

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

i am not a
normal
human
being

unable to
hear some
happy
sounds

feels lonely

it needs more
practice on
sign language

learn sign
language

may leads to
miscommunication

What do they SEE?

environment
friends
what the market offers

is the sign
language
suitable for
communication

how long will
normal can
understand the
sign language

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

deaf people
can use aid
device

communicate
efficiently

practice day-
to-day life
conversation

PAIN

fears
frustrations
obstacles

tough to
translate
ambiguous

needs to
understand
the way of
use

it is difficult
for
beginners

GAIN

"wants" / needs
measures of success
obstacles

disabled can
make a feel
free
conversation

speak with
anyone

can travel
anywhere
without
support