

Define CS, fit into CC			Explore AS, differentiate	
1. CUSTOMER SEGMENT(S) Main customers are Banks and money lending organizations	CS	6. CUSTOMER CONSTRAINTS The problem they might face is lack of data and investing a whole group of employees to resolve the issue. On to of that ,internal corruptions might also occur for loan approval.	5. AVAILABLE SOLUTIONS General solution involves manual checking of the data of customers and approval of loan.	AS

Focus on J&P, tap into BE, understand RC			Focus on J&P, tap into BE, understand RC	
2. JOBS-TO-BE-DONE / PROBLEMS Applicants credibility score prediction for loan approval	J&P	9. PROBLEM ROOT CAUSE The root cause of this problem is due to improper verification of data which might happen during manual checking.	7. BEHAVIOUR The outcome would be loan approval for ineligible candidates. Later could result in loss for the organization	BE

Identify strong TR & EM			
3. TRIGGERS	TR	10. YOUR SOLUTION	SI
Money repayment delay and loss due to approval of loan for ineligible candidates.		Solution that we are proposing is to develop a ml based model to process the credit score and produce an accurate result.	
4. EMOTIONS: BEFORE / AFTER	EM		8. CHANNELS of BEHAVIOUR
Unwanted financial issues in bank money rotation cycle .After resolving the issue regular circulation of money would continue		Offline way would deal with direct approach to the client for collection of money	CH
Identify strong TR & EM			