

Ideation Phase

Empathize & Discover

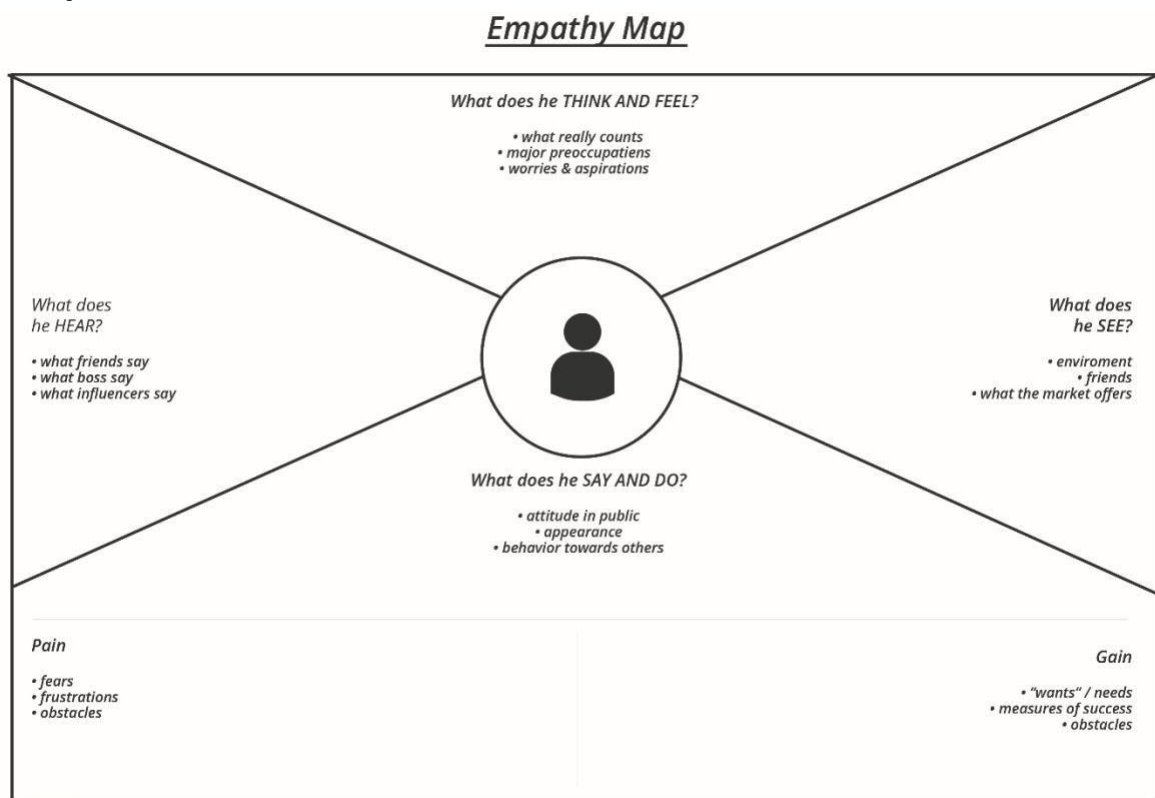
Date	19 September 2022
Team ID	PNT2022TMTD36855
Project Name	AI based discourse for banking industry.
Maximum Marks	4 Marks

Empathy Map Canvas:


An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Values Proposition Canvas

Solution Canvas		Customer Profit Canvas	
<p>Gain Creations:</p> <p>AI in finance for task automation. Fraud detection</p> <p>Deliver Personalized Recommendation monumental.</p> <p>Enable Frictionless  24/7</p>		<p>Grains:</p> <p>Reduction in human error.</p> <p>Takes risks instead of humans.</p> <p>Digital Assistance.</p> <p>Faster decisions.</p> <p>Data collection& analysis.</p> <p>Cyber Security.</p> <p>Fraud Detection.</p>	
<p>Product service:</p> <p>Automatic Process</p> <p>Reduce cost</p> <p>Improve customer service</p> <p>Time Management</p> <p>Robo advice</p> <p>Chat box</p>	<p>Pain Relivers:</p> <p>Bots which deliver content/service.</p> <p>Chat Interface between the bot & humans.</p> <p>Backend system of content and service providers.</p> <p>Platform to enable development of bots.</p>	<p>Pains:</p> <p>Making Human Lazy</p> <p>Unemployment</p> <p>Speed Up</p> <p>Erroneous banking databases.</p>	<p>Customer jobs:</p> <p>Direct sales manager</p> <p>Digital Initiative manger</p> <p>Research manager</p> <p>Credit risk analytics</p> <p>Associate Product manager.</p>

