Namratha K|

Association Worker

Name: Namratha K

Gender: Female

Age: 30 Years Old

Income: $20k p.a.

Location: Bangalore, India

Educational Background: BTech program at SMVIT

Career Background: Namratha, is a NGO worker based in Bangalore, India and is a huge cricket fanatic. She wants Blind Cricket to be recognized and appreciated as much as normal cricket. She encourages visually disabled people to take up blind cricket, through which blind people can enjoy happy and respected lives.

Pain Points:

- Lack of awareness on blind cricket.
- Not many platforms exist which cover entire schedule of blind cricket explicitly.
- Accessibility of cricket platforms do not cater to blind and partially blind audience.

Goals:

- Increasing awareness and hence viewership of blind cricket matches.
- A website or app that caters to giving complete information about blind cricket matches be it past or future.
- The website should be designed in such a way that it can accessed by both people with disability and people without disability.
- A website where the scores of past matches can be stored so that they can be later used to analyze team and player performance and rankings.
- Through this website, the awareness towards blind cricket can be increased which may lead to more donations towards welfare of the blind community.

I would use this product because:

- I want people to be interested in blind cricket as much as I am.
- This website handles accessibility issues well.
- It's easy to track upcoming and already played matches easily.
- Gives information about cricket matches played team wise which helps in analyzing player and team ranking.
- This website can be used as a fund raiser for the NGO.