


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID45800
Project Name	AI Discourse for Banking Industry
Maximum Marks	4 Marks

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



Brainstorm & idea prioritization

Brainstorming sessions unleash our imagination and start shaping concepts even if we'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

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

B Set the goal
Think about the problem we'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.

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1 Problem statement

In this project, we will be building a chatbot using Watson's assistant. This chat should have the following capabilities:

- The Bot should be able to guide a customer to create a bank account.
- The Bot should be able to answer loan queries.
- The Bot should be able to answer general banking queries.
- The Bot should be able to answer queries regarding net banking.

🗨️ Problem

How might we structure our project?

🧠 Key rules of brainstorming
To run a smooth and productive session

- 🗣️ Stay in 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

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

⌚ 10 minutes

TIP
You can attach a sticky note and add more ideas to it, and so on to build down it.

3 Group Ideas

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 below. 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
After clustering is done, try to group ideas to make it easier to find commonalities, and categorize them into ideas as per the steps you want.

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 none of these ideas exist, you have without any difficulty or cost, which would have the most positive impact.

Feasibility
Degree of the importance, which looks are more feasible than others? (Cost, time, effort, complexity, etc.)

TIP
Participants can use their cursor to point at where sticky notes should go on this grid. The facilitator can confirm the need by using the laser pointer holding the H key on the keyboard.