Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

Users who need to recognize the handwritten format which couldn't recognize by them

6. CUSTOMER CONSTRAINTS   CC

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.

Quality scanners are needed for the scanning the handwritten format, stable network connection for recognition process.

5. AVAILABLE SOLUTIONS   AS

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 notetaking

It is for more efficient to do it digitally rather than doing it manually then converting into digital format

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.

* Mapping the right digits based on the recognition

* Differentiating digits when they are joined together.

* Able to recognize different calligraphic styles.

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.

Customers may use this software because they may feel difficult to understand the digit format.

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)

Customers may approach this software for recognize the digits, pay for it based on the payment scheme and can solve their existing problem.

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

Identify strong TR & EM

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.

Vendors might implement their additional functionalities into our software

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.

Vendors might feel difficult to understand the handwritten digits and get frustrated but they feel delighted after they use our software.

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.

Our solution is to give a software for recognizing the handwritten digits which may solve the problems that are faced by a variety of people /vendor / enterprises in the society.

8. CHANNELS of BEHAVIOUR   CH

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

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

1. Customers may give their images as an input through online.

2. Customers use their scanning devices to scan the digit format for the recognition process.

Identify strong TR & EM