

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 <sup>th</sup> September 2022
Team ID	PNT2022TMID00318
Project Name	AI based discourse for banking industry
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



### 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.

[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

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, 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.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

## 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.

10 minutes

**TIP**  
You can select a sticky note even at the point of writing it. (Click on sticky, then to mind mapping)

#### Mohammed Farvees

- It is trustworthy
- It is used to retrieve customer's old transaction history quickly
- It can be used from anywhere
- It provides instant solution for general banking queries

#### Nithin Kumar V

- It maintains a user friendly interface
- It is available 24/7
- It has no waiting time
- It saves user's time and cost

#### Nithish Kumar A. K

- It provides quick responses for loan related queries
- It is multilingual
- It facilitates constant guidance to customers on creating bank accounts
- It maintains a confidential conversation with customers

#### Nikhil Vishnu

- It provide quick responses
- It provides reliable service on answering net banking queries
- It is interoperable
- It provides efficient and convenient customer support

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### 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 can break it up into smaller sub-groups.

20 minutes

#### Using Artificial intelligence

- It is trustworthy
- It supports voice assistance feature
- It provides quick responses for loan related queries
- It provide quick responses
- It maintains a user friendly interface

#### Using Cloud Technology

- It is used to retrieve customer's old transaction history quickly
- It is multilingual
- It has an assured security and provides personalized service
- It provides reliable service on answering net banking queries
- It is available 24/7

#### Using Neural Network

- It can be used from anywhere
- It is interoperable
- It facilitates constant guidance to customers on creating bank accounts
- It has no waiting time
- It works in a very fast and intelligent manner

#### Using Natural Language Processing

- It maintains a confidential conversation with customers
- It provides instant solution for general banking queries
- It can eliminate long queues
- It saves user's time and cost
- It provides efficient and convenient customer support

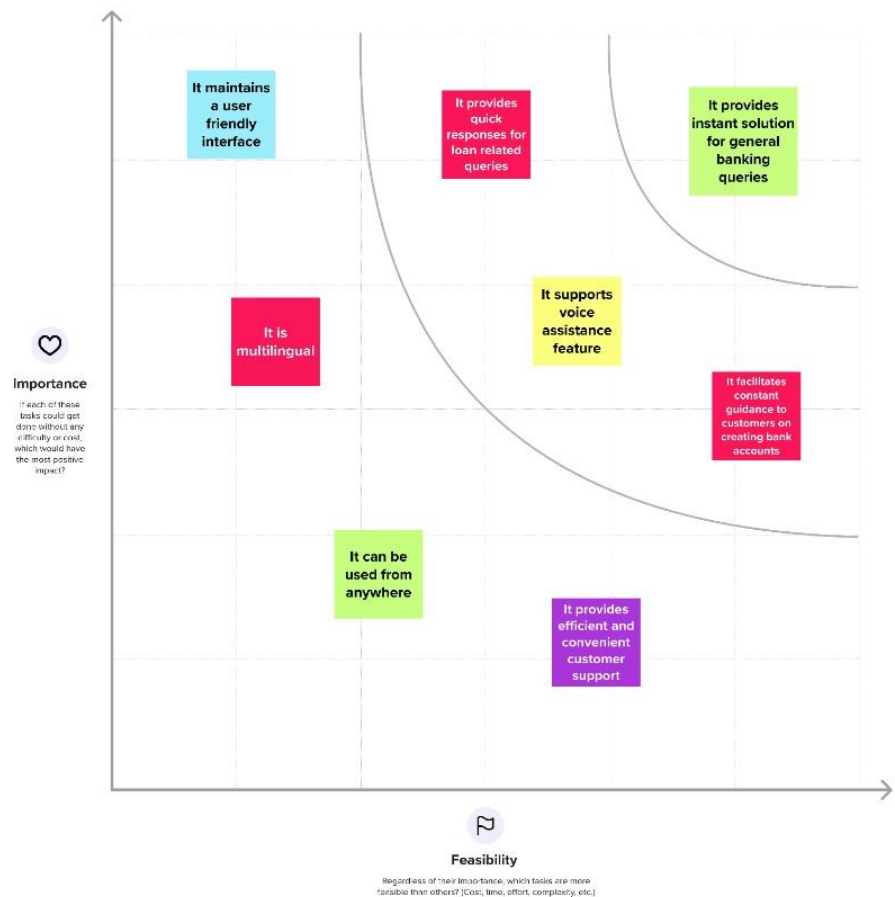
## Step-3: Idea Prioritization

4

### 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



➔

### 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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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