Problem-Solution fit canvas 2.0

TEAM ID: PNT2022TMID05782

1. CUSTOMER SEGMENT(S)

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6. CUSTOMER CONSTRAINTS

CC 5. AVAILABLE SOLUTIONS AS

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

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fit into

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Define

tap into BE, understand

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.

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 deaf and dumb, whom we collectively term as the "Specially-abled" people.

The specially-abled people find difficulties in communication with others. This makes them reluctant to encounter new environment and people.

Deaf and dumb tend to write or text in order to communicate which is found unviable in absence of necessary materials. They also make use of lipreading, gestures and pointers to communicate.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

9. PROBLEM ROOT CAUSE

7. BEHAVIOUR

BE

Explore AS, differentiate

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides

Conversion of sign language into audio and text

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.

Normal people don't take any effort to learn sign language which makes the communication with the specially-abled difficult.

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)

They seek for interpreters and mobile applications to build communication with normal people.

3. TRIGGERS

messages.

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EM

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The ease of communication by the normal people.

10. YOUR SOLUTION

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RC

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.

To develop a web-based application to facilitate the communication between the normal and the specially-abled people using advanced deep learning algorithm.

8. CHANNELS of BEHAVIOUR



8.1 ONLINE

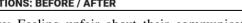
What kind of actions do customers take online? Extract online channels from #7

Social media application like Twitter, WhatsApp etc.

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

Local Community Camps conducted by NGOs, advertorial posters and interpreters.

4. EMOTIONS: BEFORE / AFTER



Before: Feeling unfair about their communication ability when compared to normal people. After: Feeling better and bridging the gaps between

people.

