Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

Applicants who apply for loan and wait for approval.

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.

Web phishing which makes the customer worry about privacy to personal details
Network issues.

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

Applicants credibility prediction may be done in minutes for loan approval which usually takes days and multiple visits before using ML algorithms.
It makes the procedure for approval easy and simple for the customer.
The cons include the network issues etc.

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.

Wait for the loan to be approved.
Multiple visits to the bank for credit risk evaluation.
Multiple visits to the bank for document verification etc.

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.

Former bank procedures were all manual and took days or even months to process these loan applications which involves complex process like bank credit risk evaluation.
Customers can adapt to this predicting site in order to save time and as banks are also gradually digitalized as well.

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)

Go to the loan applicant credibility site, view the details required for approval then apply. Search for the procedure and details to be provided for application

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 neighbor installing solar panels, reading about a more efficient solution in the news.

Knowing that a procedure exists for loan approval with applicant credibility prediction in minutes which eliminates the time taken and multiple visits in the former one.

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.

Tired of & multiple > Instant
waiting visits prediction

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 behavior.

An Applicant Credibility Prediction Model for performing the credit risk evaluation for loan approval- Built using ML algorithm to predict the credibility of an loan applicant using the details provided like Loan ID, Applicant Income, Loan Amount and its term, Credit History, Property area etc.

8. CHANNELS of BEHAVIOR   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: Visit the credibility prediction site and apply by filling the necessary details.
- OFFLINE: Verify their documents to ensure that proper details are provided for prediction.

Identify strong TR & EM