Save Canvas   Load Canvas

Define customer segments, fit into customer limitations

1. CUSTOMER SEGMENT(S)	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES	5. AVAILABLE SOLUTIONS PLUSES & MINUSES
Add	Add	Add
Salary Employee	Trusting issues	Assets properties
Business people	Cibil score,report,sources	Credit score insurance
Bank	Bankcard cheque	Manual verification process
	As per customer noms	Delay in loan Approval
	Security issues	

Focus on problem, tap into behavior, understand root cause

2. PROBLEMS / PAINS +ITS FREQUENCY	9. ROOT / CAUSE OF PROBLEM	7. BEHAVIOR +ITS INTENSITY
Add	Add	Add
Cheque bounce	Cheque bounce	Positive approach before the ... loan
EMI not paid by the customer	Providing wrong address	Negative approach after getting ... loan
Missing customer	Duplicate certification	Confusion to bank in approving ... loan
Bad depts	Not present in address	
Not repaying the loan amount	Providing wrong address	
Wrong customer details		

Identify strong triggers & emotions

3. TRIGGERS Add	**10. YOUR SOLUTION** Add	**8. CHANNELS OF BEHAVIOR**

3. TRIGGERS

Add

Online advertisement

Continuous calling of the customer

Brainwash

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4. EMOTIONS

Add

Harsh behavior

Threatening

Confusion and fear

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10. YOUR SOLUTION

Add

Verifying the property documents

Agreement with customer

Ratings and reviews

Secure data storage

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8. CHANNELS OF BEHAVIOR

ONLINE

Add

Verifying documents in online

OFFLINE

Add

Verifying documents in online