

Project Design Phase-I Problem – Solution Fit Template

Date	1 October 2022
Team ID	PNT2022TMID01193
Project Name	AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum Marks	2 Marks

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Problem Solution fit:

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Project Design Phase-I - Problem Solution Fit

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 5-5 y.c. kids</small> Working parents of 5 year old kids Working employee	6. CUSTOMER CONSTRAINTS CC <small>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</small> Misunderstood the customer's query Internet Access is required Outdated Mobile Experience	5. AVAILABLE SOLUTIONS AS <small>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 price & costs do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> Simple Banking queries can be resolved quickly, Saves lot of Times, 24/7Availability	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small> Limited Response Need to be maintained Misreads the customer's query Unsuitable for outdated customer's Losing customer insights	9. PROBLEM ROOT CAUSE RC <small>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</small> Slow response from Human agent Limited only on working days Longer to resolve complaints Waiting in queue for assistance Cannot able to ask queries repeatedly	7. BEHAVIOUR BE <small>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)</small> Guiding customer create bank account Answer loan queries Answer general banking queries Answer queries regarding net banking Automated customer service	
Identify strong TR & EM	3. TRIGGERS TR <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</small> Seeking customers doubts A customer needed guidance	10. YOUR SOLUTION SL This problem can be solved by using an Automated solution, such as chatbot, which can handle all simple queries. You could reduce your employees workload by having chatbot handle all of the simple customer requests. It understands human languages and them in text based communication.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #?</small> 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #? and use them for customer development</small> Online: Instantaneously responding to queries, Assisting clients in clearing up their doubts Offline: Following guidelines from the chatbots, Getting queries answers from the chatbot	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communications strategy & design</small> Before: Confused, Helplessness, Exhausted After: Satisfaction, Motivated, Relaxed			