

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- superior than a human helpline
- Easy of use due to interaction with an AI bot
- Can avoid visiting the bank physically

What do they HEAR?

what friends say
what boss say
what influencers say

- Highly secure
- Cost saving
- Good feedback from others
- User friendly bot
- A lot of game changing features

What do they SEE?

environment
friends
what the market offers

- Good customer service
- A user friendly chat bot
- Quick responses to all queries
- Comfortable environment
- Interactive UI

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Interact with a AI chat boat
- Can acess anywhere and anytime
- Register complaints

- Answer questions regarding onboarding process
- Clarifying banking related queries
- Easy net banking

PAIN

fears
frustrations
obstacles

- Not all problems can be solved
- Proper use of words (clear communication) is needed
- Server may be busy sometimes
- During server maintenace the bots won't be accessable

GAIN

"wants" / needs
measures of success
obstacles

- No need to go to bank directly
- saves time
- Decreases human workload
- Faster response time



BANK CUSTOMER