Theme: **Rehabilitation of an individual Post Crisis**

Image Source: TOI

Team

Name : **Praveen N**
Project Lead & UI Designer
Role: Ensure the product resolving the user problem.

Name : **Kalaivanan S**
UX Designer
Role: Research, User flows, IA, Wireframes, etc.,

Name : **Akanksha Khore**
UX & Interaction Designer
Role : Handling all the interaction of the project.

Name : **Sushama Patel**
Creative & Visual Designer
Role : Creating illustrations, Icons and Other creative works.

Name : **Rajkumar**
UI Designer
Role: Creating High Fidelity UI & creating style, layout, etc.

Problem Identified

PROBLEM DESCRIPTION

The post crisis effects are always a disruption of public health, place, shelters, food supply and jobs. It has structure and accelerate numerous trends on how working culture and substantial implications.

Crisis like War or natural disasters potentially demands for immediate helps on food and shelters. There is a huge gap in verifying the supply and making it to reach to the right person. In social media era, we find an old message is still circulating in all social media seeking for help. Since there are no proper platform to verify it, the help tend to reach at the wrong time.

Every crisis potentially forces millions back to poverty and attainment of the millennium development goals is jeopardised in many countries. Post crisis effects leads a massive crowd of public to migrate from one place to another place which eventually make them unemployed in the immigrated land.

Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

To sum up we can say we are looking at the post crisis trauma, which an Individual go through in order to get their life back on track.

- Having no centralized resource management system to cater the public going through crisis and its repercussions.
- Inability to provide immediate aid and rehabilitation to the affected individual.
- Struggle to start life over and get stability in terms of finance and job.

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **Construction Manager(unemployed for now)**
Gender: **Male**
Family and Social Setting: **27, Married with 2 kids**
Income: **–**
Education: **Higher Secondary Education**

FEELINGS

Worries: **Getting a job and going back to city in the uncertain times of post covid.**
Influences: **Family groups, spiritual things, Tik tok, online Poker games**

GOALS & VALUES

Goals: **Feed his family, get job and resettle in mumbai**
Values: **Spiritual, Work and family oriented**
Motivations: **Self Satisfaction, Family**

PAIN POINTS

Fears: **Risk of Uncertainty and moving around with family**
Frustrations: **Not able to find good job, which pay decent.**
Challenges: **To manage his finances, living**

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **Garland and flower stall owner**
Gender: **Female**
Family and Social Setting: **35, married and has her in laws**
Income: **2-3 LPA**
Education: **Higher Secondary Education**

FEELINGS

Worries: **Unable to feed her family, dont have place to live post cyclone.**
Influences: **Spiritual things, Social gatherings, Relatives.**

GOALS & VALUES

Goals: **Get life back on track, get meal for family, find a shelter.**
Values: **Spiritual, Hardworking**
Motivations: **Family, better lifestyle**

PAIN POINTS

Fears: **Not having source of livelihood, and unable to cater basic requirements.**
Frustrations: **Not able to get finance, food and shelter.**
Challenges: **To manage living, and arrange medicine for her in laws.**

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: **Business Owner**
Gender: **Male**
Family and Social Setting: **40, married and a kid**
Income: **10-13 LPA**
Education: **Graduate**

FEELINGS

Worries: **Society situation in the current time, difficulty in finding labours for his business.**
Influences: **Social problems, business blogs, and politics.**

GOALS & VALUES

Goals: **Give good life to his family, aware about society problems.**
Values: **Help one in need, be a responsible individual.**
Motivations: **Family, social issues, influencer and life gurus.**

PAIN POINTS

Fears: **Not finding right wages at right price, involving middle man.**
Frustrations: **Not able to find wages, and the country's situation at the time of crisis.**
Challenges: **To find right source and information in order to donate and be a good citizen.**

23rd July

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:
Slide 4 - Problem Identified
Slide 5 - Why the identified problem is an urgent one
Slide 6 - 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

Designing an app for post crisis management. This application is a centralized crisis management medium for public who got affected by any crisis or public who wants to help the affected help. The App is designed with features that could potentially help with,

- Centralized medium to collect,verify and distribute food and supply to meet the demand post crisis
- Helping immigrants to find jobs at new locality.Channeling daily wages jobs by connecting business with the workers directly and manage them for both casual and full time roles
- Connect to community, help each other in a larger scale.
- Review Key preparedness post crisis
- Emergency Check in - let govt know where are you located
- Emergency shelter needs Designing an app for post crisis management. This application is a centralized crisis management medium for public who got affected by any crisis or public who wants to help the affected help.

Final Solution & Innovation

For the Final solution we propose a App which will help to rehabilitate the people post crisis, and will also act as a platform for the individual who are willing to help the affected people.

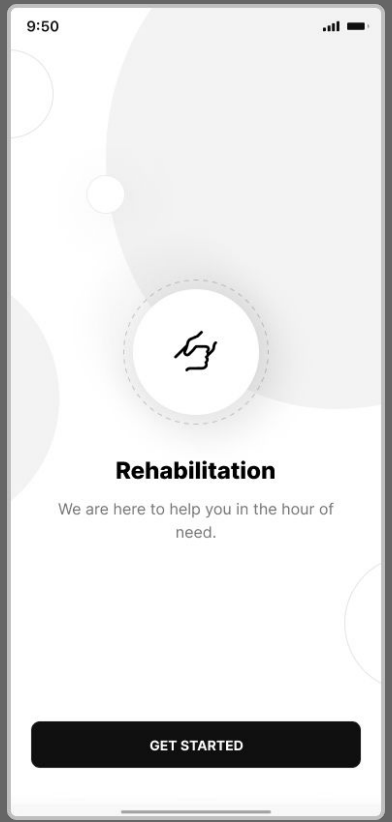
- It will help affected group to find food and shelter nearby.
- It will provide information about the crisis and govt schemes. And will also help people to send emergency note to government directly.
- Platform will as as the midpoint for the individual donating for a cause.
- It will establish a bridge between the job seekers and givers giving a direct link. And it will concentrate over blue collar jobs so immigrants and people who need work desperately can get the job easily on daily basis without the middlemen.

User Experience

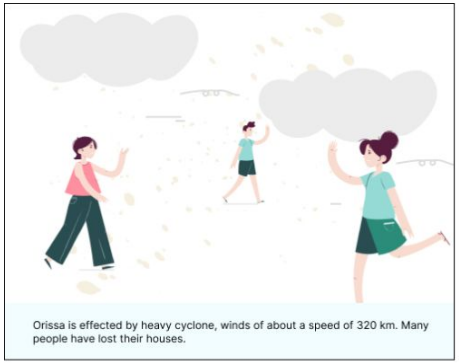
HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

Please use any medium to communicate/ demo the UX of your solution.

NOTE:
You could post a max of 5 mockups or sketches to clearly demonstrate your solution.
AND \OR
Insert a video demo link (Highly encouraged)

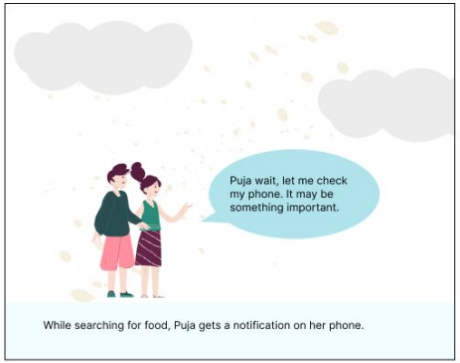


Scenario : After a natural calamities there is always a loss of property and living for many, and at that time finding a roof over head and food is the major crisis. Our app with the location tracker, pushes a message to their phone to mark them as safe or now. If their are safe and need some help it will connect them to govt and also gives complete govt information on funds etc, along with that will provide information of shelters nearby

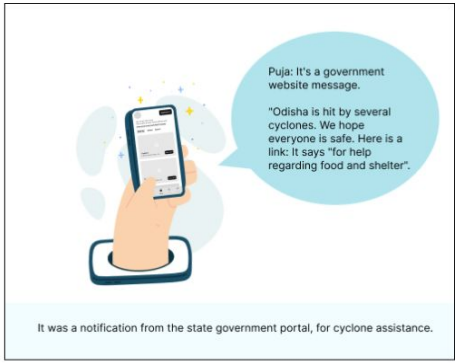


Orissa is effected by heavy cyclone, winds of about a speed of 320 km. Many people have lost their houses.

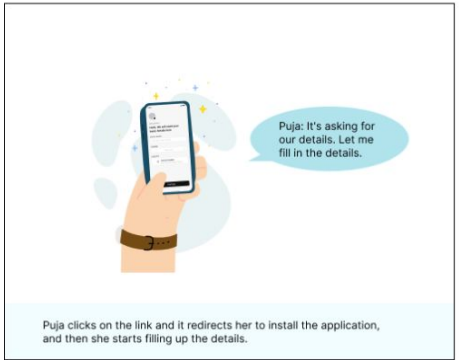
Suresh and Puja also lost their house in the storm and were roaming the stormy road in search of food and some shelter.



While searching for food, Puja gets a notification on her phone.

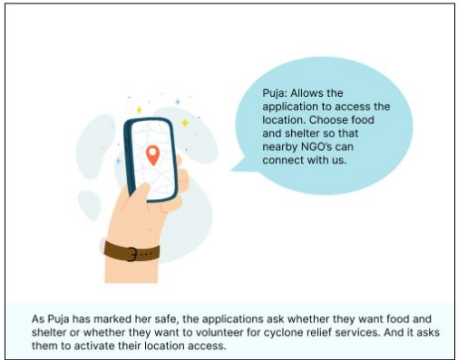


It was a notification from the state government portal, for cyclone assistance.



Puja clicks on the link and it redirects her to install the application, and then she starts filling up the details.

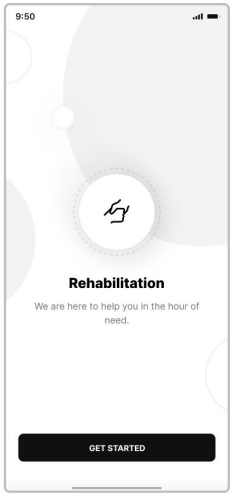
The application asks Puja to mark it safe or not. If safe, it will help us with food and shelter, and if not, it will connect us to a rescue team.

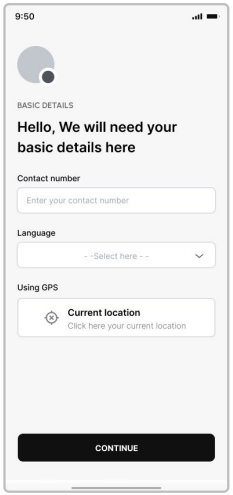


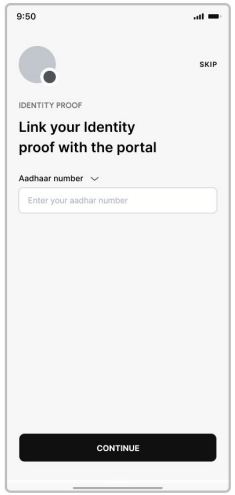
As Puja has marked her safe, the applications ask whether they want food and shelter or whether they want to volunteer for cyclone relief services. And it asks them to activate their location access.

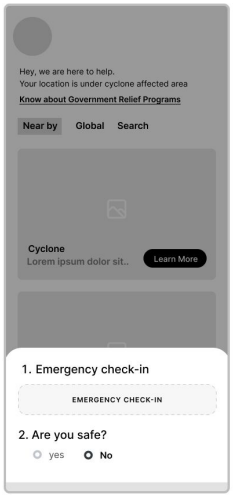
A few minutes later, the NGO members contacted Puja and Suresh and gave them food and shelter.
They are both now happy and relieved.

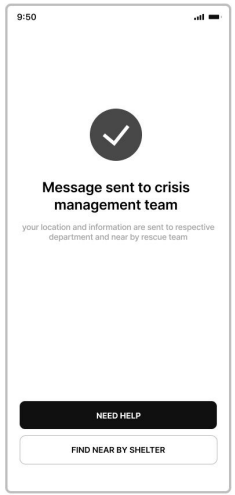
App screens for the scenario covered- Pt.1







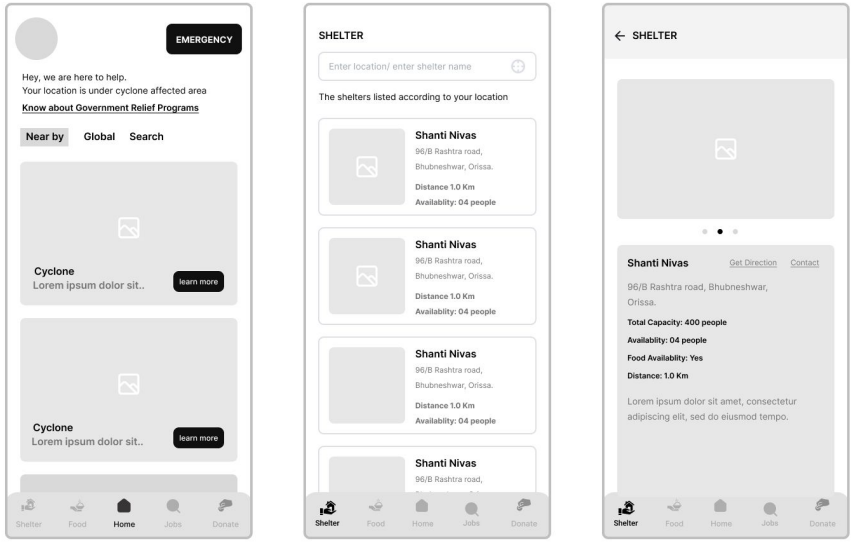




- The app will ask for basic details like contact, language preference and location, in order to track a person, and ID proof will be a good to have feature so that the person can be associated in the govt records.

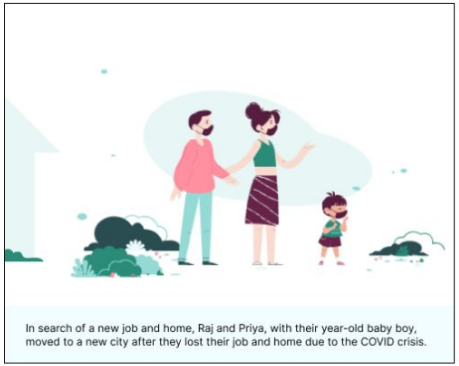
- If app detects that the person is in Crisis prone area, it will ask them to mark themself safe, if they are not safe it will send an emergency Message to nearby govt. Crisis management team.

App screens for the scenario covered- Pt.2



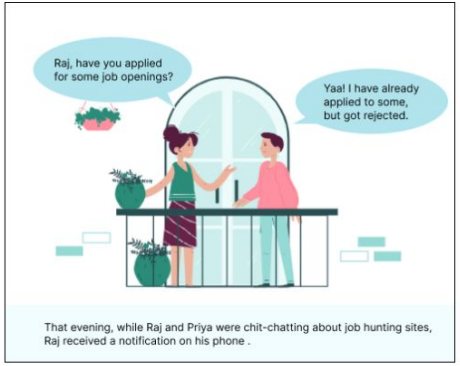
- The app will redirect the user to the home pager where they can see the status of the crisis, and can find the nearby shelter for themselves

Scenario :During pandemic, Massive public lost their jobs and migrated from one locality to another. Among all affected, daily wages worker/ labour are the most affected ones. Post Pandemic, these workers faced difficulty to find jobs and get their livelihood back. This scenario covers the story of a family who had that difficulty, but was able to get back through the App.



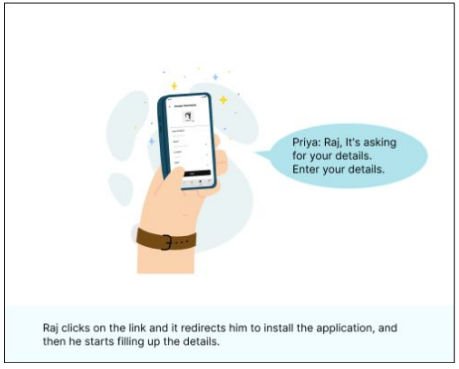
In search of a new job and home, Raj and Priya, with their year-old baby boy, moved to a new city after they lost their job and home due to the COVID crisis.

They moved to their friend's house for a few days till they found a new home and job.



That evening, while Raj and Priya were chit-chatting about job hunting sites, Raj received a notification on his phone .

It was a notification from the state government portal .



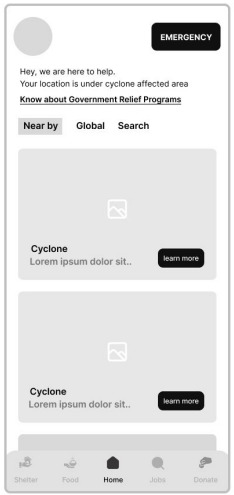
Raj clicks on the link and it redirects him to install the application, and then he starts filling up the details.

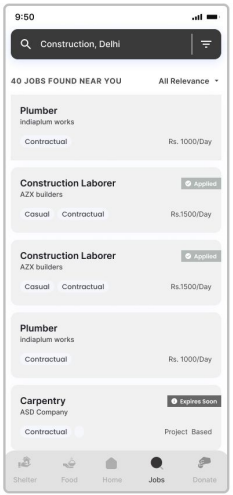
The application asks Raj to verify his location so that it can help him search for a job more accurately.

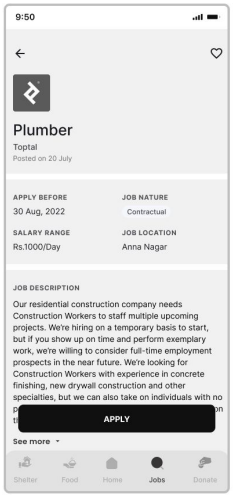
A few days later, Raj gets an interview call from Mr. Gupta for a manager role in a local textile factory.

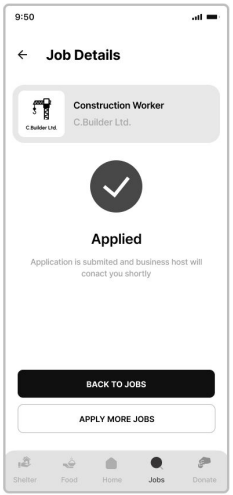
Raj got selected for a well-paid job and is happy to move to their own house.

App screens for the scenario covered









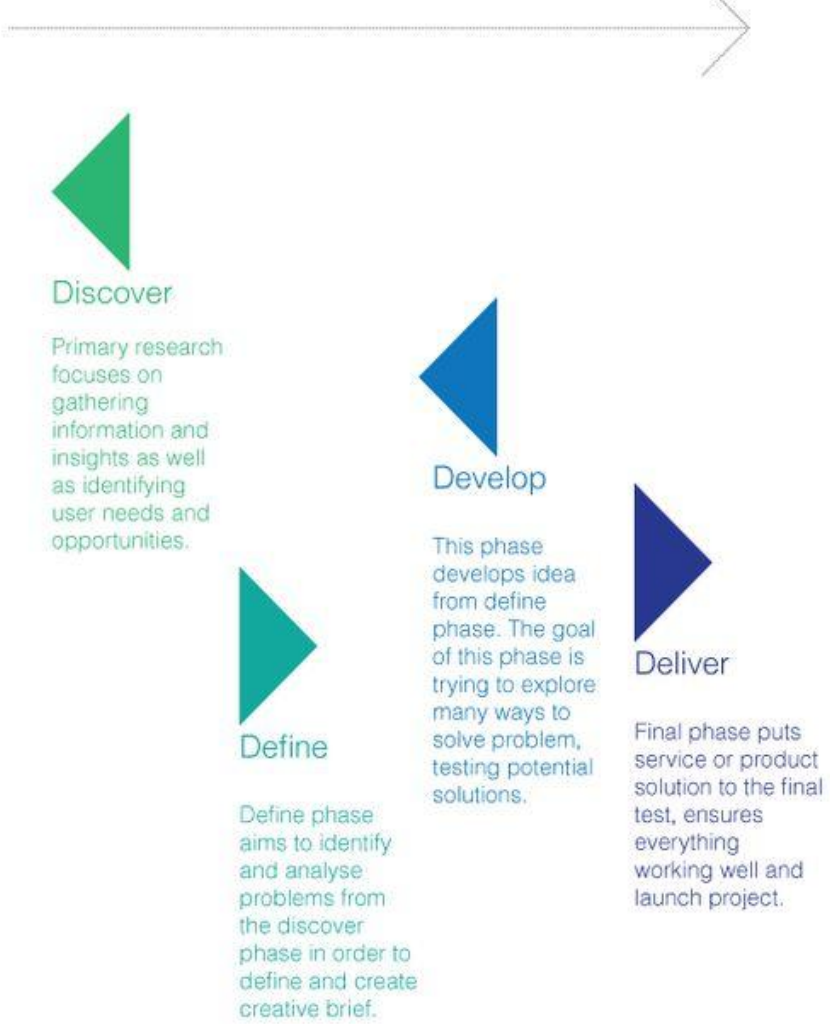
- After the login, the user will be directed to the home page from there they can go yo job section, where there will be two option of finding a job and hiring an individual. Once the user clicks on find a job, they will be taken to the next screen where they can see categories of job.

- User will be taken to job listing page with the details, and here they can click to proceed to the job details, and if everything suits well they can apply, and wait for the direct job providers response, all all their details will be shared with the job provider.

Design Process

It wouldn't have been possible to get this project where it is without our mentor, his regular feedback and important instead have shaped our understanding, For the project the design Steps we followed is:

- **Discovery** : A good amount of research was done to find the suitable problem statement, and in the process we came across various crisis related problem. Many stats and data was considered in the process.
- **Define** : After the thorough data collection, we came to our problem statement with was design for post crisis, as there are not much design to address that, and then we defined the user group according to that and to understand their pain we use tools like persona creation, storyboarding and so on.
- **Design** : With all the insights from previous steps and our mentor we finally came up with the deliverables in form of wireframe to our app which will help our target user group and will be helpful in case of post crisis situation.



Impact on the Society

IMPACT OF YOUR SOLUTION

The solution is proposed keeping the people who lost their basic necessities. And with the idea we try to make a system which will help the survivors immediately and in a long run too, and will also create a productive loop between the givers and the takers, which will ensure that the survivors get the all the required help and support as soon as possible, in the ways such as shelter, food and money.

Sustainability

HOW IS YOUR SOLUTION SUSTAINABLE

The solution is not only provide immediate relief to a affected person but also focus on getting their livelihood back on track by giving them access to job opportunities (specifically to casual workers, or blue collar). I tries to bridge the gap between job seeker and giver so even in the desperate times such as crisis job seeker doesn't has to rely upon a middle man or vendor, and can get their income without any commission.

For now we have concentrated in India, we can also plan on to expand the scope for the solution in terms of geography in future, as we live in uncertain time the problems we face are similar worldwide in the crisis scenario.

Practicality & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

The solution provided, can be successfully implemented by

- Developing it in such a way that it can perform basic function such as finding shelter, food and emergency alert in low network.
- Donnotation thread will be updated on daily biases so that money reaches to the affected persons on time.
- Connecting it to the government so that, we can help govt to create a data base for all the activities in the crisis situation, which can help in creating future protocols.

6th Aug

STAGE 2

Final Submission

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

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Final Submission form link
To be published

Thank you!

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