

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 September 2022
Team ID	PNT2022TMID01193
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.

Reference Link:

<https://app.mural.co/invitation/mural/aibaseddiscourseforbankingin6246/1664728843402?sender=ub94941d3882b842a3e8d2470&key=b5abcdde-333f-4c1a-86e7-e9e91dded2>

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



Brainstorm & idea prioritization

AI BASED DISCOURSE ON BANKING INDUSTRY

🕒 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

A Team gathering
VASUMITHRA , PRIYANKA

B Set the goal
We'll be focusing on server problems will 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

The bot cannot able to perform efficient for all time . There is a error while answering customer questions.
There may be server problem while asking queries.



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

VASUMITHRA

24/7	Instant	Greater Efficiency
Sales Booster	Channel agnostic	Real Language
Simple Interface	Better Interactions	Less waiting time

PRIYANKA

Faster response	Solve queries	Predefined answers
Saves time	Customer feedback	Push Information
Fraud detection	Consistency	Clarity

TIP
You can't remove a sticky note until it has been grouped. You should "come to other, drawing!"

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

Available 24/7 round-the-clock for conversation with customers

Provides instant response to any query without any delay or making the customer wait.

Improves efficiency and reduces TAT through quick information delivery; performs mundane tasks at high speed

Provides specific user input at each point, learns from customer feedback and follow-up queries and improvises, thus enhancing the user experience

Provides the same experience irrespective of the channel: mobile, web, etc.

Ability to seamlessly interpret languages commonly conversed in

TIP
Add customer feedback tags to sticky notes to ensure a customer can easily provide, to get their own feedback, report issues or share their own 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

Importance
Rank of how much could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of how important, which ideas are more feasible than others? (Cost, time, effort, complexity, etc.)