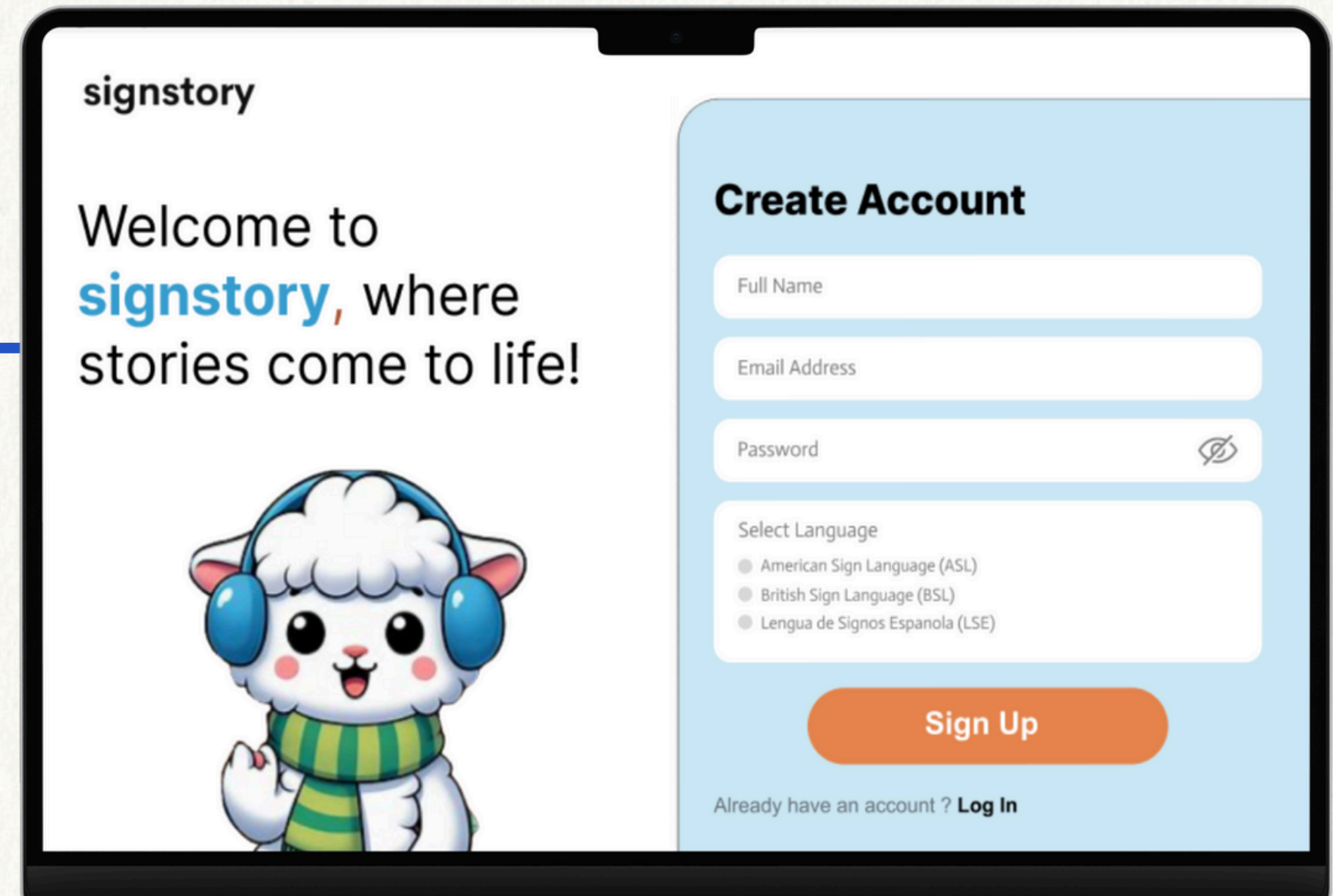


signstory

Fostering early literacy through the joy of storytime

EDUSIGN



signstory

Welcome to **signstory**, where stories come to life!



Create Account

Full Name

Email Address

Password



Select Language

- American Sign Language (ASL)
- British Sign Language (BSL)
- Lengua de Signos Espanola (LSE)

Sign Up

Already have an account ? [Log In](#)

Our Team



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Problem Statement

How might educators and families make story time accessible so they can support early literacy skills in deaf/hard of hearing (HoH) children?

Problem Context

Current State of
Deaf Education _____

Necessary to Understand
What is currently Done and
what parts are underserved.

Accessibility
Concerns _____

What are some nuances of
accessibility that we need to
keep in mind when designing
our end product?

Challenges
Faced _____

Challenges that our target
audience faces on a daily basis
as a result of the education
system failure.

Existing
Solutions _____

Finding markets that are already
being sufficiently served and
identifying potential niches that
may allow us to bring our product
to help out target population



Key Research Insights



~15% of Children in America are Deaf/ HOH; 90% of them are born to hearing parents

Approximately 3 in 1,000 children born in the U.S are born deaf, many of them to hearing parents. This problem is large scale, but has been largely under addressed by mainstream education.

Language Deprivation and Critical Periods

First 6 months are critical periods for language development. Without learning a language, individuals will never be able to fully utilize language even with years of rigorous education in the future.

Delayed Reading Skills Development

Research has shown that deaf/HoH children typically fall behind their hearing peers in schools. A 16 year old deaf/HoH child will typically perform reading abilities of a 9 year old hearing child.

Market Focus of ASL Products

Large Product segment is focused on ASL teaching, not necessarily early development of reading skills. Our hope is to combine reading skills acquisitions alongside exposure to ASL.

Meet Catalina

Motivators _____

- **Family bond and connection:** desire to build a strong bond and connection with her son despite the challenges they face
- **Advocacy and inclusivity:** motivation to advocate for her son's inclusion and equal opportunities in education and society
- **Support her child** and prevent developmental delays by starting early intervention

Needs _____

- **Educational resources and tools:** access to educational materials and tools supporting deaf children in early literacy, language acquisition, and communication to aid her son development effectively
- **Efficient Solutions:** Catalina needs to balance her career and family life and needs a strategies or resources that are easily accesible



Catalina | Hearing Parent to a Deaf Child

“I know my son needs exposure to ASL but i feel discouraged since I don’t know it myself. I also worry about connecting with him and communicating with him as a hearing person.”

Key Concepts

Accessibility

- Enhances user experience for everyone, not just those with disabilities.
- Expands audience reach and inclusivity, promoting equality.

Making learning fun

- Transforming education by incorporating fun and interactive elements to enhance engagement, motivation, and retention
- Facilitating parent/child connection

Positive reinforcement

- Behavioral strategy that involves rewarding desired behaviors to increase the likelihood of their recurrence.
- Enhances motivation and engagement.
- Builds self-esteem and confidence.
- Encourages continuous improvement and effort.
- Fosters a positive and supportive learning environment.



Concept Validation

Insights

- **Accessibility**
 - Expressed that funding was a big barrier to resources; users liked that the platform was easy to access on a website
- **Parent-Child Connection**
 - liked to idea of parents learning with their children in the learning dojo
- **ASL vocabulary library**
 - Making sure the library is easy to use for both children and their caregivers
- **Overall website**
 - The design should be engaging for children 0 to 5. Consider implement elements like bright colors and striking shapes to attract childrens' attention.



Solution Approach

Problem

A need to create a platform that contributes to language development, literacy skills, and cognitive growth of deaf children

Solution

A digital library of ASL translated story time books with videos and closed captioning

Key Features

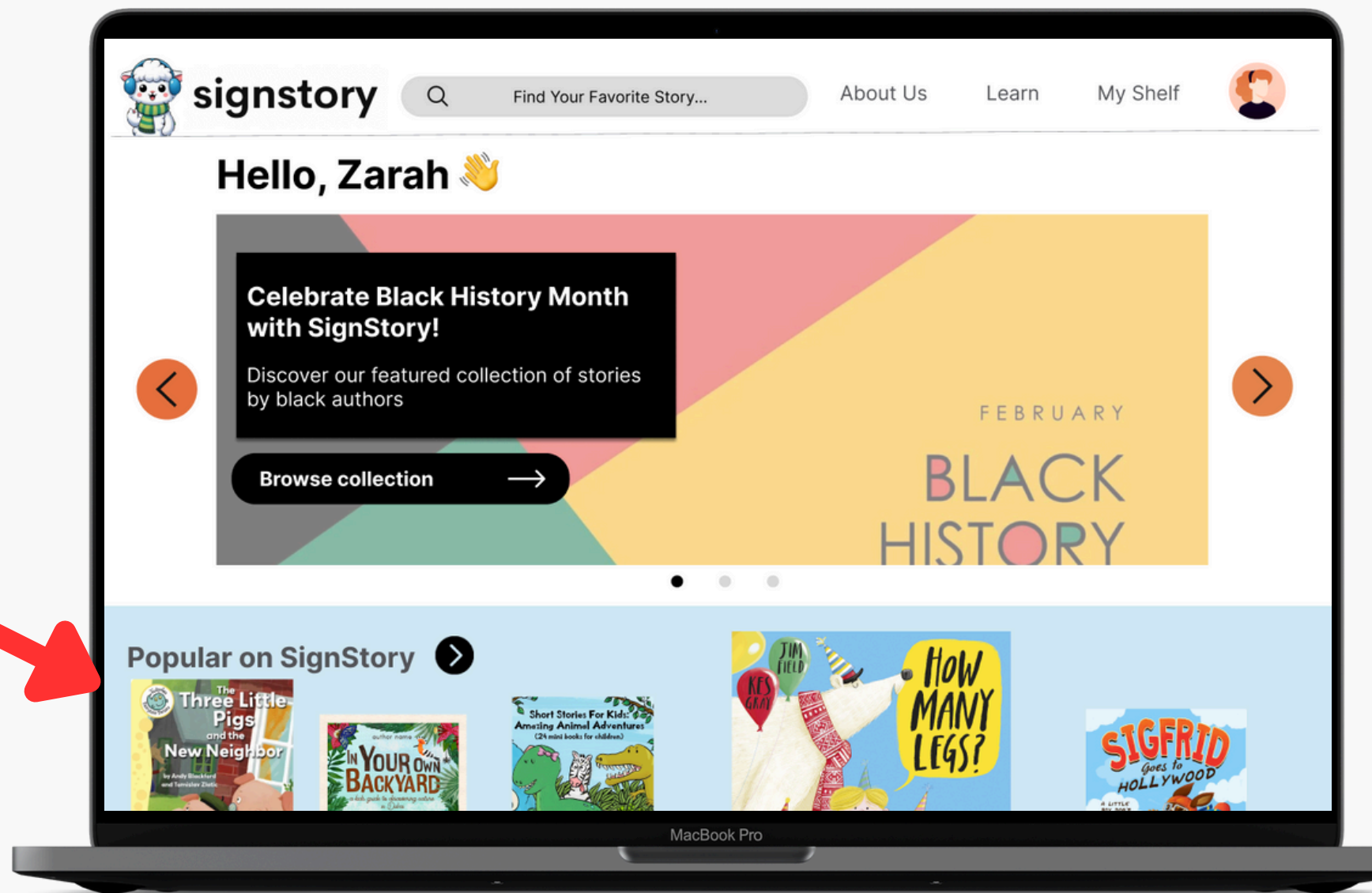


Translated Storytime books

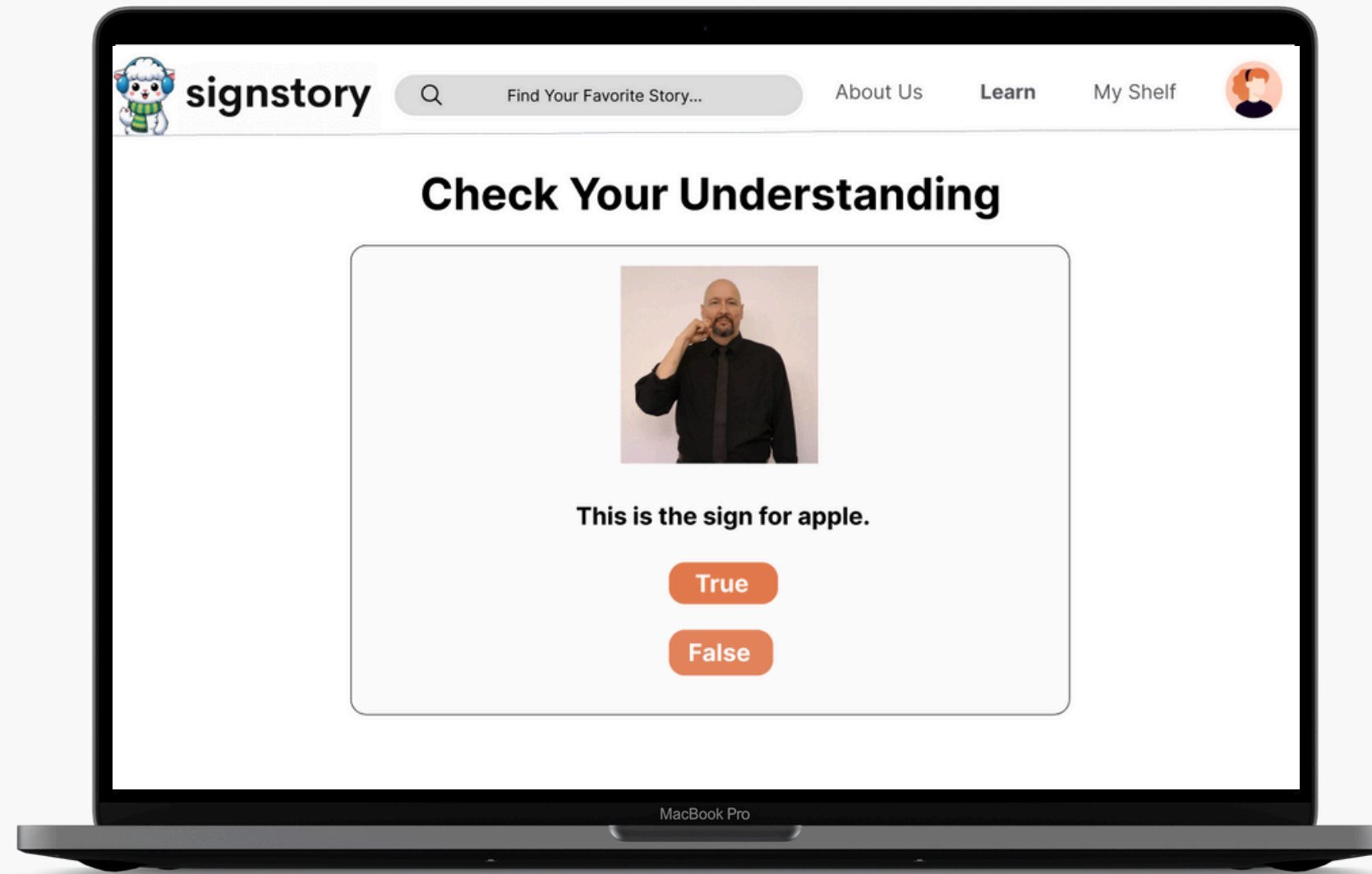
Quiz

Learn: Resources

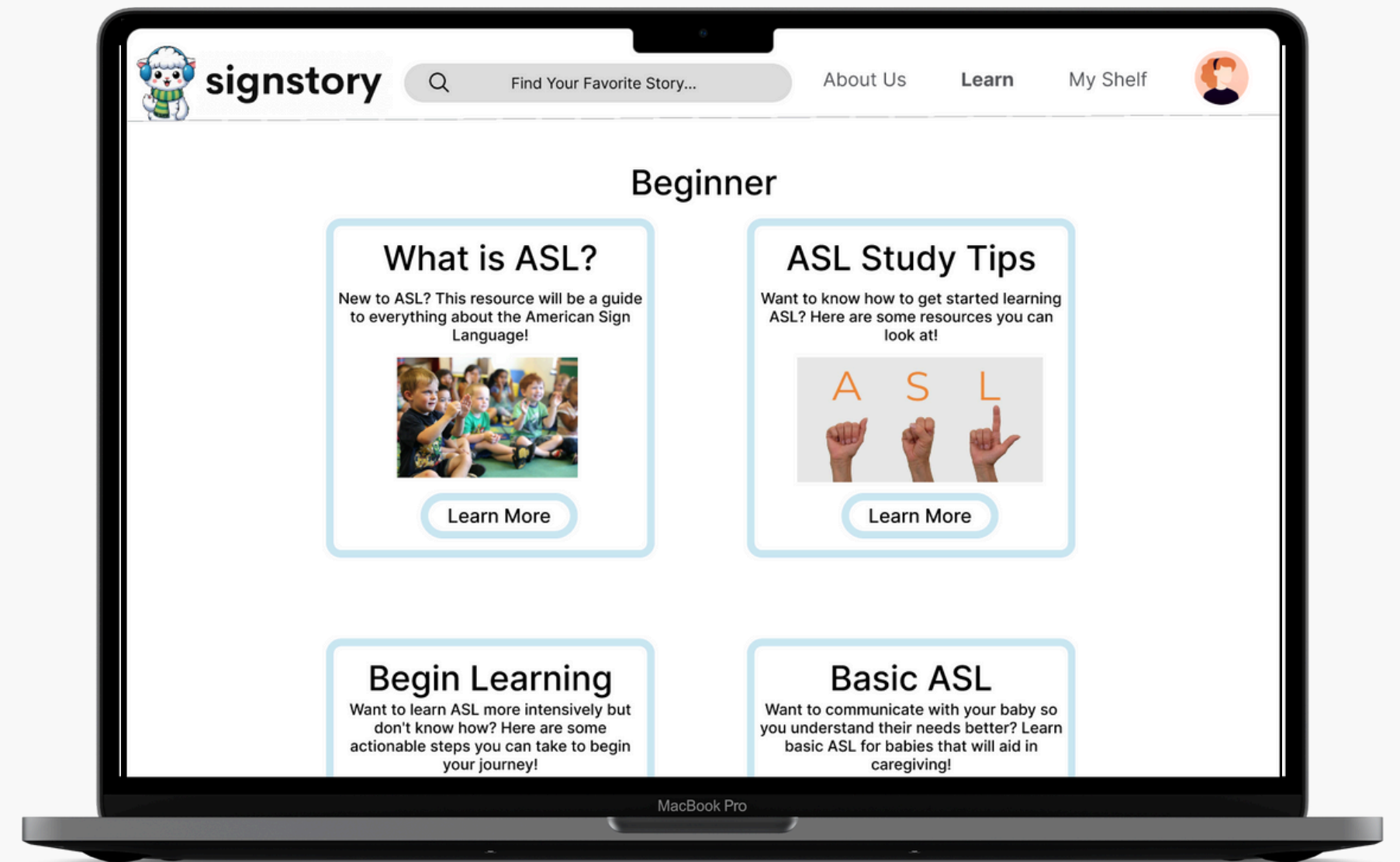
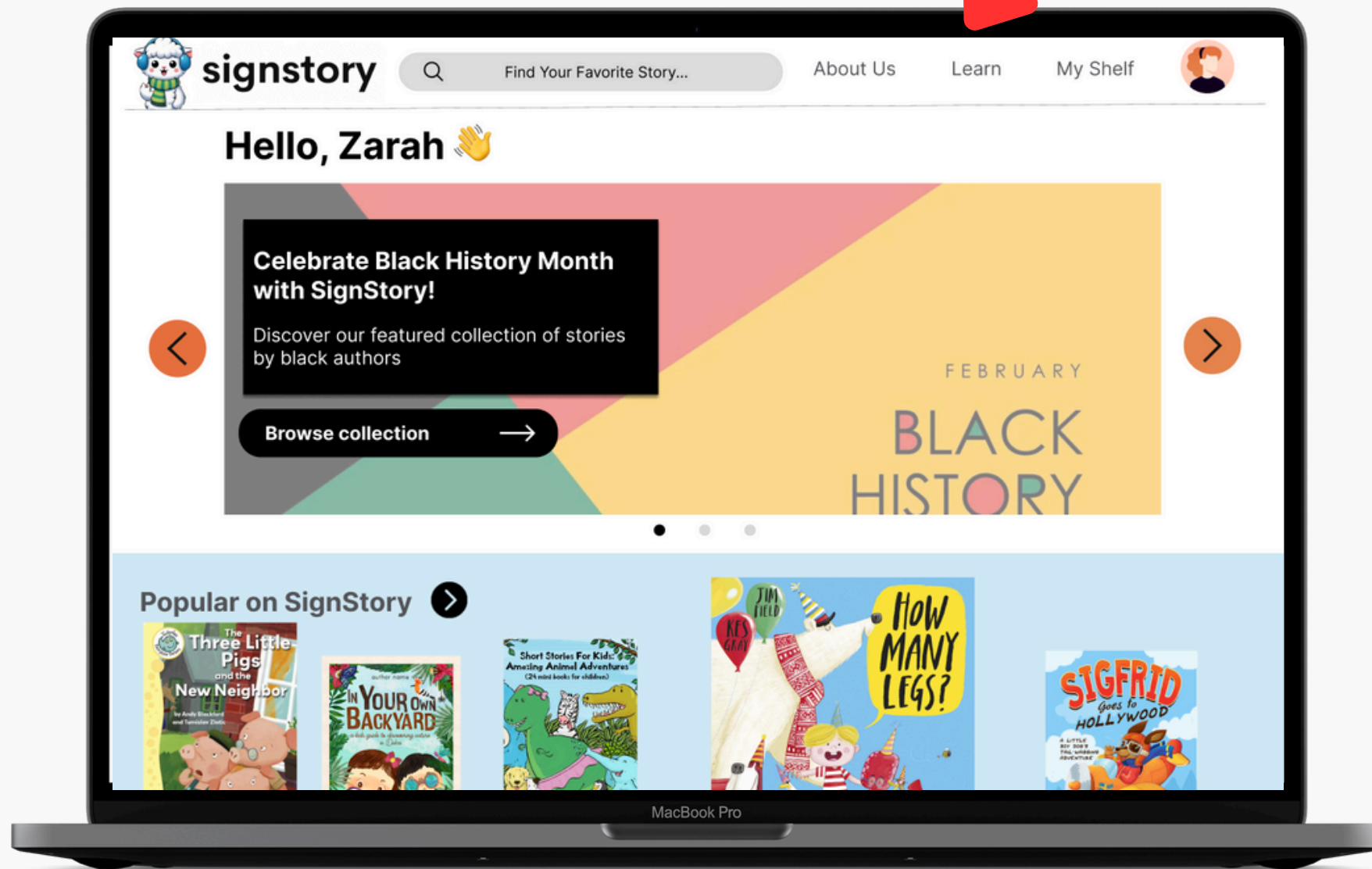
Translated Storytime Books



Quiz



Learn: Resources



User Testing



Existing Features & Strengths

Bright UI along with easy navigability.

“I like how simple the page is. It’s something I can imagine a 4-5 year old navigating.”

Iterative Development: Resources Page

Received suggestion to incorporate different levels of resources for our resources page.

Transitioned from a single generic resources page to one that is suggested depending on quiz result.

Existing Concerns

Features to further engage younger audiences.

Incorporate different modes of language for inclusivity (bilingual, asl, etc..)

Concerns regarding variety and number of stories.

Future Development Direction

Mascot Popping up and Helping User Navigate Page

Including Sign Language on the Main Screen for Increased Accessibility

Incorporate International Stories

Ethical Considerations

Signing Styles

- Range of signing styles, including regional variation
- Involve Deaf community members in content creation
- Learning modules that highlight the differences in signing styles

Privacy of young users

- Protecting the privacy of young users
- Transparent communication with parents
- Customizable privacy settings

Dependency

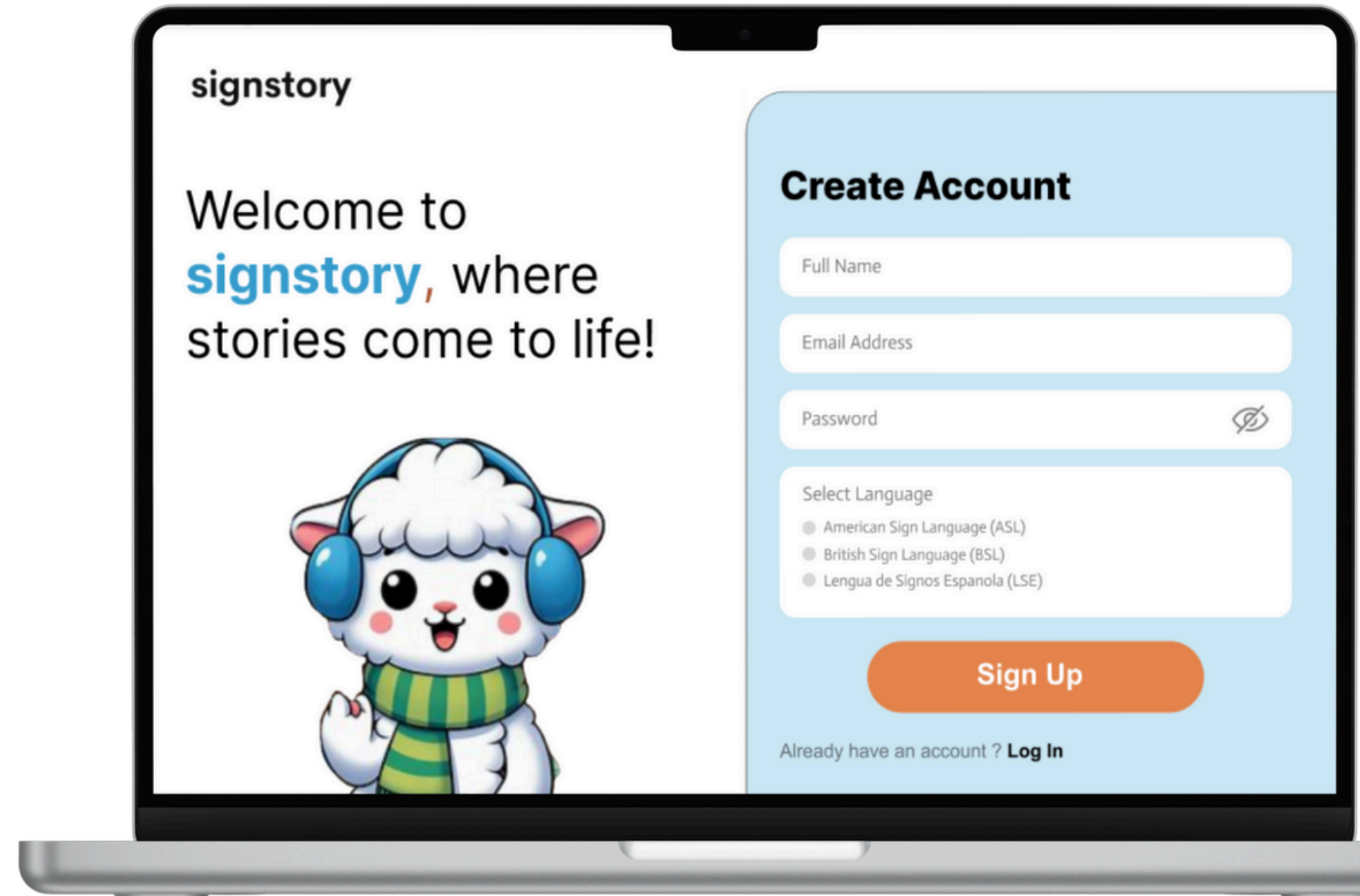
- Over reliance on technology
- Impede the development of direct social interaction skills
- Guidelines for parents and educators that includes face-to-face interaction.

Continuous user involvement

- Feedback loop with users, including children, parents, and educators
- Community forum or advisory board consisting of Deaf and hard of hearing users,

Next Steps

- Commercialize our platform.
- Post graduation begin forming an LLC.
- Apply for microgrants with iStartup Lab at the University of Washington.



Thank You

We're dedicated to providing hard of hearing children with a library of storybooks that entertain, educate, and inspire, because every child deserves to experience the joy of storytime . With Signstory, we aim to enhance children's language development and early literacy

EduSign

