

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><div>➤ Banking sector,</div><div>➤ postal sector,</div><div>➤ form data entry</div></div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div><div>➤ Security threats</div><div>➤ Doubt of accuracy of interpreted digits</div><div>➤ procedure of scanning makes them feel hard</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><div>➤ Many algorithms like CTC, SVM classifier etc. Are available for digit recognition</div><div>➤ AI and Machine learning based recognition systems</div><div>➤ CNN and ANN based digit recognitions</div></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><div>➤ Recognize the joined-up numbers</div><div>➤ Detect the unrecognizable handwritten digits</div><div>➤ Differentiating similar looking digits</div><div>➤ Poor quality handwritten digits identification</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><div>➤ Scribbled digits, joined up digits, widely varying handwriting of people makes the digits unclear.</div><div>➤ reduced eyesight of people makes it difficult for them to understand the digit</div></div></div>	<div>7. BEHAVIOUR<div>BE</div><div><div>➤ Customer uses a handwritten digit recognition system to resolve their problems</div></div></div>	
<div>3. TRIGGERS<div>TR</div><div><div>➤ Entering wrong data in forms and applications due to doubts</div><div>➤ Eyesight problems trigger people to seek for a solution.</div></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><div>➤ Using MNIST dataset, convolutional neural network is trained repeatedly to predict the unrecognizable digits</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div><div>8.1 ONLINE<div>➤ Real time handwritten digit recognition by giving immediate data</div></div><div>8.2 OFFLINE<div>➤ Recognizing scanned handwritten digits</div></div></div></div>		

4. EMOTIONS: BEFORE / AFTER

EM

- Before: feels doubtful about handwritten digits;
- After: undoubtful digits