

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

Useful for hearing impaired person
It can be also usefull for the staffs
who are teaching disabled students

CS

6. CUSTOMER CONSTRAINTS

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.

A physical environment that is not accessible
Negative attitudes of people towards disability
Being misunderstood of ability to hear

CC

5. AVAILABLE SOLUTIONS

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

Communicating through text either by pen and paper or
Text message.
Text to speech software which are not much accurate.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

24*7 available without any interruptions
No breaks
Has no down time
If the light is either too bright or too dim
will result in inaccurate hand segmentation ,
it can be rectified by using otsu algorithm
They need to learn english

J&P

9. PROBLEM ROOT CAUSE

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.

Difficulty in communication.
Most of the People won't understand sign language.
Difficulty in teaching.

RC

7. BEHAVIOUR

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)

Looking for softwares online that help in communication.
Learning to write so that they can communicate through text.
Teaching others sign language.
Trying to be more expressive so it is easy for people to understand

BE

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

Identify strong TR & EM

3. TRIGGERS

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

Seeing people communicating with ease.
Wanting to express themselves.
New way to communicate.
Curiosity to try the app.

TR

4. EMOTIONS: BEFORE / AFTER

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 they feel curious,lost and Negative
after they feel hopefull,happy and positive

EM

10. YOUR SOLUTION

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.

Always speak face-to-face
Learn how they prefer to communicate
Use gestures and body language.
Always ask if you can improve
Keep conversation ordered and coherent.

SL

8. CHANNELS of BEHAVIOUR

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

Looking for softwares online that help in communication.

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

Learning to write so that they can communicate through text.
Teaching others sign language.

CH

Extract online & offline CH of BE