

## Ideation Phase

### Brainstorm & Idea Prioritization Template


Date	25 September 2022
Team ID	PNT2022TMID41030
Project Name	AI based discourse for 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 amount of creative solutions.

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.

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



### 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.

- 1. No bad ideas here
- 2. Focus on solutions
- 3. Encourage collaboration

1. **Brainstorming**  
Define your problem statement  
What is the problem you are trying to solve?

2. **Brainstorming**  
Define your problem statement  
What is the problem you are trying to solve?

3. **Brainstorming**  
Define your problem statement  
What is the problem you are trying to solve?

4. **Brainstorming**  
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What is the problem you are trying to solve?

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

**2**

**Brainstorm**

Write down any idea that comes to mind that address your problem statement.

10 minutes

**3**

**Group ideas**

Take notes about your ideas while cluster by similar or related notes. Organize your ideas of solving your problem from groups, give each cluster a name. It should be a cluster is bigger than the cluster itself, by cluster if you want to use it up the cluster name.

10 minutes

**Brainstorm**

Write down any idea that comes to mind that address your problem statement.

10 minutes

**Group ideas**

Take notes about your ideas while cluster by similar or related notes. Organize your ideas of solving your problem from groups, give each cluster a name. It should be a cluster is bigger than the cluster itself, by cluster if you want to use it up the cluster name.

10 minutes

## 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

**Importance**

If each of these ideas could get done, which would have the most impact?

**Feasibility**

How likely is it that you can do this?

**TP**

Participants can use their current position as a reference point. The facilitator can confirm the goal by using the lower position holding the 10 key on the keyboard.