

1. CUSTOMER SEGMENT(S)

Who is your customer?



User is a common person who tries to understand sign language.

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.

The user is able to grasp sign language, which takes time to achieve.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers

or need to get the job done? What have they tried in

An ordinary individual can predict sign language with moderate effort. An average person can eventually understand sign language.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for

A disabled person's expressions and what they say are hardly ever recognised by non-disabled people.

9. PROBLEM ROOT CAUSE

What is the real reason that

The difficulty comes when someone with special abilities initiates a discussion with a person who is not able to comprehend them because of their expertise.

7.

i.e. directly related: find the right solar panel installer,

An abled individual can't fully understand what a consumer is saying. Query Before Assisting-Treatment of people with impairments on an equal basis is the first step. Don't assume they require help with daily tasks all the time.

3. TRIGGERS **TR** 10. YOUR SOLUTION **SL** 8. CHALLENGES of BEHAVIOUR **CH** did 8.1
An inaccessible physical environment, negative What kind of actions do customers take online? Extract online channels from #7 en attitudes about disability, and a lack of suitable 8.2 OFFLINE n
assistive technology (assistive, adaptive, and If you're working for an established uWsehatthekmindfOOfcaucsttiOomnsrdOdecvuesltOOpmmeersntt. ake offline? Extract Offline channels from #7 and ti
rehabilitative gadgets) company, sketch out your present f

4. EMOTIONS: BEFORE / AFTER **EM** solution first, then fill in the blanks and Some helpful guidelines are provided y S see how well it corresponds to reality. If under
the Americans with Disabilities Act, s tr Staying real and speaking to someone witha you are developing a new business such as treating everyone with respect and
t r O handicap in the same manner you would proposal, leave the canvas blank until refraining from patronising them. O n anyone else is important. Be courteous
in you have filled it in and developed a After assisting, pay close attention to the n g basokthqyuoeustrioqnusestthioant syoauundwaocutlidonns't. Aasksoo,f don't
staorlugteitomn tahraktets,aatidsdfiresstshees naeperdosbolefmth,e and rifiesypounrseosf.feOrbosfearysseistthaencinesitsrutuctrinoneds gdiovwenn,, or g

T someone who isn't impaired. Not every is consistent with target market respect the choice and don't make it again. T

R person with a disability wants to discuss their
& specific abilities or limitations. &

E Disabilities impact the entire family. E
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