

Perfect Score Task – Critique of Travel Videos

The client's request:

I run a travel-guide website introducing Japan's sightseeing spots on YouTube.

Could you watch some of my videos and give me feedback?

My YouTube Channel:

<https://www.youtube.com/user/Japanesquest/videos>

An example of a video:

<https://www.youtube.com/watch?v=Jc9CBEE3Mt8>

What did you enjoy most in the video you watched? What can be improved? Candid feedback would be appreciated!

Thanks!

My response:

I watched 8 of the videos:

Asahiyama Zoo

Welcome to JapanesQuest

Monkey Park

5 Places to see the Autumn colors of Kyoto

11 Things to do in Sapporo

Kenroku-en Garden

Tokyo Metropolitan Government

Matsuyama Castle

In a couple of the videos (Welcome to JapanesQuest and Monkey Park) I noticed that the introduction (with one speaker in a room/house) sometimes sounded sort of 'tinny', like when someone uses a speakerphone in a big room. In the later videos (Kenroku-en Garden) I didn't notice it, the sound was less 'echo-y'.

As a tourist, I would want to know if any of the places (like the parks, zoo, or the castle) charged admission. I'm sort of guessing that there is a charge, but it might be nice to have that said outright. No need to mention prices as they would change, but just a confirmation that there is an admission price.

During the zoo video, I liked the 'Did You Know?' facts, but sometimes they covered the animal's face. (I'm thinking in particular of the giraffe. The giraffe was leaning toward the camera, but it was covered by the quote block at the bottom. You might think about making that smaller, or moving it to a different spot on the video.

On the Monkey Park, I liked seeing the snowy pathway, but I wondered how long it actually was to walk. In other words, how far is it from the information center and the monkeys back to my transportation?

Now let me say, the photography/videography was magnificent! I especially loved the close-ups of the animals at the zoo and the carpet of leaves in the Kyoto video. The colors and details were so vibrant I felt very close to the action. It was almost as if I could reach out and touch the trees.

I also loved the add-ons at the end of some of the videos - the mention of the spa after the Monkey Park, the best times to see the fall colors, the dates to avoid certain attractions, and the little re-cap of the features of the Toyko Metropolitan Government.

The videos were all about the right length being about 3 to 7 minutes each. They were long enough to give me lots of information, but not so long that they lost my attention. I liked all the facts sprinkled into each video and really liked the feeling of being there with the guide. (I mean, who knew about the 6 sublime attributes???)

Overall, I'd give them a grade of excellent. I really enjoyed watching them.