

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Technically anyone with an income, whether through a salaried job or through a business, qualifies for loans. And These customers of 18 to 50 years old.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><div><div>• If they applied for back loans.</div><div>• Back over dropped</div><div>• Credit card over dropped</div><div>• Behavior</div><div>• Credit lines</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div><div>• Substitute high – cost loan.</div><div>• Take insurance with big ticket loans.</div><div>• Ensure time and regular prepayment</div><div>• Keep spouse and family in loop about loan.</div></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div><div><div>• Receive loan application</div><div>• Need to get witness signature</div><div>• Submit loan application</div><div>• Document collection</div><div>• Verification process</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div><div><div>• Banking System operation..</div><div>• Inefficient process Framework.</div><div>• Poor end-user Experience,</div><div>• Disorganised document storage &amp; retrieval what is the real reason that this problem exist?</div></div></div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><div><div>• Check your credit score.</div><div>• Take steps into improved your score by checking for inaccuracy and paying down the debt.</div><div>• Consider budget</div><div>• Consider Collateral</div></div></div>	
Focus on J&P, tap into	<div>3. TRIGGERS<div>TR</div></div> <div>A loan is one option to overcome a financial crisis that may be due to education fees or the purchase of a person’s dream car or bike or maybe for business.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div><div><div>• Create a Machine learning model to check whether the Customer would be eligible for the loan or not.</div><div>• Bank employee would be able to check for a single customer or a group of customer.</div><div>• UI will be a website which will be interactable .</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE<div><div><div>• Make easy communication.</div><div>• Can submit document easily</div><div>• Create additional content</div><div>• Can check status of loan remotely</div></div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div><div>Before:</div><div>Anxiety is a feeling of fear, dread, and uneasiness.</div><div>After:</div><div>Anger – Instead of panicking or denying problem,victim get mad.</div><div>Depression – Hopelessness set in , as does no self – esteem it can lead to even more debt.</div></div></div>		<div>8.2 OFFLINE<div><div><div>• First impression matters.</div><div>• Educate the customer.</div><div>• Collect feedbacks</div><div>• Roll out referral program and concert .</div></div></div></div>	
Identify strong TR & EM				