

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Quick
responses

Easy to
access

Will chatbot's
vocabulary be
understandable

Easy
transactions

User
friendly

Secured
communications

Timely
notifications
and
reminders

Track
account
details

Clear
customer
feedback

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Scheduling
an
appointment
with bank
officers

Easy to use
(FAQ)

Ask queries

PAIN

fears
frustrations
obstacles

Network
issues

Inconsistent
answers

Limited
responses

GAIN

"wants" / needs
measures of success
obstacles

24/7
customer
service

Complaints
resolved
quickly

Detailed /
expert
answers