Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS
The people who need to understand written digits, as handwriting of different people will be different.

6. CUSTOMER CONSTRAINTS CC
The handwritten digits that the customer needs to understand by reading from a piece of paper can be important and shouldn't be mistaken. So customers may not be confident about the written digits which can be complex to understand when written in a clumsy way. For example bank cheque.

5. AVAILABLE SOLUTIONS AS
The novel method for handwritten digit recognition system can be used by the customer to scan the human handwritten digits and get the exact numbers written by human.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P
The main problem is the customer have to know how to use the digit recognition system effectively.

9. PROBLEM ROOT CAUSE RC
The customers may not be able to understand all the digits that are handwritten by the human as the digits can be illegible.

7. BEHAVIOUR BE
The customers should first scan the piece of paper with handwritten digits using the systems camera.

And the output which is the exact digits that are written will be shown.

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

Identify strong TR & EM

3. TRIGGERS TR
They main reason that the customer might use the novel method for handwritten digits recognition system is that the human writing can be clumsy and if read with human eye it can be misunderstood. These digits can be important so they shouldn't be mistaken.

4. EMOTIONS: BEFORE / AFTER EM
When the customers use their eyes to read the handwritten digits the customer may misunderstand and will not be confident. But when the customers use this handwritten digit recognition system they will be confident.

10. YOUR SOLUTION SL
The best solution is to scan the paper in which the digits written by human hand are present by using the handwritten digit recognition system and be confident about the human written digits even though they are clumsy.

8. CHANNELS OF BEHAVIOUR CH

8.1 ONLINE
The handwritten digit recognition system can only work with internet provided.

8.2 OFFLINE
This system is an application that do not work when its is in offline.

Identify strong TR & EM