

Bridging the communication gap
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Introduction:

Communication is a method of sending or receiving information and it helps in bridging the gap within the community. Even though there are all lot of available means to communicate between each other, there are scenarios where communication gaps occur. Let's discuss more about communication gap and how it happens. It occurs when things are not understood the way it was actually intended to be conveyed. It can be due to incorrect assumption, vague communication or usage of wrong medium. As a result, we end up having confusion and our motives will not be clear.

My idea:

Communication is a two-way street and it needs both the sender and receiver to have responsibilities. Here comes my idea which can address this with the usage of right medium to bridge the communication gap. I would like to develop a mobile app to let people know about the general public announcements and receive them as and when it happens.

My app enables the users to make a choice based on age group and knowledge. Here is my idea:

For people without technical knowledge or for elderly people, my team will help them to select the newspaper mode and we will be handing them over pamphlets for any announcements. For any emergency announcements, they can add their phone number and they will be receiving notification over message or phone calls.

For users with mobile app knowledge, they can select email mode to know the announcements. Apart from email, the announcements will pop up in the app.

My app is compatible with tablets for kids. If they have my app installed, they can get the public announcements with pictures and visual effects.

For people who are visually impaired, my app will be integrated with Siri and Google Assistant. This will enable them to receive messages via voice control.

Conclusion:

I would like to end with a famous quote "The single biggest problem in communication is the illusion that it has taken place". Use the right medium and bridge the communication gap.