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	DEMOGRAPHICS
Name: Riya Age: 10 Gender: Female Type: Outgoing	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 DEMOGRAPHICS Name: Sunita Profession: Software Engineer Location: Bangalore. India Age: 30 Gender: Female Education: Bachelor's Degree **FEELINGS OBJECTIONS** Worried about family offspring Fear of losing jobs Feeling exhausted managing both home and work Worried about children's future Feeling nostalgic about life before guarantine Becoming less valuable Less physical activity

Target User Persona

PROFILE	DEMOGRAPHICS
Name: Pratap Age: 63 Gender: Male	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

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.

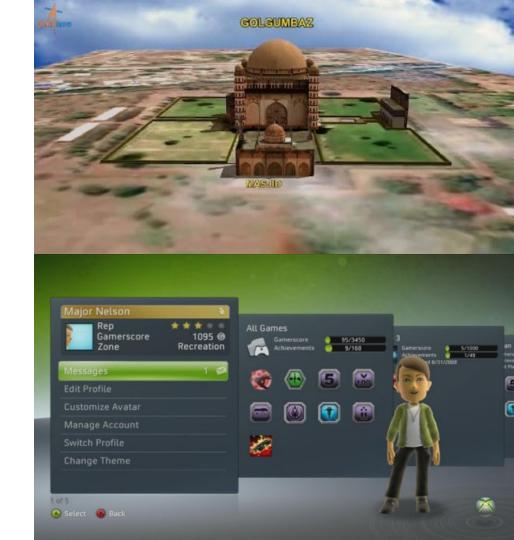
Explorations

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
- 2. We considered creating a VR+AR interaction platform like second life, but with real video avatars...

needing VR headsets)

(but infrastructure is too costly and impact was too low)

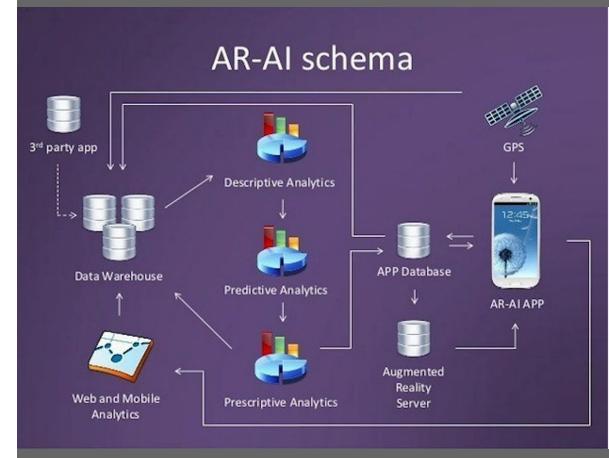


Solution

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.



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/1sl 7fwhxasH-5fR5ELIGFVvyUpea0kTs1 /view?usp=sharing AR +AI precision pose detection



AR +AI precision pose detection



50%

Posture matching

AR +AI precision pose detection





100%



Posture matching

Process

Double Diamond - Design Thinking

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

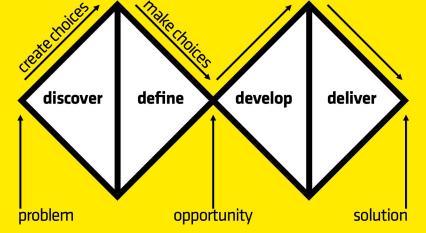
Step 2: Team members made a list of all the potential problems. Ranked them by Severity, 1 year Relevance and Solvability.

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. い つ 壱 〒 | 50% × | S % 0_ 0g 123× | Default (ArL × | 10 × | B / チ <u>A</u> | 今 田 田 × 三・キャ Pi * ジャ CP 国 画 ア * Σ・

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					solvabilit			solvabilit			solvabilit			solvabilit	Sum of	Sum of	Sum of		
	Problems identified	Comments	Severity	1 year	y	Severity	1 year	y	Severity	1 year	y 30	Severity	1 year	y	Severity	year outlook	Solvability	SUM TOTAL	NOTES
	Not proper education about corona	People do not have enough internation about caronavirus. There are a ter of fake news being spread which causes a list of shaps between people. Social distancegiset fellowed by averyone.	9	7	9	8	7	8	9	7	9	9	6	9	35	27	35	97	Very important, might be reduced alth year but who can say? please add pro- details and the issue of fake news
	Pepie are going to go crozy because they card socialize	Aiot of people love going out spending time with friends and family but due to lockdown it is gaing to frustrate them. A social app can help them extremely the second sec	8	8	6	8	8	9	8	9	8	8	9	7	32	34	30	96	Good idea, but do mind that the solu market for this will be crowded
	Wrkal education is not a good solution	Students are not goons get a physical experience of college or school Min. This wight fustmer from and lead them into mental health lineases. No physical activity is going to make there feel income. AR (Augumented reality)	8	8	7	9	8	8	8	7	8	8	8	8	33	31	31	95	Arything that can create more imme would be good
1	OSS OF NUTRITION DUE TO SCHOOL CLOSURE	It has the sorious implications on the daily nutrition of students as the mid-day meal schemes have temporarily been shut.	9	8	7	7	8	7	9	9	6	9	9	6	34	34	26	94	needs a logistical solution
	PEople are unemployed	People with 15 to 20 yes of experiance in one field like a tabler in a company tave list, jobs and one financians family or other small jobs to keep their families alive	8	8	8	6	8	5	8	9	8	8	9	8	30	34	29	93	Good idea, gets more relevant after pear
	Water supply	Supply of drinking water is affected. A lat of urban as well as rural places are not getting any healthy drinking water.	8	6	5	9	9	9	9	9	8	8	7	5	34	31	27	92	NEED MORE DETAIL!
	TRANSPORTATION PROBLEMS TO SELL VEGETABLE OF FARMERS	I personally called to my class brather who is a former and he told me that the vegetables and fluits that he grown up, he is not able to call it boas of this lockdownend all terms are getting damaged.	8	7	5	7	8	8	8	8	8	8	8	8	31	31	29	91	a supply chain innovation is needed you deliver?
	DISPUPTION OF GENERATION'S EDUCATION	students are getting much tenand about these future, for their exame for their placements etc.	8	9	5	9	8	8	7	9	6	7	9	6	31	35	25	91	is minuter scally
	Mental health issues	The existing online therapy sessions happening is not very helpful. One of the most important part of therapy is observing the body language.	8	8	7	7	7	7	7	7	7	7	8	7	29	30	28	87	
	RISE OF MENTAL HEALTH ISSUES ANONG STUDENTS	according to the survey I went through majority of my blends who are in college or acheed have stanted suffering from anxiety disorder and some of hopelessness about their futures.	8	7	5	8	8	7	8	7	6	7	8	6	31	30	24	85	
	Local Businesses are affected the most	Small hotels, street food vendors, small scale built eases are and will be in a task. These small accels buildness that we only in person parchasing. They cannot affand the online services due to a high cut off.	7	6	5	9	8	9	7	6	7	7	5	6	30	25	27	82	Most street food vendors are open in the small all-and-ext restaurants are this
	Farmers are in trouble	Parmens are Porced to sell the vegtables at 3 to 4 ruppess which they used to sall for 25 rs or 30 rs. DUe to law availability of threeport and cold storage they end up selling at a very low price.	7	6	6	7	8	8	8	6	6	8	5	6	30	25	26	81	needs a logistics solution
	Import and export of goods shaftened	Due to lookdown there are restriction in transportation Due this there is a fail in the economy	7	5	4	6	8	8	9	8	4	9	9	4	31	30	20	81	ine solvability
	EMI PROBLEMS	It will affect all the people those who have taken house,car or any types of laan, because as you know many companies are paying less to the employees and many are lossing there jobs locuted gout made them select only for 3 months to all the loan uses.	6	7	5	8	8	9	8	5	6	7	5	6	29	25	26	80	



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Impact

IMPACT OF YOUR SOLUTION

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.

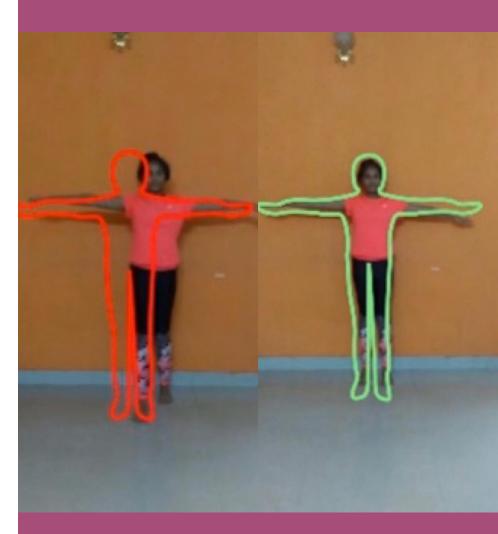
This will impact kids play with friends while burning of their excess energy, adults to relax and de-stress safely without risking injury from wrong posture, and the elderly to keep their fitness up and allow everyone to socialize with their while engaging in healthy activity.



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.



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 <u>here</u>
- **Submission form** Complete a final submission form and embed a video link and the presentation link <u>here</u>

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.