

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. The daily people who use credit card and internet banking.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. they can use cash instead of card transctions.</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>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. the cash transcation is one of the</div></div>	Explore AS, differential
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.To analyse the data set and predict the fraudulent percentage.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? The growth of the nation is one of the root cause for this problem. The transctions that are made increase the risk of the problem</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done? i.e. directly related: the customer should start spending cash instead</div></div>	Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. The offers and other external factors that influence the people who daily use internet.</div></div>	<div><div>10. YOUR SOLUTION</div><div>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. Using machine learning and deep learning the prediction rate is examined and the percentage determines the value and it also implemented in real life too.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? By filing a query to the respected company. 8.2 OFFLINE What kind of actions do customers take offline? Report the problem to the higher officials and taking step forward.</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? the customer will be in a confused state and he/she will be into an non stable state and angry.</div></div>		

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