

Define CS, fit into CC

Focus on J&P, tap into BE, understand

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE

1.CUSTOMER SEGMENT(CS)	6.CUSTOMER CONSTRAINTS (CC)	5.AVAILABLE SOLUTIONS (AS)
Specially abled persons such as deaf and dumb people. The normal people who are trying to communicate with them are the customers	The sign language is not understandable to all. The difficulty in understanding the sign language by normal people	Using text type writers and AI Based devices i.e. Voice recognition.
2.JOBS-TO-BE-DONE/ PROBLEMS (J&P)	9.PROBLEM ROOT CAUSE (RC)	7.BEHAVIOUR (BE)
Create a communication link between deaf dumb and normal people Understanding inputs from the user may take a lot of efforts.	The communication barrier is the root cause. During emergency the specially abled people cannot contact or express their feelings to others (normal people). The feeling cannot be shared with others they feel stressed.	Customers try to find a device that helps in emergency situation.
3.TRIGGERS (TM)	10.YOUR SOLUTION (SL)	8.CHANNELS of BEHAVIOUR (CH)
An ability of the customers to communicate efficiently at serious and necessary situations.	This device helps in emergency situations to contact. The customer can share their feelings and also helps in expressing emotions and their motives.	ONLINE Using online translation OFFLINE They buy devices that help in translating signed language to text and vice versa.
4.EMOTIONS:BEFORE/AFTER (EM)		
After: Customer gain a better understanding of the needs of specially abled. They feel secured and it brings confidence in them. Before: Lacking of self- confidence. Feeling anxious of interacting with people.		