

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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.

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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.

① 5 minutes

In our banking system, banks have many products to sell but main source of income of any banks is on its credit line. So they can earn from interest of those loans which they credits. A bank's profit or a loss depends to a large extent on loans i.e. whether the customers are paying back the loan or defaulting. By predicting the loan defaulters, the bank can reduce its Non- Performing Assets. This makes the study of this phenomenon very important.

Previous research in this era has shown that there are so many methods to study the problem of controlling loan default. But as the right predictions are very important for the maximization of profits, it is essential to study the nature of the different methods and their comparison. A very important approach in predictive analytics is used to study the problem of predicting loan defaulters: The Logistic regression model.



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

J. JEYASTIN RISHRO



UL.VIMAL RAJ





A.LOGANATAN

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 and break it up into smaller sub-groups.

20 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

CUSTOMER

QUICK AND PERSONLIZED CUSTOMER SERVICES

EASY LOAN **PROCESS**

GOOD **CUSTOMER SERVICES**

AGRICULTURAL

LOAN

INSTAND ANSWER FOR **CUSTOMER**

PERSONAL LOANS

PROVIDED

TRAINED

EMPLOYER



WEDDING LOAN

MEDICALS LOAN

HOME LOAN

Prioritize

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

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

EASY HIGHER HOME **APPROVAL EDUCATION** LOAN LOAN **PROCESS**

EASY WEDDING **RETRIVED EXPENSES** OF DATA

Importance If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

REDUCING MAN **POWER**

EASY **VERFICATION PROCESS** WORKS

INSTAND **ANSWER EFFICIENT** SYSTEMIZED FOR **CUSTOMER** STORAGE CUSTOMER SERVICES QUERIES

UNEXEPTED

EXPENSES

Feasibility



After vou collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B Export the mural
Export a copy of the mural as a PNG or PDF to attach to

emails, include in slides, or save in your drive.

Keep moving forward

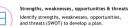


Define the components of a new idea or strategy.

Open the template →



Open the template >



Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

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