1.CUSTOMER SEGMENT(S) `CS`

Specially abled person

6.CUSTOMER CONSTRAINTS `CC`

- Spending time
- Budget
- Health conscious
- Limit negative thoughts

5.AVAILABLE SOLUTION `AS`

- They can connect with family and doctors if they have SOS during emergency.
- CHAT BOT to get them back from mental stress.
- They can get job notification by using AI

Define CS, fit into CC

Explore AS, differentiate

6. JOBS – TO – BE DONE/PROBLEMS `J&P`

- Firstly we have to calculate the disable percentage based on their inability
- Because disability percentage may differ according to their inability.
- Give consultant to improve their mental Strength

9.BEHAVIOUR ROOT CAUSE `RC`

- Nuclear accidents
- Illness
- By birth
- Accidents
- Dangerous work conditions.

The specially abled person should build confident and bounce back to do great things.

7.BEHAVIOUR `BE`

Directly related

By giving consultant to them we can make charge

Indirectly related

Use of SOS button to get help from others during emergency situation.

Focus on J&P, fit into CC, understand RC

Focus on J&P, fit into CC, understand RC

3.TRIGGERS `PR`

- My customers are triggered by the inferiority complex.
- They feel themselves as useless and they think that they can't do anything what is done by normal person.

4.EMOTIONS BEFORE/AFTER `EM`

BEFORE	AFTER
Inferiority complex	Feel confidence
Lack of confidence	Feeling happy
Feeling insecure	Mental strength

10.YOUR SOLUTIONS `SL`

- There will be a situation where the specially abled person to be live alone in that time if they have some emergency they ca easily connect with the person through SOS.
- Since they are inability to do the work like others we can make them to get job alerts according to their disability percentage.
- Create chat bot to for consulting with them.

8.CHANNELS OF BEHAVIOUR `CH`

8.1 **ONLINE**

They can use website by assistive technology.

8.2 **OFFLINE**

They can use SOS in mobile phone while they are in emergency.

Identify strong TR & EM

Identify strong TR & EM