Problem–Solution Fit canvas

Purpose / Vision   Version:

1. CUSTOMER SEGMENT(S) `CS` Financial institutions involved in money lending	**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES `CL` Getting digital data of the applicants. Procurement of new devices	**5. AVAILABLE SOLUTIONS** PROS & CONS `AS` Basic filtration based on history of the prospective client irrespective institution.
2. PROBLEMS / PAINS + ITS FREQUENCY `PR` • Reliability • Accountability • Security • Loss of Financial Assets	**9. PROBLEM ROOT / CAUSE** `RC` Scarcity of background information of the prospective clients.	**7. BEHAVIOR** + ITS INTENSITY `BE` Get inputs about the applicant in the webpage and use the custom made machine learning model to classify them.
3. TRIGGERS TO ACT `TR` Unpredictability of customer behavior. **4. EMOTIONS** BEFORE / AFTER `EM` Uncertainty of whether the customer would repay or not. After using our product this issue can be avoided.	**10. YOUR SOLUTION** `SL` By using classification algorithms such as Decision tree, Random forest, KNN, and xgboost. We will train and test the data with these algorithms. Designing a webpage with a appropriate user interface.	**8. CHANNELS of BEHAVIOR** `CH` User interface for feeding in the applicant's data which result the prediction of credibility. OFFLINE Various models trained based on an individual's criteria and whether or not he repaid.

Side labels: Define CS, fit into CL · Focus on PR, tap into BE, understand RC · Identify strong TR & EM · Explore AS, differentiate · Focus on PR, tap into BE, understand RC · Extract online & offline CH of BE