

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
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

It should be fast

it should provide accurate answers

Chatbot is available all time

Innovative and modern way to solve customers queries

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

Chatbot saves time and cost

Just as good as cleaning queries with a bank staff

chatbot must be intelligent

waste of time to go to banks

It provides privacy

It can eliminate long queries

Provides instant solution

User friendly interface

Reduces workload of bank staff

Will it support multiple languages?

Encourage others to use it

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 i find an answer to my question?

PAIN
fears
frustrations
obstacles

Slight technical knowledge is required

It may provide an unexpected answer sometime

Internet issues

Chatbot has no voice features

Cannot understand multiple questions at once

GAIN

"wants" / needs
measures of success
obstacles

Cost effective

It can eliminate long queues

It has assured security

It has no wait time

Available 24/7

It is very convenient

It provides quick responses