

Focus on J&P, tap into	<div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? Deaf & Dumb people (Specially Abled)</div></div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>What constraints prevent your customers from taking action or limit their choices of solutions? Network related factors Sign language may vary according to every specially abled Budget Cross Platform availability</div></div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>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? Learning sign language Interpretation using Hardware components like smart gloves and finger caps Assistive Technologies & Applications</div></div><div>AS</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There is a need to develop a system to convert sign language to speech and vice-versa There should be a conversation engine to communicate</div></div><div>J&P</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>What is the real reason that this problem exists? What is the back story behind the need to do this job? Everyone does not sign language Inability to communicate normally and effectively Improper interpretation</div></div><div>RC</div></div>	<div><div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the job done? Text Usage to convey information Use of understandable signs Lip reading</div></div><div>BE</div></div>	
	<div><div>3. TRIGGERS<div>What triggers customers to act? Seeing people isolated Inability to convey their thoughts during emergencies Frustration upon missing opportunities Wish to lead a normal life</div></div><div>TR</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards? Before- Socially secluded, Dependent, Hurt After - Equality, Confident, Relieved</div></div><div>EM</div></div>	<div><div>10. YOUR SOLUTION<div>A conversation engine for deaf and dumb (specially abled) people to enable communicate between them and normal people, thereby reducing the barrier of communication by developing an assistive application for specially-abled people</div></div><div>SL</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online? Video calls for distant communication involving either sign language or lip reading</div> <div>8.2 OFFLINE<div>What kind of actions do customers take offline? Dependency on a person for communication assistance</div></div></div><div>CH</div></div></div>	