


Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids People with hearing and speaking disabilities	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. Cost of buying the device/app, difficulty in using it in quiet areas where speech output would be a hindrance to others, difficulty in always relying on device	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 The prior solution was primarily to have a person who understands sign language for translation. It has disadvantages like: <ul style="list-style-type: none"> • The translator might not be available always. • The customer cannot live independently • The customer would have hesitation to speak with others and would have inferiority mindset to mingle with others. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	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. To overcome the disability, to facilitate communication with normal people who do not know sign language, making them live a normal life as others, making them to be treated equally as others in the society	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. Due to disability, the customers face difficulties in communicating with others even during emergency situations, requires in need of a person knowing sign language to convey the message always, difficulties in engaging with others and leading a normal life	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) The customers generally rely on a translator who knows sign language for translating other peoples' messages to sign language and to translate the customers' message to others	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	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. Desire to live like a normal people, communicate and engage with others and to safeguard themselves during adverse situations by communicating with remote people	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. Making an app that: <ul style="list-style-type: none"> • Recognises sign language from deaf-dumb people and produces voice output for normal people • Converts voice input from normal people to sign language for the customers • Providing recording feature for the final speech output, thus helping them share thoughts with remote people • Has parental safety system to protect the child users from abusers 	● CHANNELS of BEHAVIOUR CH ●.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 ●.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Online: Educated customers might search for any online services available which can help them overcome their disability, might try to use speech to text converters to understand others' messages. Offline: The customers might seek help from others for translation between sign language and speech. They	Identify strong TR & EM

<div><div>4. EMOTIONS: BEFORE / AFTER</div><div></div><div>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.</div><div>Before using the product, the customers face difficulties communicating with normal people who do not know sign language. They hesitate to engage with others and could not communicate with remote people through voice calls. After using the product, they would feel that they live a normal life as others by overcoming these difficulties.</div></div>	<div>● Has integrated chat-bot so that it automatically answers to the commonly used sentences based on users' wish</div>	
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