



word of hands

How can we promote awareness of and improve accessibility to Deaf-friendly environments?

UNDERSTANDING OUR COMMUNITY

86,000

people in San Diego are Deaf or Hard of Hearing



10%

of the city's population has a disability



4

Deaf-Friendly businesses can be found in the city



LOCAL IMPACT

San Diego is not on the cities listed as "Deaf Accessible" [Washington, D.C., Chicago, Seattle, Raleigh, and Denver]

USER RESEARCH

Deaf Community Center
Interpreters
Teachers/Deaf Educators
Researchers
Deaf Studies Labs
Deaf People

Administrators
High School Program in San Diego
Gallaudet University
Disability Studies
Office of Student

INSIGHTS ABOUT INFORMATION ACCESSIBILITY

Lack of visual stimuli (doorbell, dropping something)	Difficulty in communication, especially in emergency situations	Deaf Spaces not accounted for in architecture and buildings	Modern technology not being applied to improve accessibility
Closed captioning not standardized	Access to accommodations for Deaf students, parents, peers	Interpreters not always available and get easily fatigued	Deaf stigma among hearing people considered a disability



Environments lacking Deaf Space and Deaf Friendly accommodations

INTERVIEW TAKEAWAYS

"School was **exhausting** because I had to always pay attention to the teacher and read her lips, follow classmates' motions."

"If you could change something: **sensitivity training - learn the ABCs**, when you talk to a Deaf person don't raise your voice and just talk to them normally and clearly, get a Deaf person's attention by tapping them on the shoulder or waving"

"Public places are not Deaf friendly as I have to be on guard constantly. Ordering food could be easier. Hospitals are frequently **incongruous and awkward**. If there is an announcement to change where you board the plane, it is chaotic...I have missed my plane many times due to this!"

"Deaf people are more **tech savvy**, they use technology to solve their problems"



CO-DESIGNING WITH OUR STAKEHOLDERS



Received responses from Deaf Students on campus and those part of a greater Facebook group that fosters a community of Deaf culture in San Diego through weekly meetups at a coffee shop.



Applications available on mobile phones are primarily used

"I am always taken aback when a server or cashier signs! Makes me **feel more confident** going back to that place."

"I've heard this has been happening for about 13 years so I was surprised there is **no mention of it** on the Coffee Bean's website so I decided to make a Facebook group for people who are regulars and anyone who wants to come."

"Will mention business if I talk about the food and the restaurant was especially **accommodating** like if it has menus or iPads that make it **easy to order**."

"Tell people that a certain worker at a place **signed**"

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COMPETITIVE ANALYSIS: WHAT'S LACKING ON CURRENT PLATFORMS



- Very user friendly with good UIs system doesn't include Deaf accessibility aspects
- Very low participation rate usually only one review per business, not reliable enough
- Includes deaf needs and connected to Yelp reviews but has lack of content

MULTI-FACETED SOLUTION

DEVELOPING CRITERIA FOR DEAF-FRIENDLY ENVIRONMENTS



Visual Cues & Imagery



ASL Knowledge



Feedback



Deaf-Friendly Etiquette



Accommodations for Deaf employees



Adequate Lighting



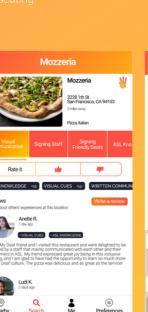
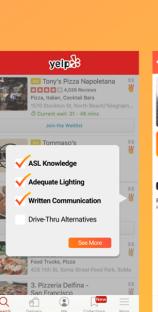
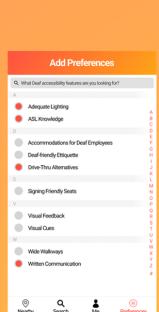
Wide Walkways



Alternative to Drive-Thrus



Written Communication



IMPACT ON BUSINESSES

- help attract more first time customers who are in need of Deaf friendly accommodations
- Deaf people with accessibility needs become loyal customers to those who accommodate for their needs
- bring positivity by rewarding businesses that are accommodating but without negativity to your business with rating system
- allows businesses to have the masses promote you via rating, sharing via text/messaging
- to be integrated across multiple existing platforms
- give your business good PR
- appeal to customers who are conscious about accessibility and invested in social good

type 1



type 2



type 3

