

Ideation Phase

Problem Statements

Date	21 October 2022
Team ID	PNT2022TMID45554
Project Name	Project – Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	2 Marks

Customer Problem Statement Template:

- Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.
- A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.
- Artificial intelligence (AI) in the context of customer service, we define as a technology-enabled system for evaluating real-time service scenarios using data collected from digital and/or physical sources in order to provide personalised recommendations, alternatives, and solutions to customers' enquiries or problems, even very complex ones.
- We examined, in a banking services context, whether consumers preferred AI or Human online customer service applications using an experimental design across three field-based experiments.
- The results show that, in the case of low-complexity tasks, consumers considered the problem-solving ability of AI to be greater than that of human customer service and were more likely to use AI while, conversely, for high-complexity tasks, they viewed human customer service as superior and were more likely to use it than AI.
- Moreover, we found that perceived problem-solving ability mediated the effects of customers' service usage intentions (i.e., their preference for AI vs. Human) with task complexity serving as a boundary condition.
- Here we discuss our research and the results and conclude by offering practical

suggestions for banks seeking to reach customers and engage with them more effectively by leveraging the distinctive features of AI customer service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Problem Statement for "Natural Disaster Intensity Analysis and Classification using Artificial Intelligence"

PROBLEM STATEMENT 1:

I am	I'm trying to	But	Because	Which makes me feel
an employee from NDRF	classify the type of natural disaster	it is difficult to identify	the data is of images and images are of various forms	tensed and frustrated

PROBLEM STATEMENT 2:

I am	I'm trying to	But	Because	Which makes me feel
a student	classify the type of natural disaster in order to learn about that disaster	it is difficult to identify	the data is of images and images are of various forms	tensed and frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An employee from NDRF	Classify the type of natural disaster	It is difficult to identify	The data is of images and images are of various forms	Tensed and frustrated
PS-2	A student	classify the type of natural disaster in order to learn about that disaster	It is difficult to identify	The data is of images and images are of various forms	Tensed and frustrated