

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Bankers, Financiers who are lending the money to people are the customers of the project

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.

Wrong information of the data input to many request at the same time and low internet connection

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

All the solution will be predicted via machine learning algorithms so the manpower will be minimized and accuracy will be increased and all works are done quickly so that our customer won't miss their potential customers

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.

The purpose of the product is to use various parameters of the customer to predict whether they can return the amount . It will help the customer to take decision. So job to be done is to make the model to predict the loan amount that can be given to their customer.

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.

The bankers can't process all the request manually it may lead them to lose their potential customers so it is necessary to have system like this to predict and help them to give the immediate data so that they can make the decision

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)

Use the best model to predict the loan creditable to customer to reduce the man power with good user interface.

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.

If Bankers and financiers process all this manually that might take them large amount of time so that they won't miss their potential customers.

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.

BEFORE: Is the app potential to predict, what if the prediction goes wrong
AFTER: High Accuracy à correct à decision à High Yield.

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.

Use machine learning algorithms, python flask Pandas and visualizations,

8.CHANNELS of BEHAVIOUR

CH

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

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

ONLINE: Input the data and get the desire value of amount that can be creditable to their customer account. OFFLINE: Must collect their customer data only by offline

Identify strong TR & EM