

Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID44424
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

➔

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 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

PROBLEM STATEMENT

The aim of our project is to build a chatbot using IBM Watson's assistant. This chatbot should be able to answer any general banking queries on account creation, loan, net banking, other services etc. The chatbot should provide 24/7 customer support with all the necessary data for solving their queries which reduces their time on moving to banks directly.

Key rules of brainstorming

To run an 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.

⌚ 5 minutes

S. PRIYA

- It is interoperable
- It facilitates constant guidance to customers on creating bank accounts
- It provides instant solution for general banking queries
- It is multilingual

S. MOHANRAJ

- It provides reliable service on answering net banking queries
- It saves user's time and cost
- It is trustworthy
- It works in a very fast and intelligent manner

A. TAMILSELVAN

- It maintains a confidential conversation with customers
- It maintains a user friendly interface
- It supports voice assistance features
- It provides quick responses for loan related queries

C. VENNILA

- It is used to retrieve customers old transaction history quickly
- It provides efficient and convenient customer support
- It has an assured security and provides personalized service
- It is available 24/7

You can create a sticky note and fix it to the board (simulate what we do in real world)

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.

⌚ 10 minutes

Using Natural Language Processing

- It is multilingual
- It supports voice assistance feature
- It provides instant solution for general banking queries
- It has an assured security and provides personalized service

Using Neural Network

- It works in a very fast and intelligent manner
- It provides quick responses for loan related queries
- It provides reliable service answering net banking queries
- It provides efficient and convenient customer support

Using Artificial Intelligence

- It is trustworthy
- It maintains an user friendly interface
- It facilitates constant guidance to customers on creating bank accounts
- It maintains a confidential conversation with customers

Using Cloud Technology

- It is used to retrieve customer's old transaction history quickly
- It is interoperable
- It is available 24/7
- It saves user's time and cost

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

