Using Techniques

Users who use iMovie need more features to continue using the app instead of moving onto similar free editing apps.

Brainstorming

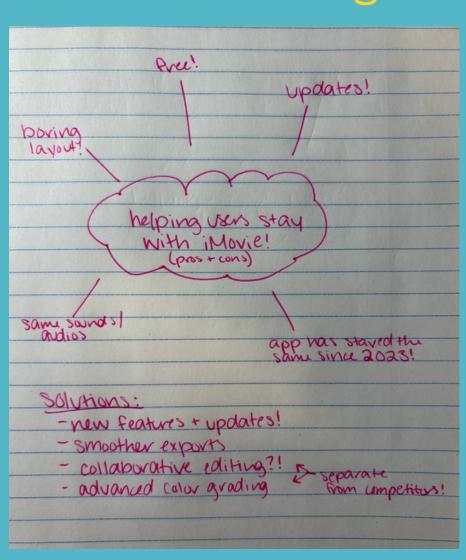
- introducing Al-assisted editing
- customizable templates
- integrated stock media

all ideas can attract new users as well as keep those already loyal engaged!

*most useful technique for me!!
really allowed me to organize my thoughts
+ come back with a fresh mind.

Brainwriting*

collaborative editing advanced color grading



Users who use iMovie need updates to the software because the app has remained the same since its creation.

SCAMPER adapting mobile features for desktop combining editing with social media sharing tools Mindmapping performance optimization UI redesign enhanced export options

all ideas have been talked about negatively by reviewers, and fixing them can definitely increase iMovie's usage by users.

though i created my mind map mentally, this technique really helped in organizing my thoughts as well.

Users who use CapCut need more features on the app's free version, such as extracted audio, because basic features can lead them to using other apps.

Role-playing

- free limited-use advanced features
- Al-assisted sound editing

Affinity Diagramming

- more free basic features for users
- easier access to free trials

Users who often edit with CapCut need more reliable quality and better updates because of large files and exporting.

Brainwalking

- cloud-based project saving
- batch rendering
- incorporating faster export options

Storyboarding

improving stability and performance

storyboarding allowed me to visualize a users' journey from the beginning to better understand their difficulties.

i really enjoyed brainwalking, allowing myself to take a break and come back with a fresh mind. we all need one sometimes!

Users who are active on social media need to have more relatable algorithms because TikTok is known for their accurate algorithms.

Brainstorming

- personalized content filters
- adjustable recommendation settings (help manually set their algorithms)

Creative Pause

- brand-focused initiatives (help create better content for algorithms)
- influencer-run programs (help newer creators in creating universal, engaging content for algorithms)

Users who use Instagram need less advertisements because competing apps do not distract users with ads.

Crowdstorming

- ad-free subscription tiers
- native sponsored content labeling

Becoming an online retailer

★★★★ 4y ago · Flyscnogvdyknfcsahnvko

Instagram started out as a really cool place to share photos with your friends and share art with others who are into the same art as you. Now with the advent of instashopping and changes to the algorithm, it's hard to even find the people I follow on my home page!! I just want to see my joke feed in chronological order, and for Instagram shopping to go away

Mash-Up

- gamifying ad-free experiences
- integrating sponsored content into story templates creatively