

WHO are we empathizing with?

Harish is a student

He had already tried to learn a sign language but stopped

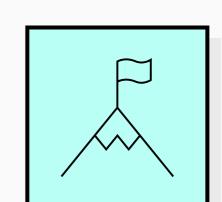
Sign language knowledge is required to communicate his friend

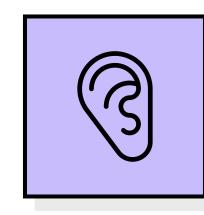
He wants to communicate well with his friend

Choose a **GOAL** teacher

To have lessons with the teacher the lesson

Clear doubts on What do they need to DO?





What do they HEAR?

Sign language is very important

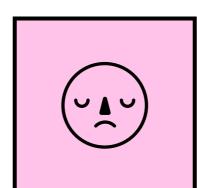
Learning sign language is a good way to communicate

Without sign language he will not be able to communicate with his friend

Learning sign language is not so difficult

What do they THINK and FEEL?

PAINS



GAINS

Lessons are expensive

There will be no time to study

He wants a professional teacher

Errors must be pointed out

He will not learn the sign language

Loss of motivation Hopes for a quick result

He can be able to communicate with his friend

What other thoughts and feelings might influence their behavior?

Visible progress Flexibility in the Schedule of sign language lessons

Choose independently when to study

> Great amount of content in language

information about the language

Expense to

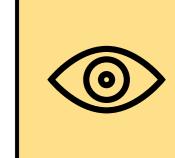
learn

Insufficient

initial

Different approaches Different way of communication

and practices



What do they SEE?

This is a textbox...

It is difficult to take the first step

What do they SAY?

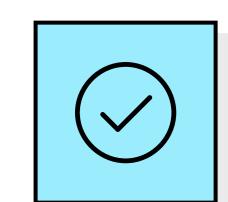
It is very important to know the sign language

Sometimes he loses motivation

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Often does not feel growth

Has a desire communicate with his friend



What do they DO?

He lessons with a teacher

Learn new signs

Take notes on signs

Looking for partners to practice signs for communication