

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

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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 transforming session.
- C Learn how to run the facilitation tool**
Use the facilitation tool you've chosen with a happy and productive session.

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

<p>PROBLEM</p> <p>How might we build a chat bot to benefit the banking industry?</p>
<p>PROBLEM</p> <p>How might we use chat bots to assist bank customers with general banking queries?</p>
<p>PROBLEM</p> <p>How might we use chat bots to assist bank customers with loan related queries?</p>
<p>PROBLEM</p> <p>How might we use chat bots to assist bank customers with queries regarding net banking?</p>

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!

Jency Olivia J	Sneha K	Suresh S	Srinath S
<p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p>	<p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p>	<p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p>	<p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p> <p>Experiencing a lot of stress and anxiety due to the pandemic and the lockdown</p>

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

Assisting Customers

Assisting customers with queries related to loans	Assisting customers with general banking queries	Assisting customers in choosing a loan scheme suitable to them	Assisting customers with netbanking related queries
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Features in Chat-Bot

<p>Providing extended human support by connecting users with bank executives to help users better</p>	<p>Implementing a hybrid menu based chatbot</p>	<p>Providing multi-linguistic chat options to customers</p>	<p>To enable live communication between the bot and the user</p>
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Chat-Bot Model

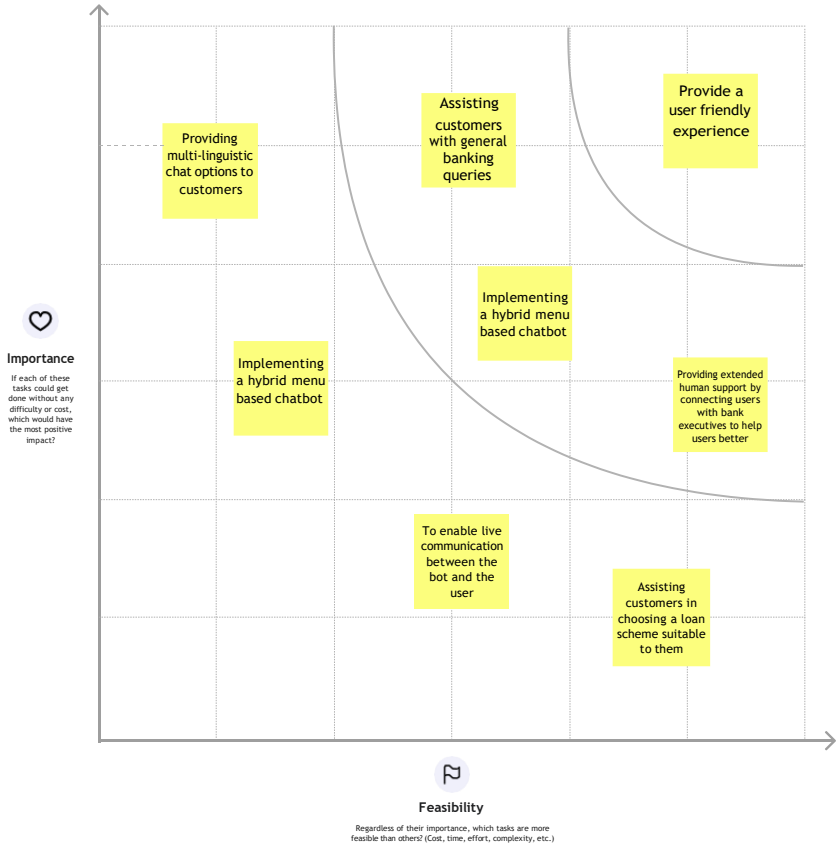
Implementing various ml models to find the efficient one	Chatbot uses keywords to assist customers	Provide a user friendly experience	To retrieve solution to the queries faster
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4

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






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

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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 →](#)

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