

Ideation Phase

Brainstorm & Idea Prioritization Template

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.

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1
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)?

2
Key rules of brainstorming
To run a 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

2 Brainstorm solo

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

15 minutes

Person 1

- Have multiple languages
- Instant 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
- Provides 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 Behaviour/ 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 chatbot should be able to learn quickly and automatically improve the quality of the response
- It should be able to identify broken english
- Should be able to chat to user using language understood by user
- Should not permit user to enter information if it is not relevant

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
- Information of user should be protected

3 Brainstorm as a group

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

15 minutes

SECURITY

- Should be secure
- Information of user should be protected
- It should be able to protect user data

USER FRIENDLY SERVICE

- The chatbot should be able to suggest questions at each page
- Instant chatbot as soon as website is opened
- Resolve Customer Concerns and Complaints
- Should be better at emotional intelligence
- Simple user interface
- Monitor And Track Customer Behaviour/ Satisfaction

UNDERSTANDABLE LANGUAGE

- Have multiple languages
- Should use simple language
- Should be able to identify broken english
- Should be able to chat to user using language understood by user
- Should be able to suggest questions at each page

The diagram illustrates the process of idea listing and grouping. It starts with four individual brainstorming sessions (Person 1 to Person 4) where ideas are listed on sticky notes. These are then combined into a single group brainstorming session where ideas are clustered into categories like SECURITY, USER FRIENDLY SERVICE, and UNDERSTANDABLE LANGUAGE. The final step shows the grouped ideas being organized into a structured format.

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

