

Redesigning an Instructional video for the case study of Vein Tracers for avoiding multiple injection pricks

DES Report, 07th July 2023

Project by:
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Guide:
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Approval Sheet

The DES Project titled “Redesigning an Instructional video for the case study of Vein Tracers for avoiding multiple injection pricks” by Apoorv Anurag, Roll Number 216330001 is approved, in partial fulfilment of the Masters Degree in Design at the IDC School of Design, Indian Institute of Technology Bombay.

Digital Signature
Battula K Chakravarthy (i01111)
14-Jul-23 11:33:28 AM

Guide: Prof. B.K. Chakravarthy

Declaration

I declare that this written document represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and provided references to the original sources. I also declare that I have adhered to all the principles of academic honesty and integrity and have not misrepresented or fabricated, or falsified any idea or data or fact, or source in my submission. I understand that any violation of the above will call for disciplinary action by the institute and can also evoke penal action from the sources which have not been properly cited or from whom proper permission has not been taken when needed.

A handwritten signature in black ink, reading 'Apoorv Anurag'. The signature is written in a cursive style with a horizontal line under the first name.

Apoorv Anurag
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May 2023

About the project

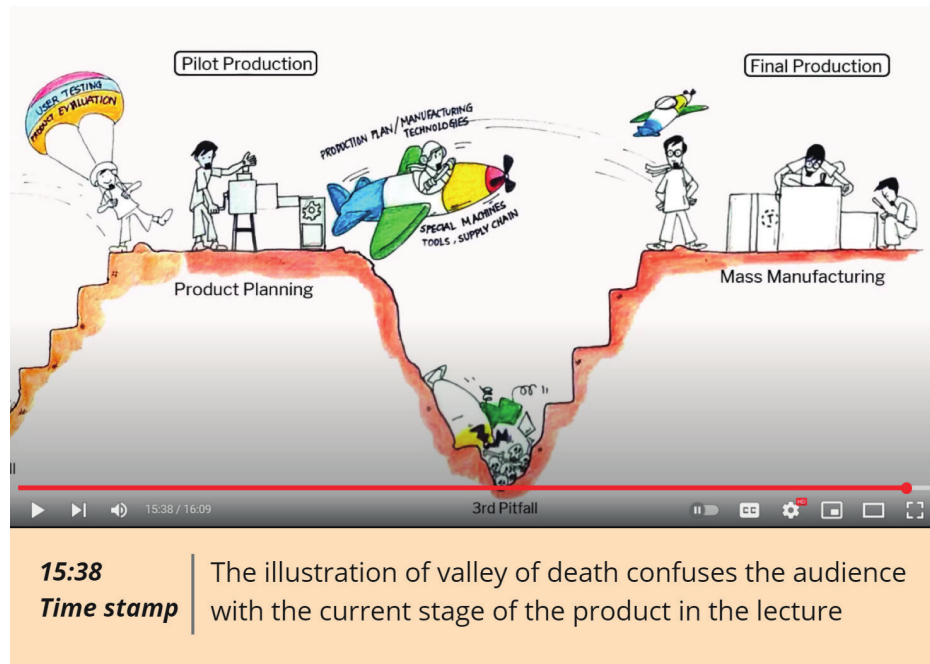
The project aimed to enhance students' focus and learning by improving the online lecture on 'Designing a User-Friendly Vein Tracer.' The course underwent a significant transformation with a reorganization of its content, aiming to provide intuitiveness in the flow. It was re-shot in an interactive classroom environment, featuring actual mock-ups and prototypes of the product, to immerse the online audience in the design journey. A combination of several types of rich media, such as illustrations, animations, and labelled images, were incorporated to make it engaging, bring clarity, and provide better retention of the concepts.



Cover image of the final video

Methodology

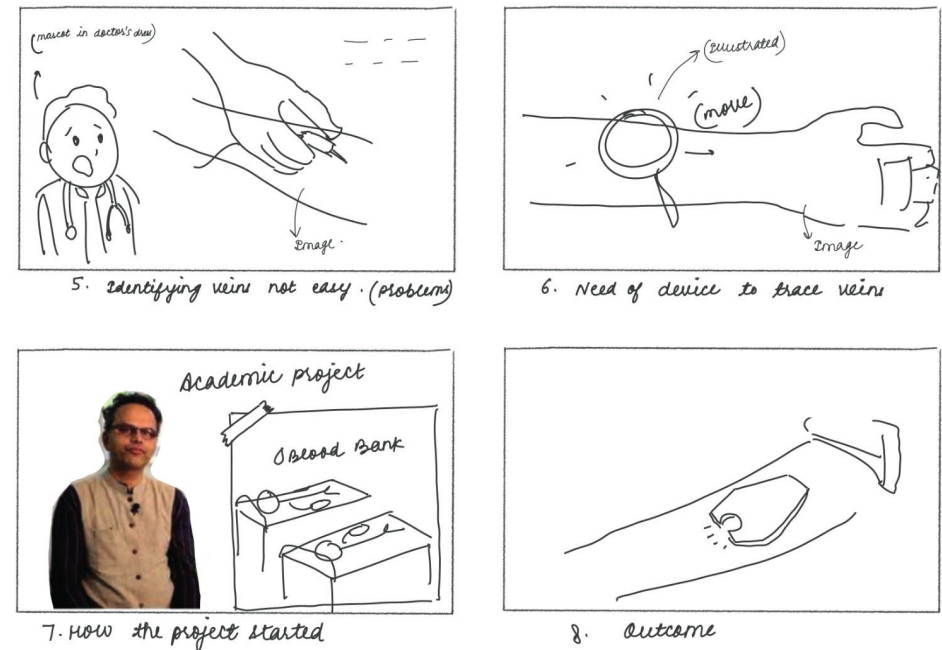
1) ANALYSIS: Existing video was analysed and found to have unclear course ow, insufficiently explanatory images, and confusing texts.



Analysing video by writing issues with time stamp

2) SECONDARY RESEARCH: Determined effective instructional design criteria for online courses, including storytelling & demonstration methods. About the project Methodology Exploration Outcome

3) DESIGN: Restructured and granularized the content with a logical flow using storyboarding, including a relatable conversation about injection pain to introduce the final product.



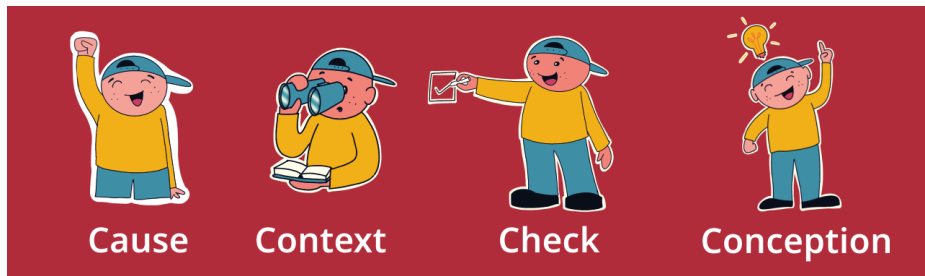
Restructuring & Storyboarding

4) DEVELOPMENT: To provide immersiveness, the course was re-shot with real students in an interactive classroom, using mock-ups to explain concepts



Re-shooting of the course in IITB's CDEEP Studio

5) ADDITION OF RICH MEDIA: Utilized rich media, such as playful illustrations, animations, and texts, to improve course satisfaction and clarify abstract concepts, like pitfalls of innovation.



Some playful illustrations for the case-study's sections based on the Chakku's 7Cs

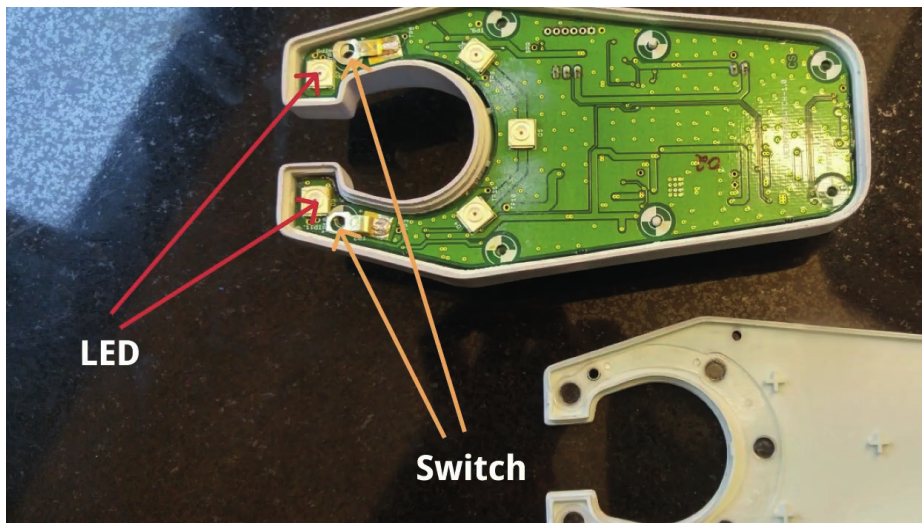
Exploration Outcome



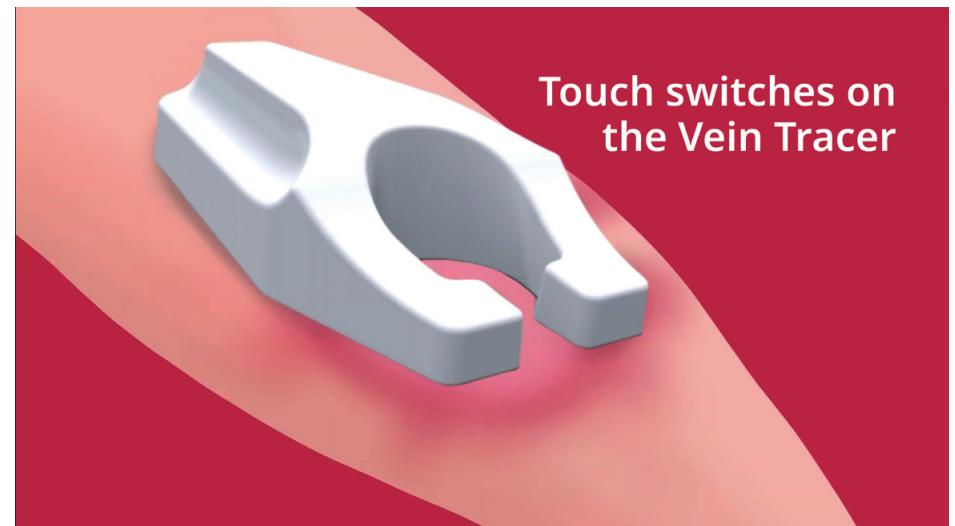
Demonstration using mockup of the Vein Tracer



Immersive classroom environment in the video



Labeled images to provide clarity



Using simple animations to explain few concepts

Acknowledgment

I am grateful to **Prof. B.K. Chakravarthy** for his constant support and guidance throughout this project.

I am thankful to **Akanksha Singh**, an Innovation Fellow at IDC for helping me during the entire project. I am also thankful to the staff at Shenoy Innovation Studio for their assistance.

I am incredibly grateful to my batchmates at IDC for helping me with the ideations and the process.

Thank You!