Project Design Phase-I
Problem – Solution Fit

Team ID	PNT2022TMID03539
Project Name	AI based discourse for Banking Industry

Problem-Solution Fit Canvas:

Problem-Solution fit canvas 2.0

Purpose / Vision **AI Based Discourse for Banking Industry**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- New customers who would like to learn more about the bank and how to create an account
- Regular customers who would like to access the various features and services of the bank

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.

- Network connection is required
- Unfamiliarity with/unaccustomed to chatting, especially among elders
- Unable to convey themselves properly through chat
- Safety and privacy concerns

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

Customer care telephone lines and staff at banks are available to clear customer's queries. Both of these current methods are time consuming and can involve in the customer waiting for a long time to get their answers. A chatbot can squash these issues as they can provide answers instantly at any time from the convenience of the customer's phone.

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.

- Answering customer queries correctly and quickly
- Convenience of banking guidance anywhere and anytime
- Cost and time efficiency and be improved

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.

- Banking can initially be a slightly complicated task that people sometimes might want guidance or support while performing certain operations
- As banking is essential, a lot of people need their queries cleared which requires a huge workforce to match the demand which can be very costly and still time taking
- Banks can introduce new features regularly or might update existing features to keep up with changing regulations that can lead to confusions

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)

Banking customers usually have queries related to creating a bank account, loans or general banking queries.
Currently, customers will have to rely either on customer care lines or will have to physically visit a bank, wait in line for their turn and then speak to a bank staff to clear their queries. Even the telephone lines are known to have a high wait time which can get frustrating.

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.

- Word of mouth about how convenient and easy it is to use
- Watching others use it from home or on the go instant instead of waiting in lines at the bank

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.

- <u>Before</u>: Frustrated, helpless, confused, nervous
- <u>After</u>: Confident, relieved, at-ease, interested

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.

Customers can access an AI based chatbot that can be placed in the bank's website. This can then be used to clear the customer's queries instantly and can be used at any time of the day or from any place as long as the customer has an internet connection. This in turn also reduces the need for banks to employ a large workforce to clear customer queries. As the queries of the customers are answered correctly and in a convenient manner, it is a very efficient and satisfactory solution to the problem.

8. CHANNELS of BEHAVIOUR — CH

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

They search the web for answers to their queries which are usually scattered and are not reliable.

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

- They visit banks and meet the bank staff to clear their queries
- They call the customer care/toll free number of the bank and speak to a customer care employee

Extract online & offline CH of BE

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