IDEATION PHASE
EMPATHIZE & DISCOVER

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Team ID	PNT2022TMID50638
Project Name	Project – AI based discourse for banking industry
Maximum Marks	4 Marks

EMPATHY MAP
LINK :

Empathy Map:

THINK AND FEEL?

- Customers get solution within few minutes
- Customers feel easy to use
- Saves time for customers
- Reduces the work of bank employers
- Ease of communication

What do they **THINK AND FEEL?**

What really counts major preoccupations worries & aspirations

- Can access anywhere
- This features will attract more customers
- Age is not a barrier to communicate with other chatboxs
- Chatbot must be intelligent
- Chatbot conversations must be confidential

HEAR?

What do they **HEAR?**

What friends say
What boss say
What influencers say

- If has a great user onboarding
- Easy Conversation
- Using bot we can get solutions fast then going to bank
- Many features with a single bot
- Good feedback from others will make you to give a try
- The bot is user friendly
- UI/UX design is pleasing
- Cost saving

Bank Customer

SEE?

What do they **SEE ?**

Environmen... friends what the mark... offers

- Instant responses and quick answers
- It provides privacy
- Visualizing the bank in online
- Live answers from all the queries
- A friendly bot
- Comfortable environment for banking
- Good customer service
- Reduces workload of bank staffs

SAY AND DO ?

What do they **SAY AND DO ?**

attitude in public appearance behavior towards others

- Make use of their bots at its best
- Ask queries to bot
- Encourage others to use
- Do Netbanking
- if the customer face any issue they raise a ticket
- Can access anywhere and anytime
- Pay bills online
- Interacting with a live chatbot

PAIN

Fears frustrations obstacles

- The device that supports bad feature is manditory
- Slight technical knowledge is required
- Internet connection is compulsory
- Sometimes connecting the virtual assistant is difficult
- Sometimes server may be busy
- If the server is down,then bot won't work much efficiently

GAIN

"wants"/ needs measures of success obstacles

- No need to go bank directly
- Reduce the stress of customers
- Increases customer satisfaction
- We can do banking from whereever we are
- Time and money saving
- Immediate responses
- Decreases the work of human
- Answer to all their queries