

# Problem-Solution Fit canvas

Purpose / Vision To help users solve problems in Banking Industry.

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> All age group people who are having accounts in the bank can use this chatbot to keep track of their accounts and to do all types of activities for them.	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> The customer should provide clear instructions for knowing the Bank details. The chatbot cannot provide accurate results if the question is not clear.	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> Although there is a lot of customer service available at their service the users are facing a lot of disadvantages.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span>PR</span> The problem and pains of the user are losing track of their bank details, fear of theft and forgery happenings, time wastage in traveling to the bank for every activity, and error happenings.	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> Normally, retail banking customers often have to endure long turnaround times to have their queries resolved and perform certain services. In today's competitive banking landscape, large banks are struggling to catch up with, compared to their new generation peers.	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span>BE</span> The behavioral changes in users reflect in their day-to-day life such as will maintain proper bank details and following the daily instructions provided by the chatbot.	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Desire to live a convenient lifestyle. By using the chat to save a lot of time and also the desire to make use of the technology to advance in life.	<b>10. YOUR SOLUTION</b> <span>SL</span> One of the options that banks have is to leverage a technology based on AI chatbots. AI chatbots communicate with humans in a very natural form to resolve their queries and assist them as required. The core purpose of banking chatbots is to provide customers with prompt service and to improve the operational efficiency of the bank and its employees	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <b>ONLINE</b> The application provides a user-friendly environment that enables users to interact through the chatbot to clarify their queries.	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> They were scared of declining this chatbot by the fear of leakage of information and the thought of it is difficult to use but started to change that thought.		<b>OFFLINE</b> Connecting all the users through pre-recorded chatbot answering and providing some default options so the users can access it offline.	



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