

## Project Design Phase-I Problem – Solution Fit

Date	6 October 2022
Team ID	PNT2022TMID27838
Project Name	AI based discourse for Banking Industry
Maximum Marks	2 Marks

### Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

### Problem-Solution Fit Canvas:

**Problem-Solution fit canvas 2.0**

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

<div style="background-color: #f8d7da; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Define CS, fit into CC</div> <div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Identify strong TR &amp; EM</div>	<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Identify strong TR &amp; EM</div> <div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Identify strong TR &amp; EM</div>	<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Identify strong TR &amp; EM</div> <div style="background-color: #d4edda; padding: 5px; font-size: 0.8em; font-weight: bold; text-align: center;">Identify strong TR &amp; EM</div>
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Created by Daria Nepriakhina / Amaltama.com

## References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>