Concept Video

Inclusive Design

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Problem/Solution Overview

Interpreter’s problem

Deaf user’s problem

problem

Interpreter:
Low motivation to become a qualified ASL interpreter due to the technical barrier to entry

solution

Engage in passion projects (interpreting live music events) that do not require official certification.

problem

Deaf user:
Difficult to share live moments with loved ones because he/she is not the intended audience

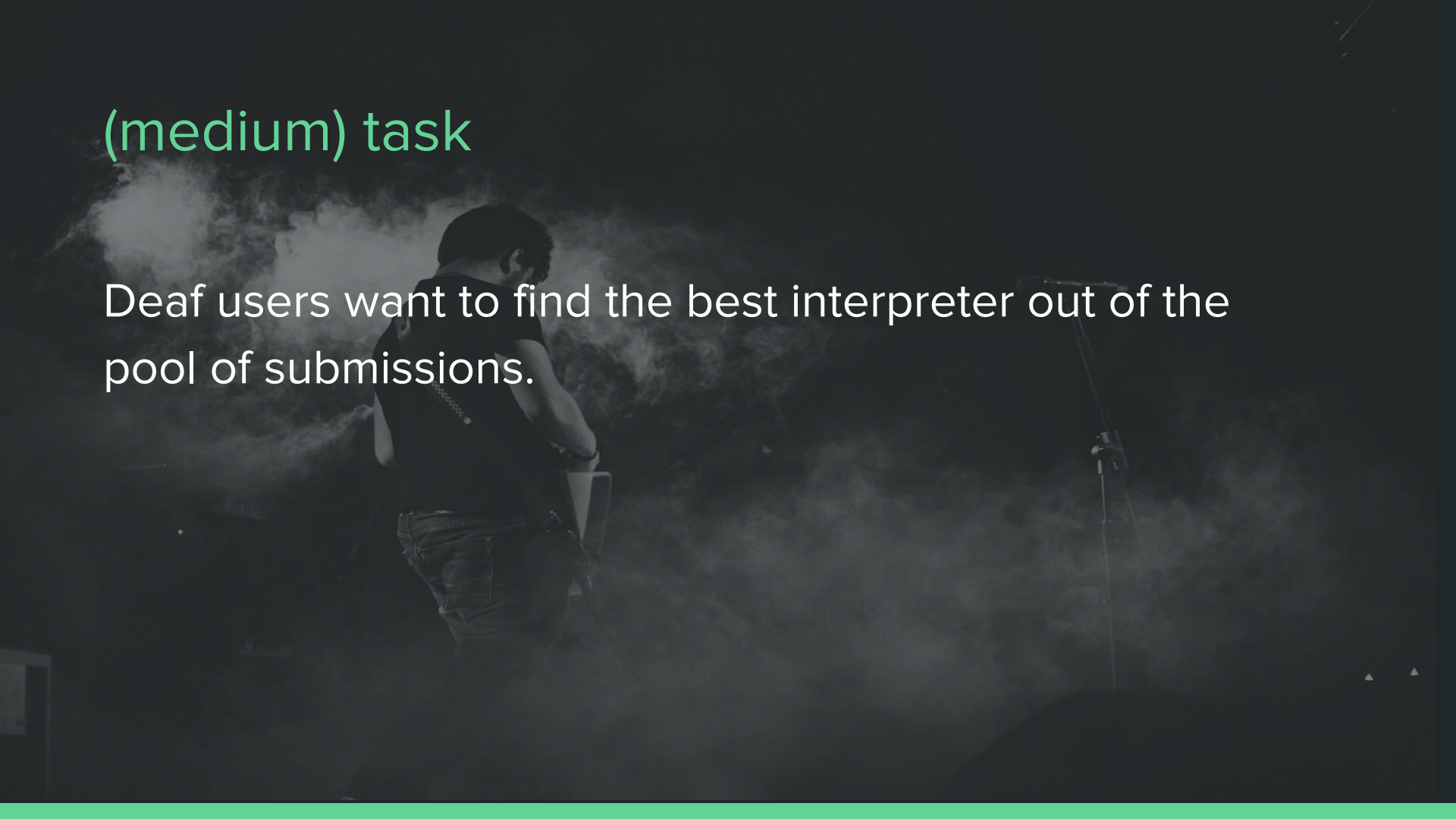
solution

Reward the most voted interpreter with the opportunity to perform on stage with an artist.

Sign Along
Bring meaning to every moment
Introducing...

(simple) task

Interpreters want to know what upcoming concerts are coming to the area so that they can combine their love for music with their ASL fluency.

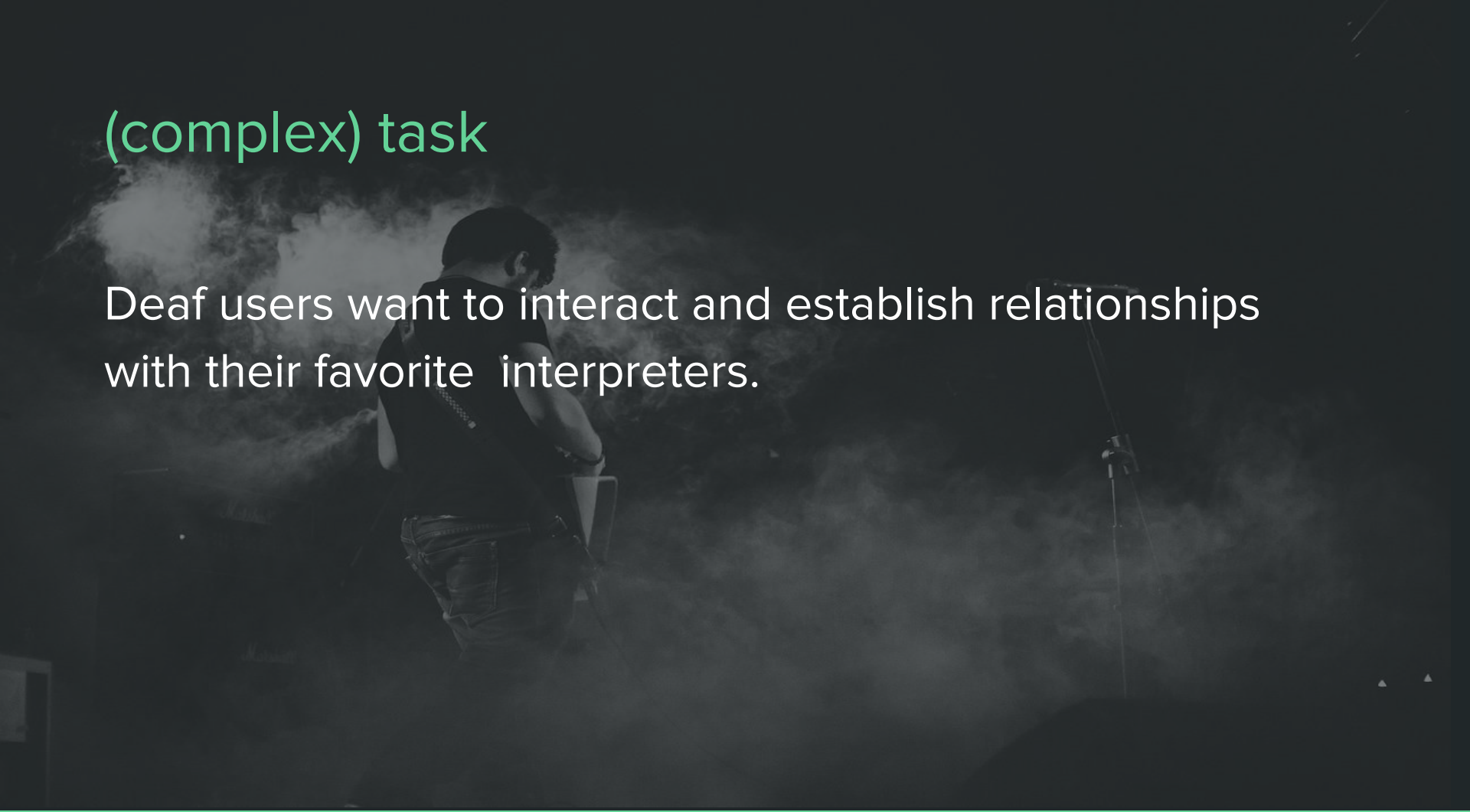


(medium) task

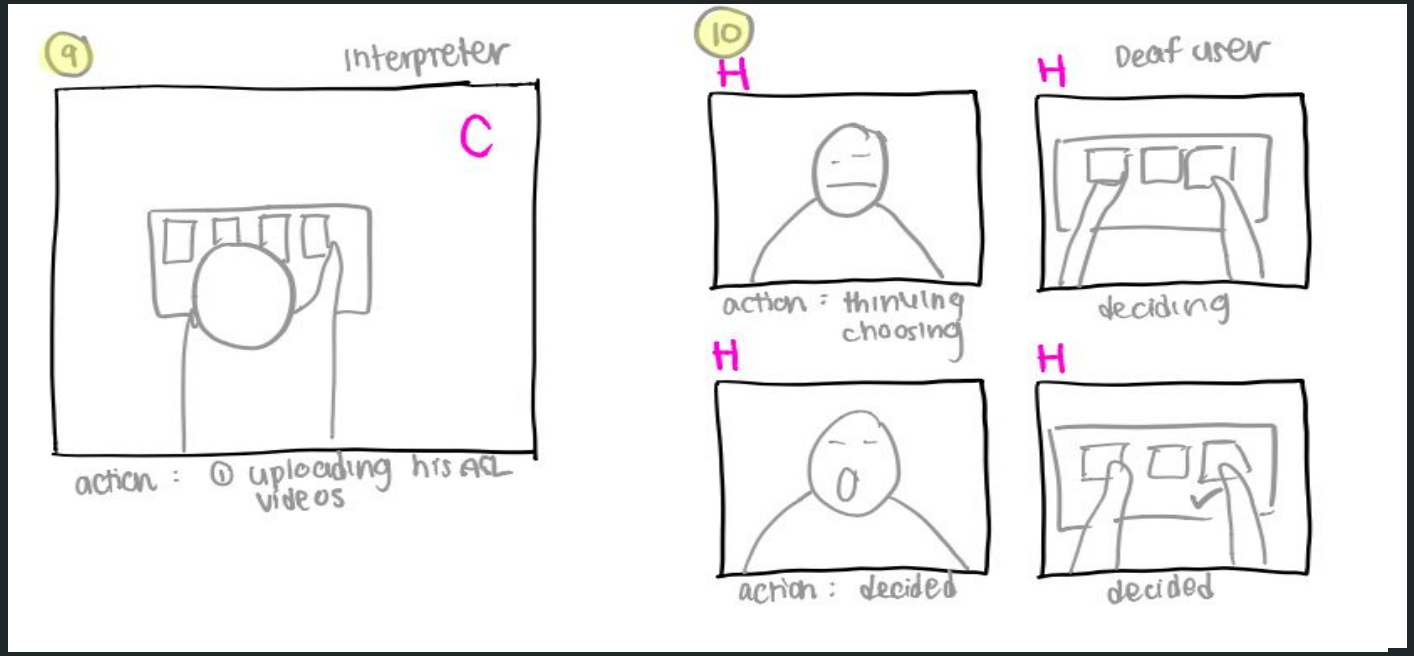
Deaf users want to find the best interpreter out of the pool of submissions.

(complex) task

Deaf users want to interact and establish relationships with their favorite interpreters.



video planning storyboards



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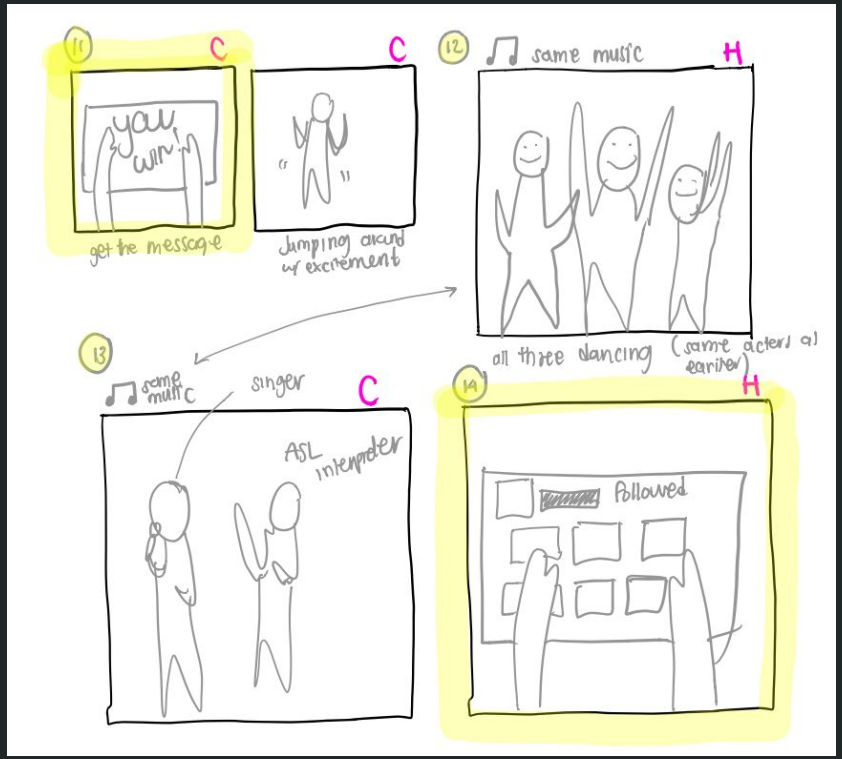
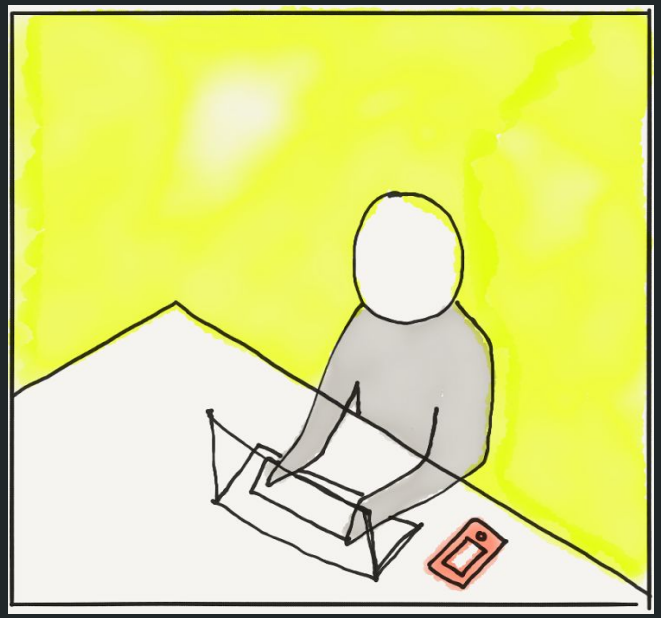


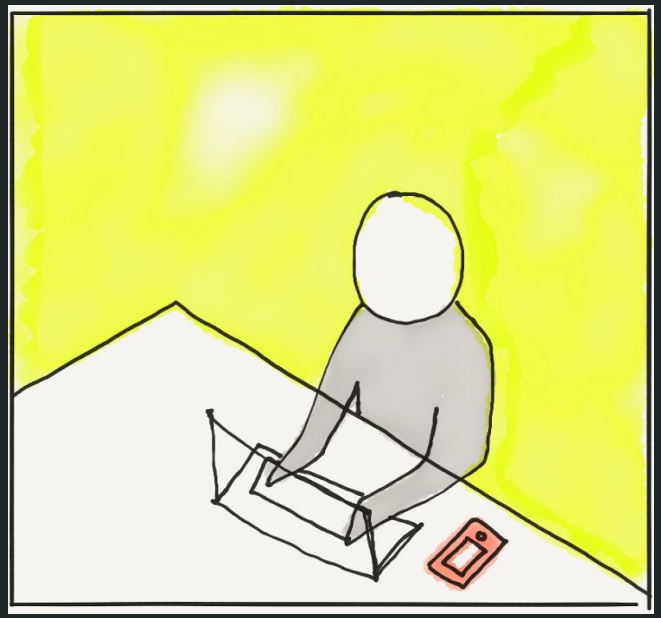
video storyboard (simple)



task

Interpreters want to know what upcoming concerts are coming to the area so that they can combine their love for music with their ASL fluency.

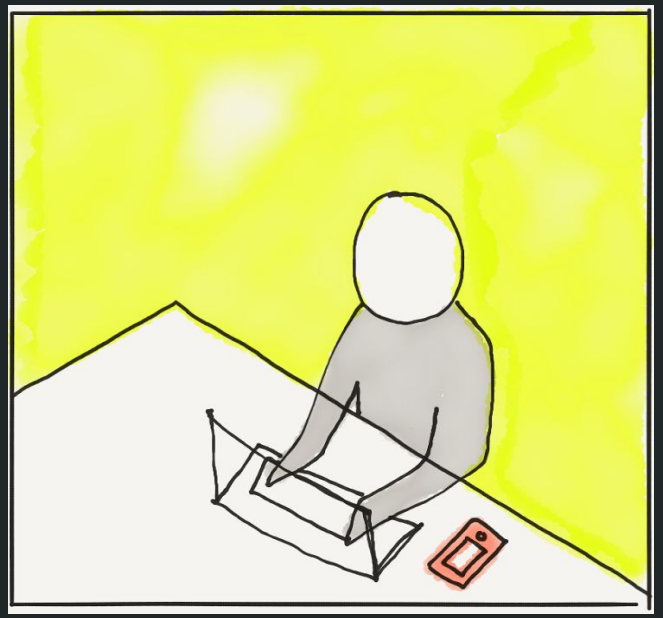
video storyboard (simple)



camera

Establishing shot.

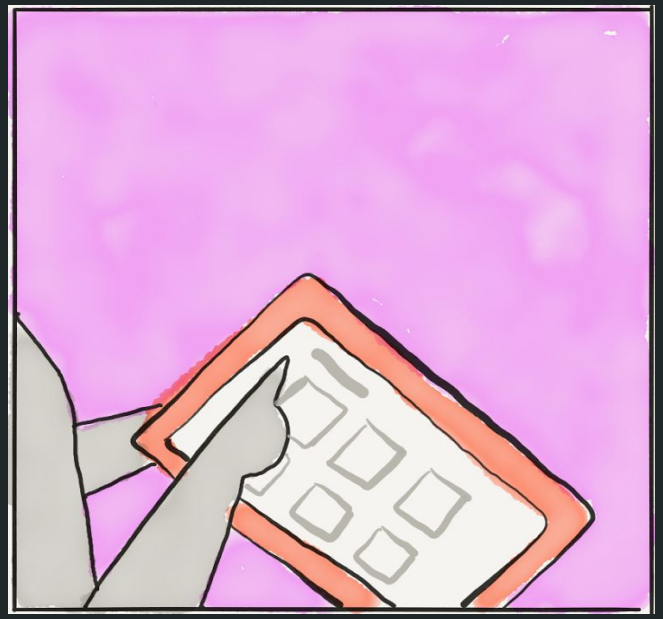
video storyboard (simple)



action

Struggling to study for an ASL qual when the app notifies him that his favorite artist is crowdsourcing an ASL interpreter for an upcoming concert.

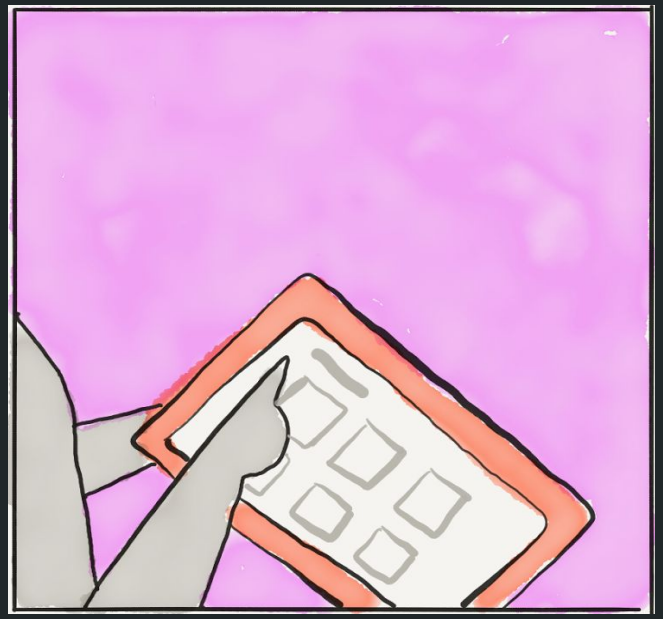
video storyboard (moderate)



task

Deaf users want to find the best interpreter out of the pool of submissions.

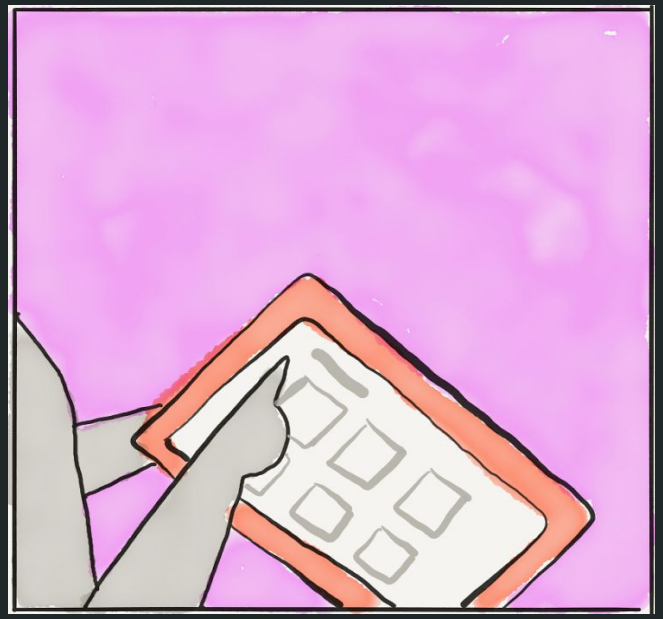
video storyboard (moderate)



camera

Over-the-shoulder close-up shot.

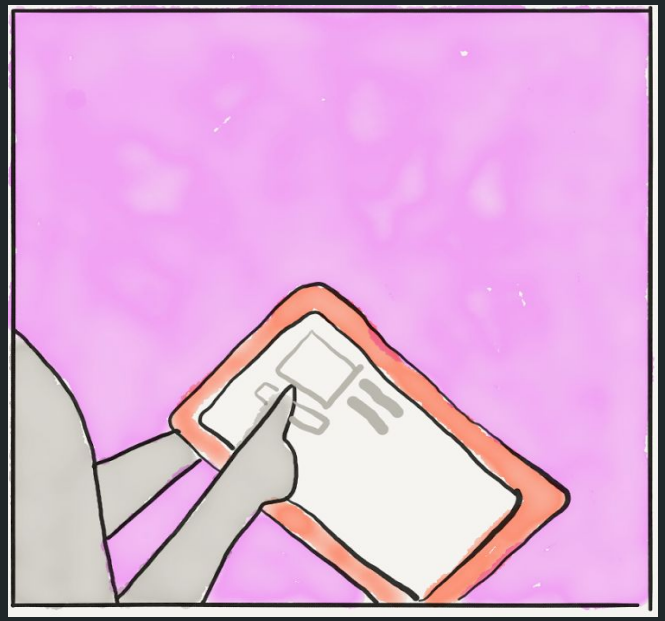
video storyboard (moderate)



action

A deaf user is voting for her favorite ASL crowdsourced campaign for the upcoming concert.

video storyboard (complex)



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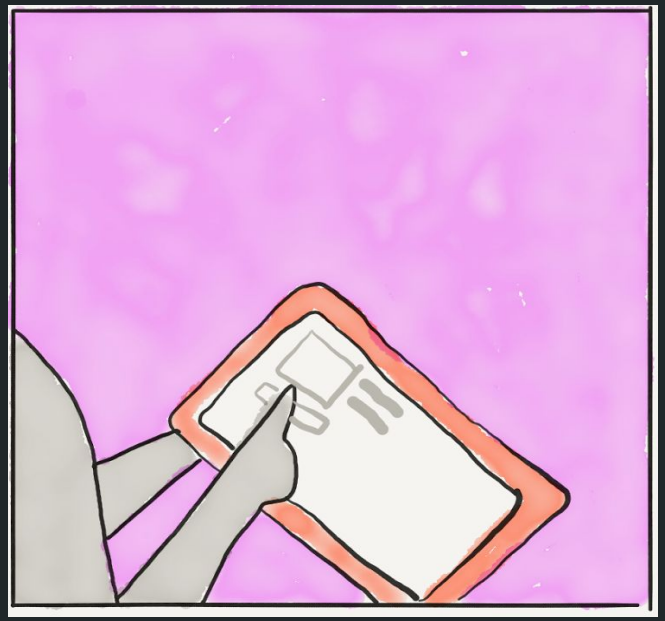
Deaf users want to interact and establish relationships with their favorite interpreters.

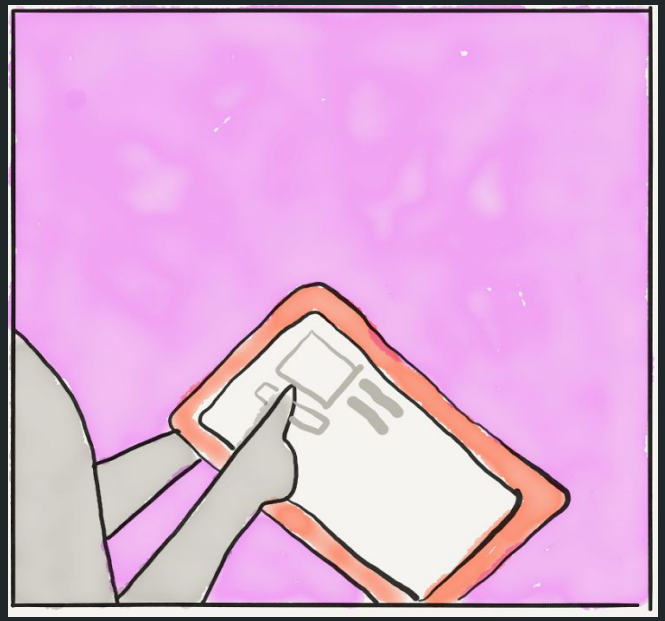
video storyboard (complex)



camera

Over-the-shoulder close-up shot.

video storyboard (complex)



action

A deaf user interacts with an interpreter she likes via the interpreter’s profile.

Concept Video

https://vimeo.com/188252993

https://youtu.be/YDZb43YjZE4