

Using *Ideation* Techniques

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

Brainstorming

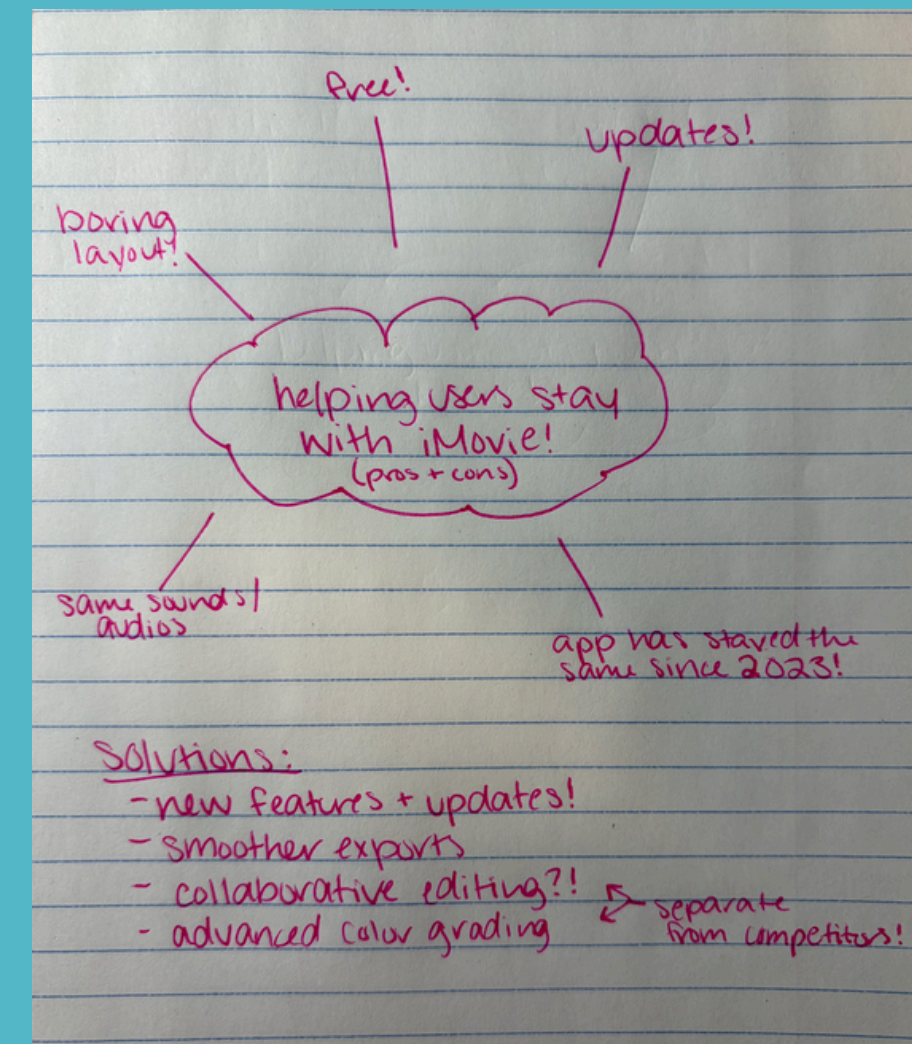
- introducing AI-assisted editing
- customizable templates
- integrated stock media

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

Crowdstorming

- ad-free subscription tiers
- native sponsored content labeling

Mash-Up

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

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 😞