Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

- Specially-abled people
- Teachers
- Family
- Colleagues
- Friends

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.

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

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 notetaking

> 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 lip-reading, gestures and pointers to communicate.

Explore AS, differentiate

9. PROBLEM ROOT CAUSE   RC

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.

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)

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

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

Focus on J&P tap into BE,

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

- There is a need to develop a system to convert sign language to speech and vice versa.
- There should be an application to convey the information.

3. TRIGGERS TR

- Seeing people being bullied and isolated.
- Inability to convey their thoughts during emergencies.
- Frustration upon missing opportunities.
- Wish to lead a normal life.

4. EMOTIONS: BEFORE / AFTER EM

Before
- Socially secluded
- Dependent
- Hurt

After
- Feel equal
- Confident
- Relieved

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.

> 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 BEHAVIOR CH

8.1 ONLINE
Video calls for distant communication involving either sign language or lip reading.

8.2 OFFLINE
Dependent on a person for communication assistance.

Identify strong TR & EM