

Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?

Specially abled person especially deaf and dumb peoples.

CS

Purpose / Vision

6. CUSTOMER
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.

User might get fear of getting their confidential loss, people who are uncomfortable in using technology might get difficult in adapt to our technology.

CC

5. AVAILABLE SOLUTIONS
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

The available solution like google translators for deaf and dumb people but it has only limited feature like the few hand gesture attributes.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.

People who are deaf hard to hear speech by others and dumb people to hard to speak they have to use sign language only. Our application should be afford by everybody.

J&P

9. PROBLEM ROOT CAUSE
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

Communication between deaf and dumb people to normal person is very challenging task.

It is too hard for dumb person to convey their message to other person.

RC

7. BEHAVIOUR
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)

User might get tool free number for any queries and video tutorial will act as there guide.
They can get use of feedback and reviews from previous users.

BE

Focus on J&P, tap into BE, understand

Identify strong TR & EM

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

By triggering the customer when watching the other specially abled people communication with normal people using our application.

TR

4. EMOTIONS: BEFORE / AFTER
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.

Before: Deaf and dumb people feel hard with others.
After: Now using our application they express their thoughts with others and now they feel like a normal person with no disability.

EM

10. YOUR SOLUTION
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.

An application that convert sign language to the speech and also the speech converted to sign language which understand by deaf and dumb which will be useful for both users.

SL

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

User can get use of feedback and reviews from previous user or they can even add reviews for others use.

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

we can go to differently abled learning organization and teach our software to our users and they can make use of it.

CH

Extract online & offline CH of BE