

It is very difficult for mute people to convey their message to others.

People are not trained on hand sign language

In emergency times conveying their message is very difficult.

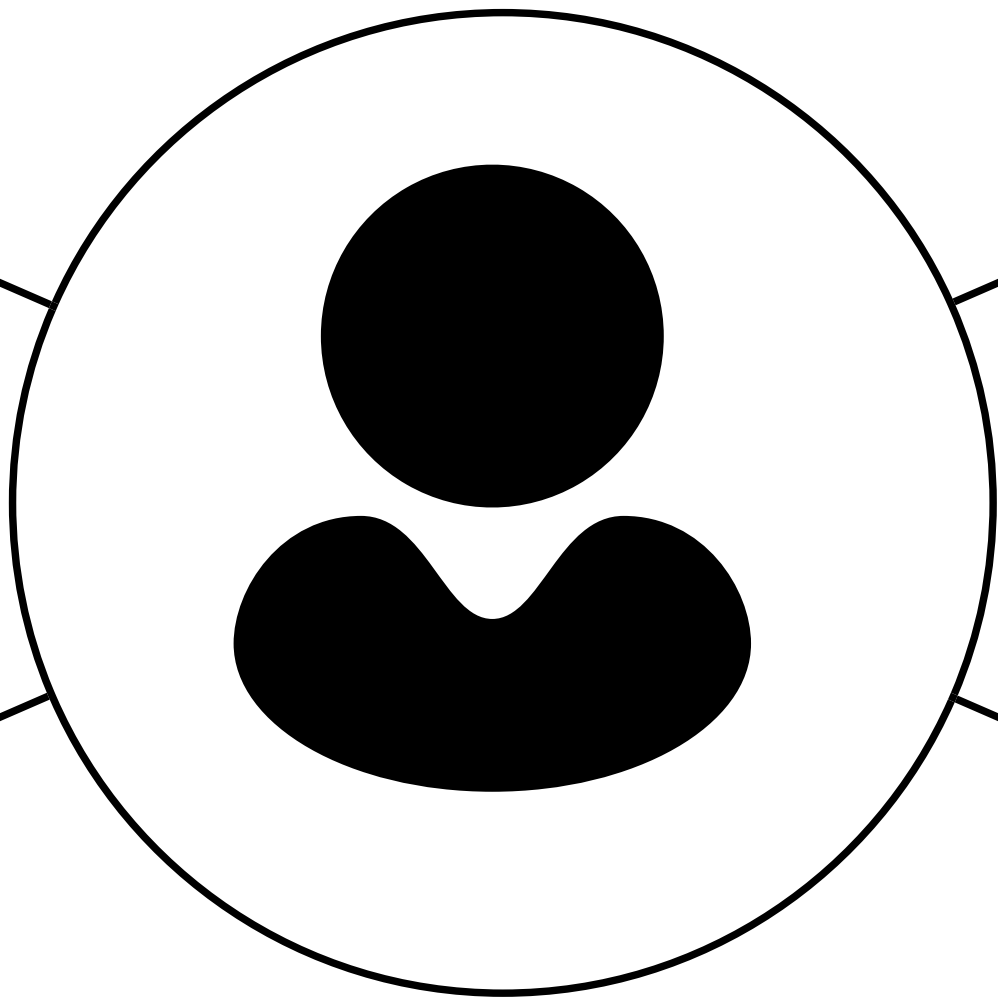
What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they
HEAR?
what friends say
what boss say
what influencers say

Efficient communication medium

Helpful for the needy

Cost of using new technology



An effective communication medium

Improve understanding and empathy between people

check social media

What do they
SEE?
environment
friends
what the market offers

Expect something different

Want something without affecting the quality of work

compare with other products available in the market.

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

PAIN
fears
frustrations
obstacles

Many people are not trained on hand sign language

It is very difficult for mute people to convey their message to others.

In emergency times conveying their message is very difficult.

GAIN
“wants” / needs
measures of success
obstacles

Acts as a medium of communication between poeple

Promising method to gain knowledge about sign language and assist the needy.

efficient and helpful for all age groups