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.,
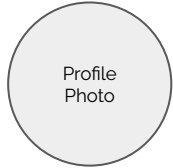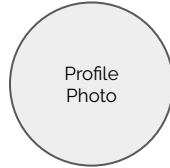

Theme: Life In Lockdown

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

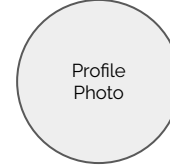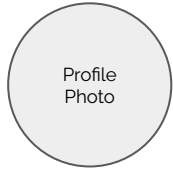23 May 2020, Bangalore, Tiruppur, Vellore, Chennai

Team Screen Tme

Profile Photo

Name : **Guru Prasad K M**
Title : Designer
Ideation and Design

Profile Photo

Name : **Karthik S**
Title : Designer
Ideation and Design

Profile Photo

Name : **Kirupali Pujara**
Title : Designer
Ideation and Design

Profile Photo

Name : **Surendhar D**
Title: Designer
Ideation and Design

Profile Photo

Aditi Gore
Assistant Manager - User Experience,

Lockdown Scenario

As a result of the extended lock down, kids (preadolescent+teenagers) are spending more time on their screens. Prolonged exposure to screens can have many adverse effects that affect their mental and physical well-being.

Problem Identified

How can parents get kids to be conscious of their own screen time, so as to help them self-regulate instead of taking an authoritative stance with them?

Problem Identified

- Children exposed to prolonged screen time tend to have **emotional**, **physical** and **social** problems. [1]
- According to **IAMAI's report** of internet penetration in India, as of 2019, **100 million** people from the age of **12-18** have access to the internet and use it on a regular basis. [2]
- In a country like India, the status quo that exists between parents and children is largely **authoritative rather than collaborative**; this needs to be questioned.
- Given the extension of the lockdown to a year, these effects are going to be magnified and need to be addressed at a very early stage.

(We are aiming to target kids through parents, with parents being our direct point of contact, but the kid being the end user)

Primary Target User Persona

PROFILE

Job Title: **Project Manager**
Gender: **Female**
Family Setting: **35 years old, working parent, has a 13 year old child, living in Bangalore**

DEMOGRAPHICS

Income: **12 lakhs per annum**
Education: **Bachelors in Computer Science Engineering**

FEELINGS

Values & Goals:: **Try to get their kid to spend lesser time on their digital device, without having to shout at them/punish them.**
Worries: **Unable to spend too much time with their kid, kid is spending too much time on their digital device**
Influences: **Self-help websites that talk about parenting, tips from their colleagues who also have kids with similar problems**

OBJECTIONS

Cost: **Shouldn't require them to spend a lot of money and time to achieve their goal**
Value: **Want their kid to be spending their time in lockdown more productively**
Fear: **Kid's mental and physical health is affected due to the prolonged screen time**

(We are aiming to target kids through parents, with parents being our direct point of contact, but the kid being the end user)

Target End User Persona

PROFILE

Job Title: **Student**
Gender: **Male**
Family Setting: **13 years old, only child to two working parents, lives in Bangalore**

DEMOGRAPHICS

Income: **Not applicable**
Education: **9th grade**

FEELINGS

Values & Goals: **Wants to have fun, lockdown seems like an extended holiday to him**
Worries: **Unable to go outside to play with friends**
Influences: **What his friends are doing (playing games online, spending time on Youtube), what he sees his idols on Youtube doing**

OBJECTIONS

Cost: **Forcing him to do an activity will have adverse effects**
Value: **Shouldn't be boring, doesn't want to be told what to do**
Fear: **Missing out on the fun that his friends are having**

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

We broadly explored two possible venues, one
involving a digital approach and one was an analog
one. The digital approach involved us creating an app.

An app that connects to the wifi and starts calculating
the screen time of the person. An interface on the app
allows the person to balance their screen time, set
locks etc.
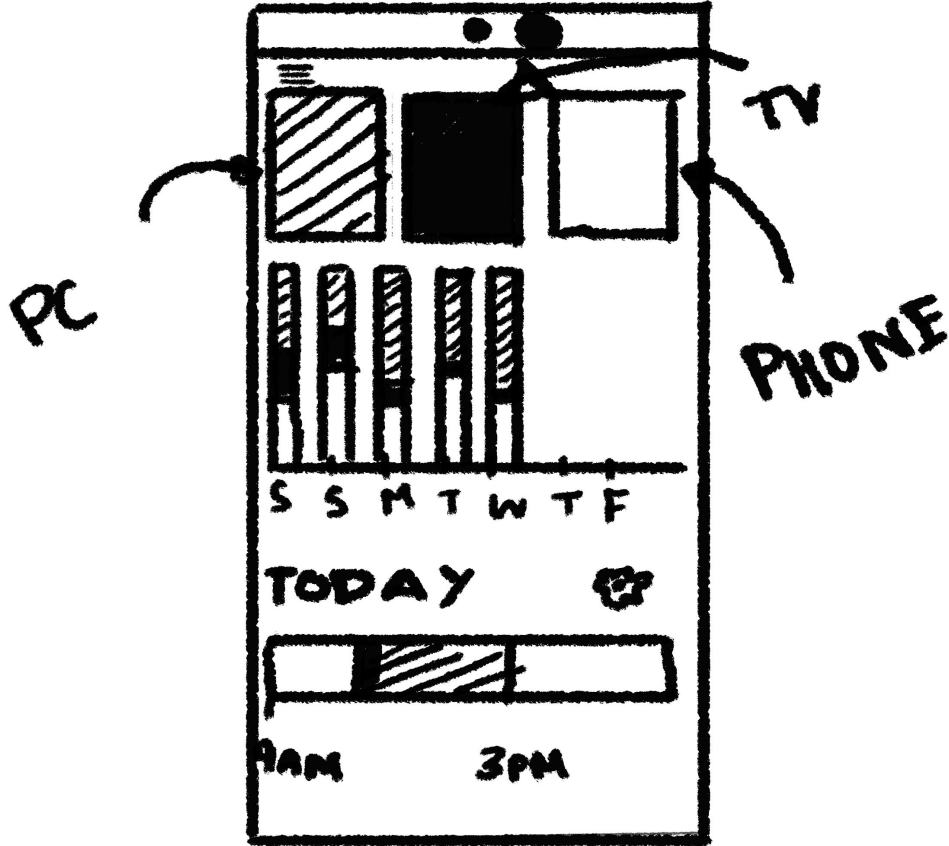
Solution

Our solution isn't looking at the problem, rather it attempts to look at the cause. In a situation such as the lockdown it's very easy for the kid to take solace in digital devices since it's not possible for them to step outside.

What we are attempting to do is to get the kid to be more conscious of their screen time, understand it intrinsically and then getting the parents and kids to come together and identify a way out of this. Not only does this solve the problem, but it also fundamentally changes the status quo that usually exists between parents and kids in India
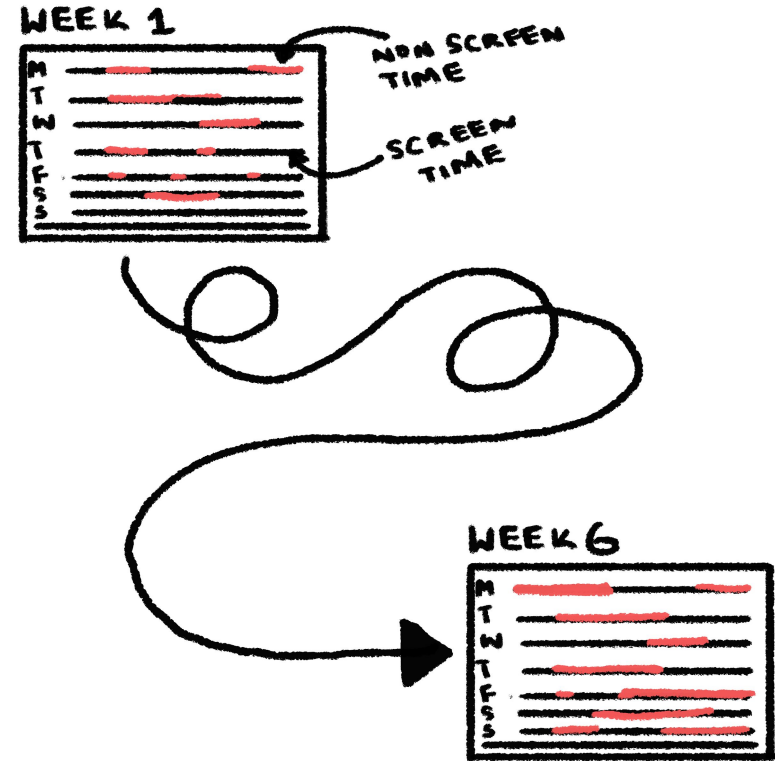
User Experience

OVERVIEW

Each kid under the initial supervision of parents uses a piece of paper to record a week's screen time. The recordings are mapped out with the vertical axis representing the days and the horizontal line representing time. This process is to be followed for eight weeks with minimal adjustments to achieve the desired result.

WEEK ONE

- Mark how much time you spend looking at the screen and time spent looking off it (To be done by both parent and child since we realized children respond better when they have a role model)
- Parents ask them questions about what they did when they were looking at the screen, i.e. school, playing video games, watching a show, etc.
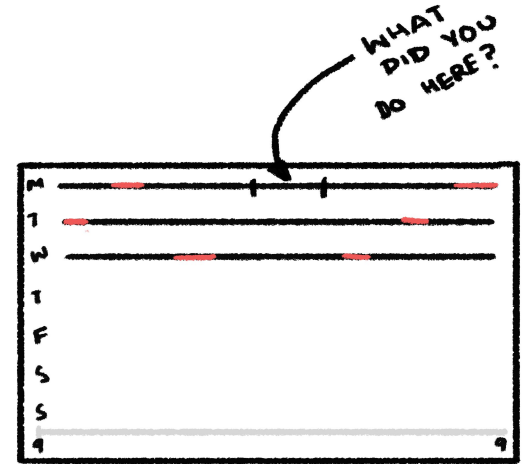
WEEK TWO

- Parents encourage kids to start segregating screen time into **unavoidable** screen time and **expendable** screen time (To be done by both parent and child)
- Ask them questions that make them think about their expendable screen time
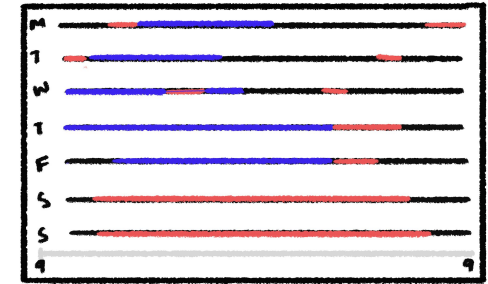
WEEK THREE

- Parents introduce new symbols into the chart and request kids to include it for a specific period of time, i.e. reading a book, going for a walk, do something new that they haven't done before (These activities are done by the parents along with their kids)
- The kid can be encouraged to include a different activity every day
- This is followed by the parents asking them about their experience, what they learned, whether they would be willing to make it a part of their schedule
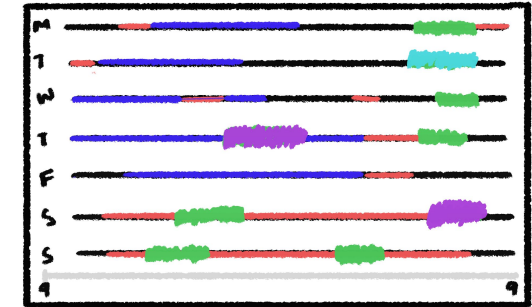
WEEK FOUR & FIVE

- The activity that the kid most enjoyed/would like to continue exploring is included in the schedule
- If the activities explored by the kid did not interest them, then the steps in week 3 are repeated again

WEEK SIX

- Ask the kid how they felt by having this as a part of their schedule
- Ask them to see how their chart has visually changed compared to a day from week 1
- Nudge the kid to consider reducing some of their expendable screen time in exchange for more time spent on their interest
- Parents can still discuss having a minimum amount of expendable screen time during which they will not be disturbed
- Allowing the kid to create a unique symbol/icon for their interests will make it more rewarding for them when they put it down on their schedule
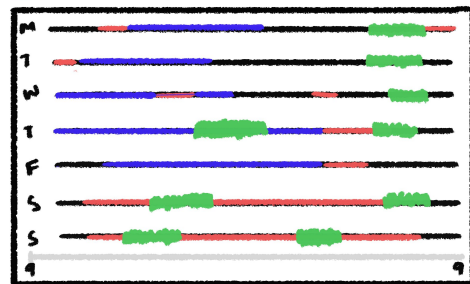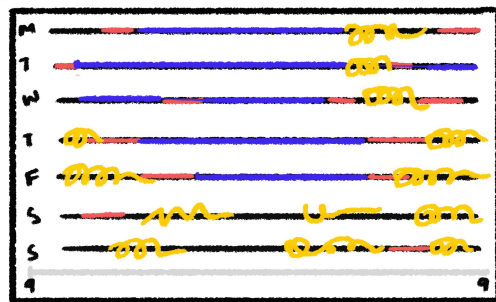
WEEK SEVEN

- Parents can bring in interesting challenges for the kids like "If you were to reduce your expendable screen time by 15 minutes before lunch this Saturday, how would you do it?"
- Parents can also attempt this challenge along with their kids. They can even brainstorm activities that they could do together
- Additionally, parents can also try clubbing their expendable screen time with their kids. For example, Instead of watching movies separately, can they pick on a movie that the whole family would like to watch.

WEEK EIGHT

- Parents discuss this change in lifestyle and its effects on their kids. They also bring up any issues (if any) that they have
- The amount of monitoring from the parents also slowly reduces
- The kid starts charting out their own schedules, this becomes a part of their routine
- Some of the activities that the kids did with their parents that worked during the past weeks, can be inculcated into a routine
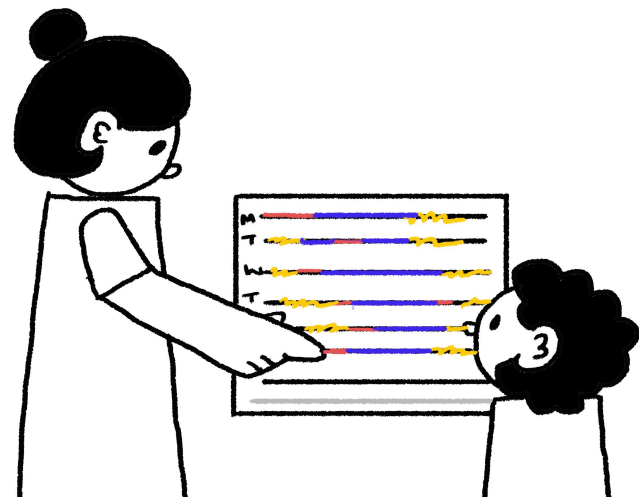
Process

We used multiple methods to help us reach our final solution.

1. During our initial brainstorming phases, we used De Bono's six thinking hats process to ensure that we were all on the same page about everyone's ides and were working proactively towards a solution. We watered down the approach since we only needed the yellow, green and black hat.
2. We followed the double diamond design process created by the British Design Council, where we went really broad with identifying a problem statement, then narrowed it down a to definite problem, then went broad again while ideating a solution before narrowing it down to a clear solution
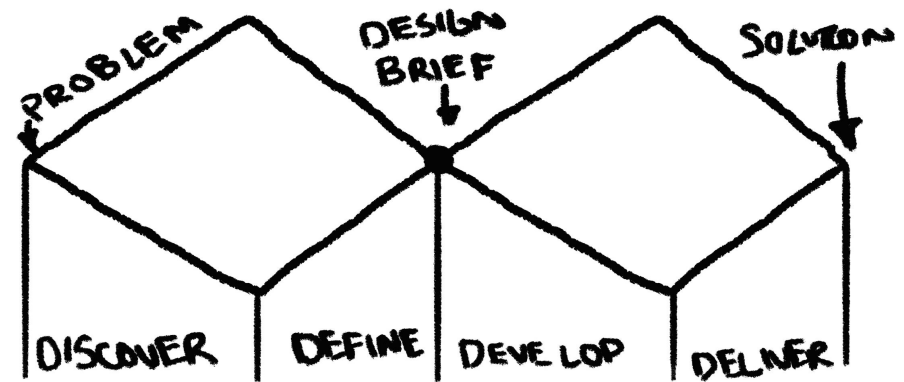
POSITIVES WHAT WE LIKE
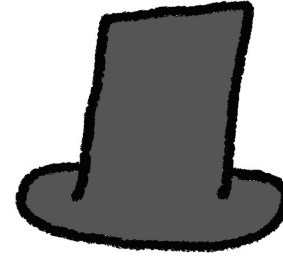
CAUTION WHAT WE DON'T LIKE

CREATIVITY CAN WE PIVOT?

PROBLEM

DESIGN BRIEF

SOLUTION

DISCOVER | DEFINE | DEVELOP | DELIVER

Impact

- Children become more conscious of their screen time
- Reduces the time children spend on their screens unnecessarily
- Brings the family together
- Parents become more conscious of their children's interests
- Children develop the mental maturity to prioritize interests
- Helps in developing the emotional and mental health of the kid
- Changes the authoritative status quo that exists between parents and kids
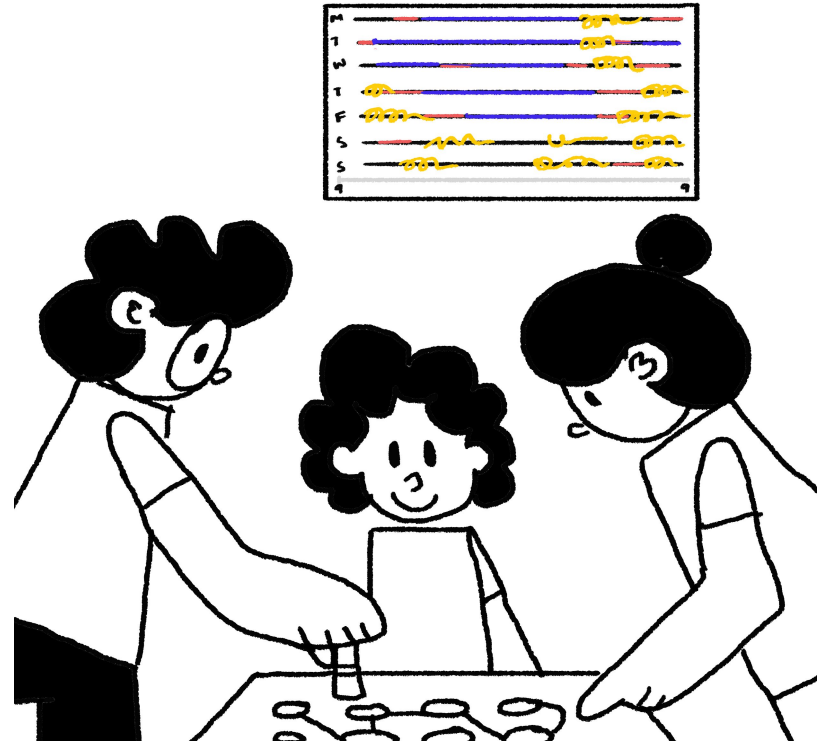
Execution & Viability

Our solution is a process and not a product. With a little supervision from the parents, it can be effectively implemented. Parents can get access to the weekly plan through our website and implement it with the materials they have at home. For charting the screen time the materials required are only pen and paper for other activities it would be subjective. The solution though targeted to the child will have positive effects on the lifestyle of the parents as well. Furthermore, to keep parents motivated, we also have a forum on our website where they can discuss and share ideas with others in the community.

The system proposed might require some effort in its initial stages but once rooted in a child's behavior will have a successful effect in its long term.

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

Thank you!

Use this slide to add any final words, credits, etc.,