


## Ideation Phase

### Brainstorm & Idea Prioritization

Date	17 September 2022
Team ID	PNT2022TMID29414
Project Name	Project - AI based discourse for Banking Industry
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

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



### 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

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- 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**

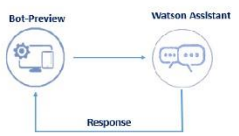
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

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**PROBLEM**

**How might we build a chatbot using Watson Assistant for a bank?**



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

**3 Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
10 minutes

**Tip**  
You can always double-click a sticky note to make it bigger or smaller to fit the workspace.

Security and privacy on customer data	Connecting call / mail to customer care	It automatically saves data
Timely reminders and new updates	Has a message box	Ask queries
Supports voice assistance	24/7 customer service	Reduce customer's call transaction history quickly
Makes it available all the time	Reports and analytics	Easy customization
It supports multi-language	Easy omni-channel deployment	Ratings and reviews
Disaster recovery	Has Frequency Based Question (FBQs)	Easy automation
Can view transactional history	Simpler user interface design	Interactive flow builder
It is interoperable	Easy live chat	Personalized conversation

**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 header-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

**Tip**  
Add a sticky note to each cluster to label it with a header, a sub-header, a description, a question, and a solution. You can always double-click a sticky note to make it bigger or smaller to fit the workspace.

**CHATBOT'S FEATURES**

Has a message box	Supports voice assistance	It supports multi-language	Can view transactional history	Has Frequently Asked Questions (FAQs)	Easy live chat
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**CUSTOMER'S EFFICIENCY**

24/7 customer service	Ratings and reviews	Ask queries	Simpler user interface design	Timely reminders and new updates	Personalized conversation
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**BANK'S MAINTENANCE**

Security and privacy on customer data	Interactive flow builder	Easy omni-channel deployment	Reports and analytics	Connecting call / mail to customer care	Easy customization
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**BANK'S REPOSITORY**

Disaster recovery	It is interoperable	It automatically saves data	Makes it available all the time	Easy automation	Reduce customer's call transactional history quickly
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## Step-3: Idea Prioritization

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### 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 tasks could get done without any difficulty or cost, which would have the most positive impact?



  
**Feasibility**  
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)