

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? Specially-abled people and normal people who want to make communication	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? Always wait by depending on someone to get the work done.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? Make use of other people's assistance What have they tried in the past? Learning sign-language What pros & cons do these solutions have? Cons: always dependent on someone Pros: Reliable results	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? Get familiar with technology and electronic devices.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? This problem exists because there was no system that can help specially abled people communicate easily without others' help. What is the back story behind the need to do this job? To interact with more independency on others.	
Identify strong TR & EM		3. TRIGGERS TR What triggers customers to act? seeing other people communicate well.	10. YOUR SOLUTION SL The project aims to develop a system that converts the sign language into a human hearing voice in the desired language to convey a message to normal people, as well as convert speech into understandable sign language for the deaf and dumb. We are making use of a convolution neural network to create a model that is trained on different hand gestures. An app is built which uses this model. This app enables deaf and dumb people to convey their information using signs which get converted to human-understandable language and speech is given as output.	8. CHANNELS of BEHAVIOUR CH Check the correctness of the output. Can seamlessly try any set of phrases.
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? lost, insecure > confident, in control less communicative > easily communicative			