Ideation Phase
Brainstorm & Idea Prioritization Template

Date	21 September 2022
Team ID	PNT2022TMID35481
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	4 Marks

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ **10 minutes**

BHAGYASREE

should be easy to use even for the customers that dont have prior experience with chatbox	so a training or trail session will give more clarity	There should be a backup for the chat box in case it hangs up or get crashed
more than one chat box should be available at bank so that customer can save their time	Chatbots should be equipped with all the procedures and help the customers with them	

RIFA

Easily navigatable interface with simple languistics terms.	For technical terms, a side panel can act as dictionary of sorts.	Should be developed in such a way that it doesn't get tricked to reveal sensitive information
Should be able to recognise a decent amount of accents and voices	Ability to provide unbiased finance or banking related advice when requested	The chatbot developed should be well informed about all the rules and inform the customers during important procedures

HARIPRASANNAN.S

They should tirelessly work round the clock and are available 24*7*365	Quicker help across the platform	It provides On-time Notifications and Reminders
It provides Complete Account Details to the clients	Resolve Urgent Issues on Priority	Chatbots Will be More Human-like
Lower your expenses such as travelling to place where bank is located	Customer Service with a Single Tap	Boost Customer Satisfaction

PAVITHRA

Chatbot should be secure such that it does not reveal any personal information	Deliver faster chat support	It should be able to understand the goals of the customer
Simple-to-follow instruction so that the customers find it easy to use	chatbots can be trained to answer FAQ's	It can be multilingual.
Can be made available in other platforms too so that customers would be able to connect across other platforms they use		

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 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.

⏱ This is a textbox...

SECURITY

- Should be developed in such a way that it doesn't get tricked to reveal sensitive information
- Chatbot should be secure such that it does not reveal any personal information

EASY INTERFACE

- Easily navigatable interface with simple languistics terms.
- Customer Service with a Single Tap
- For technical terms, a side panel can act as dictionary of sorts.
- Simple-to-follow instruction so that the customers find it easy to use
- should be easy to use even for the customers that dont have prior experience with chatbox
- Chatbots Will be More Human-like

VERSATILE FEATURES (Languages, platforms)

- It can be multilingual.
- Should be able to recognise a decent amount of accents and voices
- Quicker help across the platform
- Can be made available in other platforms too so that customers would be able to connect across other platforms they use

EQUIPPED WITH ALL IMPORTANT INFO AND HELP THE CUSTOMERS WHEN REQUIRED

- It should be able to understand the goals of the customer
- It provides Complete Account Details to the clients
- Chatbots should be equipped with all the procedures and help the customers with them
- Ability to provide unbiased finance or banking related advice when requested
- chatbots can be trained to answer FAQ's

FAST AND CLEAR RESPONSES

- more than one chat box should be available at bank so that customer can save their time
- Deliver faster chat support
- They should tirelessly work round the clock and are available 24*7*365

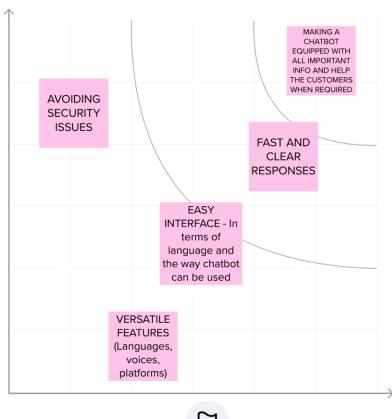**Step-3: Idea Prioritization**

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

AVOIDING SECURITY ISSUES

MAKING A CHATBOT EQUIPPED WITH ALL IMPORTANT INFO AND HELP THE CUSTOMERS WHEN REQUIRED

FAST AND CLEAR RESPONSES

EASY INTERFACE - In terms of language and the way chatbot can be used

VERSATILE FEATURES (Languages, voices, platforms)

⚑

Feasibility

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