NORMAL USER EMPATHY MAP CANVAS Boring Will they feel guilty Frustrated communication only by writing what do they THINK AND FEEL? Wha really counts major preoccupations worries & aspirations learn sign language Apps for what do they what do they SEE? Use Translator HEAR? Using People writing translator for text message communication environment friends for conversion What friends say what boss say What influencers say What the market offers Can use technology what do they SAY and DO? appearance behaviour towards others Marking Writing Messages Conversation shorter Using **Avoid conversion** samrtphone PAIN **GAIN** "wants"/ needs measures of success frustrations obstacles obstacles Every time Cannot hold a Hard believe app understanding Easy to Reliable Time saver writing normal may convey sign language communicate message correctly conversation messages