

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><div>1.Bank Employees</div><div>2.Postal Service Office</div><div>3.Traffic Police authorities</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>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.</div><div><div>1.Budget Constraint for digitalising</div><div>2.Network connection limited in remote places for communication with system/server that can recognize handwritten digits.</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><div>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</div><div><div>* Banks can allot a separate individual for the task of processing cheques and recognizing the handwritten digits within.</div><div>* Rather than sorting postal packages by delivery pin-code, can establish a system wherein the customers can place their packages to be sent into appropriate postal boxes for a group of delivery locations.</div></div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><div>1.Recognizing license plate digits.</div><div>2.Recognizing postal pins.</div><div>3.Recognizing account number.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>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.</div><div><div>I</div><div>Doing the task repetitively is monotonous.</div><div>There is often very less similarity in handwritten digits. There are variations in size, height, thickness, width among the handwritten digits.</div></div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>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)</div><div><div>Split up the total task among multiple people to reduce the workload.</div><div>Multiple people can perform the task and cross-check for double verification.</div></div></div>	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.

*** Observing that the handwritten-digit recognition task is being done in an inefficient and time-consuming manner.**

*** Realizing that precious manual labor effort is being wasted on a repetitive task.**

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:

**Exasperated, Laborious,
Fear of mis-recognition due to long hours
of repetitive task**

After:

**Confident that the recognition has been done
accurately.
Relaxed and able to focus on more important
tasks.**

10. YOUR SOLUTION**SL**

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.

*** To develop a system that can automate
recognition of handwritten digits from even low-quality
images with high accuracy.**

*** The developed systems can be integrated with
the cheque processing, postal package sorting systems
for automating the task.**

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

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

8.2 OFFLINE

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

Before:

**Exasperated, Laborious,
Fear of mis-recognition due to long hours
of repetitive task**

After:

**Confident that the recognition has been done
accurately.
Relaxed and able to focus on more important
tasks.**