

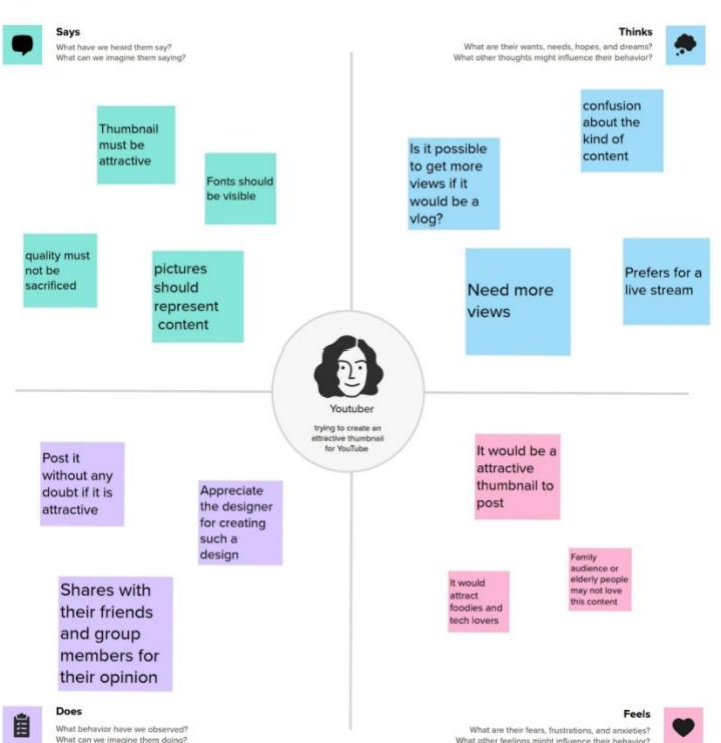
Introduction

It is a YouTube thumbnail for a sales day event.

It is created to stream a live event in YouTube platform.

Problem definition:

Empathy map:



Brainstorming:

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

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

- Team 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.

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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

Thumbnail must be rendered with best quality and the user should choose the thumbnail without any hesitation

1/1

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil icon (switch to sketch) to start drawing!

Person 1

Images chosen from canva would be better in quality than choosing from Google

Person 2

Further details like what is going to happen in the live event should be represented through the body text

Person 3

Elements like subscribe and like button will kindle the audience interest to subscribe the channel

Person 4

3

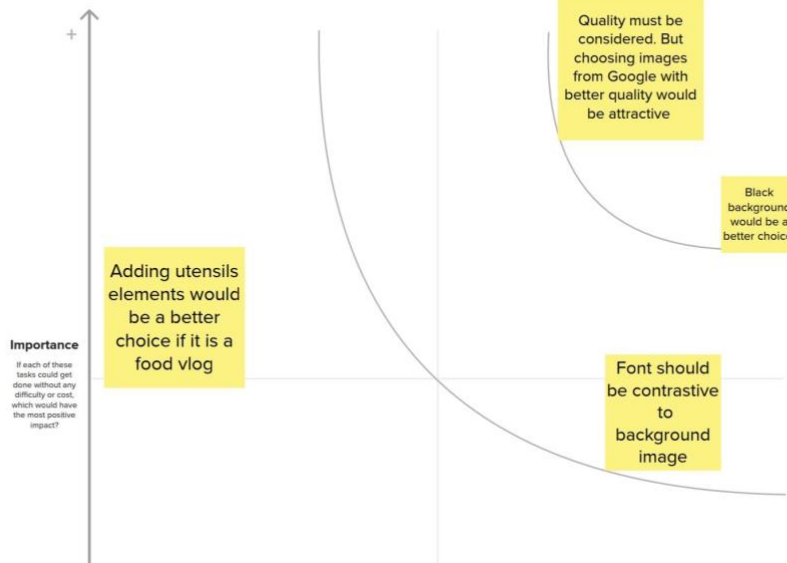
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once 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

Venue of the event must be mentioned

Bernoru expander would be a best text style to represent the title of the event

**Quick add-ons****Share the mural**

Share a view link to the mural with stakeholders in the loop about the outcomes of the

**Export the mural**

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

Keep moving forward**Strategy blueprint**

Define the components of a new strategy.

Open the template →

**Cust.**

Understand customer needs, obstacles for an experience.

Open the template →

**Strengths, weaknesses, opportunities**

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

Open the template →

🗨️ Share template feedback

Result:

The output of the efforts were beautiful and eye catching. The letters were contrastive to the background as expected.



Advantages and disadvantages:

The thumbnail would catch the eyes of the youngsters, foodies and gadget lovers.

Elderly people may not like such content.

Applications:

This thumbnail can be posted on YouTube live stream to get more likes and views.

Conclusion:

In overall conclusion, the thumbnail making project was rendered carefully with crisp and attractive elements also the images in the thumbnail represents the entire concept and Content of the video.

Future scope:

Using this thumbnail we can message directly via email in order to get more opportunities like this and also we can get payments for the respective thumbnail which we've created.

Appendix :

https://www.canva.com/design/DAFwUC3w9kk/S847l8CGpVMY0GluMa7tqw/edit?utm_content=DAFwUC3w9kk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton