

<p>1. CUSTOMER SEGMENT(S)</p> <p>It is based on the characteristics of the group we are targeting and is divided. It deals with the emotional balance.</p>	<p>6. CUSTOMER LIMITATION</p> <p>Customer can only ask for only what he can get and not all he can get. What they want is almost every product is done based on similarities among a group of customers so it would be difficult to get solution for all problems.</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>There are many applications and websites which helps specially abled in many ways. also websites are available which are created by government which are not for personal use.</p>
<p>2. PROBLEMS / PAINS</p> <p>Mental trauma. Not able to accomplish. Family issues. Hesitate to ask help.</p>	<p>9. PROBLEM ROOT / CAUSE</p> <p>They need to deal with devices which are costlier, and many cannot afford those devices. People are not satisfied with the devices, privacy issues.</p>	<p>7. BEHAVIOUR</p> <p>Behaviour is the clustering process. This is totally based on how the customer interact with your product and their buying behaviour. This is also based on how frequently the customer buys from you.</p>
<p>3. TRIGGERS TO ACT</p> <p>Make it easy. Act quickly. Give recognition.</p>	<p>10. YOUR SOLUTION</p> <p>Create application which can help specially abled people and include all the related services provided to different types of people.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>Social media videos made but users of the websites so that others can use it. Advertise online with specially abled influencers to test and promote it.</p>
<p>4.EMOTIONS</p> <p>Plays major role in every project. It needs support for every individual as they go through lot which cannot be mentioned. So while preparing something need to be aware of how they react to the product.</p>		