



Brainstorm & idea prioritization

Prioritize gathering data from the audience of these channels, as understanding their perspectives is foundational for empathy mapping.

1

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Have gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.
- Open toolbar

2

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

Problem statement

Data Collection: Gathering authentic insights from creators and their viewers may require access to personal data and interviews, making data collection a sensitive process.

Key rules of brainstorming

To run an smooth and productive session

Stay in topic

Encourage wild ideas

Defer judgment

Listen to others

Go for volume

If possible, be visual

3

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

10 minutes

Person 1

Persona: Start by creating a persona representing your target audience. Give this persona a name, age, occupation, and interests. For example, "YouTube Enthusiast Emily, 25, Student".
What They See: • Thumbnails: Emily sees eye-catching thumbnails with vibrant colors and clear visuals.
• Video Titles: She notices intriguing and concise video titles.
What They Hear: • Intro Music: Emily listens to engaging intro music that sets the tone.

Person 2

Jobs to Be Done: • Job 1: Alex hires YouTube channels to stay informed about the latest trends in his areas of interest.
Job 2: He hires them to find inspiration for his own projects, whether it's cooking a new recipe or planning a trip.
COMPETITIVE ANALYSIS: Analyze the spending behavior of competitor's customers to identify opportunities for market penetration or product differentiation.

Person 3

What They Think and Feel: Currently, Emily is curious to learn something new or be entertained.
• Trust: She feels a sense of trust in the channel's content and expertise.
What They Say and Do: • Comments: Emily leaves comments to express her thoughts or engage with the content creator.
Pain Points and Gains: • Pain Points: Long intros, clickbait, and misleading content frustrate Emily.

Person 4

Informed Consent: Ensure all participants provide informed consent, explaining the purpose, scope, and handling of their data. Clearly outline how their personal information will be used.
Data Collection: Gathering authentic insights from creators and their viewers may require access to personal data and interviews, making data collection a sensitive process.

4

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 can break it up into smaller sub-groups.

20 minutes

Gaming Collaborations: Create a group of gamers who collaborate on Let's Play videos, tournaments, and gaming challenges.

Beauty and Fashion Collective: Bring together beauty vloggers, makeup artists, and fashion enthusiasts to share tips, tutorials, and reviews.

Travel Squad: Showcase the adventures of a group of travelers exploring different destinations, sharing travel tips, and cultural experiences.

Foodie Friends: A group of food enthusiasts who try out different cuisines, restaurants, and cooking challenges.

DIY Creators: Collaborate on do-it-yourself projects, crafting, and home improvement ideas.

Fitness Team: Motivate each other and the audience through workout routines, fitness challenges, and wellness tips.

Comedy Crew: Create a channel focused on sketch comedy, pranks, and humorous content.

Science and Tech Collective: Explore the latest in science and technology with a group of experts, sharing reviews, experiments, and innovations.

Music Collaborators: A group of musicians who perform covers, originals, and music-related content.

Lifestyle Squad: Cover various aspects of daily life, including health, wellness, productivity, and personal development.

5

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.

30 minutes

Importance
1-5 scale of how important the idea is to the team. 1 is the least important, 5 is the most important.

Feasibility
1-5 scale of how feasible the idea is. 1 is the least feasible, 5 is the most feasible.

Sticky Note Legend:
• Green: High potential, high feasibility
• Yellow: Medium potential, medium feasibility
• Blue: Low potential, low feasibility
• Red: High potential, low feasibility
• Purple: Low potential, high feasibility

6

After you collaborate
You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a share link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint

Define the components of a new idea or strategy.

Open the template

Customer experience journey map

Visualize customer needs, interactions, and objectives for an experience.

Open the template

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template

Show template feedback

Read some inspiration!

Read a handful of articles and videos to get some ideas for your session.

Open inspiration

Brainstorming

Brainstorming ideas

Group ideas

Grouping ideas

Prioritize

Prioritizing ideas