Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

The main purpose of this research is to enhance the communication of the differently abled community.

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.

The Customers don't have to pay cash in order to use this communication model but they have to have a internet connection and a Mobile/Personal Computer/Laptop to use this communication model

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 earliest method for deciphering sign language uses gloves and so it is not used by many people . Recent apps have the feature of converting limited signs using image processing and AI and some lacks two way communication . Our method involves development of an Android application which recognizes more sign gestures and converts them into speech and vice versa .

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.

We have people with differently abled . The technology is developing day by day but no significant developments are undertaken for the betterment of these people . Communications between deaf - mute and a normal person has always been a challenging task.It is very difficult for mute people to convey their message to normal people . Since normal people are not trained on hand sign language . In emergency times conveying their
message is very difficult .

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.

There are differently abled who find it so hard to communicate with others. They find it so hard to communicate in their workspace and if they do , sometimes others or themselves misinterpret what others are trying to say. So this was the root cause which made us to take this topic

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)

Our approach is in the form of android application which can convert speech into sign and vice versa .

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.

To address the challenges faced by deaf - mute persons in their daily life so they can interact with society and feel hopeful .

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 : It is very difficult to convey the message to normal people .
AFTER : Helps people to express their emotions.

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.

The proposed model comprises of automated real time behaviour monitoring, designed and implemented with the ubiquitous and affordable concept in mind to suit the underprivileged.

8. CHANNELS of BEHAVIOUR — CH

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

Promote the application online with the help of influencers who will try it out and then blog about it .

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

We can provide campaign awareness about the need of our application

Extract online & offline CH of BE

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