

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID52869 |
| Project Name | AI based discourse for Banking Industry |
| Maximum Marks | 4 Marks |


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



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
👤 3-8 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.

[Open article](#) ➡

➡ 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.

🕒 5 minutes

Problem

How might we (your problem statement)?

Key rules of brainstorming
To run an smooth and productive session

🕒 Stay on topic.

🕒 Encourage wild ideas.

🕒 Defer judgment.

🕒 Listen to others.

🕒 Go for volume.

🕒 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

Person 1

- Have multiple languages
- Initiate chatbot as soon as website is opened.
- Should be able to suggest questions at each page.
- Shouldn't take much time while answering.
- Should be secure.
- Provide answers for FAQs and keyword dictionary
- Regular backup/ restoring of chats.

Person 2

- Should have answer to maximum queries.
- The information should be precise and accurate.
- Should be better at emotional intelligence.
- Should be able to suggest next steps.
- Should have option to give audio response.
- Resolve Customer Concerns and Complaints
- Ask secondary required questions to proceed when needed

Person 3

- Should provide 24 hours service.
- Monitor and Track Customer Behavior/ satisfaction
- It should be secure so users can enter information.
- Should be easy to update with new information.
- Should not crash when heavy traffic.
- The chatbox should be able to learn quickly and automatically improve the quality of the support
- It should be able to identify broken english.
- Should be able to direct to next steps / provide embedded links

Person 4

- Should be customizable (dark/light mode)
- Should be able to identify the information asked.
- simple user interface.
- Should use simple language.
- Should direct to the respective page/person when necessary.
- Easy to access by bank employees.
- Should not permit screenshot/ sharing methods of private/secure information
- Information of user should be protected



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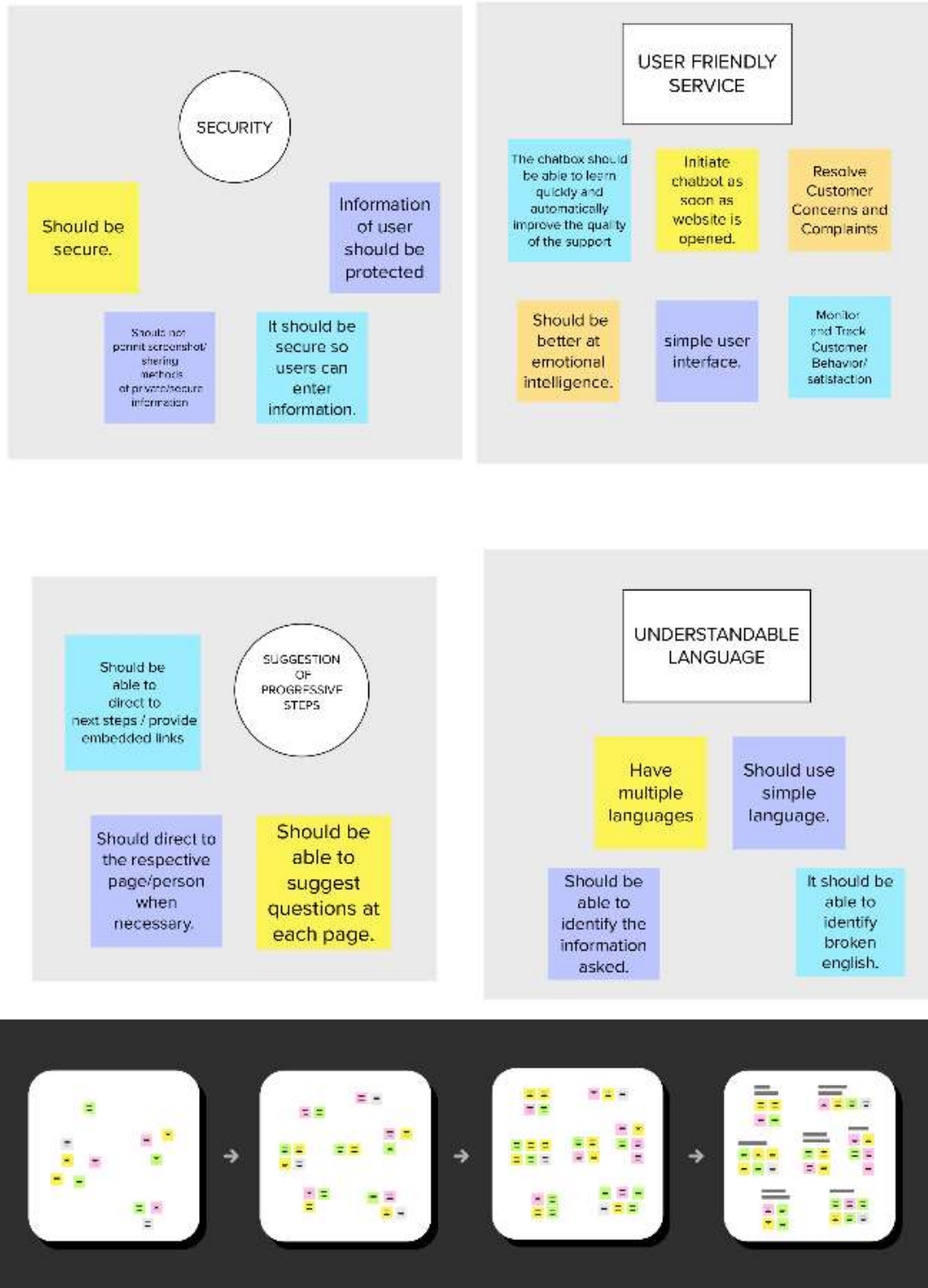
Brainstorm as a group

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

TIP

You can use the Voting session tool above to focus on the strongest ideas.

15 minutes



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

