

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Loan Seekers Banks Financial Institutions	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Familiarity with portal Need an electronic device to use application	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Data-mining based models for credibility prediction	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Classifying and rating applicants based on their credit score, personal history and categorize them into high/low risk applicants	9. PROBLEM ROOT / CAUSE RC Financial institutions require an efficient way to categorize applications in order to minimize their losses	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Compare with existing models Ask expert opinion	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Easy recovery from approved loans without any loss	10. YOUR SOLUTION SL Data collection Data visualization Data preprocessing Build model using various ML algorithms: -KNN -Decision Tree Build application using: -Python -Flask -HTML	8. CHANNELS of BEHAVIOR CH ONLINE Extract online channels from behavior block OFFLINE Extract offline channels from behavior block	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: Anxiety/worry After: Stress-free/calmness			



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 Designed by Daria Nepriakhina / [IdeaHackers.nl](https://www.ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.