


Ideation

Phase: Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID37257
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
- 2-8 people recommended

[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

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 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

Conversational Banking is a smarter way to retain the customers by offering them a quick response to their queries. But the problem is to train the bank employees to get knowledge to answer every query to customers. More over the employee cant 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.

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,IdeaListingandGrouping



Step-3:IdeaPrioritization

