

HOW WE LIVE: THROUGH PRODUCTS WE USE

Design Research Seminar



By

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Mobility and Vehicle Design

Guided by **Prof. Sugandh Malhotra**

DECLARATION

I hereby declare that this written submission submitted to IDC School of Design, IIT Bombay, is a record of original work done by me. The written submission represents my idea in my words. I have adequately cited and referenced the original source. I also declare that I have adhered to all principals of academic honesty and integrity and have not misinterpreted or falsified any idea/ fact/ source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed

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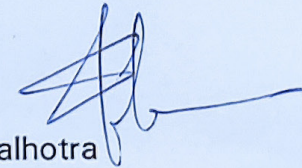
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■ APPROVAL SHEET

This Design Research Seminar Entitled 'How we live: Through product we use' by Akhil Krishna Pradeep, 216390004 is approved in the partial fulfilment of the requirements for Masters in Design Degree in Mobility and Vehicle Design.

Project Guide: Prof. Sugandh Malhotra



Date:

Place:

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Akhil Krishna Pradeep

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1. ABSTRACT

We surround ourselves with different products everyday. The choice of the product vary from person to person. The study focusses on documenting these variety in products used by individuals of different age groups. In design, a product is designed by creating user persona, personality and understanding user interests. This study is a reverse process of this normal practice in design. Here we look at products used by people and interprets their personality.

2. INTRODUCTION

The moment we wake up to the moment we go to sleep our life is divided in different phases. One phase is the professional life: Where we have to behave in a certain way, we have to use certain kind of products which are provided to us and life which helps us to meet our needs. The other phase is Personal life: This is the phase in a day where it is more about a person's own choices and wishes. Here a person is free to use whatever product he or she wants to use, there is no boundary here. It may include products for personal care, hobby items, playing with pets, reading books or may be going on a hike on a weekend. In these phases we use various kind of products and these products tells a story about us when they come together. Even though the function of the product remains the same; form, aesthetic look, specification and its property vary. (For example, a main function of soap is to keep clean our body but the number of soaps which are available in markets vary from shapes, smell, ingredients and price perspective.)

A person selects certain product due to many reasons, it may be the cost aspect, the aesthetic aspect, or previous experience, recommendation, or any random thought to buy it. Each person has their own philosophy of living life, culture, adaption of technology, aesthetic sense, hobbies, interest, inspiration, need, wants and value of beliefs guide a person to choose certain kind of products.

In the field of archeology, they study the human history, society and culture based on their objects, tools, artifacts, clothes and other artifacts. Which indicates how product gives the sense of someone's life. This Design research aims on creating an visual directory of different products so that it can be helpful in future to study how mankind as well as different products are evolving.

The Design Research Seminar topic "How we live through products we use" mainly revolve around a documentation of these products for a wide range of users. The users may be college going youngsters, working professionals. The process of telling the personalities and the whole story of a person from the product she/he uses is very interesting and critical for future design interventions and concept generation.

3. METHODOLOGY

The documentation process was conducted across a wide range of audience. All these users are college going youngsters or working professionals with strong hobbies and unique interests which they might pursue in a future as a main career. User group here includes arts students, design students, engineering students, photographer, illustrators, professionals etc. The idea was to approach these people and ask them about product they use the most on daily bases. These products were grouped in different categories such as personal care items (everything a person uses for his/her own hygiene, health, fitness and beauty), electronics, personal equipment (any tools, items they use on a daily basis/own out of pure interest or hobby items which they carry around and anything unique to their personality), clothes and dress (3-4 types which represents their clothing style) and footwear (all footwear a person owns). If person was using certain food and beverage items which was not common in most the cases or items which was a part of their hobby, were included to show their lifestyle. Also, Users were asked to describe their day and weekends.

A list of the products were prepared along with its brand and then these products were photographed based on its category. These photos were further photo-shopped for better presentation. A documentation was done in a way that first page shows all the products a person was using. Next page contains written inventory of products, a synopsis of person's daily life what he or she likes the most, person's picture, name, age and profession(s).

Before documenting products, verbal consent was given regarding keep their identity secret. So picture an identity of the user is a creative illustration of that person. Based on these documentations an observational analysis was done and conclusion was made. A person can come to conclusion about user's lifestyle, user's sex and age, their daily routine and profession and can critically comment about personality of the user by only observing documented products. This documentation is useful to connect the dots between various users of particular region and a trend can be mapped, how the environment, interest and hobby can affect the selection of the products.

 **How we Live:**
Through products we use

4. User Data:

User 1

Row 1



Row 2



Row 3



Row 1

[**Personal care:** Glister
Toothpaste | Colgate
Toothbrush | Dove Shampoo
| Parachute hair oil | Pears
shower gel | Philips trimmer
| Gillete razor | Vicks Inhaler |
Coms | Spray | Titan Watch]
[**Electronics:** Casio Calculator
| Realme Earbuds earphone
| Logitech Mouse | Smooth
Q2 Gimbal | Mi powerbank |
Predator helios Laptop | Huion
Digital Tablet | Nikon DSLR
Camera]

Row 2

[Personal Equipment: Wallet |
Pouch | Stylus pen | Alcohol
Marker | Pencils, pens |
Cutting blade | Milton Water
bottle | Sketchbook | Micron
Fine liner pen| Faber castle
colour pencil | Interior plants |
scale model cars]

Row 3

Bed sheet | handkerchief |
Semi formal shirt | Casual
pant | T shirt | Socks | Small
bag | Utility kit | Main bag |
Shoes from top to bottom:
Formal shoes | Casual shoes |
Daily wear

User 1



Appu | 23 | Thrissur

| Vehicle Designer

| Engineer | Driving

enthusiast Creative

&Passionate

Appu is a transportation design student. He is also a Mechanical engineer. His daily life involves activities like project research, sketching, rendering, photography etc. He loves his family and is always connected with them through video calls, WhatsApp etc. He is someone who follows passion. Appu being very creative, wants to be a successful car designer. His favourite activity is car driving and road trips. He loves the feeling one gets behind the wheel of a car. His dream is to buy a Porsche GT3 car.

Row 1



Row 2



Row 3



Row 1

[Personal care: Loral Shampoo | Beardo Trimmer | Wild stone Body spray | Denver Deodarant | Garnier Face wash | Soap box | Colgate toothpaste | Oral-B toothbrush] [Electronics: Acer Laptop | Iphone 12 mini | Laptop mouse | Xiom phone (older) | HDD | Ipad Air | Headphones]

Row 2

[Personal Equipment: Razor blade | Ear buds | Cellotape | Boropills | Vicks Inhaler | Sunglasses | Wallet | Mini wallet | Water bottle | Whitener | Mechanical Pencil | Schnieder pen | Staedtler mars lumograph pencil | Phone cable connectors | Cable protectors | Sketchpens | White pens | Sketchbooks | Scale model car | Plastic wrapper collection | Air/train/bus ticket collection]

Row 3

Chine collar shirt | T shirt | Jeans | Socks | Trousers | Travel bag | Slipper | Running shoes | casual shoes | slippers | Formal shoe | Sneakers

User 2



Domini | 25 |

Guwahati |

Designer | Vocalist

Chill & Smart

Domini is a Transportation design student, coming from an Engineering background. He is very calm and chill in the way he handles his life. Being chill he never fails to complete his tasks and performs all his daily activities with great enthusiasm. He is good at public speaking and is loved by his peers. He is also a vocalist with great ability in playing Guitar. He loves collecting different kinds of shoes. He spends quality time interacting with his family and friends. He prefers working late at night and generally wakes up late. There were days when he skips breakfast and run on 2 meals. He says that he has been like that for many years and it keeps him active.

User 3

Row 1



Row 2



Row 3



Row 1

[Personal Care: Betadin | First aid kit | Comfort detergent | Listerine mouthwash | Dettol | toothbrush | Gillete razor | Colgate max fresh | Colgate Total 12 | Moisturiser | body lotion | Cinthol Soap | Tresseme shampoo | Foaming Face wash | Treseemme keratin lotion | Liquid Handwash | Dishwash gel | Surf Excel washing powder | Interiro Plants] [Electronics: Nikon DSLR camera | Nikkor Lenses | Camera flash | Camera charger | Mobile phone | Webcamera | Earphone Xiaomi | Asus ROG laptop]

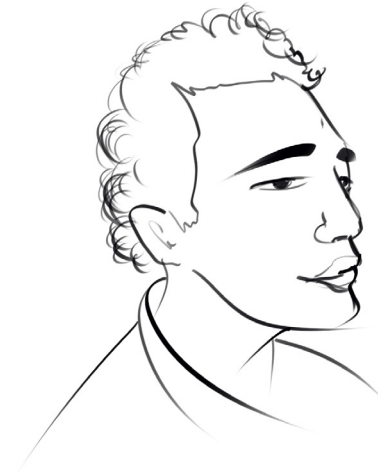
Row 2

[Personal Equipment: Table tennis set | Badminton set | Tennis set | Cup and soccer | Cycle scale model | Ukulele | Bianchi Roadbike | Helmet | Instant cofee powder | Honey | Ketchup | Noodles | Maggi | Biscuts | coffee powder | Dairy White | More instant coffee Mix]

Row 3

Semi formal shirt | Sports T shirt | Pant | Shorts | Belt | daily bag | small bag | waist bag | medium sized bag | Sports bag | Badminton bag | Traditional style bag | Set of shoes: Badminton shoes, running shoes, sport show, slippers (2), formal shoe, daily wear shoe

User 3



Nagasoto | 24

| Dimapur |

Photographer |

Explorer | Designer

Sports

Nagasoto is a design student from IIT Guwahati. He is a very active and dynamic person, in the way he interacts, completing tasks, being there for others and organising events. He is very down to earth and believes in the idea that things can be reused and recycles. He is very close to nature and that is evident in his love towards photography. Even though he is very dynamic, he enjoys being alone and spending solo time with him and nature. He likes to play all kind of sports, namely badminton, tennis, table tennis, cycling etc. He owns a 2 lakh worth Italian bicycle, which clearly shows his level in terms of sports. He never locks his room and he says “anyone can visit him, anytime”. He is indeed a pure soul.

User 4

Row 1



Row 2



Row 3



Row 1

[Personal Care: Colgate toothpaste, Oral B toothbrush, Head & shoulder shampoo, Vaseline intense care, Parachute hair oil, Gillette shaving foam, Razor blade, Soap box, comb, wrist watch]
[Electronics: Pixel 6a phone, HDD, Bluetooth speaker, Asus Zephyr Laptop, Bluetooth keyboard, Ipad Pro, Mi Powerbank, Realme wireless earbuds, Asus gaming mouse, Desktop display unit]

Row 2

[Personal Equipment: Sketching pencils, Wallet, Water bottle, Sketchbook, Luggage tying rope, Helmet, CBR 250R Motorcycle, Scale model collection]

Row 3

T shirt | Semi formal shirt | Religious mat | pant | Bed sheet | Motorcycle riding gear | Backpack | small bag | slipper | daily wear | formal shoes | party wear | sneaker

User 4



Mohammed | 25 |

Kozhikode |

Architect | Rider

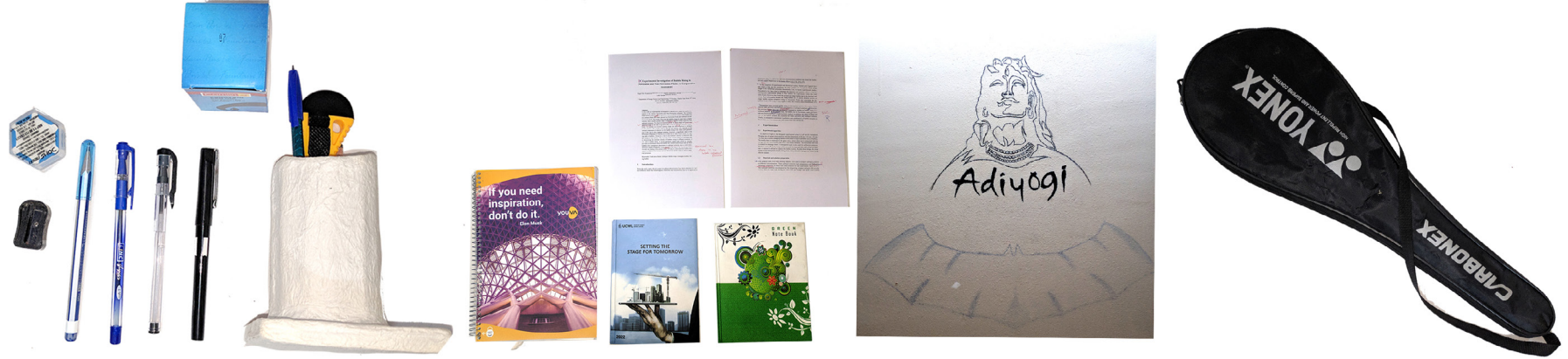
Mohammed is an Architect who is also a full-time bike enthusiast. Every day, he wakes up early, does his traditional prayers, and has a breakfast. He likes to keep everything on place and in order. He prefers a clean desk while working. Above all, loves riding bikes. He takes occasional interstate rides, and he is equipped with proper riding gear and a proper sport bike. rt bike. When it comes to electronics also, he likes things to be utilitarian and to the point. Once he is engaged with work, he keeps any distraction away and is fully dedicated to completing it on time.

User 5

Row 1



Row 2



Row 3



Row 1

[Personal care: Toothbrush
| Toothpaste | Kesh Taila |
Trimmer | Comb | mirror]
[Electronics: Smart watch |
HP laptop | Earphones (wired
and wireless)]

Row 2

[Personal Equipment:
Tigerbalm | pencils, Pens
| Self made pen holder |
Academic books | PhD
research papers | Wall art |
Badminton set]

Row 3

Sweater | Batman T shirt
| Jeans | Belt | Full sleeve
T shirt | Umbrella | Sports
shoes | slippers | Running
shoes

User 5



Rohit | 26 | Jodhpur

PhD Scholar | Artist

Rohit is an introverted PhD scholar who likes to keep his personal information as a secret. He doesn't like a materialistic life, rather he prefers simplicity and loneliness. He is very focussed on his academic works and never skip it for anything else. He is a hardcore batman fan and expressed great interest in comics too. He is also a hardcore religious person.

User 6

Row 1



Row 2



Row 3



Row 1

[Personal Care: Toothbrush
| Satinique Hair mask |
Satinique Shampoo &
Conditioner | Lakme day
cream | Dove beauty cream
| Hair oil][Electronics: BoAT
earphones | Asus Laptop |
Calculator]

Row 2

[Personal Equipment: Rough
book | whitener | pen | Scale
| pencils | sharpner | Eraser
| Scissor | Pouch | Wallet |
beauty set | foundation cream
| lipstick | condense powder
| nailpolish | hair slides/clips |
comb | Fastrack watch | razor
| spectacles]

Row 3

Daily wear churidar | Jeans
bottom | night pant | T shirt
| leggings | hand bag | fancy
handbag | small pouch bag |
designer purse/bag | college
bag | running shoe | slippers
| daily wear | sneakers | daily
wear secondary

User 6



Kunju | 20 | Thrissur

Economist |

Josephite

Self Concious person

Kunju is an economics, maths, statistics triple degree student. She has a characteristic personality of being mature at certain situations but becomes soft and emotional at times. She owns many personal care and beauty care products for her daily needs. She is slightly introverted and doesn't talk a lot. She is very attached to her family and always rely on them for support. At times, she may get careless and could miss out certain events/ activity. She is satisfied in everything she owns and is highly adjustive in her daily life.

Row 1



Row 2



Row 3



Row 1

[Personal Care: (top row to bottom) Good night mosquito repellent | Nivea Charcoal face wash | Almond drops | Allegra tab | Paracetamol tab | Vitamin Tab | Charcoal peel off mask | Charcoal Face sheet mask | Surf Excel Detergent | Cinthol soap | Close up toothpaste | Toothbrushes | Philips trimmer | Himalaya Anti hair fall shampoo | Nivea deodorant | Himalaya face wash | Dettol antiseptic | Blue spirit Spray | Magic moments Vodka | Rehydration effervescent tab][Electronics: HP Gaming mouse | TWS earphones | Moon shaped light | watch | boat Bluetooth speaker | Samsung Galaxy S10 ultra | Table lamp | Omen Gaming laptop | Huion digital tablet]

Row 2

[Personal Equipment: Watch | Wallet | water bottle | stylus pen | pencils | reading glass | marker | knife kit | nail cutter | Dish wash scrub | wash scrubber | spoon | table weights | keychain | cycle helmet | wall décor | scale models: cars and bikes | wall posters | wall stickers | Sebastian Vettel poster]

Row 3

Vettel T shirt | shorts | riding gloves | Sports T shirts | Jeans | belt | small backpack | small shoulder bag | main backpack | Footwear (Top row to bottom row): badminton shoes | formal shoes | running shoes | crocs | sports shoe | Daily wear shoe

User 7



Sebastian | 23 |

Dehradun

**Designer | car lover |
cyclist**

Sebastian is fun and a social guy who loves formula 1. He is very obsessed with the sport and constantly talks about it with his friends and peers. He likes having all kinds of personal care items and keep it handy at all times. He does not sacrifice in the quality and feel of any product he purchases. He likes arranging things in an order and that is evident in his room, where wall are adorned with nice posters and table kept neat and tidy. His obsession for Formula 1 is evident even in the clothes he wears. Overall he is a likable person.

Row 1



Row 2



Row 3



Row 1

[Personal equipment:
Toothbrush | colgate
toothpaste | listerine | shaving
cream | Nivea cream | Gillete
razor Philips trimmer | Comb
| Park avenue Ponds cream
| Nivea men active fresh |
Parachute face cream | Body
lotion | Sunscreen | Boro
plus ayurvedic cream | Hair
laquer | comb | Onion hair oil
| Hair care oil][Electronics:
Asus Zefyr Laptop | Tribit
bluetooth speaker | Asus
powerbank | Flipkart wireless
keyboard | Apple airpod |
Apple iphone 12 pro | Smart
watch | Apple Ipad Air |
Mouse | Vape]

Row 2

[Personal Equipment: Water
bottle | flask | wallet | bottle
opener | pencils | pens |
Geometry box | pouch | XP
pEn Tablet | Scale models:
Cars and bike]

Row 3

Collection of caps | Jeans |
T shirt | Semi formal shirt |
T shirt | Backpacks | Waist
Packs | Main backpack |
collection of footwear: Sports
wear, formal wear, daily wear,
collectibles, crocs, slippers

User 8



Robin | 28 | Alwar

Furniture Designer |

Bike lover

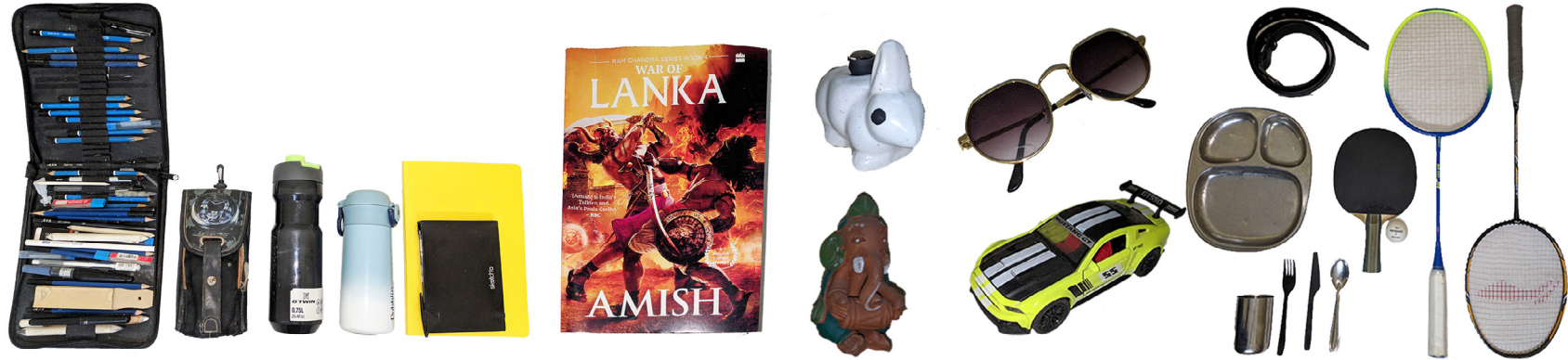
Robin is a design student. His interests are wide ranged. He primarily is a bike lover but also loves all kinds of vehicles. He comes from a family with business background, and hence has good knowledge and experience in dealing with money related matters and deals. He owns a lot of items. Many of the products serve same purpose, but are from different brands. He likes to try new things and likes social meeting and having fun with friends. He likes to take responsibility in a group and heads the crowd in any situation.

User 9

Row 1



Row 2



Row 3



Row 1

[Personal Care: Toothpaste | toothbrush | Deep moisturizing masque | earbuds | odomos | parachute hair oil | VEGA trimmer | FOGG Body spray | Nivea men facewash | Park avenue spray | Vaseline moisturizer | spray | Hand sanitizer | Moov pain killer | comb | watch]
[Electronics: mouse | wireless earbuds | Smartphone | HDD | Power bank | Acer TUF laptop | iPad air]

Row 2

[Personal Equipment: Sketching kit | pouch | water bottles | Sketchbook | Books for reading | table décor | sunglass | scale model car : Steel plate | steel glass | cutlery | Table tennis set | Badminton rackets]

Row 3

Bed sheet | Jeans | T shirt | Semi formal shirt | jacket | Backpacks | Footwears- party wear | formal wear | daily wear sandals | daily wear shoe]

User 9



Sushant | 27 |

Mumbai

VR designer | Simple

minded

Leadership

Sushant is an easy going yet responsible young design student. He is someone who can fit in anywhere, and create good relationships with anyone. His daily life is not very well structured, but still, he manages to complete tasks in time. He is someone who goes to that extend in understanding a new topic and becoming well versed in it. Even though he is a responsible person, he is quite short tempered and he said he is working on improving that.

Row 1



Row 2



Row 3



Row 1

[Personal Care: Colgate toothpaste | Colgate toothbrush | Head and Shoulder shampoo | Biotique face wash | Anti dandruff shampoo | shower gel | hair oil | body spray | hand cleanser | Pack of cigarette]
[Electronics: Keyboard | Philips trimmer | mouse | Wacom one tablet | Xiaomi smartphone | BoAT Headphone | Havells hair dryer | Acer predator Helios laptop]

Row 2

[Personal Equipment: Pain killer spray | sketching pens | pencils | spray paint | ink refill | table décor | water bottle | Rubics cube | table toys | timepiece | lighter | Anime toy | Star wars vehicle directory | large scale ice cream cone model | golf ball | sketches | Illustrations and renders]

Row 3

Batman branded T shirt | Jeans | Skate board | Guitar | Sport shoe | sneakers | slippers | daily wear sandals

User 10



Suresh | 25 | Pune

Character artist |

Illustrator | Engineer

Anime, Adventure

Suresh is a hardcore comic lover and artist who happens to be a car design student. His primary strength of creating stunning comic style artwork is quite commendable. He owns a mixed variety of items, just like his personality. He says, sometimes he feels very motivated and energetic, but some other times, he is down and tensed. He like collecting unique souvenirs, toys, antiques etc. One day after a party, he collected a random ice cream cone structure purely out of curiosity and fun. He likes trying new sports and playing guitar also.

User 11

Row 1



Row 2



Row 3



Row 1

[Personal Care: Colgate toothpaste | Toothbrush | Himalaya face wash | Comb | Comb 2 | ear buds | Almond drops | Garnier face wash | Gillette razor blades | Lipton green tea | honey | Zandu balm | Apple cider vinegar | Philips trimmer | Wrist watch][Electronics: Samsung smartphone | stylus pen | Huion digital tablet | HP laptop]

Row 2

[Personal Equipment: Reading books | coffee maker | Electric Wisker | wallet | phone stand | measuring tape | sketching pencils | room freshener packet | scissors | forceps | nail cutter | hairband | knife | scale | room key and lock | mirror | sketchbook | pen holder | yoga mat | Blazer set | umbrella | Badminton set]

Row 3

Bed sheet | Jeans | T-shirt | File folder | Water bottle | Travel bag | Backpack | Foot-wears (top row to bottom row): Sport shoes | sneakers | sandals | daily wear shoe

User 11



Kumar | 24 |

Faridabad

Power lifter |

Enginner

Kumar is a fitness freak and a design student. He takes proper care of his health which is evident from the products he uses. He is very silent and likes to spend time alone. He likes reading books and also likes doing yoga. Being very silent, he is often misinterpreted while explaining things to people, he said. He is constantly working to improve his presentation and sketching skills.

User 12

Row 1



Row 2



Row 3



Row 1

[Personal care: Chandrika soap | Glister toothpaste | Glister toothbrush | Artistry face wash | Shampoo | G&H body lotion] [Electronics: Dell laptop | Pixel 6a smartphone | Pulseoxymeter | IR Thermometer]

Row 2

[Personal Equipment: Name seal | magnifying glass | Stethoscope | Prescription pad | writing pen | computer mouse | Torch light | Sphygmomanometer]

Row 3

Formal shirt | Formal pant | Doctor's coat | T-shirt | Slipper | Formal shoe | Daily wear sandals

User 12



Narayanan | 52 |

Thrissur

Doctor | Singer

Narayanan is a doctor, from Thrissur. He is very selective in the products he uses and most of them are premium and high quality. He being a professional, has a strict daily time schedule and he likes to stick to it as much as possible. He is a responsible father and does his best to protect his family. He often criticises his own products and tries to improve it in his own way, for example, he upgrades the battery/parts of a product so that its user experience is improved.

User 13

Row 1



Row 2



Row 3



Row 1

[Personal care (top row to bottom row): Satinique shampoo | Satinique conditioner | Parachute hair oil | Himalaya toothpaste | Toothbrush | Tongue cleaner | Dove soap | Lakme foundation | Lipliner | Red chandu | Black eye liner | Nail polish | Comb | Attitude face wash | Attitude foot cream | condensed powder and foundation | Dove moisturiser] [Electronics: Smartphone | Smart clock | Headphone | Lenovo G580 laptop]

Row 2

[Personal Equipment: Oil painting set | Beautified clay pot(yellow) | Oil paint brushes | Oil paint box | Oil paint canvas | Collection of handbags: Exclusive bags | daily bag]

Row 3

Cotton and Silk saree collection | Churidar | Cotton silk saree | T-shirt | night dress | daily wear sandals | shoes | occasional daily wear sandals

User 13



Valsala | 50 | Thrissur

Teacher | Dancer |

Artist

Valsala is a school teacher who is a dancer and artist by hobby. She is very caring of things and people around her. Her nature is such that she prioritises her children over her comforts. She owns good quality personal care products and a variety of beauty products. She is still using a 2013 model laptop which shows the level of care she has. She doesn't prefer costly clothes, but occasionally buys nice silk sarees. She is very social and everyone loves how caring and friendly she is.

User 14

Row 1



Row 2



Row 3



Row 1

[Personal care: Zudio water bottle | Hand sanitiser | Aloe vera gel by mamma earth | Vitamin C face cream by mama earth | foundation cream | Untra light Indian sunscreen by mama earth | zudio nail polish | Puff | Lipstick | Eye liner]
[Electronics: Earphones | smartphone | mouse | Calculator | Power bank | Dell Laptop | Keyboard (wired)]

Row 2

[Personal care: Pepsodant toothpaste | Colgate toothbrush | Hamam neem hair oil | KP hair oil | Dove Conditioner | Dove Shampoo]
[Personal equipment: pencil | scale | pen | pouch | reading glass | Ukulele]

Row 3

Top wear | Bottom pants | Shirt like top | backpack | Daily wear sandal | Occasional wear footwear.

User 14



Kukku | 19 |

Chalakudy

**Singer | Computer
programmer**

Kukku is a chill and fun-loving college student. She is not very much into beauty care products but has a fair amount of them. She loves music and knows to play the ukulele for her vocals. She is very silent and likes to maintain a low profile in social gatherings. She takes good care of her parents and is good at being a helping hand for her elders.

User 15

Row 1



Row 2



Row 3



Row 1

[Personal care: Toothbrush | Tongue cleaner | Parachute hair oil | KP Namboothiri's Hair thali | Himalaya Face cream | Enchanteur Talcum Powder | Body spray] [Electronics: Philips trimmer | Shaving cream applicator | Laptop and mobile chargers | Lenovo ThinkPad Professional Laptop]

Row 2

Writing notebook | Pen | Spectacle case | reading glass | Palm workout device (2 types) | Dumbbells | Badminton racket and casing

Row 3

Semi-formal Shirt | Formal pants | Sportswear from Decathlon | Leather wallet | Backpack | Daily wear sandal | Woodlands sports shoe | Court shoe

User 15



Navaneeth | 42 |

Bangalore

IT professional |

Badminton

Navaneeth is an IT Professional from Bangalore. He is a husband and a father of 9 year old. He is a very gentle and down to earth individual with good sense of responsibility and financial management. He regularly plays badminton in a nearby indoor court and is also quite regular in workouts using his personal workout equipments. He likes to spend money wisely and take good care of his family. He tends to preserve things and use them for many years, mainly due to his caring nature and gentle approach to doing things.

User 16

Row 1



Row 2



Row 3



Row 1

[Personal Care: Fogg body spray | Dettol antiseptic | Savlon hand sanitiser | Colgate toothpaste | Sensodyne toothbrush | parachute hair oil | Electral oral rehydration salts | Glucon D] [Electronics: Watch | Motorola Smartphone | HP laptop | Wacom one tablet | Philips trimmer | mouse]

Row 2

[Personal Equipment (top row to bottom row): Thermocol cutter | sketching pens | fine liners | Rubics cube | Reading books collection | white board eraser | Car magazine | Electric kettle | Key chain | Sketching pad]

Row 3

Tracksuit | Winter Hoodie | Jeans | Semi formal shirt | Collection of footwear (Top row to bottom row): daily wear | slippers | canvas shoe | formal shoe | sports shoe | old slipper

User 16



Reddy | 25 |

Davangere

Engineer | Vehicle

stylist

Patient & Observant

Reddy is a design student. He is always very calm and peaceful. This makes him particularly slow at times and become difficult for him to catch up with others. Being calm, he is a good observer. He never do cross talks or interfere in other's conversations. He is a car guy with great sketching skill.

User 17

Row 1



Row 2



Row 3



Row 1

[Personal care: Eue de Toilette
| Dermi cool talcum powder
| Dabur Red toothpaste |
Toothbrush | Parachute hair
oil | Pain killer spray | Round
comb] [Electronics: iPhone
| Mi smartphone | Philips
trimmer | Smart watch | Dell
Monitor | Microsoft keyboard |
Old headphones]

Row 2

Hanger set | PhD reports and
books | Periodic table | Guitar
| Dumbbell | Interior plant |
Table tennis racket | Set of
Cricket bats | Badminton set |
Kalari payattu bamboo set

Row 3

Trophies and award for
cricket | Backpack | Buckets
| Daily wear pant | check
Shirt – daily wear | Informal
T shirts | Jeans | Footwears:
occasional wear | (top row
to bottom row): Court shoes
| cricket shoes | daily wear |
sports shoe]

User 17



Mari | 29 |

Coimbatore | PhD |

Cricket enthusiast |

Fun loving

Mari is fun loving and highly social individual. He recently completed his PhD from IIT Bombay and was appreciated by his professors for his dedication and hard work. He is a hardcore cricket player and enthusiast. He has won multiple championships within and outside the university. He never refuse to help anyone in need. His room is not very well organised. It was dusty and chaotic, but he manages to live an ordered and productive life. Other than cricket, he also likes badminton, table tennis etc. He is a great example of 'more than meets the eye'.

User 18

Row 1



Row 2



Row 3



Row 1

[Personal care: Nivea men Shower gel | Vaseline moisturizer | Nasal drops | Philips trimmer | Biotique Facewash | Colgate toothpaste | Toothbrush | Darl valour deodorant | Body spray][Electronics: Nikon DSLR camera | Mi smartphone | Apple MacBook Air | iPad Charger | Apple EarPods | iPad mini]

Row 2

Table décor | Table lamp | Sketches | Sketch tools: pencils, fineliners, markers | Redbull energy drink cans | Guitar | Sponge ball

Row 3

Daily wear jeans | Daily wear T-shirt | Daily wear T shirt 2 | Backpack (gaming PC) | Footwear: Slippers | Sparx canvas shoes | daily wear sandal

User 18



Mohan | 25 | Thrissur

Designer |

Music lover

Mohan is a very silent and introverted guy who loves music and photography. He likes to fly under the radar, but still manages to be a part of the society. He is very dedicated towards his daily responsibilities. He is obsessed with RedBull energy drinks, that it keeps him awake and energetic. He likes to repeat his clothing which are mainly plain coloured T-shirts. Overall, he is a likable and silent person.

User 19

Row 1



Row 2



Row 3



Row 1

[Personal Care: Oral B toothbrush | Colgate toothpaste | Arnicated oil | Parachute hair oil | Vicks VapoRub | Nivea Body milk moisture serum | Dove Intense repair shampoo | Dove conditioner | Pantene Shampoo | Axe body spray | Arata Hair gel | Odomos | Set Wet face gel | Nivea men Face wash | Axe body spray 2 | Aer room freshener] [Electronics: Realme smartphone | iPad chrger | Asus smartphone | Fastrack wristwatch | Casio Wristwatch | Canon DSLR Camera with kit lens and zoom lens | Legion Gaming PC | iPad gen 1 | Oculus Quest VR headset with controller]

Row 2

Breezer beverage | cooling glass | reading glass | wall art | room décor: dreamcatcher | portrait artworks | Interior plants decorated with warm lighting and glass bottle with water.

Row 3

Daily wear T shirts | Semi formal jeans/pant (daily preffered) | Handbag | Shoulder bag | Small backpack | Main backpack | Footwears: Slippers | Occasional wear snadal | daily wear slipper | Leather shoes (2 Nos) | sports canvas shoe

User 19



John | 27 |

Ernakulam

Architect | Artist |

Thinker

John is a very interesting personality. He is an extremely talented artist and illustrator. He likes to maintain a fun and energetic vibe in the way he interacts and deals with his friends and colleagues. He owns a fairly high-end products including a VR headset. He is incredibly capable in his field of architecture and design. John also is a deep thinker and creates artwork originated from his intricate thought about nature, human life and Indian cultural heritage.

Row 1



Row 2



Row 3



Row 1

[Personal care: Set of toothbrush and toothpaste | round comb | Philips shaver | Philips Trimmer | Pumice stone and organic soap | Himalaya shampoo | Earbuds | Organic hair oil | Parachute hair oil | Moov pain killer | Organic hair oil 2 | Small deodorant (concentrated fragrance)] [Electronics: BenQ monitor | Bose Soundlink Mini | Gaming mouse (2 nos) | iPad Pro | Apple EarBuds | Pixel 4a smartphone | Premium mechanical keyboard | Apple MacBook Air]

Row 2

[Multiple pen stands (hanging type to free up table space) | Pedicure mat | Set of books (Informative, factual, Productive) | Decorative lamp on IKEA post | Sketch and artworks | IKEA revolving chair | Interior plant room décor | wall posters | DIY custom made workstation with optimised cooling, GPU and CPU integration | Sea shell collection | Wild crab inside plastic container with its natural ecosystem recreated | IKEA table lamp | DIY coin holder made from 3D printer waste materials]

Row 3

Check shirts | Shorts | Stripped fool sleeve shirts | Tracksuits | Casual Shirt | Daily wear jeans | Backpack | Skating shoes | Footwear (top to bottom): Court shoes | leather shoe | canvas shoe | daily wear sandal.

User 20



Chawla | 28 |

Ahmedabad

Designer | Artist |

Calm & composed

Chawla is a highly mature and calm young designer who has excellent taste and ideas in his product choices and lifestyle. He prefers utilitarian high quality long lasting products with tactile feedback. He is a DIYer. He custom-builds everything that is possible. He is a nature lover who tries to include natural materials and ideas in his DIY works. He likes to be seen as understated and all his products including clothing and footwear show that. He likes to preserve his family heritage and ideas and are still following many daily routines and practices from his parents and grandparents.

5. APPLICATIONS

First hand proof of what user's really like

This documentation not being a speculative study, showcases the real products used by an individual. This can be used to know user preferences and liking. One can see repetitions in products used and can use it while designing a product of similar category. They can note down the most common used products for any user related research.

Speculating future trends

Since this is a documentation of products used by individual in 2022 December – 2023 February, for a person referring to this document in 2024-2025 or any later timeline, can understand the change in products at that time and predict the future trends based on the level of change that he/she observes.

Understanding the Culture and Lifestyle

This documentation of products used by individuals clearly showcases different cultures and lifestyle each one of them has. One can point out the difference in brand and product type from person to person. This may be due to personal, influential, financial or any random reason, unique to his/her lifestyle over time.

Variation in products across country

The documentation is from people across the wide geography of India. Hence upon close observation we can identify the variation in products across the nation.

How products change with financial ability

This documentation is a first-hand proof of how products vary with a person's financial ability. One can see how the pattern reflects in the entire product portfolio of a person owning a premium and expensive equipment.

6. CONCLUSION

“How we live through products we use” - Documenting different products of different users helps in finding person’s lifestyle, culture they belong, hobby and interests. Products from today can be compared with products from tomorrow and can be helpful in predicting future scenario. The documentation also comes handy in trend mapping, exploring modern culture of particular region and designing a products and service for certain group of people. The study shoes the variation in product usage across people from various parts of the country. When designing a new product, system or a service a designer often focuses on solving a problem and for that he goes for user study, if a designer considers documenting all the products used by user can give an insight about user’s overall life. Using those insights, a designer can design a product which not only solve the problem but become a part of user’s personality.



Figure: User’s Native location in Indian map



The End