

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	17 September 2022
Team ID	PNT2022TMID39548
Project Name	AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

The Aim of the project is to develop a Watson Assistant chatbot for banks where users/customers can ask any bank related questions like loan, services, account etc. Even if the user does not frame sentence properly, chatbot will understand the query and answer



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

TIP

You can select a sticky note and hit the pencil icon to select (don't start drawing!)

SUBRAJA M

If chatbot can't response it can connect to the person in the bank

Provide Bank details in secure way through face recognition

Personalized service and financial planner

Relavent information and increased conversations

MOHAN R

We can transfer money through itself

Provides on-time notifications and reminders

Resolve urgency issues on priority

Send alerts for suspicious activities

PAVITHRA P

Chatbot can response according to the user/customers language

can retrieve bank details in secure way through Password

Answer basics questions

Check Bank Balance

PRIYANKA G S

Location tracking for identifying nearby branches of bank

Voice Assisstance

Retrieving user's old history

Predefined questions



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 Cloud Technology

Retrieving user's old history

Relavent information and increased conversations

Provide Bank details in secure way through face recognition

can retrieve bank details in secure way through Password

NLP/Python/Deep Learning

Chatbot can response according to the user/customers language

Provides on-time notifications and reminders

Location tracking for identifying nearby branches of bank

Voice Assisstance

Using Web Application

If chatbot can't response it can connect to the person in the bank

Personalized service and financial planner

Resolve urgency issues on priority

Predefined questions

Check Bank Balance

Answer basics questions

We can transfer money through itself

Send alerts for suspicious activities



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

