

Define the CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>1. Who are all visually &amp; hearing handicapped;suffering from locomotor disability; or suffering from mental retardation.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>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.</div><div>1. Assistive products maintain or improve an individual’s functioning and independent . 2. For eg.Hearing aids, wheelchairs, communication aids .</div></div>	<div>5. AVAILABLE SOLUTIONS<div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>1. Voice prosthesis device, Cochlear implant which overcomes the disability of hearing sounds ,screen braille communicator .</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>1. Avoid jargon or long words that might be hard to understand. 2. Be prepared to use different communication tools which helps them to overcome the problem.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>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.</div><div>1. Some disabilities affects how a person can communicate their message through speaking, pointing at pictures, writing, letter board or device. 2. Some disabilities affect both comprehension and expression and can range from mild severe.</div></div>	<div>7. BEHAVIOUR<div>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)</div><div>1. Practice restraint and patience while dealing with those speech disabilities that’s how the customers have the confidence to address their problems.</div></div>	

Identify the Strong TR & EM	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>1. Find commonalities 2. before thinking about differences. 3. Do not victimize people with disabilities. 4. Adjust posture to be eye-level.</div></div>	<div>10. YOUR SOLUTION<div>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.</div><div>1. There aredifferent solution are analyzing under this project. 2. finally the hand gesture and visualization analyzer used to overcomes the disabilities .</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>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.</div><div>Online: Learn some advanced hand gesturethings .Offline : Learn how to communicate with peoples from neighbours.</div></div>	

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div> <div>Before: Reduce self-esteem, Negative self-image, Feeling isolation ,Depression. After: Feeling confidence while having normal conversion with all level people.</div>				
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