

# Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Bank account holders Generic people	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  Are the customer details safe? Whether the solutions provided are right?	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  Designed with the ability to solve banking queries,providing remainders,banking schemes info,personalized experience round the clock,independent of human intervention,making it more efficient than the existing bank customer services	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Users having trouble reaching out customer support for banking issues.</li> <li>Guidance for banking activities like account creation , online banking services etc.</li> <li>Provision of quick solutions and responses for banking queries.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Standing in queues to get issues resolved</li> <li>In person visits required sometimes</li> <li>Customer support not available at customer's convenience</li> <li>Increased workload of banking employees.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span>  Finding a right product that guides the users through digital banking services and provides interaction support round the clock	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span>  Banking customer services and support serves as a trigger to use the AI banking chatbot to provide round the clock(24*7) and personalized experience for the banking customers  <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> Before - Increased waiting time ,Lesser notifications, In person visits to banks After - Round the clock support ,Quick responses ,Virtual communication ,Customer satisfaction, Better accessibility	<b>10. YOUR SOLUTION</b> <span>SL</span>  AI chatbot designed with the ability to solve banking issues, to provide guidance to digital banking	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> Online availability required to access customer info ,other required info and smoother interactions	Extract online & offline CH of BE