# Who is your customer?

i.e. working parents of 0-5 y.o. Kids

1. CUSTOMER SEGMENT(S)

Organizations who want to recognize the handwritten digits of people Example:

- ✓ 1.Postal Services
- ✓ 2.Traffic Surveillance Service
- ✓ 3.Forensic Departments.

## 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.

In mobiles and laptop, there are possibilities for lack of stable internet connections and unavailability of devices. It is hard task for the machine to recognize the handwritten digits which are not perfect.

- ✓ 1.Used to Traditional Methods.
- ✓ 2.Lack of Technological Knowledge.

#### 5. AVAILABLE SOLUTIONS

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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 note taking.

Already there are existing solutions available for handwritten recognition. But, most of them are inaccurate.

The solution proposed by our system has more accuracy and it is efficient in recognition of manually written digits.

✓ 1.Manually Recognize the Digits

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

18-D

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

Jobs to be done: To identify the digits in the manually written forms,

Cheques filled by people in banks, Phone numbers written manually in register notebook of hospitals.

Problems: Dim lighting and weak eyesight

- ✓ Recognize Digits from Handwritting.
- ✓ Recognize digits even in blurry image with too many details in it.

## 9. PROBLEM ROOT CAUSE

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What is the real reason that this problem exists? What is the backstory behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

Handwritten digits are in different fonts and sizes, hard to recognize the digits due to various factors such as dim lighting, weakening eyesight.

- ✓ People have different handwritting which makes it difficult for user to recognize in digital form.
- ✓ Vehicle moves really fast which makes the number plate bias and recognize in quick manner.

## 7. BEHAVIOUR

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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)

customer wants available devices with stable internet connection and quality cameras.

- ✓ User ignore the vehicle plate number that couldn't be recognized easily.
- ✓ User manually tries to figure out the digital number, which may get false positive.

Identify

strong

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## 3. TRIGGERS

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

✓ Being stressed out by the repeated manual Task

## 4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Defects are common and our project is not an exception

When the system failed to recognize the digit,

**Customer Mentality:** 

## Before

✓ We would give guarantee that it would work most of the time and if any error occurs, they can contact us at any time. So, customers can feel at ease.

### After

- ✓ They have no need to panic when the failure occurs
- ✓ They can easily contact us to rectify the error. We would solve the defect as soon as possible.

## 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.

Our solution aims to recognize handwritten digits using machine learning techniques thereby saving costs to the organization improving employee productivity.

In our model we use AlexNet, which is one of the CNN architectures. AlexNet allows for multi-GPU training by putting half of the model's neurons on one GPU and the other half on another GPU. Not only does this mean that a bigger model can be trained, but it also cuts down on the training time. It also reduces the overfitting problem by Data Augmentation and Dropout.

- ✓ Build an easy-to-use application to recognize digits.
- ✓ The application must run on all the platforms.
- The application must recognize digits from all sort of images.

## 8. CHANNELS of BEHAVIOUR



## 8.1 ONLINE

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

Requires Stable internet connection for image processing.

## 8.2 OFFLINE

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

Obtain modern electronic devices and check they are working