



Your Festival App: Fest-E-Vity

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Date and Place: 31st May 2020, Pune

Meet The Team: LMN - OP



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Title- Product Design student

Role in the Project- Ideation & Animation



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Role in the Project- Research &
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Role in the Project- Ideation, Visual
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Lockdown Scenario

CAPTURE A SCENARIO

The ongoing lockdown has pushed everybody back into the boundaries of their homes. If this continues for over a year, it will surely disrupt the festive celebrations of millions of Indians.

How might the Gupta family continue their yearly diwali celebration, confined within their household?



The Gupta family along with their relatives



Diwali celebrations along with friends & family

Problem Identified

PROBLEM DESCRIPTION

How might we enable Indian households to celebrate festivals and maintain their traditions within the confines of their homes?

WHY IS IT AN URGENT PROBLEM?

- *India is a land of festivals and people give immense importance to their culture & traditions.*
- *The ongoing lockdown is forcing people to stay indoors and restricting their festive celebrations.*
- *The inability to express and celebrate can also take a toll on people's mental wellness*



Ganpati visarjan ceremony, Mumbai



Mumbai Streets during the lockdown

Target User Persona

The Gupta Family



“ We strive to preserve our traditions and love to socialize along with all our relatives and friends ”

Total members: 6

Occupation: Business

Monthly income: 2 lakhs

Location: Pune(in red zone area)

Bio

They are a successful business family based in Pune, who are close to their cultural and traditional roots. They love to host grand parties and invite their friends and relatives on the occasion of various festivals.

Goals:

- Maintaining relations with their friends & relatives
- To be able to celebrate festivals to their fullest

Frustrations:

- Strictly cannot step outside their house
- Cannot invite guests over to celebrate upcoming festivals
- Limited availability of certain goods in the market (festive material)

Gadget Proficiency

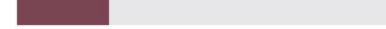
Smartphones



Desktop



Smart speaker



Smart TV

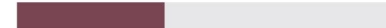


Digital media usage

Online shopping



Video calling



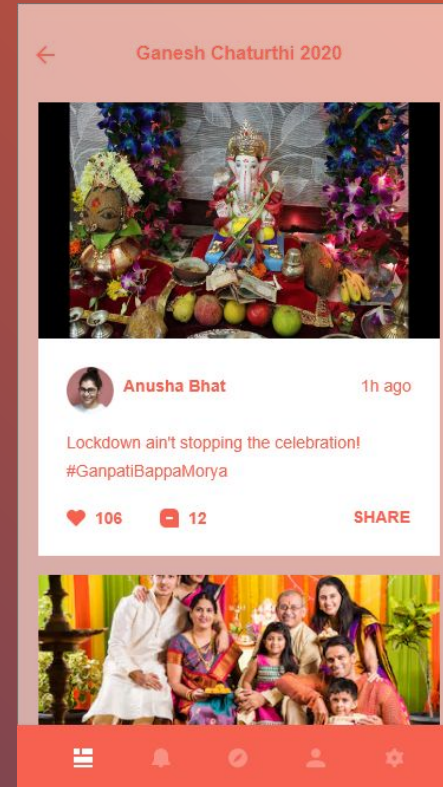
WhatsApp



Explorations

ALTERNATE SOLUTIONS & IDEAS

1. *An exclusive social media platform dedicated to Festive updates to help you stay connected with your friends and family. Stay home, Stay safe. But don't let the lockdown stop your celebrations!
This app also helps you keep up with the latest news and other online events happening during the festive period.*
2. *A Virtual Reality (VR) game to experience the holi celebrations from the comfort of your home.*



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Solution

A comprehensive digital platform which enables users to virtually celebrate various festivals.

This concept is aimed at capturing & conserving the essence of every Indian festival, even during a lockdown.

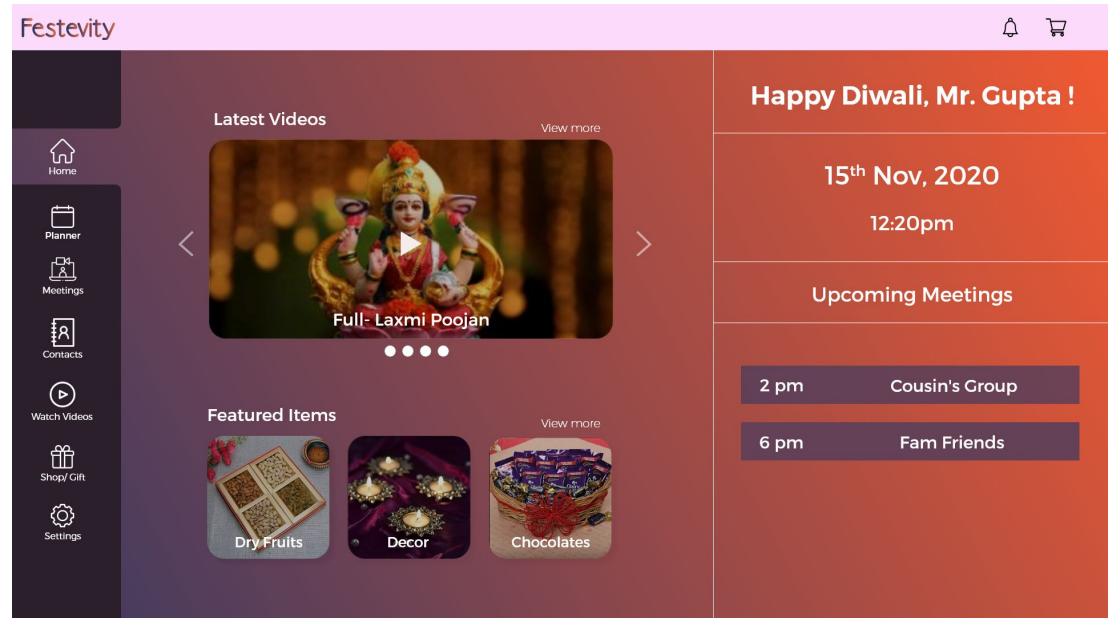
Through this platform, the users can connect with their loved ones by video calling them or sending them gifts. They can even watch a live event stream together or buy festive essentials from the shop.



Home Screen

This is the landing screen of the platform. The panel on the right is completely dedicated to video calling. All the scheduled calls will be displayed upfront. There is also a sticky primary menu for easier navigation.

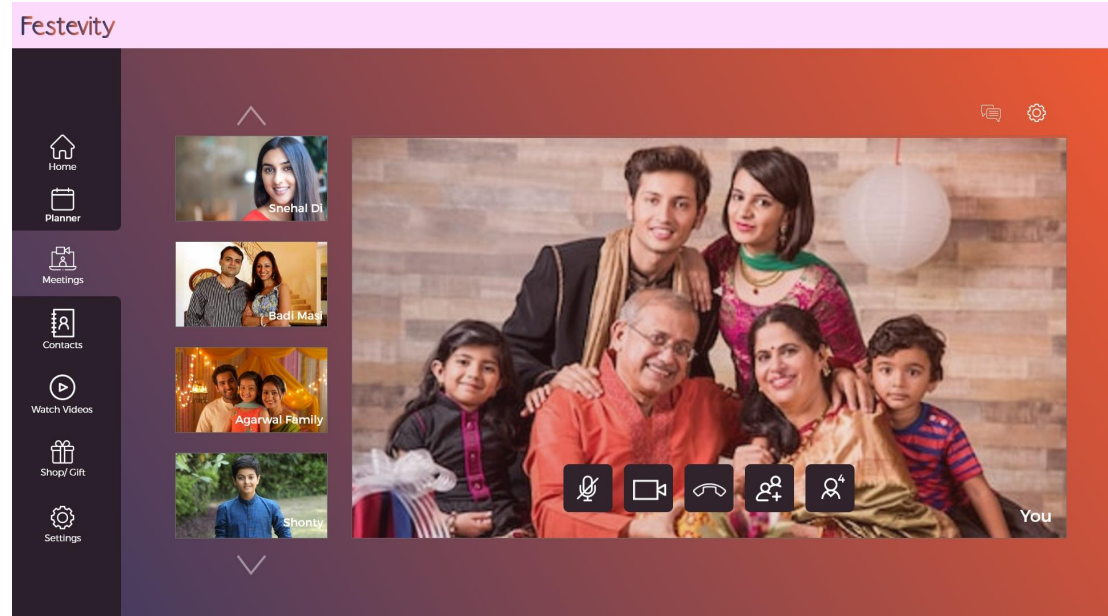
Here's the link to a video of the prototype:
https://drive.google.com/file/d/14fPlzJoGr5GulaTi-2_ROjHomVa5g714/view?usp=sharing



Video Calling

Meeting friends & relatives plays an integral part in any festive celebration. Video calling or 'Meetings' feature enables just that.

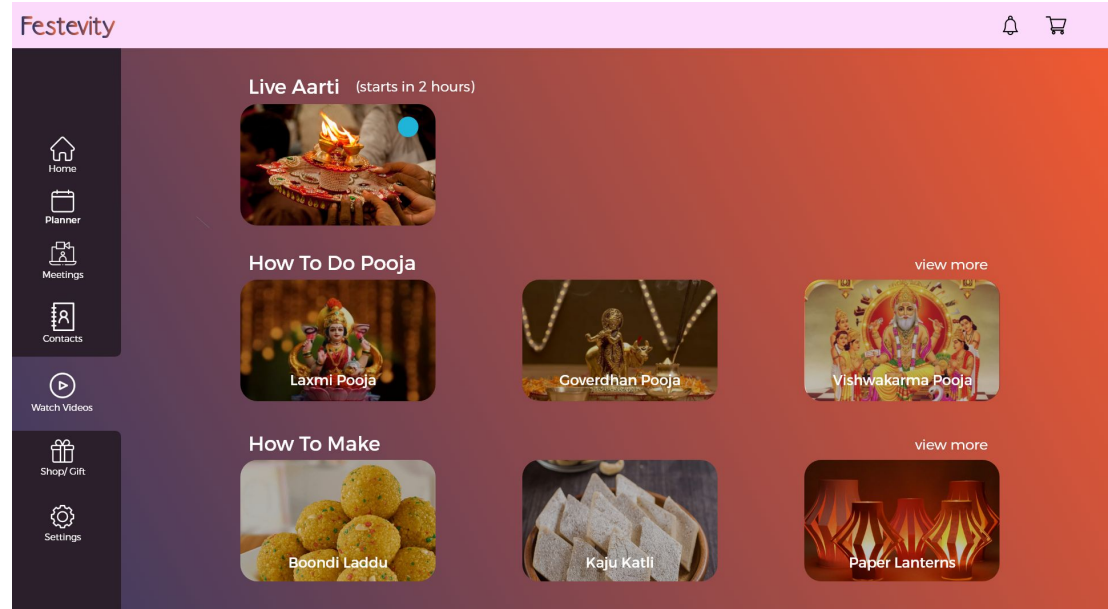
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Watch Videos

This feature is a source of both guidance as well as entertainment. Pandit cannot visit your house during a lockdown? No Problem. You can learn how to perform the pooja yourself. Cannot go to the market to buy a lantern? No Problem. You can learn how to create one at home yourself.

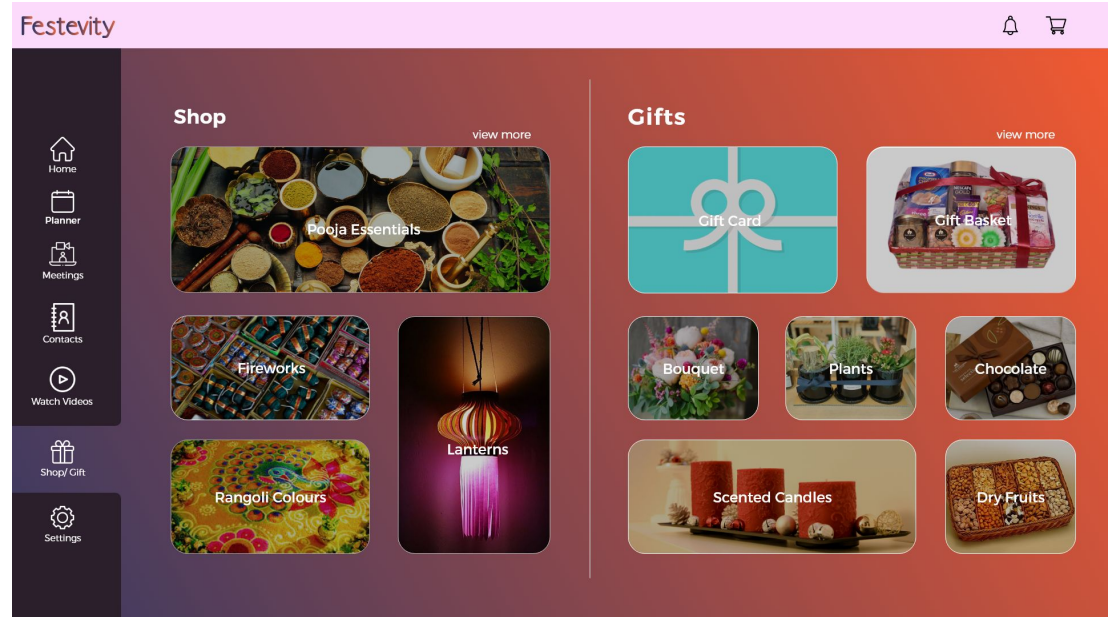
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Shop/ Gift

No need to visit the market. Our E-commerce partner store enables the users to shop any essential festive items in-app and get it home-delivered. Browse through the catalog of hundreds of premium giftables items and have it sent to anyone across the country.

Here's the link to a video of the prototype:
https://drive.google.com/file/d/14fPlzJoGr5GulaTi-2_ROjHomVa5g714/view?usp=sharing



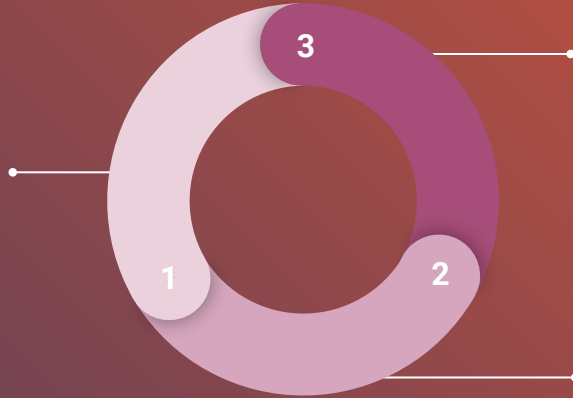
Process

(Most challenging stage)

Research

Primarily consisted of an online survey because only a few User Interviews could be conducted

Tools used:
Google Forms
Phone Interviews



Prototype

Made rough Paper sketches for discussions & High Fidelity Prototypes for presentation

Tools Used:
Pencil, Papers, Adobe XD, After Effects

Ideate

Funnel Approach
(Brainstormed a lot of possibilities then narrowed down by filtering based on the urgency)

Tools used:
Zoom & Whatsapp

Impact

This solution is aimed at preserving culture and the festive spirit of all the people stuck in the lockdown.

Fest-E-vity would empower it's target users by giving them the freedom to celebrate their favourite festivals in their own unique ways in spite of a stringent nationwide lockdown.

During these hard times, this platform can help spread hope & positivity and bring people together in solidarity.



Execution & Viability

The 3 Phase Implementation Model:

Phase 1

Launch and partner with E-commerce platforms to enable shopping/ gifting

Phase 2

Allow users to post their photos or videos. (Festive Social Media stream)

Phase 3

Get local businesses onboard to enable homemade food delivery



Thank You

- Wikipedia- Diwali
- Google Images
- <https://wideo.co/text-to-speech/>
- <https://www.pexels.com/>
- <https://pixabay.com/>
- <https://envato.com/>

