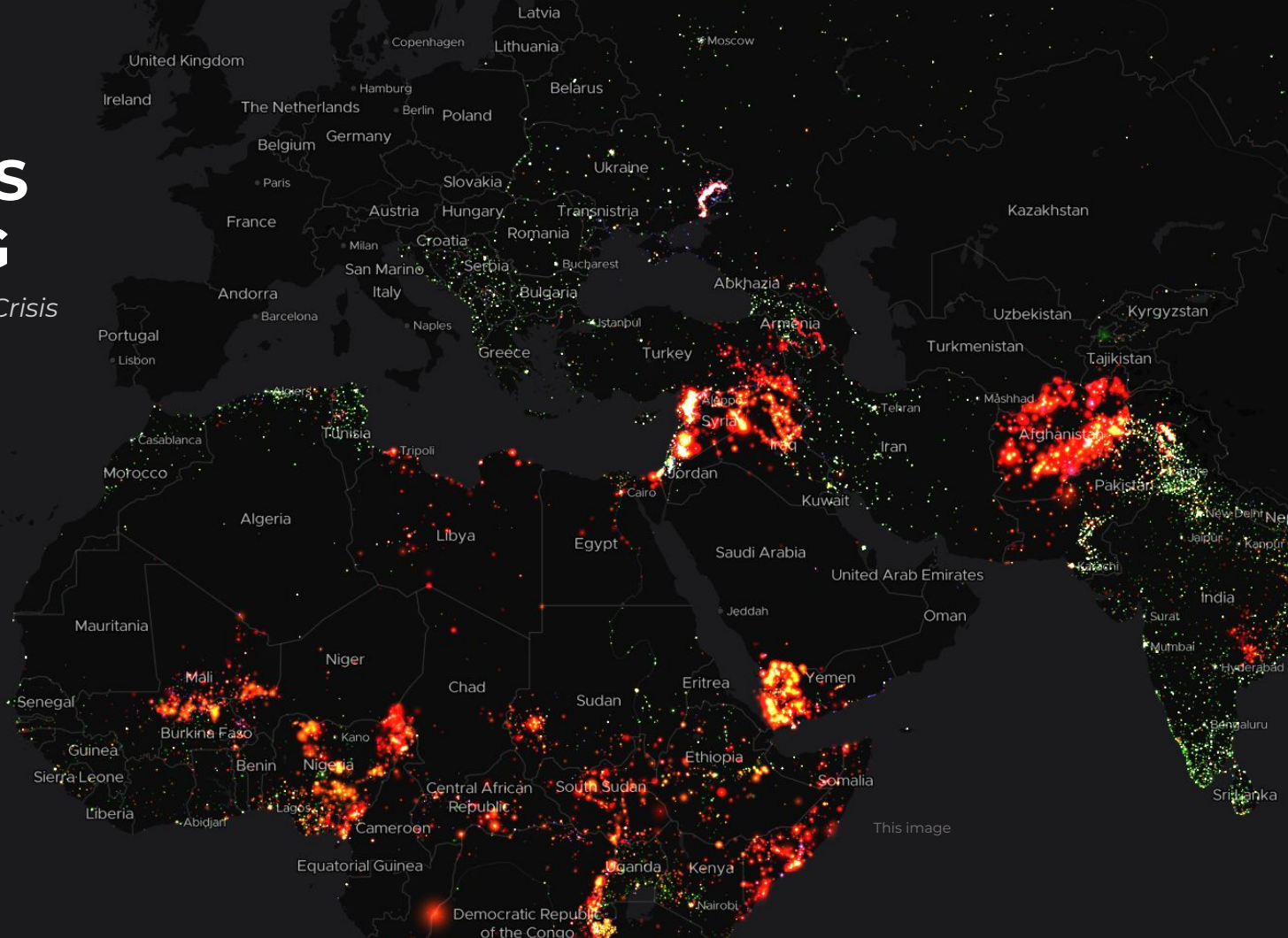


ESSENTIALS FOR LIVING

Supporting the World in Crisis



This image



Puneet Chhikara
Facilitator



Trinadh Ravilanke
UX Researcher



Abdul Khadar Shaik
Visual Designer



Kavya Reddy
Researcher, UX Designer



Shivani Tummaluru
Researcher

TEAM SOCIO DESIGN

Scenario

THESE ARE UNPRECEDENTED TIMES THAT WE ARE LIVING IN

In 2020, the pandemic turned our lives and economies upside down—and it is not over. The continued spread of the virus could give rise to even more contagious or worse, more lethal variants, prompting further disruptions. Adding to that, the war in Ukraine has affected food supply chains across the world.

The impact of these key events on world economy is being felt by nations across the world. Sri Lanka, which was mainly dependent on tourism for income, is facing political turmoil because of the country's financial woes. This is the situation with many other countries as well.

More than 100 million refugees in the world: Is the situation set to improve for displaced people?

The ongoing Russian invasion of Ukraine has added more misery to the spiralling global humanitarian crisis. The war has led to nearly 8.4 million people fleeing the Ukrainian border.

WORLD / SOCIAL ISSUES

Poor countries face a mounting catastrophe fueled by inflation and debt



Michael Moki, a motorcycle taxi driver in Douala, Cameroon, on May 8. Moki says the price of bread has risen while the portions have become smaller. | TOM SAATER / THE NEW YORK TIMES

BY PETER S. GOODMAN, RUTH MACLEAN, SALMAN MASOOD, FLÁVIA MILHORANCE, MUKHTIA SUHARTONO AND BRENDA KIVEN
THE NEW YORK TIMES

Welcome to the United Nations | English | Français | العربية | Español | Português | Kiswahili | Other

WFP appeals for re-opening of Ukraine ports to avert looming famine threat



Europe

France repatriates 51 women, children from Syria camps

Sri Lanka's misery should be warning to us all on global food, fuel crisis: UNDP

More than 300,000 killed in decade of Syrian conflict, UN says

By Heather Chen, Sahar Akbarzai and Aliza Khalid, CNN
Updated 07:13 GMT (05:13 HKT) July 1, 2022



From Taliban bullets to bombs: war chases Afghans across Europe

Fatima thought she had found safety and months later Putin's invasion has forced her to flee.



Data: The number of forcibly displaced people doubled in the last 10 years as per UNHCR

search newscaster SEARCH

Expect another year of supply chain issues

June 27, 2022

Homes for Ukraine: Housing scheme called danger to refugees

By Megan Crawford and Tony Smith
BBC News
4 May

Russia-Ukraine war



Sri Lanka crisis Highlights: M curfew imposed until Thursday morning

Sri Lanka crisis Highlights: Soon after President Rajapaksa fled the country, the deposed Prime Minister Ranil Wickremesinghe's office in Colombo, that of the president.

By Express Web Desk |
Updated: July 14 2022 7:19:56 am



Police use tear gas to disperse the protesters who stormed the compound of prime minister Ranil Wickremesinghe's office in Colombo, Sri Lanka, Wednesday, July 13, 2022. (AP)

Scenario

AND, THIS IS A DECADE OF CHANGE AND UNCERTAINTY

A quick look at the situation around the world is enough to inform us that these times are not ending soon. We need to put in alternate systems in place for times of conflict and crisis.

The Great Resignation is not over: A fifth of workers plan to quit in 2022



Home > Business News > From Pakistan To Panama, Countries Which Could Go The Sri Lanka Way

BUSINESS

From Pakistan to Panama, countries which could go the Sri Lanka way

Sri Lanka is not alone. Rising inflation has pushed a lot of other nations to the brink of an economic collapse. Pakistan and Nepal find themselves with low forex; the soaring cost of living has led to protests in Argentina, Ghana, Kenya

FP Explainers | July 18, 2022 19:20:11 IST



Activists of Pakistan's Tehreek-e-Insaf party of ousted Prime Minister Imran Khan protest during a rally against rising inflation, in Karachi. AFP

Russia is weaponising food supplies which will cause global chaos

UPDATED THU, JUL 7 2022 · 3:41 AM EDT

SHARE f t in

UN cites 'growing evidence' of war crimes in Ukraine: Pro-Russia separatist forces descend

research forums events people expertspeak a

HOME > EXPERT SPEAK > GLOBAL FOOD CRISIS: A LOOMING CATASTROPHE

HEALTH EXPRESS | JUL 11 2022

Global Food Crisis: A looming catastrophe

SHOBA SURI

Global challenges such as the pandemic and the Ukraine crisis in recent years.

Is Pakistan the Next Sri Lanka?

Pakistan's own economic crisis has a disaster unfolding in nearby Sri Lanka

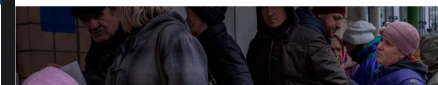
Food May Be the Ultimate Challenge of the 21st Century

The strangling of Ukraine shows how agricultural geopolitics can cause global chaos.

Record number of people worldwide are moving toward starvation, UN warns

July 7, 2022 · 2:15 AM ET

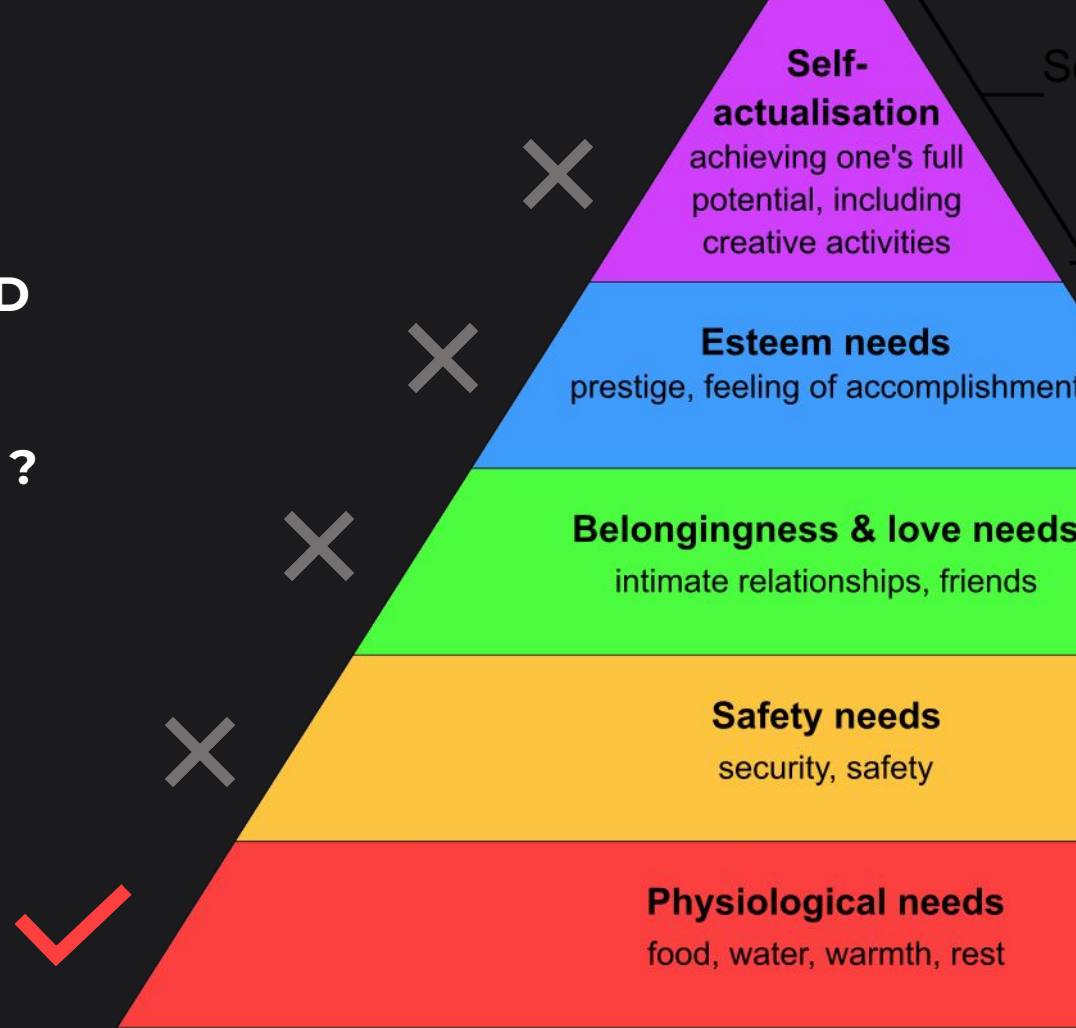
THE ASSOCIATED PRESS



CAN WE SUPPORT THE WORLD IN CRISIS BY ENSURING THAT THE ESSENTIALS FOR LIVING CONTINUE TO BE ACCESSIBLE ?

In crisis, critical systems needed for the world to function break down. There are many critical systems which need for our daily lives. The problem that we intend to solve is to enable continued access to essentials for living.

Maslow's hierarchy provides a great framework for understanding human needs. Research shows that in times of crisis, human beings fall back to the lowest levels of this hierarchy. For example, when basic needs like food and water are not met, we no longer think of achieving one's full potential for self-actualisation. The fundamental base Physiological needs need to be fulfilled for the society to thrive in times of crisis.



OUR TEAM IDENTIFIED THE ESSENTIALS NEEDED FOR HUMAN SURVIVAL

In times of crisis, supply chains break down, electricity is out and there is unrest on the streets. If we can ensure the availability of these essentials, we can reduce the loss of human lives in such times.



Food
Supplies



Safe
Shelter



Drinking
Water



Emergency
Healthcare



Food Supplies

Food crises are not new to the world. It is predicted that by the end of 2021, Acute food insecurity for 140 million people in 24 countries, which shows the severity of the problem and the necessity to act right now.

In times of crisis, such situations worsen many fold. On top of that, roughly one-third of the food produced in the world for human consumption every year - approximately 1.3 billion tonnes - gets lost or wasted.

That could be a criminal waste in crisis situations when people are dying because of the unavailability of food.



Drinking Water

The situation with the water systems is even more critical. Only 3% of the earth's water is fresh. 2.5% of the earth's freshwater is unavailable: locked up in glaciers, polar ice caps, atmosphere, and soil; highly polluted; or lies too far under the earth's surface to be extracted at an affordable cost. 0.5% of the earth's water is available as fresh water.

A large number of urban dwellers rely on government water supply systems or private borewells, or tankers to fulfil their water needs.

It takes just a week of crisis, of systems breaking down, for things to go out of hand.



Safe Shelter

Let's have a look at the situation with basic shelter, a simple roof over our heads. Already, about 2 percent of the world's population is homeless to some extent.

However, about 1.6 billion people, more than 20 percent of the world's population, may lack adequate housing. When a crisis strikes, such people have to bear the cost the most. Over 100 million people have been forced to leave their homes since 2019. Most often, in such cases, local administration and NGOs step in and create temporary shelters for those in need.

But many times the information of this setup does not reach people for whom it could have been of use, those in need of shelter. There is no reliable way to know where such camps have been set up.

What if Governments and NGOs could share and broadcast the locations of such shelter camps, so that people can know where they can find help. Also, in such situations, local residents would step in and help the administration and NGOs with supplies and support.

What if there was a way for them to find out how and where they could help?



Emergency Healthcare

And emergency healthcare, at times when it is needed the most, is mostly unavailable. Already, at least half of the world's population cannot obtain essential health services, according to a report from the World Bank and WHO.

In times of crisis, traditional healthcare systems are inundated with a massive influx. Many medical service providers are unable to function because of the lack of supplies. They are often understaffed in such situations.

In such cases where centralised healthcare is provided, even if an individual contributor, such as a doctor or a nurse, wants to contribute and help, it is difficult to organise and contribute. What if there was a way for individual healthcare providers to contribute with their professional skills at places and times where they were needed the most.

What if there was a way for people to know who could help them when their neighbourhood hospital had shut down, and their family doctor was not responding?

What if there was a way for a person whose family member is having a heart emergency to find a nearby available doctor and call for help when ambulances are not functioning?

Problem Statement

HOW MIGHT WE IMPROVE THE
ACCESS TO ESSENTIALS OF LIVING
DURING TIMES OF CRISIS?

CAN WE ENABLE
ALTERNATE SYSTEMS AND CHANNELS
TO PROP UP WHEN THE SYSTEMS THAT WE RELY UPON
DAILY HAVE BROKEN DOWN?

CAN WE MAKE THESE SYSTEMS
MORE ROBUST AND SELF SUSTAINING
SO THAT WHEN THEY FACE DURESS, THEY CAN
STILL KEEP FUNCTIONING?



DESIGN PROCESS

We followed the Stanford Design Thinking process for this project.

From century to century

50%

civilian casualty ratio

some of whom were killed by famine

140 million
people in 24 countries

will be affected by
acute food insecurity
till end of 2021

387,072 civilians
died violent deaths

post 9/11 in wars in
Iran, Afghanistan, Yemen, Syria
and other regions

100 million

people are been
displaced from war
prone areas since 2019

7 million

people are internally
displaced according to
United Nations

5 million

people are forced to
flee to neighboring
countries

SECONDARY RESEARCH

Detailed secondary research from a variety of sources helped us expand our understanding of the problem.

5.8 million

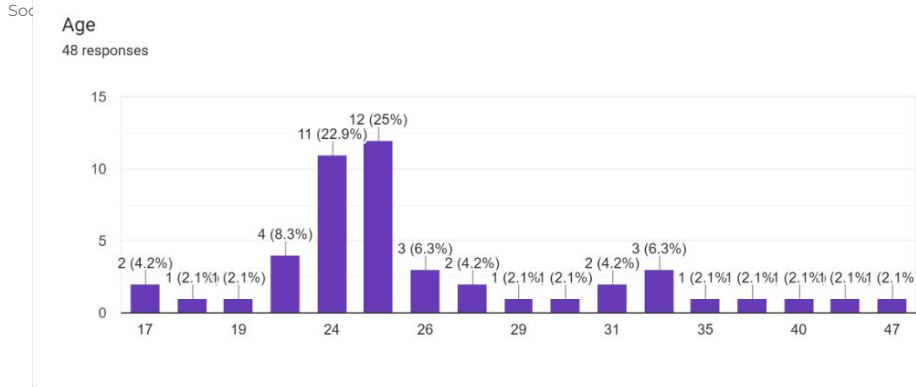
children need
humanitarian aid to
meet their basic needs

6.8 million

refugees were living in
temporary camps around
the world in 2021

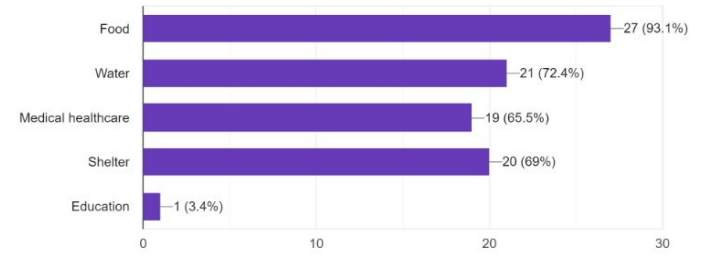
12 million

people have been
categorised as food
insecure



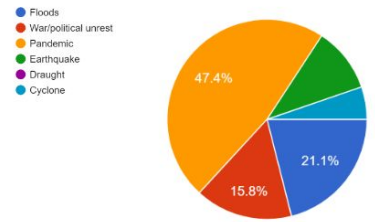
Imagine if you are facing a crisis(floods/drought kind of), what essentials do you look for on priority?

29 responses



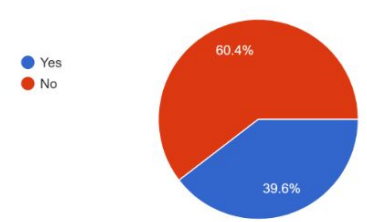
Which one best describes your crisis situation

19 responses



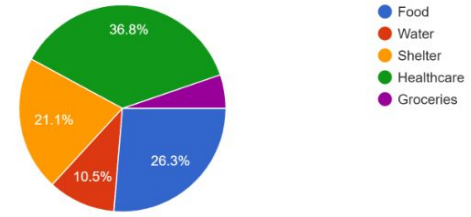
Have you ever been in any sort of crisis situation

48 responses



What was your first essential you looked out during crisis situation?

19 responses



SURVEY RESULTS

The survey results helped us to understand how different people prioritise on different essentials during crisis i.e. food, water, health care and shelter.

Pls tell me about yourself?

Pls tell me about your organisation?

How does your organisation support during disasters?

What kind of Disasters do you respond to?

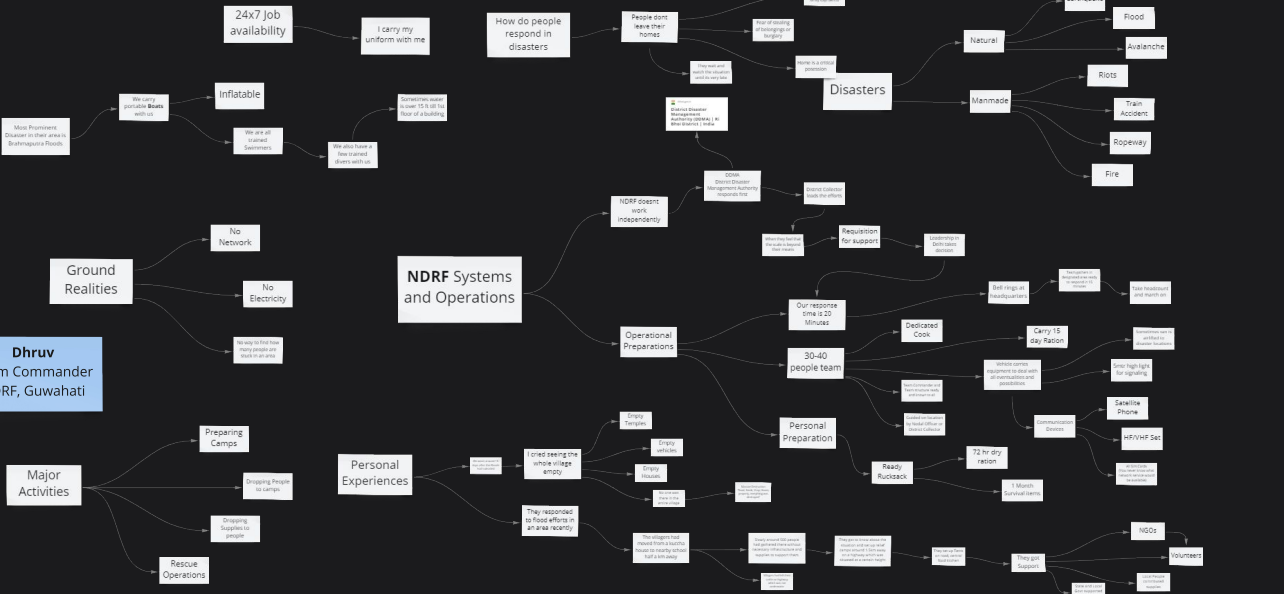
Please take me through a scenario where you are supported in crisis.

Please tell me about your preparations when you are going to crisis zones.

Pls tell me more about your preparations in crisis zones



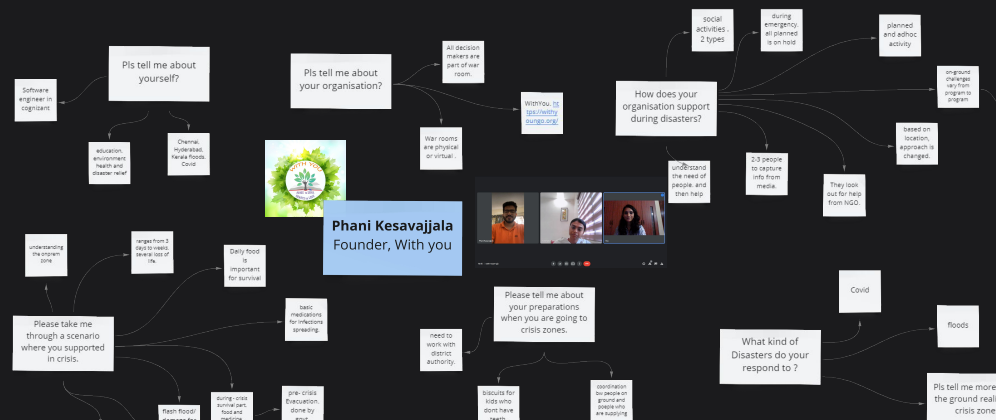
Dhruv
Team Commander
NDRF, Guwahati

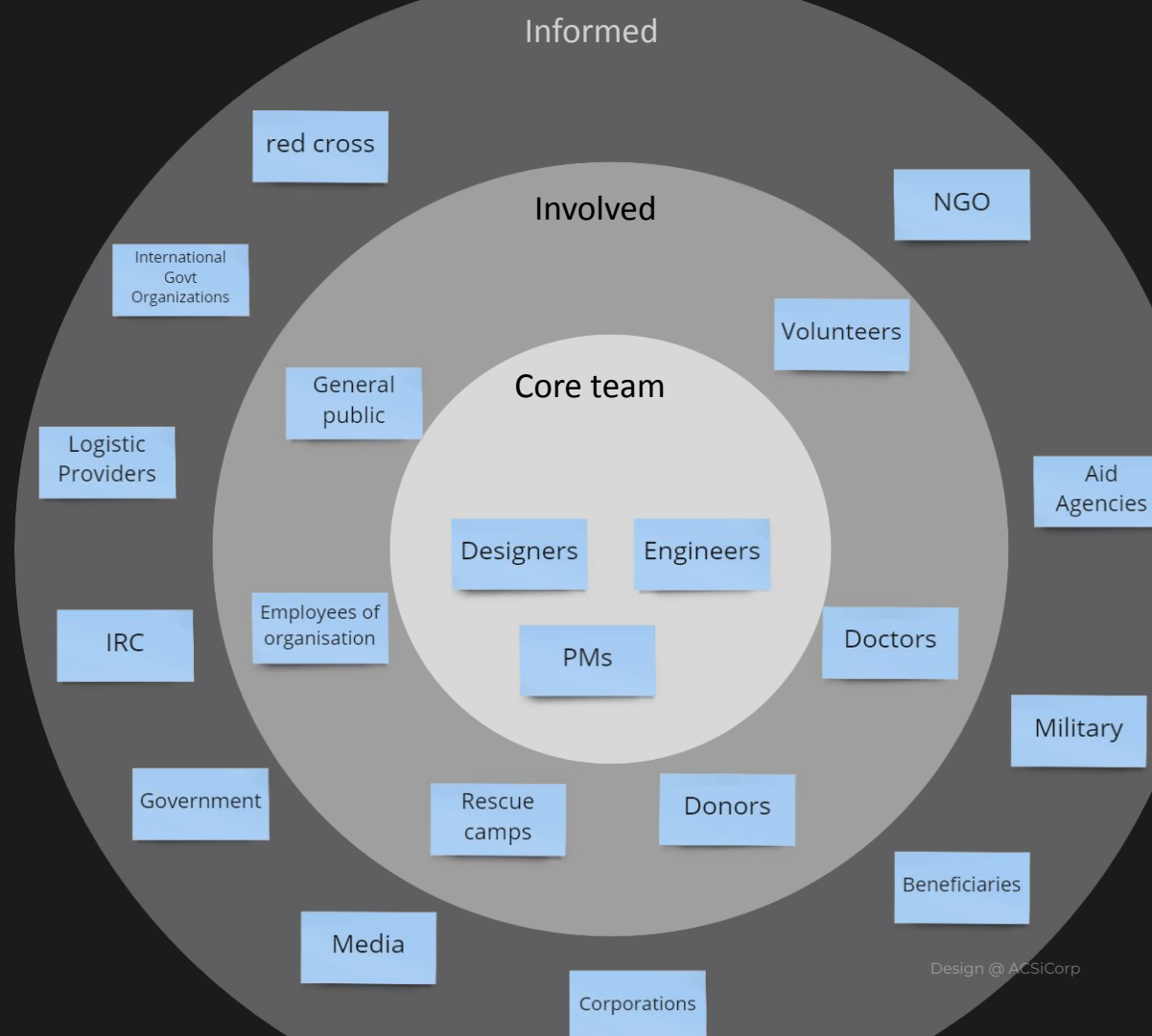


INTERVIEWS

During interviews we in depth conversations with people who are neck deep in crisis management. Our interview with Team commander from NDRF helped us understand the realities of crisis on ground.

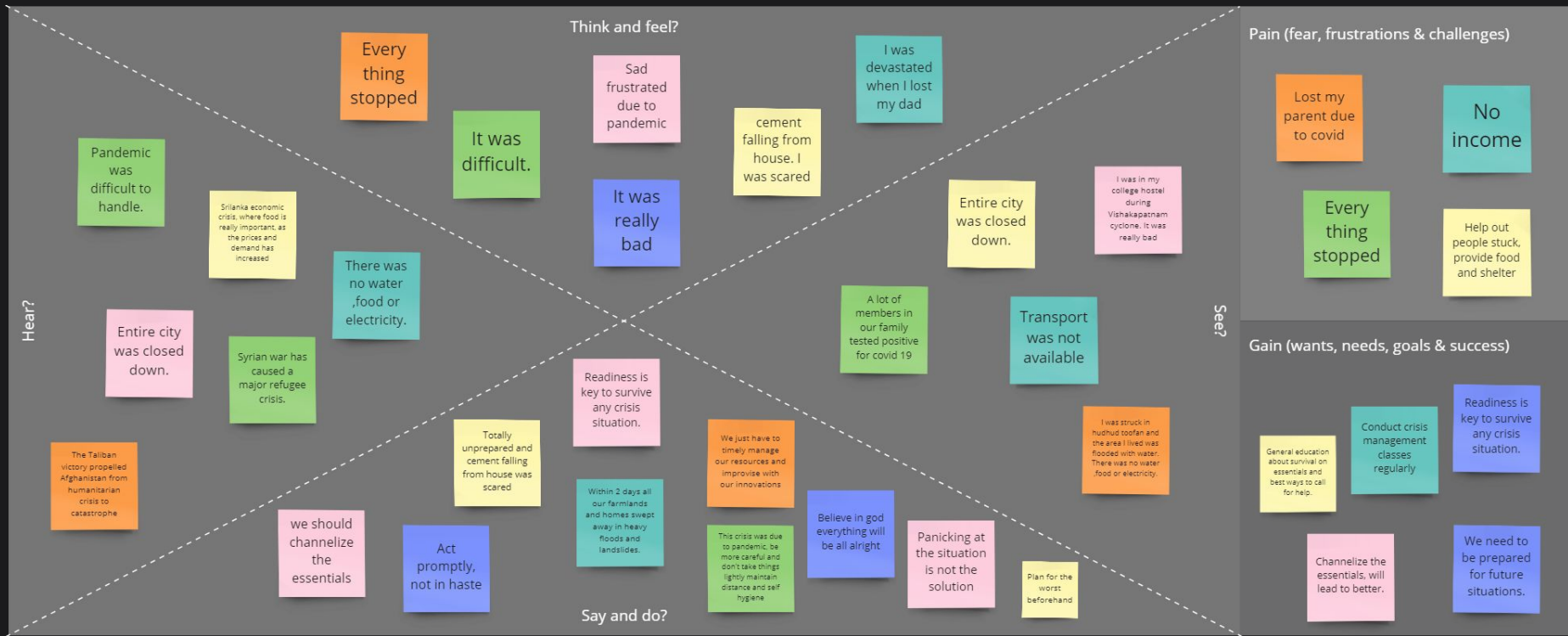
Our interview with Phani who is the founder of 'With You' organisation helped us understand how NGOs support in crisis management efforts.





STAKEHOLDER MAPPING

We mapped the major stakeholders for our project to be able to accommodate different perspectives. It helped us be cognizant of the needs and requirements of different stakeholders while designing our solution.



EMPATHY MAPPING

To dive deep into the lives of people going through crisis, we organised a short workshop on Empathy Mapping during the design process.



"Within 2 days all our farmlands and homes swept away in heavy floods and landslides."

JOB TITLE	Farmer
AGE	50
STATUS	Married
LOCATION	East Godavari

FRUSTRATED BUT HOPEFUL

Ramana Raju

ABOUT

Ramana raju is a 50 year old hails from east godavari, Ap. He owns 4 acres of farm land and is the key decision maker on what to grow. Uses phone and have good amount of knowlege on how to use it. Aspires for his grandchildren to go college and same time worried about his future farms and values

GOALS

- Cultivate good amount of crop every year with great profits.
- Provide best education to his grand Children

PAIN POINTS

- need to follow tedious procedure to diagnose his crops.
- unfavourable climate changes like heavy rain fall or no rainfall at all.
- not getting desired money for the cultivated crop

MOTIVATION

- To maximize effieciency of his livelihood
- Rainfall is my main motivation
- Good supply of fertilizers

NEEDS

- good quality crop seeds and access to water
- good fertilizers for the crop
- diagnize infected crops in better ways
- want to improve yields using technology accessible to them

USER PERSONA

Citizen and Farmer / Needs help



"I was struck in hudhud toofan and the area I lived was flooded with water. There was no water, food or electricity."

JOB TITLE	Software Engineer
AGE	32
STATUS	Engaged
LOCATION	Vishakapatnam

ANXIOUS BUT DETERMINED

Mahesh Krishnarajan

ABOUT

Mahesh is a 32 year old from Hyderabad. He recently shifted to Vishakapatnam for his work. The cyclone and floods has caused him to worry. He was forced to move to shelter camp with higher floors where the water is not flooded. He has been locked inside for a week now due to the harsh conditions and is running out of supplies.

GOALS

- Become the lead of a software engineer team
- Provide best future for his fiancée.

PAIN POINTS

- Worried about how he will manage to go back home.
- Need supplies as he is running out of it.
- Worried about his parent who lives in Vishakapatnam.

MOTIVATION

- Determined to help people with all his might.
- He wants this to get over.

NEEDS

- Need supplies as he is running out of it.
- Need help as his room is flooded.
- Wants to help people in finding place and getting the food supplies.

USER PERSONA

Social Activist / Can help



" My Passion is to serve People"

JOB TITLE	General Physician
AGE	30
STATUS	Married
LOCATION	New Delhi

UNCERTAIN BUT DETERMINED

Dr. Misha Kapoor

ABOUT

Dr. Misha Kapoor is 30 year old emergency doctor who lives in New Delhi. She is a wife and a mother. She always believes that time is an important factor in saving people's life. Her main goal is to present in right place at right time to save and serve people.

GOALS

- Improve her practice in many ways so that she can reach out to all of her patients in the right time to serve them.

MOTIVATION

- Work for welfare of the people
- Impacting lifestyles by providing them better care

PAIN POINTS

- Finding out about the location where most of the patients need her.
- Difficulty in travelling to remote area
- inadequate medical supply and facilities

NEEDS

- Access to the locality where people need us.
- proper medical equipments and supplies
- more beds for patients during emergency times

USER PERSONA

Healthcare Worker / Can support



"Driven social worker, fighting on the frontlines of poverty"

JOB TITLE	Mandal Revenue Officer
AGE	55
STATUS	Married
LOCATION	Kerala

DISSAPOINTED BUT CONFIDENT

Rajaram Naidu

ABOUT

Rajaram Naidu is 55 year old Mandal Revenue Officer from Ernakulam, Kerala. He wants to be interface between the government and public and initiate welfare measures for the people. He is a dynamic leader and active social worker and always there for people who are in need.

GOALS

- Improve welfare measures and keep people aware on survival during crisis.
- provide basic neccesities required for people during unforeseen circumstances.

PAIN POINTS

- Finding out about the location where most of the people need him.
- Difficulty in travelling to remote areas
- provide access to basic neccesities for millions of people
- reaching out to needy once
- permissions from higher govt officials in terms of financial assistance

NEEDS

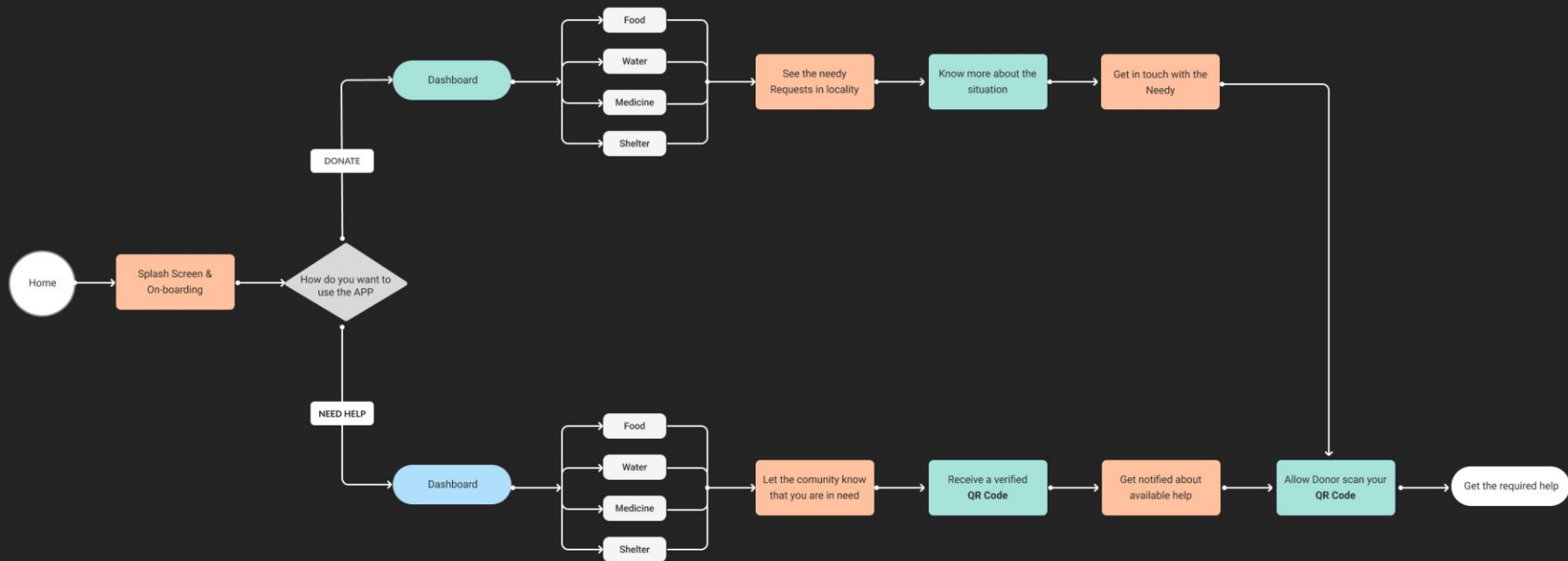
- Work for welfare of the people
- Impacting lifestyles of people by helping them during crisis

Motivations

- Serve people and nation
- Fight for frontlines of poverty.

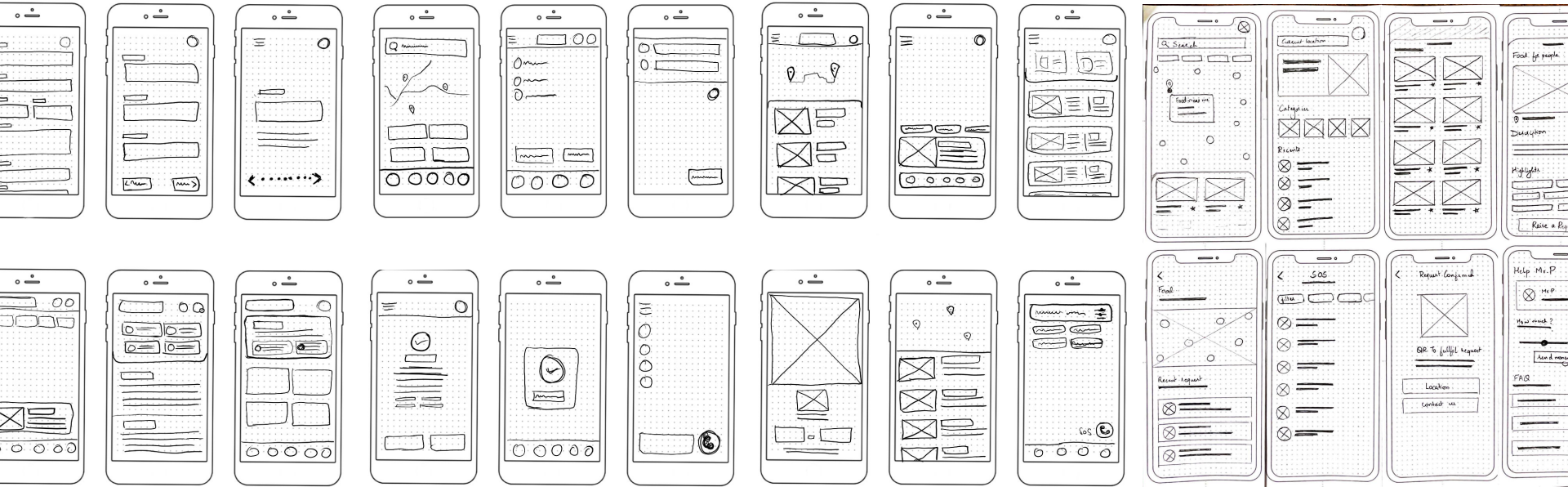
USER PERSONA

Community Leader / Can facilitate



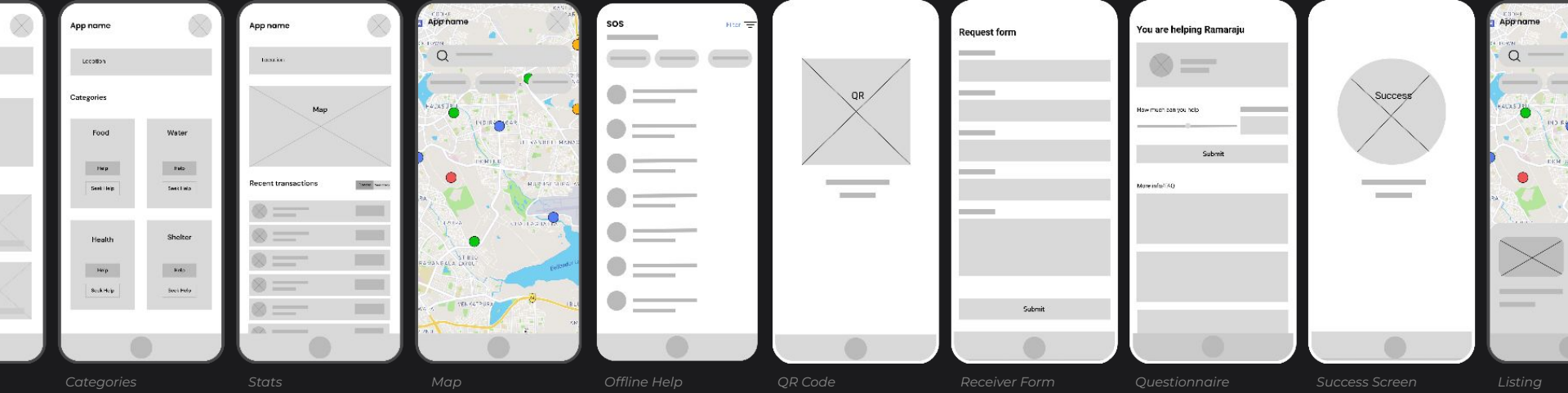
USER FLOW

We mapped the features that would need to be a part of the process and designed a user flow around it to accommodate the needs of our Users.



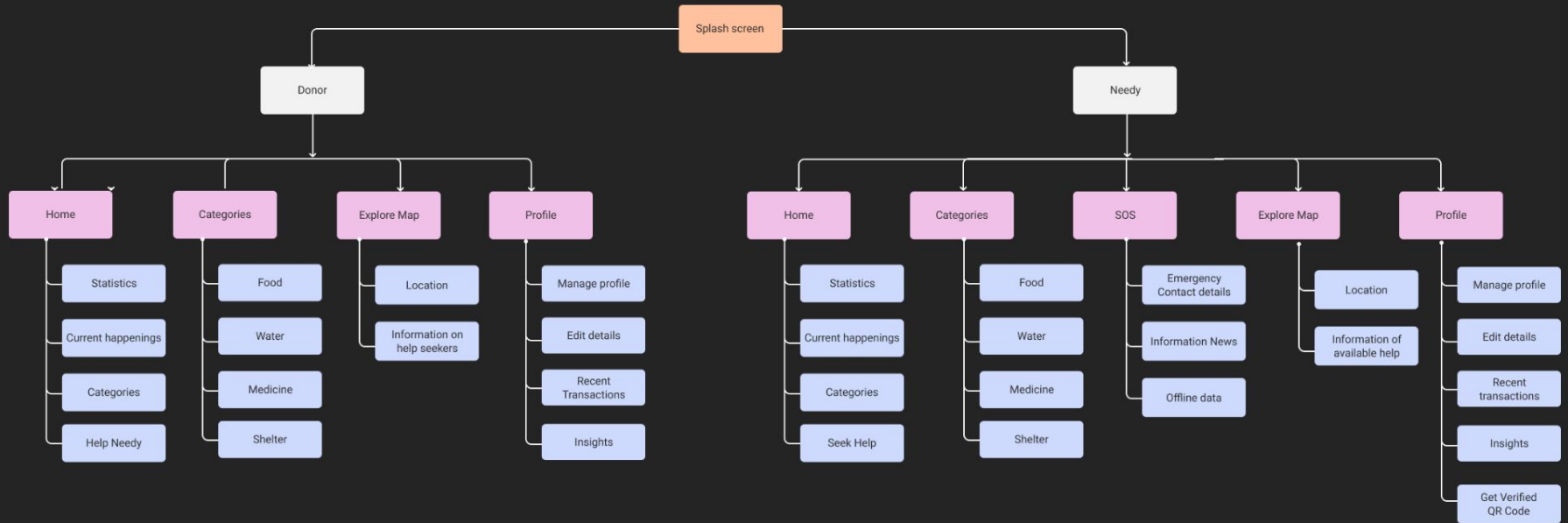
LOW-FIDELITY WIREFRAMES

We look forward to sharing our humble attempt at healing the world with you soon



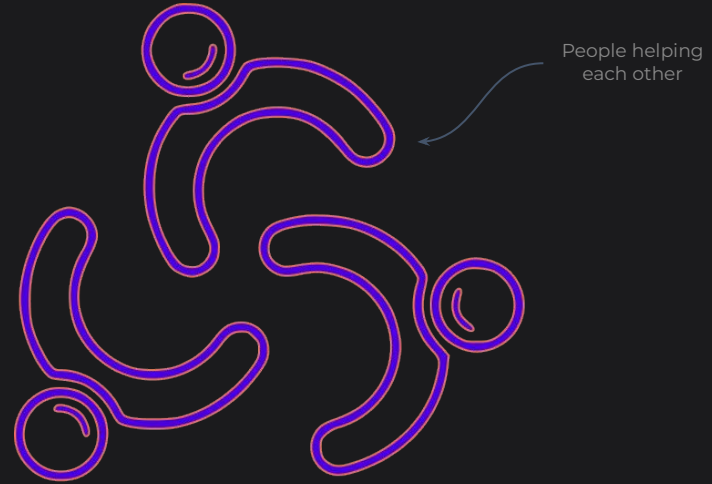
HIGH FIDELITY WIREFRAMES

We look forward to sharing our humble attempt at healing the world with you soon



INFORMATION ARCHITECTURE

After defining User flows and ideating on wireframes, we finalised and mapped the information architecture that would be needed for our solution.



People helping
each other

IDENTITY DESIGN

Succour means 'assisting someone in times of hardship and crisis. We felt that this word aptly describes what we aimed to do with our solution.

The logo shows people helping each other which represents what our solution stands for.

Succour

Buttons



Forms

Name

Add photos or videos

Fonts

Heading 1

Roboto 21 Medium

Food for people

Roboto 18 Medium

Health Care

Roboto 16 Semi-bold

Description

Roboto 14 Medium

Body text 1

Roboto 12 Regular

Color Palette



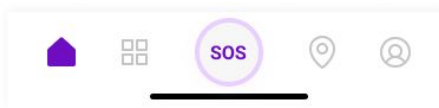
Links

[View all](#) [Contact Us](#)

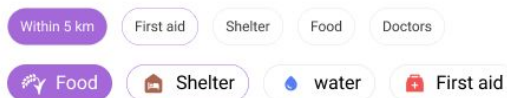
Icons



Bottom Navigation



Chips



Components



Food for people 4.2 ★
1.2 Km away



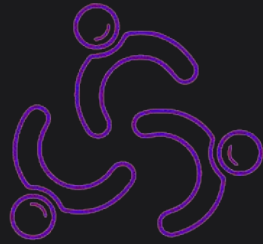
4.2 ★



📍 KR Puram, Bengaluru - 560036

DESIGN SYSTEM

To ensure consistency and scalability we designed a system of components that could be used throughout the application.



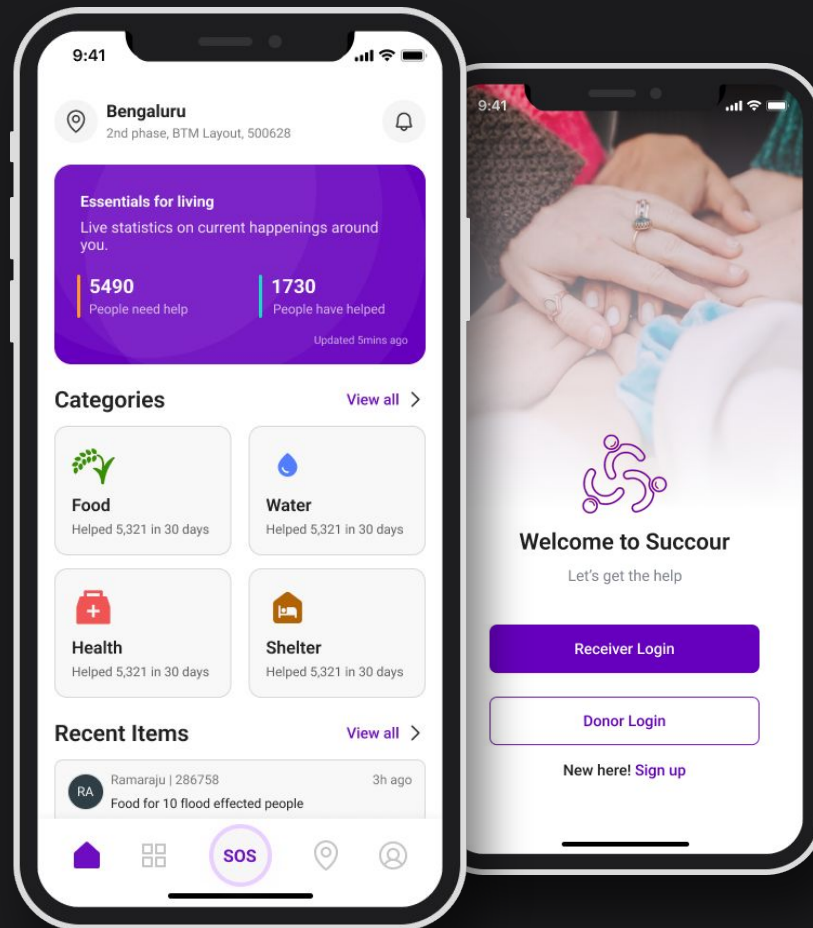
Succour

Welcome to the
World of Kindness



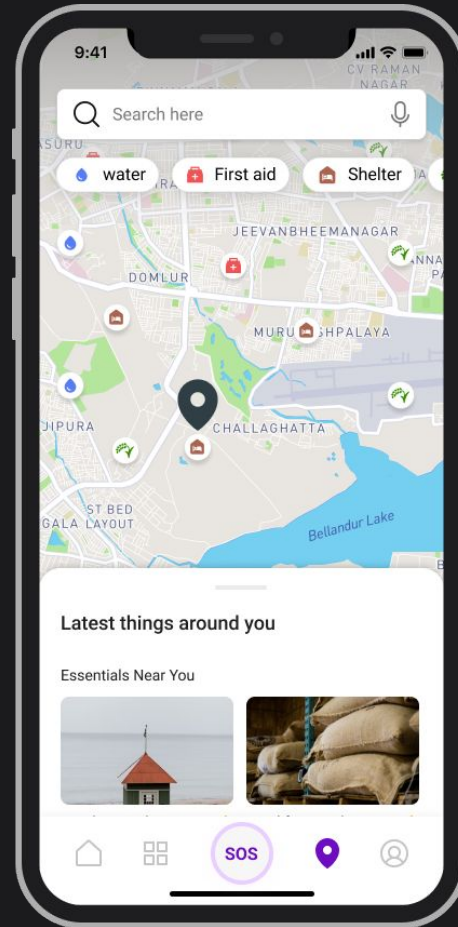
HELP THE COMMUNITY

You can find people who need help around you and choose to respond to those you can support. The home screen displays statistics specific to your locality. Looking at people being helped around helps give impetus to those who might be sitting on fence and boosts the community as well.



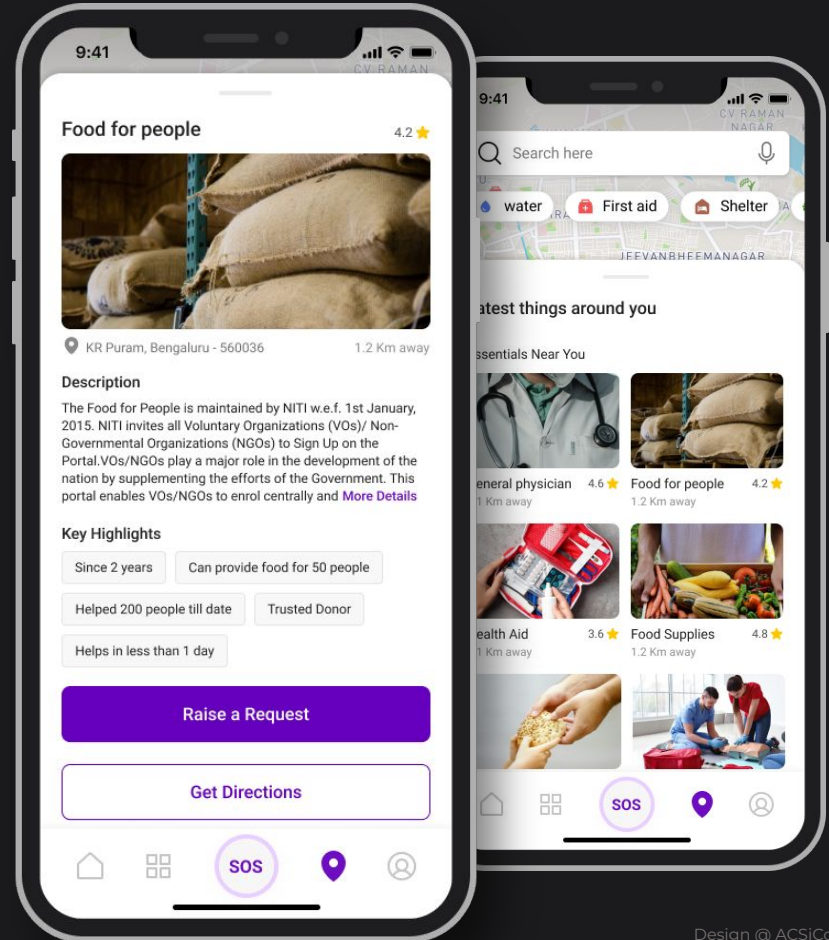
FIND ESSENTIAL RESOURCES AROUND YOU

Essentials available in your surroundings can be easily viewed. You can filter out the data based on your needs with just one click.



DISCOVER TRUSTED SOURCES OF SUPPORT

You can locate trusted providers for essentials such as Food, Water, Shelter and Medical Aid in your area. The solution is designed to be able to enable trusted sources of support such as NGOs, Government, etc to float above based on user feedback and rating.



ASK FOR HELP

When in need, fill up a quick request form and share your requirements with the community. Good Samaritans from the community will reach out if they can.

The image displays two smartphone screens side-by-side, illustrating the user flow for a request form application.

Left Screen: Request Form

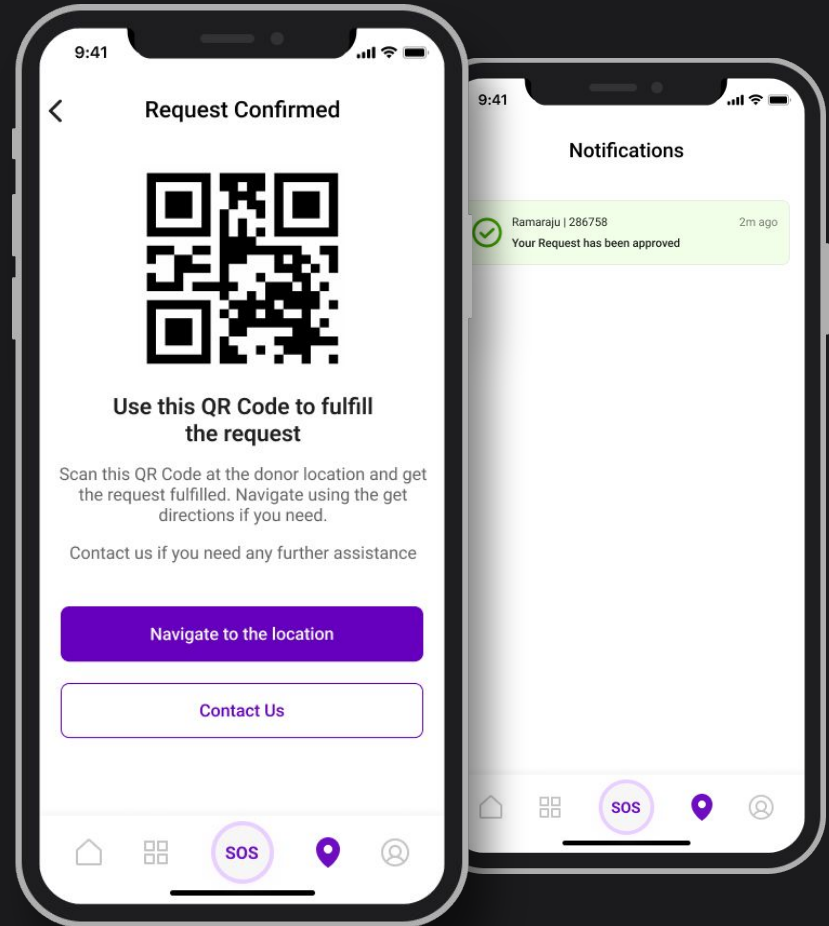
- Time: 9:41
- Header: Request Form
- Subtitle: Fill the form to seek help
- Form Fields:
 - Name: Full name
 - Age: Age
 - Phone number: +91
 - Address: Address
 - Note: Please help the world understand the issue
 - Tap here to record a voice note
 - Add photos or videos: Click here to attach photos or videos
- Bottom Navigation: Home, Grid, SOS (highlighted), Location, Profile

Right Screen: Request Submitted Successfully

- Time: 9:41
- Header: Request Form
- Subtitle: Fill the form to seek help
- Confirmation: A large green checkmark icon.
- Message: Request Submitted Successfully
- Text: Please give us some time, to verify your request. Once the request is approved you will get the QR Code and can complete the Request.
- Buttons: Go back to Homescreen, Need anything else! Contact Us
- Bottom Navigation: Home, Grid, SOS (highlighted), Location, Profile

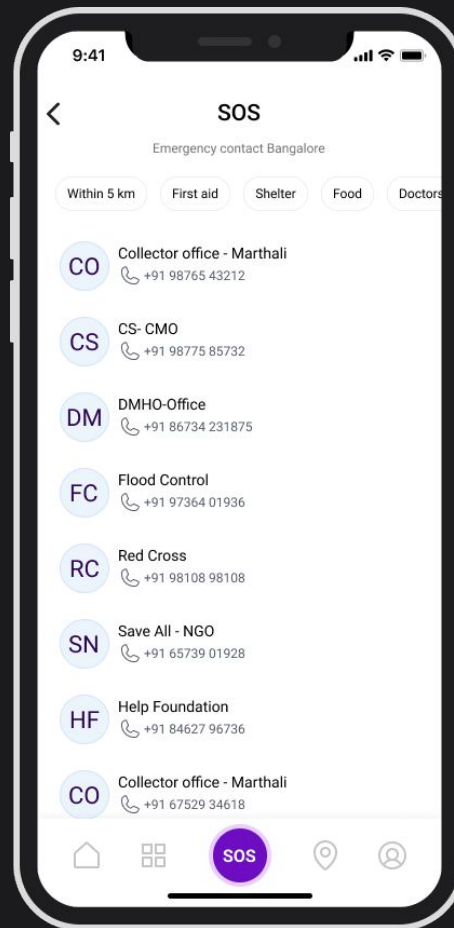
SERVE THOSE WHO NEED YOUR HELP THE MOST

You can decide if you want to fulfil request based on the scenario the other person are in. Once approved, the person who needed your help will be notified be helped further.



SOS DIRECTORY

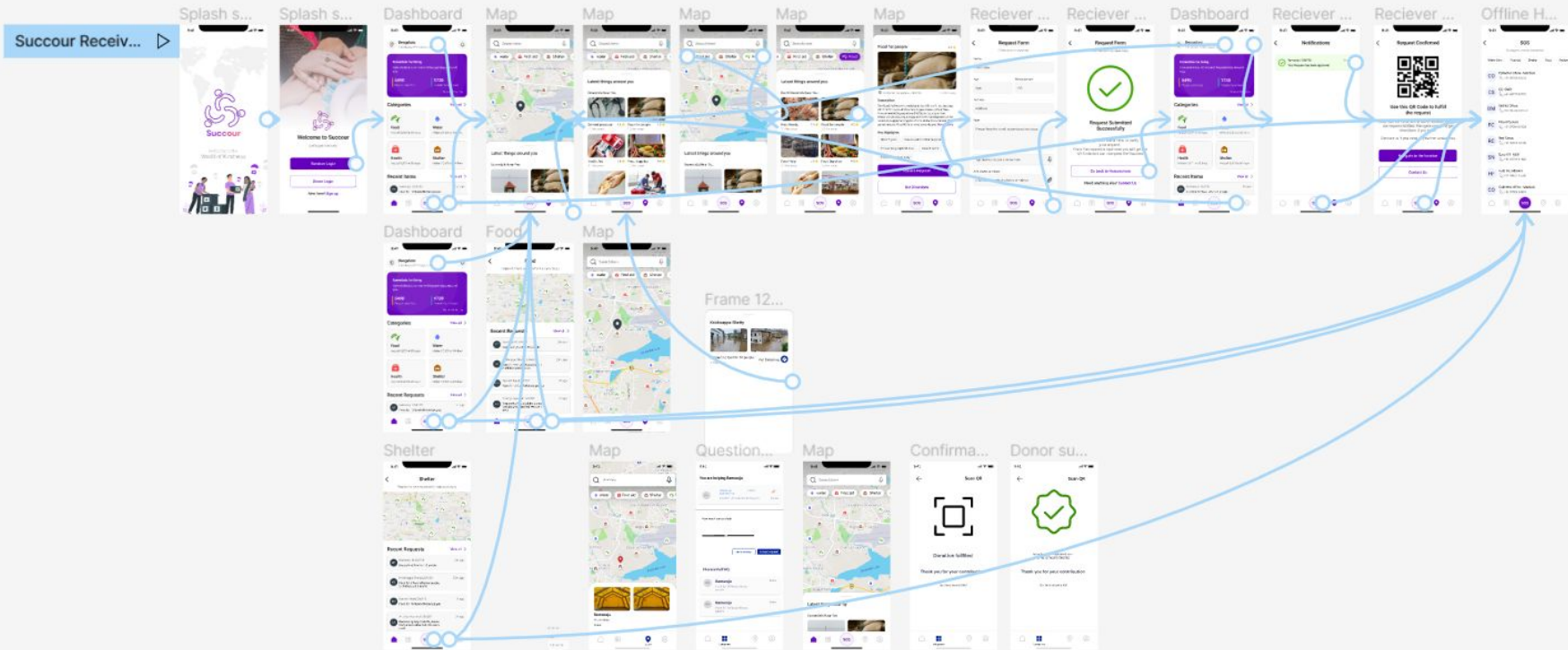
*This feature keeps an **offline** directory of first responders, NGOs and other critical contacts for your area. When in need, you can get in touch with them through the emergency calling feature.*



WISHMASTER

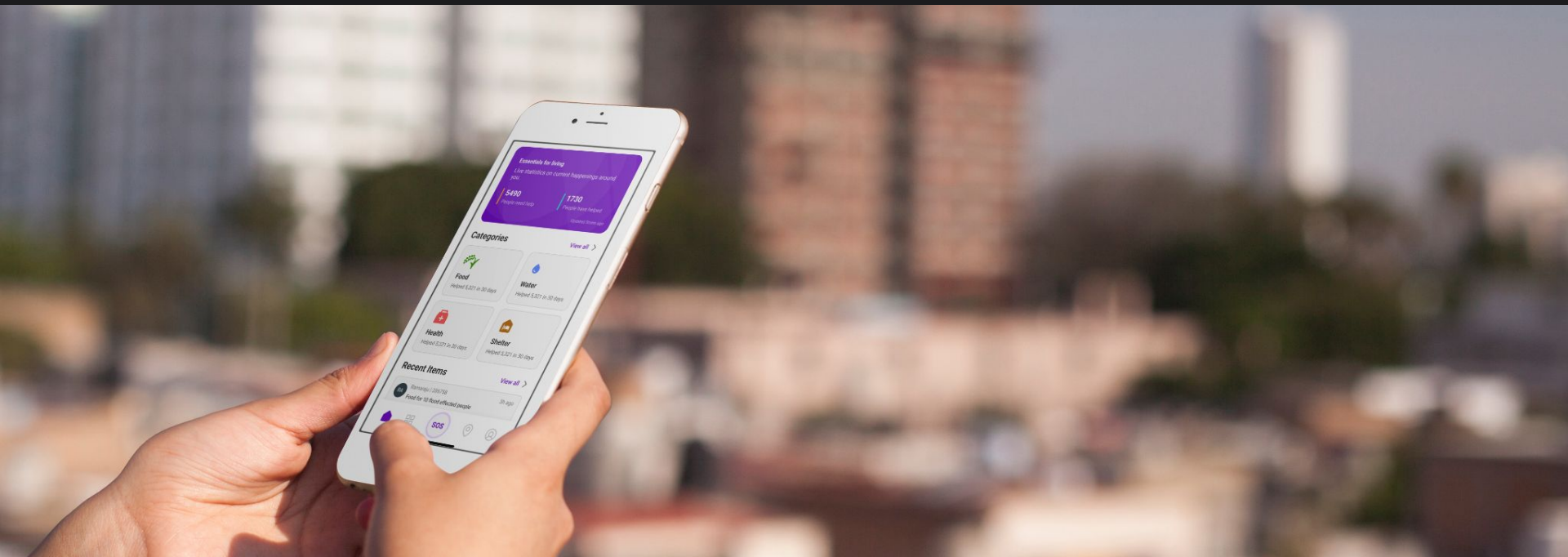
We designed an offline kiosk to act as a central repository of helpful items contributed by the community. Users can access it through QR code. This feature helps the systems work in offline scenarios and patchy networks as well.





PROTOTYPE

We look forward to sharing our humble attempt at healing the world with you soon



FUTURE DIRECTIONS

The app can be expanded to include items such as blankets and clothes.

We can test our solution for robustness in times of crisis across the country.

Different essentials have different priorities and can be accommodated.

We can refine the interface after extensive user testing of the project.



Thank you !

*Heal your kind my friend
with your wisdom and warmth transcendent,*

If not you then who else will
unify humanity and rise as sapiens triumphant.