

Define CS, fit into	1. CUSTOMER SEGMENT(S) Who is your customer? -Specially abled who can't communicate	6. CUSTOMER 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. -Physical or architectural barrier -Lack of accessibility	5. AVAILABLE SOLUTIONS 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 -Assistive technology include screen readers -Braille displays -Screen magnifiers	Explore AS, AS	
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) -Have difficulty expressing their needs -putting words to what they are experiencing	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? -Customers have to do it because they need to communicate like everyone else	7. BEHAVIOUR What does your customer do to address the problem and get the job done? usage and benefits; -Spend free time on learning sign languages		Focus on J&P, tap into BE, understand
	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. -Difficult to communicate -Being misunderstood	10. YOUR SOLUTION 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. -Speech input providers another option for individuals who are specially abled -Speech recognition system allow users to control computers by operating words and letters	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 -Video conferencing software -Audio notes 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. -Marketing actions like traditional marketing that do not involves internet		
4. EMOTIONS: BEFORE / AFTER 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. -People will feel free to do many things					