

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Public is our customer and their age should be between minimum of 21 Years and maximum of 60

6. CUSTOMER CONSTRAINTS

CC

Our solution is completely online so people who have no knowledge about online should depend upon someone to help them to upload the required bank details.

5. AVAILABLE SOLUTIONS

AS

There is no need to collect details like PAN and Aadhar card

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Check the eligibility for the loan approval

Predicating process can be time consuming and tedious

9. PROBLEM ROOT CAUSE

RC

Predication delay due to lack of customer details

7. BEHAVIOUR

BE

Directed related: find the appropriate Bank manager and ask their queries And perform the process.

Indirect associated: customer can discuss with their friends and family

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

Identify strong TR & EM	3. TRIGGERS TR Collect the information from the nearby bank. Gaining more details about loan approval from the neighbor, family and friends. Searching in the website may give detail report about the system	10. YOUR SOLUTION SL It is quite efficient and reliable model which will not only reduce the time of the bank but also reduce the waiting time of the customers	8. CHANNELS of BEHAVIOUR CH 8.1 ONLIN Search about local approval in website. Search For the popular bank. 8.1 OFFLINE Visit the bank manager Fill the application. Form with appropriate details.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Confused, insecure > confident, assurance			