

Project Design Phase-I

Problem – Solution Fit

Date	27 September 2022
Project Name	AI based discourse for Banking Industry
Maximum Marks	2 Marks

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 <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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.
	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. <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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
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. <ul style="list-style-type: none"> 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 	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.

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