

DESIGN THINKING AT ACCENTURE

Making Video Learning an All-Inclusive Experience

The web is transitioning from text and image to video.

Moving from information to experience.

By 2020, more than 80% of consumer internet traffic will be video* (*cisco report).

But most of the 466 million hearing-impaired people in the world will not be able to watch, understand and enjoy videos due to limited language ability.

Mathangi Sandilya:

At Accenture, we take great pride in driving innovation to improve the way the world works and lives. By solving this challenge for the hearing-impaired, we can do our bit to make Accenture a more inclusive place. Our journey to developing the solution started from an idea at our Design Thinking lab.

We leveraged Design Thinking to understand the user, challenge assumptions, and redefine problems to identify alternative solutions and strategies that might not be instantly apparent with our initial

level of understanding. At the same time, Design Thinking provided a solution-based approach to solving problems.

Vijaychandar Natesan:

We began the journey but understanding if there were any existing solutions in this space. We found two options that are predominantly used as visual aids for videos: They are Subtitles and Sign conversion applications. But when we spoke to our NGO partner, they told us that subtitles don't usually work – as a majority of the hearing-impaired community cannot read subtitles.

Sachin Khandelwal:

We even considered sign conversion applications but were told that they are not effective either as sign languages have their own grammar and syntax.

Azarudeen Anifa:

So, we went back to the drawing board. After many deliberations and ideas later, we figured that we could create a sign language

video that will play along with the video content and ensure that the video follow the sign language standards.

Ramesh Mani:

We began developing the solution by defining the steps in translating signs manually as would have been done by a translator. How it works is that translators listen to each sentence. Then they convert the sentence into a sentence in sign language. Finally, they convert each word into sign language.

Mathangi Sandilya:

So, what did we name it? Sanketik. Sanketik in Sanskrit means gesture. Design Thinking revolves around a deep interest in understanding the people for whom we're designing products or services. It helps us observe and develop empathy with the target users and user community.