Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. People with a bank account
2. Stakeholders & Customers
3. People who need loan & people who approve the loan
4. Bankers & Loan officers

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Slow process due to manual checking.
2. Complicated Process
3. Plenty of formalities and requirement for documentation.
4. Lack of awareness.

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

1. Existing loan apps that are available online.
2. Loan agents
3. Online websites to check the credit score of the individual.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. Availability of Data.
2. To predict and provide accurate information.
3. To provide a detailed classification for the customers.
4. Defaulting of the loan.

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

1. We need to verify the borrower before sanctioning the loan.
2. Lack of accountability & Failure of models.
3. Individual/Organization's creditworthiness is highly important before sanctioning the loan for them.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Customer should know about the repayments and choose the plan according to their affordability.
2. Hastens the approval process.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. Communication gap between the customers and bank.
2. Borrowers can easily apply for the correct amount by knowing the maximum eligible amount and get their loan approved.

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

1. Before:
- Borrowers are doubtful about the process.
- Tired and Frustrated

2. After:
- Lenders are confident to lend money to borrowers.
- Easy & Scalable process.

10. YOUR SOLUTION `SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Using several machine learning models to predict the possibility of loan approval.

Automated customer support to help the user and guide them through the process.
Users can gain knowledge and apply for loans through the app/portal.

various parameters to be collected from the borrowers like their income, personal details and credit score, etc.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7
and use them for customer development.

Online:
- apply and track the process online.
- physical interaction can be avoided.
- borrowers can submit proof online and lenders can verify.

Offline:
- Submission of documents in person.
- meet with officers to know about their eligibility.
- To wait in the bank for a long period of time.

Identify strong TR & EM