Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

Final-year Research Students: Individuals needing to review 50+ foreign language papers for their thesis

6. CUSTOMER `CC`

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.

Budget: Students cannot afford expensive enterprise software or human translators.

5. AVAILABLE SOLUTIONS `AS`

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

Google Translate / DeepL: *Pros:* Fast, free. *Cons:* Fails on PDF layouts, limited to text-input.

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

OCR & Extraction: Translating text from "locked" PDFs or low-quality images that don't allow copy-pasting.

9. PROBLEM ROOT CAUSE `RC`

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.

Data Silos: Knowledge is locked behind language barriers because traditional OCR and translation tools were built as separate, disconnected processes.
Context Loss: Literal translation engines ignore "Multimodal Context"—they don't "see" that a word is part of a table or a warning sign.

7. BEHAVIOUR `BE`

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)

Direct Behavior: They take manual screenshots and run them through separate OCR websites.

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

OCR & Extraction: Translating text from "locked" PDFs or low-quality images that don't allow copy-pasting.

4. EMOTIONS: BEFORE / AFTER `EM`

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 communication strategy & design.

Before: Anxious (missing a deadline), **Frustrated** (tedious copy-pasting), **Insecure** (unsure if the translation is accurate), **Excluded** (locked out of global knowledge).

10. YOUR SOLUTION `SL`

Universal TransLingua AI: A multimodal web application powered by **Gemini 3 Flash** that unifies Vision, Document Parsing, and Language Translation into a single interface. It provides:
1. **Format-aware PDF translation.**
2. **Real-time OCR for physical images.**
3. **High-speed "Flash" processing** to fit user's time constraints.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Search engines (Google/Bing), GitHub, Academic forums (ResearchGate), LinkedIn, AI tool directories.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

University libraries, international airports, Academic conferences, Word-of-mouth in study groups