

Project Design Phase-I Problem – Solution Fit Template

Date	18 September 2022
Team ID	PNT2022TMID31628
Project Name	AI based discourse for Banking Industry
Maximum Marks	2 Marks

Problem – Solution Fit Canvas:

Project Title: AI BASED DISCOURSE FOR BANKING INDUSTRY

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital note-taking</small>	Explore AS, differentiate
	<ul style="list-style-type: none"> New customers looking for more information on the bank and how to create an account. Regular customers who would like to access the Various bank's characteristics and service. 	<ul style="list-style-type: none"> Unfamiliarity with or aversion conversation, particularly among the elderly. Incapable of adequately communicating via chat. Security and confidentiality issues Internet connection is required. 	<p>Customers can use a chatbot that is built on AI and can be included to the bank's website. As long as the customer has an internet connection, they can use this at any time of day or from any location to rapidly resolve their questions. As a result, banks no longer need to hire a sizable crew to handle customer inquiries. It is a very effective and satisfying solution to the issue because the consumers' questions are addressed accurately and conveniently.</p>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. Directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small>	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Respond to customer inquiries accurately and promptly. Convenient banking advice anywhere at any time. Price and time of the customer should be improved 			
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>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 behaviour.</small>	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small>	Identify strong TR & EM
	<ul style="list-style-type: none"> Look at other people using it from home or on the go as opposed to waiting at the bank. Word of mouth about how convenient and easy it is to use. 			
4. EMOTIONS: BEFORE / AFTER <small>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.</small>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>		
<p>Before: disappointed, powerless, perplexed, and anxious After: reassured, at ease, relieved, and intrigued</p>		<ul style="list-style-type: none"> They go to banks and speak with bank employees to get their questions answered They dial the bank's customer service or toll-free line and chat with a customer service representative 		