AS

BE

CH

J&P, tap into BE, undeistand

Purpose / Vision

People who lost their speech or hearing ability by birth or due to some other factors.

6. CUSTOMER

CS

J&P

TR

EM

What constíaints pievent youi customeis fiom taking action oi limit theii choices of solutions? i.e. spending poweí, budget, no cash, netwoík connection, available devices.

Difficult accessibility, not user friendly, need more technical knowledge to handle, cost and etc. There are so many choice of solutions availablebut due to these some constraints, choice of solutions were limited.

5. AVAILABLE SOLUTIONS

CC

RC

Which solutions are available to the customers when they face the problem oí need to get the job done? What have they tíied in the past? What píos & cons do these solutions have?

The first ever approach to sign language it has only 6 sign gestures detection. Using colored hands for hand position recognition .But our model is trained to detect different sign languages without any color gloves, using bare hands only.

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

2. JOBS-TO-BE-DONE / PROBLEMS

l'heie could be moie than one; exploie diffeient sides.

Deaf and dumb people couldn't able to convey their messages to the normal people easily. Deaf people cannot hear the words as others speaks and dumb people cannot express their feelings by words.

9. PROBLEM ROOT CAUSE

What is the feal feason that this píoblem exists? What is the back story behind the need to do this job? i.e. customeís have to do it because of the change in íegulations.

In Previously developed solution, they have to use coloured hand gloves for hand position recognition. Also, the old method uses traditional translators which take too much of time to process.

7. BEHAVIOUR

What does you'r customei do to addiess the pioblem and get the job done? i.e. diíectly íelated: find the fight solaí panel installeí, calculate usage and benefits; indifectly associated: customeis spend fiee time on volunteefing work (i.e. Greenpeace)

In our device, there's an option called problem detection display in which our customer can able to see the type of problem occurs & solution will be displayed.

Σ TR &

Identify strong

3. TRIGGERS

By comparing normal people, Specially Abled people should depend on others and want to live their life independently like other people

4. EMOTIONS: BEFORE / AFTER

BEFORE: It is very difficult to convey the message to normal people.

AFTER: They overcome their reluctance to have communication with normal people.

10. YOUR SOLUTION

If you aie woiking on an existing business, wiite down youi cuiient solution fiist,fill in the canvas, and check how much it fits feality.

If you aie woiking on a new business pioposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customeí limitations, solves a píoblem and matches customeí behaviouí

Using SSD ML algorithm recognizing the signs as words instead of old traditional translators, that are very slow and take too much since every alphabet as to be recognized to form the whole statement in old methods.

8. CHANNELS of BEHAVIOUR

81 ONLINE

What kind of actions do customeís take online? Extíact online channels fíom 7

Advertise on online with influencers to test the product and promote it also on blog channels

8.2 OÏÏLINE

What kind of actions do customeis take offline? Extiact offline channels fiom 7 and use them foi customei development.

On offline, we have our product experience stores where our customer can experience the product in real



