

## Project Design Phase-1

### Problem Solution Fit

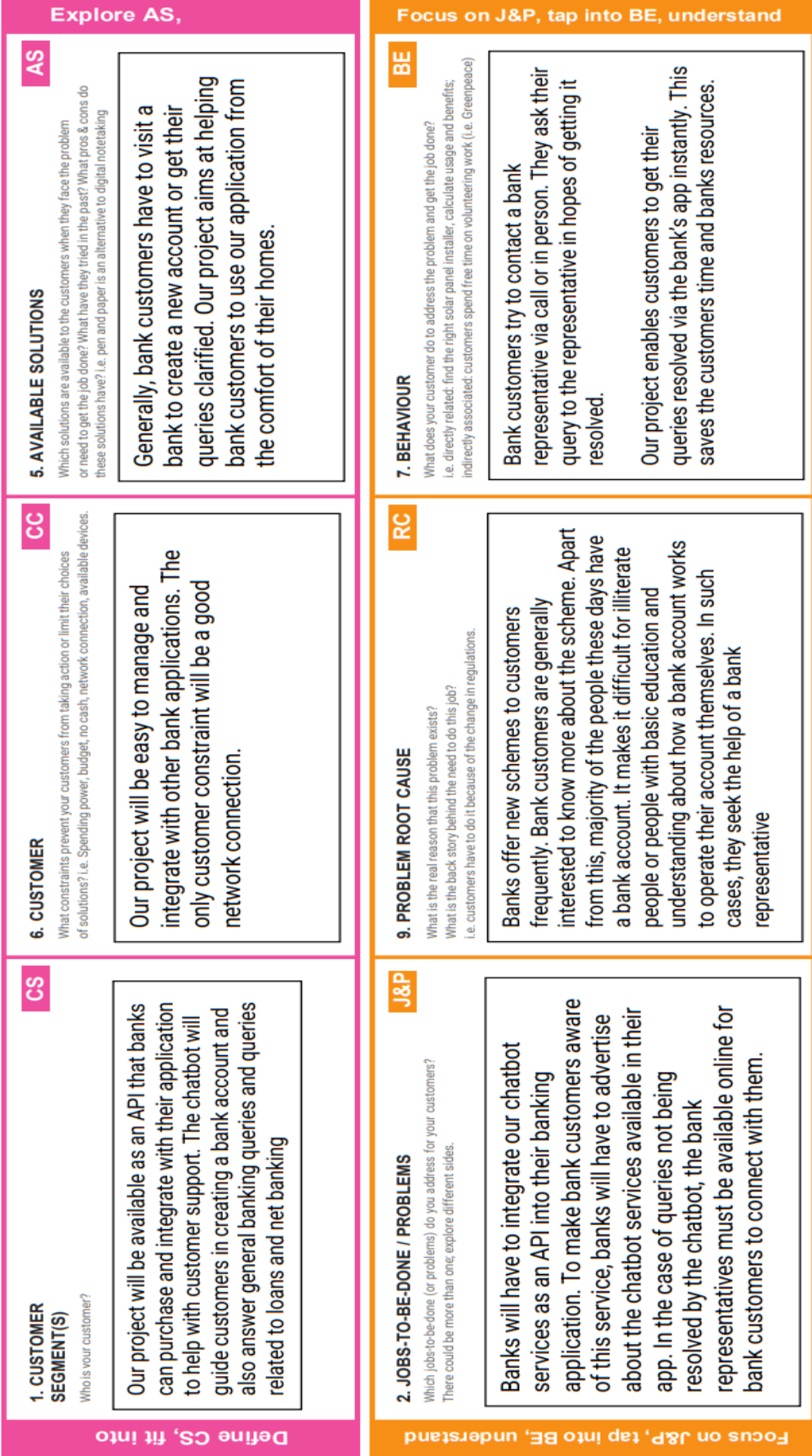
Date	27 September 2022
Team ID	PNT2022TMID37484
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	2 Marks

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioural patterns and recognize what would work and why

#### **Purpose:**

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

# Problem Solution Fit:



Identify strong TR & EM			
<b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.	<b>TR</b>	<p>Banks are our project's customers. Based on the scale of the bank and the efficiency of their customer support team, the number of queries they have to respond to in a day can be determined. 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. Our hybrid model also enables bank customers to chat with a bank representative in case their query is not resolved. Our project can help banks efficiently and quickly respond to users.</p>	
<b>4. EMOTIONS: BEFORE / AFTER</b> 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.	<b>EM</b>	<p>Contacting a bank representative is generally a tedious process where a customer is rerouted to various places before they get their query answered. This is the case irrespective of the customer visiting the bank or calling their customer support services. Our chatbot will help customers resolve their queries instantly, saving them the hassle of contacting different departments to get the solution</p>	
<b>10. YOUR SOLUTION</b> 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.	<b>SL</b>	<p>With the help of Watson's assistant and using Flask for backend and HTML for frontend, our solution aims at creating a platform for bank customers to clear their queries regarding Banking, in order to provide assistance and guidance with respect to maintenance of bank accounts.</p>	
<b>8. CHANNELS of BEHAVIOUR</b> 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	<b>CH</b>	<p>In Online mode, bank customers contact bank representatives via calls. Usually, an Interactive Voice Response system is used by banks to route the customer to the department their query is related to.</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>In Offline mode, bank customers generally visit the bank to get their queries clarified. Our project aims at optimizing customer experience at the comfort of their home. They can get their queries clarified using the chatbot. In case their query is complex and they aren't satisfied, they can chat with a bank representative as well.</p>	