

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

through
sign
language

to make them
comfortable
with normal
people

Communication
support for
deaf

Amplification
of sound with
help of hearing
aids

Lots of
negative
self-talk

Low self
esteem

What do they HEAR?

what friends say
what boss say
what influencers say

Will hear
fountains
of
positive

Support
them

Encouraging
and
motivating
them

Empathy
and
sympathy

Will start to
communicate

Feeling
like normal
people

They will be
happy

Friends will
feel
happy

They will
support
them

Will stop
worrying

Will accept
them

They are facing
social hurdles
in the form of
prejudice
,discrimination
and
avoidance

They become
object of pity
while they are
in group

They are socially
isolated but it is
mirrored by
physical
isolation

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Lacking
out of
thinking

PAIN

fears
frustrations
obstacles

Unemployment
No emotions

High cost of
creation
making
humans lazy

worried
about
communication

No ethics
Processing of
system may
be slow

Deaf people
will speak
through app

GAIN

"wants" / needs
measures of success
obstacles

overcome
there
weekness

speak
with all
normally

Effective
communication
is
possible

Easy to
explore
them