Team Revive

Theme: Life In Lockdown

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

Date and Place: 31-05-2020 India

Team(#42)

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LOCKDOWN SCENARIO

INSPIRED BY A TRUE STORY

1. After a long time, Meera got to spend quality time with her family watching movies together.

2. But one day, her television set-top box stopped working unexpectedly!

SET-TOP IS FACING SOME ISSUES. PLEASE CONTACT CUSTOMER CARE

3. Upon a closer look, she was still unable to find the problem. So she called the customer care service for help.

4. Sadly, she didn't get any response from them. Thus she started looking online for solutions but still couldn't find the right help.

5. Finally, she received a call from customer care after five business days! She was told to buy a new set-top box as technicians were unavailable.

6. Left with no options, Meera ended up buying a new set-top box. But there was another problem, her society didn't allow entry to any outsiders during the lockdown.
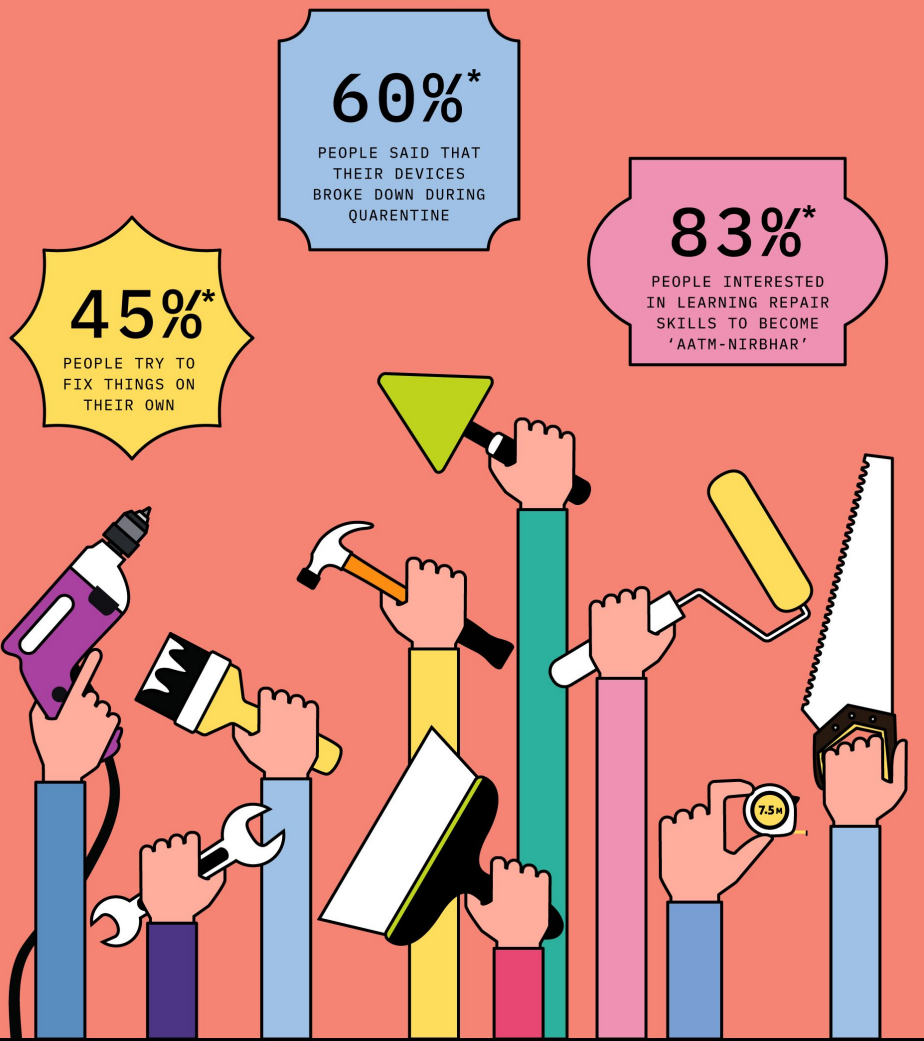
OUTSIDER ENTRY NOT ALLOWED

7. Thus, Meera had to install the new device herself with the instructions she received over a call by a service technician.

MAMA | SKY   HD

8. After ten frustrating days of repair drama in her life, Meera could finally enjoy watching movies with her family!

PROBLEM DESCRIPTION

How might we help people find a repair solution for their beloved gadgets and decrease the chances of virus transmission due to physical contact with a technician?
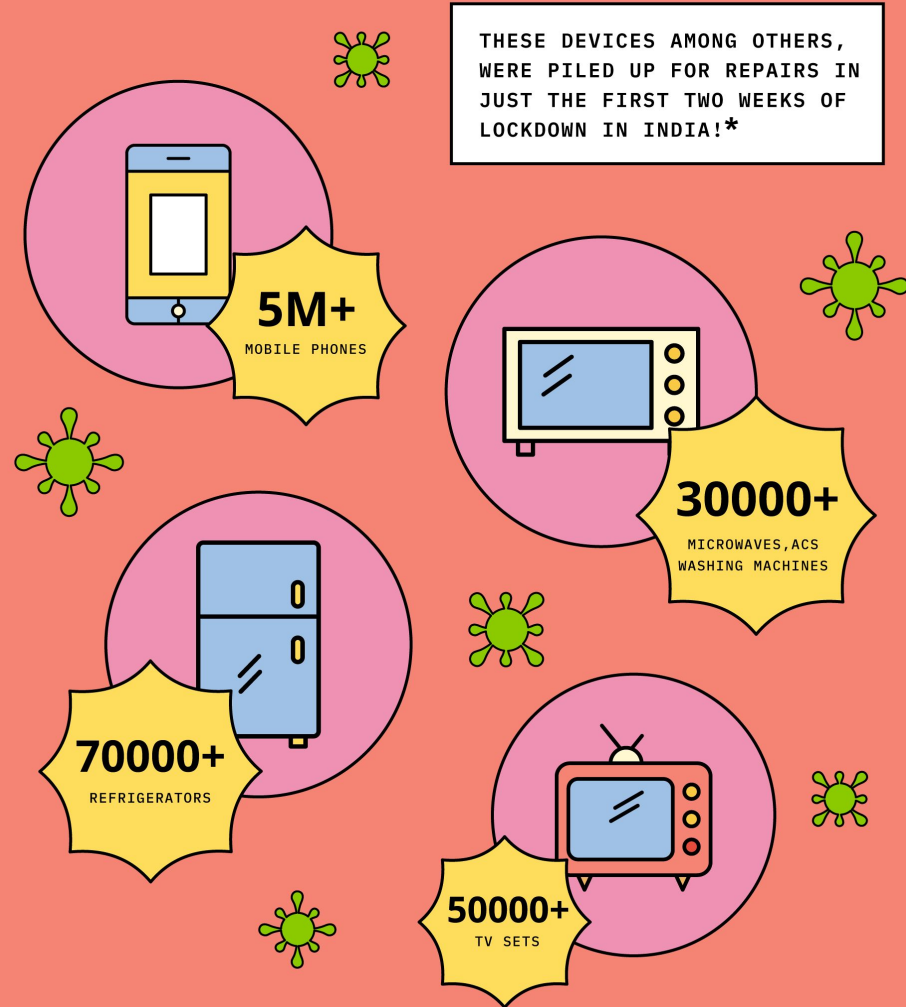
*Source: Survey conducted with 396 participants who reside in various zones all over India by our team.

Link to survey results

WHY IS IT AN URGENT PROBLEM

We live in a highly machine-dependent world. A time when gadgets have become an ingrained part of our life. But what happens when this part gets broken?

THESE DEVICES AMONG OTHERS, WERE PILED UP FOR REPAIRS IN JUST THE FIRST TWO WEEKS OF LOCKDOWN IN INDIA!*

5M+
MOBILE PHONES

30000+
MICROWAVES,ACS
WASHING MACHINES

70000+
REFRIGERATORS

50000+
TV SETS

Vimala Piyush

- 30
- Single Mother
- Urban City
- Orange Zone

Bio

Lives in a rented apartment, mother of a 5-year-old son, kindergarten teacher, and does sewing at the weekends to earn extra money. Cares for needy people and makes masks in-home and gives to the needy.

Wants and Needs

- Suspicious and insecure about letting the third person inside her house.
- Likes to learn how to repair things on own to become Aatm Nirbhar and to reduce the cost of living.

> " Raising a child alone is difficult. That's why I save money wherever possible.

Traits

Frugal   Socially Responsible   Self-Reliant

	LOW	HIGH
Repair Skills		

	UNFAMILIAR	FAMILIAR
Tools Handling		

	LOW	HIGH
Internet Skills		
Ease-of-Access		
DIY Skills		

Frustrations

- Finds it difficult to service the sewing machine on her own.
- Difficulties in finding replacement motor technical details and manuals are not apparent.

Kartik

- 👤 16
- 💼 Youngest Child
- 📍 Metropoliton City
- 🏠 Red Zone

Bio

Loves football and spends most of the time in playing online games in his PS4. He lives with his parents in a luxurious apartment. Had plans to go on a trip with his friends but got canceled due to lockdown.

> ❝ This lockdown sucks, now I have to fix my playstation on my own

Traits

Free Spirit   Impatient   Social Extrovert

	LOW	HIGH
Repair Skills		

	UNFAMILIAR	FAMILIAR
Tools Handling		

	LOW	HIGH
Internet Skills		

	LOW	HIGH
Ease-of-Access		

	LOW	HIGH
DIY Skills		

Wants and Needs

- ⬤ To play peacefully with his friends on PS4.
- ⬤ Get his PS4 serviced as soon as possible.
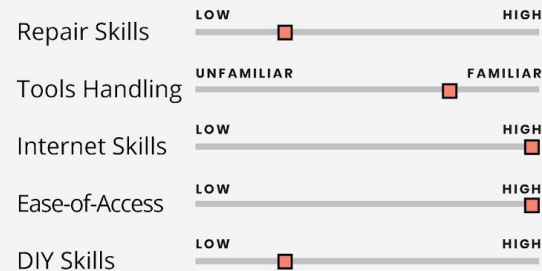
Frustrations

- ⬤ PS4 is overheating and having performance issues.
- ⬤ His parents didn't allow him to go out even though the lockdown rules permits people to go out till 11 am.

Mohan Mishra

- 👤 46
- 💼 Pharmacist
- 📍 Urban city
- 🏠 Green Zone

Bio

Owns a medical shop and keeps it open during the lockdown. He also started delivering medicines and daily essentials in his area. He majorly takes orders on WhatsApp and sometimes over a call.

> " Need my phone fixed urgently! Can't run my business without WhatsApp.

Wants and Needs

- ○ Needs the contact details in his mobile to run his business without interruption.

- ○ Desperately looking for someone to provide contactless repair for his mobile phone.

Traits

Resourceful   Cautious   Considerate

	LOW	HIGH
Repair Skills		

	UNFAMILIAR	FAMILIAR
Tools Handling		

	LOW	HIGH
Internet Skills		

	LOW	HIGH
Ease-of-Access		

	LOW	HIGH
DIY Skills		

Frustrations

- ○ All his contacts are in his mobile and he doesn't have a backup.

- ○ Worried about loosing his customers and the reputation maintained over years.

EXPLORATIONS

Building a remote assistance technician marketplace

To build a remote assistance marketplace application to encourage contactless repair service through which people can connect with technicians to resolve their problems.

Converting paper manuals to AR-enabled 3D manuals.

To create a digital library of AR-enabled 3D manuals to avoid the pain of searching paper manuals when needed and to make them more intuitive.
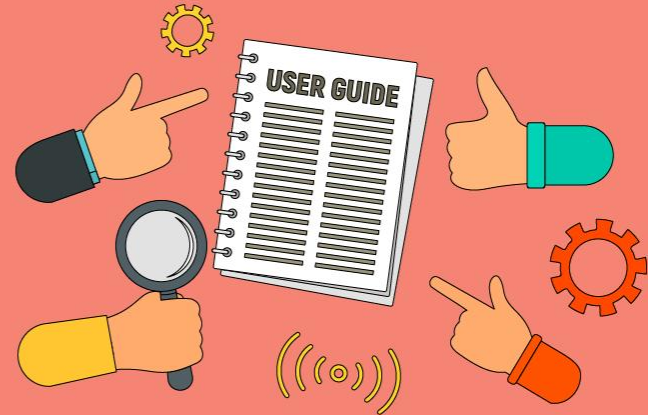
SOLUTION

Nobody in this world knows how to fix everything, but most of us know how to fix something. By collectively sharing our knowledge, we help others to become self-sustainable.

Our idea is to create an application, which guides people to repair anything by themselves with the help of Augmented reality and become 'Aatmnirbhar' from anywhere.

People can also connect with experts through our app to get remote assistance to fix their belongings and avail contactless repair service.
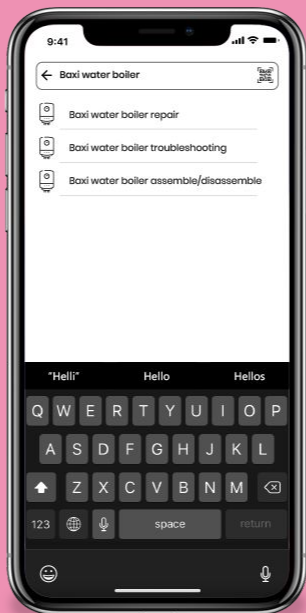
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USER EXPERIENCE

User navigating to find the guide

The main screen consists of a simple and clean interface to keep it as intuitive as possible.

The Switch button at the bottom navigation bar switches between viewer and content creator.
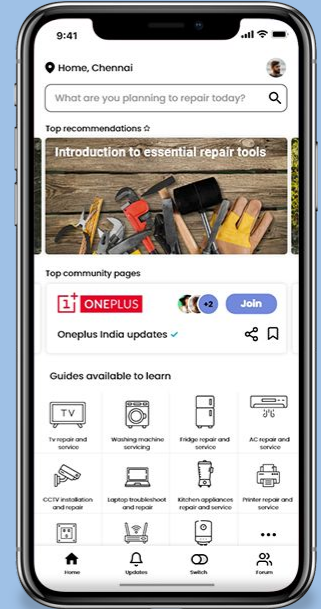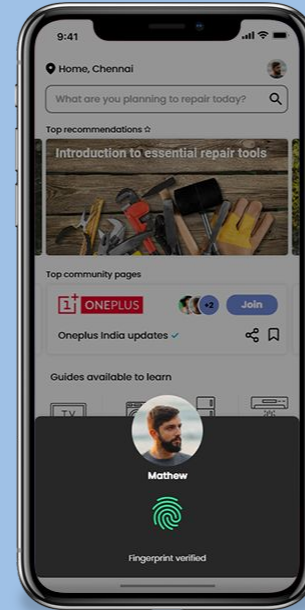
USER EXPERIENCE

User navigating to find the guide

The top search bar allows the users to search for the guides easily.

Before beginning any AR guide, the user is made to go through the safety guidelines to ensure their safety.

USER EXPERIENCE

Using the AR guide

Once the AR-guide begins, the user is directed through a series of curated steps to minimize the cognitive workload.

The 'back' and 'next' button allows the user to navigate comfortably through the series of steps at their own pace.
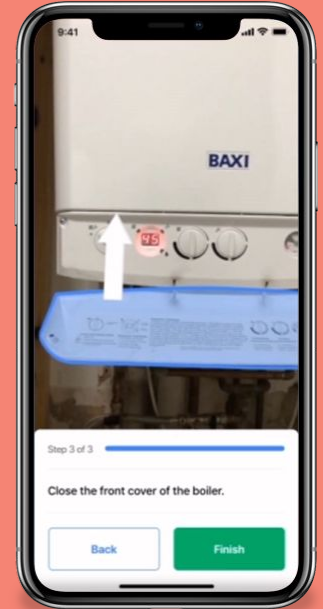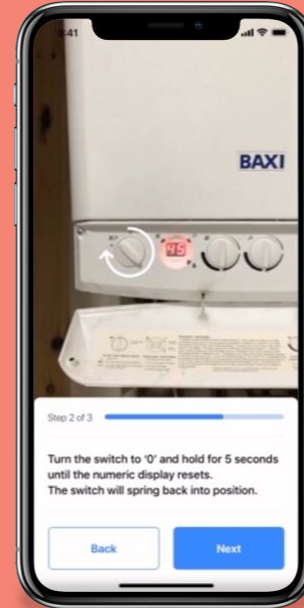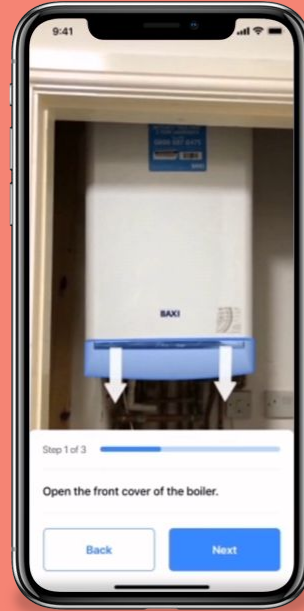
USER EXPERIENCE

Video call with technician

Once a user completes a guide, we collect their feedback to improve its content in the future.

If the user was still unable to resolve the problem on their own, we connect them with the nearest available technician to get expert help and opinion.
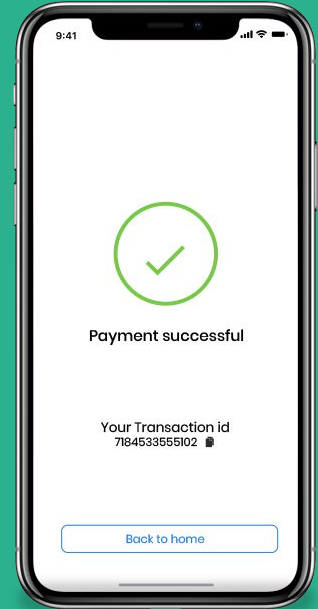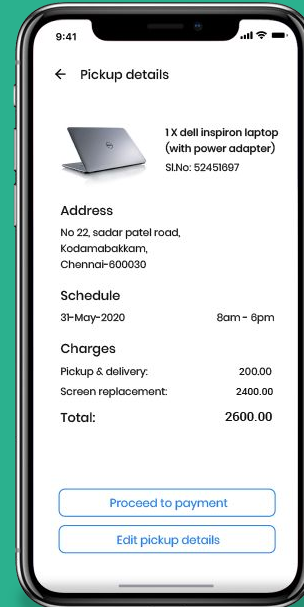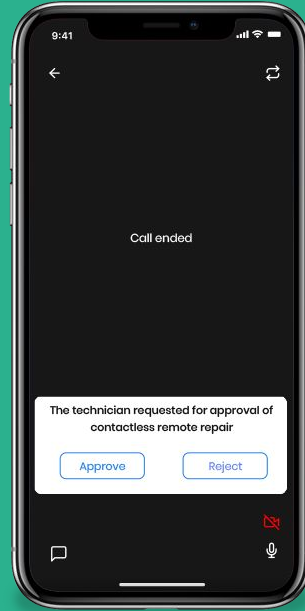
USER EXPERIENCE

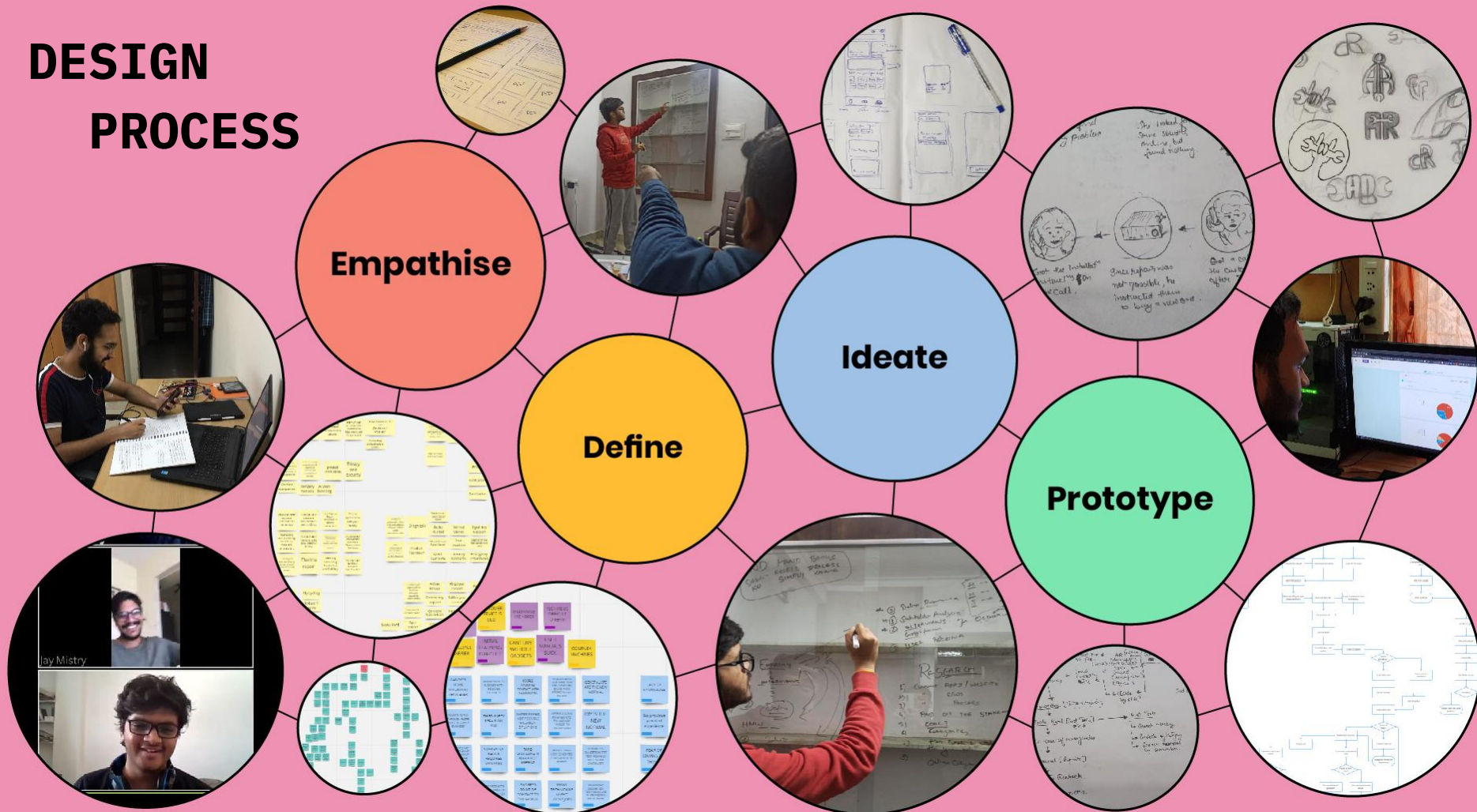## Booking a contactless repair service

If the problem seems more complex and difficult, the technician recommends professional repair and requests for pick-up of the appliance for contactless repair service.

Upon agreeing for contactless repair and providing pickup details, pickup for repair is scheduled.

We are thus providing an end-to-end solution to repair your beloved appliances safely through our application.

DESIGN
PROCESS

Empathise

Define

Ideate

Prototype

IMPACT OF OUR SOLUTION

Helps us become Aatmnirbhar

Learning how to fix things on our own allows us to be independent. A skill once learnt can never be unlearnt

More money in our pockets

Becoming self-sufficient allows us to cut costs and save a few bucks whenever possible.

Helps us save the planet

By learning how to fix things on our own and repairing them, we prevent tons of toxic e-waste from going into the landfills.

Fun and quality time

Learning to fix things can be the best way to learn and connect with your loved ones and friends

Brings out engineer within us

We don't need a degree from a university to become an engineer. curiosity and ability to solve any problem makes us an engineer.

Empowers local technicians

By connecting you with qualified local technicians to get you the best solution, we also support our local technicians to successfully run their business.

EXECUTION & VIABILITY

PHASE 1

- To develop and launch the aatmnir-bh.ar app with the built-in AR studio

- Onboard expert technicians to create AR guides for the most essential electronic home appliances

- Connect users with essential tools and replacement parts suppliers through our platform.

PHASE 2

- Build a strong network of technicians in a tier 1 city to test & refine our idea and slowly expand to other tier 1 cities.

- Publish a plethora of AR guides for diverse categories of appliances.

- Nurture a positive community. Facilitate and moderate user-generated content.

PHASE 3

- Expanding to tier 2 cities after successful implementation in tier 1 cities.

- Partner with manufacturers to distribute their tools and spare parts by leveraging our strong network of technicians.
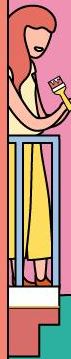
Thank You

Together let's fix the world,
One device at a time.