

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	29 October 2023
Team ID	NM2023TMID03194
Project Name	Subscribers Galore: Exploring the World's Top YouTube Channels
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 Shandeez 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 World's 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.

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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 Extraction from database	Sentiment analysis heatmap
Collaiaon 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.

