Ideation Phase
Brainstorm & Idea Prioritization Template

Date	17 October 2022
Team ID	PNT2022TMID12860
Project Name	Smart Lender - Applicant Credibility Prediction For Loan Approval
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

Smart Lender - Applicant Credibility Prediction For Loan Approval
B6-6M2E

Megalingam R
Sanjana S
Sharon Priyadharshini T
Sakthivel R

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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
How might we predict the Applicant Credibility for Loan Approval ?

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

Megalingam R

Education	Number of Dependents
Assets	Marital Status

Sanjana S

Applicant Income	Gender
Co-applicant Credibility	Bank Balance

Sharon Priyadharshini T

Loan Amount requested	Loan Tenure
Co-applicant Income	Recent Transactional History

Sakthivel R

Credit History	Employment Type
Age and Health Status	Reason of Loan

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 and break it up into smaller sub-groups.

🕐 20 minutes

Gathering details about his/ her educational qualifications, source of income, employment type to asses his financial stability

Looking into the past credit score, bank balance, transactional history to asses his current financial status

Checking the personal commitments towards family, age and health status to asses his possible expenses

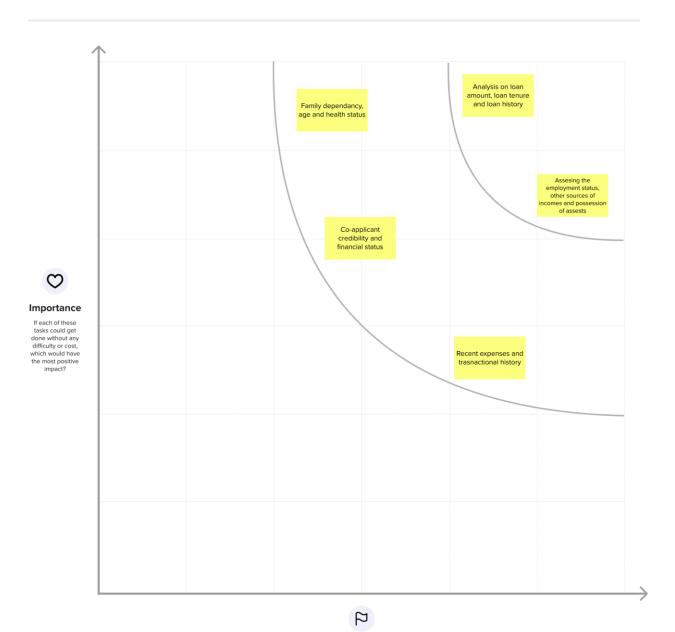Analysing the co-applicant's credibility and financial status to assure proper returns of the interests

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Family dependancy, age and health status

Analysis on loan amount, loan tenure and loan history

Assesing the employment status, other sources of incomes and possession of assests

Co-applicant credibility and financial status

Recent expenses and trasnactional history

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)