

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 March 2025
Team ID	SWTID1743612504
Project Name	Streamify: Your Ultimate OTT Platform
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

Team Members:

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Problem Statement:

Enhancing user engagement and personalized content recommendations in OTT platforms. The current challenge in many OTT platforms is delivering highly relevant content based on user preferences while maintaining a smooth and intuitive user experience. Our goal is to integrate AI-driven recommendations and interactive features to improve user satisfaction.

Step-2: Brainstorm, Idea Listing and Grouping

Ideas Generated:

- AI-based personalized content recommendations
- Interactive watch parties for users to engage with friends
- Multi-device synchronization for seamless content switching
- Adaptive streaming for better bandwidth management

- Voice command integration for hands-free navigation

Idea Grouping:

- **User Engagement:** Interactive watch parties, multi-device synchronization
- **AI & Personalization:** AI-based recommendations, voice command integration
- **Technical Enhancements:** Adaptive streaming

Step-3: Idea Prioritization

Prioritized Ideas:

1. **AI-based personalized content recommendations** – Enhancing user experience with intelligent content suggestions.
2. **Interactive watch parties** – Increasing social engagement among users.
3. **Adaptive streaming** – Ensuring optimal playback quality based on network conditions.

Next Steps:

- Assign development tasks to team members.
- Research and integrate AI-based recommendation algorithms.
- Implement and test interactive watch party features.
- Optimize adaptive streaming techniques.
- Gather user feedback and iterate improvements.

