

Design an alarm
clock for Deaf



User Segments

Deaf: profound hearing loss and relies primarily on sign language or other forms of communication.

Hard of Hearing: mild to moderate hearing loss, often using hearing aids or assistive listening devices.

Late-Deafened: significant hearing loss later in life, after acquiring spoken language skills.

Our focus is on Deaf since the solution we build for them shall benefit the other user segments as well

User Goals

Timely wake-up

Independence

Effective communication through tactile, visual, or other non-auditory means

Ease of Use

User Pain point

- Limited alarm choices for personal preferences
- Complex, user-unfriendly alarm settings
- Unreliable visual and tactile feedback

I'll now prioritize improving alarm options for deaf users, offering them flexible and comfortable alarm modes.



Possible Solutions

Wearable alarms: Smartwatches for the deaf community can offer discreet, customizable notifications with wrist vibrations and visual alerts.

Pros : Increased Independence, discreet notification

Cons : Cost, Learning Curve

Smart Home Integration: These alarms can connect with smart home devices to control lighting, temperature, and other environmental factors that contribute to the user's wake-up experience.

Pros : Multisensory alert

Cons : Cost, Complexity and Compatibility

Smartphone alarm settings: Deaf users can set visual(Flashlight Notifications feature, which makes the phone's camera flash or screen light up) and vibrating alarms for various purposes, including waking up.

Pros : Accessibility, familiarity, cost efficiency

Cons : Limited Sensory Alerts

We prioritize smartwatch wearables for deaf alarms due to their portability, discreetness, and tactile feedback, better suiting our users' needs.



Product Vision

Our vision is to create wearable alarm settings that offer wrist vibrations and visual alarms, fostering independence and confidence within the deaf community

Product Features

Alarm Customization : Deaf users can customize alarm settings directly on the wearable device, including choosing the intensity and pattern of vibrations and the brightness or color of visual alerts.

AI-Assisted Alerts: Wearable alarms shall use AI to understand user's schedule, habits, preferences, sleep patterns, wakeup times and adapt alert patterns accordingly.

Sound Analysis for Environmental Alerts: Wearable alarm shall analyze sounds in the environment and alert the user to important or potentially hazardous noises, such as a smoke alarm or a doorbell ring.

Context Awareness: Wearable alarm shall analyze the user's context, including their location, schedule, activities and generate subtle vibration or discreet visual notification to avoid disrupting the situation.

North Star Metric

- # of Alerts Acknowledged

Go to Market Strategy

- **User Research:** Learn deaf user's needs related to safety and notifications.
- **Product Features:** Develop the wearable alarm with features that cater to the specific needs of the deaf community like vibration alerts, customizable visual alerts
- **Promotion:**
 - **Collaborations:** Partner with deaf advocacy organizations, influencers, and community leaders
 - **Social Media:** Utilize social media platforms to share stories, testimonials. Use deaf-friendly hashtags and visual content.
 - **Demo Events:** Organize events where potential users can experience the product firsthand
 - **Inclusive Advertising:** Create advertisements that feature deaf individuals using the wearable alarm in real-life scenarios.
- **Distribution and Sales** Make it available on online stores, assistive technology retailers, and partnerships with healthcare providers.
- **Pricing Strategy:** Affordable and Insurance friendly
- **Support and Training:** Provide resources on how to use the wearable alarm effectively and troubleshoot common issues.
- **Post-Launch Monitoring and Improvement**
Track metrics like user adoption rate, customer satisfaction, and safety incident reports. Use the feedback to enhance the product over time