Project Title: AI Discourse for Banking Industry Project Design Phase-I - Solution Fit Team ID: PNT2022TMID45233

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Problem-Solution Fit canvas

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
eg. working parents of 0-5 y.o. kids

The bank customers who have questions

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

What limits your customers to act when problem occurs?
Spending power, budget, no cash in the pocket? Network connection?
Available devices?

Customer must have a smart phone or laptop with internet connectivity

5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS

Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?

Customers queries not understand by the the bank so, we need to feed more number of queries to the bot

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Which problem do you solve for your customer?
There could be more than one, explore different sides.
eg. existing solar solutions for private houses are not considered a good investment (1).

How often does this problem occur?

Bot should crisp answer to the customer like,

1.queries about account creation

2.queries about loan

3.general query

9. PROBLEM ROOT / CAUSE — RC

What is the root of every problem from the list?
eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).

1. Time restrictions of bank opening hours
2. customers go to the bank to solve his problem

7. BEHAVIOR + ITS INTENSITY — BE

What does your customer do about / around / directly or indirectly related to the problem?
eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2).
indirectly related: volunteering work (Greenpeace etc)

How often does this related behavior happen?

1. Customers have to physically visit the bank to rectify own problem
2. Easy to access

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

Bot Should be able to answer the all the common queries. Easy to use

innovative, more beautiful and efficient solution (1.2)

4. EMOTIONS BEFORE / AFTER — EM

Which emotions do people feel before/after this problem is solved?
Use it in your communication strategy.
eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)

frustrated, angry > relieved, relaxed

10. YOUR SOLUTION — SL

If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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 behaviour.

AI chatbot for banking industry which helpsresolve the issues of offline banking. This solution allows improved efficient support,reduced wait times, cost-effective 24/7 support

8. CHANNELS of BEHAVIOR — CH

ONLINE

Extract channels from Behavior block

They get the solution from online through our bot

OFFLINE

Extract channels from Behavior block and use for customer development

Customer go to the bank to get a solution

Extract online & offline CH of BE