

PROJECT DESIGN PHASE-I

Problem - Solution Fit Template

Date	27 September 2022
Team ID	PNT2022TMID45335
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	2 Marks

Problem-Solution Fit Template:

Project Title: AI Based Discourse for Banking Industry		Project Design Phase-I - Solution Fit Template		Team ID: PNT2022TMID45335	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? <ul style="list-style-type: none"> New customers who would like to learn more about the bank and how to create an account. Regular customers who would like to access the various features and services of the bank. 	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? <i>i.e.</i> spending power, budget, no cash, network connection, available devices. <ul style="list-style-type: none"> Internet connection is required Will the customer's details be safe? Unfamiliarity with/unaccustomed to chatting, especially among elders 	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>i.e.</i> pen and paper is an alternative to digital notetaking <ul style="list-style-type: none"> Answer Basic Questions Provides on-time Notifications and Reminder Provide Complete Account Details Resolve Urgent Issues on Priority 	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which job-to-be-done (or problem) do you address for your customers? There could be more than one; explore different sides. <ul style="list-style-type: none"> Answering customer queries correctly and quickly Convenience of banking guidance anywhere and anytime Cost and time efficiency and be improved Collect user's feedback 				
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? <i>i.e.</i> seeing their neighbor installing solarpanels, reading about a more efficient solution in the news. <ul style="list-style-type: none"> 24/7 personalized customer service. Timely reminders and updates. Convenient and easy to use 	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>i.e.</i> customers have to do it because of the change in regulations. <ul style="list-style-type: none"> Banking can initially be a slightly complicated task that people sometimes might want guidance or support while performing certain operations. As banking is essential, a lot of people need their queries cleared which requires a huge workforce to match the demand which can be very costly and still time taking. 	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? <i>i.e.</i> directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (<i>i.e.</i> Greenpeace) <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 	Focus on J&P, tap into BE, understand RC	
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? <i>i.e.</i> lost, insecure > confident, in control - use it in your communication strategy & design. <ul style="list-style-type: none"> Before: Confused, Helplessness, Exhausted. After: Clarified, Satisfaction, Secure, Interested, Relaxed. 				
Identify strong TR & EM	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. <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. CHANNELS OF BEHAVIOUR CH ONLINE What kind of actions do customers take online? Extract online channels from #7 They search the web for answers to their queries which are usually scattered and are not reliable. 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"> They visit banks and meet the bank staff to clear their queries. They call the customer care/toll free number of the bank and speak to a customer care employee. 	Extract online & offline CH of BE		