Project Title: Smart Lender - Applicant Credibility Prediction for Loan Approval **Project Design Phase-I - Solution Fit** **Team ID:** PNT2022TMID24683

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

CS

Our customers are people who require loans. They are above mostly above 18 are employees or have a business.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

CC

Availing credit from financial institution is a difficult process requiring several document.

An Intelligent prediction model makes their job easier.

5. AVAILABLE SOLUTIONS

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 notetaking

AS

Excessive documentation, work and time is required to provide loans. Also loans are given at discrete of bank manager which is not always helpful

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

J&P

1. Easy Loan Solution using intelligent software
2. Safety for bank or financial institution to prevent NPA

9. PROBLEM ROOT CAUSE

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.

RC

Assessing and providing credit to customers is a difficult process involving several evaluations

7. BEHAVIOUR

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)

BE

The customer visits the bank and undergoes several long processes. They use other contacts to see if they can get credit.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act?

TR

Customers act by visiting their bank or consulting anyone working in a financial institution

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

Customers in need feel very anxious as they wait to get their loan approved, and feel very bad in case they don't.

10. YOUR SOLUTION

SL

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.

Our solution uses an intelligent machine learning model which gives both financial institutions and customers safety and instant service. Model uses several parameters like credit scores - to help the bank assess the customer.

The customer on the other hand gets instant approval based on their capabilities

8. CHANNELS of BEHAVIOUR

CH

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

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

ONLINE :
Customers enter their details to get credit information, which tells them their eligibility to get a loan.

OFFLINE:
No office/offline work is required

Identify strong TR & EM