Grace, Zoe, and Ingrid’s videos are accessible, cover a wide range of subjects, and influence women to embody confidence. It helps girls fight their individual battles, challenge their potentials, and promotes eagerness to be different and better. It empowers.

S.W.O.T Analysis

Strengths

- No new sign up; login to your YouTube account via Google
- Big catalog of videos to choose from
- Trim long videos and only use content you need
- Easy way to communicate visual ideas
- Fast sharing options

Opportunity

- A new way to further interact visual ideas

Weaknesses

- Users might not want to visit the website to watch videos
- No option to upload video content directly to site

Threat

- The concept might already exist or is too similar to others already on the market
- Copyright issues

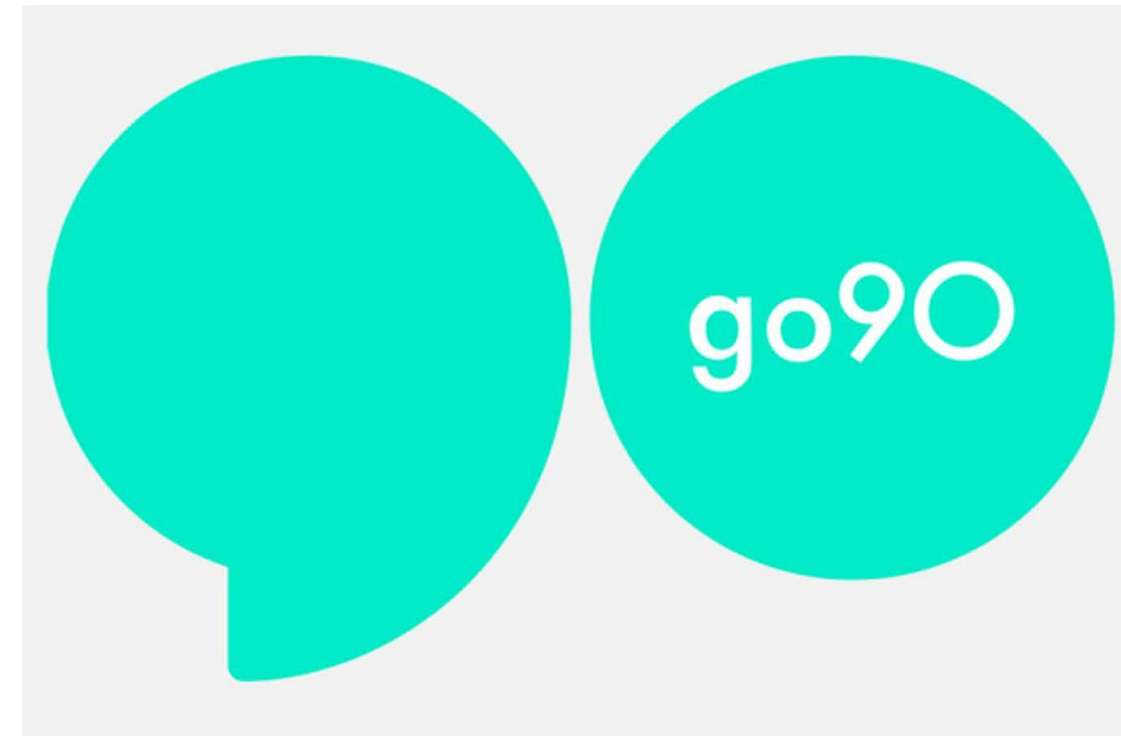
Competitors



Vine

<https://vine.com>

Has creative content creators of its own. Has well developed its own audience and conventions.



go90

<https://www.go90.com>

A mobile-first social entertainment platform that allows you to “follow” channels for updates and “cut and share” video moments.



MixBit

<https://mixbit.com>

A “safe space” for people to upload videos anonymously, without direct feedback through comment sections.

Key Interactions

- Choose from billions of videos
- Add comments and photo overlays
- Trim long videos so you only share what you need
- Combine your trimmed clips and save them as one video
- Share your videos via social media, email, or text message

Target Audience

- 18-30 year olds
 - Females
 - Worldwide
 - YouTube users
- DIY and life-hack connoisseur

Persona

- Lauren
 - 25
 - Female
- Houston, Texas
- Event Planner



User Story / Background

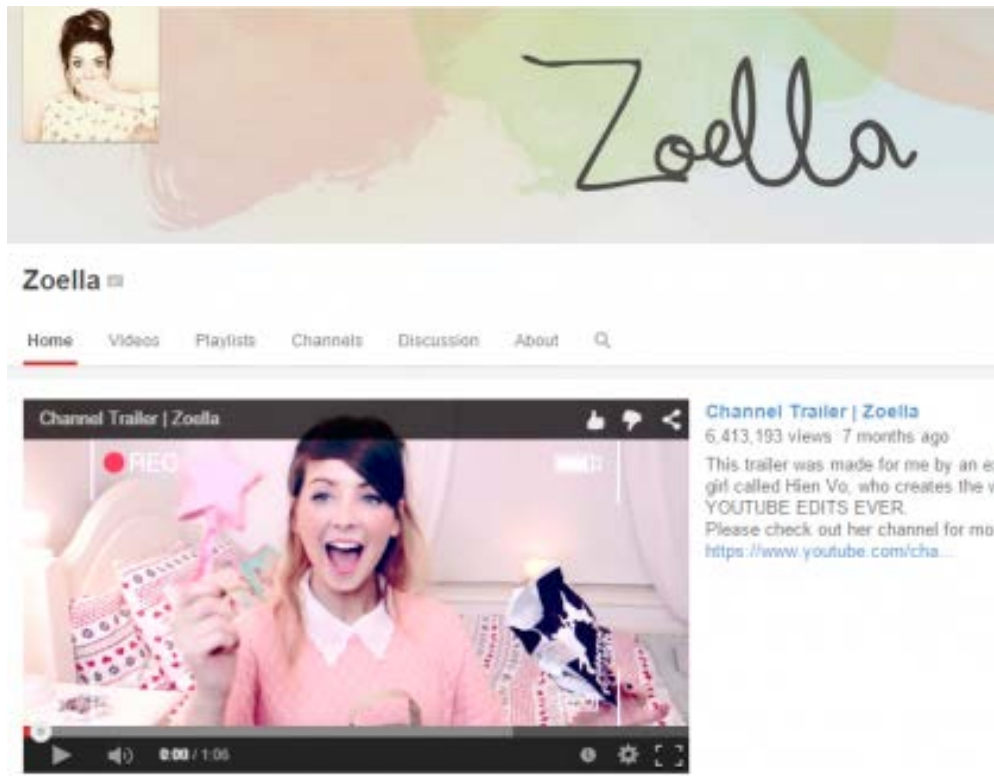
Lauren is a 25 year old who is an event planner with her business partner and childhood friend, Gabby.

Lauren is busy working on 3 baby showers, a 5-year-old birthday party, and a low budget wedding that. Her wedding event is taking up most of her time because it is challenging for her to think of creative and cheap ideas with such financial restriction.

Lauren and her business partner have been exchanging DIY video ideas using Make Your Mark for the past 2 months and finds it to be an efficient way to communicate ideas. Make Your Mark allows Lauren to send her ideas to Gabby easier as she can make comments that overlay on videos and crop them so they are more accessible and time manageable.



Lauren's Mood Board



Design Research - Name List

millennials

internet

youtube

followers

reality

personalities

vlogging

lifestyle

entertainment

audience

content creators

relatable

clip culture

interaction

creatives

social media

accessible

fashion

female

relatable

viewers

hauls

making money

mobile

subscribers

how-to

video

intimate

subscribers

Design Research - Project Names

#MakingMoneyVlogging: the lucrative and influential world of female youtube content creators

Meet Grace, Zoe, and Ingrid: The voice of today's Youtube Generation

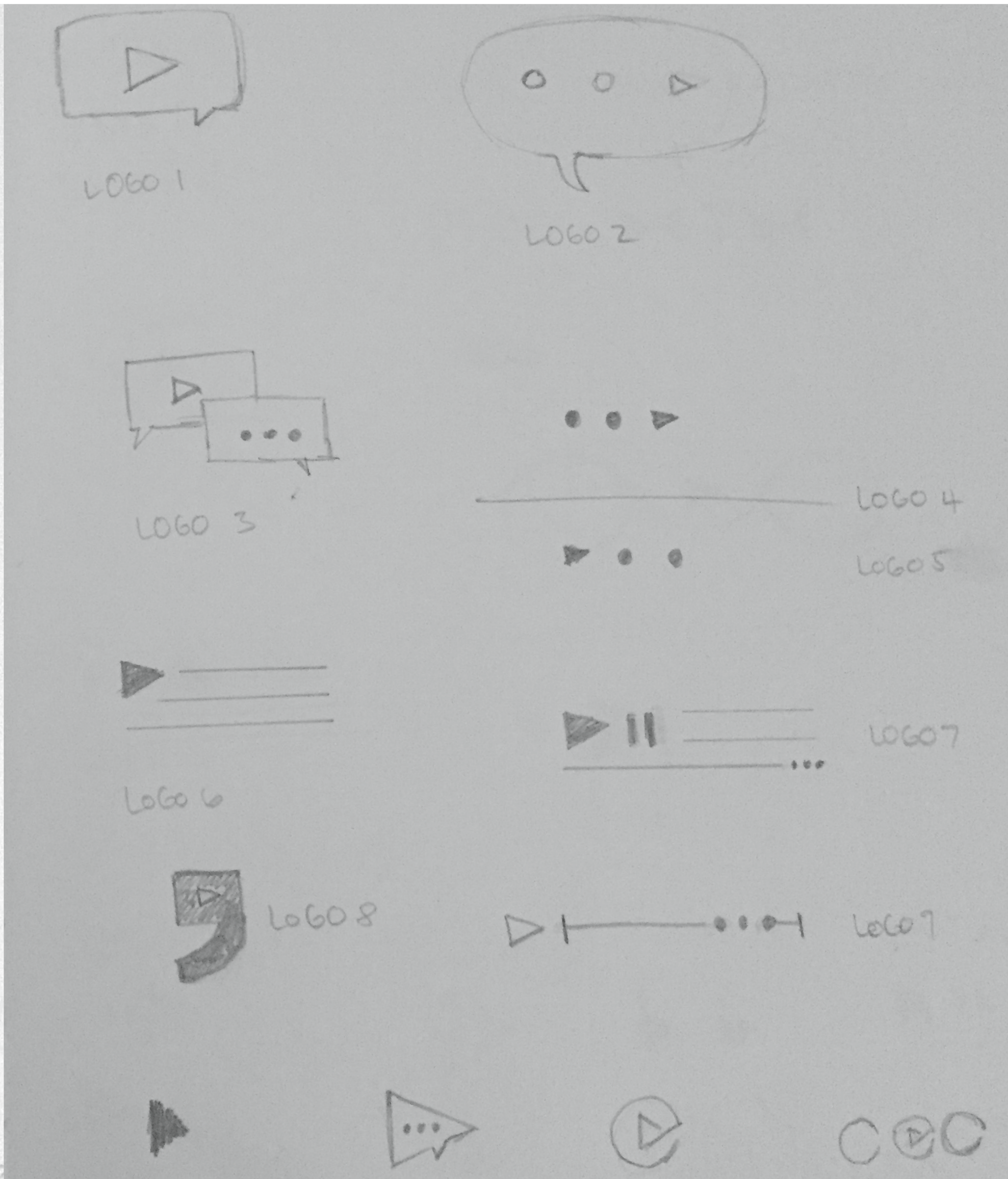
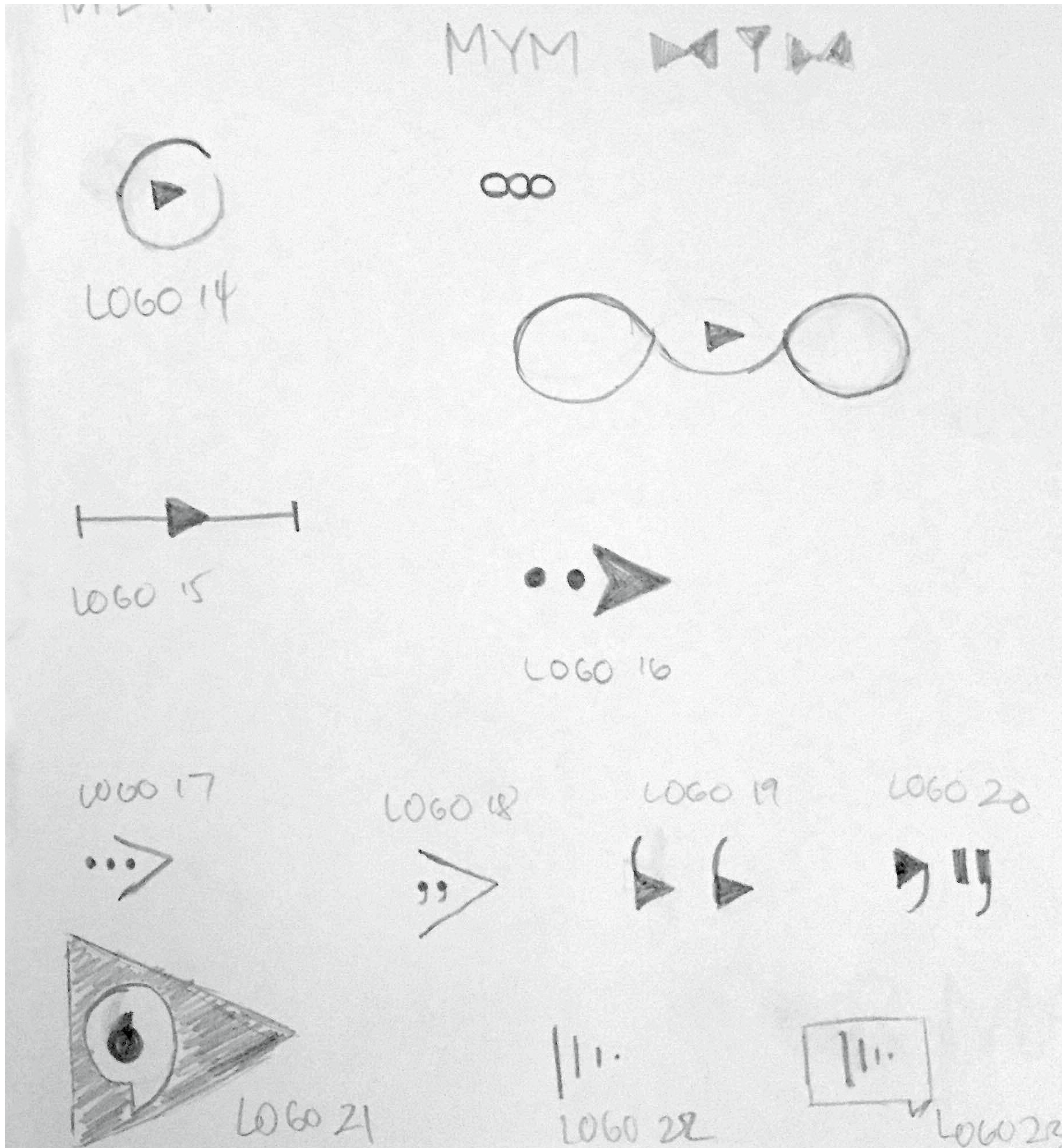
#YoutubeCulture: the powerful world of female content creators

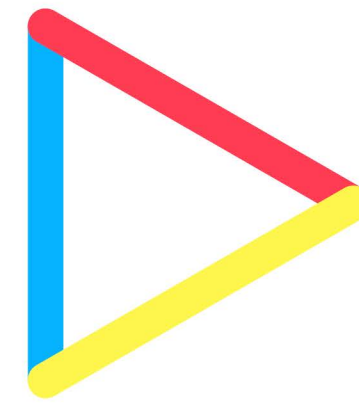
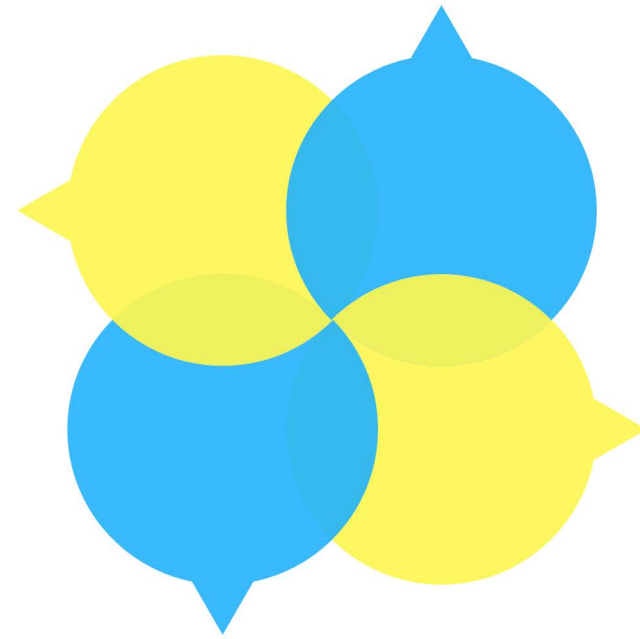
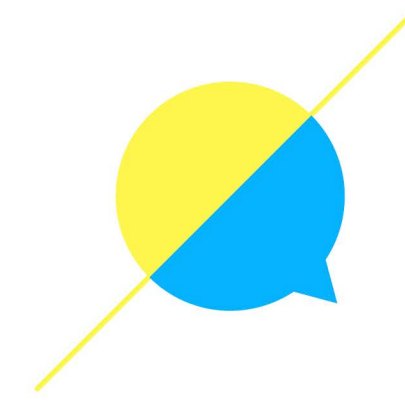
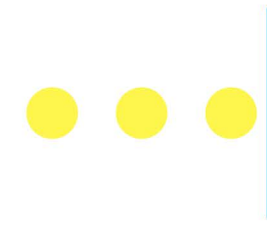
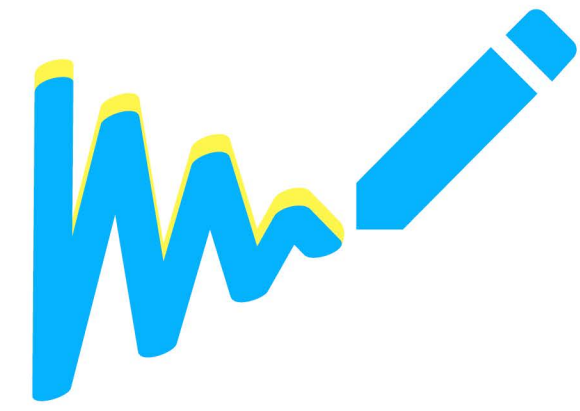
Grace, Zoe, and Ingrid: Youtube's female vlogging phenomenons

#MakeYourMark: The powerful world of content creators

- Make Your Mark

Logo Development



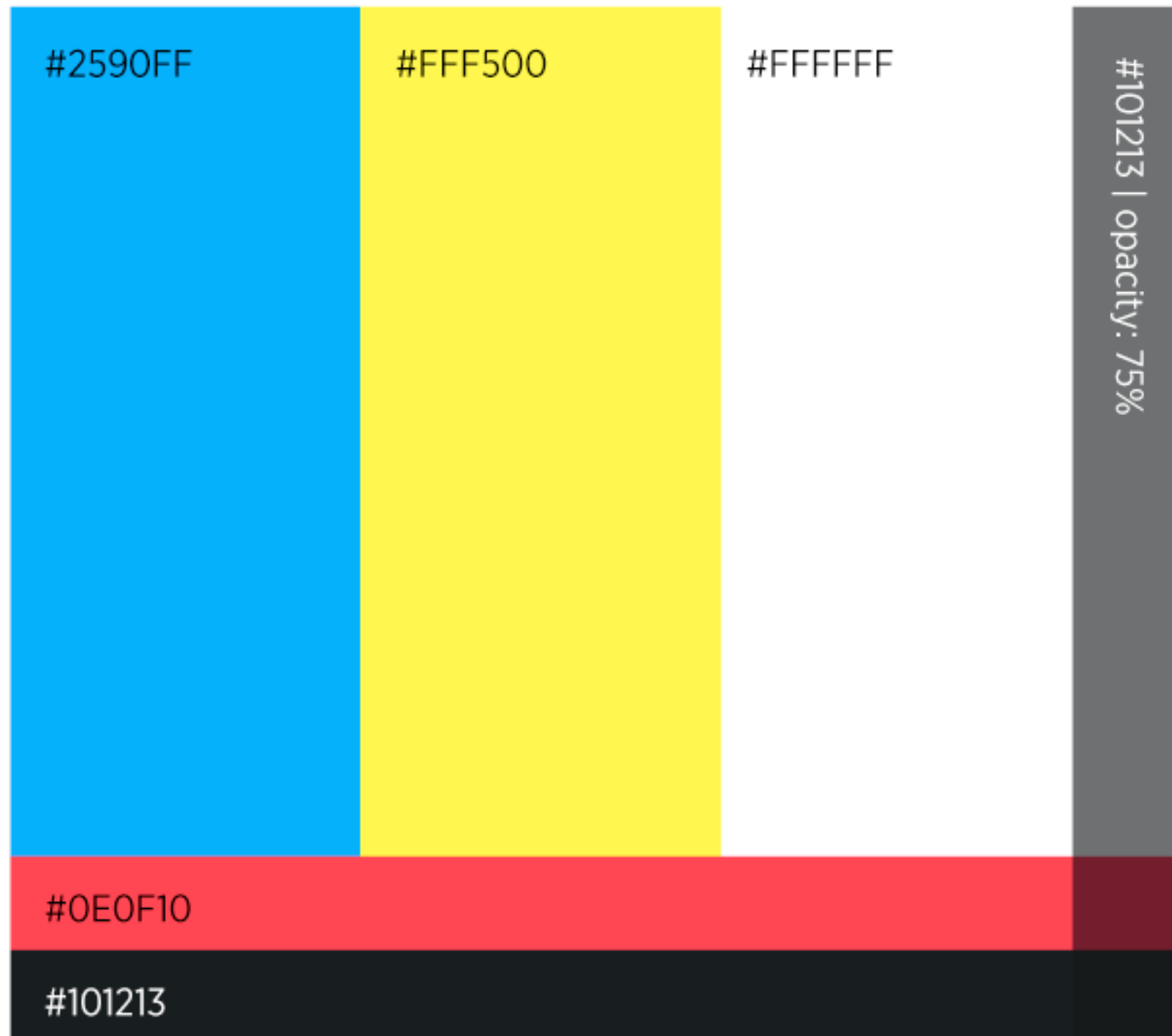




MAKE YOUR MARK



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Logo

GOTHAM XNARROW BOLD
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

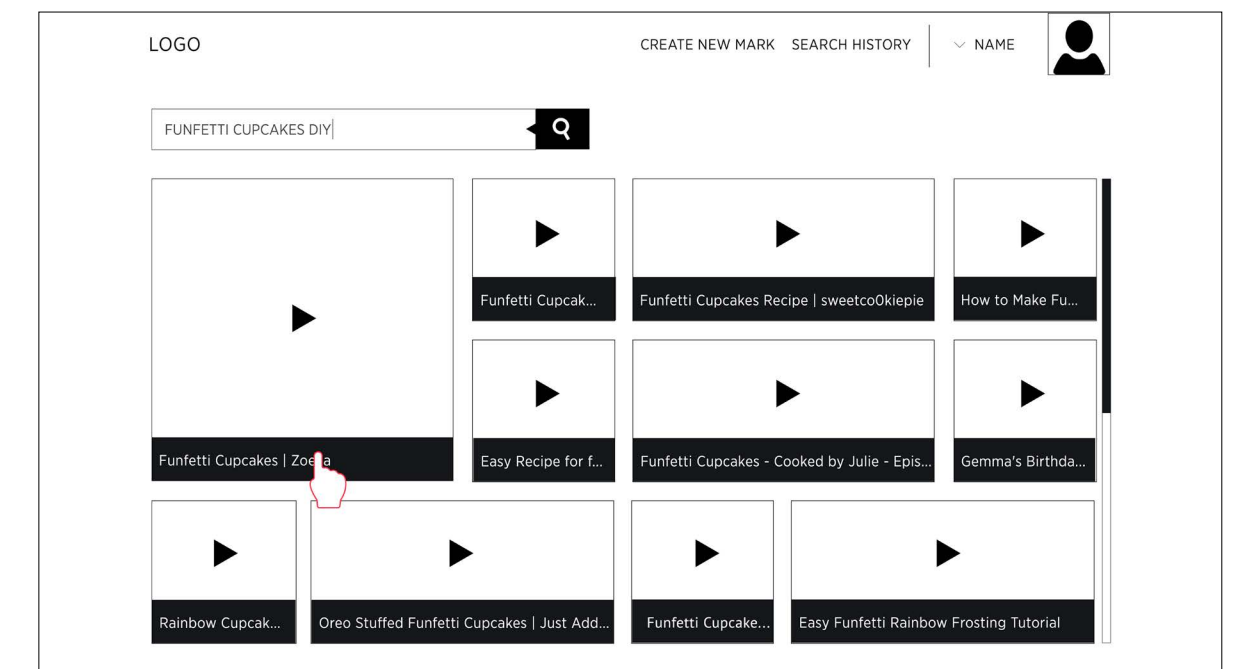
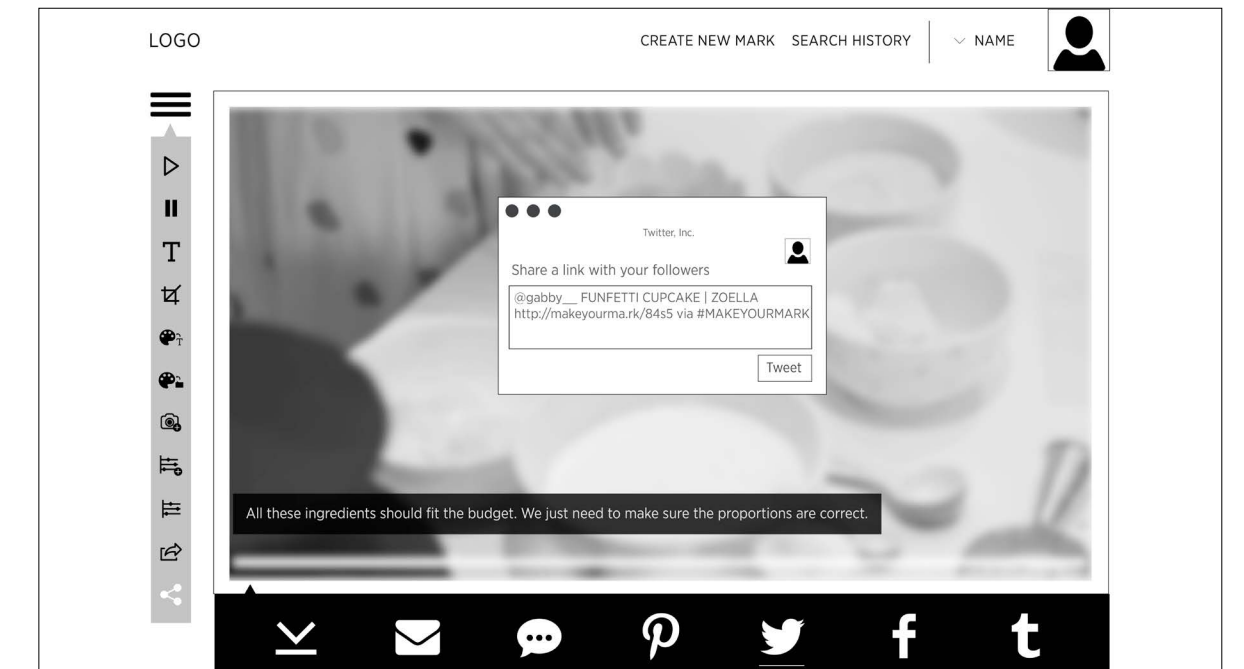
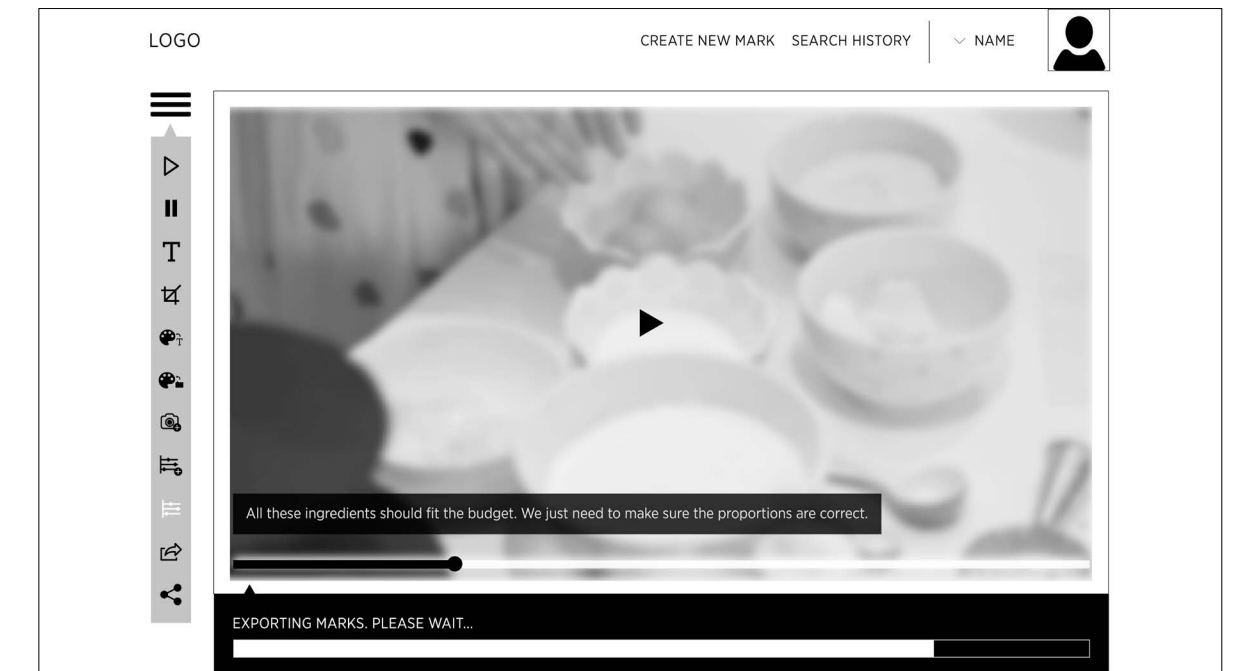
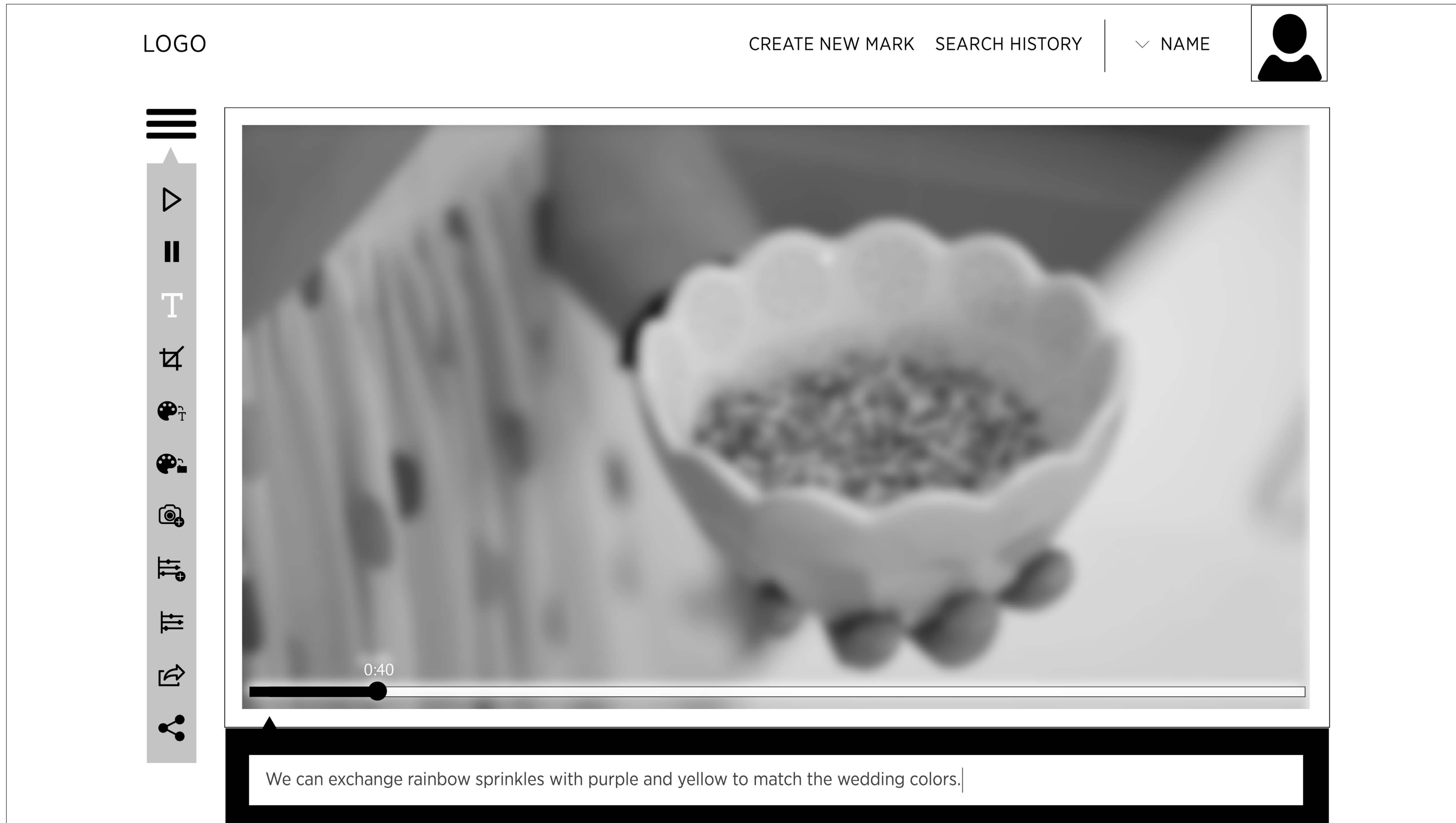
Headline

GOTHAM NARROW BLACK
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Body

GOTHAM NARROW BOOK
 a b c d e f g h i j k l m n
 o p q r s t u v w x y z

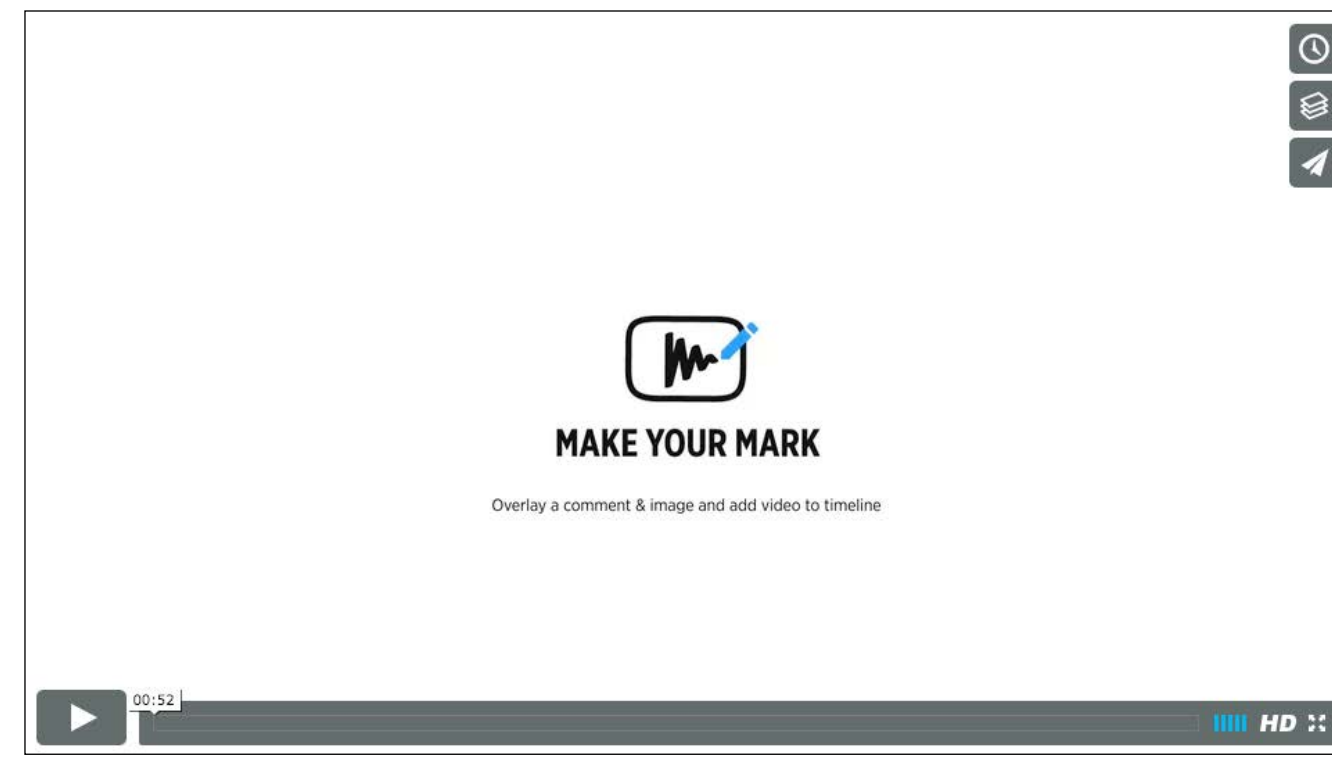
Website Wireframes



Video Walkthrough



Launch Video



Launch Video



Launch Video

Thank You