


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID20494
Project Name	AI based discourse for Banking Industry
Maximum Marks	4 Marks

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

**Template**



## 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

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

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

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

[Open article](#) →

**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

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**PROBLEM**

How might we [your problem statement]?

**Key rules of brainstorming**

To run a smooth and productive session

🗨️ Stay in topic.


⏸️ Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

# Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

10 minutes

TIP

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

POOVIGA.S

Personalized service and financial planner

Chatbot need to suggest next possible query

Chatbot can identify the user context and emotions and respond accordingly

Answer by chatbot should be simple and easy to understand

MAGISHA.K

Enabling voice assistant features

Provide assistance to netbanking related queries

Provide User-friendly interface

Avoid repetitive conversations

NITISHA SHREE.V

Response can be customized for user language

It should have voice assistant

It can help with account creation

Chatbot need to provide informative feedback

NIVETHITHA.R

The chat service must be available 24/7

The response should be simple

The response time should be kept low

Complex queries must be notified to authorities for quick response

3

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 can break it up into smaller sub-groups.

20 minutes

TIP

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

PERSONALIZED SERVICE

Personalized service and financial planner

Response can be customized for user language

Chatbot need to suggest next possible query

Chatbot can identify the user context and emotions and respond accordingly

EFFECTIVE COMMUNICATION

Answer by chatbot should be simple and easy to understand

The response should be simple

Avoid repetitive conversations

The response time should be kept low

BETTER USER INTERFACE

The chat service must be available 24/7

It should have voice assistant

Enabling voice assistant features

Provide User-friendly interface

AI DISCOURSE FOR BANKING INDUSTRY

ADDITIONAL QUERIES TO BE HANDLED

Complex queries must be notified to authorities for quick response

It can help with account creation

Chatbot need to provide informative feedback

Provide assistance to netbanking related queries

# Step-3: Idea Prioritization

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## 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

