

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



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

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

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

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

Accessing accurate and up-to-date data on YouTube channels, such as subscriber counts and engagement metrics, can be a challenge. Some channels may not publicly disclose detailed statistics, making it difficult to gather comprehensive data.



Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Problem

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.

 10 minutes

TIP



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Monish Kumar

Channel
Growth
Strategies

Content
Creation

Audience
Engagement

Promotion
and
Marketing

Vignesh

Monetization

Selected
Ideas

Key
Performance
Indicators

Regular
Check-Ins

Mridhula Vinod

Task
Assignment

Resources
Required

Budget

Ruthraprasath

Criteria for
Prioritization

Top Priority
Ideas

Tools/
Software

Impact

3

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 can break it up into smaller sub-groups.

🕒 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

4

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.

🕒 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.

