

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids CS	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. CC	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem? AS or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	The customers are the Bank customers who has queries regarding banking and creating bank account.	Having a good internet connection and a smartphone is necessary for customer.	The customers can use the app anywhere and need not go to banks to ask queries.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. J&P	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. RC	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) BE	Focus on J&P, tap into BE, understand RC
	The customers has to ask the queries appropriately to the app and avoid asking the same queries again.	As many people have bank accounts, not many of them are aware about the steps needed for netbanking, availing loans, etc.	Instead of calling the bank directly to ask queries out app saves time by resolving to the same query.	
3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. TR		10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior. SL		8. CHANNELS of BEHAVIOR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. CH
With the help of our chatbot, a large number of general banking queries, loan and net banking queries and queries related to opening a new bank account can be easily solved.		Creating a platform for customers to clear their queries and doubts regarding Banking and providing assistance and guidance regarding maintenance of bank accounts. This solution can be scaled to be multilingual. This user friendly solution would give a welcoming experience for the customers by interacting with the chatbot.		Online mode, bank customers contact bank representatives via calls and ask their queries. Offline mode, bank customers visit the bank directly to get their queries resolved. Time spent in doing this is more than Online mode.

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div><div>EM</div></div><div>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.</div><div>The customers won't be aware of the steps needed to do banking, after using our app and resolving their queries they have a concrete idea of what they must do in order to achieve what they want.</div></div>			
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