

# Ideation Phase


## Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMID00678
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 STATEMENT**

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, other services 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 comes to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil icon to start drawing!

**SRIDHAYAA AS**

It is interoperable

It provides instant solution for general banking queries

It maintains a confidential conversation with customers

It is available 24\*7

It is multilingual

It provides quick responses for loan related queries

**ISWARYA G**

It provides reliable service on answering net banking queries

It provides efficient and convenient customer support

**SNEHA V**

It facilitate constant guidance to customer on creating bank accounts

It is used to retrieve customers old transaction quickly

It supports voice assistance feature

It maintains a user friendly interface

**SINDHUMATHI B**

It saves user's time and cost

It works in a very fast and intelligent manner

It has an assured security

It provide quick responses for customer's queries

**SNEKA R**

It provides personalized services

It has virtual assistant that helps with money management

It is programmed to send important reminders to users

It assist fraud detection

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**Group Ideas**  
Take turns sharing your ideas while clustering similar or related notes as you go. In the last ten minutes ,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

**Using Natural Language processing**

It has an assured security and provides personalized service

It provides instant solution for general banking queries

It supports future voice assistance

It is multilingual

**Using Neural network**

It works in a very fast and intelligent manner

It provides reliable service on answering net banking queries

It provides quick responses for loan related queries

It provides efficient and convenient customer support

**Using Artificial Intelligence**

It maintains a user friendly interface

It is trust worthy

It facilitates constant guidance to customers on creating bank accounts

It maintains a confidential conversation with customers

**Using Cloud technology**

It is used to retrieve customer's old transaction history quickly

It is interoperable

It saves user's time and cost

It is available 24\*7

## 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

