

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>The customers are the employees who find it difficult to read the numbers written in different handwriting. The customers majorly include bank staff and postal mail order staff.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Is such a product worth the cost or can we just learn by trial and error? Does the product really provide accurate results?</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>The customers just ask their colleagues to recognize/ identify the digits written for them. There are no popularised software products offering solutions to such problems.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEM.<div>J&P</div></div> <div>The digits written in different handwriting style are difficult to identify and may lead to errors unfortunately.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Everyone has their unique handwriting style and it becomes difficult for the customers to identify them in a fast paced environment. Any error would lead to loss of a bank customer's money or wrong delivery of goods in postal services.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>The customer finds the product or service which helps him/her in identifying the digit faster and accurately.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>Feeling that they are lacking in their ability to identify the digits makes them stressed and they slow down in their job.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>The project model uses the Convolutional Neural Network which is trained using MNIST dataset and the model is deployed to efficiently recognize the digit in an image.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>8.1 ONLINE</div><div>The customer searches for a service being offered online.</div><div>8.2 OFFLINE</div><div>The customer asks the support of his colleagues for clarification on the digits.</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>The customers feel the pressure and take some time to figure out the digit.And afterwards they worry if they made the right choice for the digit in question.</div>			

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