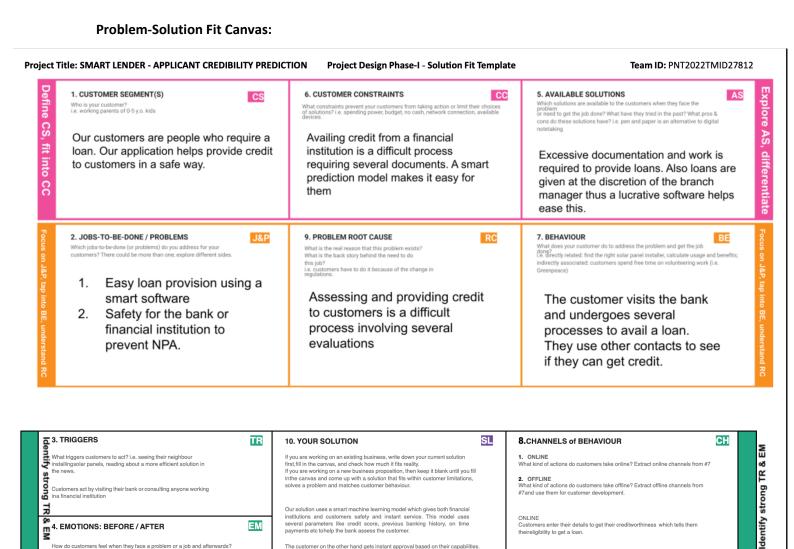
Project Design Phase-I Problem – Solution Fit

Date	27 September 2022
Team ID	PNT2022TMID27580
Project Name	SMART LENDER - APPLICANT CREDIBILITY
Maximum Marks	2 Marks



Customers in need of debt feel very sad not getting credit and thus visit smaller financialinstitutions or pledge gold. No offline work is requires

The customer on the other hand gets instant approval based on their capabilities.

Customers enter their details to get their creditworthiness which tells them

theireligibility to get a loan.

EΜ

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design