



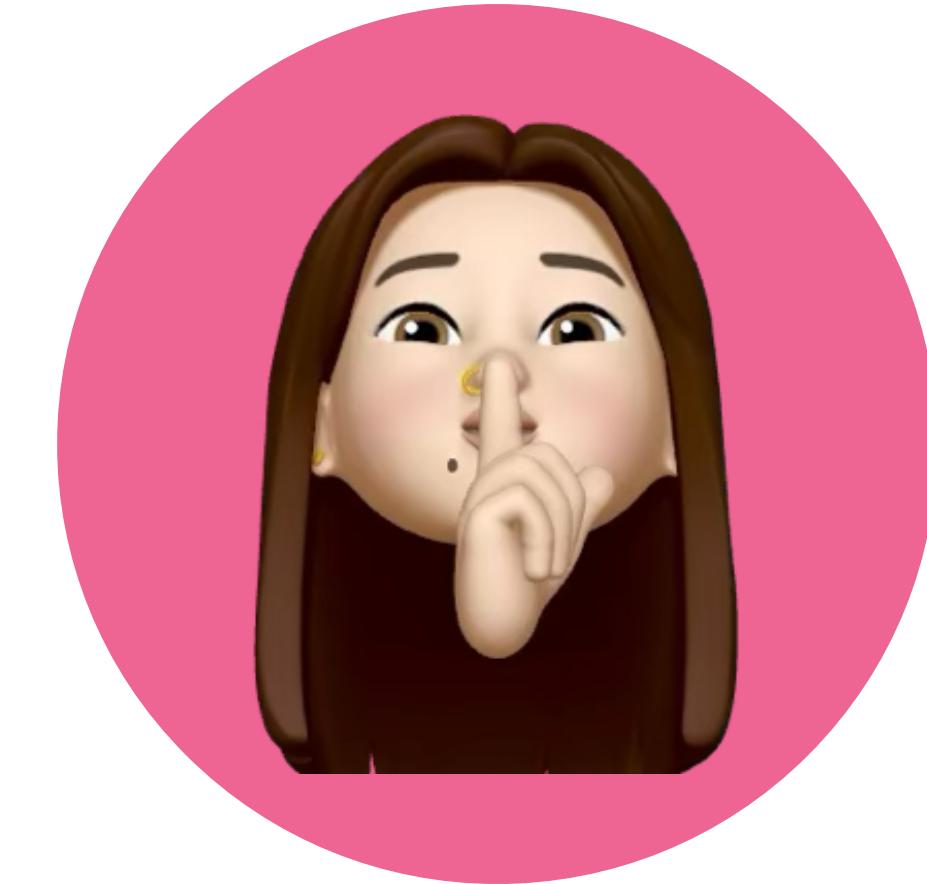
I Dhakium Ruidosos



Cristofor Doarme



Carolina González Leal



Alessandra Di Rosa



Michele Della Gatta

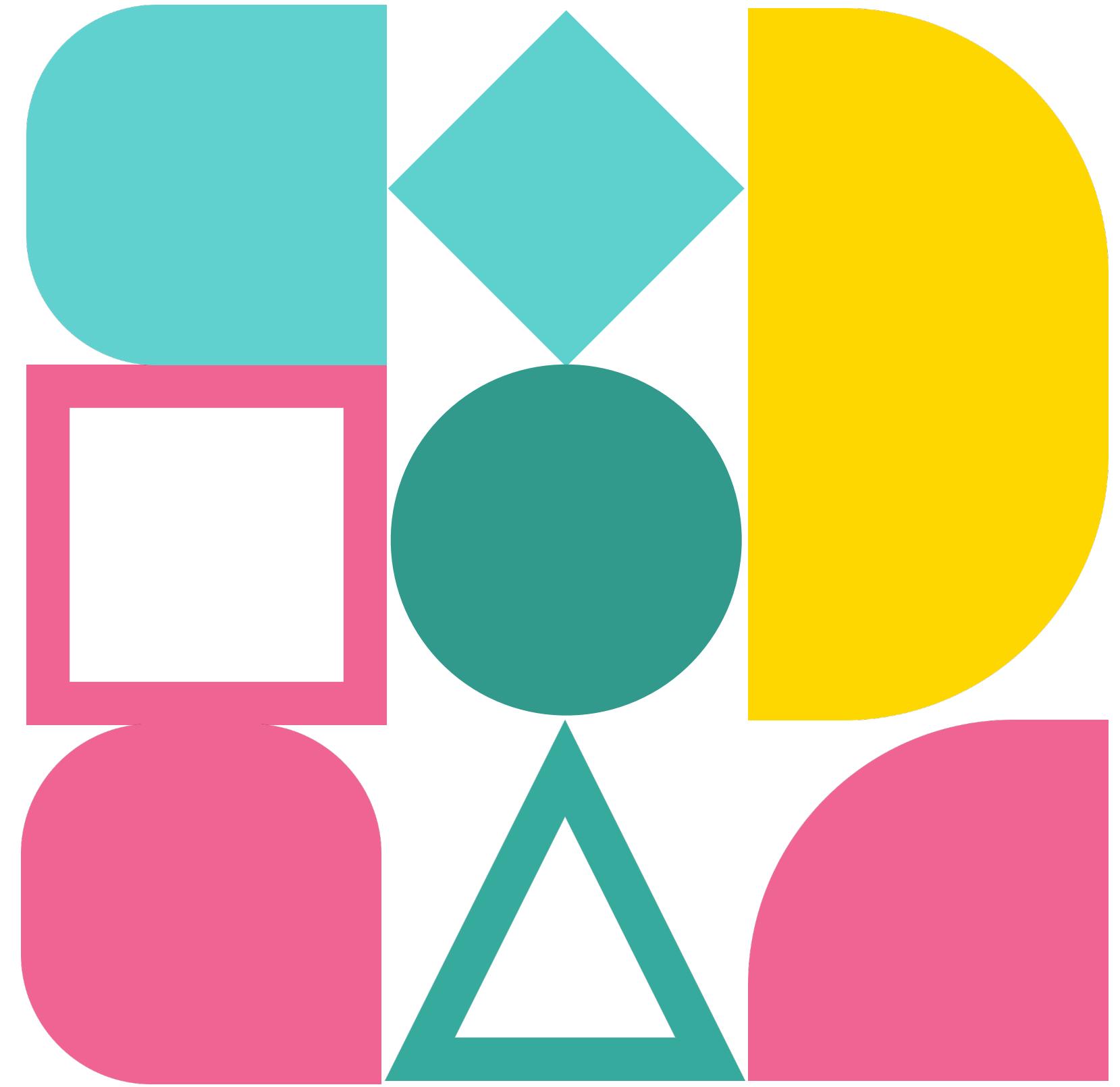


Marwa Belhimer



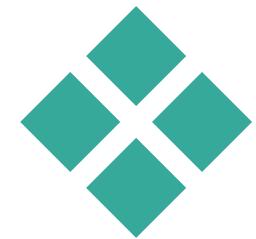
Chiara Improta

We wanted to
help Deaf People



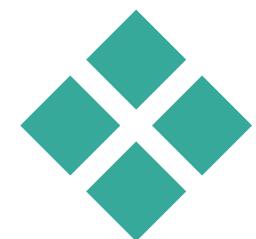
So we did some **researches about them and their world**

Our research methodology



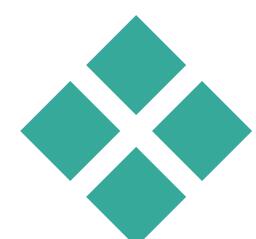
Web researches

Analysis of **papers** related to **deaf people** and how they live



Qualitative Data

Interviews with **4 families** and **3 educators**

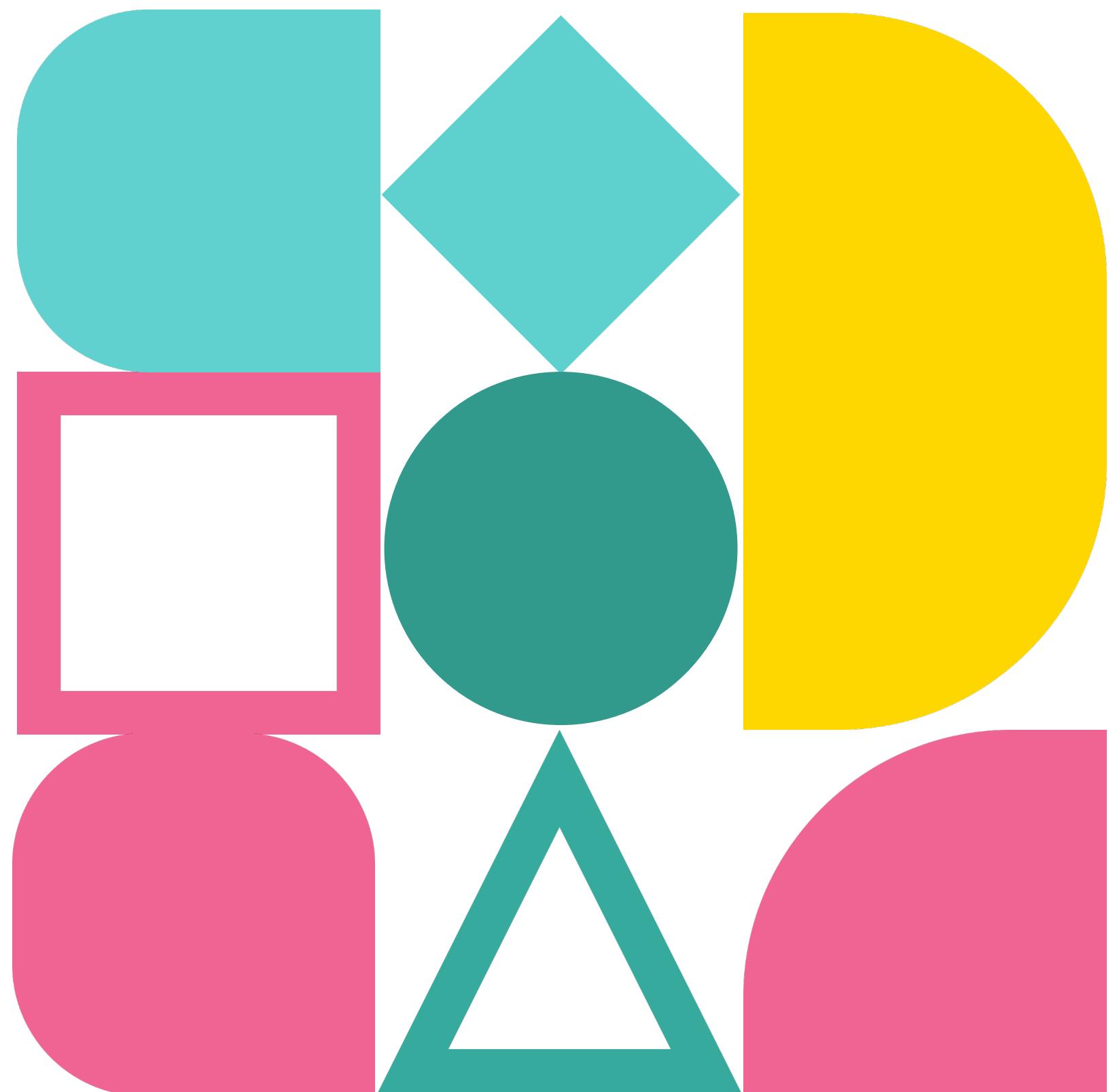


Quantitative Data

**1.5
Billion +**
**Deaf
Individuals**

**700
Million +**
**Without assistive
device**

**34
Million +**
Children



And the main struggles they face are

And the **main struggles** they face are

Bureaucratic

And the **main struggles** they face are

Bureaucratic

Transportation

And the **main struggles** they face are

Bureaucratic

Transportation

Music

And the **main struggles** they face are

Bureaucratic

Transportation

Music

Communication

And the **main struggles** they face are

Bureaucratic

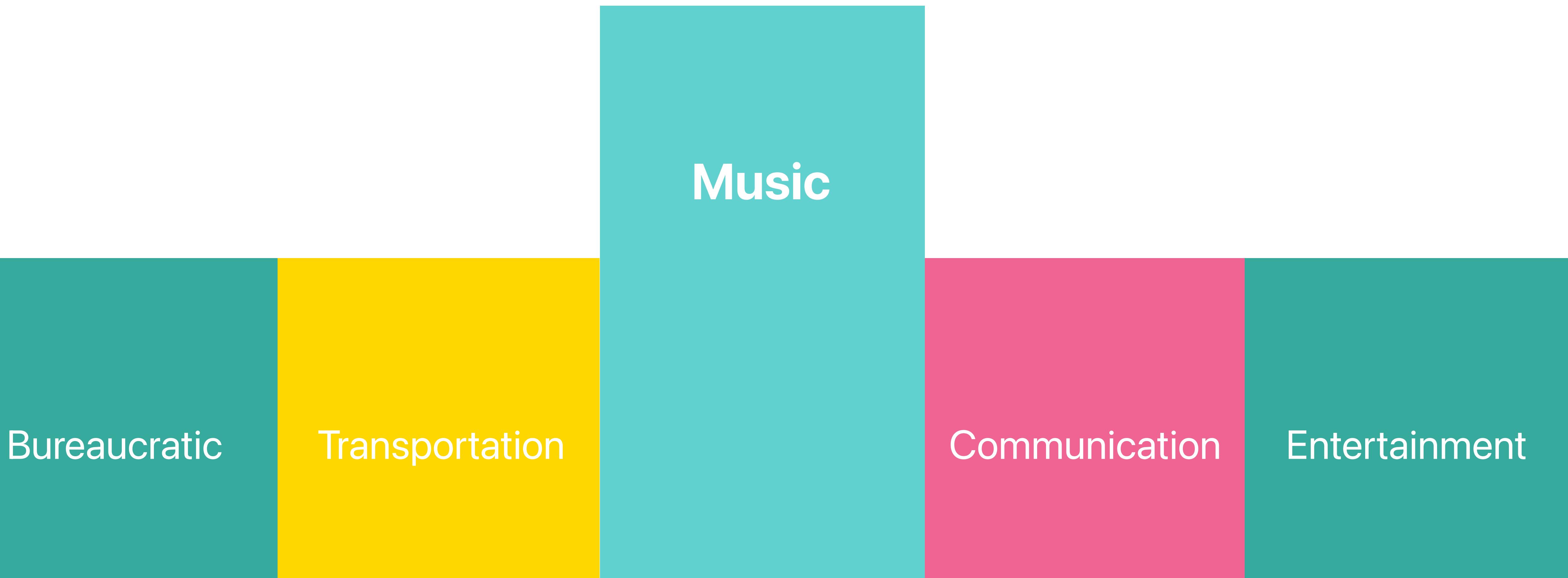
Transportation

Music

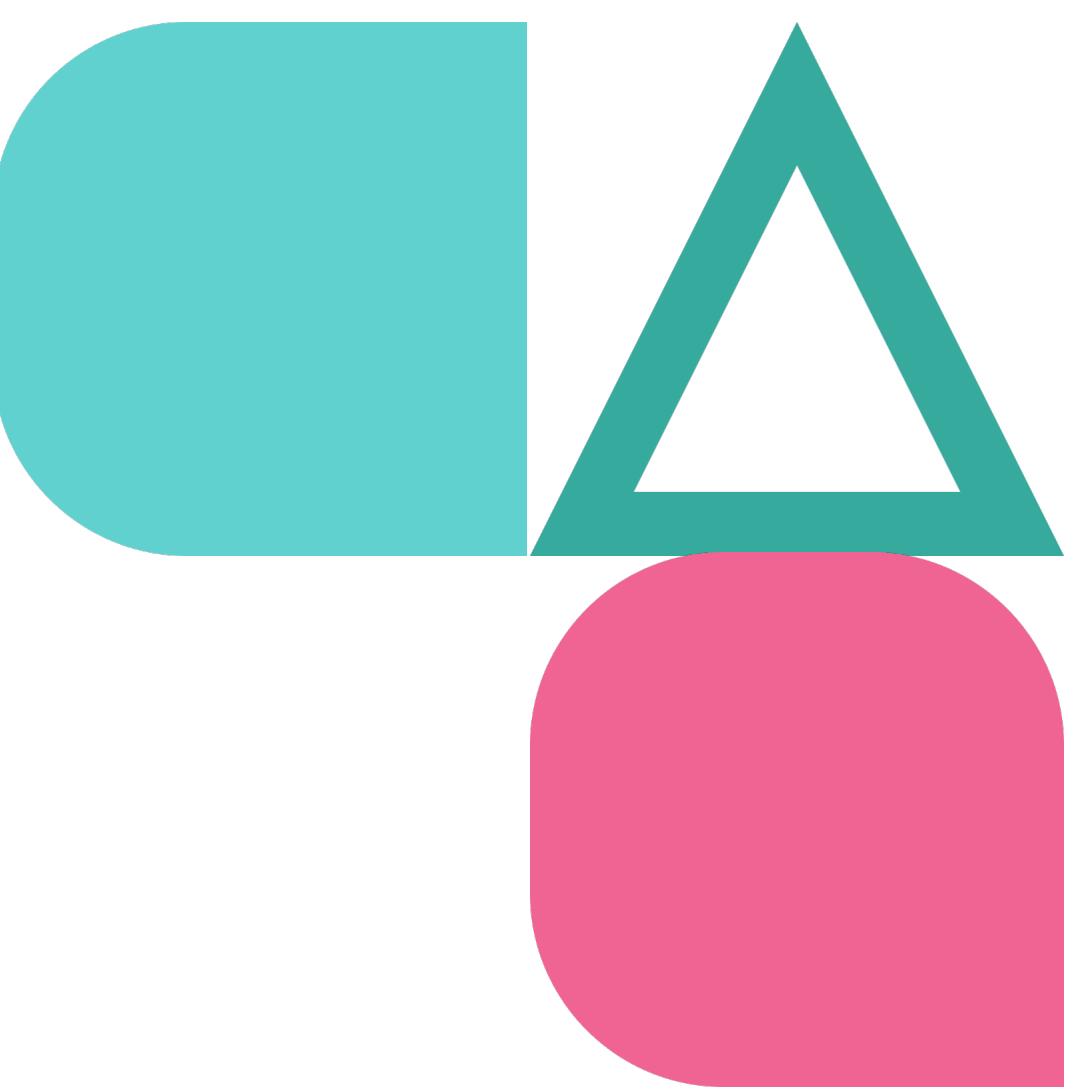
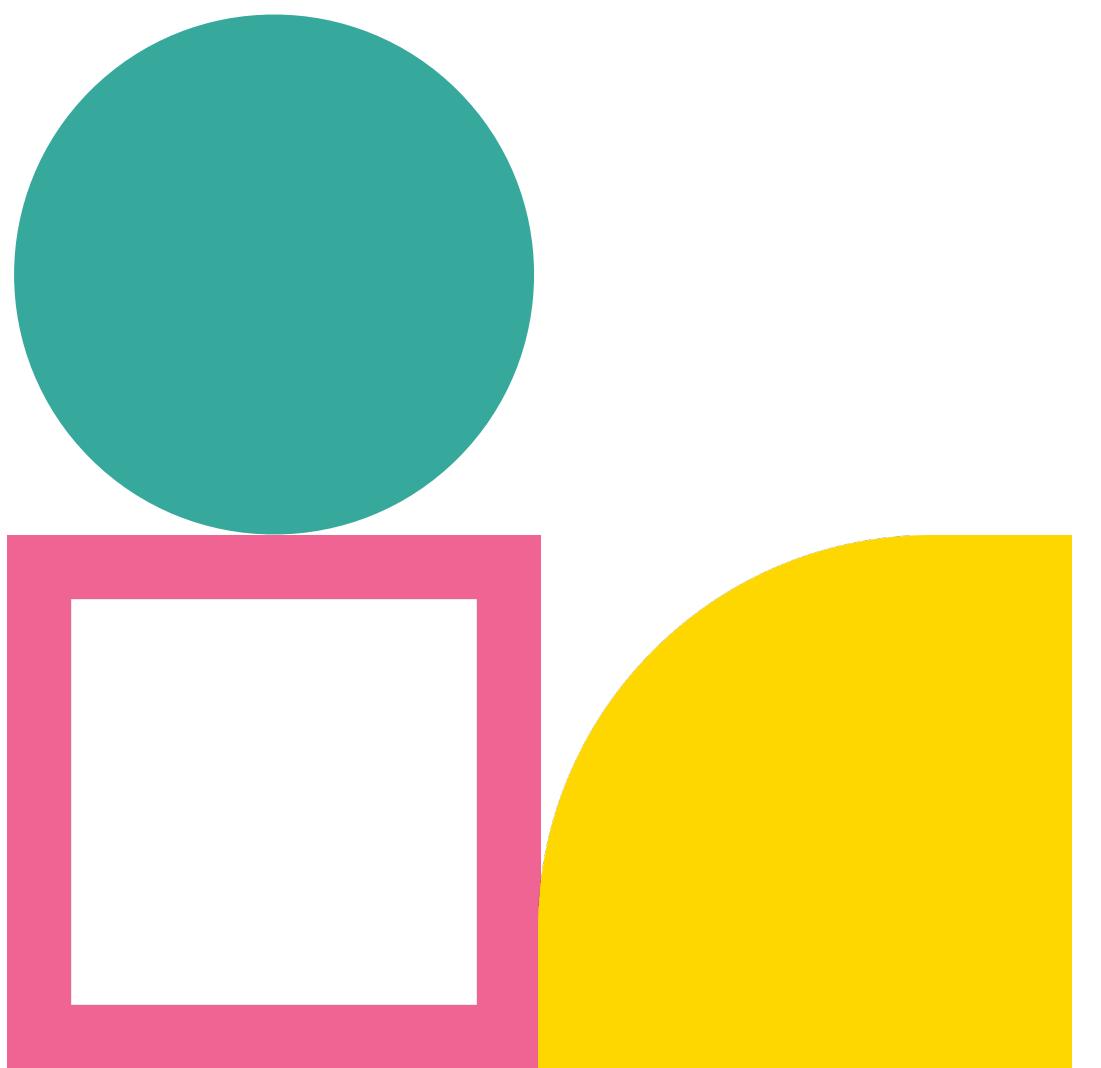
Communication

Entertainment

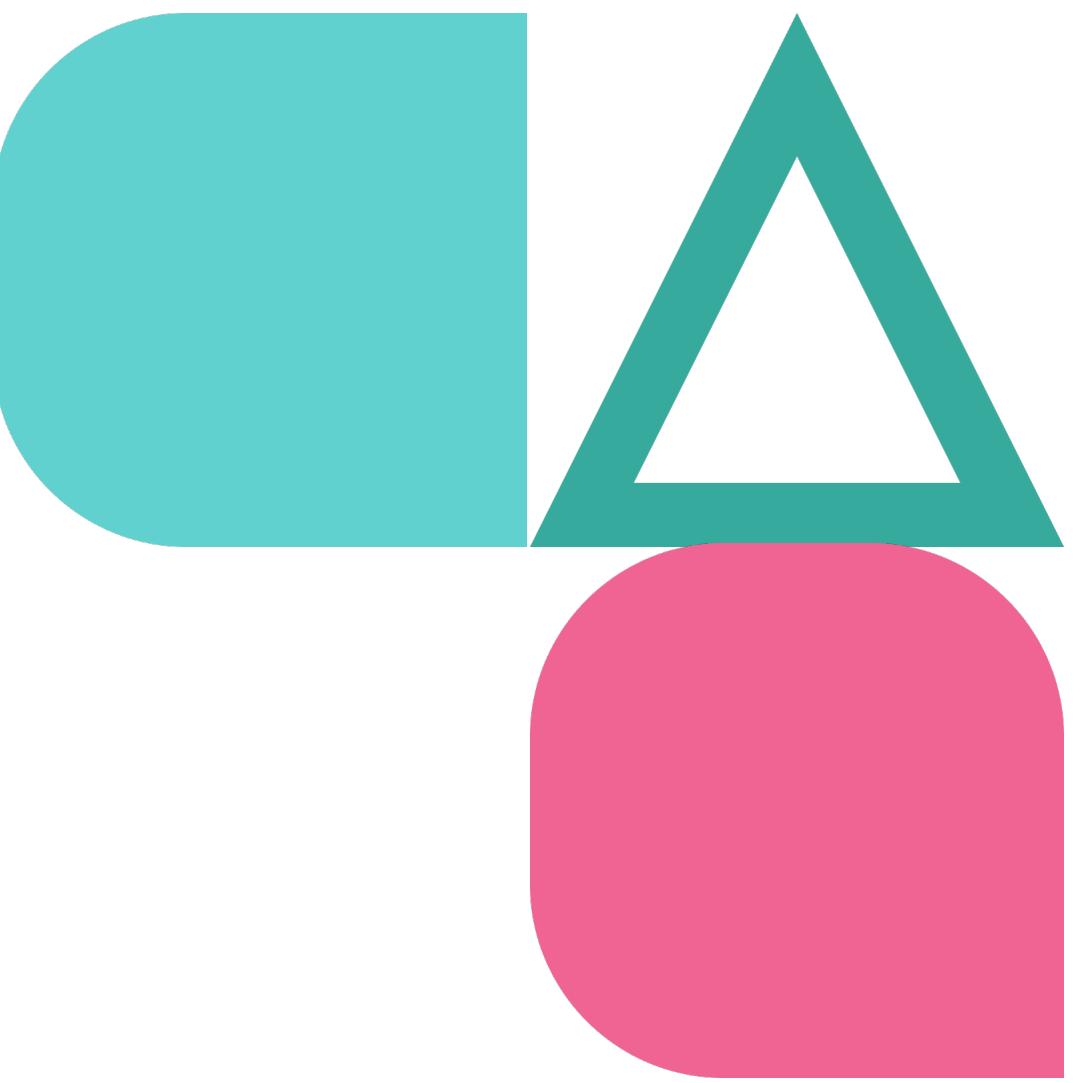
And the **main struggles** they face are



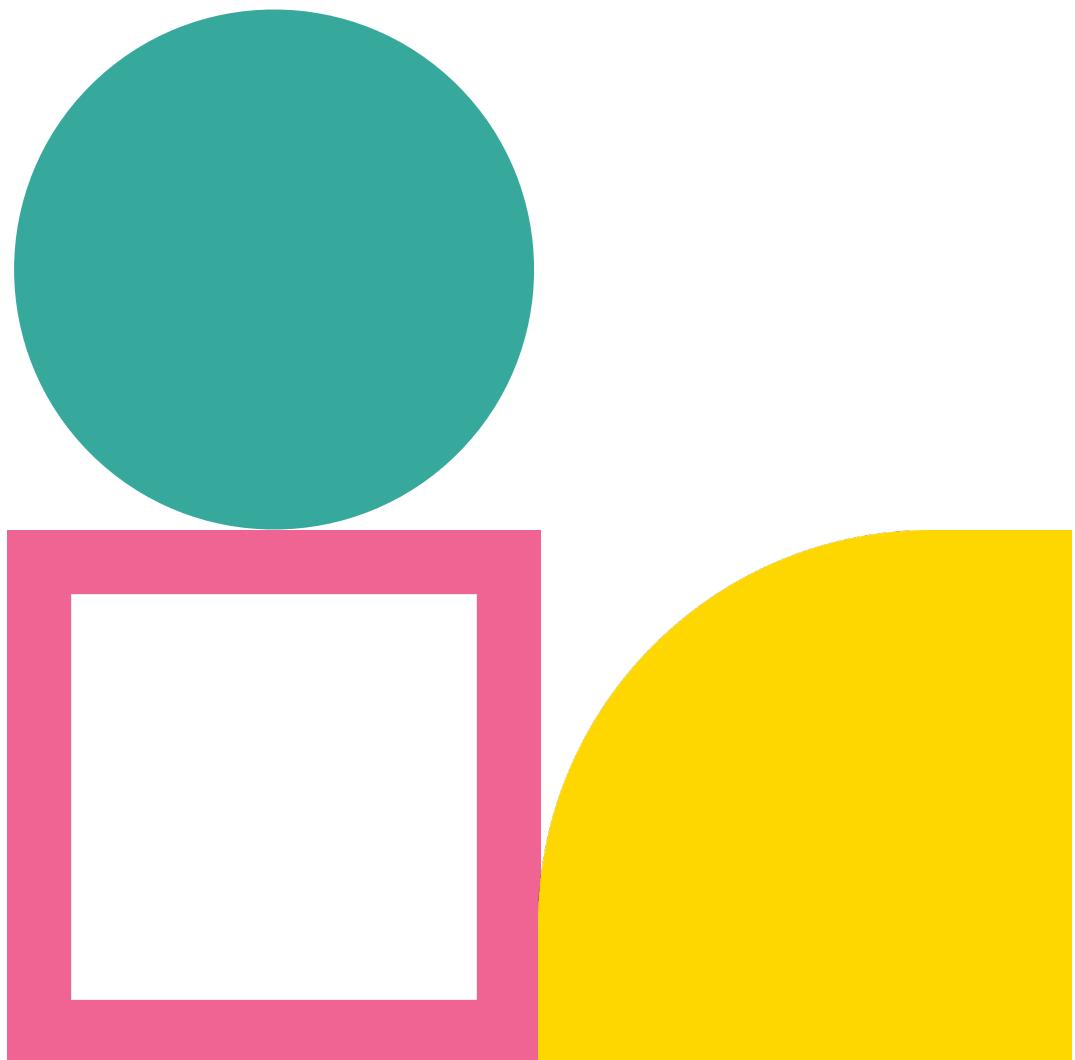
Music



Music



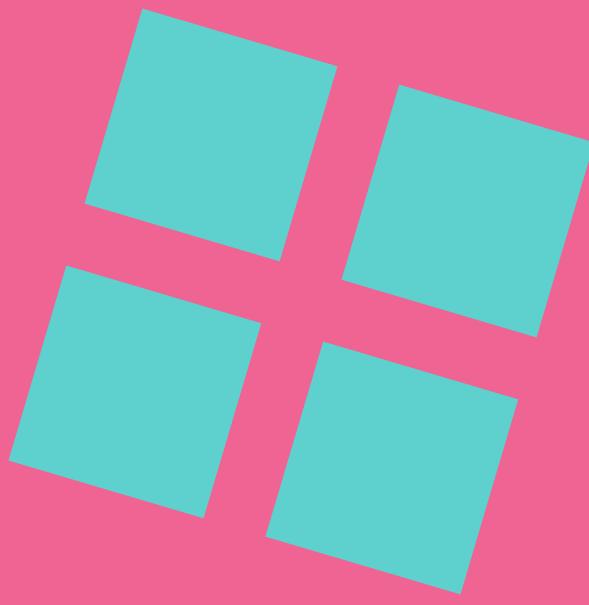
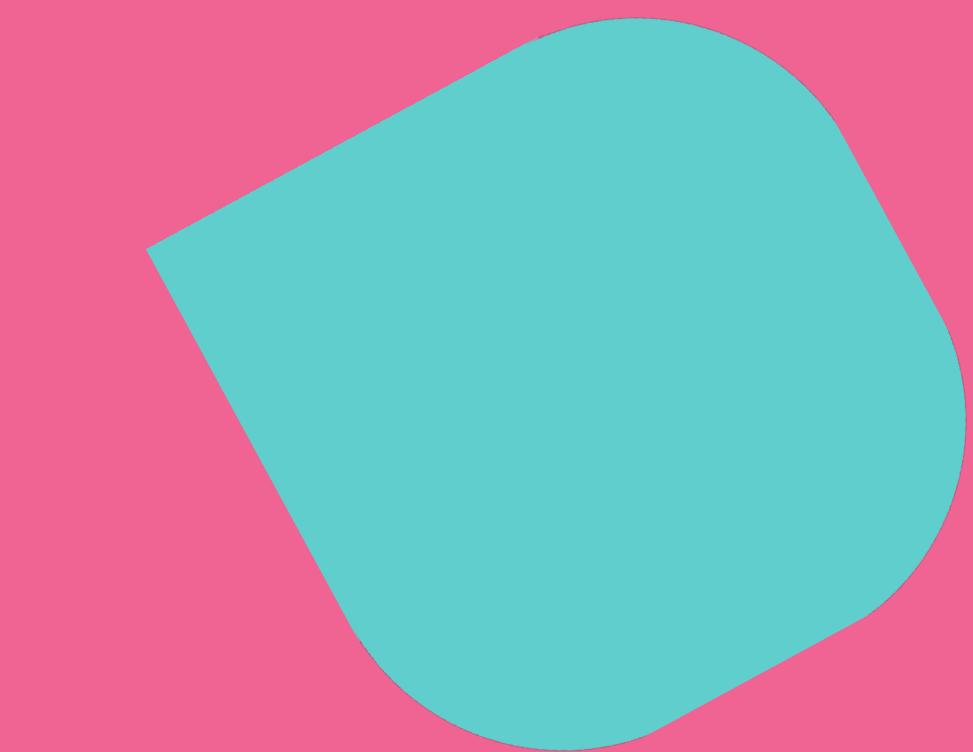
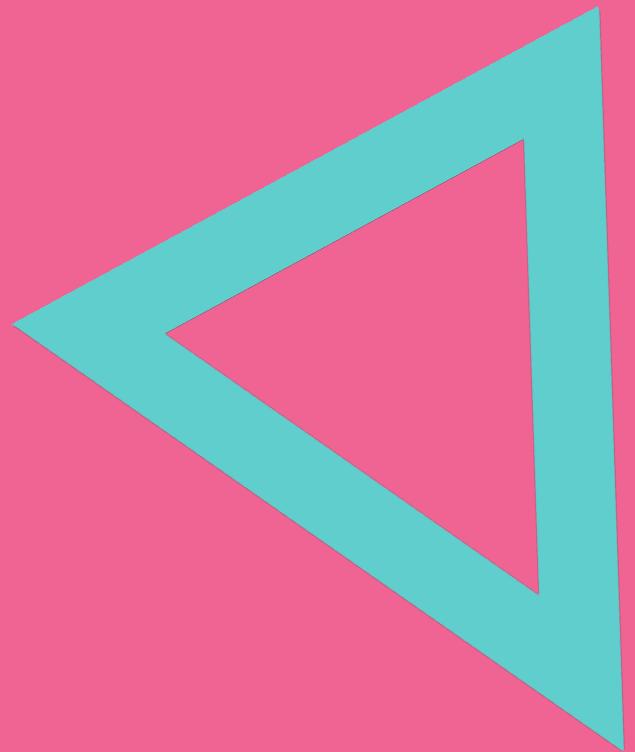
Most **challenging** and **fascinating** problem to tackle



The Experience



Feel alive



Free





Haptihy

Hapt + ihy

Hapt + ihy

Haptics

the use of technology that stimulates
the senses of touch

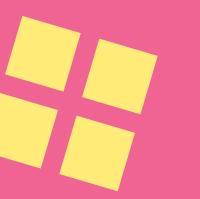
Ihy

Egyptian child god of music
and happiness

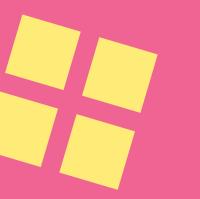
Music

Vibration

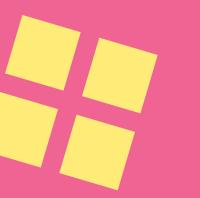
Expert Validation



Specialist in music and vibration therapy.



"Vibrations are fundamental for the understanding of the body and your surroundings"



She recommended we focus on young children.

Our Persona

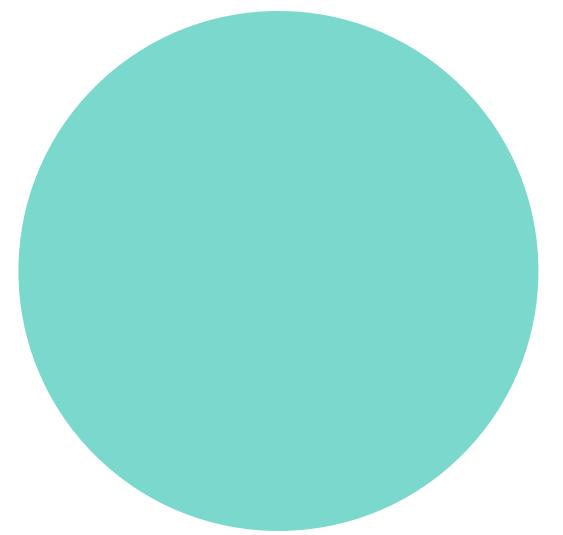
Name: Mario

Age: 8 years old

Occupation: Elementary school student

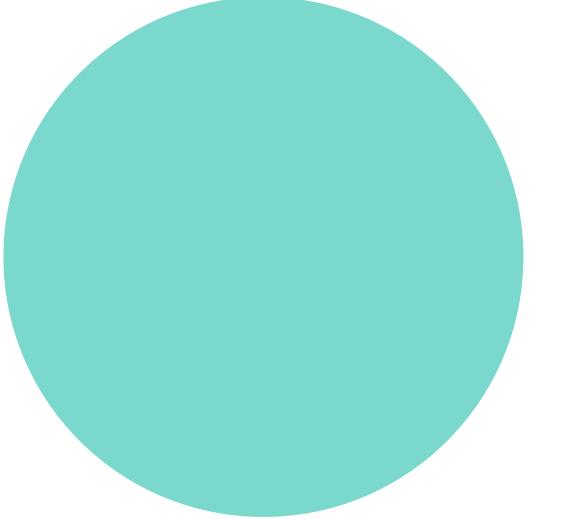
Family: Lives with his family in a supportive household

Tech Access: Regular access to tablets and smartphones



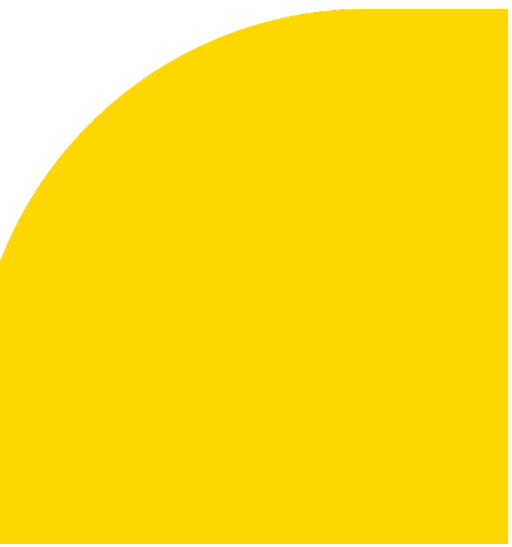
User Experience

Intuitive app interface



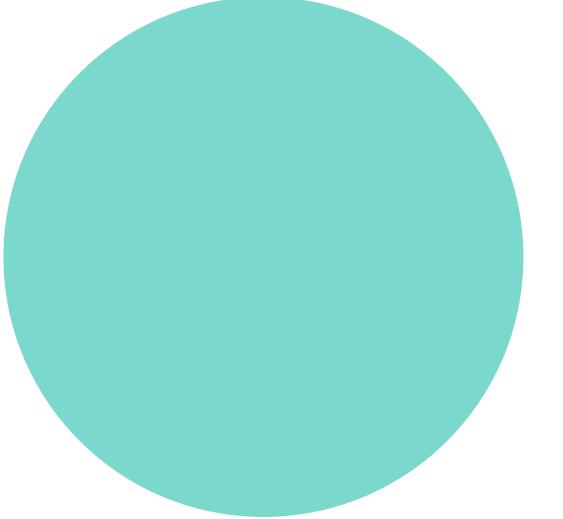
User Experience

Intuitive app interface



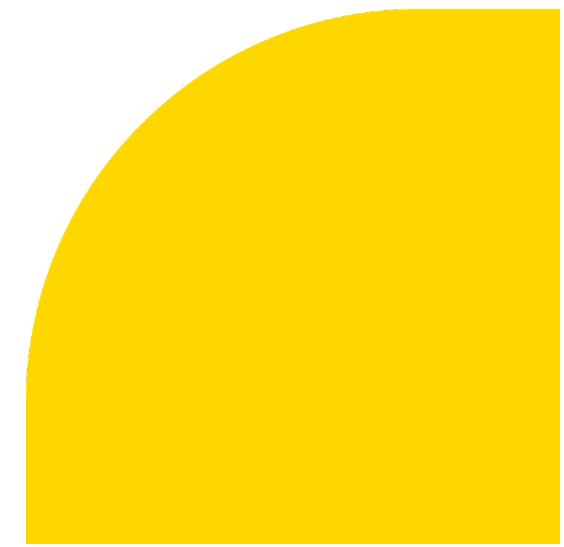
Software Layer

Custom algorithm for audio-to-vibration translation



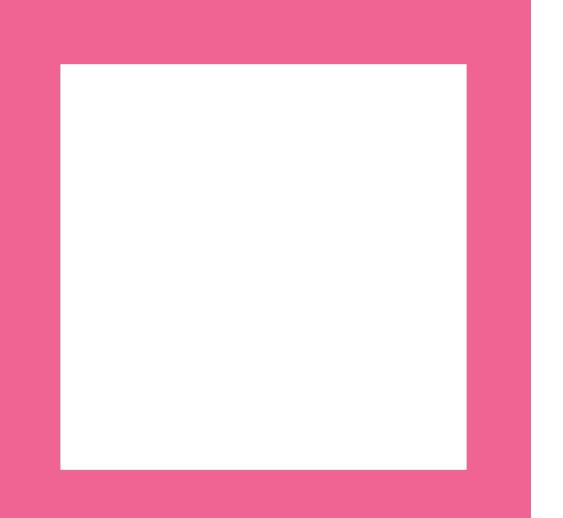
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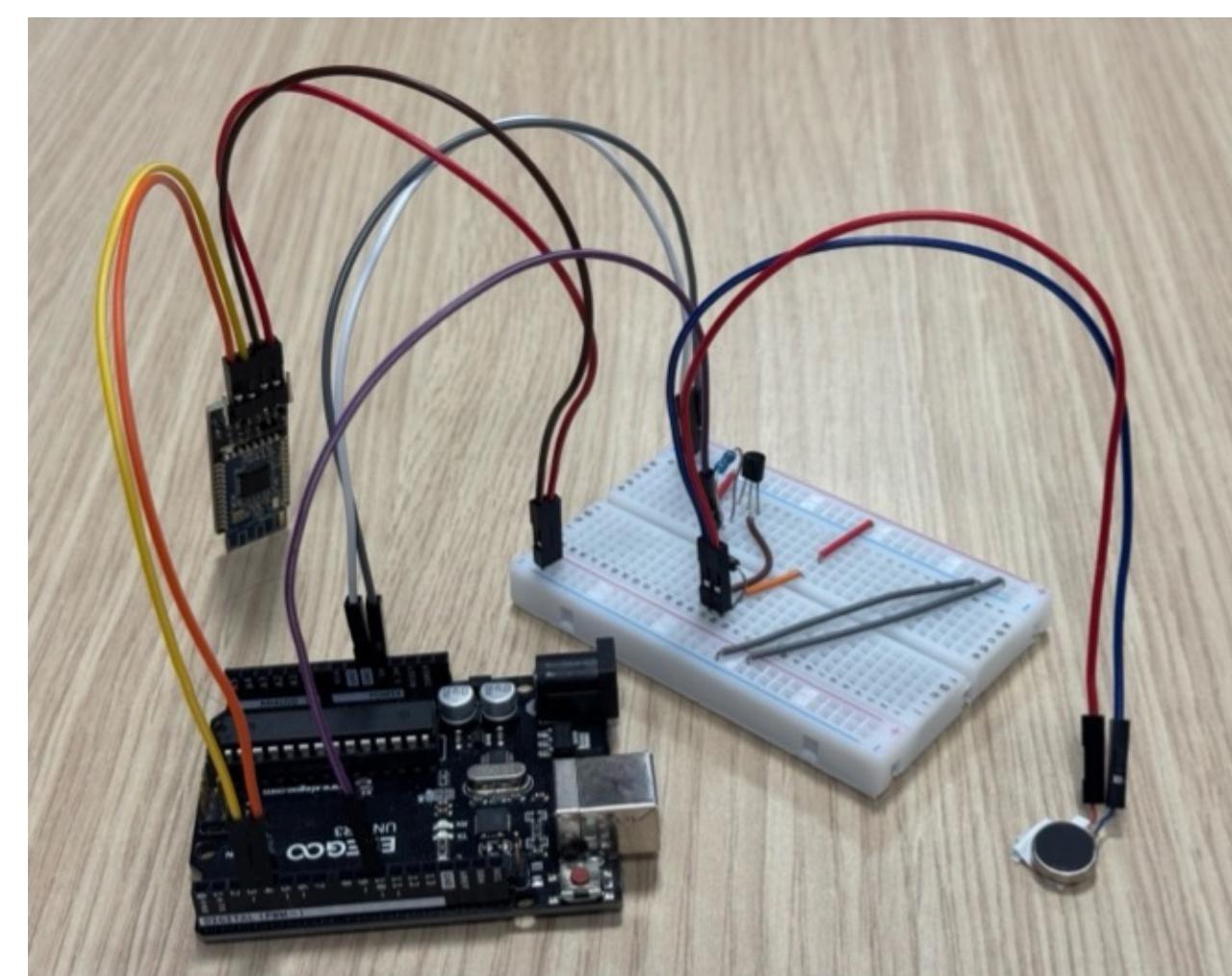
Software Layer

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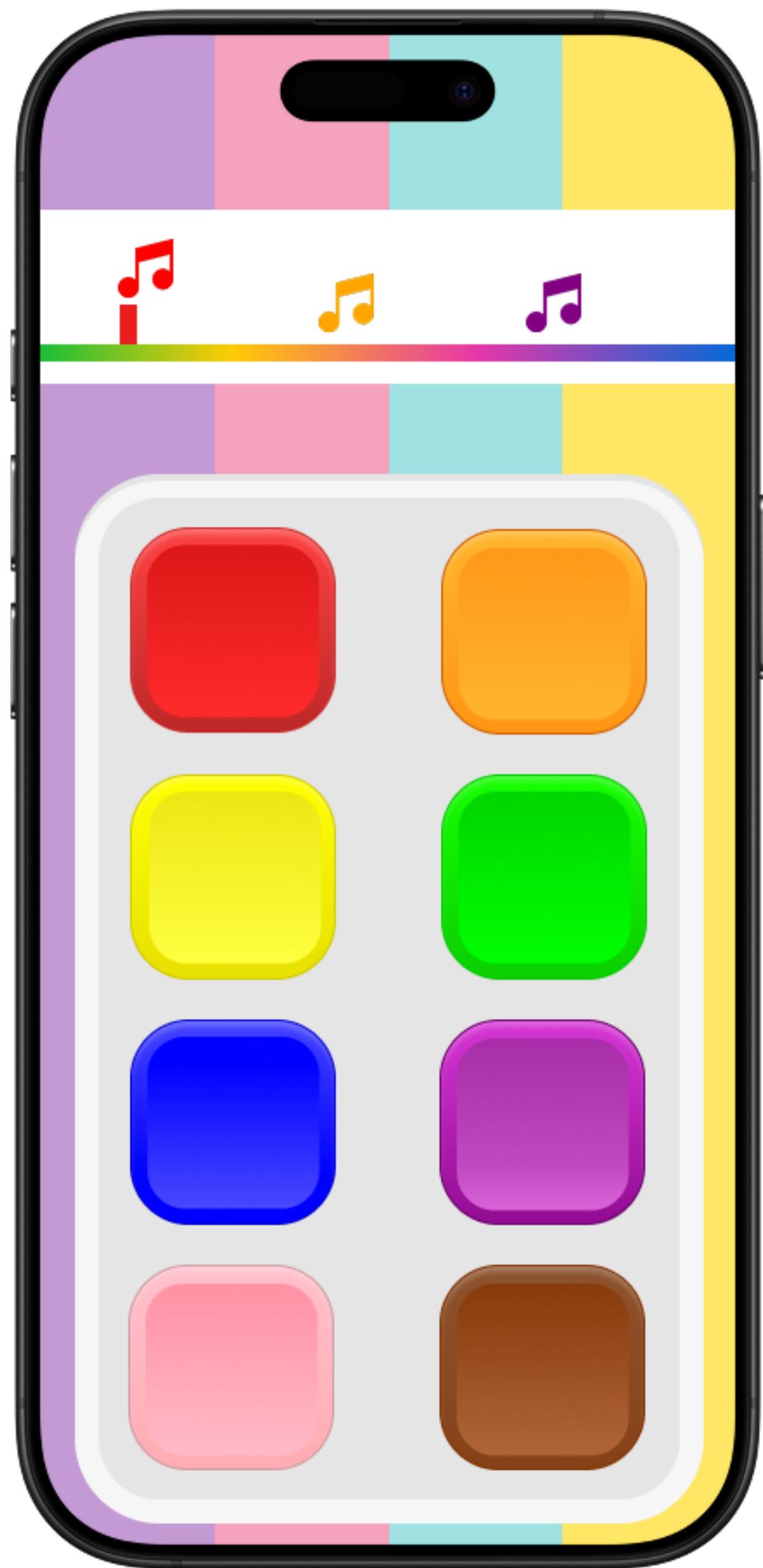
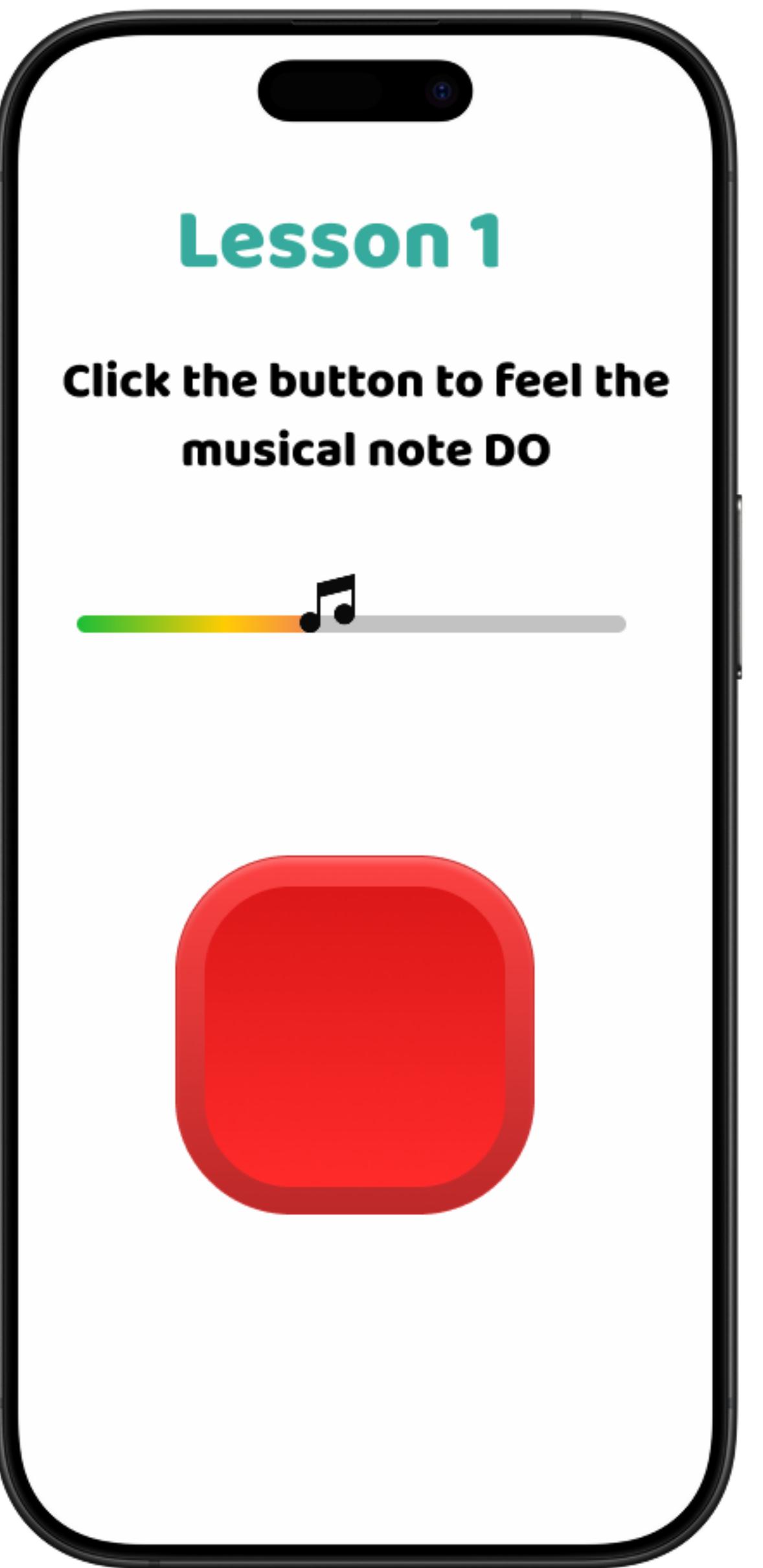
Hardware Components

A physical Experience with a wearable that vibrates



Our prototype

Our prototype - Software

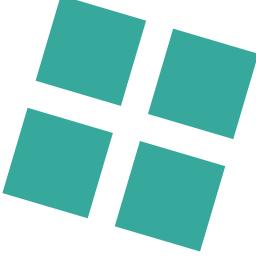
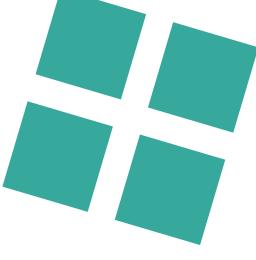
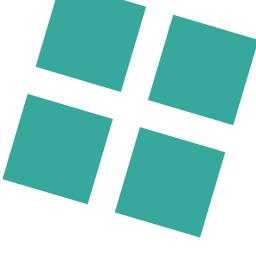


MVP

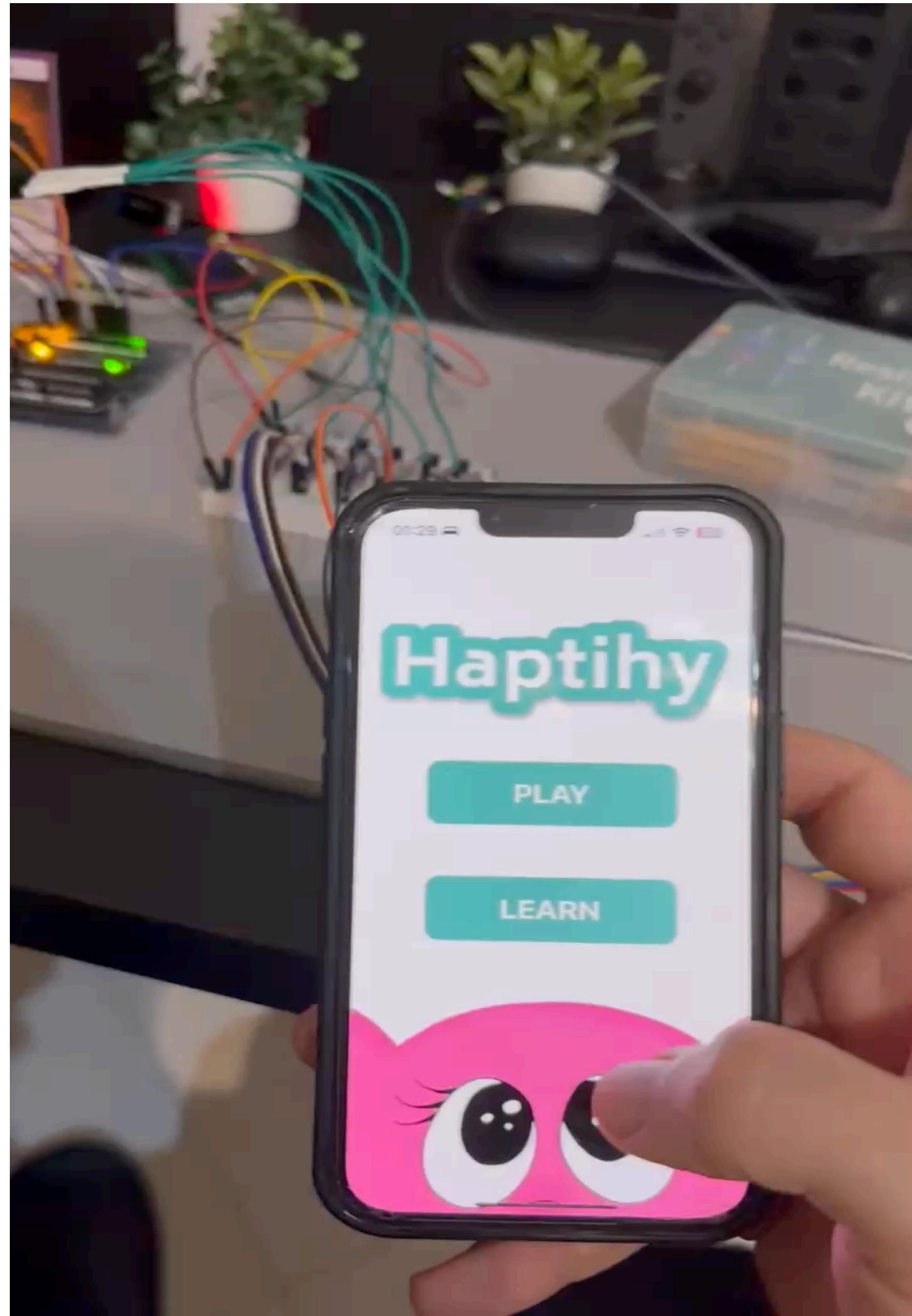
Main Features

- Teaching natural music notes
- Rhythm based levels with difficulty increases
- Free playing mode

Future implementations

-  Expand learning (sharps, flats, chords)
-  Learning pre-made songs
-  Add more motors

Live Demo



Business Model

Business Model

Customer

deaf or hard-of-hearing **children**

Music Teacher

Customer Relationship

Community support

Active **feedbacks**

Revenue Streams

Product sales: t-shirt + app

App subscriptions:
Premium content

Main costs

Production of t-shirts

Design

Roadmap - Milestones until now

BI

F

Big Idea Feedback

SC

P

Solution concept

Prototype

Research

Solution draft

TF

TestFlight

April 21	April 22	April 23	April 24	April 25	April 28	April 29	April 30	May 1	May 2	May 5	May 6	May 7	May 8	May 9		
Week 04 Working hours:					Week 05 Working hours:					Week 06 Working hours:						
			IC Interview with la chioccina		RS Research Synthesis of the interview	SC Solution Concept	RC Refined Challenge Statement	P Prototype		P Prototype	SD Solution Draft (functions and rough sketch)					
ACADEMY CLOSED	ACADEMY CLOSED	R Research	ACADEMY CLOSED	ACADEMY CLOSED	R Research				ACADEMY CLOSED	ACADEMY CLOSED	SC Start coding	SD Start design	CS Coding software	CH Coding hardware	D Design	
		Alessandra's missing								Marwa's missing			D Design	CS Coding software	CH Coding hardware	Work on the presentation

Roadmap - Milestones for the future

May 12	May 13	May 14	May 15	May 16	May 19	May 20	May 21	May 22	May 23	May 26	May 27	May 28	May 29	May 30	June 1	
Week 07 Working hours:					Week 08 Working hours:					Week 09 Working hours:						
			P Presentation	P Presentation		TF Release on TestFlight		T Testing Results	T Testing Results	B Branding					Alessand	
P Work on the Presentation	P Work on the Presentation	P Practice the Presentation	Mid-Term Review	Mid-Term Review	CS Coding software	CH Coding hardware	D Design			CS Coding software	CH Coding hardware	D Design	CS Coding software	CH Coding hardware	D Design	Event Shark in the Academy
		michèle's missing	michèle's missing							michèle's missing	michèle's missing		michèle's missing	michèle's missing		

MVP

Complete MVP

TR

Testing results

AS

AppStore

IDhakium Ruidosos

Carolina Gonzalez Leal, Chiara Improta,
Cristofor Doarme, Michele Della Gatta
Marwa Belhimer , Alessandra Di Rosa



Educational music game

Freemium

