Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

People who are deaf-mute and so who are unable to communicate with others.

6. CUSTOMER CONSTRAINTS

Provided with battery of longer-life for outdoor use.
Easy to carry and portable.
Easy to use and one-time investment.

5. AVAILABLE SOLUTIONS

Explore AS, differentiate

People where trained to handle the specially-abled. They were taught sign languages. They require so much of patience.

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEM

It is very difficult for mute people to convey their message to normal people. Since normal people are not trained on hand sign language. It is not possible for the deaf to understand speech by normal person.
Hence there exists a barrier for communication between deaf-mute and others.

9. PROBLEM ROOT CAUSE

This defect occurs by birth.
They want to overcome this for various reasons like pursuing their education, upgrading their skills, travel and explore more etc.

7. BEHAVIOUR

Focus on J&P, tap into BE, understand RC

They get to know by any source; purchase them from sellers; get trained about the technology; use them in their daily life; determine the efficiency and accuracy and if they wish they continue the usage.

IDENTIFY STRONG TR & EM

3. TRIGGERS `TR`

Getting to know about it through advertisements in tv, newspaper.

Suggestions from friends regarding the efficiency and the results.

4. EMOTIONS: BEFORE / AFTER `EM`

Emotions before: insecure, depressed being dependent.

Emotions after: confident, satisfied being independent.

10. YOUR SOLUTION `SL`

Voice Conversion System with Hand Gesture Recognition and translation will be very useful to have a proper conversation between a normal person and an impaired person in any language.
 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.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

They sign into the network and complete all the initial database setup and feed with all the data and images to be processed for hand-gesture detection.

8.2 OFFLINE

They get trained and equipped with using the hardware part and get well acquainted with all the features available.

IDENTIFY STRONG TR & EM