Project Design Phase-I

Problem - Solution Fit

Date	19 October 2022
Team ID	PNT2022TMID45254
Project Name	Real-Time Communication System Powered by AI for Specially Abled
Maximum Marks	2 Marks

Problem - Solution Fit

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

Purpose:

- Solve complex problems in a way that fits the state of our customers.

- Succeed faster and increase our solution adoption by tapping into existing mediums and channels of behaviour.

- Sharpen our communication and marketing strategy with the right triggers and messaging.

- Increase touch-points with our company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.

- Understand the existing situation in order to improve it for our target group.

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Deaf and Dumb people who are struggling to communicate with others

6. CUSTOMER CONSTRAINTS `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.

They can only communicate with the person who knows the sign Language.

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

Some software like Google Assistant, Alexa, etc.. are created with accessibility for their Communication

Define CS, fit into CC

Explore AS, differentiate

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.

They unable to convey their information and unable to express their thoughts & feelings

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.

Normal people are unable to understand and recognize what the specially abled person conveying or expressing their thoughts by Sign Language.

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)

Recognizing sign Language and translated into correct conversation for communicating with others.

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

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

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.

They need to communicate with others independently, unless they may affect with mental health and strength

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.

Specially abled person got worried due to their miscommunication with others, But now they can use sign language for communication which converts into human understandable language.

10. YOUR SOLUTION `SL`

What kind of solution suits Customer scenario the best?
Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

Creating an application which the specially abled person can communicate by sign language which will be converted to speech or text (Vice-Versa). They can be also access to any application through speech command.

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.

8.1 ONLINE CHANNELS `CH`

What kind of actions do customers take online?
Extract online channels from box #7 Behaviour

Specially abled person can access through any other applications for online communication by speech to text translation or vice-versa

8.2 OFFLINE CHANNELS `CH`

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

People can able to learn sign language through offline to communicate with specially abled person

Define CS, fit into CL

Explore AS, differentiate