

## PROBLEM SOLUTION FIT

Define CS, fit into CC

Focus on J&P, tap into BE, understand

Identify strong TR & EM

| 1.CUSTOMER SEGMENT(CS)   | 6.CUSTOMER CONSTRAINTS (CC)   | 5.AVAILABLE SOLUTIONS (AS)  |
|--|---|---|
| Specially abled persons such as deaf and dumb people. The normal people who are trying to communicate with them are the customers  | The sign language is not understandable to all.<br>The difficulty in understanding the sign language by normal people   | Using text type writers and AI Based devices i.e. Voice recognition.  |
|  |   |   |
| 2.JOBS-TO-BE-DONE/ PROBLEMS (J&P)  | 9.PROBLEM ROOT CAUSE (RC)   | 7.BEHAVIOUR (BE)  |
| Create a communication link between deaf dumb and normal people<br>Understanding inputs from the user may take a lot of efforts.   | The communication barrier is the root cause.<br>During emergency the specially abled people cannot contact or express their feelings to others (normal people).<br>The feeling cannot be shared with others they feel stressed. | Customers try to find a device that helps in emergency situation.   |
|  |   |   |
| 3.TRIGGERS (TM)  | 10.YOUR SOLUTION (SL)   | 8.CHANNELS of BEHAVIOUR (CH)  |
| An ability of the customers to communicate efficiently at serious and necessary situations.  | This device helps in emergency situations to contact .<br>The customer can share their feelings and also helps in expressing emotions and their motives .   | ONLINE<br>Using online translation<br>OFFLINE<br>They buy devices that help in translating signed language to text and vice versa . |
| 4.EMOTIONS:BEFORE/AFTER (EM)   |   |   |
| After:<br>Customer gain a better understanding of the needs of specially abled. They feel secured and it brings confidence in them .<br>Before:<br>Lacking of self- confidence. Feeling anxious of interacting with people . |   |   |

Explore AS, differentiate

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE