

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 September 2022
Team ID	PNT2022TMID37484
Project Name	AI Based Discourse on 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 number of creative solutions.

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

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

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

Unavailability of chat bots that are interactive enough to navigate the user to do whatever they want. Need for a more User-friendly Interface. The main aim of the project is to develop a smart AI chat-bot for Banking Industry



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 in the pencil button to select, scan to start drawing!

Nizamul Haq S

Provides omnichannel support	Make the chatbot to understand natural and vernacular language	Storing customer conversation
Available 24*7	Improves facilities for future	Reduced workload

Parnandhi Rohan

OTP Enable	Full screen window	Providing details of the current account
Creating a new account based on customer preference	Helping to lock or unlock cards during theft related situations	Automated notifications to keep customers updated with their account

Mohammed Saad K

Transfer Money	Providing assistance in account closure	Tackling suspicious activity
Track Transactional history	Simple interface	Easy connect with bank staff

MD Zaid N

Better Scalability	Providing Interest related advice	Less processing time
Ensured Privacy	Safe Handling of Sensitive Documents	Predefined questions

3

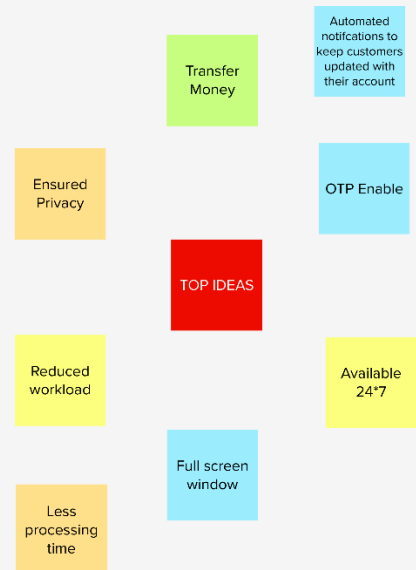
Group ideas

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 and break it up into smaller sub-groups.

🕒 20 minutes

TIP

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



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

