 Purpose / Vision

**8.2 OFFLINE**

**Explore AS, differentiate**

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

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|  | **Focus on J&P, tap into BE, understand RC Deﬁne CS, ﬁt into CC** |  | 1. **CUSTOMER CS**   **SEGMENT(S)**  Who is your customer?  Specially abled person especially deaf and dumb peoples.   1. **JOBS-TO-BE-DONE / PROBLEMS J&P**   Which jobs-to-be-done (or problems) do you address for your customers?There could be more than one; explore different sides.  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.   1. **TRIGGERS TR**   What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efﬁcient solution in the news. | **6. CUSTOMER CC**  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.  User might get fear of getting their confidential loss, people who are uncomfortable in using technology might get difficult in adapt to our technology.  **9. PROBLEM ROOT CAUSE RC**  What is the real reason that this problem exists? What is the back story behind the need to do this job?  i.e. customers have to do it because of the change in regulations.  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.  **10. YOUR SOLUTION SL**  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 inthe 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 | **5. AVAILABLE SOLUTIONS AS**  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 dothese solutions have? i.e. pen and paper is an alternative to digital notetaking  The available solution like google translators for deaf and dumb people but it has only limited feature like the few hand gesture attributes.  **7. BEHAVIOUR BE**  What does your customer do to address the problem and get the job done?  i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly  associated: customers spend free time on volunteering work (i.e. Greenpeace)  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.   * 1. **CHANNELS of BEHAVIOUR CH**       1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  User can get use of feedback and reviews from previous user or they can even add reviews for others use.  What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7and use them for customer development. |  | **Extract online & ofﬂine CH of BE** |
|  | **Identify strong TR & EM** |  | By triggering the customer when watching the other specially abled people communication with normal people using our application. |
|  | **4. EMOTIONS: BEFORE / AFTER EM**  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.  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. | sign language which understand by deaf and  dumb which will be useful for both users. | we can go to differently abled learning organization and teach our software to our users and they can make use of it. |  |