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| Problem | Solution | Unique value proposition | Unfair advantage | Customer segments |
| * Identifying wrong item when the user is taking a picture of an object and giving out wrong translation. * Giving out only one translation of the word which will give the wrong message to the user when the word has multiple meanings * Translating something using a group of unique words that only have the meaning when they are together which will give out wrong translations | * Make sure the database has all the photos of the items so there will be a low probability of giving out wrong translation. * Make sure database of the translation words have all the meanings of the word and when the user enters the word can see all the meanings of the word * The system will know which meaning the word is when they are putted into the sentence so when the user enter in a sentence, it will give out a correct translation. | * This application can take a photo of the item and identify it give out a translation. * It has a speech to text function which allows the user to talk face to face more easily. * It has 0.001 seconds of translating time which means it can translate very quick and have a great accuracy. | * Large library of words that can be translated * Large library of photos so it can be identified more easily. * The accuracy of the translation. | * User who goes out to different country for travel and the language spoken there isn’t the user’s native language. * International student who goes to other countries for studying use it for translating works. * User who is always out for travel for work and meet different kinds of people so they can use it to communicate with them |
| Key Metrics   * What words are most commonly used for translation | Channels   * User-references * Advertising on TV or other applications * Emailing |
|  |  |
| Existing alternatives  Google translator  Youdao translator |
| Cost structure   * Software development * Software maintaince | | | Revenue Streams   * ­­­­­­user can pay and upgrade   to VIP so there is no limited  of word for translation   * User can pay and upgrade   to VIP so they can use  the translation offline  as well. | |