SPECIALLY ABLED USER EMPATHY MAP CANVAS Normal people can understand commnicate only by writing something understand What I am sign language trying to say What do they Writing THINK AND FEEL? messages you want to convey Wha really counts major preoccupations worries & aspirations speak with people Can use What do they who can What do they No reliable app tecnology people relaying most people understand sign on translator SEE? can't use sign HEAR? communication language language What friends say what boss say What influencers say environment friends What the market offers Try to avoid most of communication What do they SAY and DO? attitude in puplic appearance behaviour towards others writing frequently **Avoid conversion** Using phone to shy to using terms for minimize communicate communication communication PAIN GAIN fears frustrations "wants "/ needs measures of success obstacles obstacles Communication Every item usig Apps may Being different from It is pain to use with people who No need for Time saver sign language for provide wrong apps that detects normal people cannot understand translator even basic communication hands very less sign language communication