

**1. CUSTOMER SEGMENT(S)****CS**

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

Organizations who want to recognize  
the handwritten digits of people

Example:

✓Post office,

✓Data entry offices,

✓Forensic Departments.

**6. CUSTOMER CONSTRAINTS****CC**

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.

In mobiles and laptop, there are possibilities  
for lack of stable internet connections and  
unavailability of devices. It is hard task for  
the machine to recognize the handwritten  
digits which are not perfect.

**5. AVAILABLE SOLUTIONS****AS**

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 note taking.  
Already there are existing solutions available  
for handwritten  
recognition. But, most of them are  
inaccurate.

The solution proposed by our system has  
more accuracy  
and it is efficient in recognition of manually  
written digits.

**2. JOBS-TO-BE-DONE / PROBLEMS****J&P**

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

Jobs to be done: To identify the digits in  
the manually written forms,

Cheques filled by people in banks,

Phone numbers written manually in  
register notebook of hospitals.

Problems: Dim lighting and weak  
eyesight

**9. PROBLEM ROOT CAUSE****RC**

What is the real reason that this problem  
exists? What is the backstory behind the  
need to do this job?

i.e. customers have to do it because of the  
change in regulations.

Handwritten digits are in different fonts and  
sizes, hard to recognize the digits due to various  
factors such as dim lighting, weakening eyesight.

**7. BEHAVIOUR****BE**

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)

customer wants available devices with stable  
internet connection and quality cameras.

**3. TRIGGERS****TR**

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

Advertisement in the market about the efficient recognition of digits.

Articles about the achievements made by our project.

**4. EMOTIONS: BEFORE / AFTER****EM**

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Defects are common and our project is not an exception

When the system failed to recognize the digit,

Customer Mentality:

Before:(Failure)

We would give guarantee that it would work most of the time

and if any error occurs, they can contact us at any time.

So, customers can feel at ease.

After:(Failure)

They have no need to panic when the failure occurs

They can easily contact us to rectify the error.

We would solve the defect as soon as possible.

**10. YOUR SOLUTION****SL**

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.

Our solution aims to recognize handwritten digits using machine learning techniques thereby saving costs to the organization improving employee productivity.

In our model we use AlexNet , which is one of the CNN architectures . AlexNet allows for multi-GPU training by putting half of the model's neurons on one GPU and the other half on another GPU. Not only does this mean that a bigger model can be trained, but it also cuts down on the training time. It also reduces the overfitting problem by Data Augmentation and Dropout.

**8. CHANNELS of BEHAVIOUR****CH****8.1 ONLINE**

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

Requires Stable internet connection for image processing.

**8.2 OFFLINE**

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

Obtain modern electronic devices and check they are working