


## Ideation Phase

### Brainstorm & Idea Prioritization

Date	17 September 2022
Team ID	PNT2022TMID30161
Project Name	Project - AI based discourse for Banking Industry
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

#### 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  
**3-8 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](#)

**1**

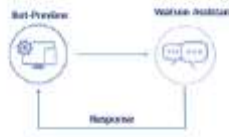
**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

**8 minutes**

**PROBLEM**

How might we build a chatbot using Watson Assistant for a bank?



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

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### Brainstorm

Write down any ideas that come to mind that address your problem statement.

40 ideas

Tip: You can think about your idea for 10 seconds, then write it down. Doing this for 10 minutes will help you brainstorm.

#### BHAVATHARAN C

Security and privacy on customer data	Connecting call / mail to customer care	It automatically sends SMS
Timely reminders and new updates	Has a message box	Ask queries

#### BHADRINATH P S

It supports multi-language	Easy user interface	Reviews and ratings
Disaster recovery	Has frequently asked questions (FAQs)	Easy navigation

#### MEGALA M S

Supports voice assistance	24/7 customer service	Known customer's old transactions history quickly
Makes it available at the time	Reports and analytics	Easy customization

#### KARTHIK M J

Can view transaction history	Simpler user interface design	Interactive flow builder
It is interoperable	Easy live chat	Personalized recommendation

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### Group ideas

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

30 clusters

Tip: You can think about your idea for 10 seconds, then write it down. Doing this for 10 minutes will help you brainstorm.

#### CHATBOT'S FEATURES

Has a message box	Supports voice assistance	It supports multi-language	Can view transaction history	Has frequently asked questions (FAQs)	Easy live chat
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#### CUSTOMER'S EFFICIENCY

24/7 customer service	Supports voice assistance	Ask queries	Simpler user interface design	Timely reminders and new updates	Personalized recommendation
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#### BANK'S MAINTENANCE

Security and privacy on customer data	Interactive flow builder	Easy user interface	Reports and analytics	Connecting call / mail to customer care	Easy customization
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#### BANK'S REPOSITORY

Disaster recovery	It is interoperable	It automatically saves data	Makes it available at the time	Easy navigation	Removes customer's old transactions history quickly
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### 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

