



Deafly





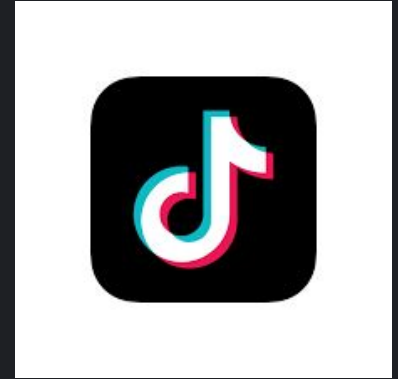
The Team

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Lack of Accessibility in TikTok

Deaf and hard of hearing will provided to use new app instead for the reason it will help them more feel more comfortable with the outside world and reality. They able to access with the caption and lyric on video. Vibration/beats will feel with the music and sound.



The numbers



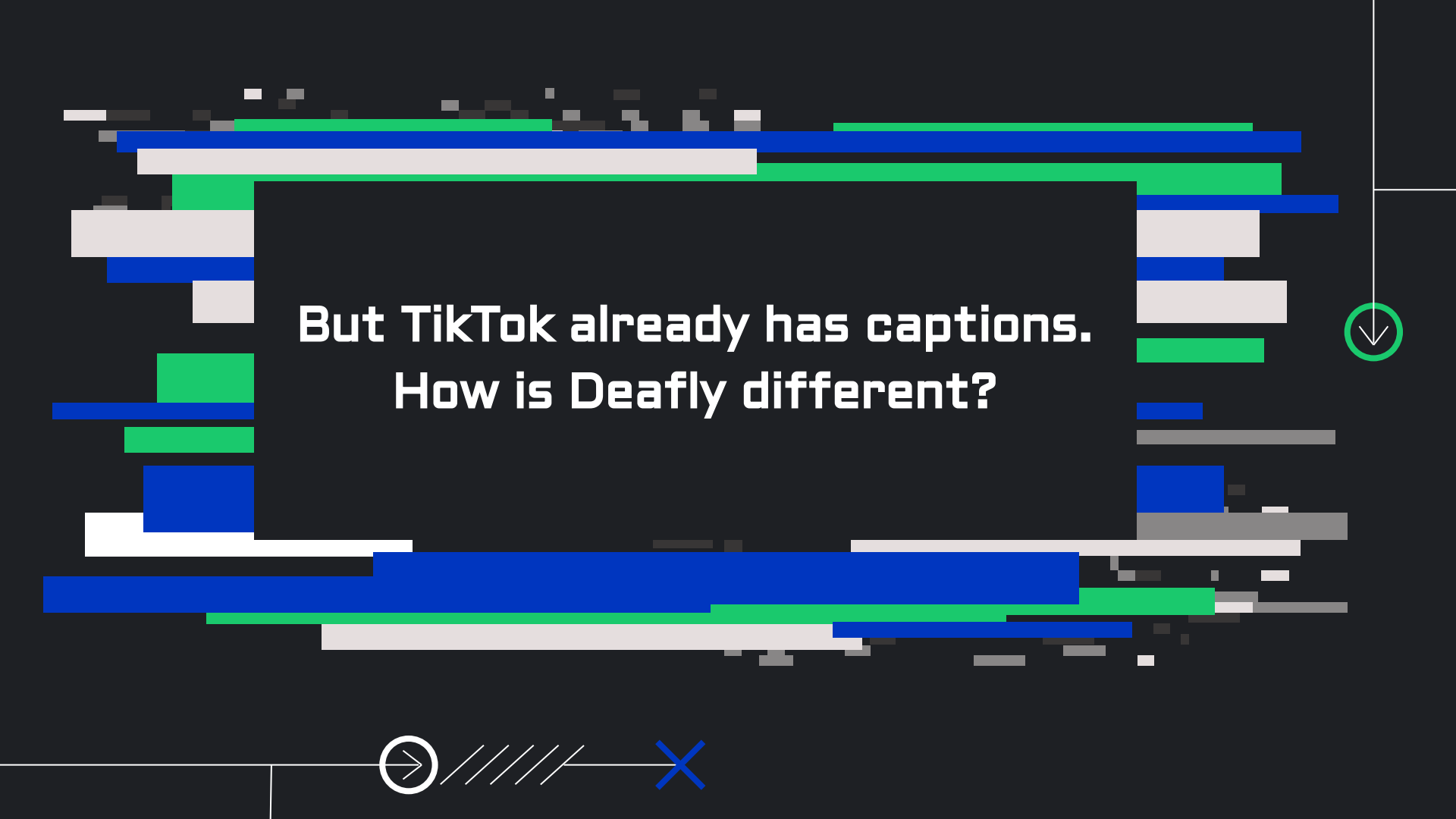
- **60%** of TikTok users are Gen Zers.
- **430,000,000** people worldwide have a hearing impairment that is at least somewhat disabling
- **10%** of Millennials and **17%** of Generation Z have some level of hearing loss
- 11% of TikTok users are Gen Z and have some level of hearing loss.



Project Goal & Object

- Project Goal
 - Create social media app that is accessible to deaf and hearing audiences: Deafly
- Objective
 - Incorporate many features already in Tiktok
 - Add features to increase accessibility
 - Make it easier for creators to make accessible content
 - Allow viewers to customize their listening experience





But TikTok already has captions.
How is Deafly different?



How Deafly Differs

DeafTok

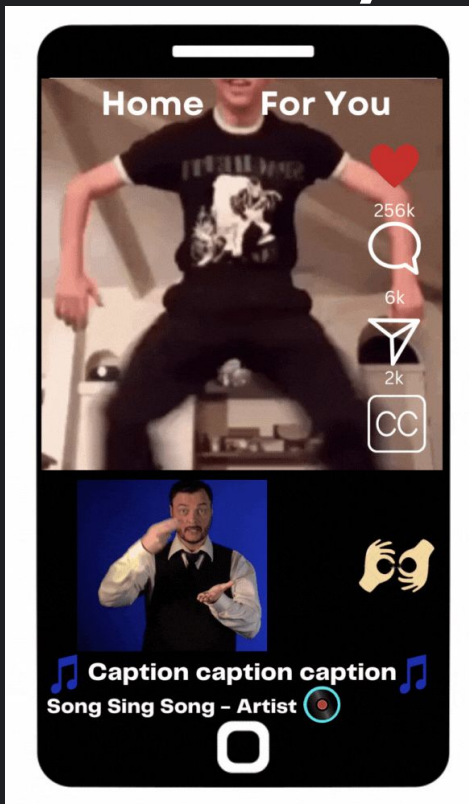
- Improved user experience with the support of captions
- Captions often clutter/block the screen

Deafly

- Provides a separate area for captions, so that both captions and visuals can be seen clearly
- Visual aid in the form of colors and lights helps users “feel the beat”
- Vibrations to feel the music while watching or dancing
- A full sensory experience for creators and viewers
- An inclusive community for both the deaf and hearing community

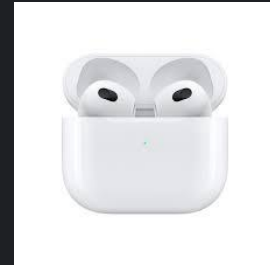


What does Deafly look like?



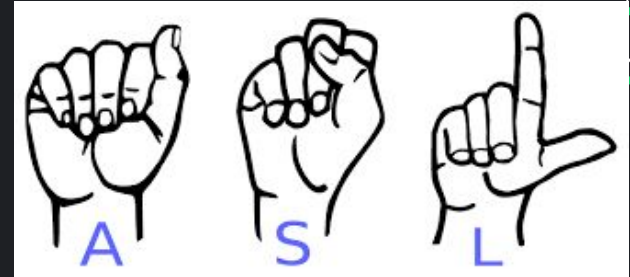
Viewers

- Captions
 - Original audio & musical lyrics
 - Change size to match audio context
- Sensory Cues
 - Provide on screen visual cues to match music tone and theme
 - Connect to LED lights to have color match tone and theme
 - Connect to speakers to match sensory cues (HD rumble)
- Split screen
 - Show Sign Language interpretation & CC with the video content



Content Creators

- HD Rumble controller
 - Basic Rumble
- Visual cues
 - Bluetooth to speaker
 - Light and color changes
- Lyrics to songs
- Providing ASL interpretation for non-hearing impaired creators





THANK YOU!

