

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Our customers are first time account creators, business persons, anyone who is far away from bank and persons unable to reach bank.	6. CUSTOMER CONSTRAINTS CC Waiting time at bank, Unaware of procedures, distance from bank.	5. AVAILABLE SOLUTIONS AS Reaching bank even if delayed, Asking help to known persons/ Bank persons.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> Create a user friendly chatbox that is privacy protected. Have multiple languages. Available for 24 hours a day. Respond to maximum number of queries. Guide until the customer 	9. PROBLEM ROOT CAUSE RC Customers are confused with procedures and doesn't have a personalized choice to ask questions freely. Customers have to wait for long time in bank.	7. BEHAVIOUR BE Direct : Use chatbox for convenience, Approach bank. Indirect : Search in internet, Ask friends/known persons.	Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR When customers want to create bank account, need help in loan /general banking queries.	10. YOUR SOLUTION SL Our chatbox will be available for all day 24 hours. It will provide assistance in all languages and also identify broken English. Respond to maximum number of queries. Respond quickly without delay.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Enable internet and choose chatbox or googling. 8.2 OFFLINE Approach bank, Ask known persons.	

	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Confused, insecure, nervous, tired > Confident, less pressured, clear thoughts, relaxed, satisfied.</p>		
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