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. Y

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.,

Social evolution and inclusive fitness theory

Theme: Life In Lockdown

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

Date and Place: *23rd May 2020, Bangalore, India*

Team - Keep it Short

Name : **Swati D Bhat**
Title
Team Lead and designer

Name : **Rajat Yadav**
Title
Research and copywriting

Name : **Md Chand Juned**
Title
UX and Testing

Arko Sen
UX Strategist

Lockdown Scenario

How might Riya and her family, who love socializing and being active, safely interact with their friends and get some physical exercise?

Problem Identified

Riya loves burning her surplus energy by playing with her friends.
Her parents want to engage themselves in physical exercise to relax after a mentally tiring day.
Riya's Grandpa loves to go on a walk and talking to his buddies.
All of these are becoming impossible due to the long period of quarantine.

WHY IS IT AN URGENT PROBLEM?
Physical activity is very important for human body. Due to quarantine parents have work from home, kids are going in insane at home due to boredom and grandparents have nothing to do but watch TV. The lack of socialization and physical activity is creating lethargy, loneliness and mental stress.

Target User Persona

PROFILE

Name: Riya
Age: 10
Gender: Female
Type: Outgoing

DEMOGRAPHICS

Education: 5th Grade
Location: Bangalore

FEELINGS

- Worries of missing close friends
- Change in emotions
- Feeling lonely

OBJECTIONS

- Restrictions to go out
- Fear of getting infected
- Less use of physical energy

Target User Persona

PROFILE

Name: Sunita
Age: 30
Gender: Female

DEMOGRAPHICS

Profession: Software Engineer
Location: Bangalore. India
Education: Bachelor's Degree

FEELINGS

- Worried about family offspring
- Feeling exhausted managing both home and work
- Feeling nostalgic about life before quarantine

OBJECTIONS

- Fear of losing jobs
- Worried about children's future
- Becoming less valuable
- Less physical activity

Target User Persona

PROFILE

Name: Pratap
Age: 63
Gender: Male

DEMOGRAPHICS

Location: Bangalore
Profession: Retired school teacher

FEELINGS

- Worried about life expectancy
- Worried about health condition
- Worried about mental health stability
- Willingness to go talk to his buddies
- Feeling agoraphobic

OBJECTIONS

- Fear of gathering
- Fear of being infected
- Frustrated about sitting at home all the time

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.


Explorations

SOLUTIONS & IDEAS

1. **We considered creating a VR app for touring historical landmarks as an educational, spiritual, as well as entertainment outlet.**
   (Discarded due to lack of detailed 3D scans of 3rd world locations and needing VR headsets)

2. **We considered creating a VR+AR interaction platform like second life, but with real video avatars…**
   (but infrastructure is too costly and impact was too low)
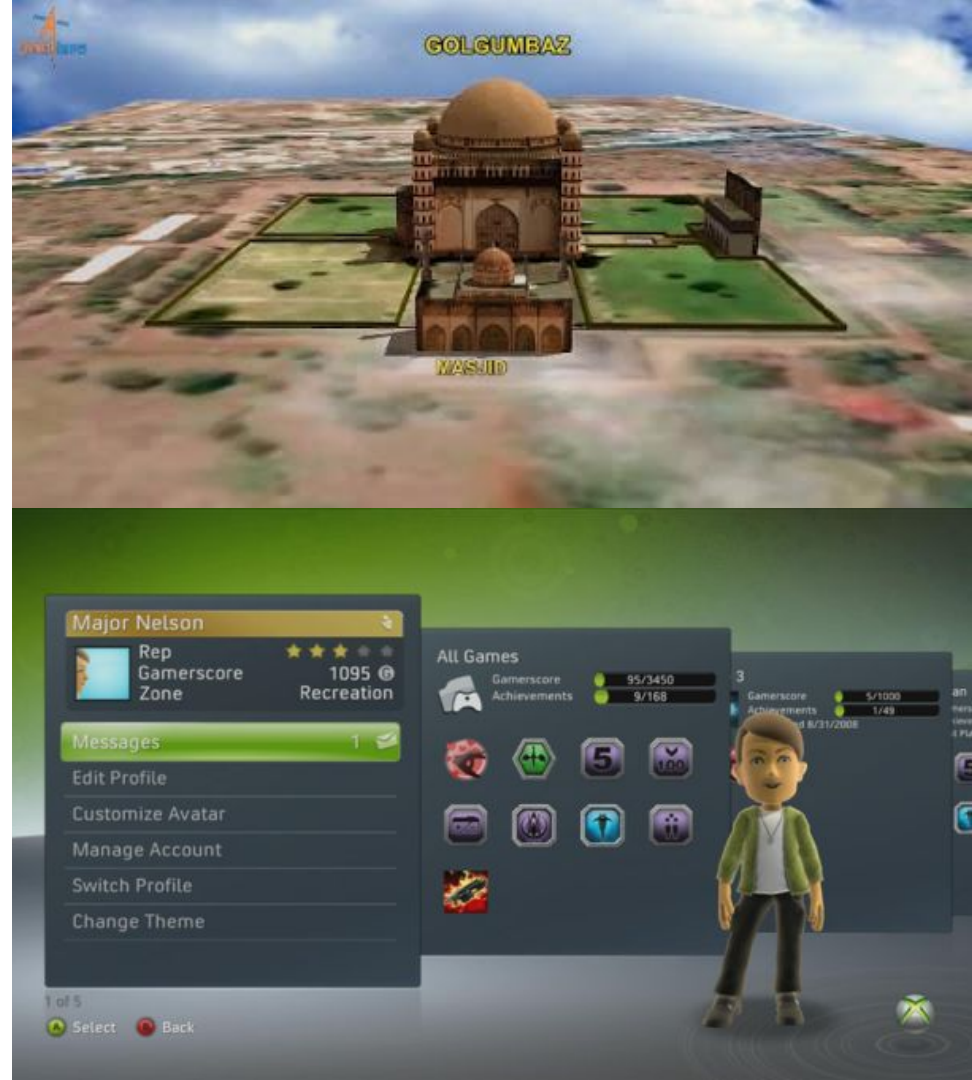
Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

A platform which can coach users to exercise with precision using Augmented Reality and Artificial Intelligence.

This allows for the sort of perfect posture that only a personal coach can achieve. The system works for any slow movement, posture based exercises, such as Yoga, Tai chi, isometric exercises, etc. There can even be a social and gamification aspect where users can compete or try team exercise challenges.

AR-AI schema
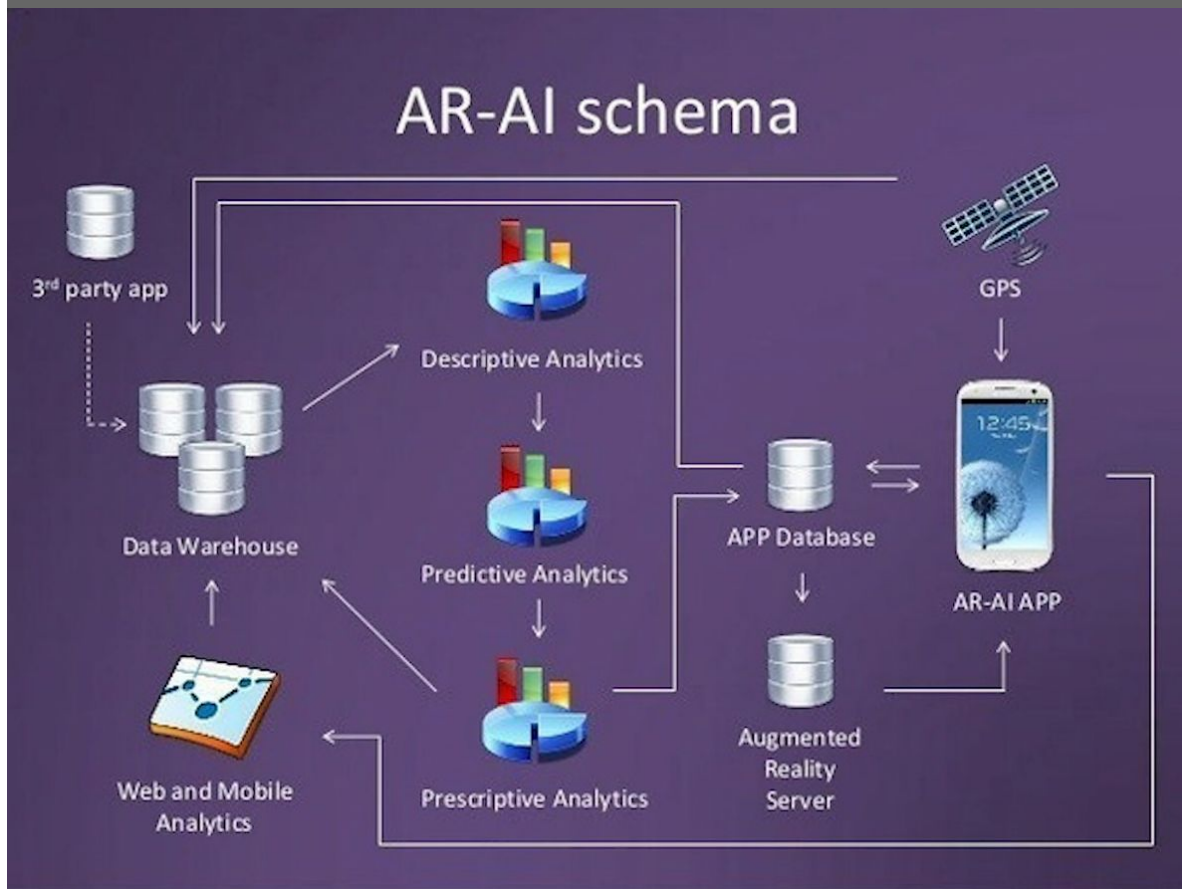
User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

Augmented reality overlay helps the precision system to take over and help the user get their poses perfect.
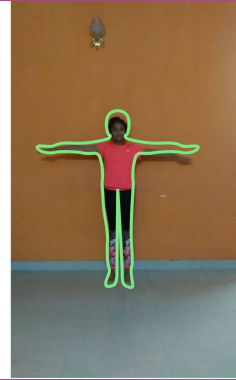
Video Link:

https://drive.google.com/file/d/1sl7fwhxasH-5fR5ELIGFVvyUpea0kTs1/view?usp=sharing

Process

## Double Diamond - Design Thinking

Step 1: Team members spoke to quarantined people and gathered empathic data,

Step 2: Team members made a list of all the potential problems. Ranked them by Severity, 1 year Relevance and Solvability.

Step 3: They narrowed down on the top problems. And contemplated solution ideas for them.

Step 4: Ideas were then ranked by feasibility, impact and uniqueness.

Step 5: The top ranking ideas were mixed and matched and the solution which showed the most promise with potential users was prototyped from them.

Impact
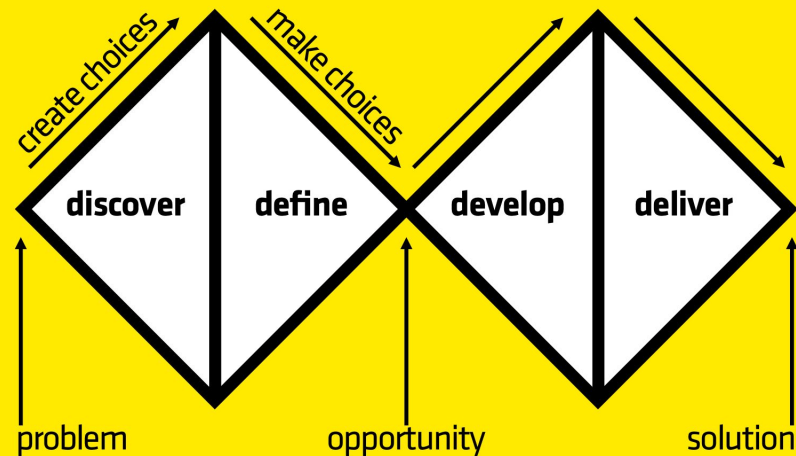
The social and gamification aspect where users can compete or try team exercise challenges motivates the users to get more involved for the physical activity.

This will impact kids play with friends while burning of their excess energy, adults to relax and de-stress safely without risking injury from wrong posture, and the elderly to keep their fitness up and allow everyone to socialize with their while engaging in healthy activity.

Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

The platform can be created to coach users to exercise with precision using Augmented Reality and Artificial Intelligence. It can be used on any devices like mobile, tablet, laptop, desktop or smart tv with webcam. The precision system helps the user get their poses absolutely perfect using the augmented reality overlay. The technology to do this exists and is very feasible.
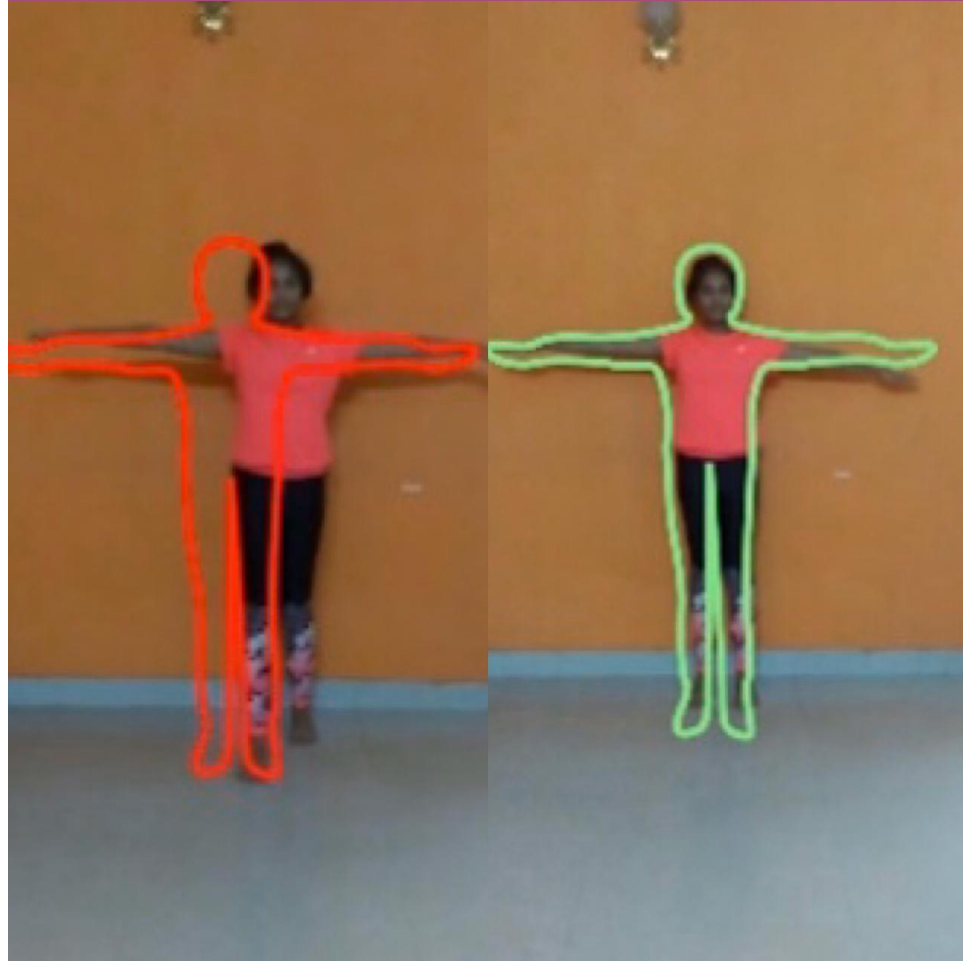
Submission | Final

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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Thank you!

We would like to thank our mentor Arko Sen, for supporting and guiding us throughout the process. We would also like to thank UMO for an amazing opportunity to learn and explore new things.

I would like to thank Puru Tiwari and Sammridhi Tiwari for volunteering as actors for our video.