

## 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

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**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.

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#### 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 remove a sticky note and fill it in once it's what you think is most relevant to the problem.

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 make it easier to track and improve. Add tags like "Feedback" or "Improvement" to the notes.

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 some of these ideas seem to be put down without any difficulty or ones which would have the most positive impact?

Feasibility

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

Instant replies

Better Interactions

Customer feedback