


## Ideation Phase

### Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID50675
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



### 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
- 3-5.6 hours to brainstorm

[Share template feedback](#)

#### 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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#### 4 Team gathering

Define who should participate in the session and send an invite. Share relevant information as pre-work ahead.

#### 4 Set the goal

Have a vision or a primary goal in mind before beginning the brainstorming session.

#### 1 Learn how to use the facilitation tools

Use the Facilitation Supportpack to set a happy and productive session.

[Open article](#)

#### 1 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

Conversational Banking is a smarter way to retain the customer by offering them a quick response to inquiries, but the problem is to train the bank employees to get knowledge to answer every query to customer. Most over the employee can't be available 24\*7 and may not be reliable and secure to communicate. Thus we have to create a AI based discourse for banking industry.

#### 22 Key rules of brainstorming

To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual

## Step-2: Brainstorm, Idea Listing and Grouping

### Asma

The chatbot should act as a word of mouth for customer

The chatbot need to be polyglot

Chatbot should address the queries about insurance

The chatbot should answer queries regarding saving account

### Harish

The query should be answered instantly

The answer must be easy to understand

Chatbot should have voice assistance

Tha chatbot need to handle clerical error

### Sifora

The loan queries should be answered

Chatbot need to provide informative feedback

Chatbot need to suggest possible next query

The chatbot maintenance should be effortless

### Asif

The chatbot should provide service 24/7

Chatbot should guide user in account creation

The chatbot should answer regarding general and net banking

Chatbot should provide personalized services

### General Expectation

The chatbot need to be polyglot

The answer must to be easy to understand

The chatbot should act as a word of mouth for customer

Chatbot should have voice assistance

### Bank

The chatbot maintenance should be effortless

The chatbot should provide service 24/7

Chatbot should provide personalized services

### Performance

The query should be answered instantly

Chatbot need to provide informative feedback

The chatbot need to handle clerical error

Chatbot need to suggest possible next query

### Query

The loan queries should be answered

The chatbot should answer queries regarding saving account

Chatbot should guide user in account creation

Chatbot should address the queries about insurance

The chatbot should answer regarding general and net banking

### Step-3: Idea Prioritization

