Date	19 October 2022
Team ID	PNT2022TMID51531
Project Name	AI-Based Discourse For Banking Industry

It should be fast

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Chatbot must be intelligent

Waste of time to go to banks

What do they HEAR?

Chatbot is available all time.

Innovative and modern way to solve customers' queries

It should provide accurate answers

Chatbot conversations must be confidential

What do they SEE?
environment
friends
at the market offers

It provides privacy

It can eliminate long queues

Provides instant solution

User friendly interface

Constant guidance for beginners

Interest in chatbots in the market has increased by 5 times in the last 5 years

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

Chatbot saves time and cost

Just as good as clearing queries with a bank staff

It can be used from anywhere

Reduces workload of bank staff

PAIN
fears

Will the chatbot be able to answer my queries?

How can we trust a machine to understand us?

Will I find an answer to my question?

GAIN
"wants" / needs
measures of success
obstacles

Encourage others to use it

Will it support multiple languages?

Greater chance for misunderstanding

Chatbot has no voice features

It may provide an unexpected answer sometimes

It is very convenient

It has assured security

Cost Effective

Slight technical knowledge required

Internet Issues

Cannot understand multiple questions at once

Available 24/7

It provides quick responses

It has no wait time

It can eliminate long queues

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