

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Bank employees, Postal mail sorters

6. CUSTOMER CONSTRAINTS

CC

Whether digits are recognized
Accurately ?
Is this product trustworthy ?

5. AVAILABLE SOLUTIONS

AS

Designed to recognize only digits,
hence much efficient and accurate
than OCR

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Trustworthy ,Fast and accurate
recognition of digits.

9. PROBLEM ROOT / CAUSE

RC

People may think that it may
not accurately predict the digit
and not trustworthy.
Inaccurate prediction of digits in
postal letters and bank cheques
causes lot of issues.

7. BEHAVIOUR

BE

Find a right product that
recognizes the digits written in
all kinds of handwriting
accurately and fastely

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

Seeing the OCR that recognizes the
characters, comes up with a mind to use a
handwritten digit recognizer.

4. EMOTIONS: BEFORE / AFTER

EM

Time consuming,frustrating>saves
time,no manual effort,less stress

10. YOUR SOLUTION

SL

A handwritten digit recognition
system using CNN that is
trained with several
combinations of handwritings.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

The system exhibits the similar
behavior as in offline

8.2 OFFLINE

Predicts the digits accurately
even in offline

Extract online & offline CH of BE