IDEATION PHASE

DEFINE THE PROBLEM STATEMENT

The problem statement for Youtube generation typically involves creating a system or algorithm that can be used to publish our prodand service

Youtube ads to increase their brand awareness,grow sales,interact with target audience,promote products,events and services and other contents.

Content Type: Specify the type of content for which the Youtube ads to be created are Skippable in-stream ads,Non skippable in-stram ads,In-feed video ads,Bumper ads,Outstream ads.

Contextual Relevance: Ensure that the generated ads are relevant to the video content the viewers are consuming at the moment.

Algorithm or Model: To ensure the community is safe for creaters , viewers and advertisers .

Evaluation Metrics: the basic evalution metrics for the youtube ads generation are views ,view rate ,video played to ,average CPV , clicks and reviews.

User Interface: If applicable, design a user-friendly interface to make the viewers more comfortable.

Performance Targets: Set performance targets or benchmarks for the system, such as how long the people engaged with our ads.

EMPATHIZE AND DISCOVER

Customer Empathy Map Example
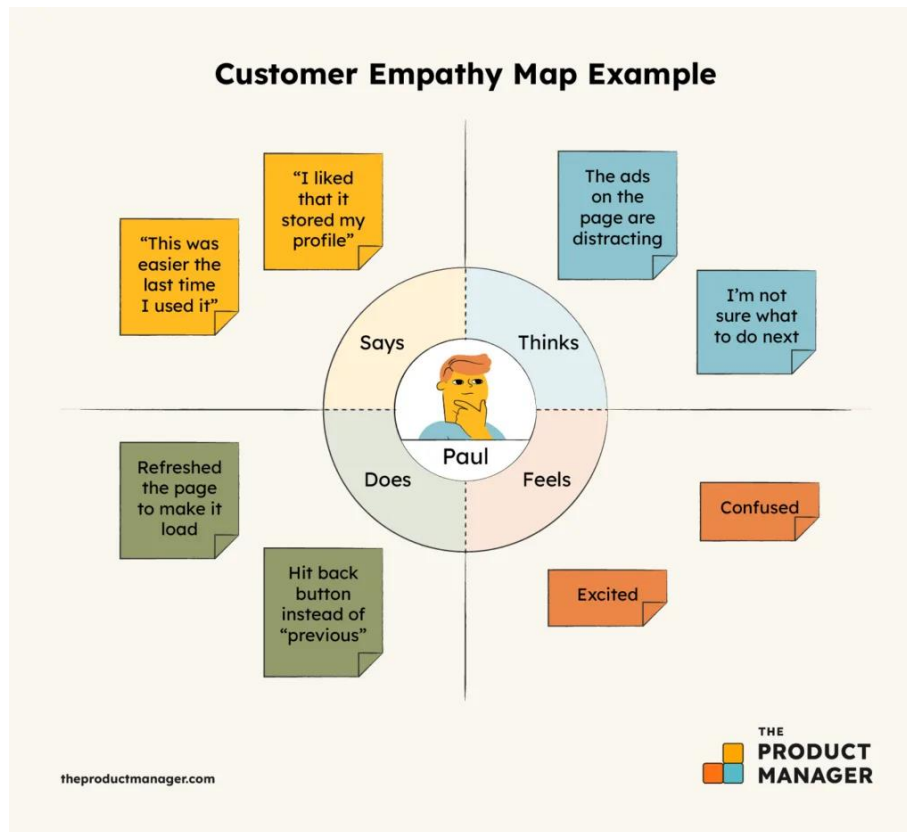
Empathize and Discover" is a key principle in design thinking, a problem-solving approach that focuses on understanding the needs and perspectives of users or stakeholders before creating solutions. Here's a breakdown of this principle:

Empathize: This phase involves putting yourself in the shoes of the users or stakeholders to gain a deep understanding of their needs, challenges, and emotions. It often includes activities like conducting interviews, surveys, and observations to gather insights. The goal is to build empathy for the people you're designing for.

Discover: During the discovery phase, you collect as much information as possible about the problem or challenge you're trying to address. This involves identifying pain points, constraints, and opportunities related to the problem. It's a

research-driven process aimed at uncovering insights that will inform the design of a solution.The "Empathize and Discover" phase is critical because it ensures that any design or solution is rooted in a thorough understanding of the problem and the people it affects. By empathizing with users and discovering their real needs, designers can create more effective and user-centered solutions. This approach is widely used in fields like product design, user experience design, and innovation to create solutions that genuinely address user needs.

BRAINSTROM AND PRIORITIZE IDEAS

Brainstorming and prioritizing ideas is a crucial part of the creative and decision-making process. Here's a structured approach to help you generate and prioritize ideas effectively

Brainstorming
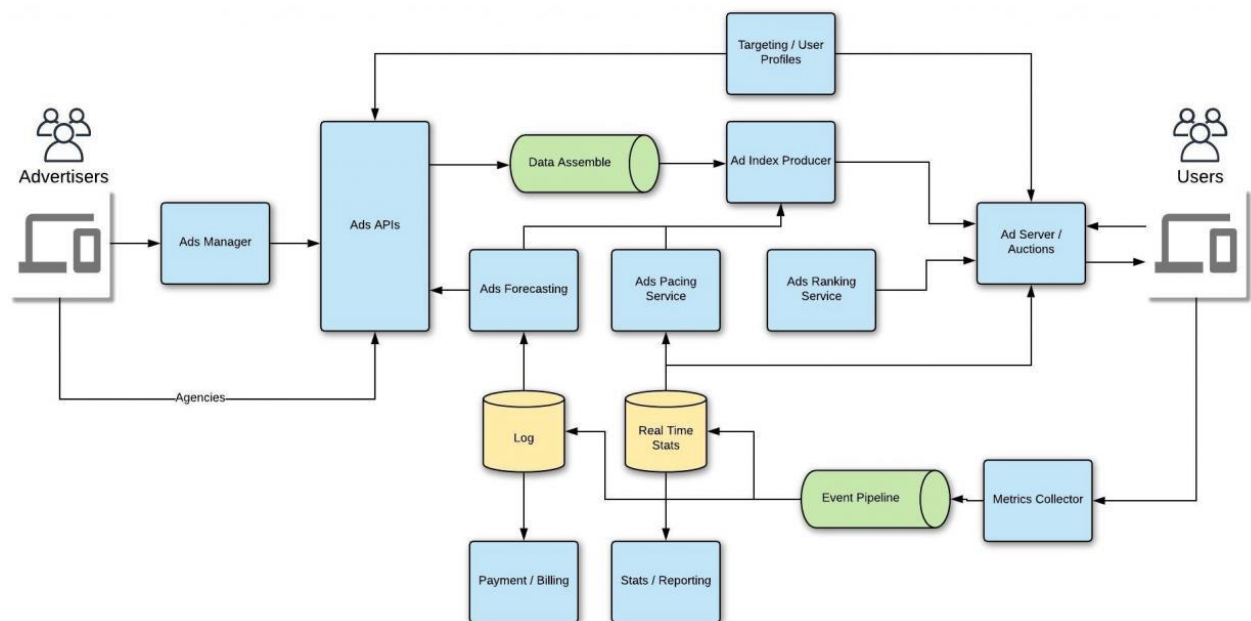
Divergent Thinking: Start with a brainstorming session where the goal is to generate as many ideas as possible. Encourage participants to think freely and without judgment. You can use techniques like mind mapping, brainstorming software, or sticky notes on a whiteboard.

Set Clear Goals: Ensure everyone understands the problem or opportunity you're addressing. Define specific goals or objectives for the brainstorming session to keep it focused.

Leverage Diversity: Include a diverse group of people with different perspectives and expertise to generate a wide range of ideas. This can lead to more innovative solutions.

Time Constraints: Set a time limit for brainstorming to keep the energy high and prevent overthinking. Short bursts of creative thinking can be more productive.