

Design X Social Challenge 2020

Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and make a copy of this deck before you add your content.
 - If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
 - You will be provided with a clear instructions deck for more details on how to submit, etc.,
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Resolute

(Name your project)

Theme: Life In Lockdown

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

Date and Place: *24 June 2020, Pune*

Team- Kalki



Name : **Dhanashree Kolhe**
User Experience Design
& prototyping



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Persona and UJM
Role in the Project



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Research & Development



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Mentor

Lockdown Scenario

CAPTURE A SCENARIO

1. How do Bhushan, an outgoing 24 year old student, makes his unintended holidays prolific?
2. How might Hari, a 30 year old program developer & sport enthusiast stay fit and sound without visiting sports clubs and playing regular matches?
3. How might Bharat, a 43 year old with out of office job & father of two daughters manage to spend all his time effectively with kids?



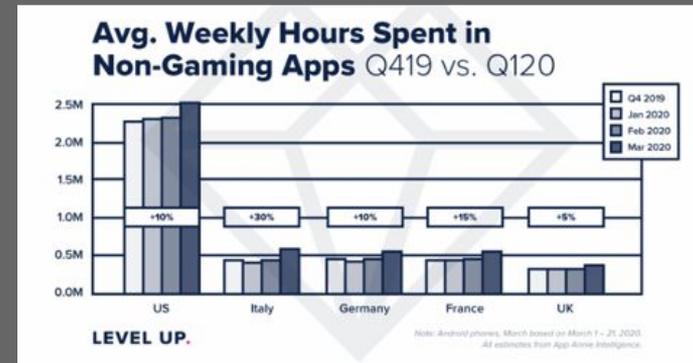
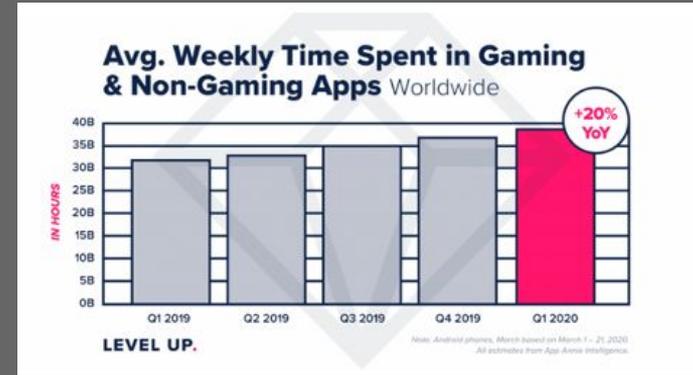
Problem Identified

PROBLEM DESCRIPTION

How might we make the constraining lock down period more productive and revitalizing for a 25 to 35 year old outgoing working professional & sports enthusiast who otherwise depends upon external triggers and motivations to pursue his goals

WHY IS IT AN URGENT PROBLEM?

People are spending 20% more time in Apps during the COVID-19 lockdown. Hence there is a 20% loss of productive time and spirit. If the same thing continues it will be hard for people to cope up with evolving technology and enhance the skillsets required to sustain in an invariably changing competitive world.



Target User Persona

PROFILE

Job Title: Employed

Gender: Male

Family Setting: Young family

DEMOGRAPHICS

Income: Average

Education: Graduated College University

FEELINGS

Values & Goals: Stay fit & mentally sound

Worries: Drastic change in routine

Influences: Intuitive apps and TV channels

OBJECTIONS

Value : Loss of time & productivity

Fear : Sustaining in competitive technical world

STAGE 1

SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to team@umo.design

Make sure you have completed:

Slides 3 - Lockdown scenario captured

Slide 4 - Identified the problem and explained why it is an urgent one

Slide 5 - Target user persona(s)

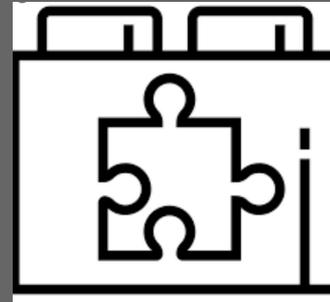
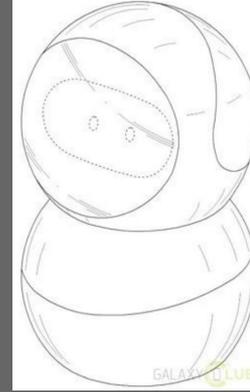
IMPORTANT INSTRUCTIONS:

- Share a link to your Google Slides document or your Microsoft Powerpoint which ever you are working with, to **team@umo.design**
 - For sharing a Google Slide deck properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.
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Explorations

SOLUTIONS & IDEAS

1. Create a physical AI device which Acts as User's emotional assistant
Blockers : Exists & it may not be easily available in every home
2. Create a plugin which integrates with apps responsible for distracting user
Blacker : In case of distracting apps this plugin is greatest demotivator. Hence it will be never permitted for installation



Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

1. Resolute keeps a track of user's internal triggers through the tasks he wishes to accomplish for a day/week/month
2. It uses AI to serve the user's short term goals in an intuitive way
3. Periodically it determines the exact interests of the user by keeping track of choices he/she made
4. Aim of Resolute is to give similar emotional experiences that the user desires despite constraints

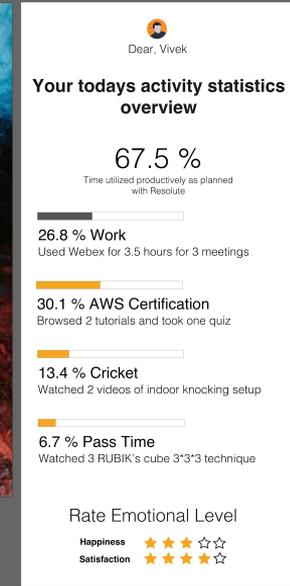
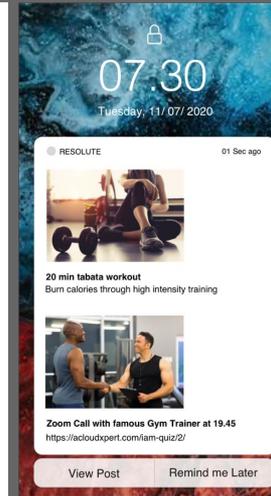
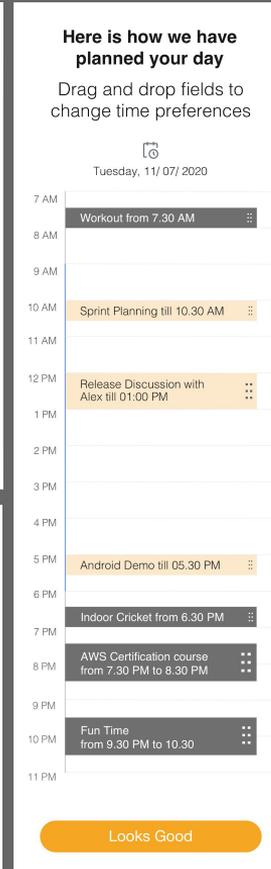
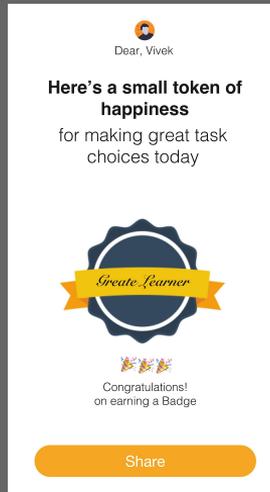
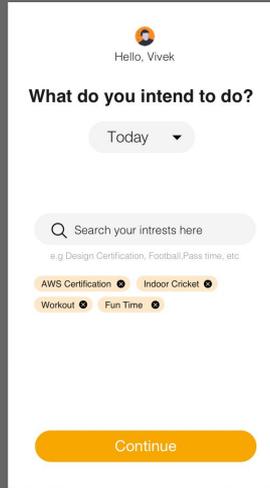


User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

1. Simple to understand
2. Minimal Screens
3. Intuitive experience

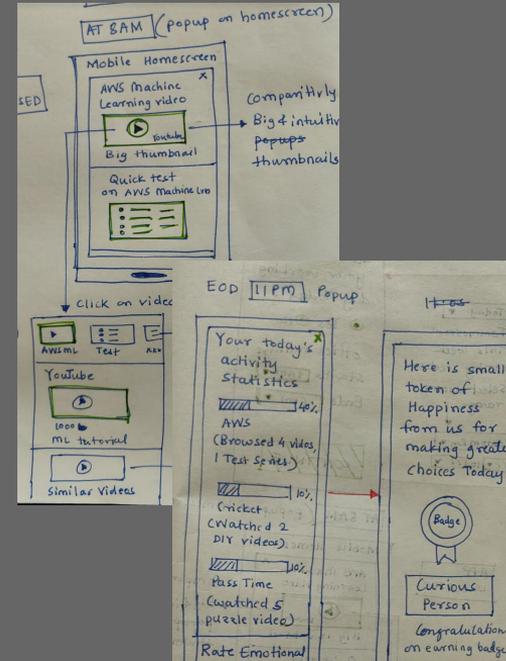
A VIDEO
(Youtube [Resolute Demo on Youtube](#) Link)



Process

DESIGN PROCESS

1. Study overall impact of COVID -19
2. Choose a persona
3. Build empathy Map
4. Create three scenarios
5. Problem Identification
6. Feedback From Mentor - 1
7. Ideate and create different explorations
8. Identify suitable & feasible exploration
9. Create Low-Fi wireframes
10. Review from Mentor -2
11. Implement review changes
12. Sponsor user feedback
13. Hi-Fidelity mockup
14. Build invasion prototype





USER PERSONA

Vivek

ABOUT

Vivek is a working professional in MNC and during COVID-19 pandemic he is working from home for 4-5 days. He was always interested in outdoor games from childhood and he continued to practice the same to date along with his office hours. He is regularly involved in Cricket tournaments and Marathons. He also visits NGOs for donations on the occasions like his Birthday and Anniversary. He wants to upskill himself to progress in work life and mostly dependent on external coaching classes for it as self study is a harder option for him.

AGE 29
JOB TITLE Backup Admin
STATUS Married
LOCATION Pune, India

GOALS

- Develop a fitness oriented routine which is independent of Cricket tournaments
- Use lockdown period to upskill himself and complete a self-level certification

NEEDS

- Looking for a way to be more productive and focused during Lockdown
- Need to add fitness oriented activities in normal lockdown routine

PAIN POINTS

- Can not attend Cricket tournaments or Marathons due to lockdown
- Not able to make enough efforts to upskill himself due to lot of distractions
- Not able to socialize and visit NGOs for donations

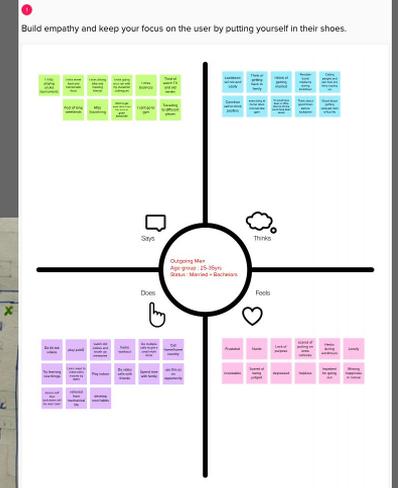
PERSONALITY

Introverted Analytical Busy Impulsive

Extroverted Creative Free-spirited Organized Independent

Empathy Map

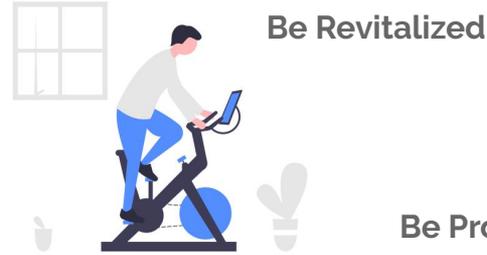
Use this template to create empathy for whoever you're solving a problem for



Impact

IMPACT OF YOUR SOLUTION

1. Resolute helps user to find a purpose for a day/week/month. This helps to generate 'Self - Awareness' in user
2. Resolute replaces External triggers which were being missed during lockdown by internal trigger & motivations of user.
3. It helps user to create 'A new Normal' life during this constraining period & it tries gives him similar 'Emotional Experiences' which he used to feel prior to the lockdown.



Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

PLATFORM FOR APP BUILDING : FLUTTER (prototype)

Any other platform is ok.

DATABASE REQUIREMENT : MongoDB

- To store login credentials of users.

- To store users information

Eg : office hours , watch time etc.

API'S : Flask API

-to trigger different scheduling functions running on server with flask API python scripts

-RECOMMENDATION API

- we can use the recommendation API provided by **youtube**.

- build our own API-(not recommended)

STAGE 2

Submission | Final

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:

Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
 - **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria [here](#)
 - **Submission form** - Complete a final submission form and embed a video link and the presentation link [here](#)
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Final Submission form link

<https://www.umo.design/umo-unites/dxs2020-final-entry-submission/>

Thank you!