

1. CUSTOMER SEGMENT(S) -Bank Account Holders - Net Banking Users - Loan borrower	6. CUSTOMER CONSTRAINTS -Customer should hold a Bank Account - Smart Device with active Internet Connection - Customer should have install Banking Application.	5. AVAILABLE SOLUTIONS -simple banking queries can be resolved quickly. -Provides on-time notification and remainders. -Available through 24/7.
2. PROBLEMS/PAINS -Customer should manually visit the Bank for creating Account and solving Banking queries which consumes much time. -losing customer insights. -Need to be maintained.	9. PROBLEM ROOT CAUSE -Might have worries under their Account Privacy. -Longer to resolve complaints -Customers don't want to visit bank for every time for bank related functions.	7. BEHAVIOUR -Late response from bank disappoints customers. - Bank Consumes more time for providing banking functionalities to customers.

3. TRIGGERS Banking customers wants to make their life easier, save time from manual banking and want to become smart through technologies.	10. YOUR SOLUTION An automated solution, such a chatbot, which can answer all simple questions, can be used to address this issue. By delegating all straightforward customer requests to a chatbot, you may lighten the effort of your staff. It comprehends human languages	8. CHANNELS of BEHAVIOUR ONLINE: Through Advertising in social medias, news platform makes customer to know and recognize the effectiveness of banking chatbot and their instant and secure features OFFLINE: words of mouth among customers
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<p>4. EMOTIONS: BEFORE / AFTER</p> <p>BEFORE: Customers feel stressful through manual banking.</p> <p>AFTER: Customers feel Smart through the appliance of this effective chatbot which makes their life comfortable.</p>	<p>and helps people communicate via text.</p>	
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