

# Ideation Phase


## Brainstorm & Idea Prioritization

|               |   |
|---------------|---|
| Date          | 19 September 2022                       |
| Team ID       | PNT2022TMID42870                        |
| 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 project is to build a Chatbot using IBM'S Watson Assistant. This chatbot should be able to answer any general banking queries on account creation, Loan, NetBanking, 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 bank 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.

## 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 hit the pencil (switch to sketch) icon to start drawing!

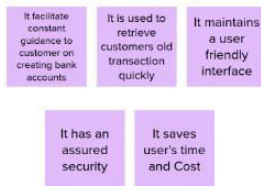
#### SABARINATHAN R



#### IRUTHAYA VENISH DURAI S



#### RANGESH S



#### SIVASANKAR R



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 can break it up into smaller sub-groups.

🕒 20 minutes

#### Using Neural Network



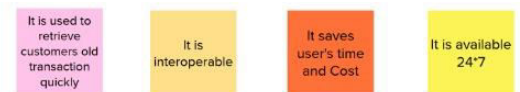
#### Using Natural Language Processing



#### Using Artificial Intelligence



#### Using Cloud Technology



## 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



