# **Ideation Phase Brainstorm & Idea Prioritization Template**

Date	25-October- 2023
Team ID	NM2023TMID07235
Project Name	SUBSCRIBERS GALORE: EXPLORING THE
	WORLD'S TOP YOUTUBE CHANNELS.
Maximum Marks	4 Marks

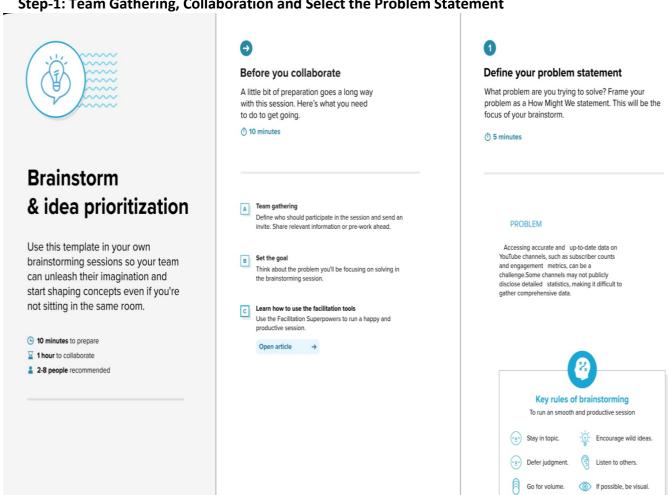
### **Brainstorm & Idea Prioritization Template:**

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.

Reference: https://www.mural.co/templates/empathy-map-canvas

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



The real problem is using quora, exploring the top youtube channels will not give correct answers. They will provide relevant answers only.

Step-2: Brainstorm, Idea Listing and Grouping

## **Brainstorm**

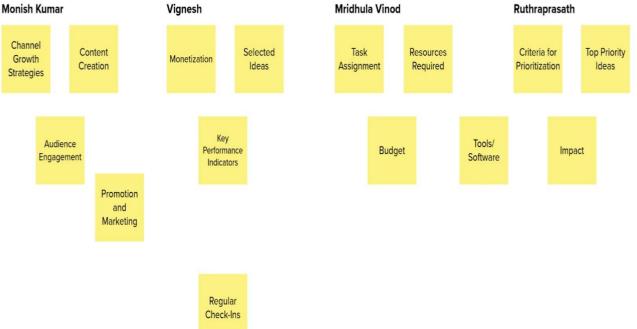
Write down any ideas that come to mind that address your problem statement.





You can select a sticky note

TIP





#### **Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all 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 and break it up into smaller sub-groups.

① 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Investigate the most popular types of content (e.g., vlogs, tutorials, reviews) on top YouTube channels. Explore the format and structure of successful videos (e.g., storytelling, listicles, interviews).

Analyze the quality of video production, including video and audio quality, editing, and visual appeal. Study the use of storytelling and narrative techniques in engaging viewers.

Investigate how often top channels upload content and the impact of consistent schedules.Explore the balance between quality and quantity in content creation. Study the ways top channels build and engage with their communities, including comments, likes, and social media interactions.Investigate how they respond to feedback and engage with their audience. Analyze how top channels identify and target their ideal audience. Explore strategies for tailoring content to different demographic groups.

Study how top channels encourage viewers to subscribe and turn one-time viewers into loyal subscribers. Explore the use of notifications and email marketing.

Investigate how top channels collaborate with other creators and channels. Study the effectiveness of cross-promotion in gaining subscribers.

#### **Step-3: Idea Prioritization**

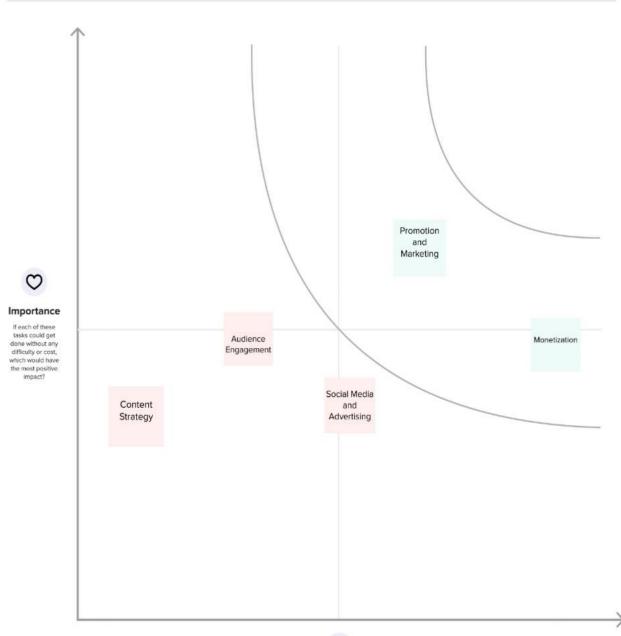


#### **Prioritize**

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.

① 20 minutes

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.





#### Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)