

Project Design Phase-I Problem Solution Fit

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| Date | 01 October 2022 |
| Team ID | PNT2022TMID29414 |
| Project Name | Project - AI based discourse for Banking Industry |
| Maximum Marks | 2 Marks |

Problem-Solution fit

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|--|--|--|---|--|---|-----------|--|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 5-5.5 y.o. kids | CS | 6. CUSTOMER CONSTRAINTS 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 | CC | 5. AVAILABLE SOLUTIONS Which solutions are available to the customer 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 banking | AS | Explore AS, differentiate |
| | <input type="checkbox"/> Student <input type="checkbox"/> Bank's Customers <input type="checkbox"/> Working Professionals | <input type="checkbox"/> Misunderstood the customer's query. <input type="checkbox"/> Will the customer's details be safe? <input type="checkbox"/> Internet connection is required. | Designed to solve banking queries, provide reminders, banking scheme information, and personalise experience around the clock, without human intervention, making it more efficient than current bank customer service. | | | | |
| 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 customer? There could be more than one, explore different sides | J&P | 9. PROBLEM ROOT CAUSE What is the real reason that the 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 | 7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right online portal, initiate, calculate usage and benefits; indirectly associated: customers spend time time in volunteering work, i.e. volunteering | BE | Focus on J&P, tap into BE, understand RC |
| | <input type="checkbox"/> Quick responses to customer queries Reduce. <input type="checkbox"/> Customer's time and money will be saved. <input type="checkbox"/> Guidance for banking activities like creating an account, online banking services, etc. | <input type="checkbox"/> Standing in queues to get issues clarified. <input type="checkbox"/> Customer care is not available at the customer's convenience. <input type="checkbox"/> Need to visit bank sometimes. <input type="checkbox"/> Limited only to working days. | <input type="checkbox"/> Answer loan queries. <input type="checkbox"/> Guidance to customers on creating a bank account. <input type="checkbox"/> Answer queries regarding net banking. <input type="checkbox"/> Answer general banking queries. | | | | |
| Identify strong TR & EM | 3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news | TR | 10. YOUR SOLUTION If you are working on an existing business, write down your current solution first. RC is 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 motivates customer behaviour | SL | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 | CH | Extract online & offline CH of BE |
| | 4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, worried > confident, in control - use it in your communication strategy & design | EM | <input type="checkbox"/> This problem can be solved by using a chatbot, which is built through IBM Watson's assistant, which can solve customer queries related to banking. <input type="checkbox"/> With this solution, banks could reduce employee's workloads and gain customer loyalty and satisfaction. | 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development | <input type="checkbox"/> Must need an internet connection to access chatbots. | | |



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