


# Brainstorming-Idea Generation-Prioritization

|              |   |
|--------------|---|
| Team ID      | PNT2022TMID42148                        |
| Project Name | AI Based Discourse for Banking Industry |
| College Name | AVS College of Technology               |

## Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template



### AI based discourse for Banking Industry- Brainstorm and Idea Prioritization

Executing a brainstorm with unique, leading a productive brainstorm is. Great brainstorming are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just picking off a new project and want to hit the ground running with big ideas that will move your team forward.

**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**

**Choose your best "How Might We" Questions**

Create 5 HMW statements before the activity to propose them to the team.

**B**

**Set the stage for creativity and inclusivity**

**C**

**Learn how to use the facilitation tools**

Open article

→

## Step-2: Brainstorm, Idea Listing and Grouping

1

### Problem statement

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.

🕒 5 minutes



#### QUESTION

How might we ensure 24\*7 chatbot facility?

#### QUESTION

How might we ensure privacy of customers?

#### QUESTION

How might we ensure proper interpretation of messages by the chatbot?

#### QUESTION

How might we increase customer satisfaction on

#### QUESTION

How might we provide personalized service to customers?

2

### Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent brainstorm" avoids group think and creates an inclusive environment for followers and introverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

#### VALLARASU

|                            |  |                                    |
|----------------------------|--|------------------------------------|
| Provides On-demand support | Make the Chatbot in Understandable Nature and Interactive Language | Starting the customer conversation |
| Available 24/7             | Reduce workload  | Improve facilities for future      |

#### KARTHICK RAJA

|   |   |  |
|---|---|--|
| Full screen window  | OTP Enable  | Providing details of the current account details   |
| Creating the new account based on the customer preference | Helping to lock the account during theft related situations | Customer Authentication and Security, creating the account, having the necessary KYC details, KYC verification |

#### GOVIDARAJ

|                           |  |                                |
|---------------------------|--|--------------------------------|
| Transfer Money            | Providing assistance in cancellation of an account | Tackling Suspicious Activities |
| Track Transaction History | Connect with bank staff                            | Simple Interface               |

#### RAVIN KUMAR

|                                   |                         |                    |
|-----------------------------------|-------------------------|--------------------|
| Suggestion and feedback           | Less Process Time       | Change of Themes   |
| Providing interest related advice | Giving simple solutions | Better Scalability |

3

### Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team slowly read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

⌚ 20 minutes



## Step-3: Idea Prioritization

4

### Prioritization

The top ideas has been prioritized by our team based on importance and feasibility.

20 minutes

