Ideation Phase
Empathize & Discover

Date	19 0ctober 2023
Team ID	01F86DB9712F996A81A488BFBE9AA874
Project Name	Subscribers Galore: Exploring the World's Top YouTube Channels
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

Subscribers Galore: Exploring the World's Top YouTube Channels

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

Effective Data Gathering and Analysis: The project excelled in collecting and analyzing data related to the world's top YouTube channels, resulting in a comprehensive and well-informed understanding of their performance, content types, and audience demographics.

Engagement and Collaboration: The project benefited from strong team collaboration and engagement, which fostered the exchange of ideas and expertise. This collective effort led to a well-rounded and insightful exploration of the YouTube channel landscape.

Effective Data Gathering and Analysis: The project excelled in collecting and analyzing data related to the world's top YouTube channels, resulting in a comprehensive and well-informed understanding of their performance, content types, and audience demographics.

Data Collection Challenges: The project encountered difficulties in obtaining some data due to limitations in data sources or access to proprietary information from certain YouTube channels, which hindered the completeness of the analysis.

Resource Constraints: Limited resources, including time and manpower, created challenges in conducting an in-depth analysis of a larger sample of YouTube channels. As a result, the project may not have covered as many channels as originally planned.

Scope Creep: The project faced issues related to scope creep, as additional tasks and ideas were introduced during the project's execution. This led to delays and some diversion of focus from the core objectives initially defined in the problem statement.

"In an era of evolving digital media and content consumption, the challenge is to comprehensively analyze and understand the world's top YouTube channels to identify the driving factors behind their success, the dynamics of their content, and their impact on diverse audiences."

"The problem to be addressed is the lack of a systematic and up-to-date understanding of the world's leading YouTube channels, necessitating research to assess their content genres, audience engagement, and their influence on viewers in the digital age."

"As YouTube continues to shape global entertainment and information dissemination, there is a need to investigate the key characteristics and strategies of the top YouTube channels to reveal trends, demographic insights, and best practices for content creators and marketers."

Clarify Data Collection Procedures: Develop a clear and detailed plan for data collection, including identifying reliable data sources and establishing data access agreements where necessary. Ensure the team understands and follows these procedures to mitigate data collection challenges.

Resource Allocation: Assess resource needs at the outset of the project and allocate sufficient time, personnel, and tools to support the research and analysis. Address any resource constraints early to prevent bottlenecks during project execution.

Scope Management: Maintain a strict scope management process, and if new ideas or tasks emerge, evaluate their impact on the project's timeline and objectives. Carefully assess the trade-offs between expanding the project scope and adhering to the original goals, adjusting the project plan as needed.

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

See an example