Ideation Phase
Brainstorm & Idea Prioritization Template

Date	01/11/2023 September 2023
Team ID	31784ECADC48A50996140F3D510D5CF5
Project Name	Subscribers Galore: Exploring the World's Top YouTube Channels
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

"Subscribers Galore: Exploring The World's Top YouTube Channels." During the brainstorming phase, the focus should be on generating a wide range of ideas and potential avenues to explore. Consider various aspects such as content categories, audience demographics, monetization strategies, and content trends. Once you have a plethora of ideas, the prioritization phase becomes crucial. Prioritization involves evaluating these ideas based on their significance, feasibility, and alignment with your research objectives. For this project, start by prioritizing the foundational steps like defining research objectives and selecting YouTube categories. Then, ensure that data collection and content analysis are well-synchronized. Audience demographics, historical trends, and monetization strategies can be analyzed concurrently. The role of influencer marketing and handling challenges should also be given priority, as they offer critical insights into the success and adaptability of top channels. Ultimately, reporting and reflecting on your findings come as the final, but equally vital, steps in your project journey.

Step-1 Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Write down any ideas that come to mind
that address your problem statement.

Manikandan

Data Collection:
- Collect data on the selected
YouTube channels. This can
involve using web scraping
tools, YouTube Analytics, and
publicly available information.,
and content details. Document
any monetization strategies
used by these channels.

ContentCategories:

Investigate the most popular
content categories on
YouTube, such as gaming,
beauty, travel, education, and
more. Explore why certain
categories have a more
significant presence and
subscribership than others.

Channel Analysis:

Select a sample of the top
YouTube channels from
various categories and
analyze their content,
posting frequency, and
engagement strategies.
Compare and contrast what
sets them apart.

Antony Jeffery

**Subscriber Growth
Trends:** Study the
historical data on
subscriber growth for top
YouTube channels to
identify trends and
patterns. Are there specific
periods or events that
correlate with rapid growth?

Influencer Marketing:
Examine the role of
influencer marketing in
the success of top
YouTube channels. How
do collaborations with
other YouTubers or
brands contribute to
their growth?

**Audience
Engagement:** Analyze
how the top channels
engage with their
audience through
comments, likes, and
shares. What techniques
do they use to foster a
loyal community?

Muthu Krishnan

Monetization Strategies:
Explore the monetization
methods used by these top
channels, such as ads,
merchandise, and sponsored
content. How do these
channels balance revenue
generation with maintaining
their audience's trust?

Emerging Platforms:
Investigate whether top
YouTubers are expanding
to other platforms like
Instagram, TikTok, or
podcasts to diversify their
audience and revenue
streams.

**Cultural and Regional
Factors:** Consider how
culture and regional
preferences influence the
success of YouTube
channels. Are there
patterns in content that
cater to specific
demographics?

Sudharsan

**YouTube Algorithm and
SEO:** Research how the
YouTube algorithm and
search engine optimization
(SEO) strategies impact the
discoverability and growth
of channels. What best
practices do these
channels follow?

**The Impact of Trends
and Virality:** Explore
how trends, challenges,
and viral videos
contribute to the rapid
growth of some YouTube
channels. How do
creators tap into these
trends effectively?

Reflection and Future
Research
- Reflect on the
implications of your
research and consider
potential avenues for
future research in this
field.
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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Project Scoping and Objectives
1. As a group, discuss and define the scope and objectives of your project. What are the specific research goals you want to achieve together

Divide Responsibilities
1. Assign specific roles and responsibilities to each group member based on their skills and interests. For example, one member can focus on data collection, another on content analysis, and so on.

Category Selection
1. Together, decide on the YouTube categories or niches you want to investigate. Consider the diversity of categories, ensuring that each team member can work on a category they are interested in.

Data Collection and Analysis
1. Collaborate on data collection methods. Share resources and information on the selected channels within your respective categories.

Audience and Demographics
1. Collaborate to collect and analyze data on audience demographics for the channels in your categories. Compare findings and identify any interesting trends.

Monetization and SEO
1. Share information and insights about how the channels in your respective categories monetize their content and optimize for search.

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Step-3: Idea Prioritization

④

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

Define Research Objectives and Questions
- Prioritize this step first as it sets the foundation for your entire project. Clearly define your research goals and questions.

Select YouTube Categories
- Decide on the specific YouTube categories or niches you want to explore early on to guide your data collection.

Divide Responsibilities
- Assign roles and responsibilities to team members or group participants to ensure efficient data collection and analysis.