Ideation Phase
Brainstorm & Idea Prioritization
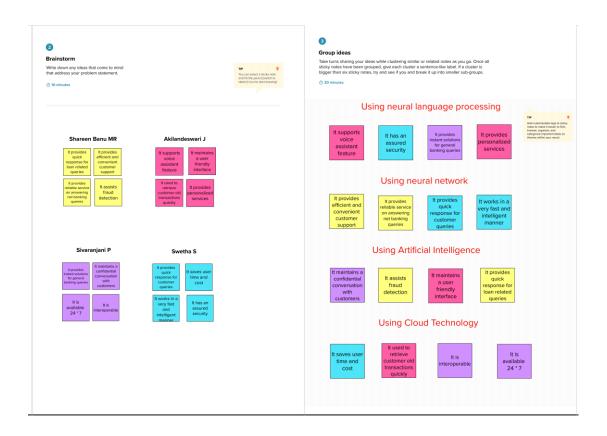
Date	19 September 2022
Team ID	PNT2022TMIDR5005
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

🕐 10 minutes

Shareen Banu MR

- It provides quick response for loan related queries
- It provides efficient and convenient customer support
- It provides reliable service on answering net banking queries
- It assists fraud detection

Akilandeswari J

- It supports voice assistant feature
- It maintains a user friendly interface
- It used to retrieve customer old transactions quickly
- It provides personalized services

Sivaranjani P

- It provides instant solutions for general banking queries
- It maintains a confidential conversation with customers
- It is available 24 * 7
- It is interoperable

Swetha S

- It provides quick response for customer queries
- It saves user time and cost
- It works in a very fast and intelligent manner
- It has an assured security

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

Using neural language processing

- It supports voice assistant feature
- It has an assured security
- It provides instant solutions for general banking queries
- It provides personalized services

Using neural network

- It provides efficient and convenient customer support
- It provides reliable service on answering net banking queries
- It provides quick response for customer queries
- It works in a very fast and intelligent manner

Using Artificial Intelligence

- It maintains a confidential conversation with customers
- It assists fraud detection
- It maintains a user friendly interface
- It provides quick response for loan related queries

Using Cloud Technology

- It saves user time and cost
- It used to retrieve customer old transactions quickly
- It is interoperable
- It is available 24 * 7

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**

♡

Importance

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

It supports voice assistant feature

It provides efficient and convenient customer support

It provides instant solutions for general banking queries

It provides reliable service on answering net banking queries

It has an assured security

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.

It is available 24 * 7

⚑

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)