

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) The customers for this project are mainly from security Department.	6. CUSTOMER CONSTRAINTS The main constraints of this project are Budget and the technical skill for the operation.	5. AVAILABLE SOLUTIONS The most used solution as of now is writing the texts as legible and as standardize as possible. Even though it helps to make the problem solution easier but it is impossible to implement it all the time.	Explore AS, different
	2. JOBS-TO-BE-DONE / PROBLEMS The main problem of the method is that it requires much more computation than more standard OCR techniques.	9. PROBLEM ROOT CAUSE The customer needs it to easily identify the texts and also helpful in identifying the hand writing.	7. BEHAVIOUR The customer spends more time to write the text. To find more understandable texts.	

3. TRIGGERS The customer may have found some documents on which they may not have understood some letters.	10. YOUR SOLUTION To make a handwritten recognition system that is easier for customers to access and use.	8. CHANNELS of BEHAVIOUR Online: The customer can easily recognize the texts using internet and compare it with other texts which are similar. Offline: They can do the same operation offline anytime.
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	4. EMOTIONS: BEFORE / AFTER lost, insecure > confident, in control - use it in your communication strategy & design.		
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