

## PROBLEM SOLUTION FIT

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S)

CS

Specially abled persons such as deaf and dumb people. The normal people who are trying to communicate with them are the customers

### 6. CUSTOMER CONSTRAINTS

CC

The sign language is not understandable to all.  
The difficulty in understanding the sign language by normal people

### 5. AVAILABLE SOLUTIONS

AS

Using text type writers and AI-Based devices  
i.e. Voice recognition.

Explore AS, differentiate

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

### 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Create a communication link between deaf  
Dumb and normal people  
Understanding inputs from the user may  
take a lot of effort

### 9. PROBLEM ROOT CAUSE

RC

The communication barrier is the  
root cause.  
During an emergency, the specially-  
abled people cannot contact or  
express their feelings to others  
(normal people).  
The feeling cannot be shared with  
other they feel stressed.

### 7. BEHAVIOUR

BE

Customers try to find a device that helps in  
emergency situation.

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

Identify strong TR & EM	<div>3. TRIGGERS</div> <div>The ability of the customers to communicate efficiently in serious and necessary situations</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>This device helps in emergencies to contact. The customer can share their feelings and also helps in Expressing emotions and their motives.</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE</div> <div>Using online translation</div> <div>8.2 OFFLINE</div> <div>They buy devices that help in translating signed language to text and vice versa</div> <div>CH</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>AFTER: Customers gain a better understanding of the needs of specially abledThey feel secure and it brings confidence in them.</div> <div>BEFORE: Lacking self-confidence. Feeling anxious about interacting with people.</div> <div>EM</div>			