


Ideation Phase

Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID03423
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

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➔

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.

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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.

 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!

Hariram B

Used in banking industry	Can handle customers easily	User friendly
Adding more training dataset and reduce errors	Can be used more than 10 languages	can detect and correct spelling mistakes
Can use their voices	Can be accessible by anyone	Personal agent remove frustration and give instant

Anandasayanam K

Flexibility	Easy to access	Transportable
Machine understanding format	Fine clarity of images	Efficient UI
Solve complex problems	Gives solution in step by step format	Can attach any type of documents

Gopinathan K

Time saving	Real time application	Limited number of queries
used in banking sector	Has clear user guide	Improve accuracy
Good user interaction	Text entry speed	Tries to produce accurate or suitable answers

Maheswara Pandian G

Data entry	Interactive settings	Improve accuracy by removing noise
Quick launch	Can be used as voice number chatbot	Feasible
Text analysis	Secure	Private

Step-3: Idea Prioritization

