

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	17 NOVEMBER 2022
Team ID	PNT2022TMID43835
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, rename, merge the and categorize important ideas as themes within your mural.

Transfer Money

Automated notifications to keep customers updated with their account

OTP Enable

Available 24*7

Full screen window

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Reduced workload

Ensured Privacy

TOP IDEAS

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

