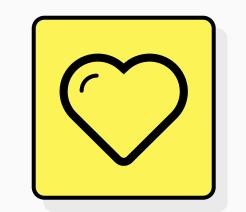


TEAM DETAILS

Date: 17th October 2023

Project Name: Lip Reading Using Deep Learning

TEAM ID: Team-593160



WHO are we empathizing with?

Misinterpretation of

information due to

hearing impairment.

Gaps in

communication

across online

mediums

Who is the person we want to understand? What is the situation they are in? What is the role in their situation?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Make sure you have a stable internet connection before taking calls

Make sure you have someone to interpret and communicate to you.

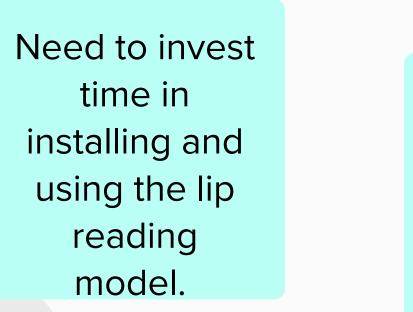
Presence of noise and disturbance may lead to inaccurate message transmission

People that are hard of hearing.
Working professionals that engage in a hybrid working environment

GOAL

What do they need to DO?

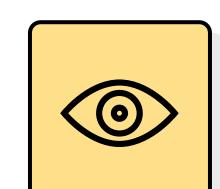
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



Success can be measured by the accurate comprehension of information and media.

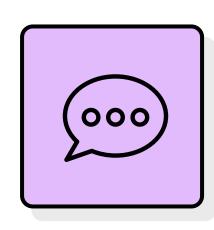
Viable solutions include interpreters and communication aids and tools

People
communicating
fluently using speech.
Media without
subtitles or sign
language interpreters



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say? What can we imagine them saying?

Difficult to keep up with absorb all information covered in online conferences

We can imagine them giving positive feedback for the service.

What do they THINK and FEEL?

PAINS

Fear of missing

important and

crucial events and information.

Inaccurate lip

reading and lack

of visual cues.

What are their fears, frustrations, and anxieties?

Always

dependent on

another person

to enable

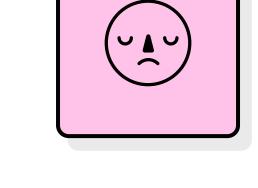
communication

Miscommunication

due to differences

in communication

methods.



(^<u>A</u>^

What are their wants,

GAINS

needs, hopes, and dreams?

Access to highly accurate transcripts

Opens a wider horizon of accessible information, promoting inclusivity

Enhanced social interaction in a digital world.

Enables
quicker access
to information
in emergency
situations.

What other thoughts and feelings might influence their behavior?

Desire for inclusivity

Dependence on technology

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Attend video conferences solely relying on automated captions.

Media options are restricted to only those that are sign language friendly.

We imagine them consuming various types of media such as news, online conferences, video calls etc.