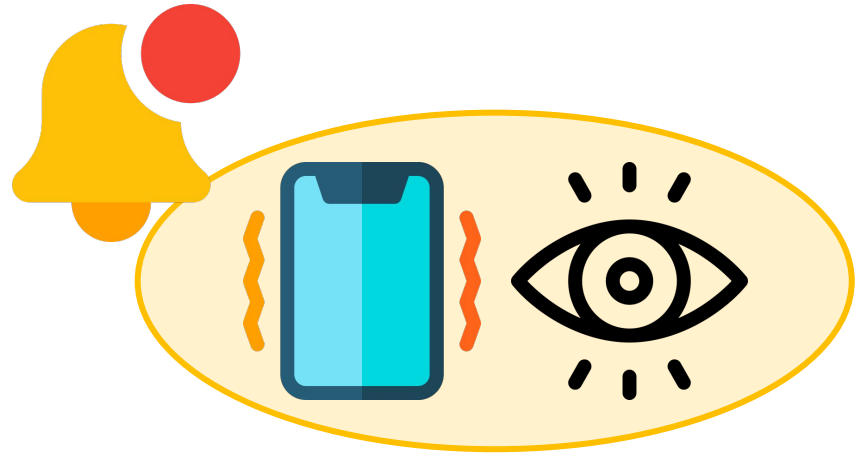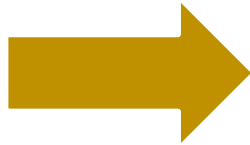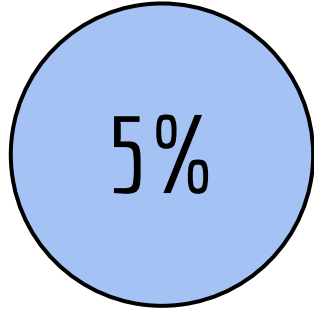# Weid

The app that enables social inclusion

Weid - here to revolutionize announcements

New web application that will translate audio announcements to visual and sensory notifications with a centralized and inclusive approach.
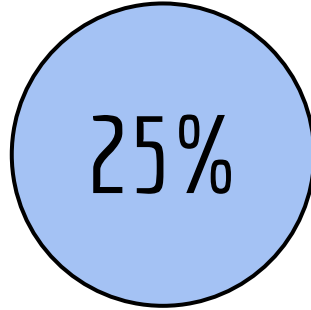
The concept in numbers

5%

Of world population has 'disabling' hearing loss*

Functional

25%

Of deaf population is 60-69 years old*

Easy to use

36 %
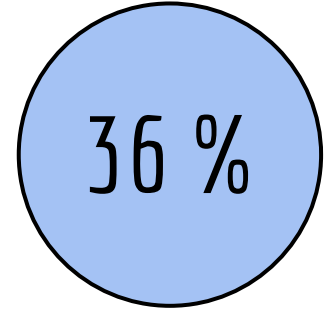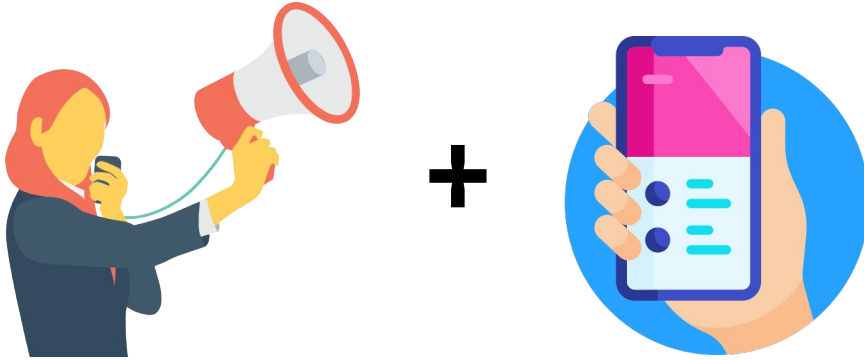
Of deaf population is deafblind or disabled

Accessibility

Sources*:
- NIDCD; National Health and Nutrition Survey 2012
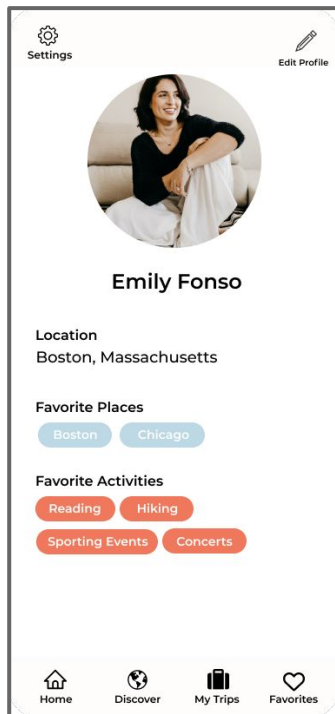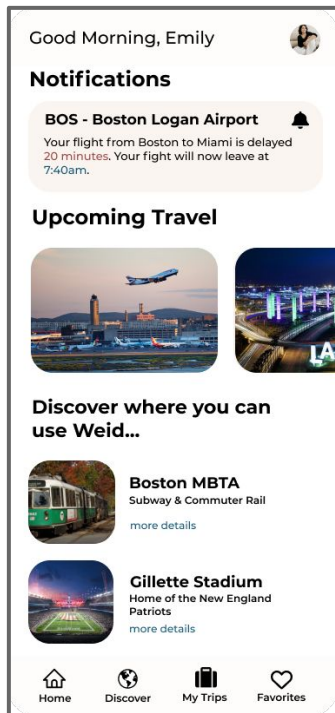- WHO Fact Sheets

What and How?

+

- Provide comfort, confidence and inclusion while traveling

- Supplement audio announcements with visual and sensory notifications

- Centralized location for all travel locations and information
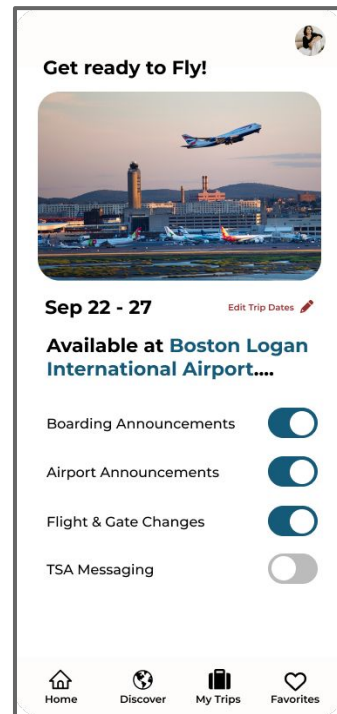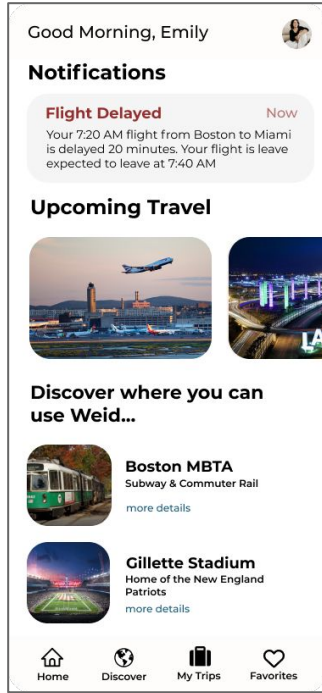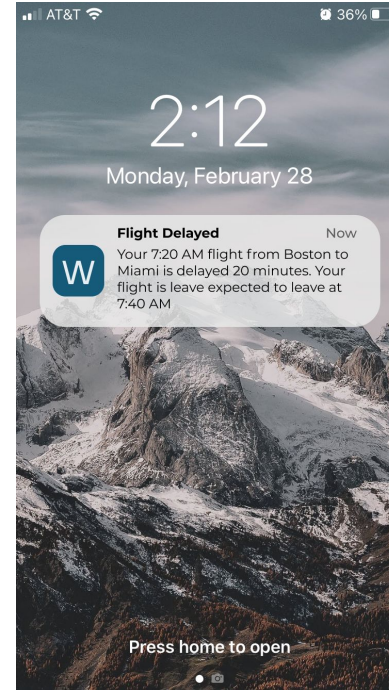
Using the App

User Accounts

Settings · Edit Profile

Emily Fonso

Location
Boston, Massachusetts

Favorite Places
Boston · Chicago

Favorite Activities
Reading · Hiking
Sporting Events · Concerts

Home · Discover · My Trips · Favorites

Feeds

Good Morning, Emily

Notifications

BOS - Boston Logan Airport 🔔
Your flight from Boston to Miami is delayed 20 minutes. Your fight will now leave at 7:40am.

Upcoming Travel

LA

Discover where you can use Weid...

Boston MBTA
Subway & Commuter Rail
more details

Gillette Stadium
Home of the New England Patriots
more details

Home · Discover · My Trips · Favorites

Locations

Good Morning, Emily

Available at **Boston Logan International Airport**....

· Boarding Announcements
· Airport Announcements
· Flight & Gate Changes
· TSA Messaging

Add to Upcoming Travel

Home · Discover · My Trips · Favorites

Trips

Get ready to Fly!

Sep 22 - 27   Edit Trip Dates ✏️

Available at Boston Logan International Airport....

Boarding Announcements ⬤

Airport Announcements ⬤

Flight & Gate Changes ⬤

TSA Messaging ○

Home · Discover · My Trips · Favorites

Notifications

In App

On Phone

Development of the app

Weid

Frontend — User Interface

Backend — Authentication | Relational Database

External

RSS Feeds
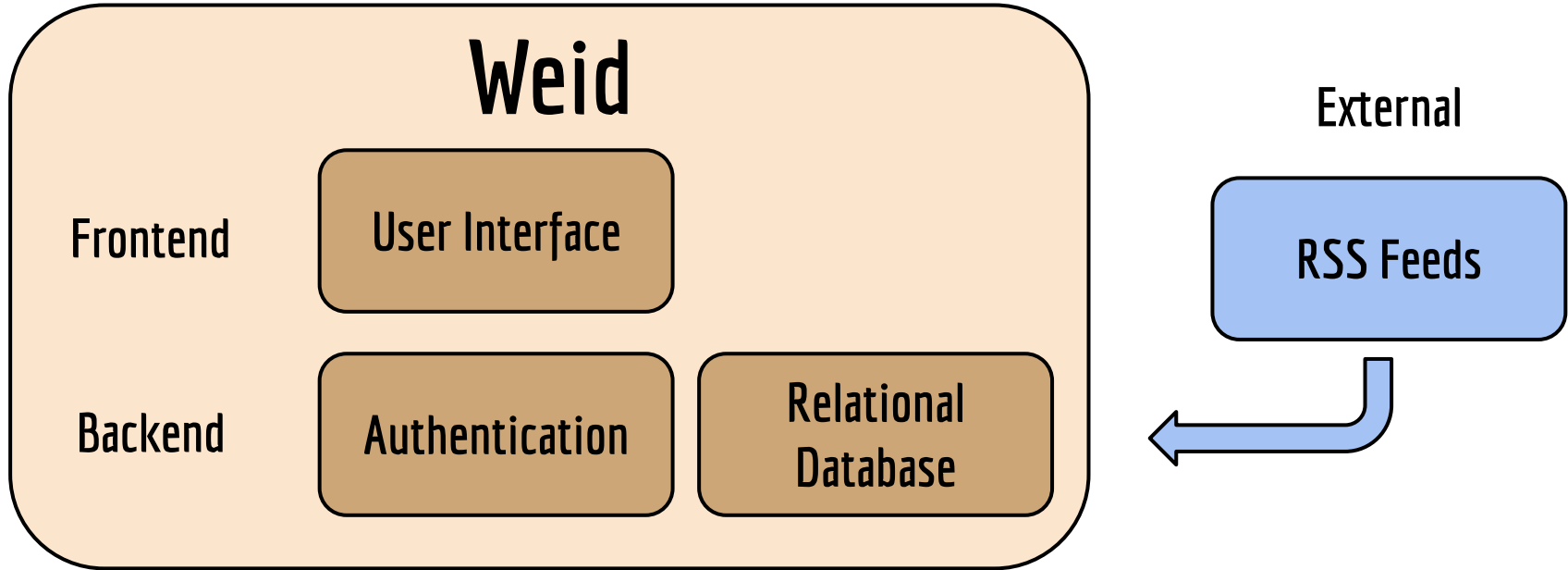
Go to market

- Focus in: **Attract users**

- Rollout MVP in the **USA**

- Financiation:
  - First investment for MVP
  - Partnerships for marketing

- Marketing campaigns to attract users
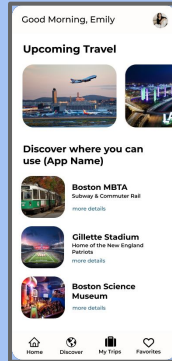
- Focus in: **Scalability & further development**

- Expansion to the **EU**

- Financiation and revenue:
  - Further partnerships
  - Advertisement banners

- Add more use cases and target audiences

Potential challenges

Get users

- Marketing through organizations associated with the deaf community
- Collaborate with partnerships

Know the needs

- Perform further targeted user research
- Analyze user data retrieved by the sign in functionality

Partner data

- Encourage partners with Accessibility Standards
- Partners can boost reputation with social inclusivity

The future of inclusion is here

Resources

Icons: https://www.flaticon.com/