

Project OM NOM NOM

Team OM NOM NOM | Leah Kim & Jerissa Lumansoc

Personas

Youtube Cooking Show: OM NOM NOM



The Youtube cooking show “OM NOM NOM” started broadcasting their videos on Youtube in July 2013. June Murphy and Amanda Collins are two friends in late 20s living in Michigan who love cooking. They started their show to encourage cooking with friends, and have been posting one video of a simple food recipe for quality bonding time each week since then. Their subscribers have gradually increased to reach 420,000 last month, with average of 80,00 views and 600 comments per video.

They have been wondering if their viewers are actually receiving benefits of bonding food recipes, or just visual pleasure. They would like to know if their viewers find their recipes easy and useful for friends and family bonding times. They believe knowing this would help them create better contents for their audience. The comments on their videos have been extremely helpful, but It has been difficult for them to go through all the comments to find quality feedback since the number of comments have jumped over 500. They use Youtube statistical methods to see demographic information and viewing time of their viewers to help them create content for their viewers.

Youtube Viewer: Joshua Hill



Joshua Hill is a college student at the University of Texas, studying Chemical Engineering. He likes to go watch Youtube videos to pass time. He mostly watched comedy videos such as 'Ray William Johnson', 'Smosh'. Watching 'Epic Meal Time' recently brought him to Youtube food videos. He began to watch appetizing food videos for visual pleasure; he has subscribed to 'Epic Meal Time' and 'Feast of Fiction'. He is very amused by watching people on Youtube cook such awesome food ideas. He is a very social person, and often watches Youtube videos with his friends. If his friends are not around, he makes sure to share the funny videos he found on facebook.

Joshua does not cook, and so does not clearly pays attention to directions in food videos due to the lack of interest. He rarely rates or comments on videos. He rarely reads any texts on the Youtube user interface except on the video itself. He detests pop-up spam windows, advertisements, or anything that invades his browsing and watching video experience. He never bookmarks or favorites a video; he wouldn't re-watch a video unless he is watching it again to show it to his friends.

Youtube Do-er: Kylie Hayes



Kylie is a college student at the University of Oregon studying Journalism. She lives alone in a studio near the UO campus and she has gotten a lot of help from Youtube how-to videos. She is very involved in her social works club at UO as the Director of Public Relations, and holds a fundraising event every quarter. She usually buys donuts at a local donut shop for the fundraiser, but she enjoys baking cookies and muffins for a bake sale if her schedule is manageable.

Kylie likes to search for and watch videos to find answers to her questions and needs. She finds watching other people solve the problems very helpful in solving her problems. She enjoys trying new things to learn. She has watched some cooking shows on Youtube to learn baking recipes, but cannot recall the name of the cooking show since she just wrote down the recipe information on her recipe card. She has tried digitally recording her recipes through bookmarks, but she couldn't find an easy and natural way to cook with her digital copy of the recipe while cooking. Kylie usually does not leave any comments on Youtube videos, but when she does, she asks questions. She gets easily frustrated when she cannot find the information right away; she hates cooking videos that spend the first 3 minutes just rambling about personal life stories.

Resources

- Hanson, G., & Haridakis, P. (2008). YouTube users watching and sharing the news: A uses and gratification approach. 11(3) doi:<http://dx.doi.org/10.3998/3336451.0011.305>
- Khan, M. L. (2013). Understanding motives for user consumption and participation on youtube: A uses and gratification perspective. *Proceedings of the 12th Annual IADIS International Conference on the WWW/Internet 2013 (ICWI 2013)*, Forth Worth, TX.
- Yeo, T. E. (2010). Modeling personality influences on YouTube usage. *Proceedings of the Fourth International Conference on Weblogs and Social Media (ICWSM-10)*, Association for the Advancement of Artificial Intelligence.