Define CS, fit into CL	**1. CUSTOMER SEGMENT(S)** CS	**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES CL	**5. AVAILABLE SOLUTIONS** PLUSES & MINUSES AS	Explore AS, differentiate
	Customers of Bank	Misunderstood the customer's query, Seamless Internet connection Outdated software compatibility	Simple banking queries can be resolved quickly. Avaliable round the dock (24/7).	

Focus on PR, tap into BE, understand RC	**2. PROBLEMS / PAINS** + ITS FREQUENCY PR	**9. PROBLEM ROOT / CAUSE** RC	**7. BEHAVIOR** + ITS INTENSITY BE	Focus on PR, tap into BE, understand RC
	Limited response	Slower response from client agent	Guiding customer create bank account	
	Frequent Maintenance	Limited only on working days	Answer loan queries	
	Misreading of queries	Takes Longer to resolve complaints	Answer general banking queries	
	Unsuitable for senior citizens	Waiting in queue for assistance	Answer queries regarding net banking	
	Losing customer insights		Connecting with bank agents.	

Identify strong TR & EM	**3. TRIGGERS TO ACT** TR	**10. YOUR SOLUTION** SL	**8. CHANNELS of BEHAVIOR** CH	Extract online & offline CH of BE
	Seeking customers' doubts, A customer needs guidance.	This problem can be solved by using an automated solution, such as a chatbot, which can handle all simple queries. One could reduce their employees' workload by having a chatbot handle all of the simple customer requests. It understands human languages and assist them in text-based communication and is available seamlessly in all platforms.	ONLINE Instantaneously respond to the queries, Assisting clients in clearing up their doubts.	
	4. EMOTIONS BEFORE / AFTER EM BEFORE: Confused, Helplessness, Exhausted AFTER: Satisfaction, Motivated, Relaxed		OFFLINE Following guidelines from the chatbot, Getting queries answers from chatbot.	