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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> - Specially-Abled People. - People who want to communicate with Specially-Abled people. | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> - Limited range of expression of sign language. - Limited number of people who know sign language. - Network availability. | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> - Sign Language Translator with gesture detection using 5DT gloves. - DEF-ISL is a mobile app that makes learning of sign language easy and interesting. - Google Live Transcribe uses ASR technology to offer real time Transcription of speech. | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> - An efficient sign language communication system which is easy and user friendly so that anybody can use it to communicate with specially Abled people. - There also needs to be an sign language translator which needs to translate speech into sign language in real time. | 9. PROBLEMROOT CAUSE RC <ul style="list-style-type: none"> - People who are not specially abled do not know sign language which results in limited interaction. - Inability to express thoughts and expressions freely to others . -High probability of miscommunication taking place. | 7. BEHAVIOUR BE <ul style="list-style-type: none"> - Perform Lip - Reading. - Use signs to communicate. - Use text to convey messages. | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM | 3. TRIGGERS TR <ul style="list-style-type: none"> - Seeing that others can lead a normal life. - Frustrated over the fact that they are not able to integrate into society. - Low chance of employment. <hr/> 4. EMOTIONS: BEFORE / AFTER EM <p>BEFORE:</p> <ul style="list-style-type: none"> - Isolated. - Frustrated. - Insecure. <p>AFTER:</p> <ul style="list-style-type: none"> - Motivated. - Happy. - Content. | 10. YOUR SOLUTION SL <p>The goal of the project is to develop an interactive system that can translate speech into acceptable sign language for the deaf and dumb, as well as sign language into a normal hearing voice to communicate a message to normal people.</p> | 8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> - By text messages through a messaging app. - By communicating using Sign language through Video call. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> - Through a mediator/translator. | Extract online & offline CH of BE |