

IDEATION PHASE

BRAINSTORMING SESSIONS

Date	19 th September ,2022
Team Leader	M Theepiga
Team Mates	J Shrinee Venisha (921319104180) K Soundarya (921319104187) K Sowmiya (921319104190)
Domain Name	Artificial Intelligence
Project Name	AI Based Discourse for Banking and Industry



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

🗨️ Share template feedback



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 this project is to build a chatbot using IBM's Watson Assistant. This chatbot should be able to answer any general banking queries on account creation, Loan, Netbanking and other service should provide 24/7 customer support to them with all the necessary data for solving the queries which reduces the time to move to the bank.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



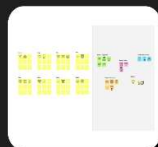
Listen to others.



Go for volume.



If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

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Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

M Theepiga

Keep the conversation simple and easily understandable by Customers.

Decrease the response time to the users

Make sure the account creation task doesn't glitch

The process of account creation should be simple

J Shrinee Venisha

Build pre-requisite questions for queries regarding some type of loan

The queries should be answered with clear explanation.

Collect only the required details from the customer.

Make sure every nook and corner is covered

K Sowmiya

Make it user friendly by building the chatbot in different languages.

Make sure the user is able to navigate around with ease.

Every query should be answered with apt explanation.

Simplify the process of creating an account

K Soundarya

Every query that the user can think of should be covered.

The process of creating an account should be simple.

Make sure the user is able to navigate around with ease.

Every query that the user can think of should be covered. It is multilingual



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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 a Neural Network

It provides reliable services on answering net banking questions

It provides quick responses for loan related queries

It works in a very fast and intelligent manner.

It provides efficient and convenient customer support.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Using Natural Language Processing

It has an assured security and provides personalised services

It provides instant solution for general banking queries

It supports voice assistance feature.

It is a multilingual.

Using Artificial Intelligence

It maintains a user friendly interface.

It is trustworthy.

It facilitates constant guidance to customer on creating bank accounts.

It maintains a confidential conversation.

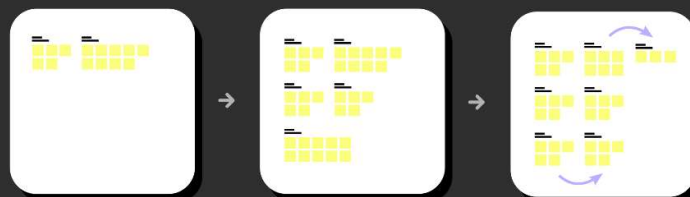
Using Cloud Technology

It is used to retrieve customers old transaction quickly.

It is interoperable.

It saves time and cost.

It is available 24*7

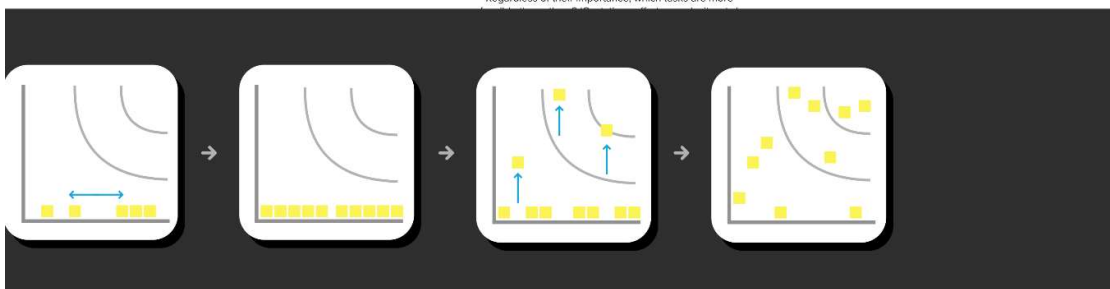
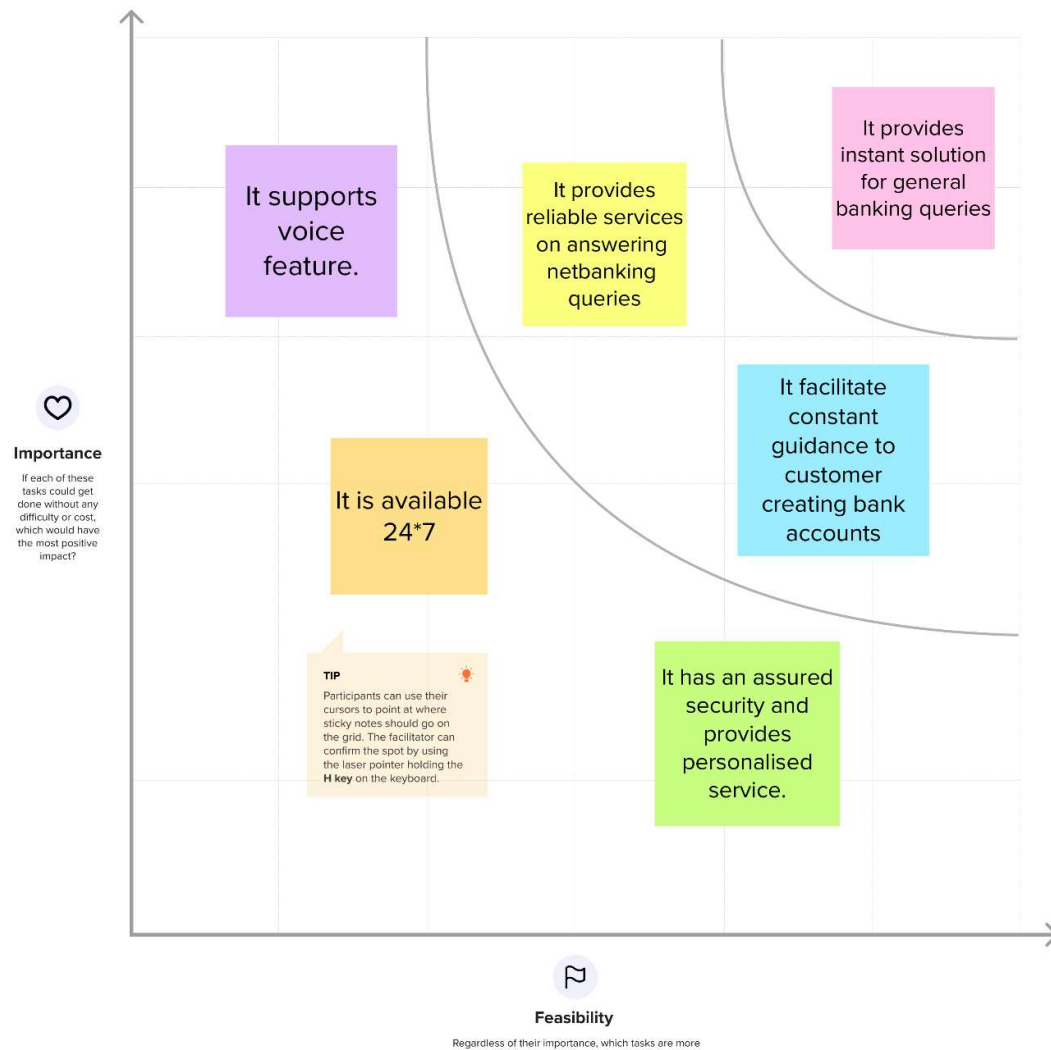


4

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





After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A

Share the mural

Share a **view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

[Share template feedback](#)