

ViewVoyage: Ideation Phase for Video Sharing **App**

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Table of Contents

1. Introduction to Ideation Phase
2. Brainstorming Template
3. Problem Statement Template
4. Empathy Map Canvas
5. Conclusion

1. Introduction to Ideation Phase

Content:

- **Purpose:** The ideation phase is the foundation of ViewVoyage's development, focusing on generating creative ideas, defining user problems, and understanding user needs. This document provides structured templates to guide the team through brainstorming, problem definition, and empathy mapping.
- **Theoretical Grounding:** Ideation draws from design thinking, which emphasizes empathy, creativity, and iterative problem-solving. According to Brown (2008), design thinking fosters human-centered innovation by balancing desirability, feasibility, and viability.
- **Objective:** To create a user-centric video-sharing app that addresses specific user pain points and differentiates ViewVoyage in a competitive market (e.g., YouTube, TikTok).



2. Brainstorming Template

Content:

- **Purpose:** To generate a wide range of ideas for ViewVoyage’s features, user experience, and unique selling points (USPs).
- **Theoretical Grounding:** Brainstorming is rooted in Osborn’s (1953) principles, which emphasize quantity over quality, withholding criticism, encouraging wild ideas, and combining ideas. This fosters divergent thinking, crucial for innovation in a crowded app market.
- **Instructions:**
 1. Gather a diverse team (e.g., developers, designers, marketers).
 2. Set a time limit (e.g., 30 minutes).
 3. Use prompts like: “How can ViewVoyage make video sharing more engaging?” or “What frustrates users about existing video apps?”
 4. Write all ideas on sticky notes or a digital board (e.g., Miro).
 5. Group similar ideas and prioritize based on feasibility and impact.

Template:

Brainstorming Session for ViewVoyage

Date: _____ | Facilitator: _____

Prompt: _____

Ideas (One per line):

1. _____

2. _____

3. _____

...

Grouped Themes:

- Theme 1: _____ (e.g., Social Features)

- Idea 1, Idea 2, ...

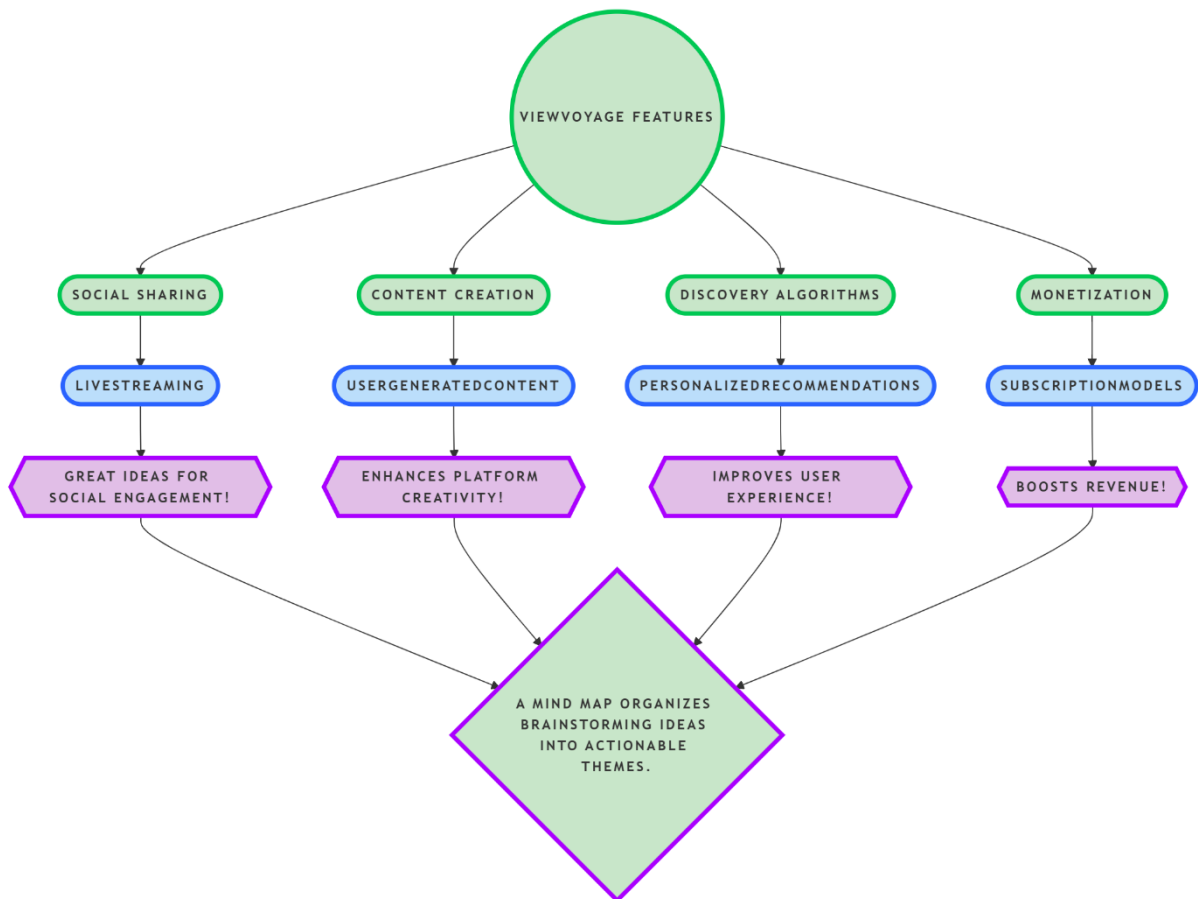
- Theme 2: _____ (e.g., Content Discovery)

- Idea 3, Idea 4, ...

Prioritized Ideas:

1. _____

2. _____



3. Problem Statement Template

Content:

- **Purpose:** To clearly define the user problem ViewVoyage aims to solve, ensuring the app addresses real needs.
- **Theoretical Grounding:** A well-crafted problem statement aligns with the “Define” phase of design thinking, synthesizing user insights into a focused challenge (IDEO, 2015). It guides ideation and development by keeping the user at the center.
- **Instructions:**
 1. Identify the target user (e.g., content creators, casual viewers).
 2. Articulate their need or pain point based on research or assumptions.
 3. Define the desired outcome (e.g., easier content discovery, better monetization).
 4. Use the template to create a concise, actionable statement.

Template:

Problem Statement for ViewVoyage

User: _____ (e.g., Young content creators)

Need: _____ (e.g., A platform to easily share and monetize short videos)

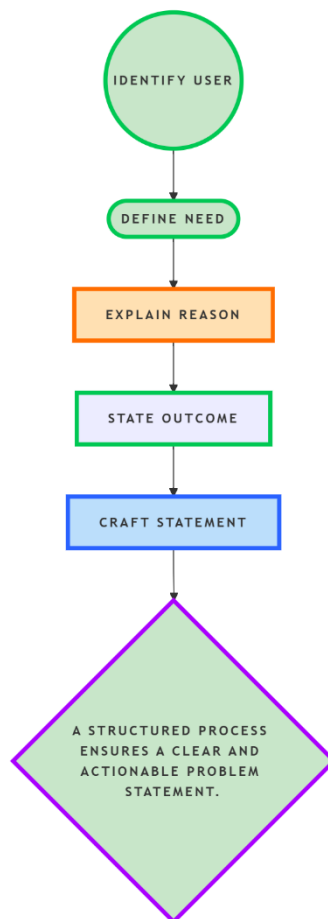
Because: _____ (e.g., Existing platforms have complex algorithms or high competition)

Desired Outcome: _____ (e.g., A simple, rewarding video-sharing experience)

Final Problem Statement:

[User] needs [Need] because [Reason], so that [Desired Outcome].

Example: Young content creators need a platform to easily share and monetize short videos because existing platforms have complex algorithms, so that they can build an audience effortlessly.



4. Empathy Map Canvas

Content:

- **Purpose:** To deeply understand ViewVoyage’s target users by mapping their thoughts, feelings, actions, and pain points.
- **Theoretical Grounding:** Empathy maps, popularized by Xplane and refined by the Stanford d.school, help teams “step into the user’s shoes” during the “Empathize” phase of design thinking. This ensures ViewVoyage’s features resonate with user emotions and behaviors.
- **Instructions:**
 1. Define a specific user persona (e.g., “Sarah, a 25-year-old aspiring vlogger”).
 2. Fill out the canvas based on research, interviews, or assumptions.
 3. Use insights to inform feature ideation and problem statements.

Template:

Empathy Map Canvas for ViewVoyage

Persona: _____ (e.g., Sarah, 25-year-old aspiring vlogger)

1. Says:

- _____
- _____

2. Thinks:

- _____
- _____

3. Does:

- _____
- _____

4. Feels:

- _____
- _____

Key Insights:

- _____
- _____

"User Perspective on App Design"



5. Conclusion

Content:

- **Summary:** The ideation phase for ViewVoyage leverages brainstorming, problem statements, and empathy maps to ensure a user-centric approach. These templates provide a structured yet creative process to generate ideas, define challenges, and understand users.
- **Next Steps:** Use the outputs from these templates to prioritize features, create user personas, and move into the prototyping phase.
- **Call to Action:** Schedule a team workshop to complete these templates and align on ViewVoyage's vision.

