

Problem-Solution Fit canvas

TITLE: COMMUNICATION SYSTEM FOR
SPECIALLY ABLED USING ARTIFICIAL
INTELLIGENCE

TEAM ID: PNT2022TMID33883

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? eg. working parents of 0-5 y.o. kids</div><div>Speacially abled and people who communicate with them.</div></div>	<div>6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES<div>What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?</div><div>Scarcity of teaching professionals. No technologies used in nongovernmental organisations to educate deaf people.</div></div>	<div>5. AVAILABLE SOLUTIONS PLUSSES & MINUSES<div>Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?</div><div>An interpreter required for communication between two people and this sometime make personal communication difficult.</div></div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). <div>How often does this problem occur?</div></div><div>To fill the communication gap. To avoid misinterpretation.</div></div>	<div>9. PROBLEM ROOT / CAUSE<div>What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).</div><div>By birth War Nuclear accidents Inherited disabilities</div></div>	<div>7. BEHAVIOR + ITS INTENSITY<div>What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2), indirectly related: volunteering work (Greenpeace etc) <div>How often does this related behavior happen?</div></div><div>Accountability and monitoring mechanism for inclusive education. Normal people should be aware of sign language.</div></div>	
Focus on PR, tap into BE, understand RC	<div>3. TRIGGERS TO ACT<div>What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)</div><div>After knowing the benefits of software used for communication.</div></div>	<div>10. YOUR SOLUTION<div>If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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.</div><div>Existing solution is using a translator to communicate. Using a sign language software for communication.</div></div>	<div>8. CHANNELS of BEHAVIOR<div>ONLINE Extract channels from Behavior block Government must introduce registration of person with disability and use the digitized data to provide SMART ID cards containing the disability. OFFLINE Extract channels from Behavior block and use for customer development Aware of rights and provisions for disabled people and try to practically implement it.</div></div>	Focus on PR, tap into BE, understand RC
	<div>4. EMOTIONS BEFORE / AFTER<div>Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase) BEFORE : Fear of misconception of conversations. AFTER : Express their views to others.</div></div>			
Identify strong TR & EM				Extract online & offline CH of BE