Automated sign language - lean canvas

Time horizon: 12 months/start of MVP

Problem

As a member of the deaf community I want to ensure that my language is spoken by businesses, at events and on broadcasts and the web.
As a consumer-facing business I want to ensure we can speak in the language of our deaf customers.

Existing alternatives

ProDeaf (Libras and American SL) text-to-sign.

SignAll (ASL) - sign-to-text.

Video Interpreting Service http://nzvis.co.nz/.

Solution

App or widget that translates voice and text to a Avatar-based NZSL.

Key metrics

Number of companies/products engaging with the deaf community

Number of events engaging with the deaf community

Value proposition

Deaf community can feel included in events and communications that would not otherwise be signed

Businesses can grow their disabled service and product market, and improve their accessibility at scale

High level concept

Connecting the deaf to the hearing communities in event-like situations through real-time translation of voice and/or text to NZ Sign Language

Advantage

First-to-market.

Wellington - conglomeration of uni, weta, etc etc etc.

Channels

Deaf Aotearoa

Customer segments

Businesses who want to improve the accessibility of their communication channels; Small event organisers; SMEs

Deaf community members who want to consume content not normally translated to NZSL

Early adopters

Businesses with higher than average deaf community users; Small to Medium Event organisers. AV content producers.

Cost structure

Complexity: 10 The challenge is not well understood or mapped, it is rich with unknown unknowns
Risk: 10 Given high complexity and effort required the risk matches them
Effort: 10 This requires a truly interdisciplinary team and an unhurried timeline to even prepare to tackle
Acquisition: 10 We would need to acquire most if not all the resources, making our own contribution negligible
Value: 5 Making broadcast interactions more accessible is a valuable goal, but ultimately daily interactions require two-way communication

Revenue streams

Licensing to events and businesses.