Project Design Phase-1

Problem Solution Fit

Date	27 September 2022
Team ID	PNT2022TMID37484
Project Name	Al 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 problembehaviour 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:

Explore AS

AS

or need to get the job done? What have they tried in the past? What pros & cons do hese solutions have? i.e. pen and paper is an alternative to digital notetaking Which solutions are available to the customers when they face the problem

queries clarified. Our project aims at helping bank customers to use our application from bank to create a new account or get their Generally, bank customers have to visit the comfort of their homes.

5. AVAILABLE SOLUTIONS ဗ္ဗ

CUSTOMER

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of solutions? i.e. Spending power, budget, no cash, network connection, available devices. integrate with other bank applications. The What constraints prevent your customers from taking action or limit their choices only customer constraint will be a good Our project will be easy to manage and network connection.

> Our project will be available as an API that banks can purchase and integrate with their application

Who is your customer?

1. CUSTOMER SEGMENT(S)

7. BEHAVIOUR

ndirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) .e. directly related: find the right solar panel installer, calculate usage and benefits; What does your customer do to address the problem and get the job done?

representative via call or in person. They ask their query to the representative in hopes of getting it Bank customers try to contact a bank resolved.

Focus on J&P, tap into BE, understand

queries resolved via the bank's app instantly. This saves the customers time and banks resources. Our project enables customers to get their

e. customers have to do it because of the change in regulations

What is the back story behind the need to do this job? What is the real reason that this problem exists? 9. PROBLEM ROOT CAUSE

interested to know more about the scheme. Apart from this, majority of the people these days have understanding about how a bank account works a bank account. It makes it difficult for illiterate to operate their account themselves. In such people or people with basic education and frequently. Bank customers are generally Banks offer new schemes to customers cases, they seek the help of a bank epresentative

pank customers to connect with them.

J&P

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.

application. To make bank customers aware epresentatives must be available online for about the chatbot services available in their of this service, banks will have to advertise Banks will have to integrate our chatbot services as an API into their banking app. In the case of queries not being resolved by the chatbot, the bank

Define CS, fit into

also answer general banking queries and queries

elated to loans and net banking

guide customers in creating a bank account and

to help with customer support. The chatbot will

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news. 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. chat with a bank representative in case their query is not resolved. Our project can help banks efficiently and quickly respond to users.

4. EMOTIONS: BEFORE / AFTER

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How do customers feel when they face a problem or a job and afterwards? e. lost, insecure > confident, in control - use it in your communication strategy & design. 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

10. YOUR SOLUTION

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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.

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.



8. CHANNELS of BEHAVIOUR

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S.I UNLINE

What kind of actions do customers take online? Extract online channels from #7

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.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

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.