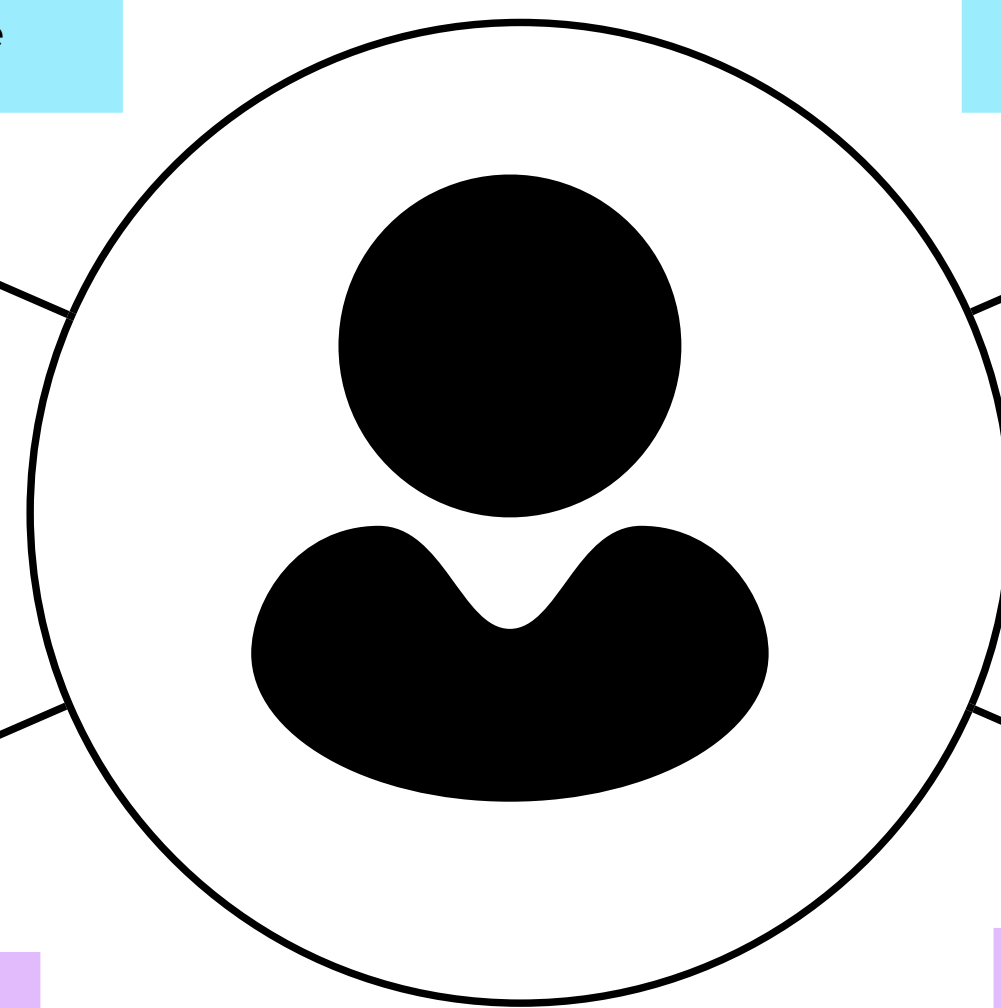


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Its difficult to
communicate
like others

You cannot
be efficient
like other
workers

You are
missing out

You need to
depend on
someone

You cannot
survive by
yourself

Life is hard
and even
harder for
you

You need
assistance
throughout
your life

You require
extra
support

Neglected

Under-
estimated

want to be
appreciated

Bridge the gap
between the
differently abled
and normal
people

You should
try and
equip
yourself

Visual
commu-
nication

Sign
language

Scared and
alarmed

Different
Talents

No one can
understand
me

want to treat
equally as
normal
people

want to share
thoughts
normally
without
inconvenience

Vibration
signalers

Amplified
Phones

Being seen
differently

Sign
language

Hearing aid

Schools for
specially
abled

FaceTime
Video
Calling

Alerting
Systems

ASL
Translation

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Depression
and anxiety as
its hard to
communicate
efficiently

Cannot
communicate
during
emergency
situations

Fewer job
offer

Disproportion
in society

GAIN

"wants" / needs
measures of success
obstacles

Proper devices
that help them
communicate
with ease

Inventions that
help them
understand their
environment
better

Cochlear
implants to
help with their
disability

Through
interaction ,gain
knowledge and
standout in
crowd