Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

Disabled people who do not have the ability to hear or speak.The prime focus is to be an alternate mode for them

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

Internet faciility , smart devices/laptops and knowledge to use it

5. AVAILABLE SOLUTIONS — PROS & CONS — AS

Hearing aids ,but not long lasting sign language use but normal people doesnt know so this method can bridge the barrier

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Normal people cannot convey their messages with deaf and dumb people and normal people cannot know the sign language.

9. PROBLEM ROOT / CAUSE — RC

Mainly for specialy abled person The reason maybe due to any medical issues or by birth some are unable to speak and hear

7. BEHAVIOR + ITS INTENSITY — BE

The app /website is being designed is an user friendly way the customer need to record sign language videos of him which will be converted to voice output by the application

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT — TR

3. TRIGGERS TR
Like normal people specialy abled people should live their life with their own.

4. EMOTIONS BEFORE / AFTER — EM

4. EMOTIONS: BEFORE / AFTER EM
Before: It is very difficult to convey their message to normal people
After: This application is very useful for them to communicate

10. YOUR SOLUTION — SL

-Sign language can also be translated to audio messages in our application using CNN
-AI allows users to share their saving goals and have communication with people

8. CHANNELS of BEHAVIOR — CH

ONLINE

Online customer support and their queries are handled

OFFLINE

On offline, we have our product experience stores where our customer can experience the product in real.

Extract online & offline CH of BE

IdeaHackers .NL