

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 October 2023
Team ID	01F86DB9712F996A81A4
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.

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


Template



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

"In the era of digital media and content consumption, understanding the landscape of the world's top YouTube channels has become crucial for various stakeholders, including marketers, content creators, and researchers. The problem at hand is to explore and analyze the world's top YouTube channels, with the aim of gaining insights into their content, demographics, trends, and impact on global audiences. This exploration is necessary to inform strategic decisions, such as content creation, marketing campaigns, and partnerships, in an ever-evolving digital ecosystem. By addressing this problem, we can unlock the potential for improved content strategies and opportunities in the YouTube platform, ultimately driving better engagement, reach, and influence for both creators and businesses."





Key rules of brainstorming


To run a smooth and productive session

 Stay in topic.


 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

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!

Sivabalan A

"As an avid streaming digital media consumer, I've noticed the challenges of content discovery and recommendation algorithms. I want to explore how these algorithms work and how they can be improved to better serve the needs of diverse audiences."

"As a YouTube content creator, I've noticed the challenges of content discovery and recommendation algorithms. I want to explore how these algorithms work and how they can be improved to better serve the needs of diverse audiences."

"The problem is to address the issue of a content creator's visibility on YouTube. The goal is to explore the challenges of content discovery and recommendation algorithms, and how they can be improved to better serve the needs of diverse audiences."

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Sreemathi varshini S

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YouTube Channel Analysis and Ranking Project:

Description: In this group project, team members can collaborate to conduct a comprehensive analysis of the world's top YouTube channels. The project can involve tasks such as data collection, content analysis, audience demographic research, and engagement metrics. The goal is to rank and categorize the channels based on factors like subscribers, views, niche, and content format. The project can provide valuable insights into the YouTube landscape and trends, which can be useful for content creators, marketers, and advertisers.

YouTube Channel Content Strategy and Optimization Project

Description: In this group project, participants can work together to delve into the content strategies of the top YouTube channels. Each team member can select one or more top channels to analyze in-depth, focusing on content themes, publishing schedules, engagement tactics, and audience interactions. The project aims to extract best practices and strategies that can be applied to optimize content and increase engagement on their own or hypothetical YouTube channels. It's an opportunity to gain practical insights into what works in the world of YouTube content creation.

TIP

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

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



Step-3: Idea Prioritization

4

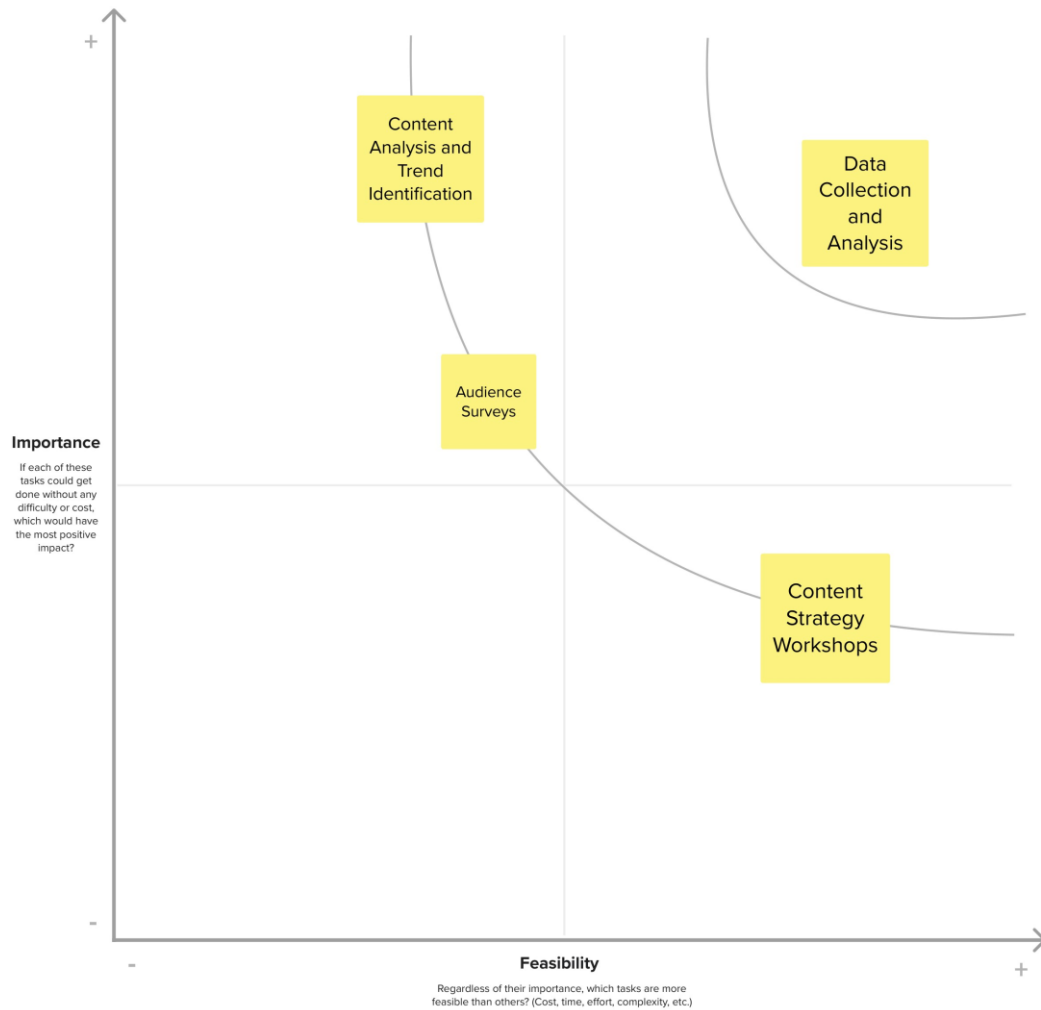
Prioritize

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.



→



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