


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

Ideation Phase Brainstorm & Idea Prioritization

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Project Name	AI-based discourse for Banking Industry
College Name	Anand Institute of Higher Technology

Step 1 : Brainstorm & Idea prioritisation



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

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➡ 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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➡ 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.

🕒 5 minutes

PROBLEM

Conversational Banking is a smarter way to retain the customers by offering them a quick response to their queries. But the problem is to train the bank employees to get knowledge to answer every query to customers. Most over the employee can't be available 24*7 and may not be reliable and secure to communicate. Thus we have to create a AI based discourse for banking industry.

Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- 🚫 Defers judgement.
- 👂 Listen to others.
- 📱 Go for volume.
- 👁️ If possible, be visual.

Step 2 : Idea Listing and Grouping

2

Brainstorm

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

10 minutes

Bora Sarıcan

The chatbot should act as a word of mouth for customer

The chatbot need to be polyglot

Chatbot should address the queries about insurance

The chatbot should answer queries regarding savings account

Grand S

The loan queries should be answered

Chatbot need to provide informative feedback

Chatbot need to suggest possible next query

The chatbot maintenance should be effortless

Mathurama N

The query should be answered instantly

The answer must be easy to understand

Chatbot should have voice assistance

The chatbot need to handle clerical error

Gekul R.

The chatbot should provide service 24/7

The chatbot should answer regarding general and net banking

Chatbot should guide user in account creation

Chatbot should provide personalized services

General Expectation

The chatbot need to be polyglot

The answer must be easy to understand

The chatbot should act as a word of mouth for customer

Chatbot should have voice assistance

Bank

The chatbot maintenance should be effortless

The chatbot should provide service 24/7

Chatbot should provide personalized

Performance

The query should be answered instantly

Chatbot need to provide informative feedback

The chatbot
need to
handle
clerical erro

Chatbot needs to suggest possible next query

Query

The loan queries should be answered

The chatbot should answer queries regarding savings account

Chatbot should guide user in account creation

Chatbot should address the queries about insurance.

The chatbot should answer regarding general and net banking

Step 3 : Idea Prioritization and Finalizing

