

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div>Specially abled people especially deaf and mute people Deaf and mute people who can't communicate with other people properly who does not know sign language</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>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.</div> <div>Lot of people don't know the sign language , this makes our customer to limit their thoughts and emotions in some situations.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div> <div>Current solutions is pen and paper method to express the emotions and thoughts of our customers , still it is not a efficient method.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div>Our customers feels that , it is difficult to communicate properly all the time . for example . If there is a critical situations they can't communicate their thoughts to the people and they can't communicate with the retailers to buy some stuff from without any difficulties</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>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.</div> <div>Root cause will be genetic etiology issues or accidents in their lives that caused them with deaf and mute More than 50% cases are due to the genetic etiology</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>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)</div> <div>Many of them travel with a companion who knows to translates the sign language to relational language or they will have to learn the language in some cases of mute people write what they want in a paper and shows them to the other people</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div> <div>Seeing others can communicate their thoughts and emotions more freely without any restrictions</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>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 behavior.</div> <div>We will be working on a new business proposition , that will be a cloud based AI model that translates the sign language to text/sound and vice versa. Customers might want to use portable devices like phones that have internet access , mic and working camera.</div>	<div>8.CHANNELS of BEHAVIOR<div>CH</div></div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div>8.1 There are not a complete solution for them in the online mode because it is complex and it is inaccurate sometimes</div> <div>8.2 Customers use an offline channel which is reliable , but it is difficult to find someone who can translate the sign language to native language or vice versa . Because the translator want to stay with the customer all the time and places</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div> <div>They feel less confident and morale of them will be decreased</div> <div>They will not try to communicate their thoughts to others instead they will mourn in silence</div>			

	This will lead to some severe psychological problems for the customers			
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