

PROJECT DESIGN PHASE-1

PROBLEM SOLUTION FIT

Date	27 september 2022
Team ID	PNT2022TMID03463
Project Name	Project – AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum marks	2 Marks

Problem-Solution Fit canvas

Purpose / Vision
AI based discourse for banking industry

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? eg. working parents of 0-5 y.o. kids 1. Regular Customers who would like to access the various features. 2. New customers who would like to create and handle the account.	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices? 1. Lack of knowledge of computer /android use. 2. Improper communication with chatbot. 3. Unfamiliarity with chatting.	5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses? Staffs are available in customer care or help centers to solve customer queries. But these methods are time consuming and requires a lot of man power. Customers has to wait for long time to responses.	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). How often does this problem occur? 1. Customers need not come to bank each and everytime to solve the issues. 2. Can access their account anywhere and anytime. 3. Existing methods are time consuming. 4. Good internet connection for faster response.	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the low might influence the return of investment significantly and diminish the benefits (1.2). 1. When millions of customer reach out to help there needs a huge workforce to respond them. 2. There might occur a human error that is responding with false information or miscommunication. 3. Banking can initially be complicated task that people sometimes might want guidance or support while performing certain operations.	7. BEHAVIOR + ITS INTENSITY BE What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). indirectly related: volunteering work (Greenpeace etc) Banking can slightly complicated if you are a beginner. Customers need to login to the site and have to type the query to chatbot.	
3. TRIGGERS TO ACT TR What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2) They may be reluctant to speak with an employee, when they don't want to visit bank often. Overhead to appoint a staff for this work.	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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 . The solution that we have designed is to develop a chatbot using IBM Watson assistant which provides the user with better UI and access more features easily It also helps with net banking query, loan and insurance query, Guidance for handling the account.	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block Official site of the bank-> Login with their account -> access chatbot and type the queries. OFFLINE Extract channels from Behavior block and use for customer development They might need to submit the hard copy of certificates, form for initial verification.	Extract online & offline CH of BE	
4. EMOTIONS BEFORE / AFTER EM Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) -> boost, feeling smart, be an example for others (made a smart purchase) clueless>aware dubious>decisive				

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Designed by Daria Nepriakhina / [IdeaHackers.nl](https://www.ideahackers.nl/) - we tailor ideas to customer behaviour and increase solution adoption probability.

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