



Youtube Ave.

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Youtube has been using a system that promotes large youtube channels to the front pages and highlights of their site. This is unfair for the smaller youtube channels who are buried beneath the sea of other content creators. Youtube Ave. aims to fix this problem. By using an alternative site to help viewers browse through their youtube videos, smaller channels can be promoted and shown to viewers seeking something more from their web browsing. Videos can be rated and recommended by viewers and promoted by viewers with the help of social media. This gives the user something new as opposed to the major youtube channels that everyone talks about. Content creators can also grow their audience using Youtube Ave. where Youtube will only promote their largest channels. Youtube Ave. aims to help the channels that no one notices gain an audience on youtube.



Identify a real world design problem you have observed your surroundings or environment. This problem could be political, local, systemic, or even related to your school. After some initial brainstorming, you will add structure to your ideas by completing the following ideation scenarios.

1 User Group: *Identify the target user group.*

For viewers and uploaders on Youtube. Viewers are users on Youtube who view videos.

Content creators are users who create videos.

2 Design Problem: *Describe situation in which the problem exists*

Youtube has a system where viewers will not see any smaller content creators on their site. Youtube only displays the large and well known channels on Youtube. This means people who start small on Youtube will always remain small since no viewers are directed toward their content.

3 Motivation: *Describe an incident or condition that motivates the use of the solution.*

Many content creators on Youtube cannot grow their audience. This is caused by Youtube directing viewer traffic to larger well known channels instead of smaller and lesser known channels. Youtube Ave. will fix this problem.

4 Solution: *Show how they access and use the solution to address their need.*

Youtube Ave. is a website that will provide viewers with videos made by lesser known content creators. Viewers can read ratings and comment on these videos making it easier to show content creators how to improve. Videos can be embedded onto the sight as well as a direct link to the video or channel.

5 Outcome: *Describe the outcome of the situation – the payoff, the problem solved*

Lesser known content creators can grow their audience without the help of Youtube.

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