



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

Share template feedback



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



Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article



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 an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

AJAY R

It provides instant solution for general banking queries

It is multilingual

It is interoperable

It facilitates constant guidance to customers on creating bank accounts

It maintains a confidential conversation with customers

It provides quick responses for loan related queries

It supports voice assistance feature

It maintains a user friendly interface

JAMAL

It has an assured security and provides personalized service

It provides efficient and convenient customer support

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

It is available 24/7

NAVEEN

It provides reliable service on answering net banking queries

It saves user's time and cost

It is trustworthy

It works in a very fast and intelligent manner

KAVIARASAN

It provide quick responses

It has no waiting time

It can eliminate long queues

It can be used from anywhere



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 and break it up into smaller sub-groups.

20 minutes

Using Natural Language Processing

It supports voice assistance feature

It is multilingual

It provides instant solution for general banking queries

It has an assured security and provides personalized service

It provides quick responses

Using Neural Network

It works in a very fast and intelligent manner

It provides quick responses for loan related queries

It provides reliable service on answering net banking queries

It provides efficient and convenient customer support

It has no waiting time

Using Artificial intelligence

It is trustworthy

It maintains a confidential conversation with customers

It can be used from anywhere

It facilitates constant guidance to customers on creating bank accounts

It maintains a user friendly interface

Using Cloud Technology

It is interoperable

It saves user's time and cost

It can eliminate long queues

It is available 24/7

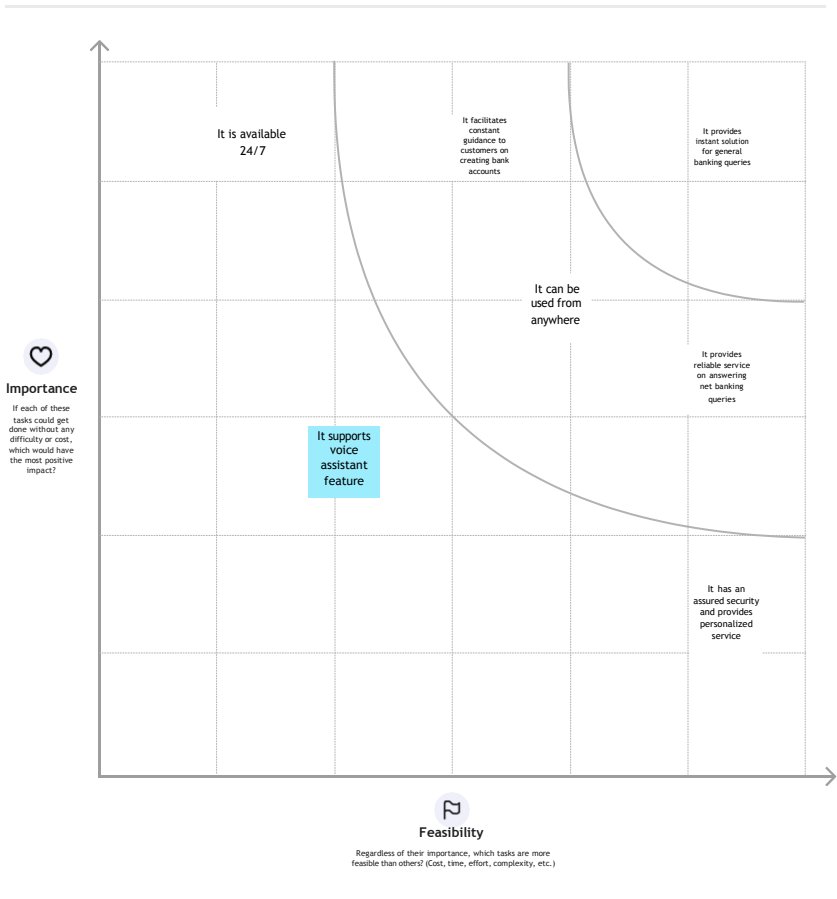
It is used to retrieve customer's old transaction history quickly



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



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



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

Share template feedback