Project Design Phase-I
Problem - Solution Fit

Date	26 october 2022
Team ID	PNT2022TMID49294
Project Name	A Novel Method For Handwritten Digit Recognition System
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S) CS

Banking Sector is the customer segments.

6. CUSTOMER CONSTRAINTS C

Firms are defined as constrained **if they applied for bank loans, bank overdrafts, credit lines or credit card overdrafts and were made an offer, but rejected the offer due to the cost being too high.**

5. AVAILABLE SOLUTIONS AS

- Promote Financial LiteracyThrough Customer Education. ...
- Become a Trusted Advisor to Small Business Customers. ...
- Make Contextual Data a Core Component of Your CustomerService Strategy. ...

2. JOBS-TO-BE-DONE / PROBLEMS J&P

The addressed problems are increasing competition , changing business models , rising expectations , security breaches.

9. PROBLEM ROOT CAUSE RC

A root cause is defined as **a factor that caused a nonconformance and should be permanently eliminated through process improvement**.

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7. BEHAVIOUR BE

- Choose The Right Degree in Economics or Finance.
- Prepare and Appear for Bank Exams.

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3. TRIGGERS

The triggers are pieces of information which users create through their everyday actions that indicates they are either a potential customer.

10. YOUR SOLUTION

The first block of the banking sector is about understanding who is the most important customer(s) you're delivering value to..

8. CHANNELS of BEHAVIOUR
ONLINE

- check your bank balance at any time.
- pay your bills and transfer money to other accounts.
- check any linked mortgages, loans, savings..

4. EMOTIONS: BEFORE / AFTER The customer feels insecure when they face a problems .		**OFFLINE** - Radio Ads. Like TV commercials, radio ads allow companies to convey their brand image and voice. ...

Identify strong & EM