

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

The deaf and dumb, whom we collectively term as the “Specially-abled” people.

CS

## 6. CUSTOMER CONSTRAINTS

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 specially-abled people find difficulties in communication with others. This makes them reluctant to encounter new environment and people.

CC

## 5. AVAILABLE SOLUTIONS

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 do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Deaf and dumb tend to write or text in order to communicate which is found unviable in absence of necessary materials. They also make use of lip-reading, gestures and pointers to communicate.

AS

Explore AS, differentiate

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

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

Which jobs-to-be-done (or problems) do you address for your customers?  
There could be more than one; explore different sides.

Conversion of sign language into audio and text messages.

J&P

## 9. PROBLEM ROOT CAUSE

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.

Normal people don't take any effort to learn sign language which makes the communication with the specially-abled difficult.

RC

## 7. BEHAVIOUR

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)

They seek for interpreters and mobile applications to build communication with normal people.

BE

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

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The ease of communication by the normal people.

TR

## 4. EMOTIONS: BEFORE / AFTER

Before: Feeling unfair about their communication ability when compared to normal people.  
After: Feeling better and bridging the gaps between people.

EM

## 10. YOUR SOLUTION

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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

To develop a web-based application to facilitate the communication between the normal and the specially-abled people using advanced deep learning algorithm.

SL

## 8. CHANNELS of BEHAVIOUR

### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Social media application like Twitter, WhatsApp etc.

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Local Community Camps conducted by NGOs, advertorial posters and interpreters.

CH

Extract online & offline CH of BE