

IDEATION PHASE

BRAINSTORM AND IDEA PRIORITIZATION

Date	9 October 2022
Team ID	PNT2022TMID44746
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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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

The aim of the project is to build a chatbot using IBM Watson's assistant. This chatbot should be able to answer any general banking queries on account creation, loan, net banking, 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 banks 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.

🗨 Share template feedback

Step-2: Brainstorm

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

 10 minutes

INDHUMATHI C

It is
multilingual

It maintains a
user friendly
interface

It provides
reliable service
on answering on
net banking
queries

It has an assured
security and
provides
personalised
service

DHARSHINI P

It provides
instant solution
for general
banking queries

It is
available
24/7

It maintains a
confidential
conversation
with customers

It saves
users time
and cost

Step-3:
Idea
Priori

JEYAGOMATHI S

It supports
voice
assistance
feature

It is
interoperable

It is used to
retrieve
customers old
transaction
histroy quickly

It works in a
very fast and
intelligent
manner

KAVIYA S

It is
trustworthy

It provides
efficient and
covenient
customer
support

It facilitates
constant
guidance to
customers on
creating bank
accounts

It provides
quick
responses for
loan related
quries

Step-3: Group Ideas

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 Artificial Intelligence

It maintains a

It maintains a

It facilitates

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



Step -4: Idea Prioritization

The Brainstorming and Idea Prioritization:

<https://app.mural.co/invitation/mural/aibaseddiscourseforbankingin9468/1665248889008?sender=u829c9b26bf051cc02e3a5968&key=83d21621-c5da-4daa-8eb1-04fdac75bee0>