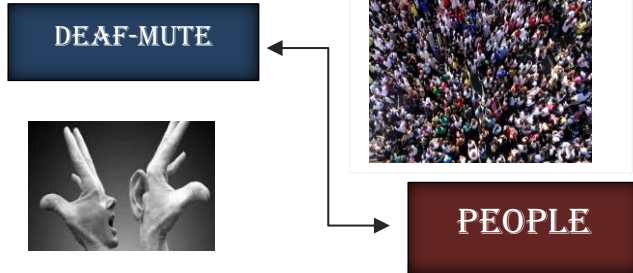


Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

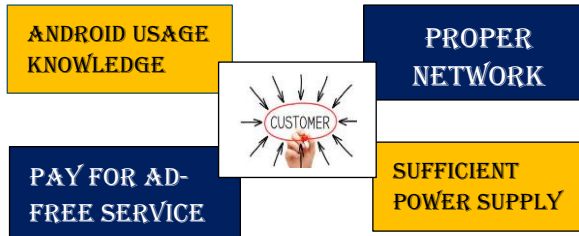
Who is your customer?
i.e. working parents of 0-5 y.o. kids



6. CUSTOMER CONSTRAINTS

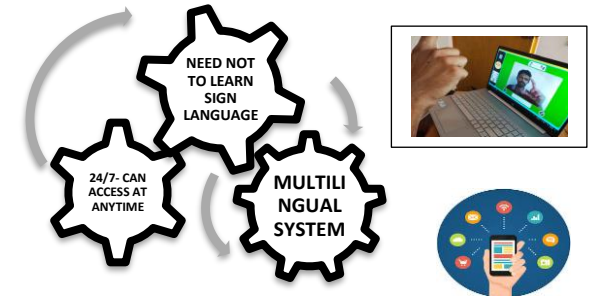
CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, b devices.



5. AVAILABLE SOLUTIONS

AS



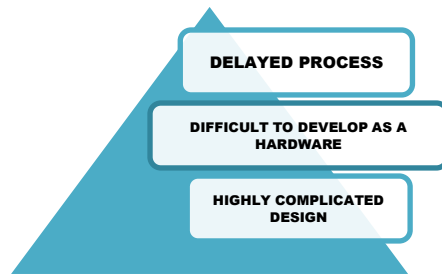
Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

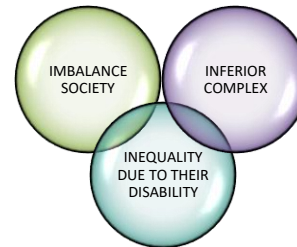
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.



9. PROBLEM ROOT CAUSE

RC

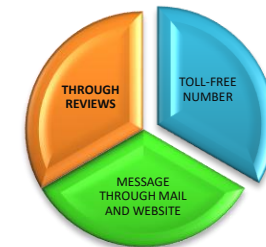
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.



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.



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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customer



4. EMOTIONS: BEFORE / AFTER

EM



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,

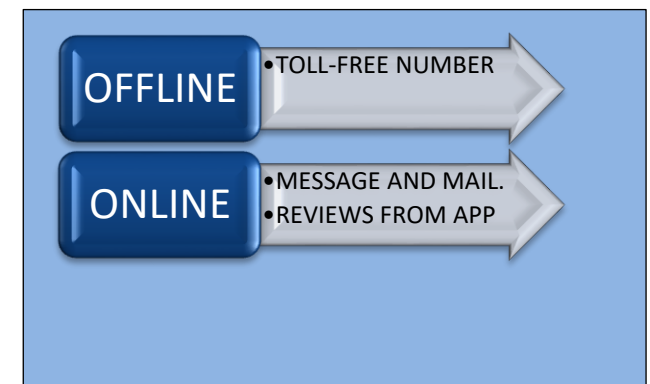
The software, christened DnD Mate translates speech into sign language vice-versa are currently developing.

This easy-to-use innovative translator works with your device's cameras, reads hand and face gesture by deaf and mute user and translate them into text and audio

All need to download the software on your laptop, smartphone, tablet etc that facilitate two way communication channel.

8. CHANNELS OF BEHAVIOUR

CH



Identify strong TR & EM