Problem-Solution fit

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
Deaf & Dumb people (Specially Abled)

6. CUSTOMER CONSTRAINTS   `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?

Network related factors
Sign language may vary according to every specially abled
Budget
Cross Platform availability

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?

Learning sign language
Interpretation using Hardware components like smart gloves and finger caps Assistive Technologies & Applications

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

Which jobs-to-be-done (or problems) do you address for your customers?
There is a need to develop a system to convert sign language to speech and vice-versa There should be a conversation engine to communicate

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?
Everyone does not sign language
Inability to communicate normally and effectively
Improper interpretation

7. BEHAVIOUR   `BE`

What does your customer do to address the problem and get the job done?
Text Usage to convey information
Use of understandable signs
Lip reading

Focus on J&P, tap intC

Identify strong TR & EM

What triggers customers to act?
Seeing people isolated
Inability to convey their thoughts during emergencies
Frustration upon missing opportunities
Wish to lead a normal life

A conversation engine for deaf and dumb (specially abled) people to enable communicate between them and normal people, thereby reducing the barrier of communication by developing an assistive application for specially-abled people

ONLINE
What kind of actions do customers take online?

Video calls for distant communication involving either sign language or lip reading

4. EMOTIONS: BEFORE / AFTER   `EM`

How do customers feel when they face a problem or a job and afterwards?
Before- Socially secluded, Dependent, Hurt
After - Equality, Confident, Relieved

OFFLINE
What kind of actions do customers take offline? Dependency on a person for communication assistance

xtract online & offline CH of BE