

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

People who want to convert written handwriting to digital format can use our web application.

Students who wants the written notes in a digital format to store it in document format for easy understand.

6. CUSTOMER CONSTRAINTS

CC

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.

People need internet connection to do upload and conversion process.

One file can be converted at a time.  
Conversion of multiple files a time will not be possible.

5. AVAILABLE SOLUTIONS

AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

People just need to take picture of those handwriting and need to upload in our web application. Then it will convert it in digital format.

Before they tried to write down all those in neat handwriting.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The uploaded image which contains handwritten will be converted into digital format without any mistakes and also adds the special characters present in it.

9. PROBLEM ROOT CAUSE

RC

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.

Handwriting varies for each people.  
Understanding all kinds of handwriting is not always possible.

System generated text format is always in a standard format and easy to read and understand by all pepole.

7. BEHAVIOUR

BE

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)

Taking picture of handwritten text and uploading it will all the user have to do.The rest will take care of our web application.

Live scanning option also there to make their work very easy.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Clarification of digital document enables the idea of converting of handwriting also in digital format.

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.

Lot of confusions will occur when try to understand handwritten notes.It will also make us frustrated.But in digital format reading and writing will become very easy.

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

There is already google lens to scan the handwriting or any other text format.But our application gives the accurate result of those scanned text.

It will cover all the special kind of character like quotation,punctuation and etc..

8.CHANNELS of BEHAVIOUR

CH

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

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

ONLINE:  
The can upload and convert them into digital format get efficient use of our web application.

OFFLINE:  
User can view the previous conversion and able to access it.

Identify strong TR & EM