

# #SIGN4US

SOCIAL DESIGN: IMPROVING JOB OPPORTUNITIES FOR THE DISABLED

## THE IDEA

Unemployed deaf workers

Lack of manpower in F&B sector



Bridging the gap to solve both a social and business issue

## THE INTERVIEWEES



Ailing, SDeaf Job-matching manager



Diana, KFC Store supervisor



Jenny, KFC Deaf cashier

## 3 KEY INSIGHTS

01 Non-universal informal gestures results in miscommunication, prolonging ordering time



02 Customers struggle to use current menus for higher level customisations



03 Such challenges result in perceived low capability of deaf workers, placing them behind the scene

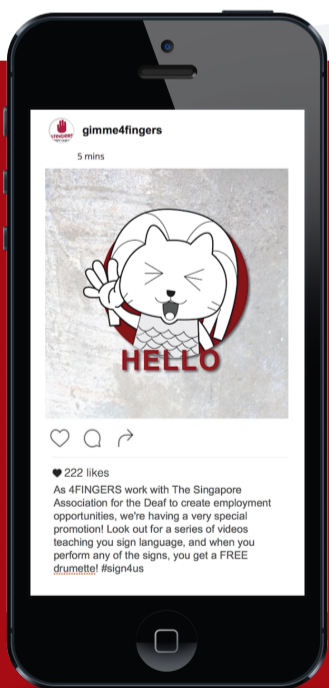


## DESIGN OBJECTIVE

To design for a *better mode of communication* to integrate the deaf into the F&B industry, in order to open up *more employment opportunities as a frontline service operator*



**4FINGERS**  
CRISPY CHICKEN TARGET



SOCIAL MEDIA CAMPAIGN

Collaboration with SDeaf

Incentivise customers to visit 4Fingers

Exposure to sign language



REDESIGNED MENU

Systematic flow of ordering

Pointing as way of visual communication

Color coded, icons enlarged

Cover special orders



LENTICULAR BUZZER

Using waiting time to educate public

Hashtag Activism - start hashtag movement #sign4us

Learn a new sign each visit

## SCALABILITY



Low Cost



Easily integrated



Adoptable by other F&B businesses

TOWARDS A MORE SOCIALLY AWARE & INCLUSIVE SINGAPORE

# ONE SIGN AT A TIME.