

# Ideation Phase


## Brainstorm & Idea Prioritization

Date	19 September 2022
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

 **Team gathering**  
Define 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 tools**  
Use the Facilitation Superpowers to run a happy and productive session.


[Open article](#) →

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### 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 a smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 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 select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

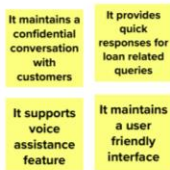
#### ABHISHEK B



#### ADITHYA R



#### PRATHYUSH KRISHNEN J



#### RAMKUMAR K



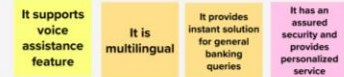
3

### Group ideas

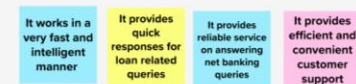
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

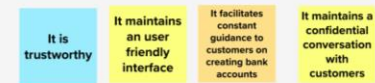
#### Using Natural Language Processing



#### Using Neural network



#### Using Artificial Intelligence



#### Using Cloud technology



## Step-3: Idea Prioritization

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**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

