

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID15600
Project Name	Smart Lender-Applicant Creditability for Loan Approval
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

Smart Lender - Applicant Creditability Prediction for Loan Approval

The system provides the most relevant attributes that help in determining whether to approve or reject the loan application. This aids in predicting the credibility of future customers. In the final stage, the designed system is tested with test set and the performance is assured.

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


- Team gathering**
Confirm who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation book**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)


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





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.

10 minutes

SAVITHA

- Improve communication
- Don't discuss decisions at dinner
- Bank statements
- Develop a website for given subsidy
- Automated way to use an app to book a new service
- Overcome transportation cost

SUBBALAKSHMI

- Research on current app
- Increase awareness
- Usage of multiple devices
- Check bank range
- Multi-label classification
- Increase accessibility

SIVAPRIYA

- Get monthly income
- Advised ID
- Developer should be local
- Costs saving suggestions
- Check bank statements
- More appropriate loan suggestion

VINITHA

- Simple UI
- Get educational status
- Provide additional assets for loan decision
- Smooth a bank application
- Provide for multiple conditions
- Identify sources for interest credit history

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

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.

35 minutes

5 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with collaborators to help them in the loop about the substance of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, expectations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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