Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- Specially-abled people
- Teachers
- Family
- Colleagues
- Friends

6. CUSTOMER CONSTRAINTS `CC`

- Network issues.
- Limited choice of sign language.
- Users should be technologically sound.

5. AVAILABLE SOLUTIONS `AS`

- Learning sign language.
- Interpretation using Hardware components like smart gloves and finger-caps.
- Assistive technologies (applications).
- ASL based sign interpreters.
- Cochlear implants
- Teletypewriters(TTY), Telecommunications Device for the Deaf(TDD) and Text Telephones(TT).

Explore AS, differentiate

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- There is a need to develop a system to convert sign language to speech and vice versa.
- There should be an application to convey the information.

9. PROBLEM ROOT CAUSE `RC`

- Everyone does not know the sign language.
- Inability to communicate normally and effectively.
- Improper interpretation.

7. BEHAVIOUR `BE`

- Text usage to convey information.
- Use of understandable signs.
- Lip reading.

Focus on J&P, tap into BE,

3. TRIGGERS `TR`

- Seeing people being bullied and isolated.
- Inability to convey their thoughts during emergencies.
- Frustration upon missing opportunities.
- Wish to lead a normal life.

4. EMOTIONS: BEFORE / AFTER `EM`

Before
- Socially secluded
- Dependent
- Hurt

After
- Feel equal
- Confident
- Relieved

10. YOUR SOLUTION `SL`

The project deals with building an application which helps the specially challenged people to communicate between them and the common people. This application tries to reduce the barrier of communication by developing an assistive application for specially challenged people.

8. CHANNELS of BEHAVIOR `CH`

8.1 ONLINE
Video calls for distant communication involving either sign language or lip reading.

8.2 OFFLINE
Dependent on a person for communication assistance.

Identify strong TR & EM