

DefineCS, fitinto CC

1.CUSTOMERSEGMENT(S)
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CS

The normal people who are trying to communicatewith Specially abled persons such as deaf and dumbpeoplearethecustomer

6.CUSTOMERCONSTRAINTS

CC

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoicesofsolutions?
Thesignlanguageisnotunderstandabletoall.Thedifficultyinunderstandingthesignlanguagebynormalpeople

5.AVAILABLESOLUTIONS

AS

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem

orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros& cons do these solutions have? i.e. pen and paper is an alternative todigitalnotetaking
Provide personalized learning experiences. It makesuseoftexteditorsandsocialmediatoEasytolearnandsualizeaccess withallkeywords.
UsingtexttypewritersandAIBaseddevicesie.Voiceerecongnition

ExploreAS,differentiate

Focuson J&P, tapinto BE, understand RC

2.JOBS-TO-BE-DONE/PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for yourcustomers?Therecouldbemorethanone;exploredifferentsides
Createacommunicationlinkbetweendeaf-dumbandnormalpeopleUnderstandinginputsfromth eusermaytake alotofefforts..

AInstantlytranscribestheconversationofagroup of people. Its algorithm adds punctuation,the name of the person who is talking, and thenecessary vocabulary from the user's dictionary.Voice Accesswas specially created for peoplewith reduceddexterity.

9.PROBLEMROOTCAUSE

RC

Whatistherealreasonthatthisproblemexists?Whatisthebackstorybehindtheneedtodothisjob?
i.e.customershavetodoitbecauseofthechangeinregulations.
Thecommunicationbarrieristherootcause.
Duringemergencythespeciallyabledpeoplecannotcontact or express their feelings to others (normalpeople).
The feeling cannot be shared with other they feelstressed.

7.BEHAVIOUR

BE

Whatdoesyourcustomerdoaddresstheproblemandgetthejobdone?

i.e.directlyrelated:findtherightsolarpanelinstaller,calculateusageand benefits;indirectlyassociated:customersspendfreetimeonvolunteeringwork (i.e.Greenpeace)
AI has a huge impact on people with disabilities everydaylives.

Today,facialrecognitionsoftwareisbeingusedforblindchildren to read books aloud and as an accessible way fordeafpeopletocommunicatewithothersviavideochat.

Focuson J&P, tapinto BE, understand RC

3. TRIGGERS

TR

What triggers customer's OAC? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

An ability of the customers to communicate efficiently at serious and necessary situations.

A list to enable you to achieve personal fulfillment and stay adaptable in this fast-changing tech industry.

4. EMOTIONS: BEFORE/ AFTER

EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Visually impaired users can set it up to work with VoiceOver. Allows people with disabilities to fully control their environments

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 with customer limitations, solves a problem and matches customer behaviour.

This device helps in emergency situations to contact . The customer can share their feelings and also helps in expressing emotions and their motives.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

AI technologies can play an important role in breaking down the communication through online translation.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

They buy devices that help in translating signed language to text and vice versa.