

1. CUSTOMER SEGMENT(S)

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

CS

Deaf-mute people and anyone who wants to understand sign languages to communicate and interact.

6. CUSTOMER CONSTRAINTS

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.

CC

Need to find a translator to express their message.

Having the feeling of dependency

The hearing aids available are more expensive and require proper maintenance and timely replacement .

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

AS

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

Available solutions : Translators to translate sign to voice , hearing aids, Text to voice converters ,

Demerits : need to depend on the translator , costly devices - cannot be afforded by everyone , not user-friendly .

2. JOBS-TO-BE-DONE / PROBLEMS

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

J&P

The prevailing problems are the limitations that are often faced by the deaf-mute people when it comes to participating in the social problems The possible solution for the problem has to be adopted sooner.

9. PROBLEM ROOT CAUSE

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.

RC

The difficulties faced by the deaf-mute people is that they cannot express their feelings to the normal people as they may not know the sign language.

7. BEHAVIOUR

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)

BE

Direct : They try to find any alternative ways to express their feelings like write them down or type them for making the normal people understand.

Indirect They usually try to avoid the normal people to convey their message and try to find a translator incase of emergency and avoid hanging out which greatly put them behind in all ways..

<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Emergency situations , Creating awareness about the available opportunities , Friends starting to use the application , the feeling of wanting to be included or understood .</p>	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <p>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.</p> <p>The solution is to build a deep-learning model that is based on the AI technology , that can be used to convert the sign languages to text and voice in real time so that it can be used by anyone who needs to learn or know about sign languages .</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Online : Creating greater awareness among the people about the available solutions , Providing special equipments to augment educational services for them to improve</p> <p>Offline : By encouraging them in participating in all social and educational activities with everyone equally and being able to avail all the opportunities as of normal people</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p>Before : Helpless , depressed , inferiority , anxiety .</p> <p>After : Independent , able to express without the peer helps , self-confident</p>		

