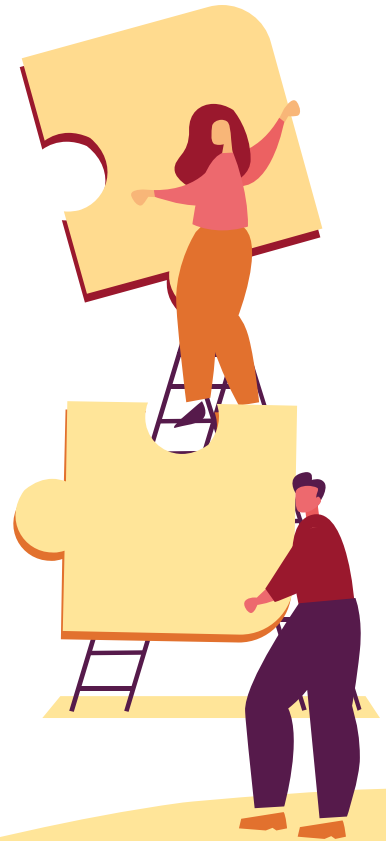# Design X Social Challenge 2021

Team ZAP
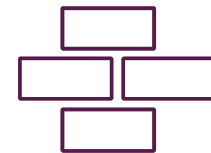
Zapple

Theme: Are we ready for the next wave?
Are our current healthcare and wellness
measures sustainable?

23/07/2021, Bangalore

Team ZAP

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Problem Identified

Problem Description

- How can we replicate in-person and spontaneous interactions virtually to drive empathy, connection and collaboration across locations?

- How do we create opportunities for serendipity and casual interactions that spark ideas and random discussions?

Urgency

Humans are born into social groups and live their entire lives as a part of society, so the social element can't easily be removed from the evolution of an individual. But the ongoing pandemic has brought about a hindrance in human interaction.

Finding a solution to this problem is crucial because experiencing these uncertainties will deter individuals from being productive, collaborative and affects their mental wellbeing.

Importance

- Encouraging spontaneous interactions is vital because it's that random bumping into one another, that serendipity that makes it fun
- Interacting spontaneously in-person on a daily basis is essential.
- Relaxing, chatting and getting to know each other as people is what cements relationships
- It is necessary to drive empathy, connection, and collaboration

User Personas

Santosh

Akshay

Sushma

Roshni

Santosh

Demographics

- Gender- Male
- Age - 10
- Location - Uttar Pradesh, India
- Family - Dad, Mom and Sister

Goals

- Loves to learn by engaging in fun crafty activities and experiments over rote learning
- Loves to play games and sports
- Enjoys watching videos on crafty tutorials, cartoons and games
- Connecting with friends

Frustrations

- Bored easily
- Low attention span
- Needs accurate and immediate response
- Doesn't like rote learning

Behaviour

- Energetic,
- Thoughtful
- Cheerful
- Curious
- Social
- Friendly
- Creative

"Happy-go-lucky"

Akshay

Demographics

- Gender- Male
- Age - 25
- Location - Punjab, India
- Family - Unmarried, Mom, Dad & Brother

Goals

- Improve my public speaking and presentations
- Improve my team collaboration skills
- Grow my professional network by attending more networking events.
- Securing a Managerial Position
- Become a business owner

Frustrations

- It becomes hard to stay motivated and difficult to set time boundaries.
- WFH is isolating because of the lack of social connection
- Working in a team is difficult because there appears to be some sort of a communication gap .
- Adjusting to this uncertainty is strenuous.

Behaviour

- Ambitious
- Polite
- Enthusiastic
- Witty
- Pragmatic

"I believe acquiring tiny bits of knowledge from people around me paves the path to my overall success and development"

Sushma

Demographics

- Gender- Female
- Age- 35
- Location- Mumbai, India
- Family - Married, Husband, daughter and son

Goals

- To create the perfect home for her family and add more fun to their lives.
- To reconnect with her friends as lockdown has disrupted her social behaviour and networks.
- Make sure to spend enough time with her kids.

Frustrations

- Failing to get domestic help from the members of her family.
- A sense of emptiness because of lack of interaction with her friends.
- Coping up with health issues, change in sleep patterns, feeling of frustration, pressure, guilt and anxiety.

Behaviour

- Cheerful
- Easy-going
- Modest
- Active
- Creative

"I prefer the word 'homemaker' because 'housewife' always implies that there may be a wife someplace else."

Roshni

Demographics

- Gender- Female
- Age - 19
- Location - Kolkata, India
- Family - Unmarried, Mom, Dad, 2 siblings & Grandma.

Goals

- Wants to develop a technology that can positively impact human lives
- Enjoys solving problems with out of the box solutions
- Aspires to become a leader
- Loves to collaborate with like-minded individuals.

Frustrations

- Finding a position before student loan repayment begins.
- Devoting too much time to looking for job opportunities.
- Not being able to meet with friends and discuss various topics
- Overwhelmed by college workload

Behaviour

- Clever
- Tech savant
- Perfectionist
- Thoughtful
- Creative

"I believe technology has become an irreplaceable aspect of our lives that can transform our world instantly".

Explorations

Collaborate with users in your area and post 100 character messages – could be anything like asking for book recommendations, or inquiring about medical supplies etc.
The ultimate goal is to have a board corresponding ...

Alekhya

... to particular area which gives the pulse of that area, and help or answer whomsoever if in capability.
Need security measures and restrictions to keep it safe.

Alekhya

AR Game simulating random places in the world.
(out of reach?)

Alekhya

Plugins for already existing video conferencing platforms to make them more interactive

Pranita D

A platform where one can create rooms, invite their friends with a code and hang out together.

Pranita D

A video call app that is exclusively made for non-professional scenarios where you can have fun backgrounds, stickers, etc that will make communication fun.

Pranita D

A game designed to act as a stressbuster where you can play along with your friends and colleagues.

Pranita D

An app that checks the mental status of employees / students via a quiz and provides solutions to help them.

Pranita D

An online therapy app that will ensure professionalism on call, a place where like minded people share thoughts.

Syeda Zuwaina

An app that lets you and your friends order food from the same restaurant and eat while staying on a video call to simulate going out with friends in real life.

Pranita D

Final Solution and Innovation

- Our solution is to create a platform called Zapple to replicate in-person interaction virtually which stimulates a professional and personal environment, encouraging spontaneous conversations and connections whilst stimulating a virtual world environment enabling people to not only message their connections but also video call, play games together, watch movies, listen to music, etc all in real time to help get to know one another - cementing relationships and at the same time provide a getaway from fatigue and apathy.

- The platform will help users immerse in a virtual environment for both professional or personal use and enable users to choose from various activities to interact and form connections with others in real time no matter where they're located in the world.
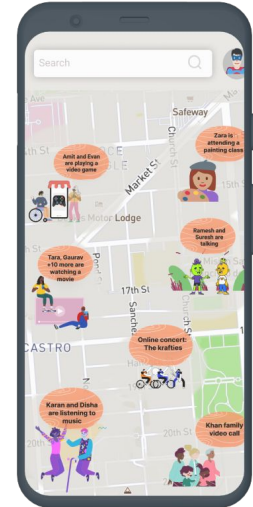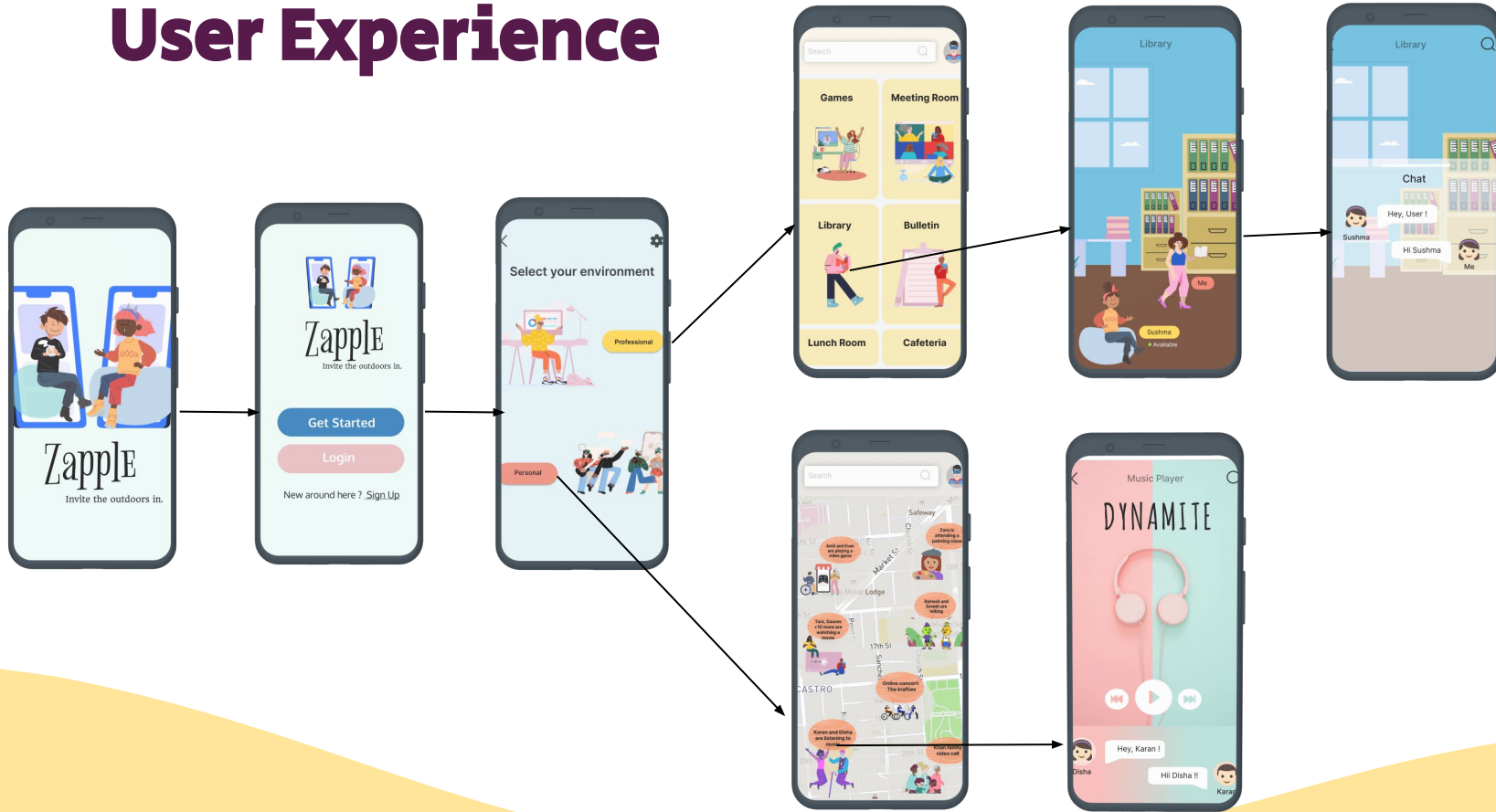
Final Solution and Innovation

- Zapple enables users around the globe by facilitating real time conversations and connections with ease and provides means to form stronger bonds not only through means of messaging but with collaborative activities like games, etc keeping in mind the professional and personal environments thus, bringing back the element of socialization the pandemic took away and offer a enriched experience by providing means to connect with like-minded people from all over the globe virtually.
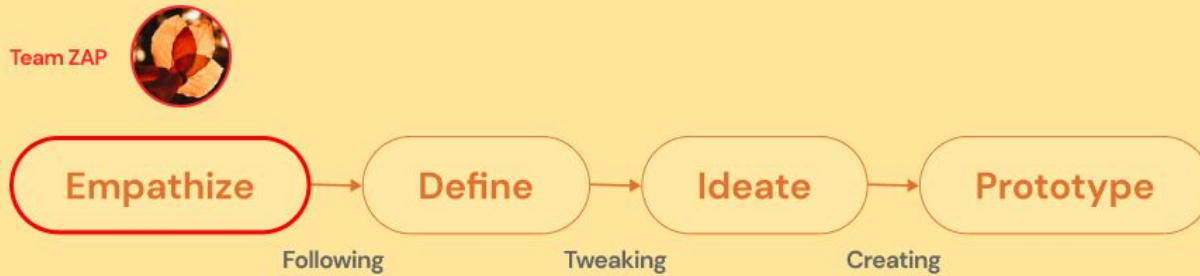
User Experience

The Design Process

Team ZAP

Empathize → Define → Ideate → Prototype

Following   Tweaking   Creating
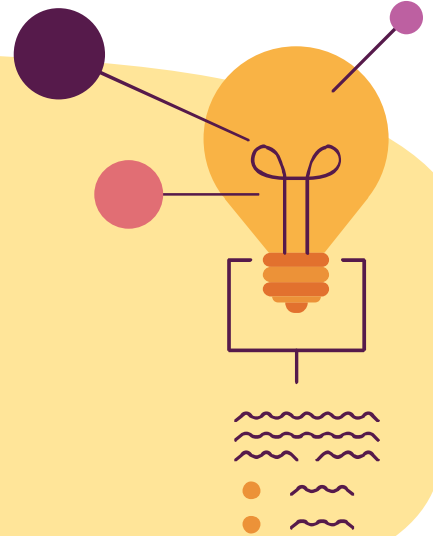
● The aim was to define a problem around the theme : "Are we ready for the next wave ?"

● Identifying and solving problems that the pandemic has given us is of utmost priority in the current world scenario.

● Reseach was done on how covid 19 has affected our daily lives and we picked a problem that was relatable and requires an urgent solution

The Design Process

Team ZAP

Empathize → **Define** → **Ideate** → **Prototype**

- How can we replicate in-person and spontaneous interactions virtually to drive serendipity, casual interactions empathy, connection and collaboration across locations?

- We defined 4 different user personas in order to understand and show the urgency and importance of the problem

The Design Process

Team ZAP

Empathize → Define → **Ideate** → Prototype
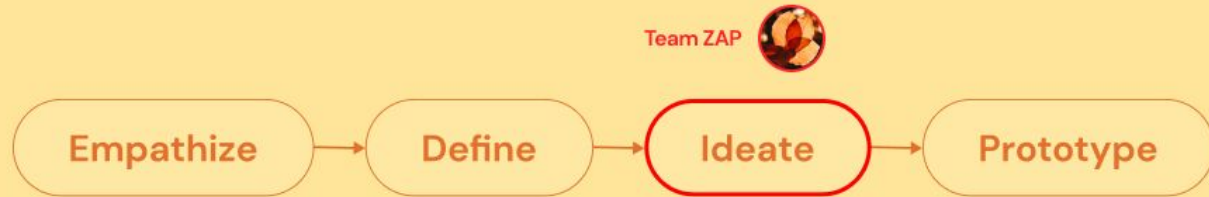
- Ideation process began with the team brainstorming all possible ideas over a 10 minute session from where we picked the most liked / best idea

- We modified the selected idea further over multiple rounds of brainstorming and at the end of it we had a basic outline of the solution that was to be implemented

The Design Process

Team ZAP

Empathize → Define → Ideate → **Prototype**
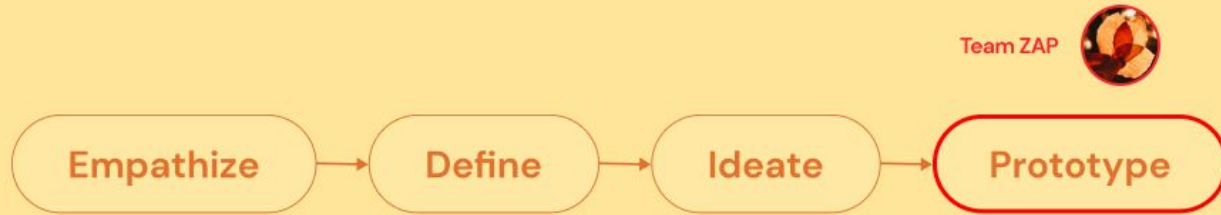
- The plan was to design a mobile application that simulates in–person interaction set in a unique and interesting environment

- We sketched the basic wireframes and proceeded to make digital wireframes of the app on figma.

- The prototype was completed with simple animations.

Impact On Society

- Covid 19 has impacted individuals in many ways. The lockdown measures have increased feelings of loneliness, restlessness and anxiety as people have been quickly forced to adapt to new realities and make drastic lifestyle changes.

- This sense of being trapped indoors can amplify such feelings disturbing the mental well being of an individual. Just being able to meet people, share conversations etc can decrease worries and rumination on current events and personal problems that have surfaced as a result.

Impact On Society

- Zapple is an attempt to invite the outdoors in! This platform promises to deliver in-person elements of a conversation and spontaneous interactions to keep the users ardent and reconcile with the remote work culture. Participating in leisure activities like playing games, watching movies etc with your friends will sort of add a touch of outdoor excursion that went missing in our lives due to the lockdown.

Sustainability

- One of the ways to prevent the third wave of covid is practicing social distancing which requires us to avoid human rushing. As much as we understand the seriousness of the situation, we also find it very challenging to do so.

- Why do people crave the outdoors so much? It's that random bumping into one another, that serendipity which makes our interactions fun. It's the feeling of interacting spontaneously, in person which probably cannot be delivered through a zoom meet in a low-light basement apartment.

Sustainability

- Zapple is a virtual platform that fits into existing behaviors of the people and helps connect with one another keeping it engaging, playful, enjoyable and collaborative. This platform will help individuals recharge their fatigued minds and build the resilience we will need to get through the days and months ahead of us.
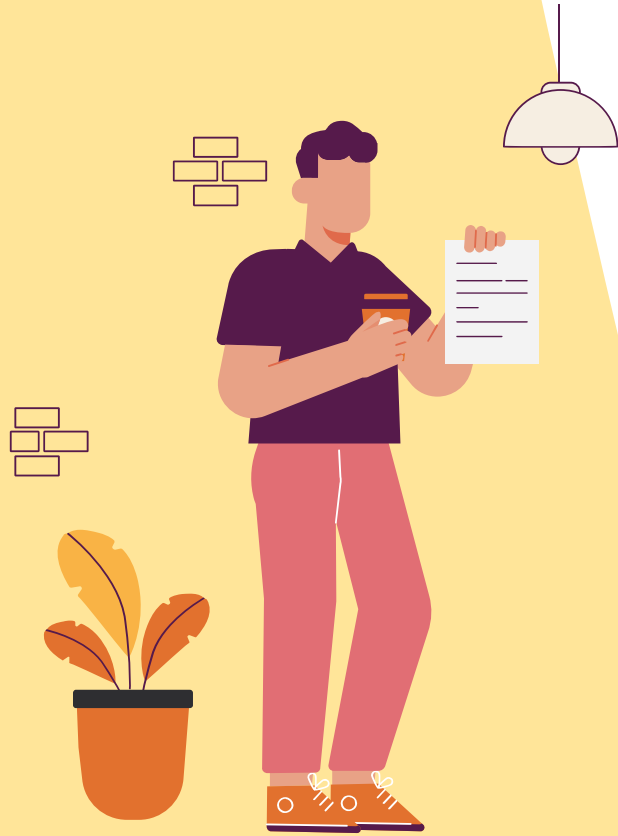
Execution & Business Viability

- The future of work is going to be remote because companies are planning a new combination of remote and on-site working which means some employees are on premises while others work from home. This new way of working promises great success and flexibility but despite its success,it has a lot of challenges to overcome and it might be a lot harder than it looks.

- The work from home stress is taking a toll on individuals. Zapple can be a medium to minimize the stressful atmosphere created by the work from home culture giving the individuals the required push to keep their spirits up.

Execution & Business Viability

- This platform will provide a safe environment for individuals to relax, chat and get to know people driving empathy and connection.Zapple will be a feasible solution to this problem and hence it will do well in the market.

Thank You!