



MAKE YOUR MARK

Target Audience

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

Persona

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



User Tasks - Wireframes

Persona

Lauren, 25, Houston, event planner

User Scenario

Lauren is working on a low budget wedding. The bride prefers to have cupcakes instead of a traditional wedding cake. Lauren is researching funfetti cupcake tutorials at her home workspace.

Task 1

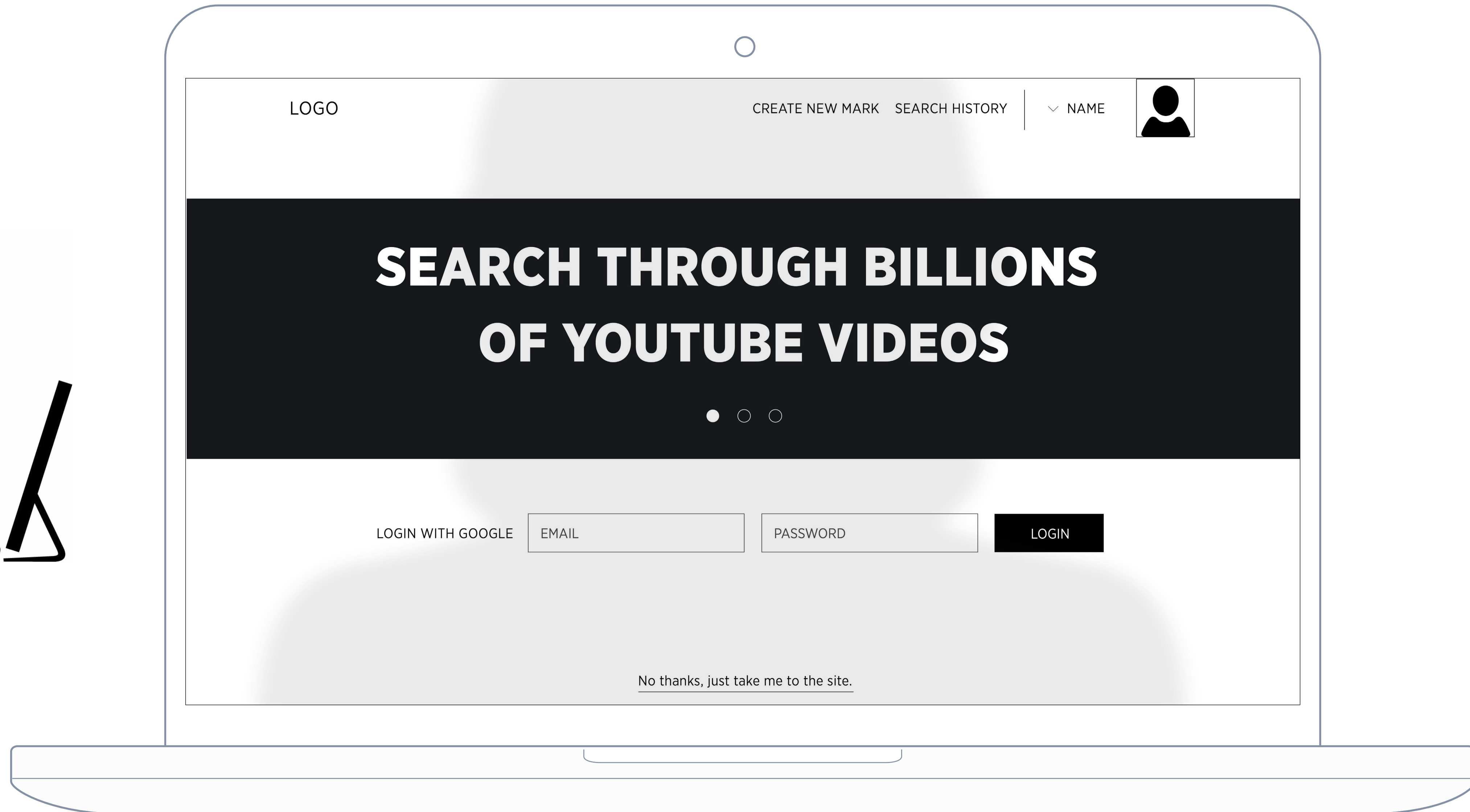
Login and search for a DIY funfetti cupcake video.

Result

Appear at the video results page.

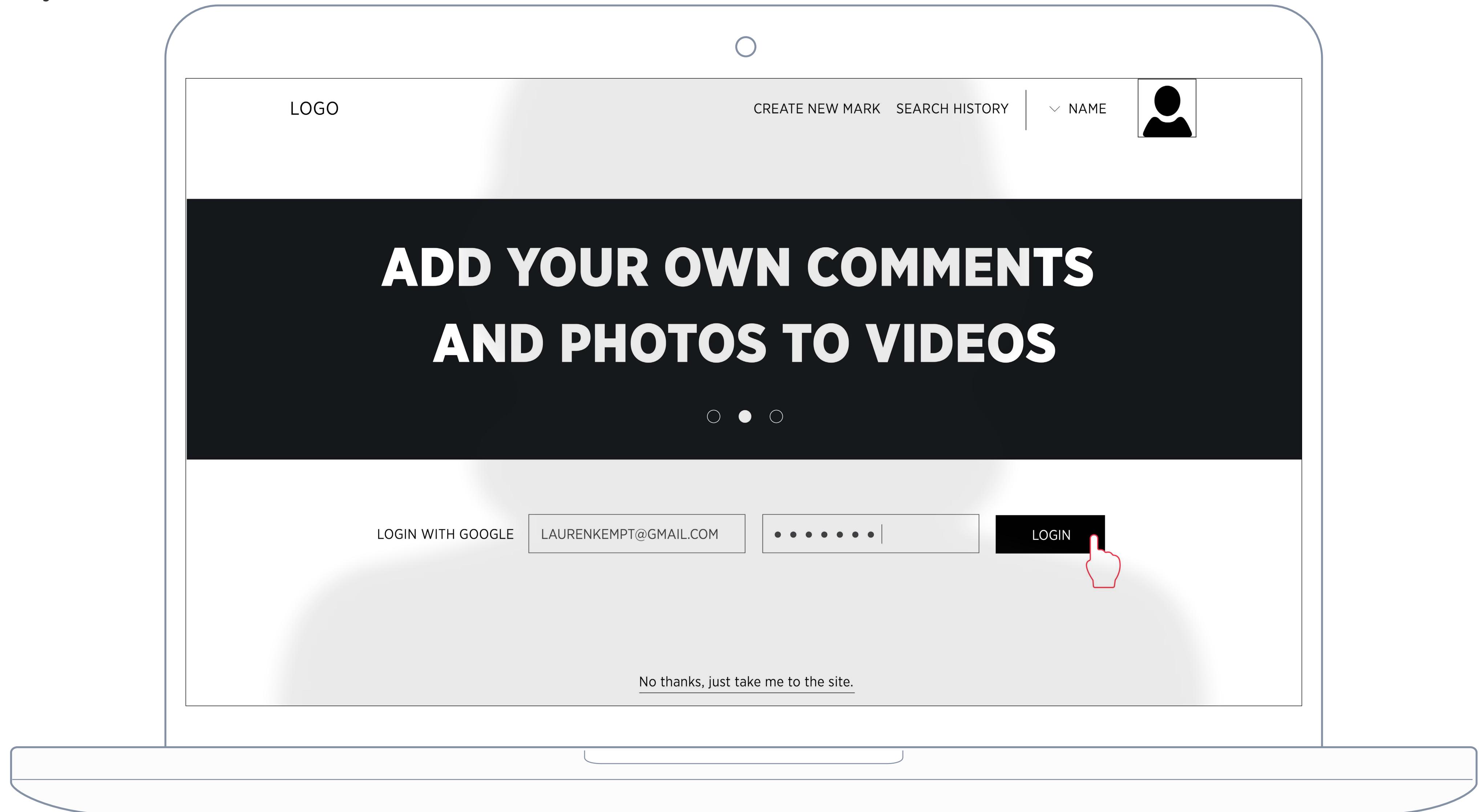
Task 1 - 1/5

Go to MakeYourMark.com



Task 1 - 2/5

Login via Google to your
YouTube account



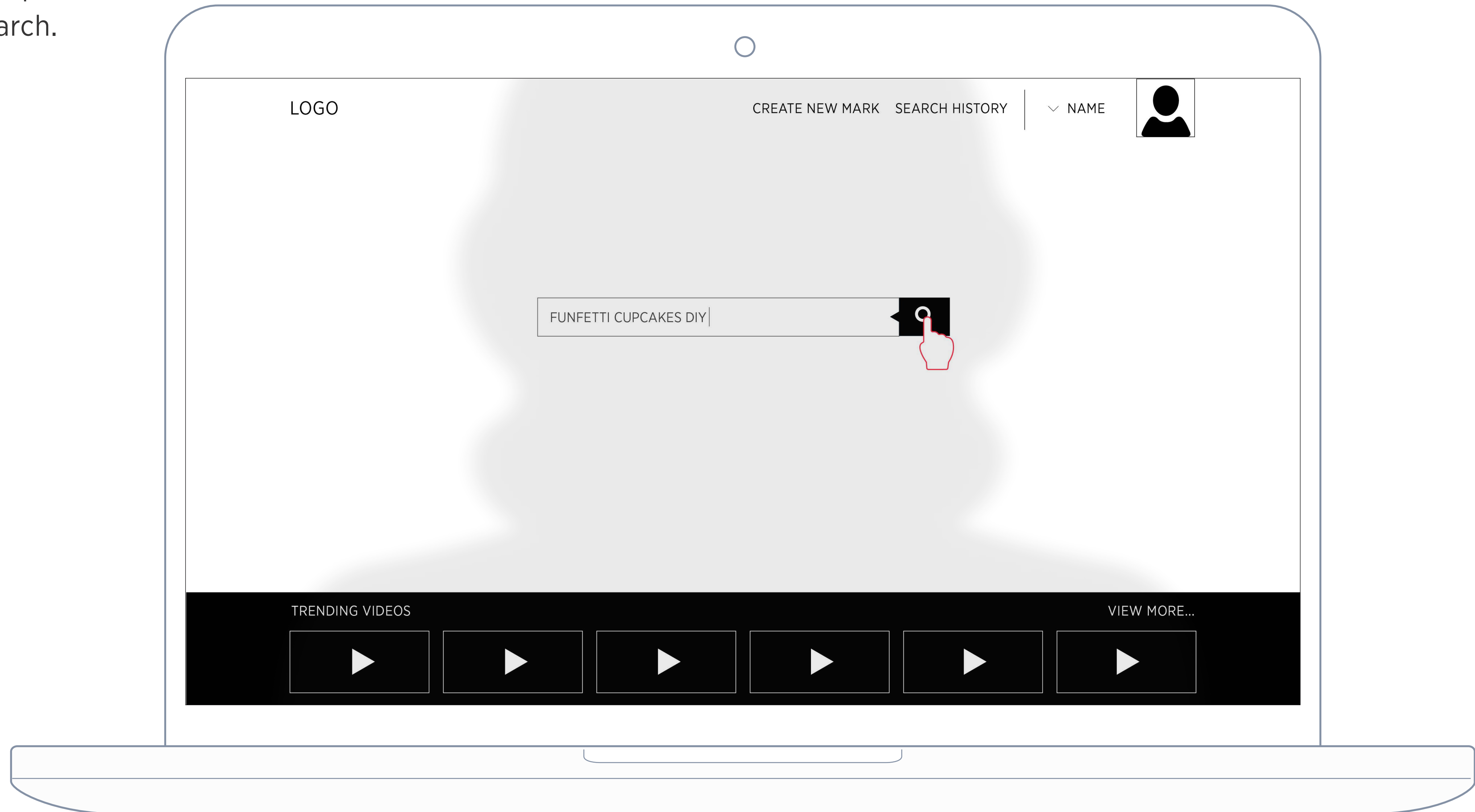
Task 1 - 3/5

Click inside the search box



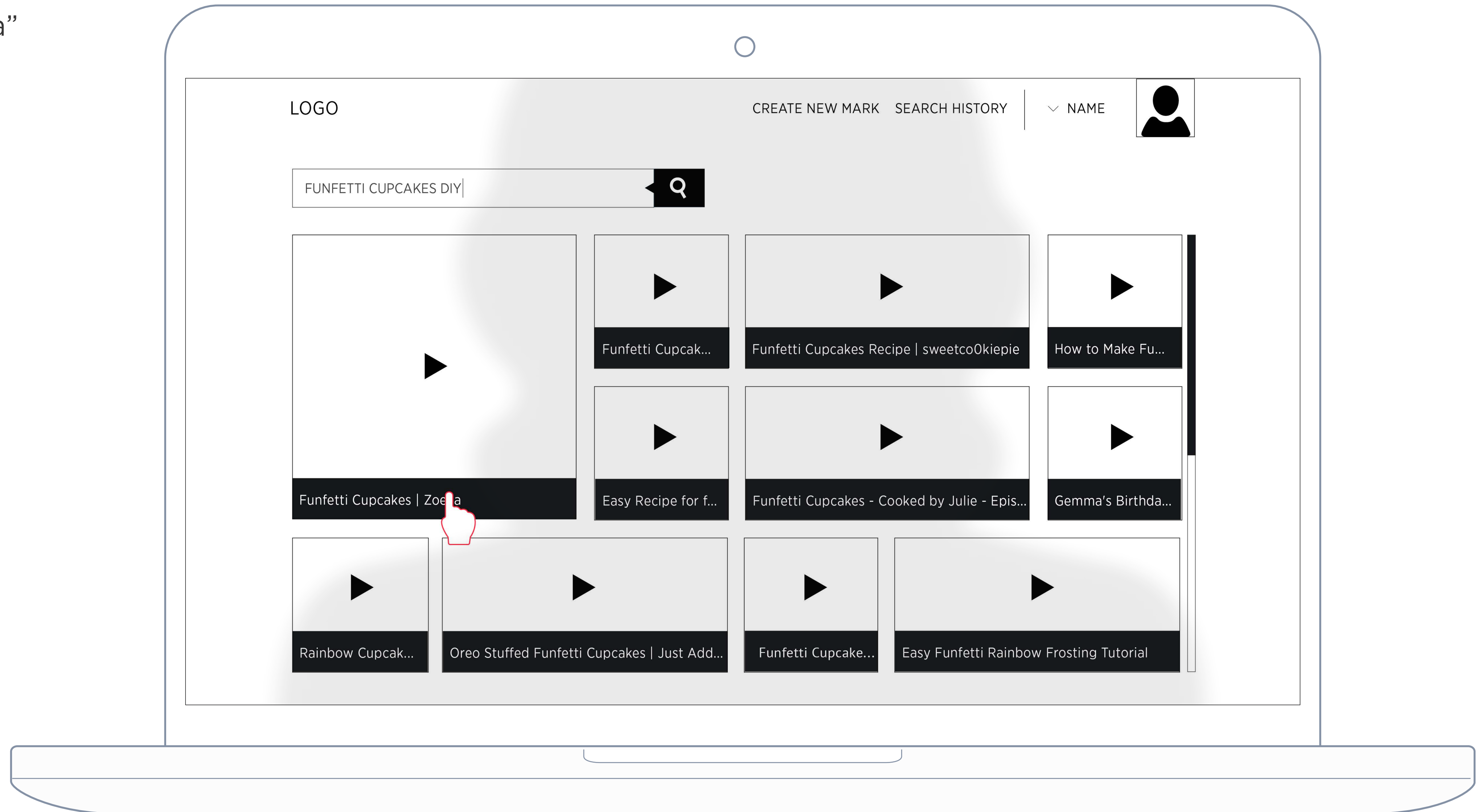
Task 1 - 4/5

Type in 'funfetti cupcakes
DIY' and click Search.



Task 1 - 5/5

Choose the video 'Funfetti Cupcakes | Zoella'



Persona

Lauren, 25, Houston, event planner

User Scenario

Lauren is working on a low budget wedding. The bride prefers to have cupcakes instead of a traditional wedding cake. Lauren is researching funfetti cupcake tutorials at her home workspace.

Task 2

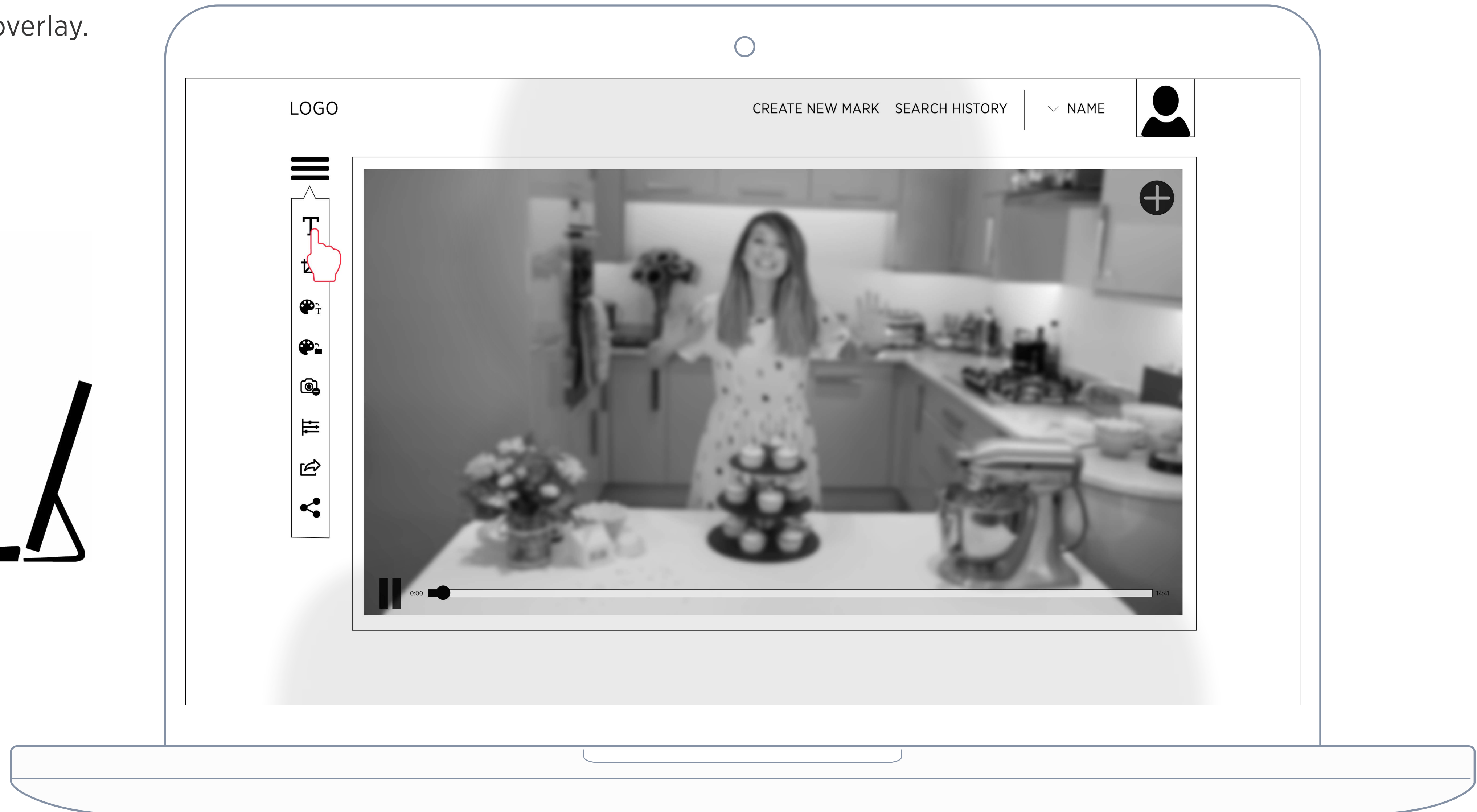
Add a comment and photo to a DIY funfetti cupcake video and add it to your timeline.

Result

Create a 10 second mark up video and add it to your timeline.

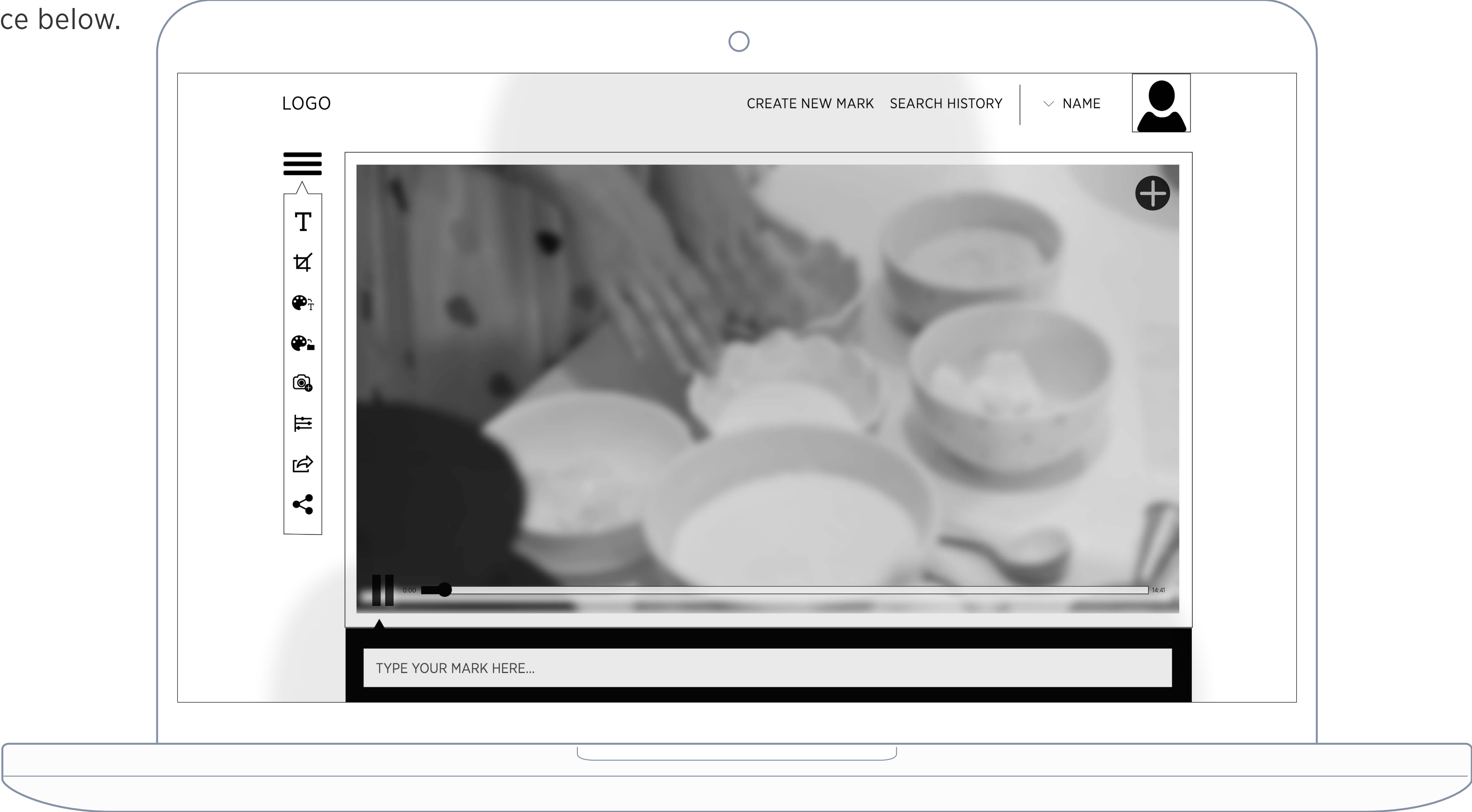
Task 2 - 1/11

Select the Type icon to add a comment overlay.



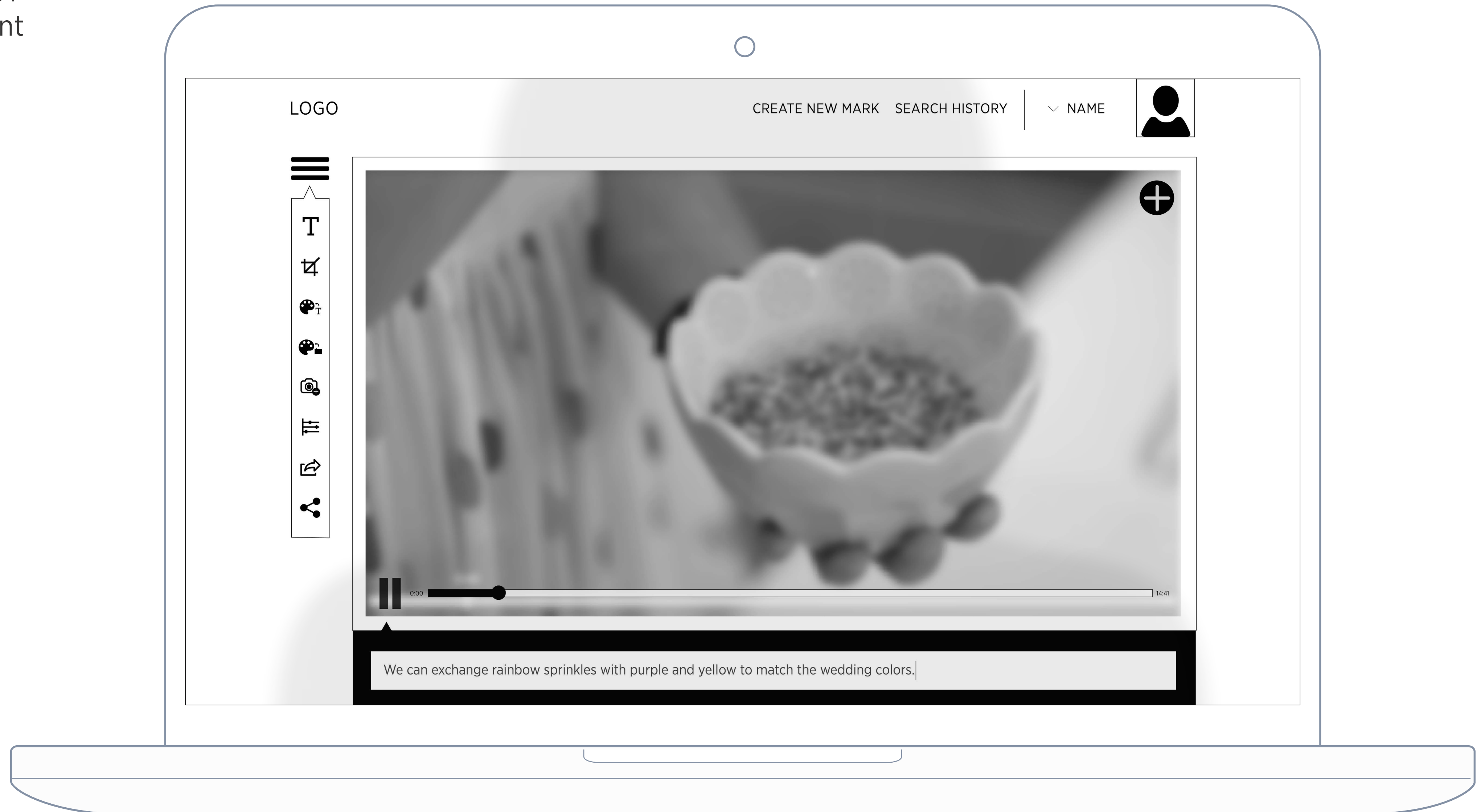
Task 2 - 2/11

The type box will appear in the working space below.



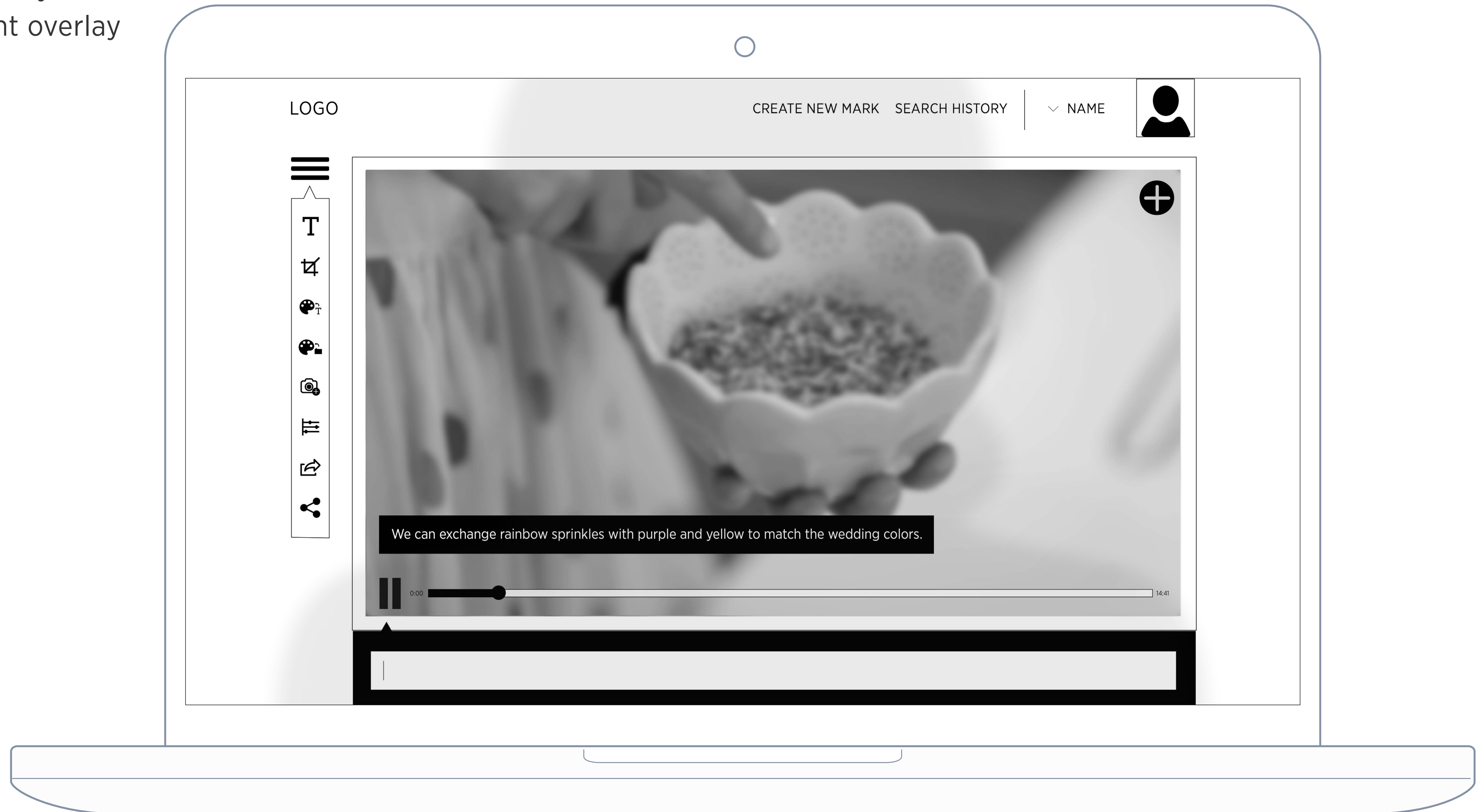
Task 2 - 3/11

Click inside the type box and
add your comment



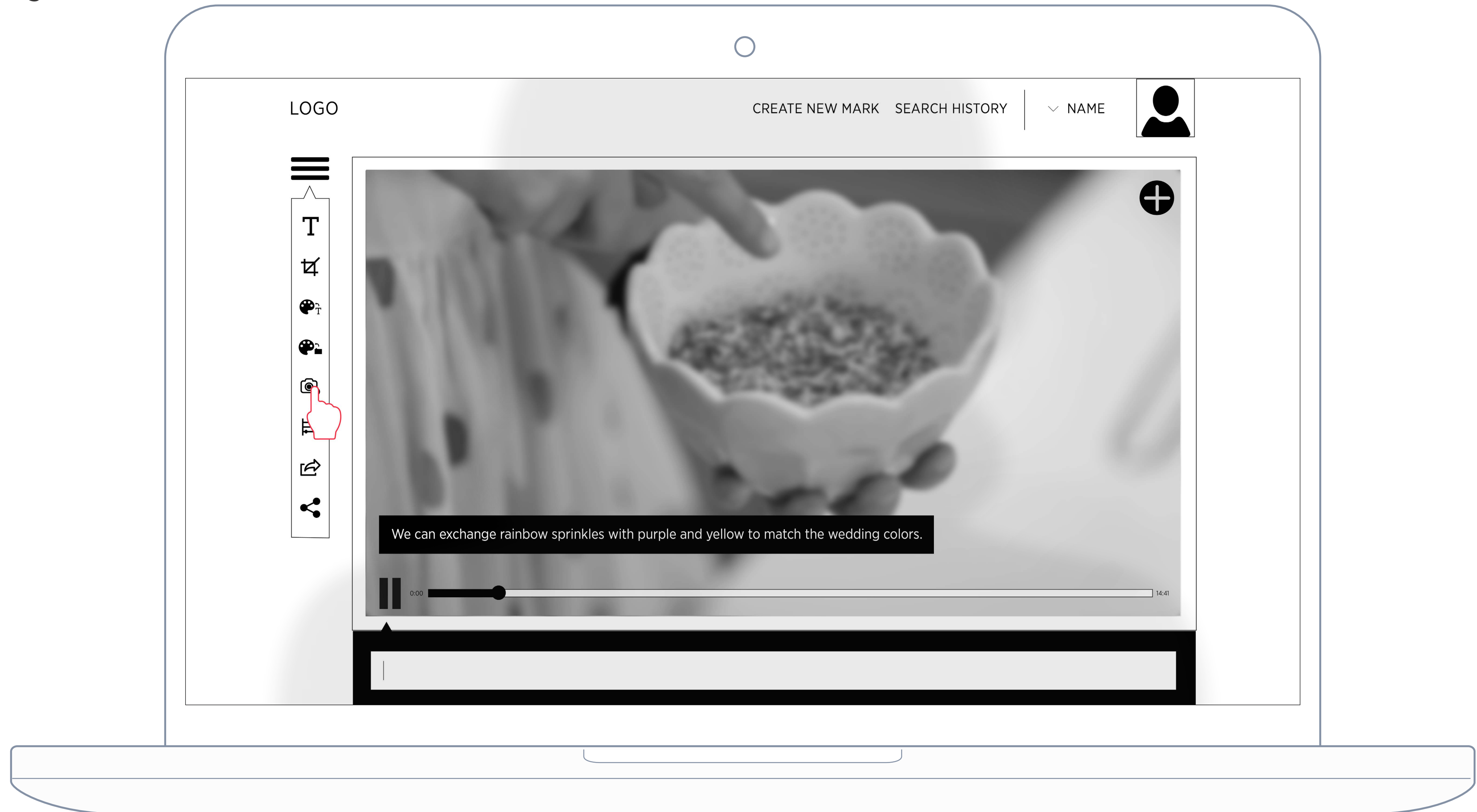
Task 2 - 4/11

Hit enter on your keyboard to see your comment overlay on the video



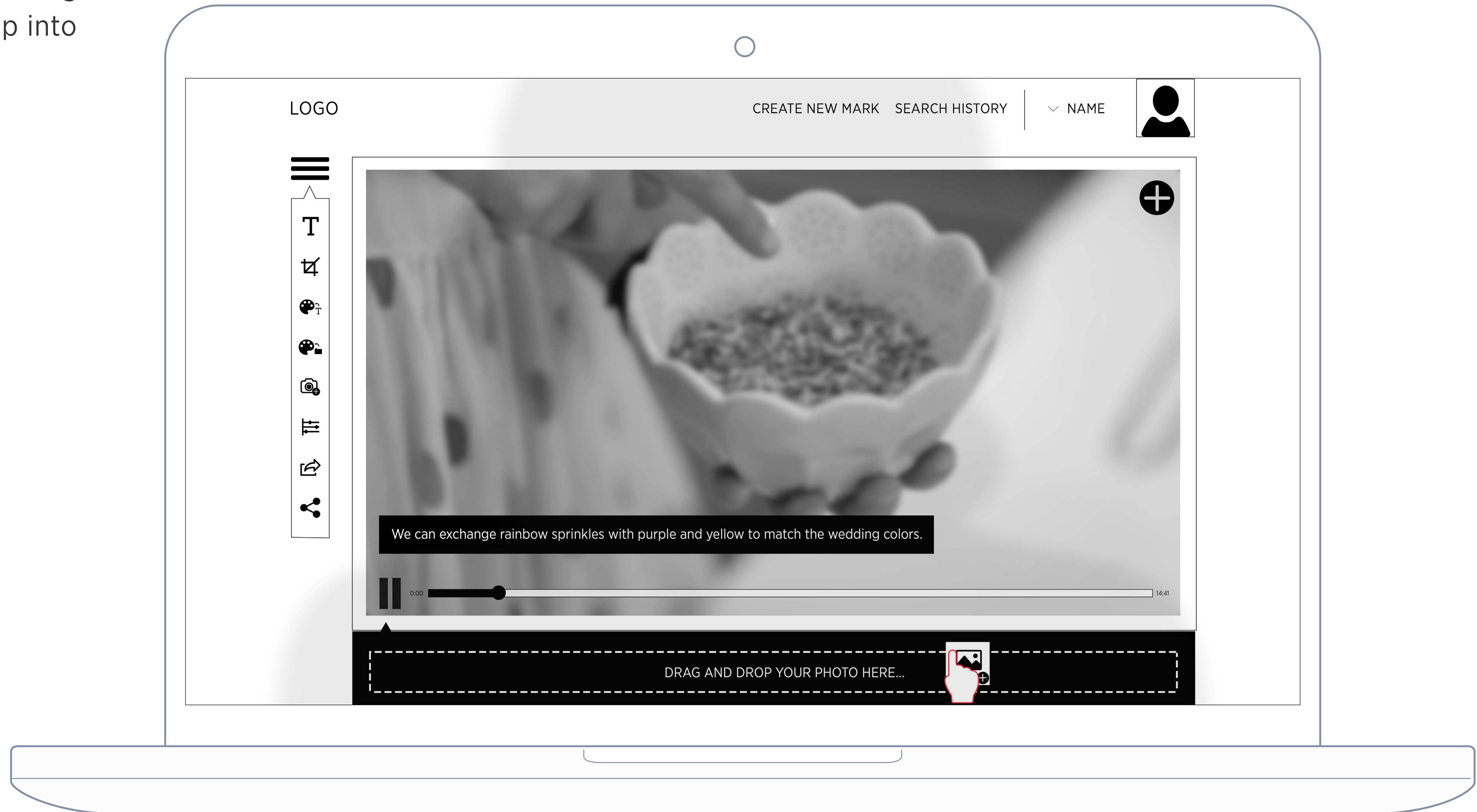
Task 2 - 5/11

Select the Add Image icon



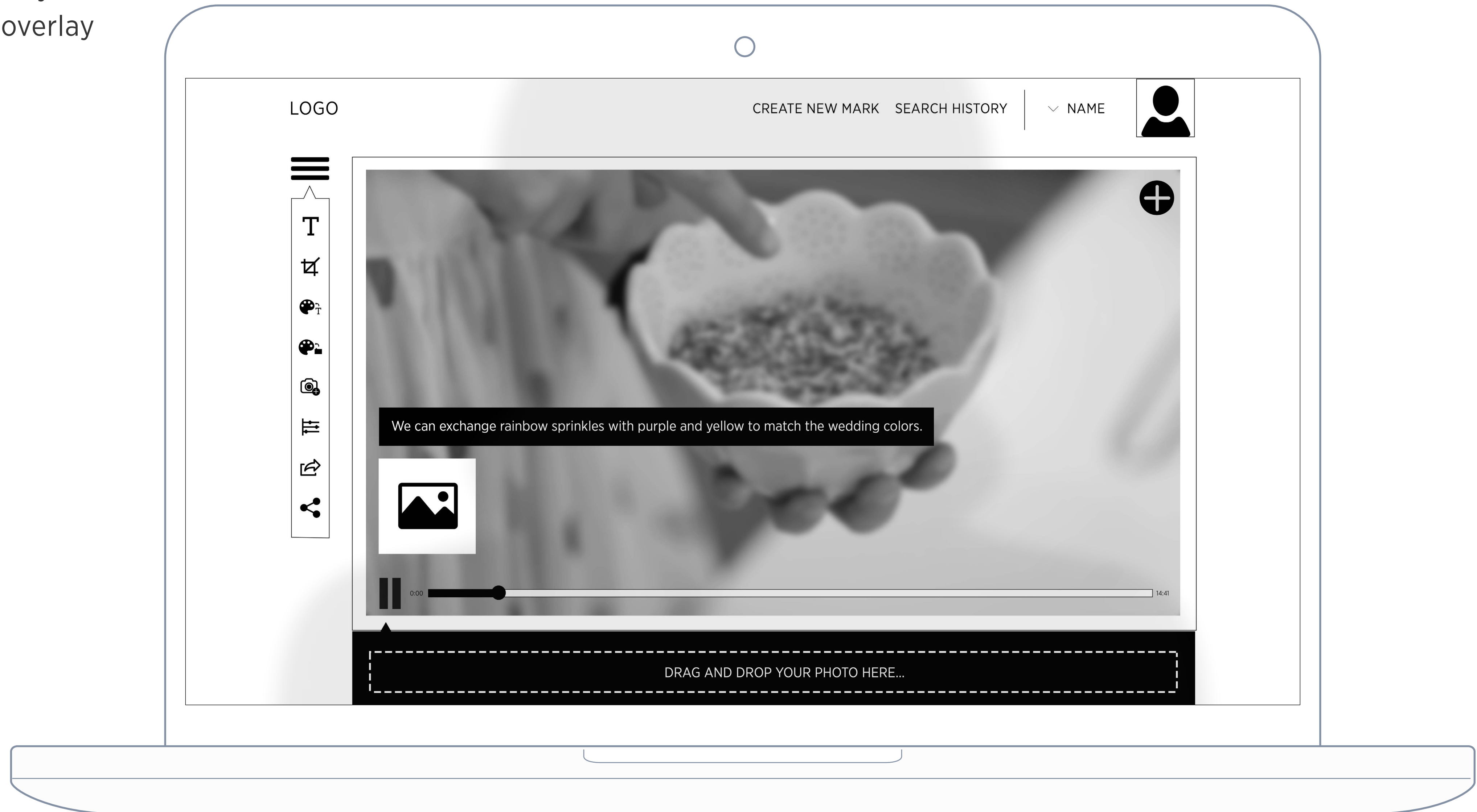
Task 2 - 6/11

Drag and drop an image from your desktop into the workspace



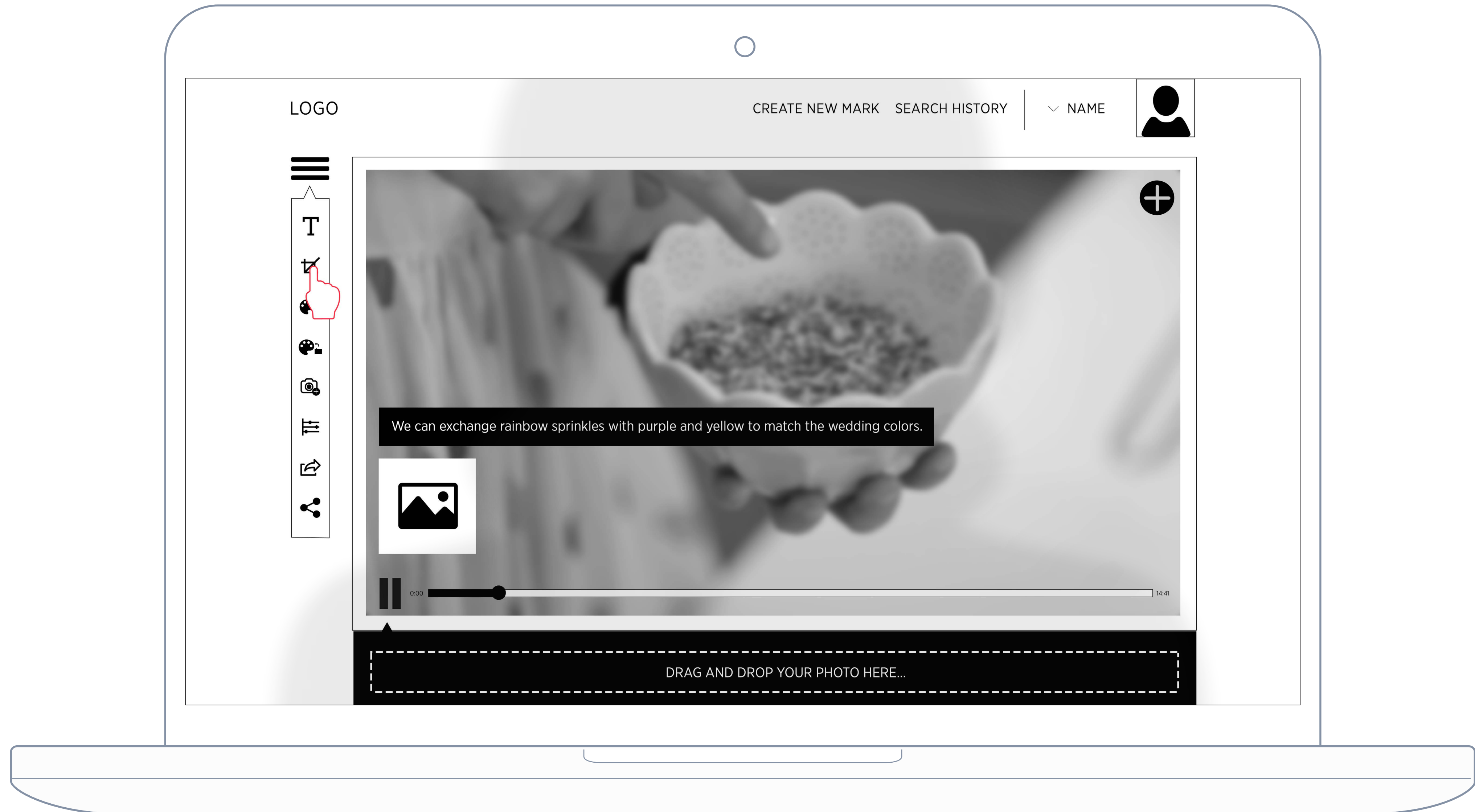
Task 1 - 7/11

Hit enter on your keyboard to view your image overlay



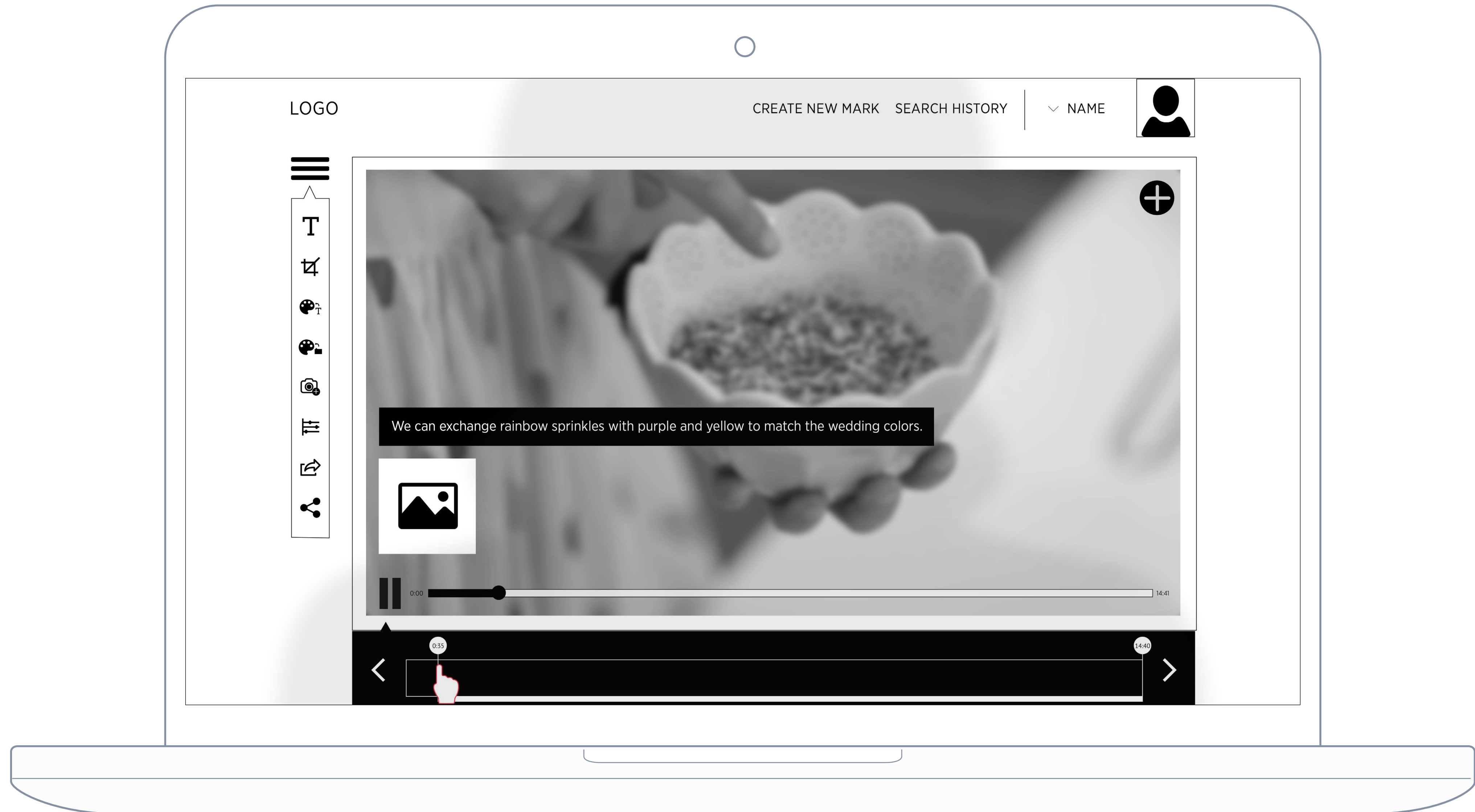
Task 2 - 8/11

Select the Crop Icon



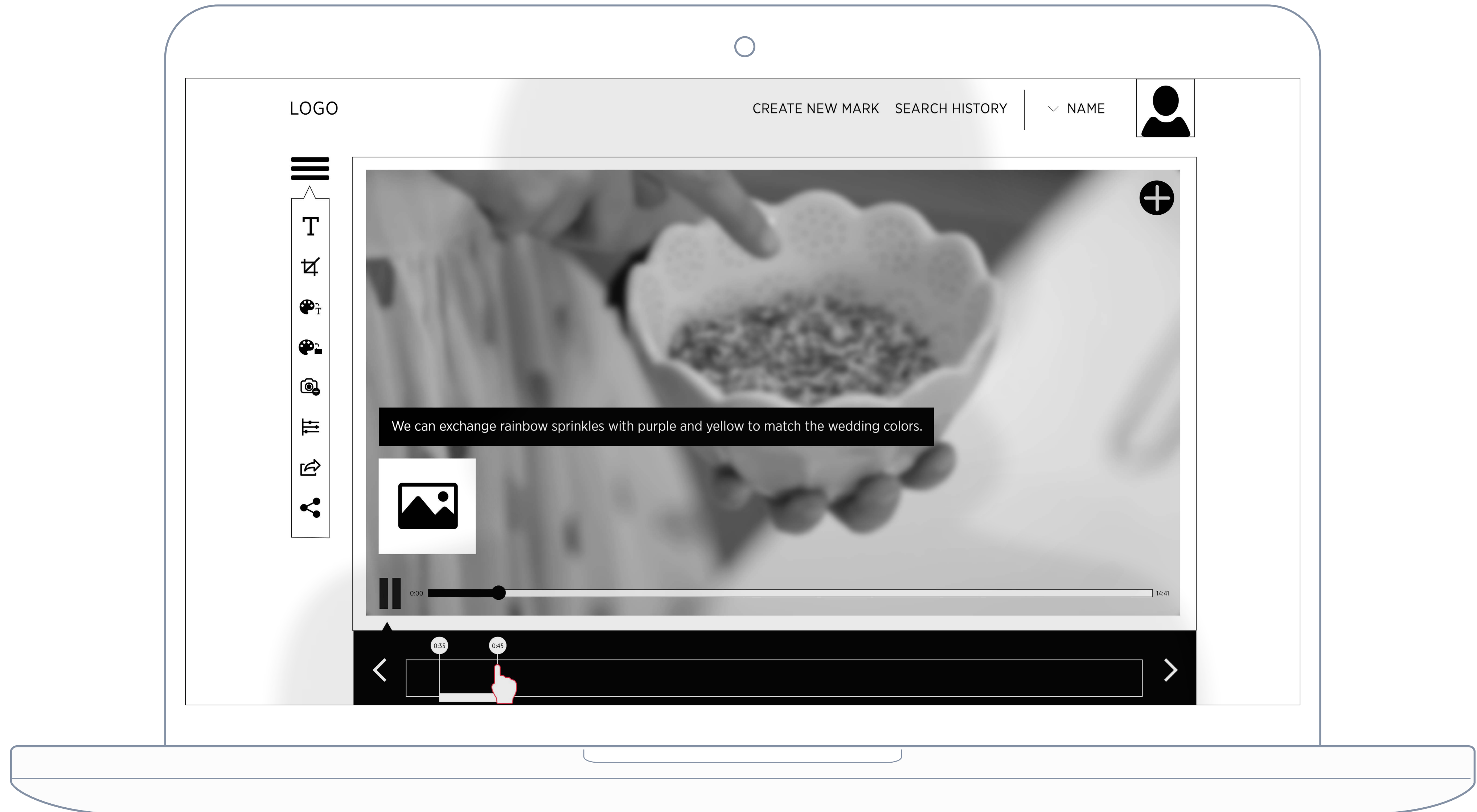
Task 2 - 9/11

Move the left trim bar to the 35 second mark



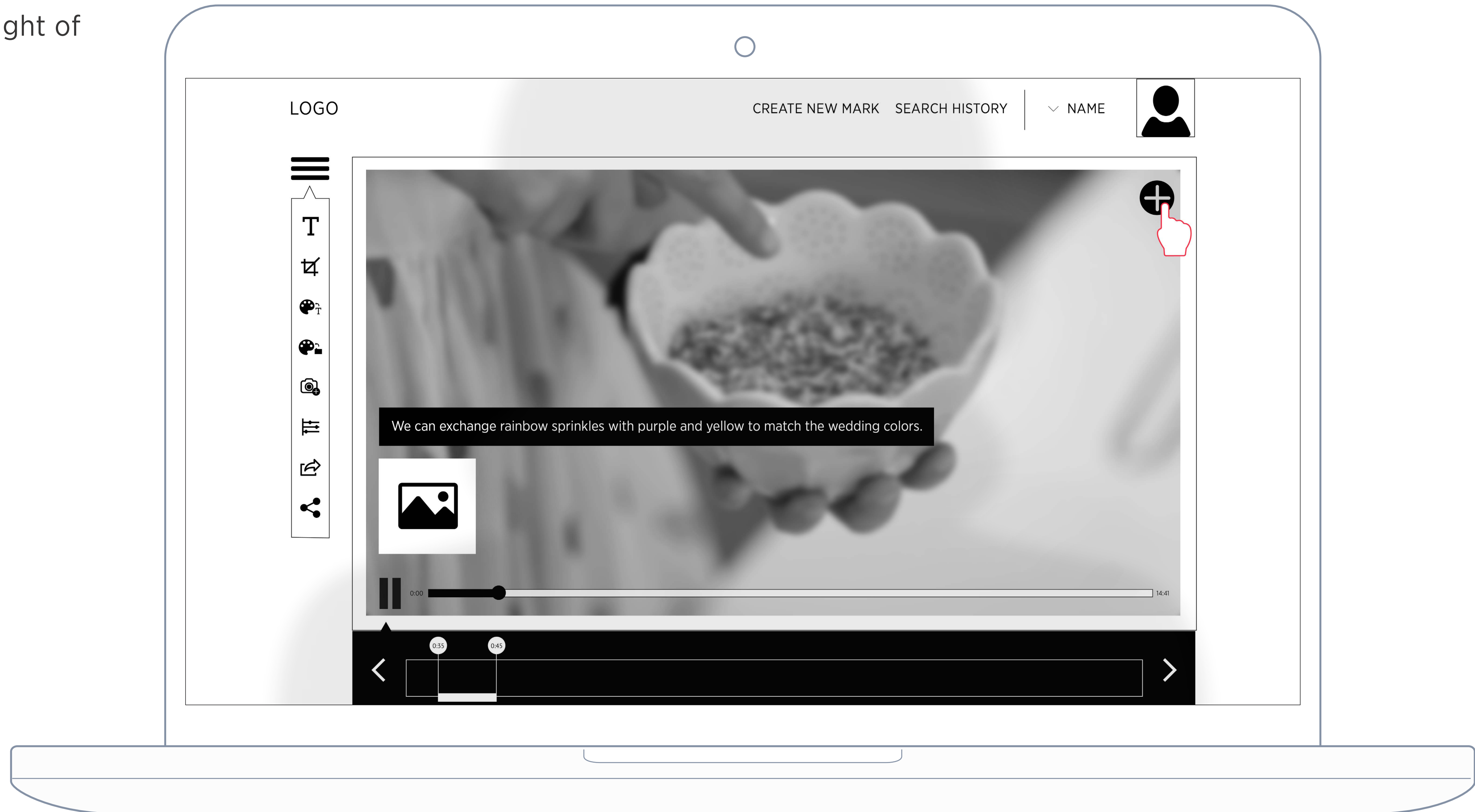
Task 2 - 10/11

Move the right trim bar to the 45 second mark



Task 2 - 11/11

Select the Add to Timeline icon on the top right of the video



Persona

Lauren, 25, Houston, event planner

User Scenario

Lauren has finished marking up and trimming two videos. She is at her home workspace.

Task 3

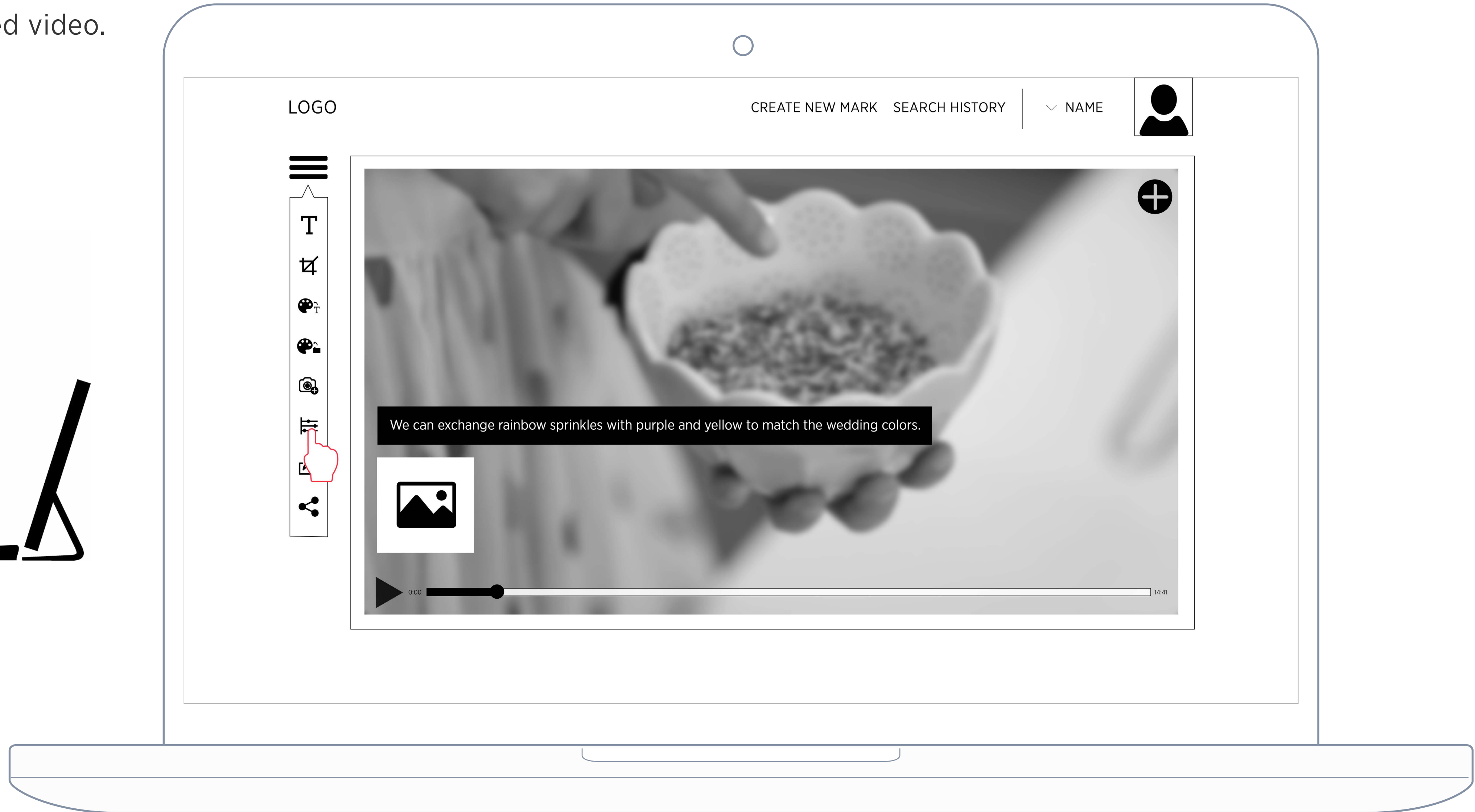
Export cropped video from Timeline and share it via Twitter.

Result

Share your new mark up video via Twitter.

Task 3 - 1/7

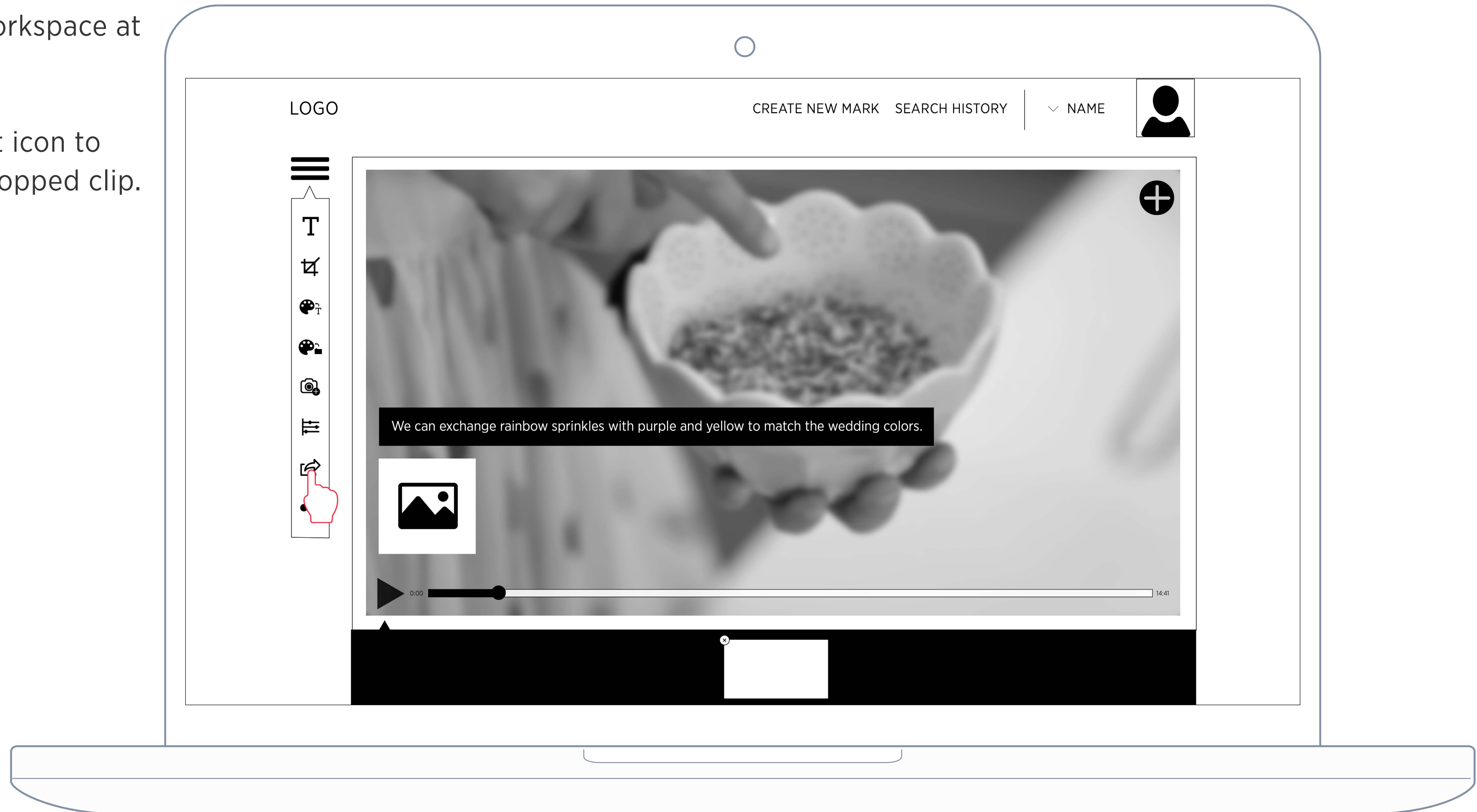
Select the Timeline icon to view your cropped video.



Task 3 - 2/7

Your cropped video will appear on the workspace at the bottom.

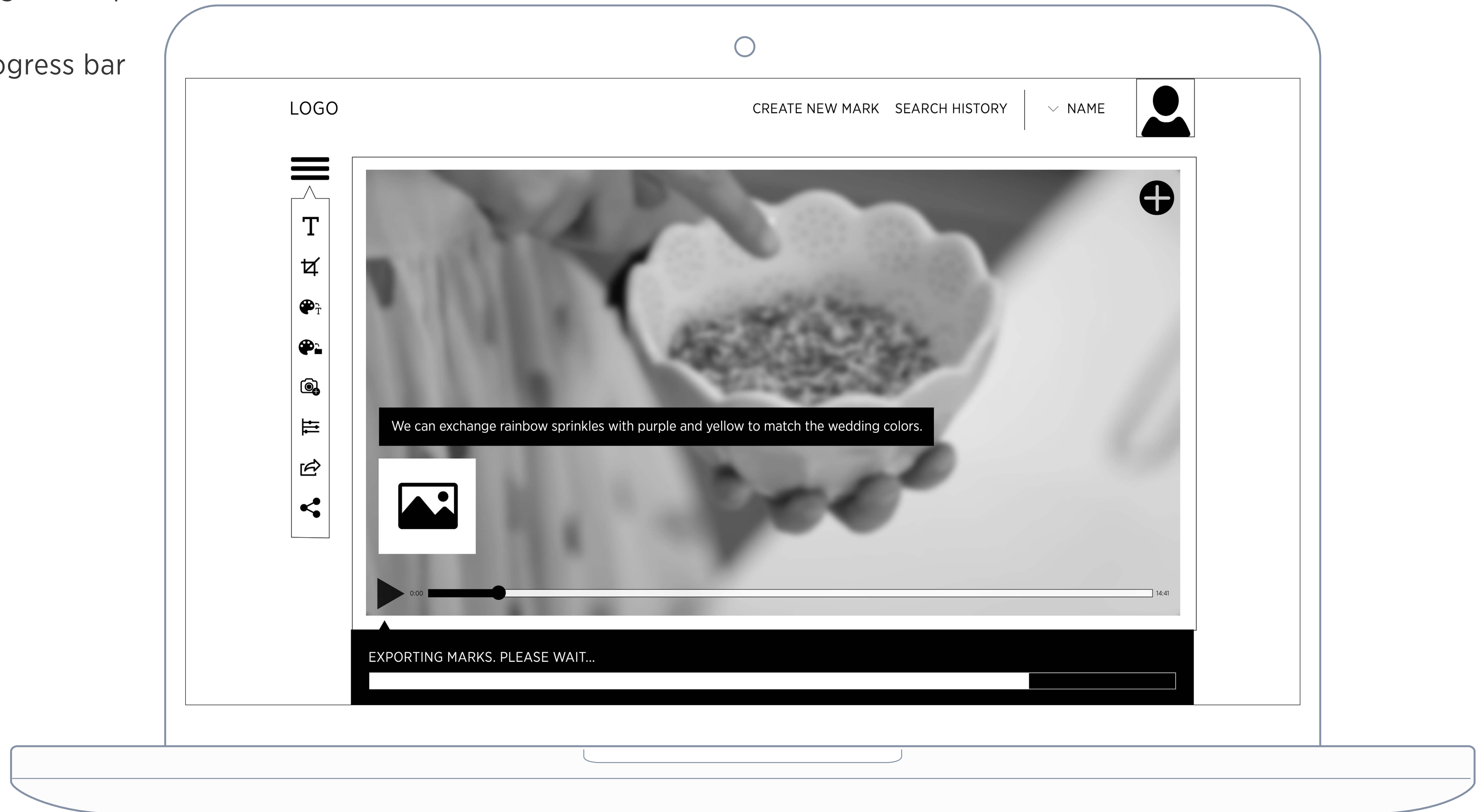
Select the Export icon to save your new cropped clip.



Task 3 - 3/7

The video will begin to export.

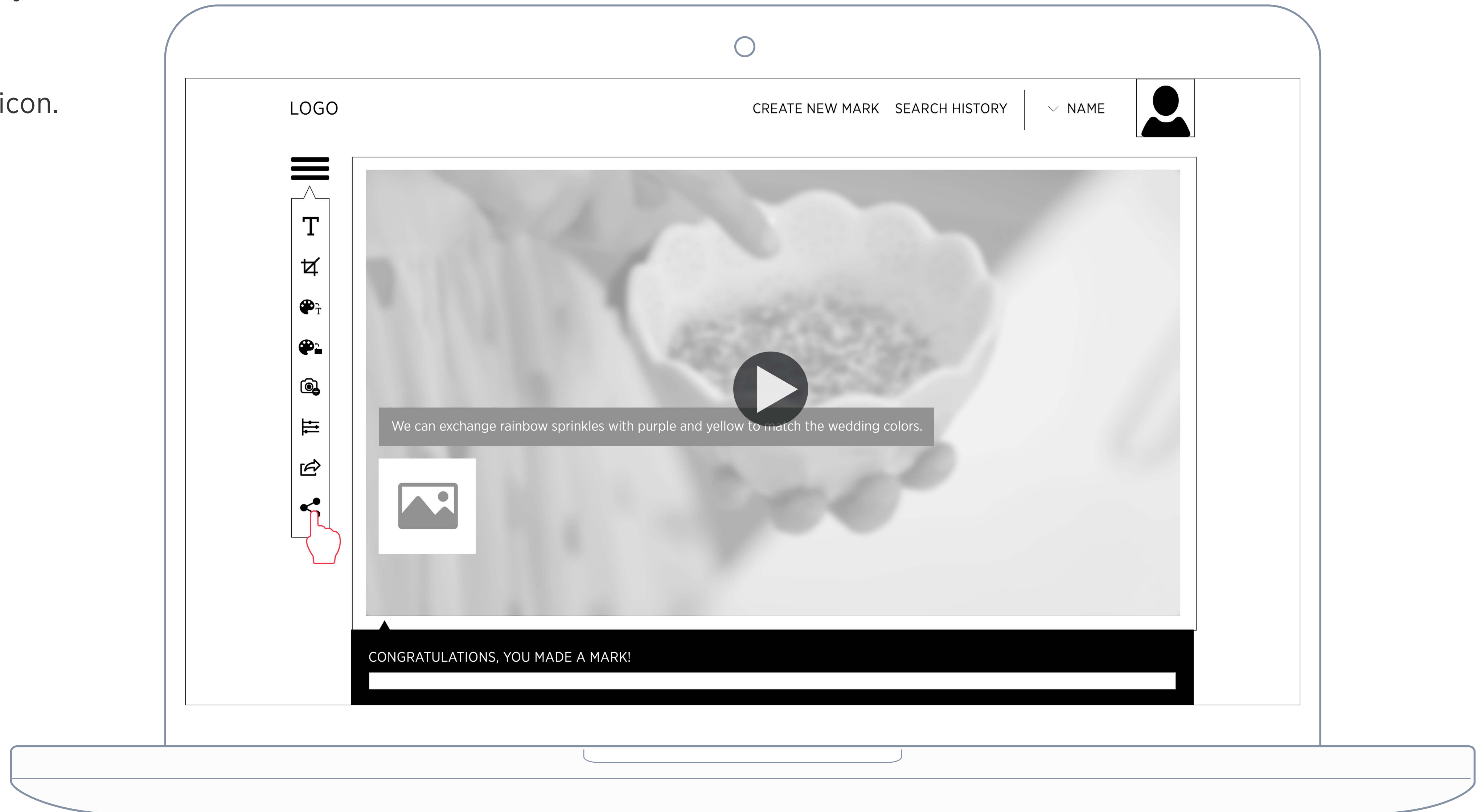
Wait until the progress bar is complete.



Task 3 - 4/7

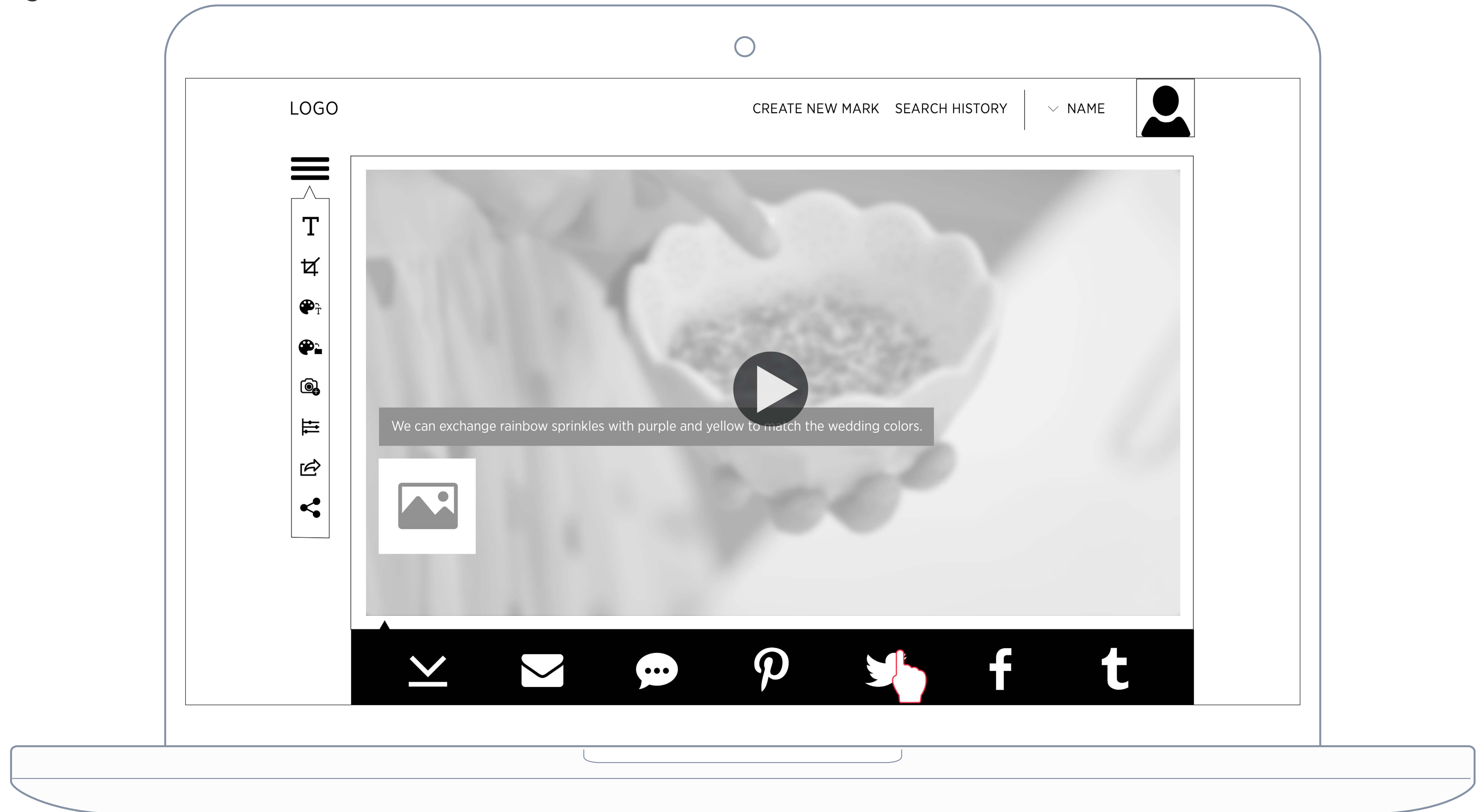
“Congratulations, you made a mark!”

Select the Share icon.



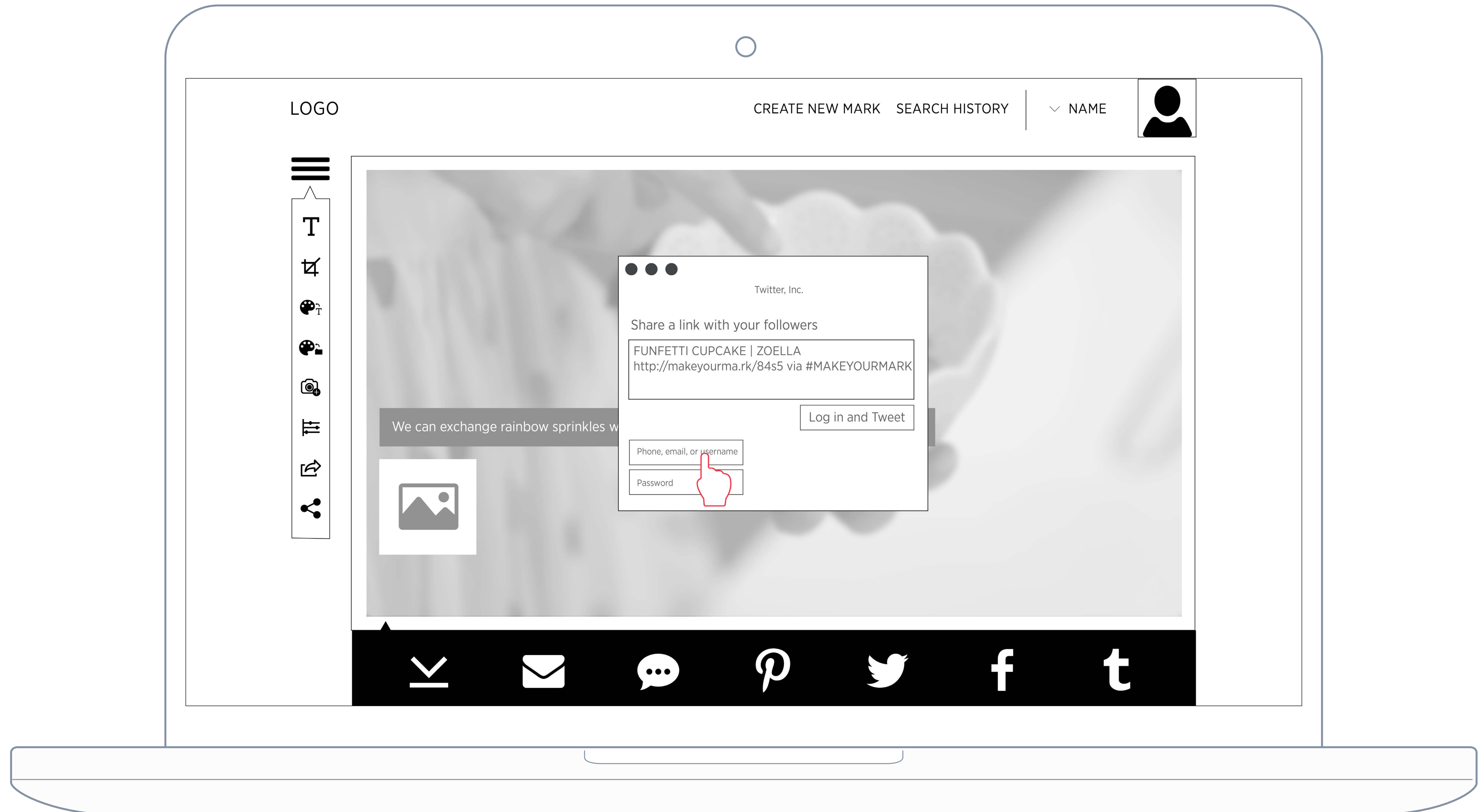
Task 3 - 5/7

Select Twitter to login.



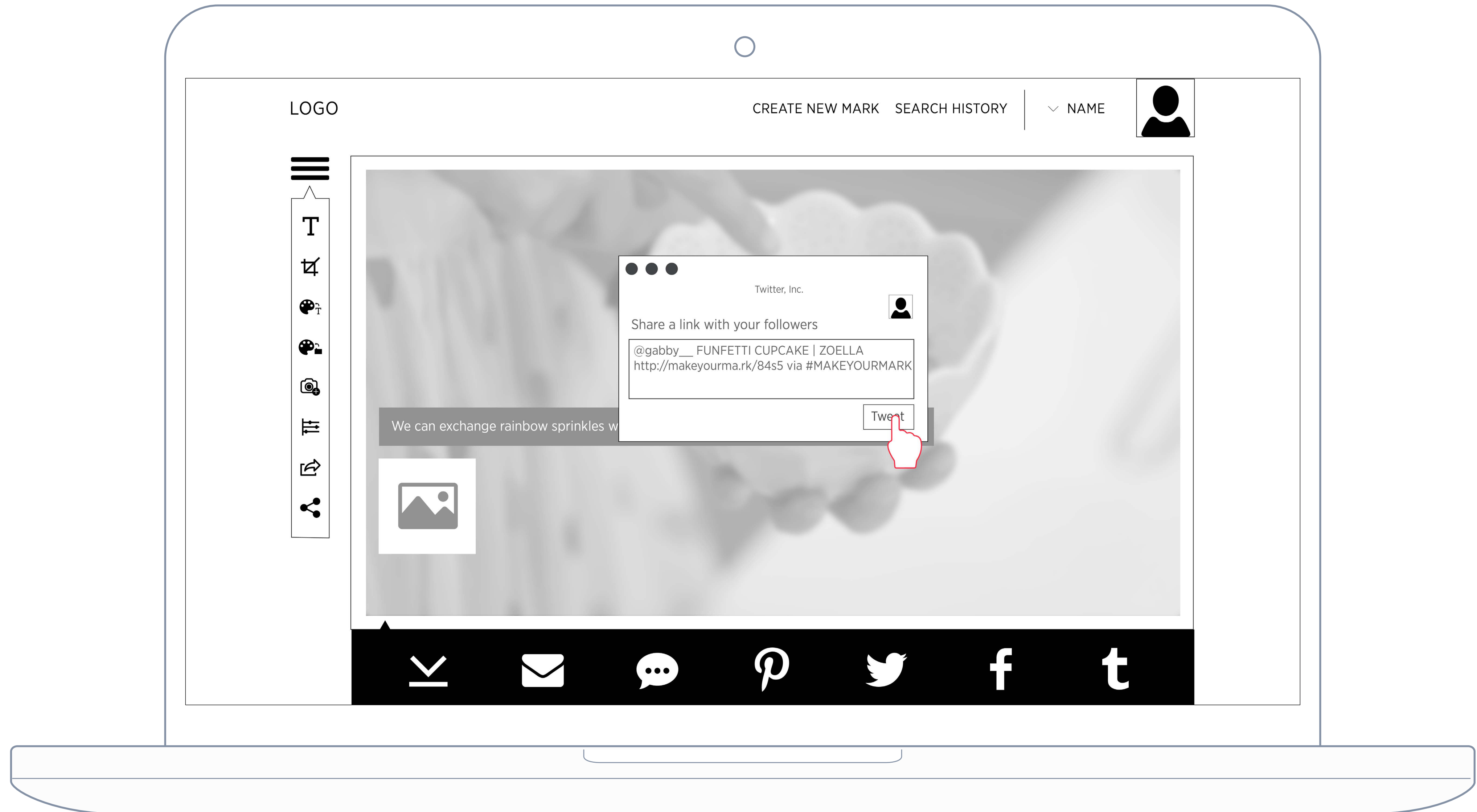
Task 3 - 7/7

Enter your Twitter username and password.



Task 3 - 7/7

@reply to Gabby and send your tweet.



Thank You