Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?

- Any age groups
- E-Service center for signature recognition
- Postal department, Banks and Educational departments
- Visually Challenged

6. CUSTOMER CONSTRAINTS   CC
What constraints prevent your customers from taking action or limit their choices of solutions?

- Network or Connection issues
- Everyone won't be having proper gadgets

5. AVAILABLE SOLUTIONS   AS
Which solutions are available to the customers when they face the problem

Solution: There's no proper alternative for this technology, People have to recognize by their own knowledge
Pro: No need for any gadgets
Cons:
• Not everyone can understand others hand writings
• Leads to misunderstanding

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   J&P
Which jobs-to-be-done (or problems) do you address for your customers?

- No hard time recognizing handwritten scripts
- Handwritten text can be digitalized and stored for future use

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?

- Time factor
- Sometimes people are not good at recognizing all types of handwriting

7. BEHAVIOUR   BE
What does your customer do to address the problem and get the job done?

- Capture the handwritten script and give for recognition
- Store the digitalized text for future reference

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

Identify strong TR & EM

3. TRIGGERS   TR
What triggers customers to act?

- Inability to recognize different and difficult handwritings
- Over time handwritten scripts can be degraded so Digitalization is preferred
- Cannot carry the handwritten scripts everywhere

4. EMOTIONS: BEFORE / AFTER   EM
How do customers feel when they face a problem or a job and afterwards?

• Dependent→ Independent
• Complex→Simple
•Time consuming→Time saving
• Frustrated →Relaxed

10. YOUR SOLUTION   SL

Use Handwritten recognition technology:
- Gives the properly recognized and digitalized text
- Time saving

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online?

Uploading the image of handwritten scripts

8.2 OFFLINE
What kind of actions do customers take offline?

Take the handwritten scripts and place it for capturing without any blurring

Extract online & offline CH of BE