

Project Design Phase-I Problem – Solution Fit Template

Date	30 October 2022
Team ID	PNT2022TMID51236
Project Name	Real-Time Communication System Powered by AI for Specially Abled
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

Template:

<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer?</p> <p>i.e. working parents of 0-5 y.o. kids</p> <p style="text-align: center; font-size: 1.2em;">Deaf-mute and a normal person</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>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.</p> <ol style="list-style-type: none"> 1. Network connection 2. Large amount of data is needed 3. Not so accurate 4. no offline Control 5. Limited features 6. NO proper Gadgets 	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available to the customers when they face the problem?</p> <p>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</p> <p style="text-align: center;">We are making use of a convolution neural network to create a model that is trained on different hand gestures. An app is built which uses this model. This app enables deaf and dumb people to convey their information using signs which get converted to human-understandable language and speech is given as output.</p>
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Define C.S. fit into CC.

Explore AS. differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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

Communications between deaf-mute and a normal person has always been a challenging task. It is very difficult for mute people to convey their message to normal people. Since normal people are not trained on hand sign language. In emergency times conveying their message is very difficult.

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

In our society we have people with disabilities. The technology is developing day by day but no significant developments are undertaken for the betterment of these people. Communications between deaf-mute and a normal person has always been a challenging task. It is very difficult for mute people to convey their message to normal people. Since normal people are not trained on hand sign language. In emergency times conveying their message is very difficult. The human hand has remained a popular choice to convey information in situations where other forms like speech cannot be used.

7. BEHAVIOUR

BE

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)

1. Ask, Ask and Ask.
2. Identify the Problem.
3. Formulate Solutions.
4. Deliver the Solution.
5. Follow up with Customers.

3. TRIGGERS

TR

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

A system that converts the sign language into a human hearing voice in the desired language to convey a message to normal people, as well as convert speech into understandable sign language for the deaf and dumb.

4. EMOTIONS: BEFORE / AFTER

EM

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.

If they've ever heard their voice, **deaf people may have a "speaking" internal monologue**, but it's also possible that this internal monologue may be present without a "voice."

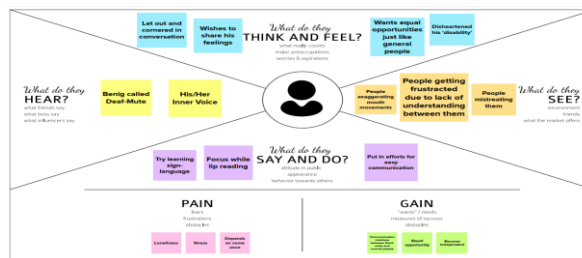
For example, you might **play out a conversation in your mind when you're trying to solve a problem**. Internal voices can also come in the form of having songs stuck in your head.

10. YOUR SOLUTION

SL

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.



8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

1. They will send the feedback to company
2. Call facility
3. Mail Contact
4. What's app
5. Customer care

8.2 OFFLINE

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

1. Nearby show room
2. They can show what the exact problem is
3. Easily communicate to dealers
4. Queries get solved
5. Exact solution can be identified

