

# Life in Lockdown

Submission Stage 1



Routinew

# Team **Routinew**

Ours is a team of four members with design background. Team's name is **Routinew** - our focus is to present the new routine in the extended lockdown scenario.

In this situation, we want to ensure that Routinew makes everybody's life Happy and Healthy.

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Our Mentor



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Age: 26  
Student / Professional  
UX/UI Designer



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Age: 19  
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# Lockdown Scenario



1. How might Raju, a 20 year old, increase his social well being while having a busy study schedule?
2. How might Akshay(38) and Anushka(35), with two school-going kids create bandwidth for mental well being?
3. How might Radha a 49 year old, diabetic homemaker take care of her physical well being while looking after her joint family?

# Problem Identified



## Problem Statement

In this volatile and uncertain lockdown scenario, how can we design an anchor point for authentic individual and overall community well being?

## Why is it an urgent problem?

The increasingly VUCA ( Volatile, Uncertain, Complex Ambiguous) nature of our current situation has caused a negative impact globally on physical, emotional, mental and social well being. With the boundaries among work, school and home life blurring, there is a need to analyse and improve our present-day systems. Supplemented by secondary research and our context sensitive primary research we aim to reinvent our lifestyle not only for now, but for the long haul as well.

# Raju Kumar



*" I want to be able to spend time with friends and family"*

**Age :** 20 years

**Occupation :** Student

**Status :** Single

**Location :** Bangalore

**Bio :** Raju is a student, 20 year old. He has online classes everyday, has assignments to complete and prepare for his exams. He is a very social person and loves to spend time with his friends and family.

## Goals :

- Raju wants to interact with his family and friends
- He is a social person and needs people around

## Frustrations :

- Cannot travel to meet his friends and family  
Not having time for video calling  
Having a busy study schedule

# Akshay Banerjee



*"I want to be able to work and manage home."*

**Age :** 38 years

**Occupation :** Project Manager

**Status :** Married, father of two

**Location :** Hyderabad

**Bio :** Akshay has two kids at home and is working in the software industry. He spends most of his time working and has very little to no time left for his children. Akshay wants to find a way to manage both work and home effectively.

## Goals :

- Akshay wants to have time to focus on his kids school work
- He wants to have time for himself from the busy schedule

## Frustrations :

- Not being able to help kids homework
- Managing work and household chores
- Increased mental pressure

# Pari Banerjee



*"I want to make time for myself to explore yoga and spirituality."*

**Age :** 35 years

**Occupation :** Homemaker

**Status :** Married, mother of two

**Location :** Hyderabad

**Bio :** Pari is a homemaker and has high BP. She needs to spend time, both on her health and her family. She enjoys indulging in community and social work.

## Goals :

- Pari wants to make time to invest in her mental and physical health everyday
- She wants to pursue spirituality and yoga

## Frustrations :

- Not being able to take care of her health
- Managing household chores and taking care of her family

# Radha Singh



*" I am worried of my diabetic condition and hence I need to focus on my health more, especially during this lockdown. "*

**Age :** 49 years

**Occupation :** Homemaker

**Status :** Married with three kids

**Location :** Nagpur

**Bio:** Radha lives in a joint family and loves to care of the family. With the lockdown, she is struggling to understand when she can work on her fitness and health. Also being diabetic she is worried and wants to improve her immunity and health.

**Goals :**

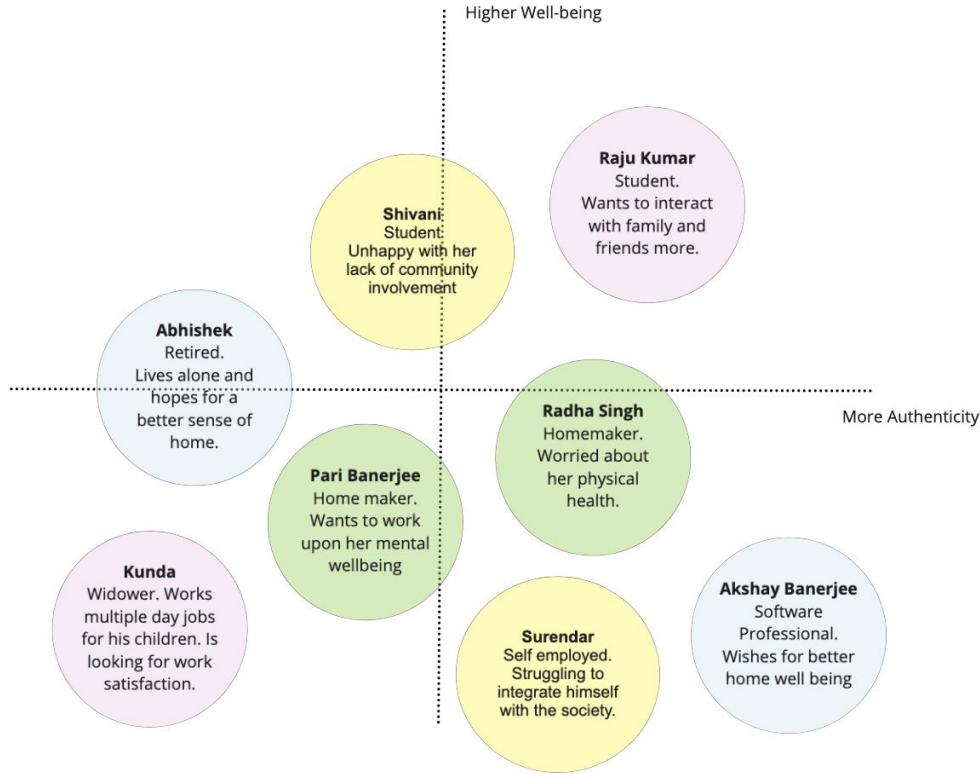
- Work on her immunity
- Keep her blood sugar levels under control
- Not to forget her health care routine and exercise

**Frustrations :**

- Not being able to monitor her health properly
- Worry of susceptibility due to her diabetes

## Target User Scenario Matrix

The matrix helps us to understand the ideal case scenario for the problem that we are looking at.



The colour bubble corresponds to the sector of well being that each persona would like to work upon.



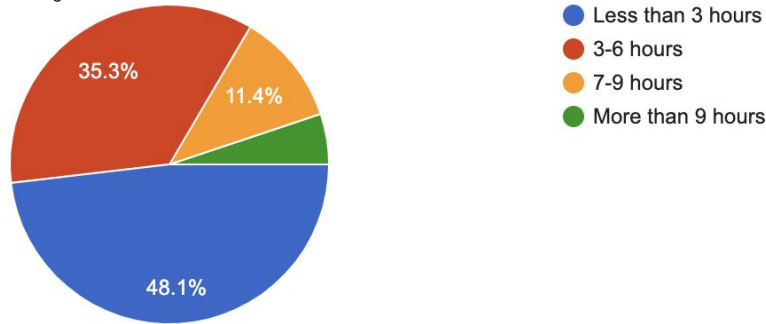
# Persona Attribute Scales



The scale helps us better understand which areas of well being can be targeted in our intervention.

# Insights

How much time in a day do you spend on any other activity apart from house/office work, during lockdown?

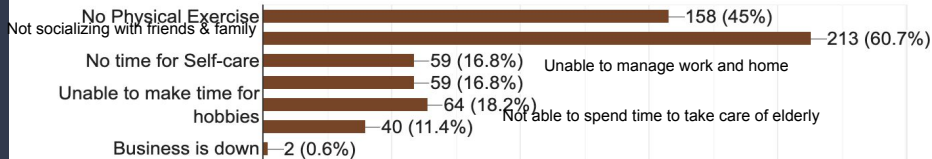


According to our research and survey :-

- 60.7 % of the people, have been impacted because of not being able to socialise with friends and family
- 40.7% of the people, are able to stay moderately active everyday during the lockdown period
- 59.3% of the people want to include exercise as part of their everyday schedule
- Only 48.1% of the people are able to spend, less than 3 hours everyday on activities apart from house/office work

Which of the following has a major impact on you during the lockdown?

351 responses



# Conclusion



## Thank You

Due to the current scenario of Covid-19, there has been a greater spotlight on physical and mental health. After conducting a research and also going through existing researches and surveys being conducted, we know there is scope for improvement in our existing systems of work, play, study and living.

The collective effort that we put into our well being through various activities we do, can help inspire others. Whether this manifests in a change in our lifestyle or a dynamic shift in the way we think, a well-aware community will be the catalyst for change.

This lockdown has provided us all an opportunity to rethink, revisit or re-learn many things in our life. This may be the perfect time for us to recognize unfulfilled areas of our life and work on it, hence, leading to an improved well being, overall.

These are the areas where our inquiry and intervention begins to take shape for creating a better tomorrow.

# Life in Lockdown

Submission Stage 2



Routinew

# Problem Statement

In this volatile and uncertain lockdown scenario, how can we design an anchor point for an authentic well-being of an individual and overall community ?

## **Why is it an urgent problem ?**

The increasingly VUCA ( Volatile, Uncertain, Complex, Ambiguous) nature of our current situation has caused a negative impact globally on physical, emotional, mental and social well being. With the boundaries among work, school and home life blurring, there is a need to analyse and improve our present-day systems. Supplemented by secondary research and our context sensitive primary research, we aim to reinvent our lifestyle not only for now, but for the long haul as well.

# Data analysis and Insights (Survey & Research)

Count of Impact - No time for Self-care			
Column Labels			
Row Labels	Yes	No	Grand Total
Below 20 Years	4	51	55
20 - 30 Years	25	104	129
31 - 40 Years	15	52	67
41 - 50 Years	12	31	43
51 - 60 Years	4	47	51
61 and above		6	6
<b>Grand Total</b>	<b>60</b>	<b>291</b>	<b>351</b>

Count of Impact - Unable to manage work and home			
Column Labels			
Row Labels	Yes	No	Grand Total
Below 20 Years	6	49	55
20 - 30 Years	26	103	129
31 - 40 Years	11	56	67
41 - 50 Years	8	35	43
51 - 60 Years	1	50	51
61 and above		6	6
<b>Grand Total</b>	<b>52</b>	<b>299</b>	<b>351</b>

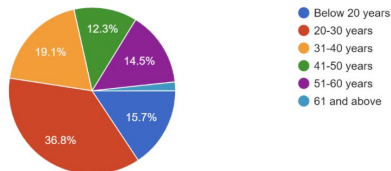
Count of Impact - Unable to make time for hobbies			
Column Labels			
Row Labels	Yes	No	Grand Total
Below 20 Years	7	48	55
20 - 30 Years	21	108	129
31 - 40 Years	14	53	67
41 - 50 Years	12	31	43
51 - 60 Years	5	46	51
61 and above	1	5	6
<b>Grand Total</b>	<b>60</b>	<b>291</b>	<b>351</b>

Distribution of number of hours an individual of a particular profession spends on doing other work

Count of Other Work Hours					
Column Labels					
Row Labels	Less than 3 hours	3-6 Hours	7-9 hours	More than 9 hours	Grand Total
Homemaker	14	7	2		23
Self-employed	16	18	2		36
Employee	103	49	10	9	171
Student	33	50	25	9	117
Retired	3		1		4
<b>Grand Total</b>	<b>169</b>	<b>124</b>	<b>40</b>	<b>18</b>	<b>351</b>

Row Labels	Less than 3 hours	3-6 Hours	7-9 hours	More than 9 hours	Grand Total	Percentage (Less than 3 hours)	Percentage (3-6 hours)	Percentage (7-9 hours)	Percentage (More than 9 hours)
Homemaker	14	7	2		23	61%	30%	9%	0%
Self-employed	16	18	2		36	44%	50%	6%	0%
Employee	103	49	10	9	171	60%	28%	6%	5%
Student	33	50	25	9	117	28%	43%	21%	8%
Retired	3		1		4	0.75	0	0.25	0
<b>Grand Total</b>	<b>169</b>	<b>124</b>	<b>40</b>	<b>18</b>	<b>351</b>				

Age  
351 responses



Profession vs unable to do physical exercise vs wanting to do exercise

Basis	Impact - No Physical Exercise		Schedule - Exercise	
	Yes	No	Yes	No
Homemaker	7	16	8	15
Self-employed	13	23	18	18
Employee	85	86	108	63
Student	55	62	72	45
Retired		4	2	2
<b>Grand Total</b>	<b>160</b>	<b>191</b>	<b>208</b>	<b>143</b>

Profession vs unable to socialise vs wanting to socialise

Basis	Count of Impact -Not Socializing with friends or family			Count of Schedule - Social activity		
	Yes	No	Grand Total	1(yes)	2(no)	Grand Total
Homemaker	12	11	23	5	18	23
Self-employed	20	16	36	16	20	36
Employee	106	65	171	37	134	171
Student	71	46	117	46	71	117
Retired	4		4	1	3	4
<b>Grand Total</b>	<b>213</b>	<b>138</b>	<b>351</b>	<b>105</b>	<b>246</b>	<b>351</b>

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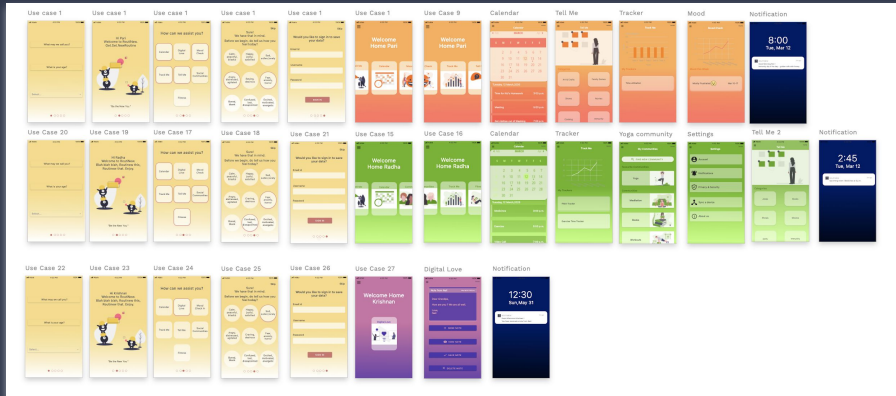
graph TD
    IT[Immunity tips]
    IT --- A1[An app that focuses on physical well being with a platform to share and connect with people having similar goals.]
    IT --- A2[A library for home remedies for immunity and workouts for better physical well being.]
    IT --- A3[Calendar synchronised]
    IT --- A4[Inter connected screen devices that is a digital sticky note to communicate with loved ones for covid patients and 60+oldies]
    IT --- A5[Time slots for other activities]
    IT --- A6[Health Reminders]
    IT --- A7[Booklet/Brochure with pictorial depiction of the same for those who don't have access to online platforms.]
    IT --- A8[Daily nudge of happiness/happy reminders.]
    IT --- A9[Source of verified latest news on the Coronavirus tab.]
    IT --- A10[Communication and sharing platform to make elder people less lonely.]
    IT --- A11[Another idea?]
    A11 --- A12[Source of daily entertainment.]
    A11 --- A13[An app that approaches mental health similar to the methods and ways of CBT.]
    A11 --- A14[News graphic content filtering plug in for a news app.]
    A11 --- A15[Another idea?]
    A15 --- A16[An app that could provide insights to your personal inquiries. eg. I think my inability to exercise is also affecting my mental health. The app tracks your inputs daily to see if its true.]
    A15 --- A17[A design intervention to help people in the time of upcoming economic problems?]
    A15 --- A18[A habit tracker that understands your needs and suggests new habits or hobbies.]
    A15 --- A19[Those who are affected by the coronavirus can have a channel to communicate and share their daily thoughts.]
    A15 --- A20[Another idea?]
  
```

**Brainstorming**

- Another idea?
- Source of daily entertainment.
- Those who are affected by the coronavirus can have a channel to communicate and share their daily thoughts.
- Another idea?
- An app that could provide insights to your personal inquiries. eg. I think my inability to exercise is also affecting my mental health. The app tracks your inputs daily to see if its true.
- A design intervention to help people in the time of upcoming economic problems?
- A habit tracker that understands your needs and suggests new habits or hobbies.
- News graphic content filtering plug in for a news app.
- Another idea?
- Source of verified latest news on the Coronavirus tab.
- Communication and sharing platform to make elder people less lonely.
- Health Reminders
- Time slots for other activities
- Inter connected screen devices that is a digital sticky note to communicate with loved ones for covid patients and 60+oldies
- Calendar synchronised
- A library for home remedies for immunity and workouts for better physical well being.
- Booklet/Brochure with pictorial depiction of the same for those who don't have access to online platforms.
- Daily nudge of happiness/happy reminders.
- Immunity tips
- An app that focuses on physical well being with a platform to share and connect with people having similar goals.
- Another idea?

- Source to verified latest news on the Coronavirus tab in a news application.
- A communication platform to enrich the social life of the elderly - Inter connected screen, digital sticky notes to communicate with loved ones across distances.
- A food cart service application to help people in the efficient supply of fresh fruits and vegetables - better economic well being through all sectors of the society.
- Home remedies library for immunity and a variety of workouts for better physical well being.
- An app that interconnects different features on a single platform that focuses on physical, mental and social well being.
- Booklet/Brochure with pictorial and braille depiction of the same for those who don't have access to online platforms.

# Solution

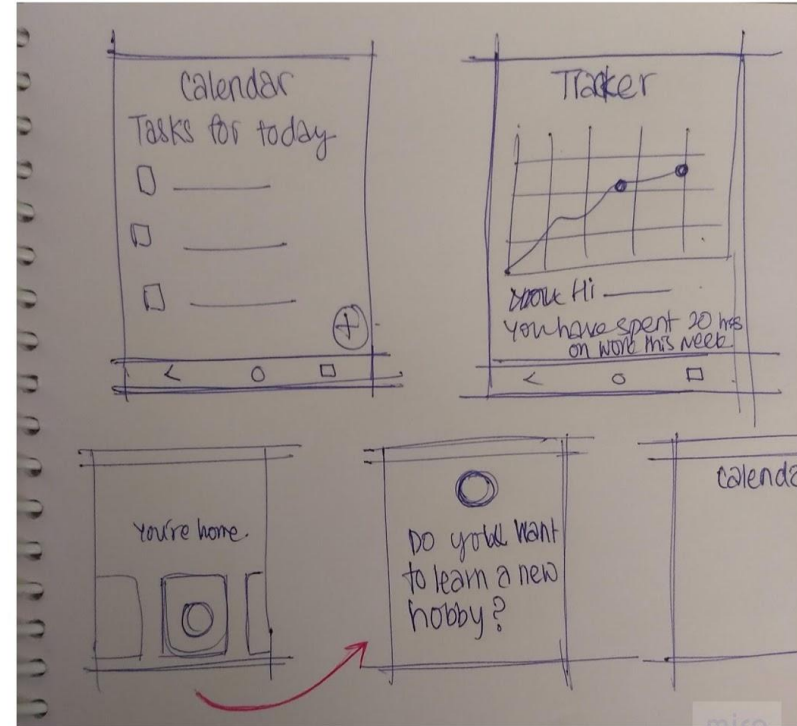
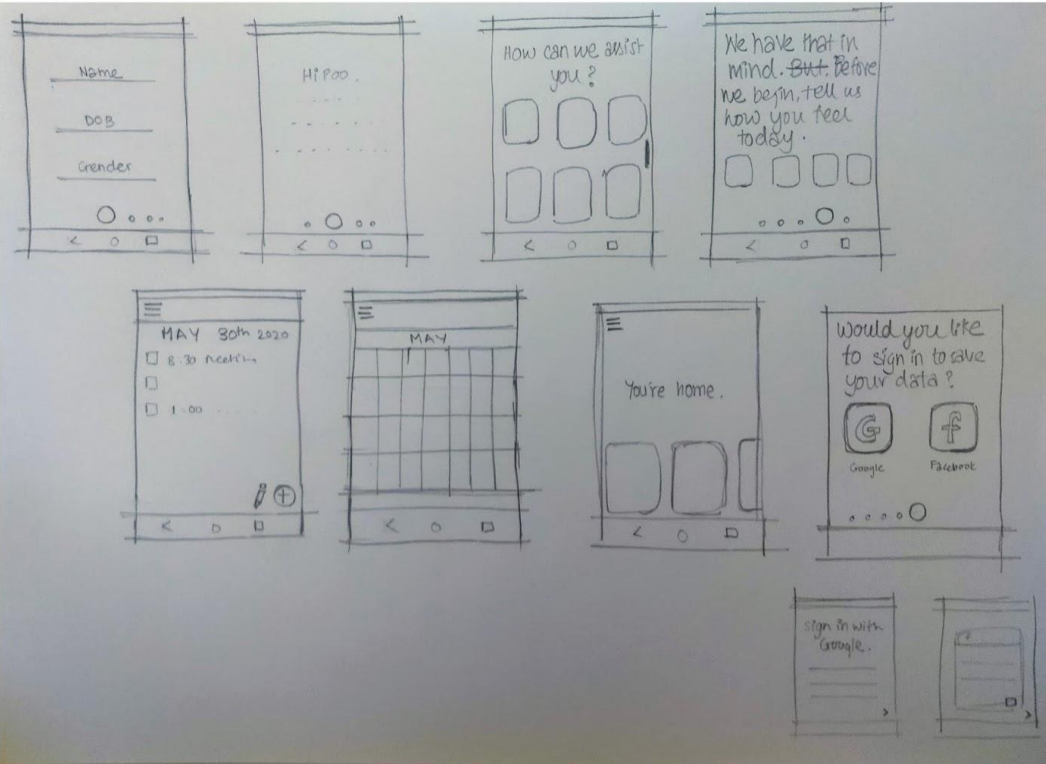


How does our solution address the identified problem?

RoutiNew is a personalized anchor point(in the form of an app) which aims to ease the volatility and uncertainty of the lockdown we are currently living in. With our combined secondary and primary research we questioned the variety of problems, people are facing and envisioned a one stop solution for them.

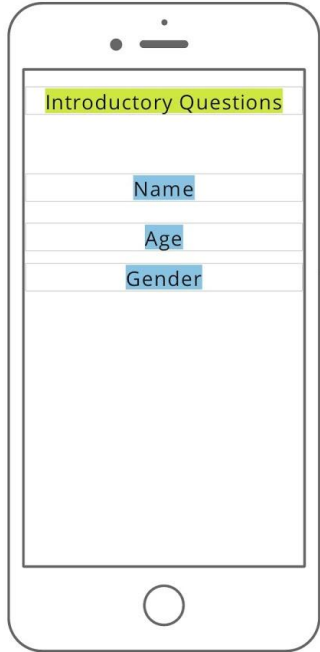
The user assists us to identify areas in their life that they hope to work upon. After which, the users and the app work together with the aid of productivity visualisations, calendar inputs, daily emotional check-ins, reminders and personalized notifications to look forward to better wellbeing.

# Wireframes



# Application Flow

First Screen



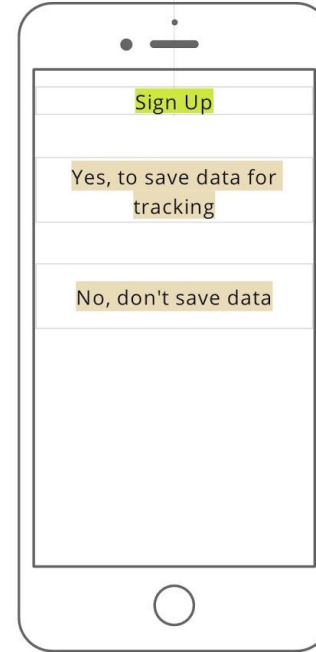
Second Screen



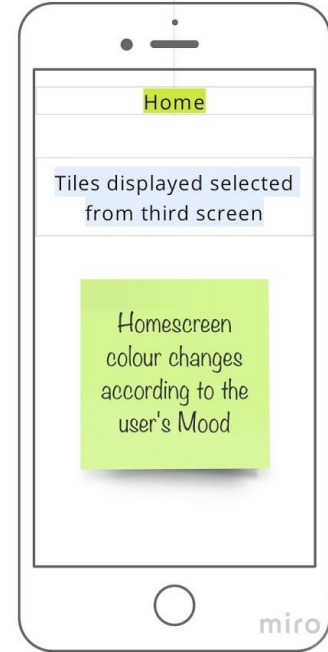
Third Screen



Fourth Screen



Fifth Screen



## Application Features

### Calendar

Tasks and Reminders  
- Create, Delete,  
Check Mark

### Digital Love

Notes - View, Save,  
Send, Delete

### Mood Check

Keeps check on the  
mood, in a week,  
month

### Track Me

Tracker for time  
utilization, health,  
exercise, hobbies,  
habits

### Communities

Meet like minded people -  
join a community, start a  
new community

### Fitness

Yoga, Meditation,  
Exercise

### Tell Me - random activity generator

Jokes, DIYs, Immunity,  
Arts, Music, Dance,  
Cooking, Hobbies,  
Habits

### Settings

Account,  
Notifications,  
Privacy & Security,  
Sync a device,  
About Us

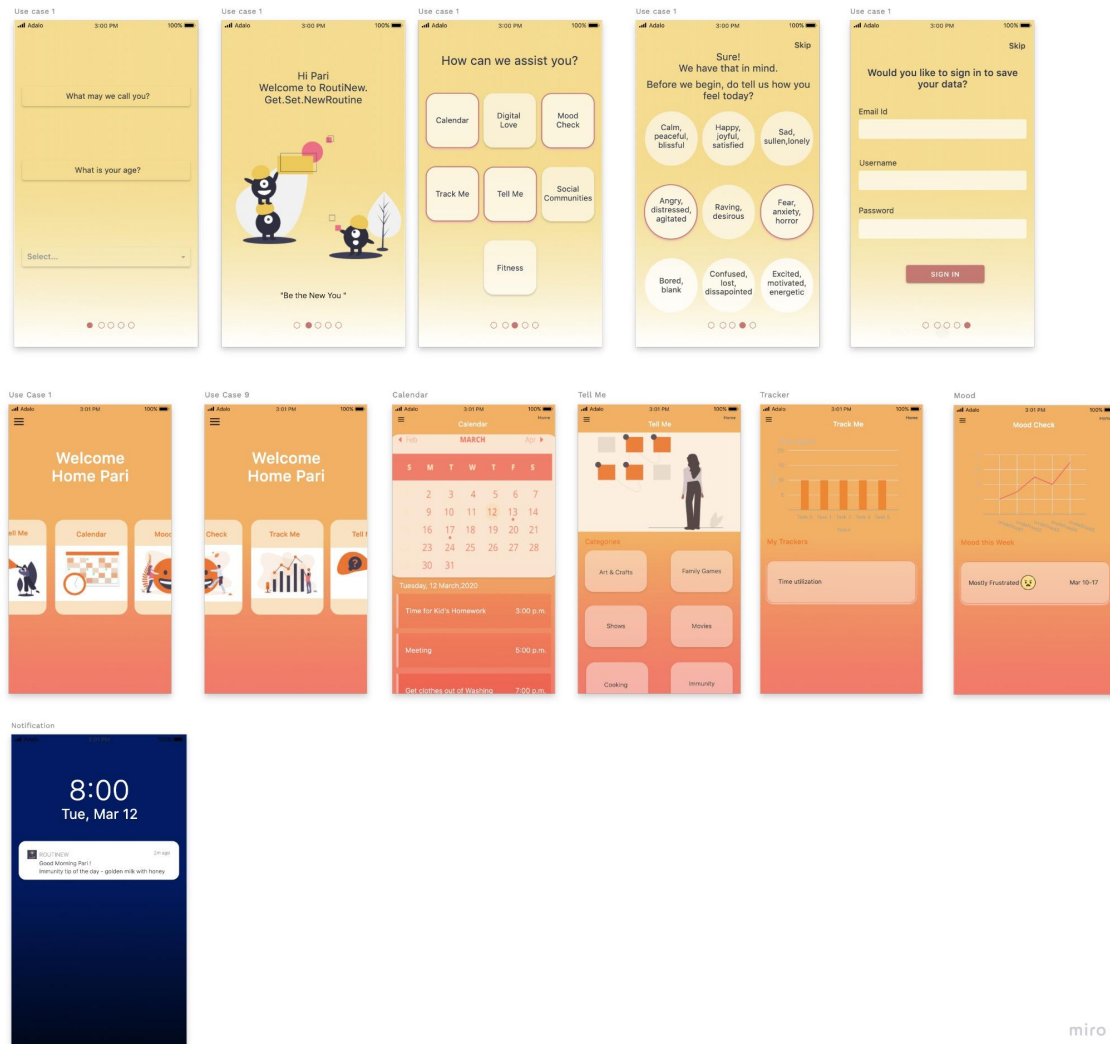
Sync any  
android, IOS ,  
IOT Device

Enable and  
Disable - Daily  
immunity tips,  
positive  
thoughts,  
reminder

# Use Case 1

Frustrated and anxious employee aged 35, with two kids.

She juggles with officework, homeschooling and household chores throughout the week. She is finding herself to be mentally, emotionally and physically exhausted. Now, the lockdown has increased her concern for the health of her family. With the tight schedule everyday she is unable to find time for herself to recuperate and rejuvenate.



## Use Case 2

Diabetic and physically exhausted homemaker aged 48.

She lives with a joint family. She manages the entire house work and looks after her family. Her health condition demands exercise and taking medicines on time. Lockdown has made it difficult to visit her family and find the time to connect with them.

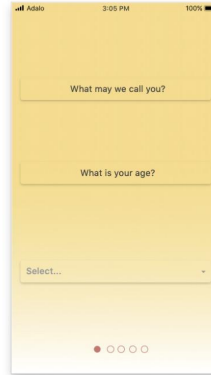


## Use Case 3

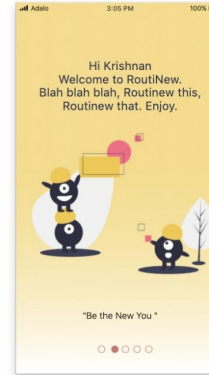
A 73 year old man, who lives alone.

He is feeling lonely and disconnected from his family. This unease has only increased since the lockdown. His grandson suggests him to use Routinew for staying in touch.

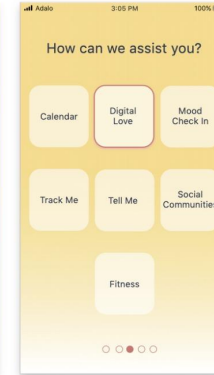
Use Case 22



Use Case 23



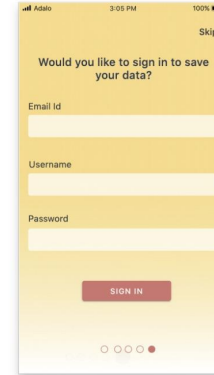
Use Case 24



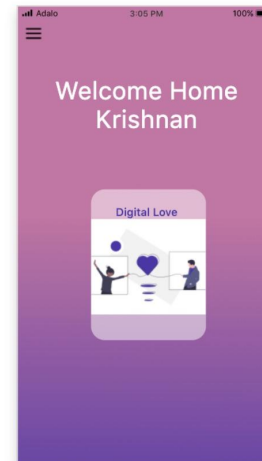
Use Case 25



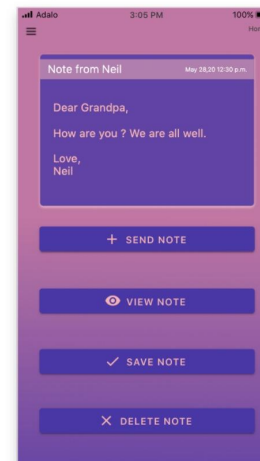
Use Case 26



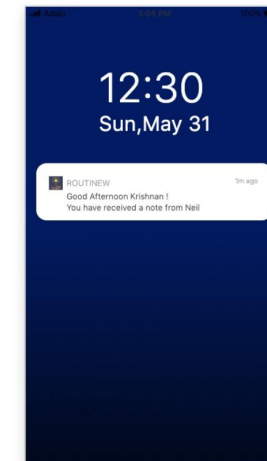
Use Case 27



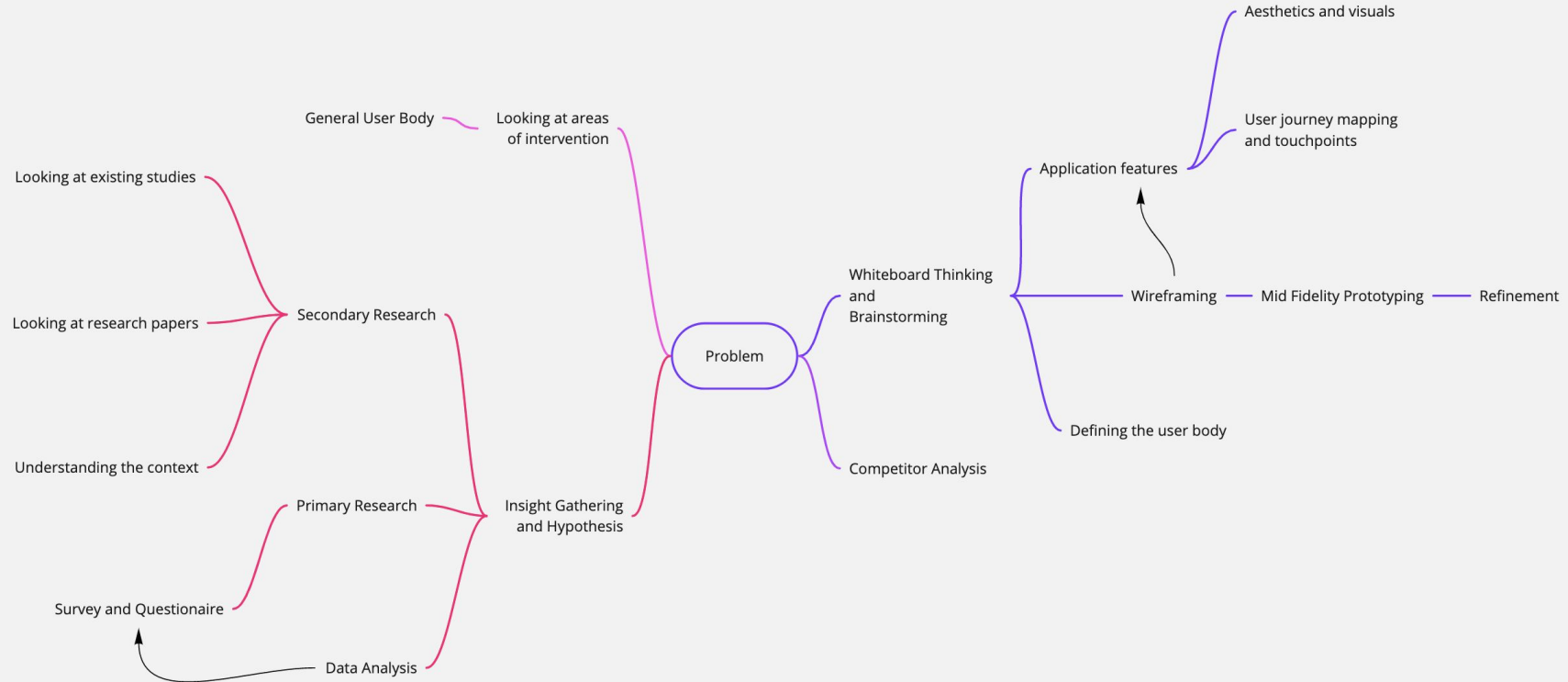
Digital Love



Notification



A simplified view of the process we undertook has been highlighted in the image below. Briefly, the below design process was supplemented by continuous reflection, review and revision. A process of essentialization was followed to simplify, personalise and refine our design.



We developed hypothesis with the database of our surveys and secondary research. Understanding user's needs, narrowing down to user body and looking for areas of intervention was the primary goal of the following data analytics and hypothesis framing.

## Hypothesis

Aged 51- 60 are not socialising with friends or family, not feeling emotionally or mentally well.

Those who are sleeping lesser than four hours are generally having a lower energy level.

For those who sleep for only four hours a day, how are their energy levels?

aged 21-30 are suffering from a low mood/ energy due to their lack of social engagement due to the lockdown.

self employed people experiencing mental well being issues due to the lack of financial stability.

Most of the people who are spending more than 9 hours on their work are not finding time for exercise and are hence unable to take care of their physical well being.

Overall employed people with higher economic dependencies are working more than students but only students are able to make time for exercise.

Those who are having low mental well being also have a lack of exercise, yoga or meditation. ie. there is a direct correlation between physical activity and mental health.

Home makers are usually getting no time to spend on their self and on their hobby

Most People aged 20-30, would want to include exercise in their goal more compared to people of other age groups.

Comparitively there are more people aged 20- 30 who want to make exercise as part of their lifestyle.

## Insights

Out of 51 responders aged 51-60, 29 were suffering from social problems. Despite this, only 10% wanted to add social activity and 10% wanted to add a hobby and 51% wanted to add exercise to their lockdown routine.

Out of 14 responders who had an energy level of 1, 21 % are sleepin more than 11 hours or 5-6 hours or are sleeping for 9-10 hrs a day, 35% are sleeping for 7-8 hrs a day.

33- total 21-30 aged with 1,2 mood/energy and 18 of them are due to lack of social engagement

Out of all- there are 36 self employed- and only 2 of them have financial problem. And 0 have mental problems

Though 46% of people say no physical exercise if affecting them, 71% people want to work on exercise during this lockdown. This shows that though exercise does not affect their overall well- being, exercise is a 'good' that they want to incorporate.

25% employees work 3-6 hr, 33% employees work for 7-9 hours, 17% work for less than three hours and 23% work for more than nine hours. 32% students work for 3-6 hours, 9% work for 7-9 hrs, 65% less than three hours, 1.8% work more than 9 hours. No physical exercise is impacting both of them the same.

39% of 20-30 aged people, 21% of 30-40 aged people, 8% of 41 to 50 aged, 12% of 51-60 aged and 16% of people aged below 20 want to include exercise as their goal.

64% people aged 20-30, 67% 31-40, 37% 41-50, 49% 50-60, 50% 60+, 61% 20 below want to include exercise in their goal

## More Insights

1. 28% employees work more than 9 hrs a day, 35% work for 7-9 hours.
2. Most self employed people work for 3-6 hours.
3. Most students work either less than 3 hours or around 3-6 hours.
4. Most employees spend less than 3 hours on other work.
5. Most students spend less less than 3 hours or 3-6 hours on other work.
6. Most employees and self employed sleep for 5- 8 hours.
7. Most students sleep 7- 10 hours.
8. Most people are saying that a lack of physical exercise is not impacting them as much, but most want to add it as goal.
9. Most employees and students are saying that a lack of socialising is impacting them. (Data for employees shows that they are being affected the most)
10. 48% of students would like to include work and learning in their routines.
11. 92% of employees and 61% students would like to include exercise as a part of their daily routine.
12. 68% of employees and 70% of students don't want to include meditation in their routine.
13. 55% of homemakers, 78% employees and 60% employees don't want to include social activity as a goal.
14. 69% homemakers, 75% self employed people, 63% students and 3/4 retired persons do not want to include family time as a goal.
15. 73% homemakers, 72% self employed, 63% employees and 58% students don't want to add a new hobby.
16. 32% employees want to include entertainment.
17. 21% students, 25% employees want to add yoga to their daily routine.
18. Most people under the age of 20, and aged between 31-40, 51 -60 are active 3 or 4 out of 5.
19. Most 20-30 year old people are active 3 out of 5 .
20. Most 41- 50 year old people are active 4 out of 5.
21. 43% under the age of 20 want to include a better sleep cycle as a goal.
22. 41% of people aged between 20-30 and 47% of the people aged below 20 want to add learning and work in their daily schedule.
23. 41% people aged 20-30, 39% people aged 20- 30 want to add entertainment in their daily routine.
24. 37% aged 20 -30 want to add family time as a goal.
25. 36% of people aged below 20 and 36% people aged 20-30 want to add social activity as a goal.
26. 32% people aged 20-30, 25% aged 31- 40 and 41% people aged 41-50 want to add meditation as a goal.
27. 65% people aged 20-30 and 67% people aged 31-40 had an impact due to lack of physical exercise.
28. 56% of people below the age of 20, 59% aged 20-30 and 73% people aged 31-40 are impacted by not socialising with friends and family.
29. 20% of people aged 20-30 are not able to manage both work and home.
30. 23% employees are not able to make time for hobbies.
31. 61% employees, 60% students are impacted due to not socialising with friends and family.
32. Around 50% employees and students are impacted due to lack of physical exercise.

Understanding well being typologies and the different parts of an individual's life that are closely knit to the context of our problem was important. What are the areas of an individual's life and what kind of well being is relevant to our times and our mode of intervention is what we asked ourselves here.

#### Areas of Intervention

Combinations arranged according to speculated maximum impact on people during the lockdown -

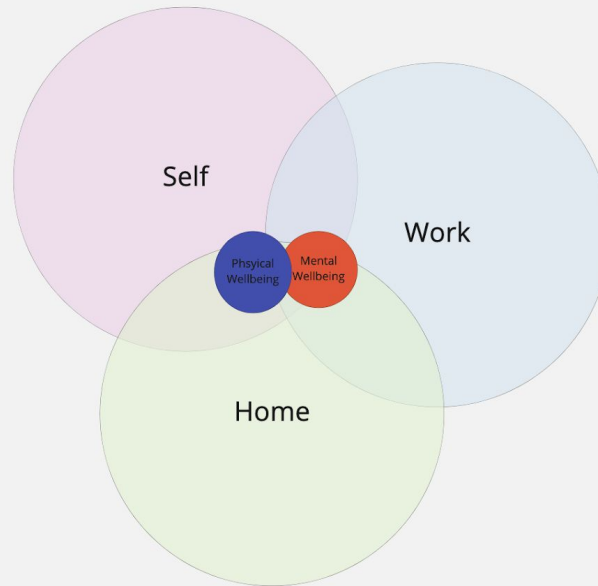
1. P- M : Physical and mental well being
2. C - M : Career and mental well being \*
3. S- M : Social and mental well being

P - S : Physical and social wellbeing  
 P - C : Physical and career well being  
 S- C : Social and career well being

Accordingly our intervention can lie within the areas of :

1. P -M
2. S - M

\*Career and mental well being is something we cannot penetrate directly



Mental wellbeing -

1. Through work : eg. How can you maintain a boundary between work politics and your mental balance?
2. Through self : eg. How can you work towards improving your mental well being through your own hobbies, interests etc?
3. Through home : eg. how can your home environment keep an overall stable and positive mental picture?

Physical well being -

1. Through work : eg. How can you balance work timing and physical exercise?
2. Through self : eg what are your natural interests in activities/ new activities to try at home for better fitness?
3. Through home : eg. how can you engage family members to workout together?

## Community

1. How do the existing online communities look?
2. What are the benefits of being part of an online community?
3. How do the communities for a variety of users look?
4. Who could be the users who would use the community feature the most?
5. What are ways that our design could allow for easier community sharing?

## Our App Features



## Positive Thought/Immunity Tip

1. Are the immunity tips compulsory? How can we administer the tip without making it seem like an implication?
2. Where and how can the positive thoughts be placed in the UI of the app so that it's a moment of passing?
3. Which user group/profession might need a positive thought/immunity group more over the others?
4. What is the benefit of having an immunity tip? what after the lockdown and the decline of the coronavirus? will the immunity tips and positive thought be still relevant?

## To reduce the sensation of volatility and uncertainty

to anchor is to provide a firm basis or foundation

## Copy of Why? - Problem Statement

In this volatile and uncertain lockdown scenario, how can we design an anchor point for authentic individual and hence, overall community well being?

Personalized - the app provides space for people to decide what they want rather than we telling them what they need.

A overall good sense of community. To feel we are not alone.

Breaking down of the context and problem statement opened up the doors to the variety of features our application would house. This was followed by rigorous multi-directional inquiries into the various features of our app, their mode of use, relevance and the strength of the impact.

With mentor and expert guidance critique and reflect sessions helped us organize and concretize our intervention.

# Impact

# Value proposition canvas



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# Impact

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## Work-life Balance

Maintain a balance between work and life - understand and draw the line with the help of Routinew.

## Productivity and organisation

Catch up on all goals and aims. Organize your day to day life for higher productivity.

## Personalisation and simplicity

User chooses what they want to work upon and lets the app guide them to whatever they wish to achieve.

## Efficiency in Daily Lifestyle

Reminders, to-do lists, motivation allows for efficiency and focus for a better lifestyle.

## Encouraging physical wellness

Encouraging and interesting workout plans, workout communities helps build better physical health.

## Strengthening Mental wellness

Tackling anxiety, stress and other mental health issues can create a mentally stronger individual.

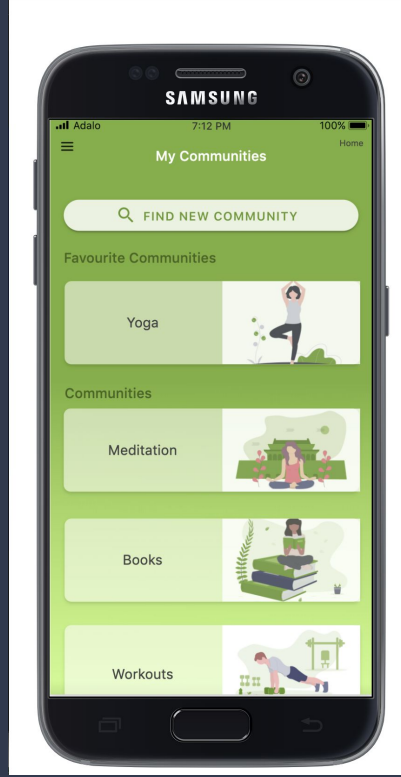
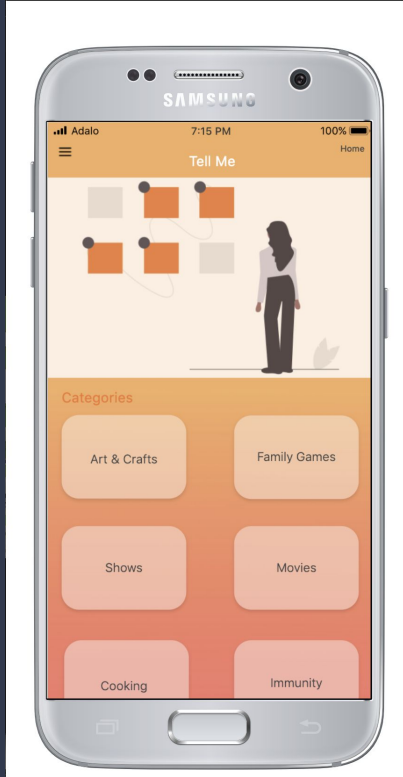
## Ease in distance communication

Close the distance and say goodbye to feeling lonely by using different tools to share personalized digital frms of love.

## Tracking

Track progress, goals and habits to motivate and create contentment in any sphere of life.

# Execution & Viability



How can your solution be implemented and successful?

- This concretized idea can be easily turned into reality.
- It is a minimal budget project.
- It has a large user group and usability across age groups .
- The developed road map for the app is based on AI and data analytics which will allow easier implementation.

Along with the data derived from the research and analysis, the keyword research in Google Keyword Planner, shows that there is scope for success in the implementation of our idea. The search and traffic estimator highlighted the trends and changes in the keywords that people were searching for. Mental health, work-life balance, productivity, hobbies are a few examples.

Our solution harnesses potential not only for the current but also for the future scenario.

Though urgent and immediate, our solution attempts to zoom out and connect to already existing system loopholes that have taken a resurfacing in recent times.



Thank You

We are extremely grateful to be having this opportunity to design for a topic of such significance. Without the help of our mentor Vaishnavi G. and the initiative of UMO, we would not have been able to stand where we are.

RoutiNew is not only a solution to the problems we are facing now but a vision for a better tomorrow. As our society is heading towards greater awareness, we look to a future where we are better prepared for all challenges and successes that await humanity.

Have a look at our notes, process and research here.

Stage 1 submission

-<https://miro.com/welcomeonboard/tYoJQ3MmiV0WdmJ7oq7cbpX7bWGSvs2UzOFFviklf1VLQXr7qRtrNj4dSPyq5P7B>

Stage 2 Submission-

<https://miro.com/welcomeonboard/OAsMUIJqMXd9mXG1WKNBbNKATtOGIbmqEulkPgNjAQxBP7pHucBkhRmjKifoOXY4>