

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>The person who is deaf and dumb Who need a proper communication between normal people.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Public announcements ,Slow talkers, Sign language misunderstandings.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Only solution is conveying there thoughts has it is through a proper communication it will help them to overcome all the challenges.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Language and communication, which, in turn, profoundly affect most of there normal life.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Language and guiding assistance unavailability are some root causes of there problem. The need to solve this root cause is to develop a proper communication</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Hearing loss among people has a profound effect on communication, social, and educational development. Compared with normal-hearing peers, person who are deaf and hard of hearing (DHH) are at higher risk of adverse social and emotional development, which may lead to disruptive behavioral problems.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div>TR</div> <div>Reading about a article, which demonstrate the features of this application and by watching application promoting video.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>The sign language is considered to be the main way to interconnect with deaf and dumb, but most of the normal people have no ideas about this language so developing of proper understanding sign language between normal and deaf, dump people.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>They need to have an login credentials for using this application and need to subscribe the network connection.</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>They feel insecure, loss of confidence, some control over them.</div>		