

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	29 October 2023
Team ID	NM2023TMID03198
Project Name	Dissecting the Digital Landcape: A Comprehensive Analysis of Social Media
Maximum Marks	4 Marks

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 amount of creative solutions.

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.

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



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

A

Team gathering

The session starts with the introduction of the team leader Shantree N along with the team members Lalith Roshini S, Venkatesh Ajay V, Akash S. This session focuses on gathering the ideas for the topic "Exploring the Worlds top YouTube channels"

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

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

[Open article](#) ➔

1


Define your problem statement

Subscribers Galore: Exploring the World's Top YouTube Channels" is a comprehensive data analysis project aimed at uncovering the secrets behind the success of the most prominent YouTube creators on a global scale.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

Shandeep

Data collection and
selection from
database

Sentiment
analysis
heatmap

Collaision
Marketplace

Lalith

Content
recommendation

youtube
channel
audit
service

monetization
strategy
calculator

Ajay

youtube
trends
podcast

virtual
youtube
channel

customized
data reports

Akash

AI
enhanced
content
generation

Youtube
analytics
certification

content
curatio
newsletter



Step-3: Idea Prioritization

3

Idea Prioritization

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

