

Project Design Phase-I

Problem Solution Fit

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| Date | 01 October 2022 |
| Team ID | PNT2022TMID30161 |
| Project Name | Project - AI based discourse for Banking Industry |
| Maximum Marks | |

Problem-Solution fit

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|--|--|--|--|---|--|-----------|--|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids | CS | 6. CUSTOMER CONSTRAINTS 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. | CC | 5. AVAILABLE SOLUTIONS 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 | AS | Explore AS, differentiate |
| | <ul style="list-style-type: none"> Student Bank's Customers Working Professionals | <ul style="list-style-type: none"> Misunderstood the customer's query. Will the customer's details be safe? Internet connection is required. | Designed to solve banking queries, provide reminders, banking scheme information, and personalise experience around the clock, without human intervention, making it more efficient than current bank customer service. | | | | |
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. | J&P | 9. PROBLEM ROOT CAUSE 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. | RC | 7. BEHAVIOUR 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) | BE | Focus on J&P, tap into BE, understand RC |
| | <ul style="list-style-type: none"> Quick responses to customer queries Reduce. Customer's time and money will be saved. Guidance for banking activities like creating an account, online banking services, etc. | <ul style="list-style-type: none"> Standing in queues to get issues clarified. Customer care is not available at the customer's convenience. Need to visit bank sometimes. Limited only to working days. | <ul style="list-style-type: none"> Answer loan queries. Guidance to customers on creating a bank account. Answer queries regarding net banking. Answer general banking queries. | | | | |
| Identify strong TR & EM | 3. TRIGGERS What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. | TR | 10. YOUR SOLUTION 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. | SL | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 | CH | Extract online & offline CH of BE |
| | 4. EMOTIONS: BEFORE / AFTER 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. | EM | <ul style="list-style-type: none"> This problem can be solved by using a chatbot, which is built through IBM Watson's assistant, which can solve customer queries related to banking. With this solution, banks could reduce employee's workloads and gain customer loyalty and satisfaction. | 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. | <ul style="list-style-type: none"> Must need an internet connection to access chatbots. | | |



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