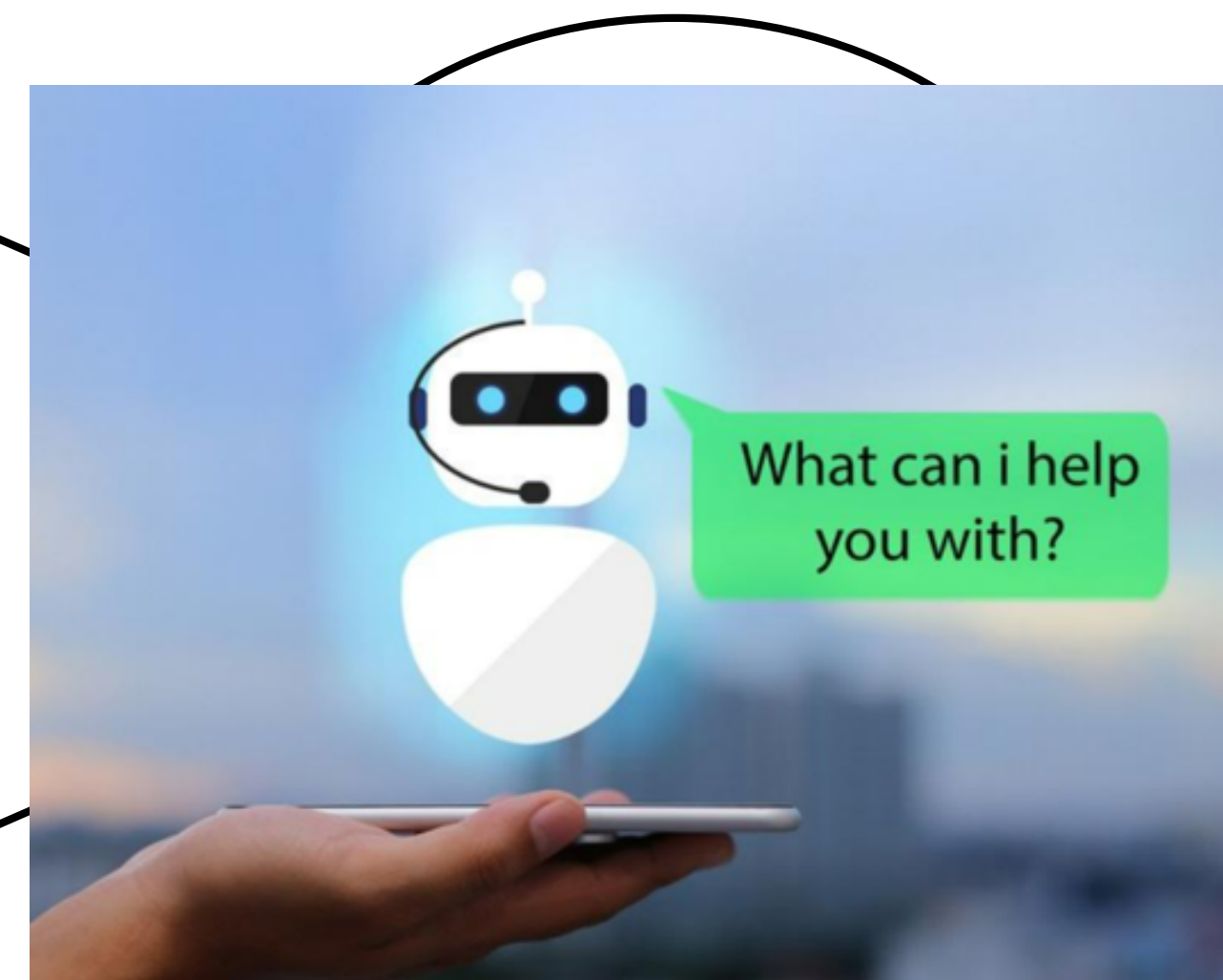


## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## What do they SEE?

environment  
friends  
what the market offers

## What do they HEAR?

what friends say  
what boss say  
what influencers say

It should  
be fast

Chatbot  
conversations  
should be  
confidential

It should  
provide  
accurate  
answers

Waste of  
time to go  
to banks

Reduces  
workload of  
bank staff

User  
friendly  
interface

Povides  
instant  
solution

Constant  
guidance  
for  
beginners

It provides  
privacy

It can be  
used from  
anywhere

Will the  
chatbot be  
able to  
answer my  
queries?

How can we  
trust a  
machine to  
understand  
us?

Will it  
support  
multiple  
languages?

Interest in  
chatbots in the  
market has  
increased by 5  
times in the last  
5 yeras

Innovative  
and modern  
way to solve  
customers's  
queries

Chatbot  
saves Time  
and cost

Chatbot is  
available at  
all time

Just as good  
as clearing  
queries with  
a bank staff

## PAIN

fears  
frustrations  
obstacles

Cannot  
understand  
multiple  
questions at  
once

Chatbot has  
no voice  
features

It may provide  
unexpected  
answer  
sometimes

Greater chance for  
misunderstanding

## GAIN

"wants" / needs  
measures of success  
obstacles

It is very  
convenient

It can  
eliminate  
long queues

It has  
assured  
security

It provides  
quick  
responses