

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- The Post Office employee who reads the postal address written in post
- The Bank Employee who makes the transaction through the cheque.

6. CUSTOMER CONSTRAINTS

CC

- Easy to use by the employee or any customers.
- Cost efficient.

5. AVAILABLE SOLUTIONS

AS

- Automatic digit recognition
- In past, people identify the digits to their analysis sometimes it causes wrong transactions.
- By using this application, they could easily identify the digits

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Each people have their own style of hand writing.
- Difficult to train various data.
- Make the computer to understand the handwriting

9. PROBLEM ROOT CAUSE

RC

- Normal computers couldn't understand every hand writing.
- Without this system, accuracy might very low

7. BEHAVIOUR

BE

- To classify the digits in correct way, they could make the transactions easier without any doubtfulness.

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

Identify strong TR & EM

3. TRIGGERS

TR

- Feel free to make transactions without any fear about their style of writing

4. EMOTIONS: BEFORE / AFTER

EM

If the person faces a problem regarding the hand writing they could confidently handle the situation by using handwritten digit recognition system

10. YOUR SOLUTION

SL

- CNN model could be used to provide very High accuracy in image recognition problems and also reduces the high dimensionality of the images, without losing its information.
- It can be used to convert the handwritten digits to machine readable format.

8. CHANNELS OF BEHAVIOUR

CH

ONLINE:

- Transaction can be done at anywhere without any presence in office.
- Online process makes easier the process.

OFFLINE:

- The identification of the digits which is in the handwritten form directly captured by using mobile application and that could be used to convert the those digits into machine readable forms.

Extract online & offline CH of BE