Purpose/Vision

**ExploreAS,differentiate**

**Focus onJ&P,tapintoBE,understandRC**

**DeﬁneCS,ﬁtintoCC**

**Focus onJ&P,tapintoBE,understandRC**

orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave?i.e.penandpaperisanalternativetodigitalnotetaking

**AS**

**5.AVAILABLESOLUTIONS**

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices

ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices.

djlkdj

ksjkhskk

**CC**

**6.CUSTOMERCONSTRAINTS**

**CS**

**1.CUSTOMERSEGMENT(S)**

Whoisyourcustomer?

i.e.workingparentsof0-5y.o.kids

User might get fear of getting their confidential loss, people who are uncomfortable in using technology might get difficult in adapt to our technology.

The available solution like google translators for deaf and dumb people but it has only limited feature like the few hand gesture attributes.

Specially abled person especially deaf and dumb peoples.

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts;indirectlyassociated:customersspendfreetimeonvolunteeringwork(i.e.Greenpeace)

**BE**

**7.BEHAVIOUR**

Whatdoesyourcustomerdotoaddresstheproblemandgetthejobdone?

**RC**

**9.PROBLEMROOTCAUSE**

What is the real reason that this problem exists?Whatisthebackstorybehindtheneedtodothisjob?

i.e.customershavetodoitbecauseofthechangeinregulations.

**J&P**

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

Whichjobs-to-be-done(orproblems)doyouaddressforyourcustomers?Therecouldbemorethanone;exploredifferentsides.

Communication between deaf and dumb people to normal person is very challenging task.

It is too hard for dumb person to convey their message to other person.

User might get tool free number for any queries and video tutorial will act as there guide.

They can get use of feedback and reviews from previous users.

People who are deaf hard to hear speech by others and dumb people to hard to speak they have to use sign language only. Our application should be afford by everybody.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **IdentifystrongTR&EM** | **3.TRIGGERS TR**  Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,readingaboutamoreefﬁcientsolutioninthenews.  By triggering the customer when watching the other specially abled people communication with normal people using our application. | **10.YOUR SOLUTION SL**  Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionﬁrst,ﬁllinthecanvas,andcheckhowmuchitﬁtsreality.  Ifyouareworkingonanewbusinessproposition,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.  An application that convert sign language to the speech and also the speech converted to sign language which understand by deaf and dumb which will be useful for both users. | 1. **CHANNELSofBEHAVIOUR CH**     1. **ONLINE**   Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7  User can get use of feedback and reviews from previous user or they can even add reviews for others use.   * 1. **OFFLINE**   Whatkindofactionsdocustomerstakeofﬂine?Extractofﬂinechannelsfrom#7andusethemforcustomerdevelopment.  we can go to differentlyabled learning organization and teach our software to our users and they can make use of it. | **Extractonline&ofﬂineCHofBE** |
| **4.EMOTIONS:BEFORE/AFTER EM**  Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?  i.e.lost,insecure>conﬁdent,incontrol-useitinyourcommunicationstrategy&design.  Before:Deaf and dumb people feel hard with others.  After: Now using our application they express their thoughts with others and now they feel like a normal person with no disability. |