

## Ideation Phase


### Brainstorm & Idea Prioritization

Date	15 OCTOBER 2022
Team ID	PNT2022TMID48901
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

Template



## 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

➔

### 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 ➔

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.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?



### 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

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!

#### Kannan

customer support	24/7 should be working	use existing chat logs
It provides instant solution for general queries.		

#### Karthik

easy to chat	prepare FAQ, tutorial videos or slides	mainly for customers who have problems
provide quick responses		

#### Ruban

It maintains a confidential conversation with customer	cost efficient	define keywords for customers
it works in ver fast and intelligent manner		

#### Mahadevi

Multilingual	chatbot must be friendly	improve business profit

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 can break it up into smaller sub-groups.

🕒 20 minutes

#### Why are you using chatbots?

mainly for  
customers  
who have  
problems

customer  
support

improve  
business  
profit

less  
manpower

##### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

#### How is it going through interact with customer?

chatbot must  
be friendly

mainly for  
customers  
who have  
problems

prepare  
FAQ, tutorial  
videos or  
slides

#### Using Artificial Intelligence

it works in  
very fast and  
intelligent  
manner

provide  
quick  
responses

less  
manpower

It maintains a  
confidential  
conversation  
with customer

#### Using Natural Language Processing

Multilingual

It provides  
instant  
solution for  
general  
queries.

## 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

