

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Customers are specially abled peoples</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS As originally defined in artificial intelligence, constraints enumerate the possible values a set of variables may take in a given world. A possible world is a total assignment of values to variables representing a way the world (real or imaginary) could be.</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS Polly can attach to any wheelchair or bedside, track eye movement and use ML to assist smart prediction of the user's needs and wants.</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS AI can be trained to do text summarization, which is helpful for users with cognitive impairments; or to do image and facial recognition, which helps those with visual impairments; or real-time captioning, which helps those with hearing impairment.</div> <div>J&P</div>	<div>9. PROBLEM ROOT CAUSE Notwithstanding the tangible and monetary benefits, AI has various shortfall and problems which inhibits its large scale adoption. The problems include Safety, Trust, Computation Power, Job Loss concern,</div> <div>RC</div>	<div>7. BEHAVIOUR Artificial intelligence is learning more about how to work with (and on) humans. A recent study has shown how AI can learn to identify vulnerabilities in human habits and behaviours and use them to influence human decision-making</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS which are made to interact with humans, can help teach social and educational skills to students of all abilities, including those with attention deficit hyperactivity disorder, hearing impairments, Down syndrome and autism</div> <div>TR</div>	<div>10. YOUR SOLUTION AI technology can empower people living with limited physical mobility. Microsoft's AI for Accessibility program uses the potential of Artificial Intelligence to develop solutions to many physical and cognitive challenges disabled individuals face at work and in daily life to promote social inclusion for them</div> <div>SL</div>	<div>8.CHANNELS of BEHAVIOUR the exploitation of human biases detected by AI algorithms, personalised addictive strategies for consumption of (online) goods, or taking advantage of the emotionally vulnerable state of individuals to promote products and services that match well with their temporary emotions</div> <div>CH</div>	
	<div>4. EMOTIONS: BEFORE / AFTER Nearly two-thirds of people surveyed said they have a good understanding of what artificial intelligence is. Some 60% of people also think that products and services using AI will make their lives easier, with 60% also expecting AI to profoundly change their daily life in the coming years.</div> <div>EM</div>			


