

Project Design Phase-I

Problem – Solution Fit Template

Date	07 October 2022
Team ID	PNT2022TMID07965
Project Name	AI BASED DISCOURSE FOR BANKING INDUSTRY
Maximum Marks	2 Marks

Problem – Solution Fit Template:

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.**

Template:

Project Title: AI BASED DISCOURSE FOR BANKING INDUSTRY		Team ID: PNT2022TMID07965	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>Bank Customers who can clarify their doubts by asking queries through an chatbot.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><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></p> <ul style="list-style-type: none"> Customer service may not be available at everytime Customer not able to get their solution for the queries without a bank employee </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p><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 pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <p>Conversation between the Customer and Chatbot by using NLP</p> <p>Pros:</p> <ul style="list-style-type: none"> Understanding human language in an context <p>Cons:</p> <ul style="list-style-type: none"> Unpredictable Errors in text / speech </div> </div>	Explore
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <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></p> <ul style="list-style-type: none"> Customer may not be able to reach the bank for clarifying their banking queries everytime. Customer wants to spend their time to achieve their solutions for the respective queries. </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p><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></p> <ul style="list-style-type: none"> To reduce the man power used on frequently and common questions to get answered one-by-one The bot will answer at the same time for all the based service providers can have the instant connection and have attention to customer questions at any time. </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <p><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></p> <ul style="list-style-type: none"> Customer will go to bank for clarifying their doubts and they will be waiting to solve their queries. Solution for the queries may not be clarified instantly by a bank employee </div> </div>	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify</div> <div> <p>3. TRIGGERS TR</p> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>Customer knowing about the efficient process through an social media and Customer tends to use the chatbot.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>10. YOUR SOLUTION SL</p> <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p> <p>Developing an Chatbot to solve the customer's queries in an efficient manner</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small></p> <p>Provides many procedures and choose the efficient one to solve their queries</p> <p>8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>Customer wants to contact bank employee</p> </div> </div>	Track online & offline CH of BE