

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID31088
Project Name	Smart Lender-Applicant Creditability for Loan Approval
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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

<p>Smart Lender - Applicant Credibility Prediction for Loan Approval</p> <p>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.</p>	<p>1</p> <p>Before you collaborate</p> <p>A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</p> <p>10 minutes</p> <p>2</p> <p>Team gathering</p> <p>Define who should participate in the session and send an invite. Share relevant information as pre-work ahead.</p> <p>3</p> <p>Set the goal</p> <p>Think about the problem you'll be focusing on solving in the brainstorming session.</p> <p>4</p> <p>Learn how to use the facilitation tools</p> <p>Use the Facilitation Superpowers to run a happy and productive session.</p> <p>Open article</p>	<p>1</p> <p>Define your problem statement</p> <p>What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.</p> <p>5 minutes</p> <p>2</p> <p>Key rules of brainstorming</p> <p>To run an smooth and productive session</p> <ul style="list-style-type: none">Stay on topic.Encourage wild ideas.Defer judgment.Listen to others.Go for volume.If possible, be visual.
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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

Simple and understandable	Give detailed description of decision	Bank statements
Developing an application that gives greater usability	Account statements that can be used to fund the loan	Discontinue inappropriate card

SUBBALAKSHMI

Account for customer needs	Streamline borrowing	Usage of multiple models
Check bank charges	Multi-Label classification	Improve accountability

SIVAPRIYA

Get monthly income	Advised EMI	Demographic should be target
Check banking compliances	Check bank statements	Make appropriate loan suggestion

VINITHA

Simple UI	Get additional details	Provide additional details for loan decision
Streamline UI and registration flow	Flexibility for multiple credit limits	Check account for current credit history

TIP

You can select a sticky note and tell the group/mentor to sketch/move to edit/delete!

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.

10 minutes

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 keep them in the loop about the outcomes 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 in 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, motivations, and obstacles for an experience.

[Open the template](#)
- Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template](#)

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