Project Design Phase-I
Problem – Solution Fit

Date	27 October 2022
Team ID	PNT2022TMID35481
Project Name	AI Based Discourse for Banking Industry
Maximum Marks	2 Marks

Problem - Solution fit canvas 2.0

Purpose / Vision: AI based discourse for Banking Industry

Define CS, fit into CC

1. CUSTOMER SEGMENT (S) — CS

Customers of bank:
- who are opening an account for the first time
- who are intrested in applying loans
- who cannot travel easily or at a place far away from the bank
- who require immediate responses

6. CUSTOMER CONSTRAINTS — CC

- Customers should have good internet facility
- Older customers unfamiliar with operating digital equipments like phones, laptops, etc
- Inability of the customers to convey their problems properly and accurately

5. AVAILABLE SOLUTIONS — AS

- Customer care lines help the customers by answering their basic doubts and concerns.
- Net banking allows the customers to pay for products / services from the comfort of their home.
- Email can also be used

These methods are however not time efficient and doesn't provide much help regarding most aspects of banking

Explore AS, differentiate

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

2. JOBS TO BE DONE / PROBLEMS — J&P

i) Answering the queries of the customers regarding creation of new accounts or loans

ii) Making the service cost and time effective by providing immediate and accurate answers

iii) Providing service 24/7

9. PROBLEM ROOT CAUSE — RC

- Banking is an essential part of everyone's life and it can become complicated quite easily. Hence services which can guide them is required
- People have become busy and value time a lot. Hence prefer immediate response
- Digitisation and usage of AI in almost every other job / task.

7. BEHAVIOUR — BE

- Customers constantly contact the banks to clear their queries.
- Sometimes they extensively browse the web to find suitable answers for their queries in case of poor response.
- They pile up all their queries and visit the bank to rectify it.

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

Identify strong TR & EM

3. TRIGGERS — TR

- Realizing that most of the basic activities are automized and AI's general growth and usage in activities
- Coming across similar chatbots and realising its ease and versatility

4. EMOTIONS: BEFORE / AFTER — EM

BEFORE: Doubtful, frustrated, Scared, tired
AFTER: Confident, Satisfied, Secure, Relieved

10. YOUR SOLUTION — SL

- Developing an AI based chatbot
- It answers all queries related to account creation, loans, etc.
- Possible to provide immediate responses
- Makes people lives easier by allowing them to do banking from their homes
- Banks can use the workforce to concentrate in other important jobs / tasks.

8. CHANNELS of BEHAVIOUR — CH

ONLINE
Customers browse their queries and look up youtube tutorials to know abt account creation, loans, etc. They also post their queries in websites.

OFFLINE
Customers recognise all their queries and problems and go to the bank it solve it at once. They talk with the bank employees and gather info about things they require.

Extract online & offline CH of BE