Ideation Phase
Brainstorm & Idea Prioritization
Template

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Team ID	NM2023TMID04574
Project	How to Create a Reel Design Using Canva

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich number of creative solutions.

Reference:
https://app.mural.co/t/musify5237/m/musify5237/1698490074520/26ca18544b55032740f264f88ccc289ad4ef511f?sender=ufca2c7733f8f0d96c7a56256

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

Step-3: Idea Prioritization

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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.

⏱ 20 minutes

Importance / Feasibility prioritization grid

1. Introduce a daily "Music Discovery" playlist that offers fresh tracks based on users' preferences.
2. Enable users to customize their artist and genre preferences for more personalized content.
3. Implement a "Music Time Machine" feature to rediscover music from different eras and moods.
4. Allow users to curate and share their unique playlists and musical journeys.

1. Feature exclusive content, such as live performances and behind-the-scenes interviews with artists.
2. Introduce a Musify Podcast Studio where users can create, upload, and share their podcasts.
3. Curate and recommend podcasts that align with users' music preferences.
4. Enable users to add and sync podcasts with their music playlists for a seamless listening experience.

1. Create a "Musify Social" feature where users can connect, follow, and collaborate with friends.
2. Implement live chat rooms for users to discuss music, trends, and artists in real-time.
3. Introduce user-generated challenges or games to foster social interaction and engagement.
4. Develop a feature that enables collaborative playlist creation and sharing with friends.
5. Launch Musify-themed events and contests to encourage active user participation.

1. Launch a Musify Community Hub where users can share feedback and vote on feature requests.
2. Set up a feedback loop for users to report bugs and glitches directly through the app.
3. Introduce regular surveys to gather insights from users about their experience and preferences.
4. Establish an active presence on social media for quick responses and community building.

1. Create family plans that allow multiple users in a household to share a single premium subscription.
2. Launch limited-time promotional offers, such as bundled subscriptions with music merchandise.
3. Provide an ad-supported free tier with limitations to incentivize users to upgrade to premium.
4. Develop a loyalty program where users can earn rewards, exclusive content, and discounts by using Musify.