Artificial Intelligence for Business  
Decisions and Transformation

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**Real-Time Sign Language Recognition System**

The Real-Time Sign Language Recognition System project aims to develop an advanced AI-based solution capable of accurately interpreting sign language gestures in real time. This system is designed to bridge communication gaps for the deaf and hard-of-hearing communities by converting sign language into text or spoken language.

**1. Define Goals**

To align our efforts with strategic objectives, we will break down the goals for the Real-Time Sign Language Conversion System into specific team objectives:

* **Market Penetration**: Increase brand awareness and user adoption within the deaf and hard-of-hearing community.
* **User Engagement**: Develop features that enhance user interaction and satisfaction with the system.
* **Partnership Development**: Establish collaborations with organizations and educational institutions serving the deaf and hard-of-hearing communities.
* **Feedback Loop Creation**: Implement mechanisms for continuous user feedback to improve the system over time.

**2. Allocate Resources**

Identifying and allocating the necessary resources is critical for effective execution:

**Staff**:

* Project Manager: Oversee project timelines and team coordination.
* Marketing Team: Develop outreach strategies and promotional content.
* Community Liaison: Engage with the deaf and hard-of-hearing community to gather insights and foster partnerships.
* User Experience (UX) Specialist: Ensure the system is user-friendly and meets the needs of our target audience.

**Technology**:

* Tools for project management (Azure DevOps)
* Marketing tools for digital campaigns (Instagram, Facebook, Email marketing – Mailchimp)
* Analytics tools to track user engagement and feedback. (Google Analytics)

**Budget**:

* Allocate funds for staff salaries, technology licenses, marketing campaigns, and community outreach programs.
* Reserve a budget for unforeseen expenses to ensure project continuity.

**3. Plan Workflow**

Outlining clear workflows will help us execute our tactical goals efficiently:

**Roles and Responsibilities**:

* **Project Manager**: Ensure alignment with strategic goals, manage resources, and monitor progress.
* **Marketing Team**: Create marketing materials, schedule campaigns, and analyze performance.
* **Community Liaison**: Organize community engagement activities, including workshops and feedback sessions.
* **UX Specialist**: Conduct usability testing and gather feedback to refine user experience.

**Timelines and Milestones**:

* **Month 1**: Team formation, resource allocation, and initial market research.
* **Month 2**: Develop marketing strategy and create promotional content.
* **Month 3**: Launch marketing campaign and initiate community outreach programs.
* **Month 4**: Gather user feedback and make necessary adjustments to the system.

**4. Risk Management**

Identifying potential risks and creating contingency plans is essential for successful project execution:

**Potential Risks**:

* + **User Adoption Risks**: There may be challenges in engaging the target audience effectively.
  + **Technical Challenges**: Potential issues in the system's usability or functionality may arise.
  + **Budget Overruns**: Unexpected costs could impact project timelines and resource availability.

**Contingency Plans**:

* + **User Adoption**: Develop targeted outreach strategies and involve community leaders to foster trust and awareness. Create educational content that highlights the system's benefits.
  + **Technical Issues**: Conduct regular usability tests and gather feedback from users throughout development. Maintain a responsive support team to address user concerns quickly.
  + **Budget Management**: Monitor expenses closely and maintain a contingency fund to cover unexpected costs. Regularly review the budget and adjust resource allocation as needed.