

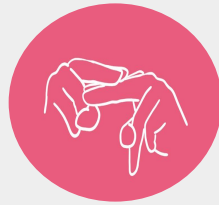
Concept Video and Storyboarding

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Introducing...

TrainGone!



Express yourself beyond words.

Our team name is an ASL idiom akin to the English idiom, “that ship has sailed”, meaning that the conversation subject has come and gone.

This highlights the value of our product for those “one and done” environments where you didn’t quite catch the signed word.

The Problem.

ASL speakers are challenged when it comes to communicating unknown words to one another. There is no intuitive platform that directly translates sign to meaning.

Our Solution.

Provide a social educational platform that allows deaf signers to define signs through video storytelling and for learners to solidify their understanding through additional context.

The image features a white background with decorative elements in the corners. In the top right, there are several thick, hand-drawn style lines in green, blue, and pink. In the bottom left, there are similar lines in yellow, pink, blue, and green. The central text is in a bold, black, sans-serif font.

Market Research.

1

Urban Dictionary

crowd sourced English language online dictionary for slang words and phrases.

what works.

- users can create their own word, write their own definition, and see and react to other users definitions
- look up any word and multiple definitions come up from different creators
- both social and educational
- links to users profile and can see all written definitions

what doesn't work.

- some definitions may be inaccurate, not monitored
- no visual technology, just typing
- website, not mobile app

1

Urban Dictionary

crowd sourced English language online dictionary for slang words and phrases.

takeaways.

- we will create a social – educational app with a similar mission as Urban Dictionary, except accessible to ASL speakers by video
- social aspect builds community, adding profiles and likes/dislikes
- searching words by categories (greetings, slang, food, etc)
- ability to add a description (multiple examples of word with sign language and in a sentence)



2

TikTok

a content creation platform that allows users to create and share (primarily audio-based) videos

what works.

- Auto captioning allows deaf community to interact with videos that have sound
- Creators have the ability to edit captions after TikTok automatically transcribes their videos

what doesn't work.

- Auto-generated captions are not always accurate and can have timing / other formatting issues
- Lacks an easily accessible community for deaf people
- TikTok is "difficult to navigate as a deaf person"¹

2

TikTok

a content creation platform that allows users to create and share (primarily audio-based) videos

takeaways.

- we want to build a platform that is easier to navigate as a deaf person, as well as one that has a more immediately accessible deaf community
- we will provide creators with more accessible/intuitive tools to interact with their (primarily) deaf audience



3

ASL Reverse Dictionary

user searches the meaning of a sign by identifying the handshape, movement, and location of the ASL sign.

what works.

- user can find a definition solely by filtering through 4 out of the 5 parameters of ASL (*handshape, body location, motion, and palm orientation*)
- includes video clip of sign in motion and english meaning

what doesn't work.

- website is not intuitive to use... categorizes the signs in boxes that the user would not be able to understand at first look, without a formal education
- not social, users cannot put in their own words so not consistently updated



All HS 0,0-flat 1,D 1-X 1-i 2 2-claw 2-close,H,U R 3 3-claw 3-P,K 3-close,13 4 4-close,B,14 5
5-claw, C 5-half 5-close, 15 6 Y 7,horn,ILY 8,8-open 9 10,A S T,T2 20,G 20-L,L-claw

All MOV Unidirectional Repeated

All LOC in space face head side palm 0 1 5,5-close 9 10 S hand arm torso, neck

HANDED one-handed, moving two-handed, symmetrical two-handed, alternatively

A

abandon

abase

abate

abbreviate

ABCs

abhor

abhorrent

abide by

ability

abjure

able, ability

3

ASL Reverse Dictionary

user searches the meaning of a sign by identifying the handshape, movement, and location of the ASL sign.

takeaways.

- we want to use the dictionary's reverse concept but in a social, intuitive app that also enforces a learning community
- video exemplifies sign much better than motion description



4

Chameleon

AI markerless motion capture for sign language

what works.

- Preserves the natural fluidity and expressiveness of sign language
- Preserves the comfort of the signer by capturing signing without requiring them to wear equipment.

what doesn't work.

- Requires interpretations from the users, who may not be able to express the creator's ideas and intentions properly
- Trolls would be able to create inappropriate or offensive visuals

4

Chameleon

AI markerless motion capture for sign language

takeaways.

- we will video but not use avatars so our users can accurately express themselves and tell their own stories
- video allows expression and motions of signs to be accurately shown



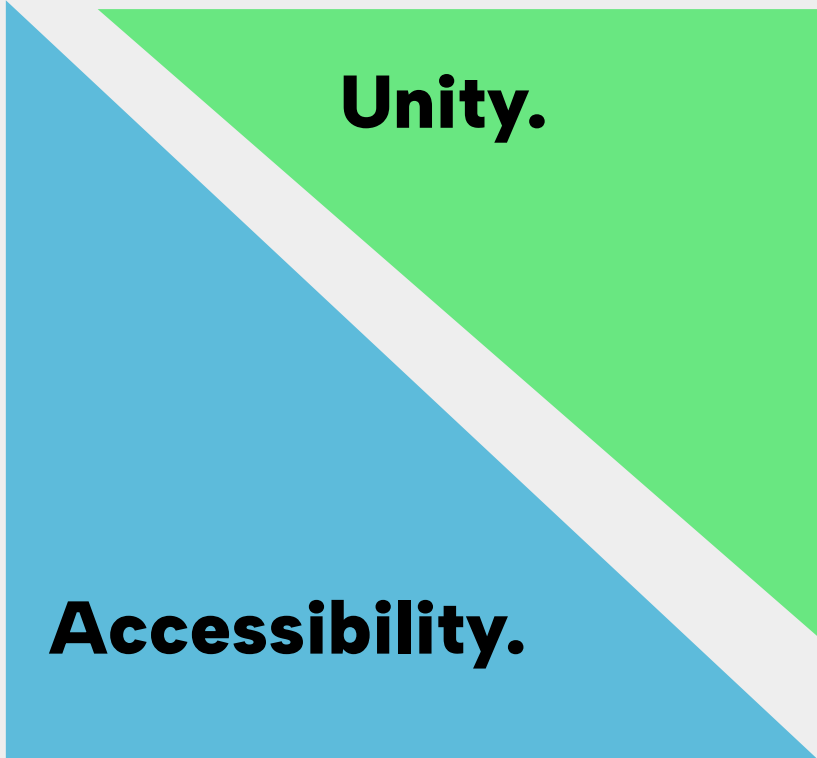
Competitive Landscape

	Urban Dictionary	Tik Tok	Reverse Dictionary	Chameleon
Video		✓	✓	✓
Community focus	✓	✓		
ASL accessible features			✓	✓
Mobile app		✓		
Education	✓		✓	✓

The image features a white background with the text "Design Values." centered. In the corners, there are decorative elements consisting of thick, hand-drawn style lines in various colors: yellow, pink, blue, and green. These lines form abstract shapes like zig-zags and curves.

Design Values.

Our Core Values



Our Core Values

1. **Accessibility:** erasing limitations in video creation
2. **Unity:** building community to connect deaf speakers and learners
3. **Inclusivity:** making sure everyone has the opportunity to be heard
4. **Education:** teach and learn from one another

Conflicting Values

Alienating experience.

placing too much focus on the deaf community could result in an alienating experience for those who aren't as integrated in the community (e.g. people of hearing who want to learn more about the deaf community). While we do want to place an emphasis on the deaf community and its values & culture, we want TrainGone to still remain accessible to people of all identities and backgrounds.

Tasks.





Simple

User can describe ASL signs to find English words

Moderate

User can see an ASL word in multiple contexts



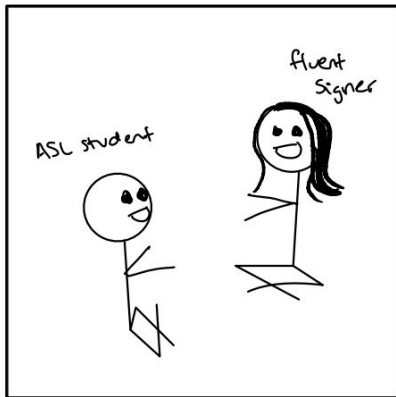
Complex

Users can add new dictionary entries or add new contexts for existing entries

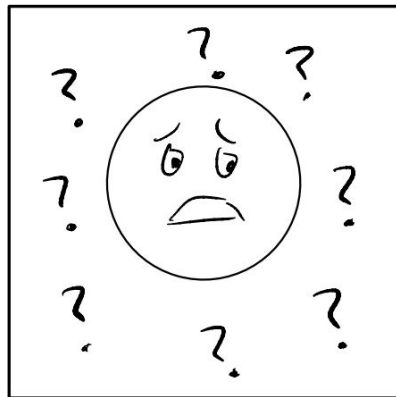


Storyboard.

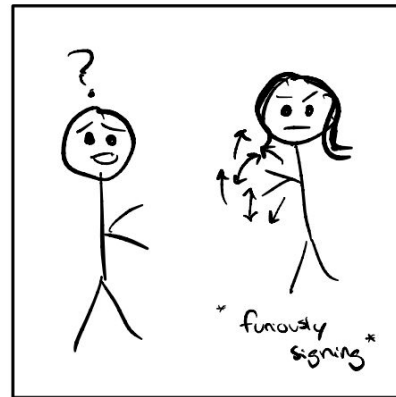




Fluent signer and student having a conversation



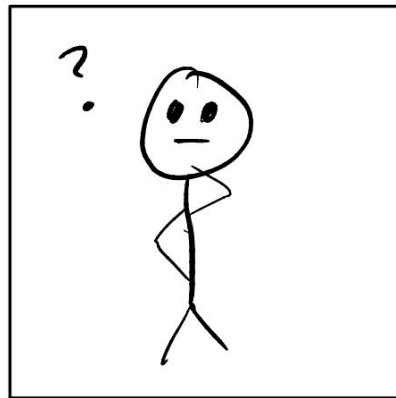
student encountered an unfamiliar sign



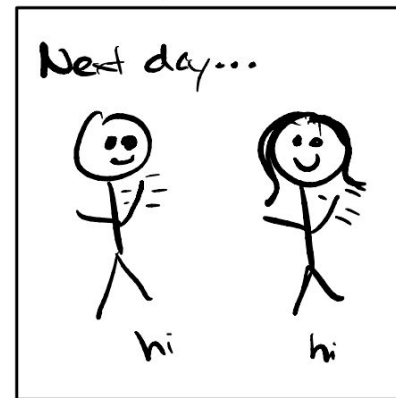
tries to ask what it is, but signer doesn't have English word for it, only ASL.



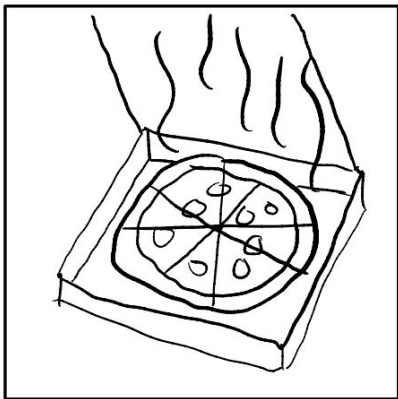
attempts to Google the sign but can't properly search for it.



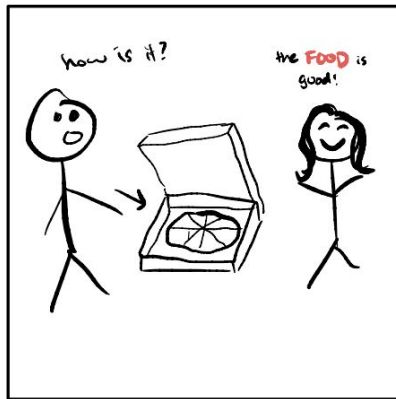
is confused...



the two friends meet again!



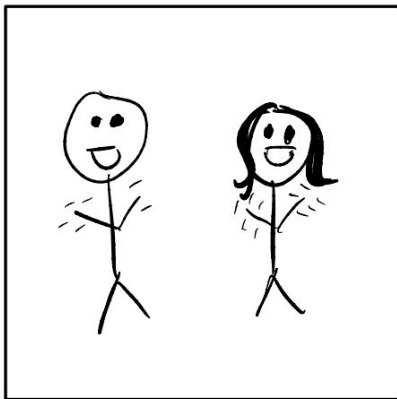
there is food present...



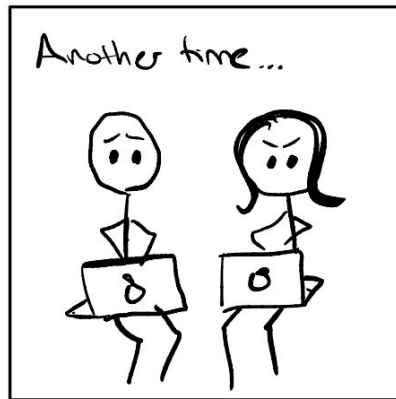
signer responds, using the unfamiliar sign from before



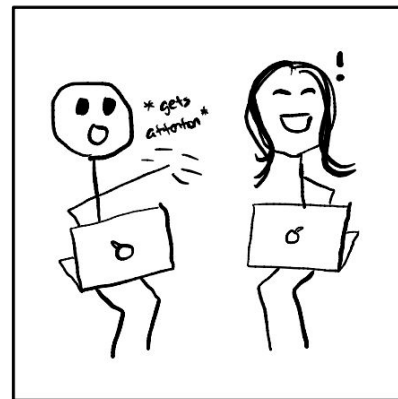
seeing the sign in a new context causes realization to dawn...



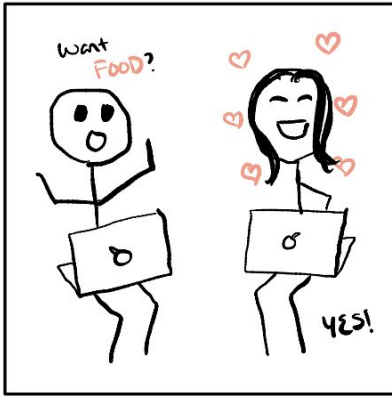
the pair celebrate the new connection



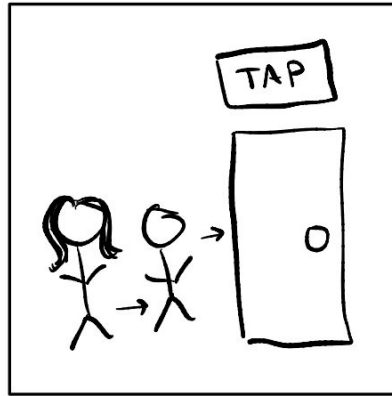
study sessh!



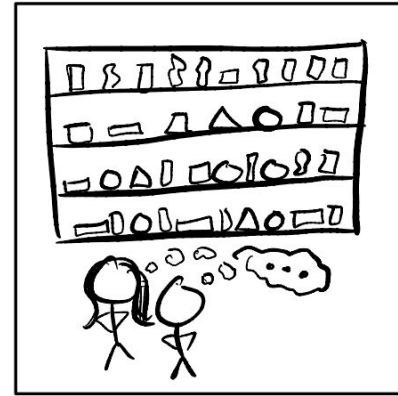
gets attention by waving/
tapping shoulder (deaf)



student uses the new sign they learned!



they go to TAP!



deliberating...



student uses new sign AGAIN, solidifying understanding

Concept Video.



Hmm... TAP?