

P3

## **Buy to bye-bye**

*Understanding people's behaviour around acquiring products & designing interventions for encouraging the practice of "sharing" in an urban residential society*

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# Declaration

I declare that this written document represents my ideas in my own words and the places where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea, data, fact or source in my submission. I understand that any violation of the above will be a 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.



Ketaki Kshirsagar

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2nd May 2024

# Approval Sheet

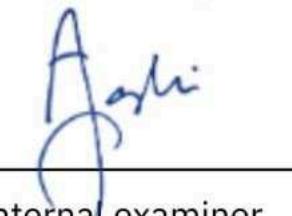
The M.Des Design Project 3 titled “Buy to Bye Bye” by Ketaki Kshirsagar (Roll No. 22M2245) is approved in fulfilment of the M.Des degree at IDC School of Design, Indian Institute of Technology, Bombay.



Guide



Chairperson



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External examiner

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# 1. Abstract

The rise of e-commerce , increase in purchasing power in different income groups, and prioritisation of convenience over consciousness among the Indian residents, has caused a change in people's attitudes towards acquiring and using goods. Irrespective of the intensity of one's need and expected frequency of use, people choose to buy/own over borrow/access.

This report discusses the design decisions, details and deployment of a community event - aimed at creating a positive association to practice of sharing and responsible consumption among residents of an Indian urban housing society and thereby reinventing and encouraging borrowing, exchanging, reselling of goods within the society. The event was hosted in a society with more than 80 families and was also intended to act as an outreach for the deployment of other frameworks for facilitating the practice of sharing within the society

## 2. Motivation

Having lived in a small close knit set of apartments as a kid, I had experienced sharing of things with fellow residents - my friends, neighbours and relatives. Before buying something we rarely would need, our parents would suggest reaching out to our society friends - may it be stationery, books or games. We have had our neighbour borrow our toaster when their family was in the mood of some grilled sandwiches. However, as we moved to a bigger, more sophisticated society, with doors always shut - things were hardly ever shared. I could see the difference in the behaviour of my parents and my friends' - as the earlier practice of "sharing" was no longer dignified. We hesitate to ask for things, buy things impulsively at our convenience and produce & consume without intention - thereby, increasing material waste. My projects stems from a motivation to rekindle the sense of community, environment and pride - associated with sharing, utilising and circulating things within trusted groups of people

## 3. Goals

We intent our interventions to facilitate :

**Awareness :** Present people (through examples/ information) possible alternatives to acquiring and things

**Dialogue :** Spark dialogue about possible alternatives to consumption and sharing of individual thought and ideas around co-consumption

**Practice/action :** People "considering" reselling/ up cycling/ donating over throwing/hoarding & borrowing/exchanging/buying preowned items over impulsive purchases of new things

**Normalise sharing :** A comfortable space where no one would feel judged and is encouraged to borrow/ resell / give away / accepting give aways

## 3. Problem Statement

The current systems and platforms facilitating circular economy are "tech-first", built with a belief that tech features solely might resolve over-consumption behaviours and change the narrative around "sharing". In urban India, where people are not very comfortable sharing and prefer to own things (because they hold the financial ability), these platforms might miss to cater to real, on-ground challenges in the Indian context in initiating a shift in thinking and attitudinal patterns.

## 4. Scope

Targeted users: Residents of an urban Indian housing society

Activities targeted : Selling pre-loved, exchange, give away & lend/borrow

Impact evaluated through people participation & feedback

## 5. Introduction

The rise of e-commerce, increased purchasing power in different income groups, and prioritisation of convenience among the Indian residents, has caused a change in people's attitudes towards acquiring and using goods. Unlike 20 years back, when people were happy to lend and borrow, it is now seen that irrespective of the intensity of one's need and expected frequency of use, people choose to buy/own over borrow/rent. This results in excessive consumption habits that affect the environment negatively by drying up resources and creating huge amount of material waste. People have now started to rent high-investment items for temporary needs like furniture, bikes, heavy appliances. However categories that involve lesser expenditure (stationery, affordable lifestyle products, fashion, hobby tools, etc) are bought without giving a thought - and more likely to be hoarded and go under-utilised.

In this background we chose to work with an urban housing society in Pune, Maharashtra, where a similar consumer behaviour was observed through user studies. The theme in focus for user interviews was "buying and usage patterns". Our aim was to understand people's current behaviour around acquiring & using products - and design interventions for encouraging the practice of "sharing" in the society. (The use of the word "sharing" in the report encompasses activities like borrowing/ reselling/ exchanging and giving away.)

We conducted a survey and qualitative interviews in smaller, close knit residential societies as a pilot study, followed by more in-depth interviews and a survey with the target society. These studies showed that only less than 15 percent of the people interviewed (30+) say that they do consider borrowing/ buying pre-used items, of which only 5 percent actually end up borrowing/ buying pre-loved - for various reasons like

1. Hesitance to ask
2. Sharing not being a common culture in the society
3. Associating borrowing with "saving money" / being miser
4. Effort and time associated to buying pre-loved products
5. Trust issues
6. Lack of exposure to sharing options

Considering these factors, we designed an event around "sharing" that :

1. Creates a fun and positive environment around sharing materials - Books, stationery, appliances, tools, etc within a housing society
2. Acts as an icebreaker/ introduction for the sharing practices (borrow/ give away/ exchange/ resell)
3. To introduce people with different ways to share, repurpose/ access goods
4. Connect residents with creative local circular economy initiatives
5. Acts as an outreach event for people to join the society's buy/sell/share system

This report discusses our ideas, design decisions and the event in detail. It also describes people's response to the idea and act of sharing before, after and during the event.

## 6. Secondary research - Phase I

### 6.1 Buying patterns in India - Before & Now

Not more than 20 years ago, the Indian consumers showed a drastically different buying behaviour than what we see today. Various articles point at different factors causing this shift.

#### 6.1.1 System shifts :

Physical stores dominated shopping in the early 2000s. Consumers relied on local shops, weekly markets, and occasional trips to larger cities for special products. With the democratisation of E-commerce, wider collections , convenience, and competitive prices, buying decisions are influenced significantly - increasing impulsive behaviours. Social media marketing has increased impulse buying. Targeted advertising and easy checkout processes lead to unplanned purchases. Cash was the primary mode of payment which was tangible, needed regular withdrawals and provided a sense of budgeting and control, which is lost in online payments due to ease of performing a payment.

#### 6.1.2 Cultural shifts :

In urban cities, families are smaller and disintegrated. The elder generations have become financially independent. Leaving younger generations with more disposable income to spend on personal needs and aspirations. Buyer's thinking patterns have become more individualistic than before. In a developing country with the working population being influenced by the western culture, we aspire newer and better very rapidly. Through generations, there is a shift from the sustainable habits of reuse, repurpose and sharing that were ingrained in the Indian middle class to more casual, impulsive and convenient acquiring and usage behaviours

#### 6.1.3 Social shifts :

Lending, borrowing and buying pre-used products was normal. People freely asked for things to borrow from neighbours, friends and family due to smaller and closely knit residential areas, lower spending capacity and acceptance towards sharing. Whereas today, borrowing and buying pre-loved is not respected and is associated with cost saving, being miser, inability to buy new.

### 6.2 Throwaway culture

The throw-away culture refers to the tendency of a society to use items for a short period before discarding them. It can be manifested through mass production of inexpensive, low-quality goods that designed to be cheap and easily replaceable, rather than repairable. At times, marketing also acts as a medium that encourages constant buying of new products, creating a desire for the latest trends and a sense of dissatisfaction with older items. This attitude is closely linked with the preference of disposable products like plastic cutlery, bottles and bags to offer convenience at the expense of environmental damage.

### 6.3 Sharing economy

The sharing economy is a practice where people can access and share resources instead of owning them. It focuses on "access over ownership" to tackle the throw-away attitude, under-utilisation , over-buying and sometime to save costs. A formal shared economy system is facilitated through online platforms, that connect individuals who are open to lend/borrow. This practice is predominant in the western cultures- in states of America and some parts of Europe, where the platforms encompass lending, borrowing, reselling, co-owning and exchanging practices.

### **6.2.1 Shared economy in the Indian context**

Earlier, Indian societies did not need a formal platform/ system to facilitate sharing. Sharing was common, organic and socially accepted. Today, due to increase in the buying powers across different social groups, people instinctively choose to own. On predicting the effects of the consumerism and understanding the needs of a population that is driven by change (in choice, in location, in profession, in lifestyle), some western ideas have found meaning in the new India.

Applications like Rentomojo and Furlenco allow people to rent refurbished furniture on a monthly/ yearly basis. Poshmark, which is an American brand allowed users to buy pre-used, pre-loved fashion. Same model is applied to the acquisition of cars, home electronics, etc.

However, these work when people are making a conscious decision based on their budget and need - which is proportionally less. Renting and buying of pre-used fashion is still not accepted amongst the Indian users due to trust & hygiene issues, stigma towards buying “used” clothes and the difference in maintenance levels.

### **6.2.2 Existing shared economy systems**

Of different systems created for sharing things, “Library of Things” has gained considerable success in the West. Inspired from the Toronto Tool Library that provides a system for community sharing of tools and skills, the innovative model of LOTs promote sustainable consumption by enabling community members to access items they need for occasional or short-term use without having to buy and own them individually. From household appliances and gardening tools to recreational equipment and specialty gadgets, a library of things diversifies its inventory based on the needs and interests of its users. By pooling resources and sharing ownership, individuals reduce waste, save money, and foster a sense of community. Libraries of things are often managed by community organisations, local governments, or grassroots initiatives, and they serve as hubs for collaboration, education, and resource-sharing.

### **6.4 Challenges & Opportunities in India**

Urban Indian residents naturally choose buying because it's economically possible, maintains social image, is convenient and gives a sense of ownership. There also is a perception that shared or borrowed items are of lower value or quality compared to personally owned items. This perception could stop individuals from participating in sharing or LOT-like concepts. In India, where concerns about theft, damage, or misuse of shared items may be more, building trust among participants could be challenging. Security measures and protocols would need to be established to address these concerns effectively.

Communities that have now become open to sharing, join Whatsapp and Instagram groups to share/lend/borrow/ exchange things and this system works quite effectively. However, in societies where the “buy first, think later” thought prevails and people hesitate to share/ ask others for things, a top down approach of deploying a digital solution/ process/ system would not suffice. People would start opening up to these practices if the current attached notions of them being inconvenient, untrustworthy, economic and effortful are changed

## 7. Secondary research - Phase I

### 7.1 Current concepts to encourage responsible consumption (India)

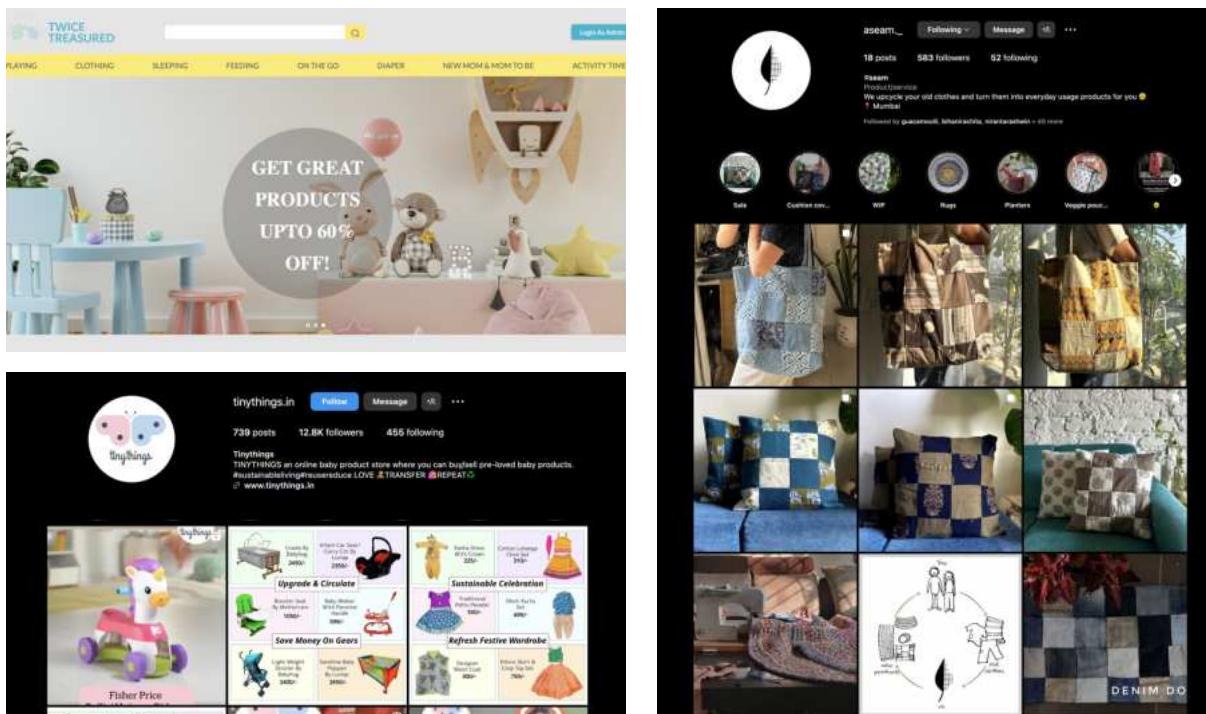


Fig. 1 Indian initiatives for circular consumption

#### 7.1.1 Community based market places

Twice treasured is a community-driven platform, where parents can sell and buy pre- loved products for their children. The founders aim at instilling the idea (in children and parents) that “not everything new needs to come from a store, nor does everything need to end up in a dustbin later”. Twice Treasured works on a commission model and receive their share only once the product is received by the buyer in the condition promised. They also take special quality control measures through safety checks and sanitisation.

Like “Tiny things”, many founders promoting circular economy leverage social media to build and showcase inventories, connect with people in the vicinity and spread the culture. Tiny things is an instagram market place started with an intention to normalising buying pre-owned material.The idea is to rotate

kid's items within parents who believe in responsible consumption. The team ensures quality and hygiene standards, by performing a quality check in their warehouse , refurbish if required, clean and sanitise it, and then deliver it to the buyer

Startups like Aseam reinvent old Indian practices of exchanging used clothes with something new. This young startup designs and manufactures home decor items from used textiles collected from their followers and buyers. These initiatives work perfectly well for people who are educated and comfortable with the concept of sharing and co-utilising. It is a Pune-based team of two started Aseam in 2020, breathing new life into old clothes by converting them into everyday home decor/utility items. One has to hand them their old clothes and using their creativity and skill, the team blends together the fabric into a visually pleasing and brand new item.

#### 7.1.2 Government projects and initiatives

Pustakancha gaon is a special “open” collection of books, functioning through different homes in Bhilar, Maharashtra.



Fig. 2 “The village of books”, Mahableshwar. A govt. led initiative for knowledge sharing through open libraries

## 7. Secondary research - Phase I

Every small centre stores books pertaining to a subject - science, literature, Stories of the Maratha Empire, etc. This project was initiated by Vinod Tawde, Minister of Cultural Affairs and Marathi Language

The hardware for the books is in place: shelves, racks, seating arrangements, signboards and pamphlets, the software which will contain extensive catalogues and tags for all books is in progress



**Fig. 3 Open book stations in the village of Perumkulam**

Inspired by the Bhilar project, Perumkulam (Kollam, Kerala) also has set up book stations throughout the village - in places where people tend to often pass time / pass by.

### 7.2 Western concepts to encourage responsible consumption

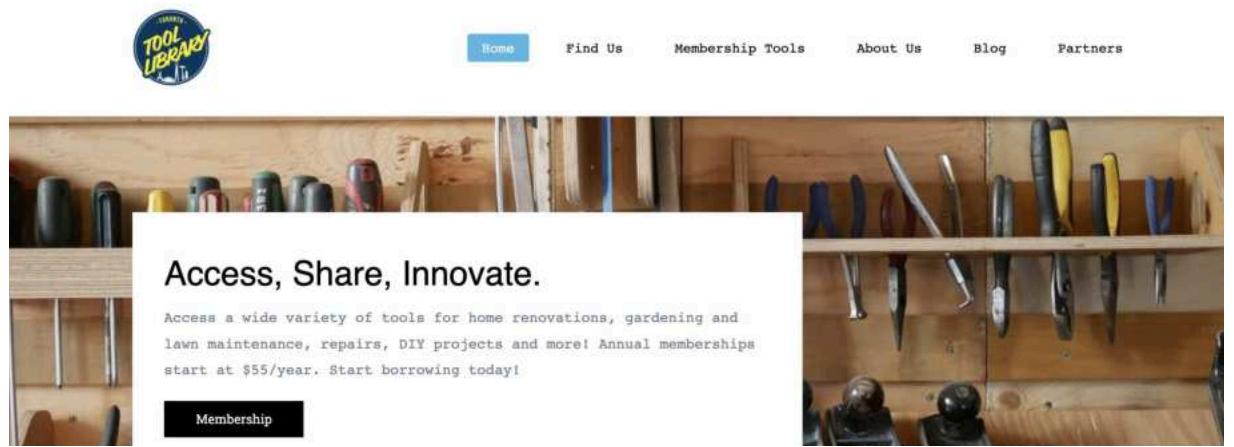
#### 7.2.1 Library of things

Inspired by the Toronto tool library, a LOT ( Library of things ) is a collection of things including home appliances, hobby tools, hardware tools, furniture items ,etc - either curated and maintained by an organisation or donated and used by the community, for it's people. This allows people to use and pay for things based on their demand and duration. Some LOTs are also a hub for sharing skills and learning how to use certain tools - within the members.



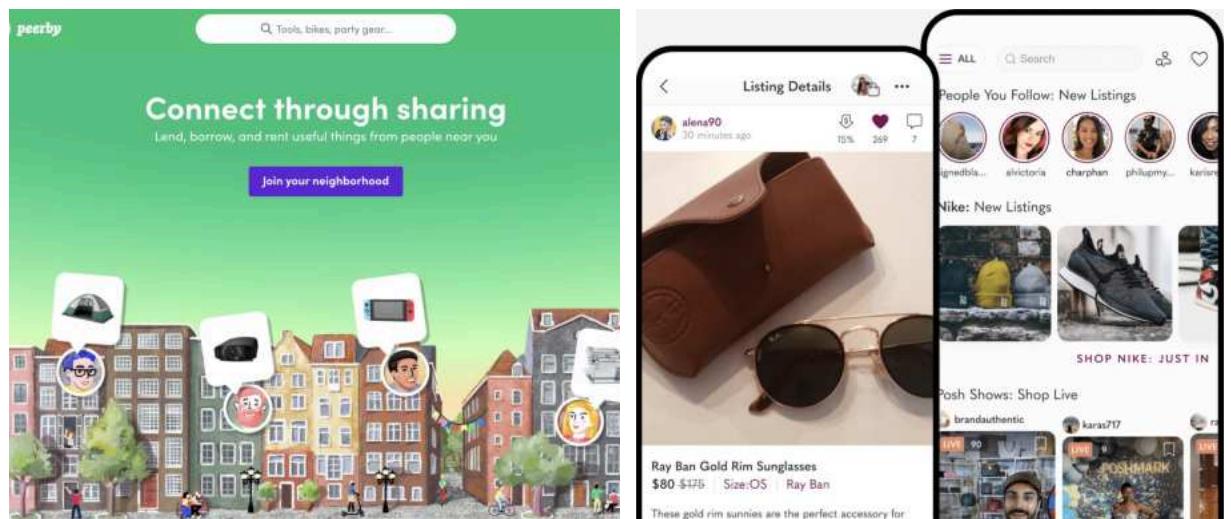
**Fig. 4 The Crystal Palace library of things, South London**

The Toronto Tool Library (TTL) is a prominent example of a library of things initiative focused on household tools. Established in 2012, the TTL offers residents access to a wide range of tools for home repairs, maintenance, and building projects. This resource-sharing model not only empowers individuals to complete DIY tasks but also promotes environmental sustainability by reducing the need for personal tool ownership and extending the lifespan of these items. The TTL operates branches across Toronto and collaborates with the Toronto Public Library, highlighting its commitment to community engagement and fostering a culture of shared resources.



**Fig. 5 Toronto tool library web presence**

### 7.2.2 Online platform to borrow items



**Fig. 6 Online community platforms to lend & borrow or resell owned items**

Peerby is a Dutch online platform where people can connect to the community and borrow things from their neighbourhood. The service is mostly free- apart from some features like insurance and delivery fees. Poshmark is another application where people can re-sell things from their closet - preloved clothes and accessories. This was active in India till last year -but was shut down recently - as most people couldn't align the concept of buying used clothes and footwear - due to trust issues and also due to difference in the quality of maintenance provided to an item

## 8. Primary research - Phase I

### 8.1 Understanding buying and usage patterns in residents of an urban Indian housing society - Qualitative User Interviews

We conducted a survey and qualitative interviews in smaller, close knit residential societies as a pilot study, followed by more in-depth interviews and survey with the target society. We chose to work with an urban housing society in Pune, Maharashtra, where consumer behaviour was still individualistic as observed through initial user studies. The focus of our interviews was "buying and usage patterns". Our aim was to understand people's current behaviour and thought around acquiring & using products - in order to design interventions for encouraging the practice of "sharing" in the society.

We discussed the following in detail :

#### 8.1.1 What do you do when you need any product/ materials ? :

Most participants turned to online shopping sites or visit the nearest store when they feel the need for something. Younger kids mentioned they share product links from e-commerce platforms with their parents in case they want to buy something for school or recreation. Even for expensive items, people placed orders online within a week of feeling the need. People go for cheaper products if they are going to use them rarely and settle for immediately available items in case they need within the desired time (without having to wait for the better options)

#### 8.1.2 What do you do when you no longer need a product ? :

Participants mention hoarding things for years (some store them in the top cabinets and forget about them)- in anticipation that they might need it sometime in the future. Clothes and utensils are donated or passed on to

the house-help. However, some categories are irrelevant to donate and some objects are hard to give away because of emotional attachment, moral conflict and sometimes because the category is very personal. Some participants mentioned exchanging/ giving the old under-utilised/unused household appliances only while buying new ones.

#### 8.1.3 Do you consider buying pre-loved items/ borrowing things? Why?

Participants more than 40 years old, felt nostalgic when they talked about borrowing and sharing items. They shared stories of sharing special utensils, magazine subscriptions, stationery with their relatives and neighbours. Their thoughts changed when they talked about borrowing in the current times. They compared buying behaviour in their times - how borrowing/lending was common culture and kept communities close - as against today's individualistic attitudes. Hardly any participants from the society thought of borrowing/ buying pre-owned and even if a few did, they were hesitant to actually ask around - due to the fear of being judged. A small number of participants borrow appliances and hobby-related tools once in a while with their closest friends in the society. Most participants did not consider borrowing because buying was more convenient, did not involve social interaction and so that they could keep the product for themselves.

#### 8.1.4 Thoughts and perceptions around sharing

Though true in the earlier days, sharing (lending/ borrowing/exchanging/ passing on /reselling) is associated with "cost saving" even now. These practices can be seen as purely as a way to "dump" unwanted things on others. People think that if they accept give aways/borrow things, others might think of them as a miser. More than before, a stigma surrounds sharing and buying pre-owned items. Buying pre-owned items can carry the feeling of acquiring someone else's cast-offs. Trust issues and concerns about quality also play a role in decreasing sharing practices

## 8. Primary research - Phase I

### 8.2 Understanding buying and usage patterns in residents of an urban Indian housing society - Quantitative User Interviews

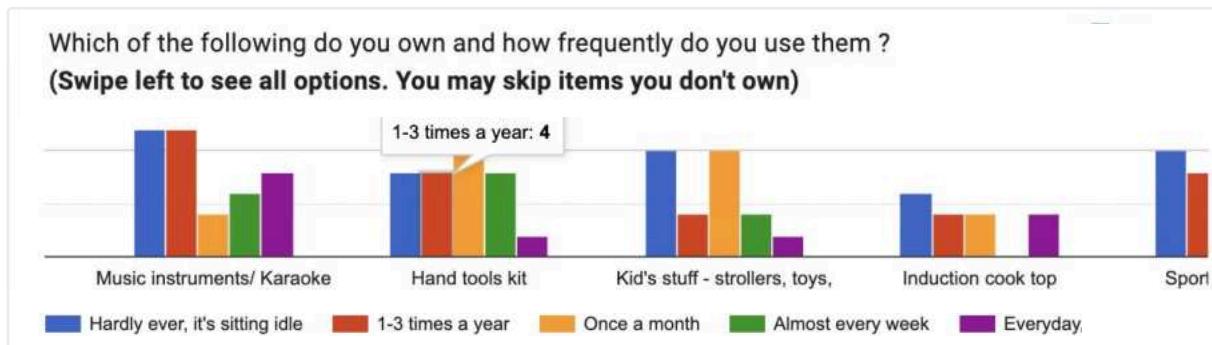
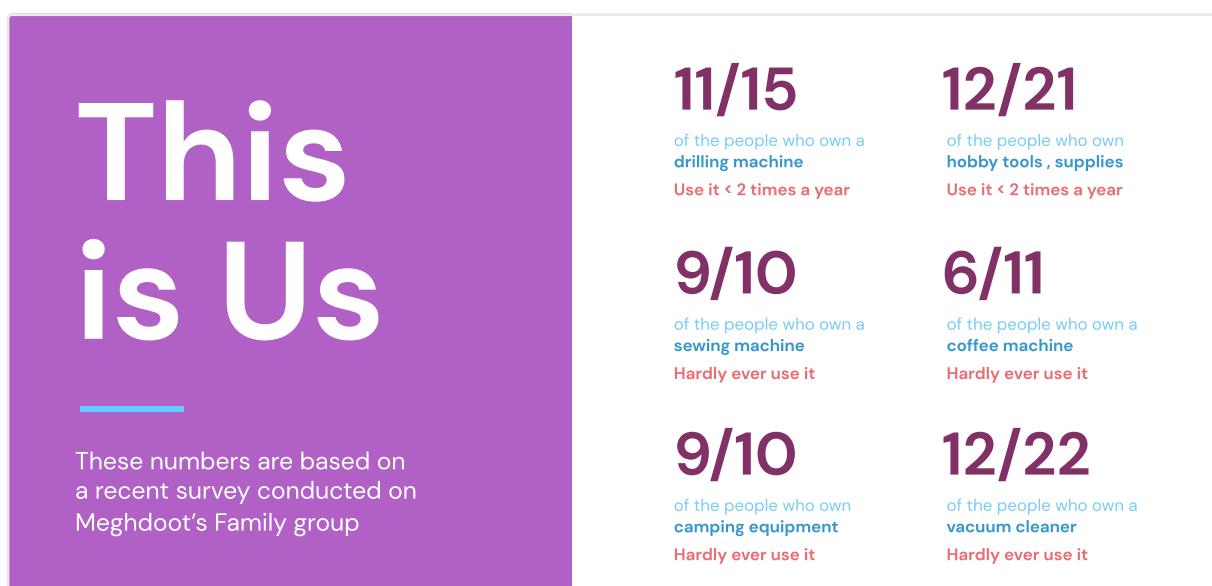


Fig. 7 Survey results (1)

#### 8.2.1 Identifying owning and usage patterns for specific products

We identified objects that were commonly mentioned in the user interviews - as things people own but use rarely. The aim of this survey was to understand owning and usage patterns of these products/ categories in the housing society in focus. The data was used to validate the project goal and common consumption patterns. The results were shared with the users before we started the second phase of qualitative interviews



These numbers are based on a recent survey conducted on Meghdoot's Family group

#### 8.2.2 Identifying categories that are difficult to share / circulate

We collected quantitative data to understand common categories that are difficult to be shared or given away. We further conducted qualitative interviews to understand reasons and emotions behind these challenges.

Which products do you often find very difficult to give away/ upcycle/ resell/ discard ?

Crockery ,old style utensils,old mugs

Old iPads!

Electronic goods

Yet to experience this.

Rice cooker

Products that are difficult to transpory

Expensive gifts

Toys

Electronic gadgets

Partially broken toys, Electronics, spare wood from carpentry, etc.

Received gifts because for give away thinking about emotions of giving person

Yes.difficult to dispose Off received gift items ,clothes etc.

readymade clothes

Avoid to accept gifts.

Cloths/cosmetics as those are personal

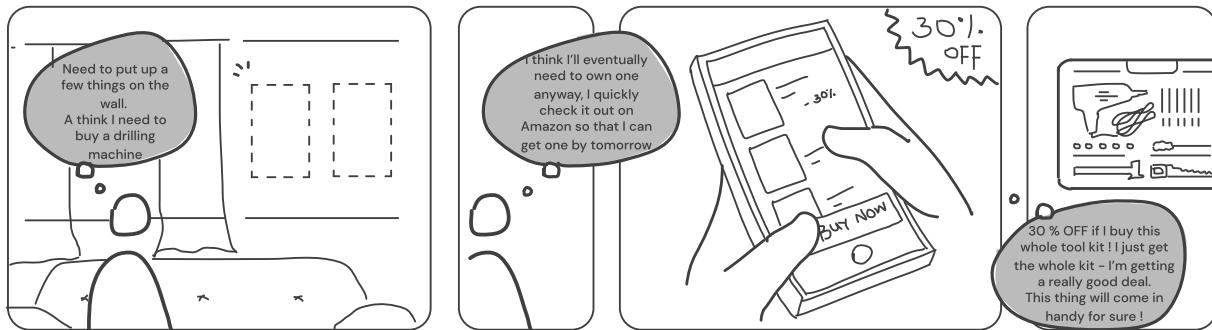
Expensive clothes which are outgrown because of weight gain, and cannot discard or donate in a hope of loosing weight 😊 Some electric equipments like an extra mixer grinder kept just in case the one I am using stops working.

Fig. 8 Survey results (2)

# 9. Project Scope

## 9.1 Scenarios in focus

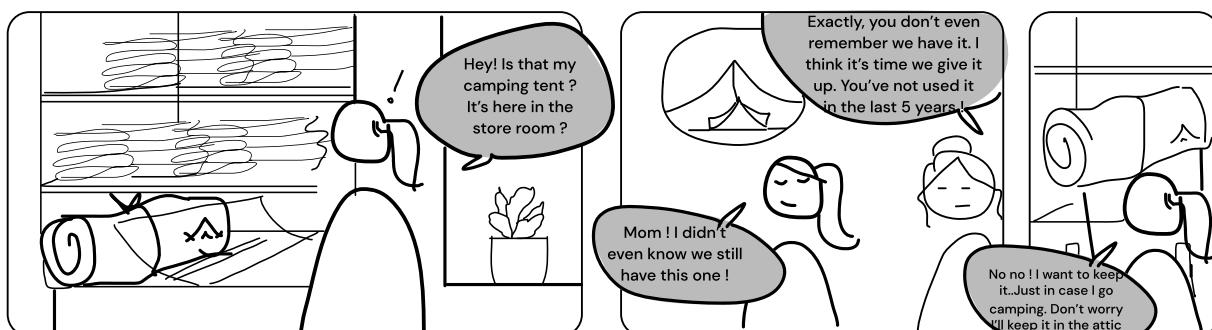
### 9.1.1 Impulse buying, Convenience



**Fig. 9 Scenario 1**

Ved has recently moved into his new apartment. He set up this place and is now excited about putting up the two pieces of art he got for the house

### 9.1.2 Storing / Hoarding un-utilised things at home



**Fig. 10 Scenario 2**

Radha was organising her store room - that's when she found her camping tent from her college days. Radha was nostalgic

### 9.1.3 Hesitation in asking for things

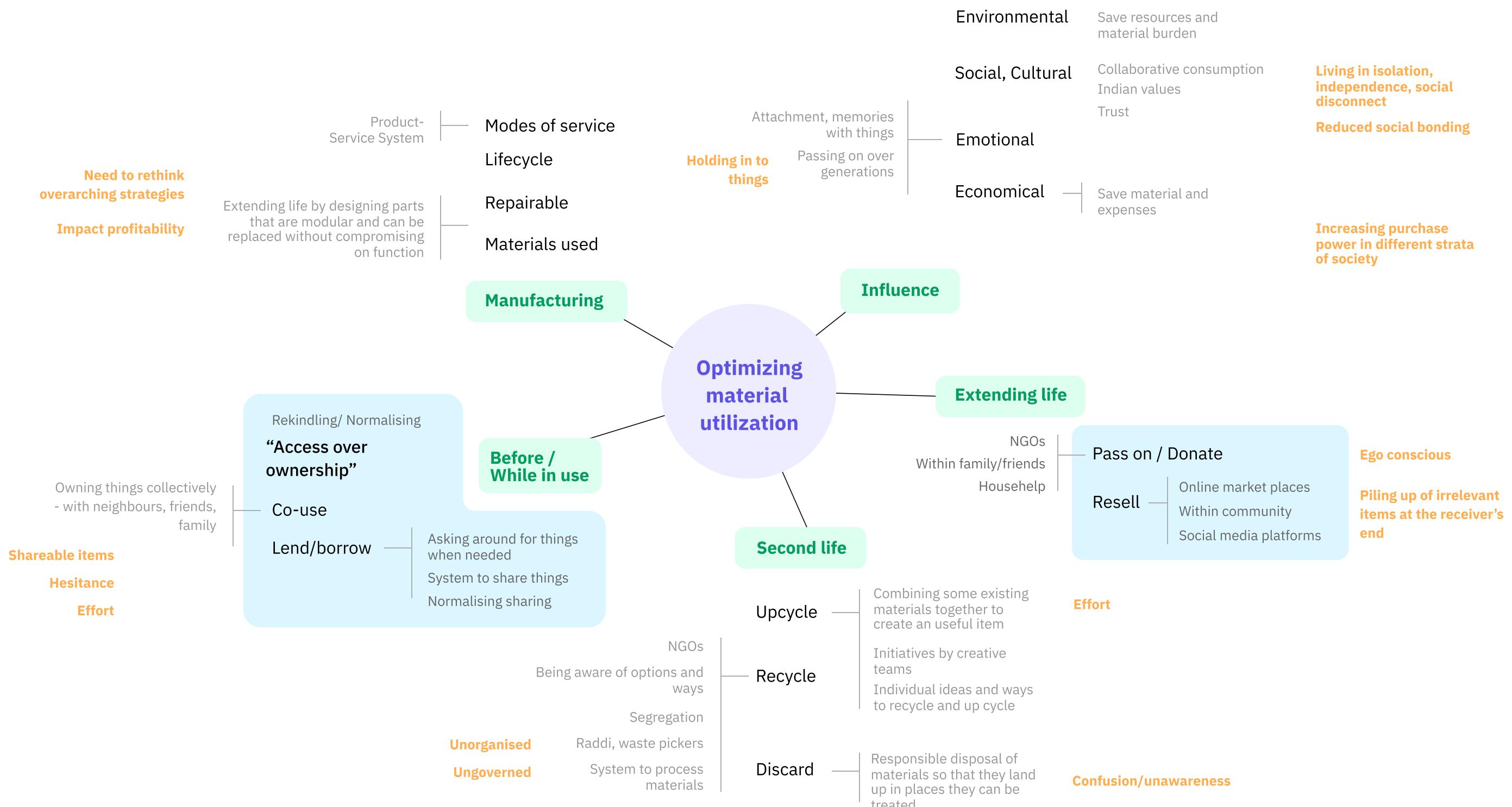


**Fig. 11 Scenario 3**

Jeet and Gayatri live in a township in Pune. Both of them work in IT companies hardly have the time to attend social events in the society. They have guests coming over for 2 months - which also includes a small guest - a 5 month old baby

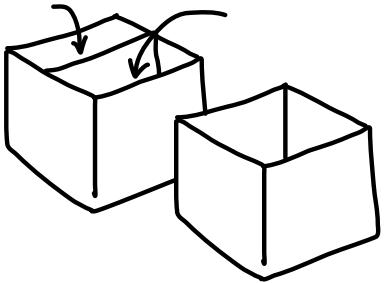
# 9. Project Scope

## 9.2 Areas in focus



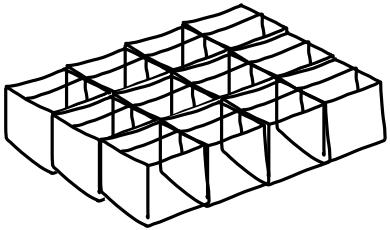
## 10. Ideation I - Initial ideas

Survey - all boxes put together and presented at events



Over the time of 1.5/2 weeks write down the items and keep adding in one box.

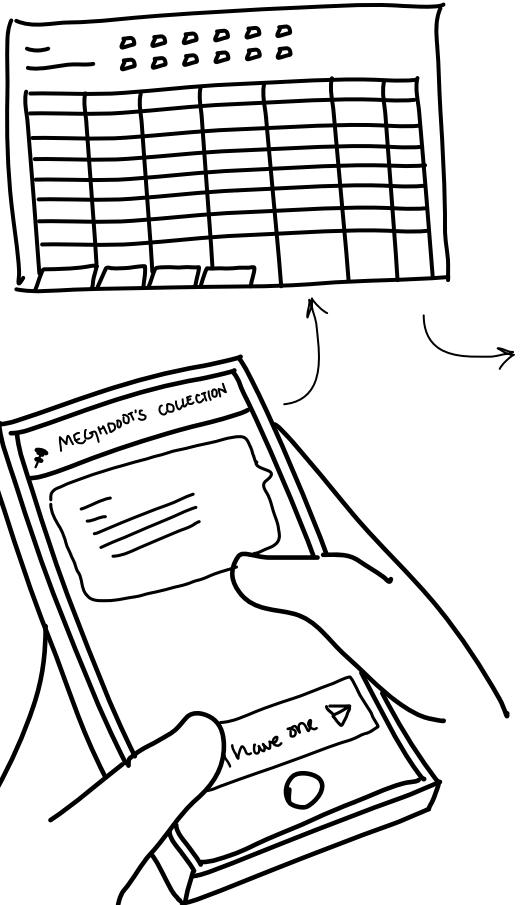
The second box is for things that you'd be open to sharing



Inspiration : sugar cubes  
Add things that you are up for sharing/ exchanging/ reselling

Start small

Excel inventory → Digital portal search/upload



Use of whats app as a central channel for content delivery, notify about events as well as practice of sharing

A visual + digital repository of things that people are open to sharing with fellow residents

Curation Personal + community

Start small

Swap stations for categories like books, stationary, etc

→ Garage sale

Physical Library of things



Notice boards as a space to share ideas, suggestions, ways of doing things based on personal practice/ external initiatives

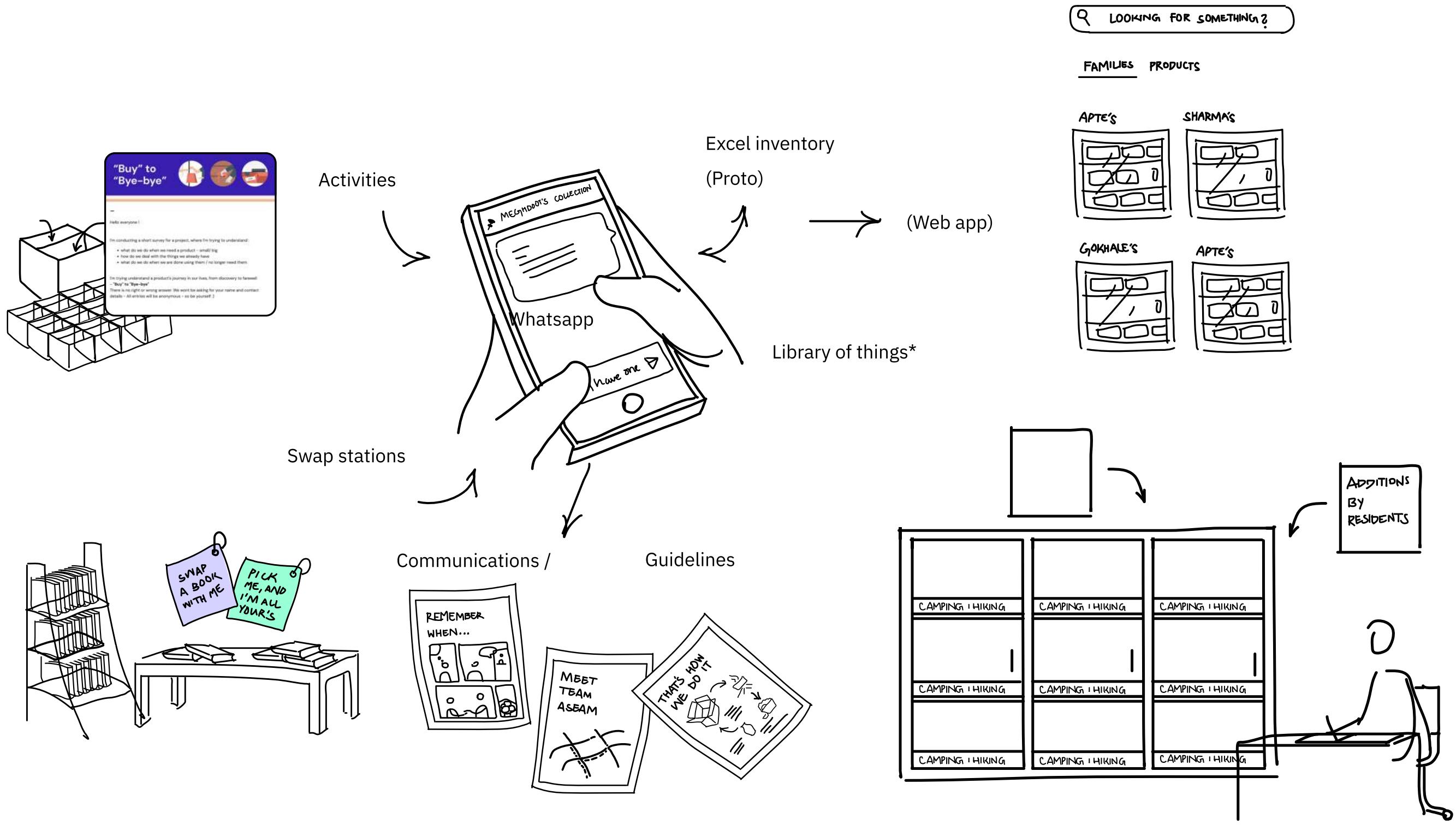


Intended to address to people who are not vocal participants - hesitant/ conscious to ask

Would people list things ?

Nudges ?

## 10. Ideation I - Initial ideas



# 11. Primary research - Phase II

## 11.1 Understanding emotions and challenges behind sharing/ giving away certain categories of items

We asked people about the items they struggle to give away or share with others. Certain categories were more common than others due to various reasons discussed below :

### 11.1.1 Gadgets & appliances :

**Old chargers, earphones, headphones, music players, phones, i-pads, laptops**

Younger participants were more comfortable with exchanging older phones and gadgets for the new ones. However, participants above the age of 40 found it difficult to trust people or a company with repurposing or reselling their older gadgets - due to data privacy.

Of the participants who mentioned this category, most weren't aware of the right way to recycle/ resell their gadgets

### 11.1.2 Hobby related items -

**Sports/ music/art/ adventure/ baking material, tents, sewing machine, block printing set, Karaoke system**

Some participants elaborated on impulsive buying behaviours when they encounter a new hobby. Most of them say their hobbies fade out with time, leaving them with the material and equipment they bought with excitement. Some people also said that at times, more than the actual act of doing the hobby, they are more excited to buy and own the things needed for it. Once, they are no longer engaged in the activity, they tend to hoard the material.

### 11.1.3 Gifts

**Small appliances, photo frames, vases, idols, showpieces, trays, crockery, coffee makers**

Expensive gifts that are of little use - was a category hard for people to deal with. Things received from loved ones were often difficult to give away or sell off due to the sentiment involved and ended up stored away - not utilised

### 11.1.4 Occasional clothing-

Participants - male and female, mentioned having occasional, expensive clothing, they no longer fit in - but are hesitant to ask relatives or friends if they would be of use to them. Some fashion accessories and outfits also come as expensive gifts from friends and family - which may or may not suit you/ your choice. These clothes would not be relevant or useful if donated to an NGO.

### 11.1.5 Stationery items , books

**Unused crayons, school geometry kits, papers, craft materials, notebooks, novels, board games**

Many stationery items are consumables and lose their life if not utilised. Stationery is a category relevant for all age groups - and people also showed more openness in sharing or circulating it. A lot of materials go to waste because they are not utilised in a given time frame and hence, people are comfortable sharing or giving away stationery so that someone can better utilise it.

### 11.1.6 Kids' products - games, toys, books, etc

**Story books, strollers, walkers, toys, cradle, clothes and accessories**

Parents with young kids find themselves with numerous products that their kids grow out of - almost every year. They were open to passing it on to someone who needs it and uses it well. They know that the item has served its purpose and that they won't be using/ needing it again - unlike with other product categories

# 12. Secondary research - Phase II

## 12.1 Theory of planned behaviour

The Theory of Planned Behaviour (TPB) is a theory in social psychology that attempts to understand and predict human behaviour. Developed by Icek Ajzen, it builds upon the Theory of Reasoned Action (TRA) by introducing the concept of perceived behavioural control. TPB positions a person's intention to perform a specific behaviour, as the strongest determinant of whether they will actually engage in that behaviour. The theory proposes that intention is influenced by three main factors:

### 12.1.1 Behavioural Belief

This refers to a person's perception of the outcomes associated with a behaviour.

### 12.1.2 Control Belief

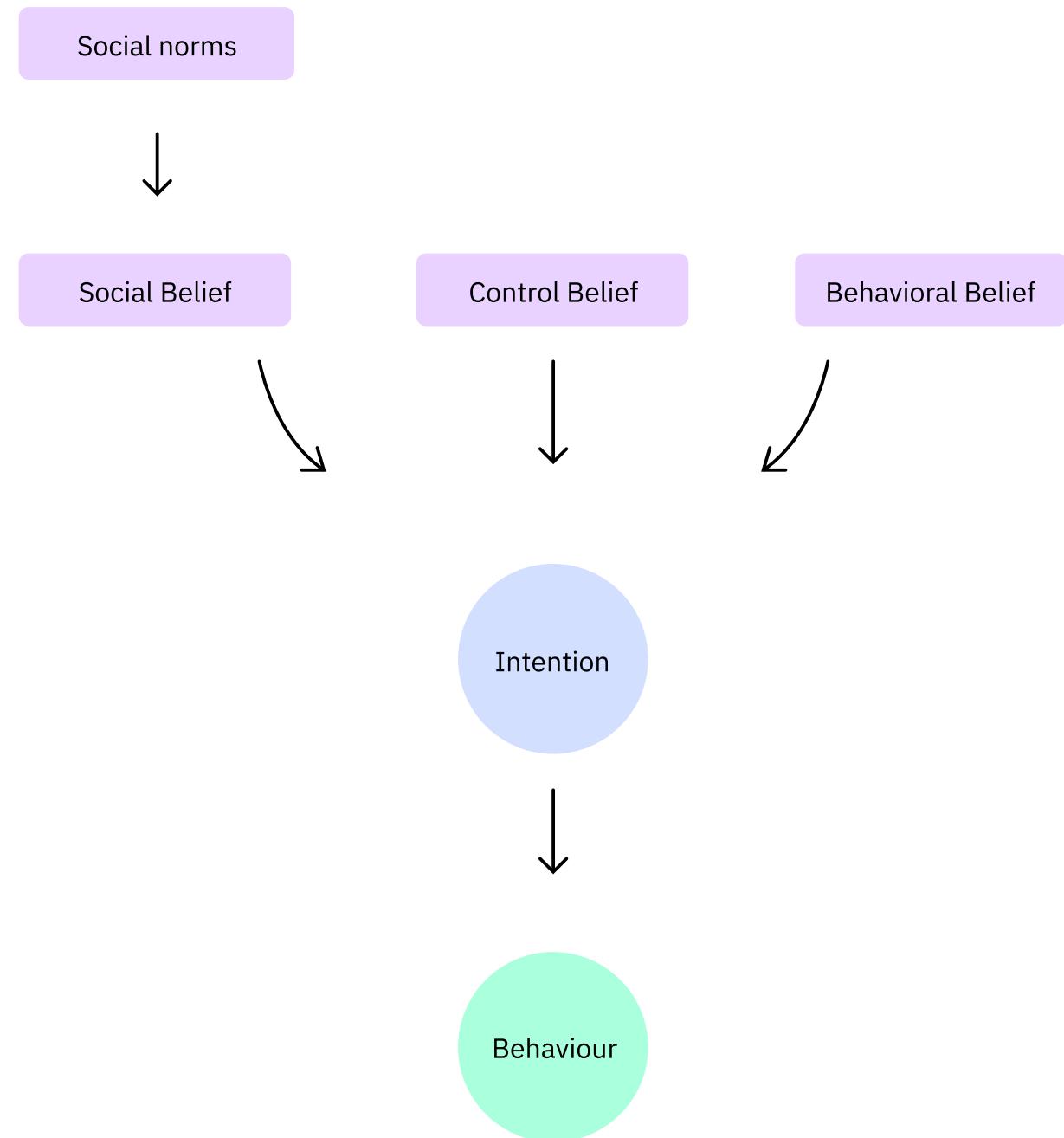
Refers to the person's confidence in their ability to perform the behaviour.

### 12.1.3 Social Belief

This refers to a person's perception of the social norms surrounding the behaviour.

This theory has been used to understand and promote health-protective behaviours (quitting smoking, healthy eating), environmental behaviours (recycling, conservation) and prosocial behaviours (volunteering, helping others).

According to TPB, these three constructs influence a person's behavioural intention. A strong positive association, supportive social norms, and a high perceived behavioural control all contribute to a stronger intention to perform the behaviour, and consequently, a greater likelihood of actual behaviour change.



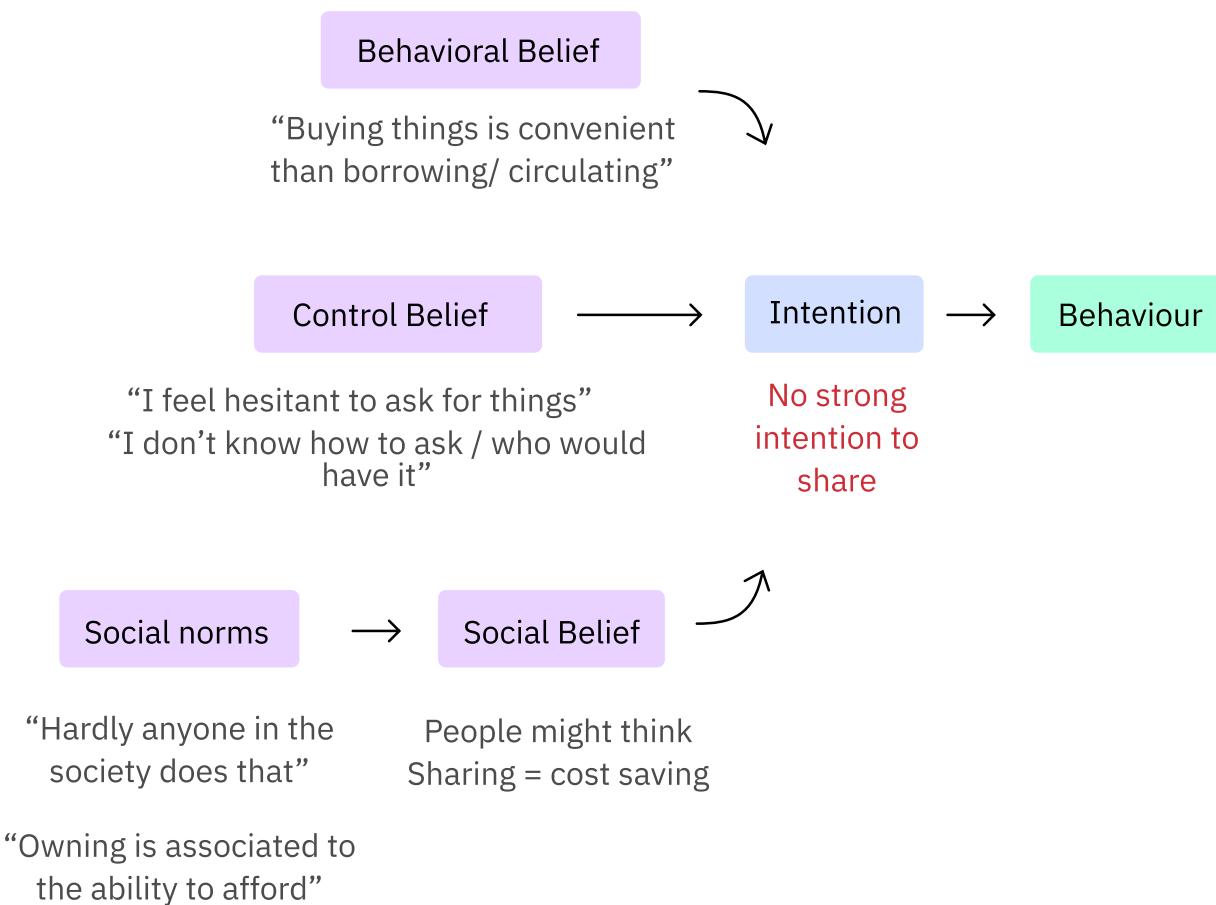
Icek Ajzen

[10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

# 12. Secondary research - Phase II

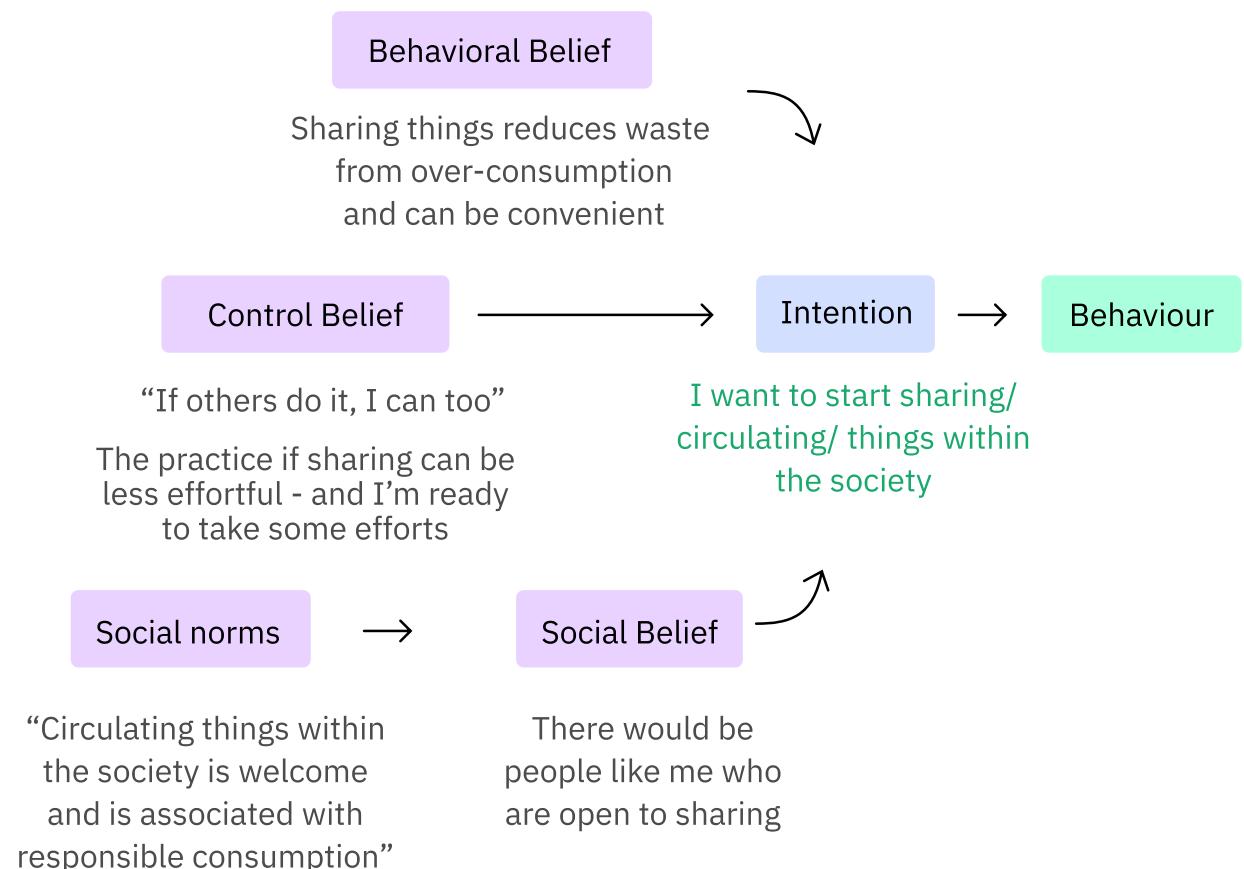
## 12.1 TPB in context to the current scenario :

Based on our qualitative interviews in different societies, along with in-depth studies in the target housing society, we found that people have strong negative social beliefs adding to their control beliefs - which keeps them away from the possibility of sharing / borrowing / circulating



## 12.2 Scenario we want to create :

Through the interventions, our aim is to create a positive social belief and understanding around circulating, utilising and sharing items within the community.



# 12. Secondary research - Phase II

## 12.2 Kelman's three processes of social influence

Social psychologist Herbert Kelman proposed a theory of social influence that outlines three distinct ways people can be influenced by others: compliance, identification, and internalisation. These processes represent varying depths at which an individual accepts the influence and modifies their behaviour.

### 12.2.1 Compliance

This is the most superficial level of influence. People comply with the requests or expectations of others, even if they disagree privately, primarily to gain approval or avoid disapproval. The key motivator is validation , the desire to avoid negative consequences or gain social acceptance.

### 12.2.2 Identification

Individuals conform to the influence because they identify with the person or group exerting the influence. They want to be seen as part of the group and adopt the group's attitudes and behaviours. The driving force is to maintain a positive social identity and feel connected to the influencing group/person

### 12.2.3 Internalisation

This is the deepest level of influence. People internalise the message or behaviour because they genuinely believe in its validity and agree with its underlying principles. The new attitude or behaviour becomes part of their own value system.

These processes are not mutually exclusive. An influence attempt might start with compliance and evolve into identification or internalisation over

time. The specific process that takes place depends on factors like the power of the influencer, the clarity of the message, and the individual's pre-existing beliefs.

In the context of the project, we believe that “identification” can be one of the ways by which we can explore attitudinal change/ initiation of a new practice

## 12.3 Elaboration likelihood model

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo, revolves around how people process persuasive messages and how this processing influences their attitudes and behaviours.

### 12.3.1 Peripheral Route

In this route, people rely on peripheral cues, focusing less on the content of the message itself and more on superficial aspects like the attractiveness of the source or emotional appeals. Here, the elaboration is low - they process the information with minimal effort. Peripheral cues can be effective for influencing short-term behaviours but may not lead to lasting changes in attitudes.

### 12.3.2 Central Route

By this route, people carefully analyse the arguments presented, weigh the pros and cons, and compare the message to their existing beliefs. They engage in high elaboration, that is, they put significant effort into processing the information. Strong arguments with clear evidence are more likely to be persuasive through this route, leading to long-lasting attitude changes.

## 12. Secondary research - Phase II

The engagement with information through the central route can happen on 3 levels :

**Knowing** - When one is invested/ interested in something, they have the capacity to engage in elaboration. This involves actively processing information, considering facts, and weighing arguments. This is the "knowing" stage

**Rethink** - As a result of elaboration, individuals re-evaluate their existing beliefs and attitudes.

**Practice** - If the person engages through the central route, the changes in attitude are possibly more long term . This new attitude is more likely to translate into actual behaviour.

### 12.4.2 Intensify interactions

People who know each other meet in known places- where long accumulated attitudes are not transgressed. Community events can disrupt mundane interactions and allow more conscious, deliberate interactions

### 12.4.3 Alternative narratives

Events allow us to create alternate/ newer narratives around a concept - which can be leveraged to promote positive social changes

### 12.4.4 Collective action & sense of belonging

Community events allows people to fight feelings of hesitation, induce positive (intended) change by observing actions and learning opinions of fellow members. They bring people together to work towards a common goal and create a sense of belonging with the community

## 12.4 Contribution of community events to social sustainability in local neighbourhoods

This research paper, by Nancy Stevenson, highlights important characteristics of small-scale community events that can play a role in changing attitudes and thinking patterns :

### 12.4.1 Opportunity for first hand experience

Small scale community events enact some parts of the intended larger systems. People get to experience new practices before they can generate an opinion /that change their opinion about something

## 13. Ideation II - Revised approach

The ideas inspired from library of things, web application and digital record keeping, etc suggested only operational changes. Operational changes alone however, would not change current thought/ attitudinal patterns around sharing things. Hence, we re-directed our ideation to focus on interventions that would aim for the “initiation of thought/attitudinal change”-without which, the ideas would seem forced.

Secondary research on attitudinal change and discussions with the residents directed us towards :

“Designing and deploying an event that initiates (interest in) the practice of sharing - through circulation, utilisation of things within a residential society”

The idea was to designed the event that engages the visitors on 3 levels :

### 13.1 See/ Know

- Know possible ways to share
- Visibility of things that people are open to share
- Know about local initiatives/ businesses
- See/ know what you neighbours think/ do

### 13.2 Do/ Experience

- Participate in the actual act of sharing
- Participate in peripheral activities and games around the theme

### 13.3 Think/ Re-think

- Conversations, information and insights on current buying patterns, stories from earlier times



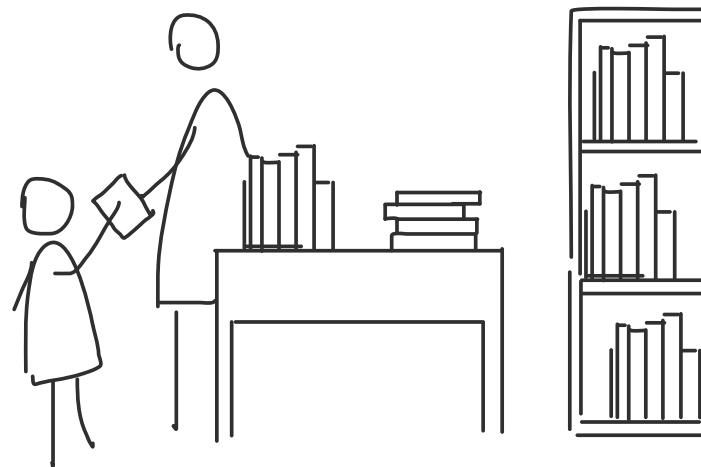
**Fig. 11 : Collaborative ideation**

**“Designing and deploying an event that initiates (interest in) the practice of sharing - through circulation, utilisation of things within a residential society”**

## 13. Ideation II - Revised approach

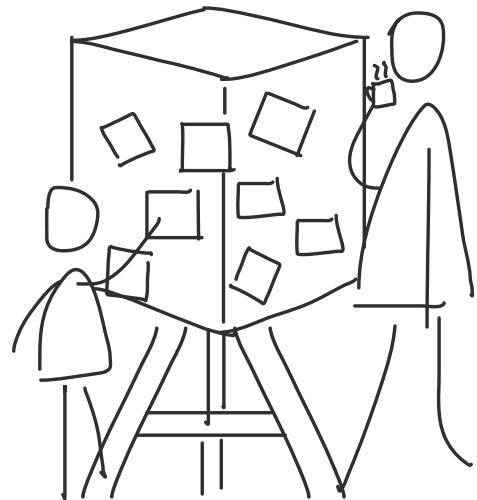
### Share square

We ideated on different elements that can be a part of the event. The event would be a part of a system - we call "Share square" - that will include year-round as well as annual/biannual activities



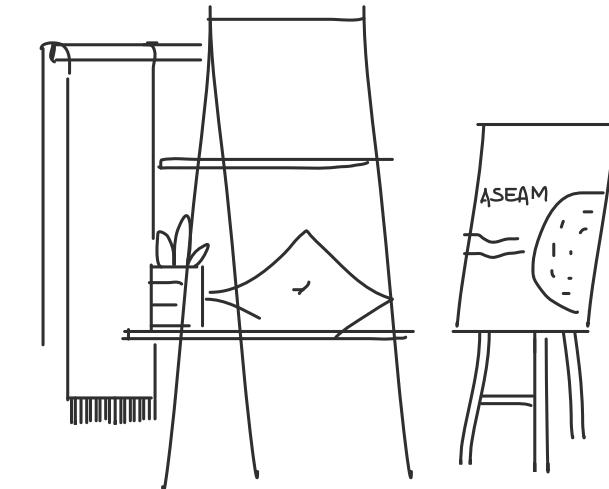
**Fig. 12 : Mini Libraries**

Residents can nominate (a set of books) for circulation/ give away/ sell/ exchange - creating a space for exchange of ideas, thoughts and material



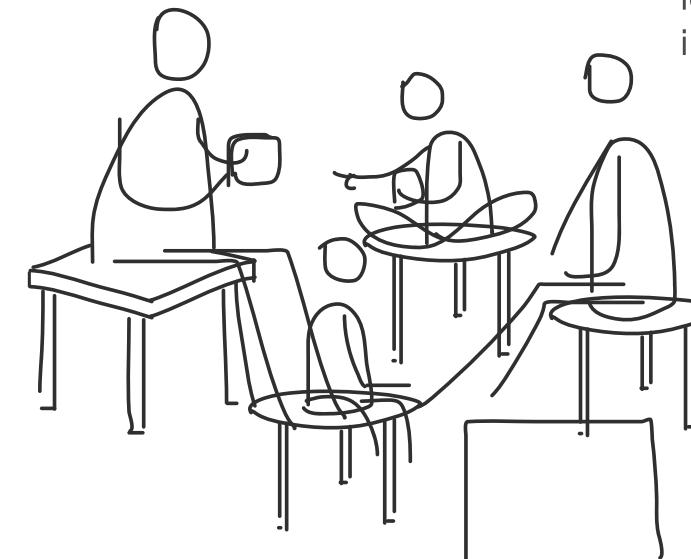
**Fig. 14 : Shared treasure**

The shared treasure is a box (metaphorically suggesting a box of shared things) used as a 3D bulletin board - for the participants to pin their nominations - and that enables visibility of things available in the society



**Fig. 13 : Local businesses**

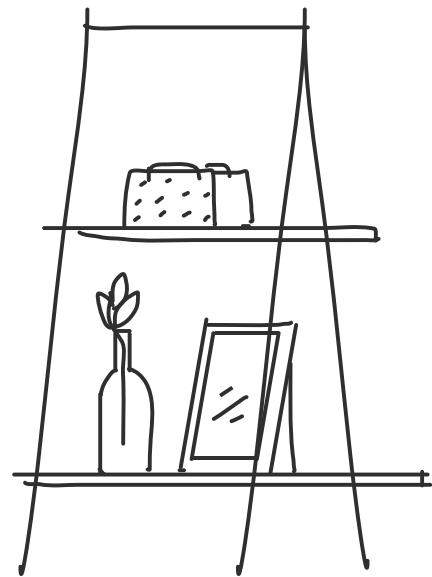
Connecting people to responsible ways of repurposing/ giving away by inviting local businesses to showcase their initiative/ collaborate/ collect items, etc



**Fig. 15 : Hobby sharing**

Residents engaged in similar hobbies can bring their materials and conduct small workshops - where skills and materials are shared. People will know whom to reach out to for specific material related to different hobbies

## 13. Ideation II - Revised approach



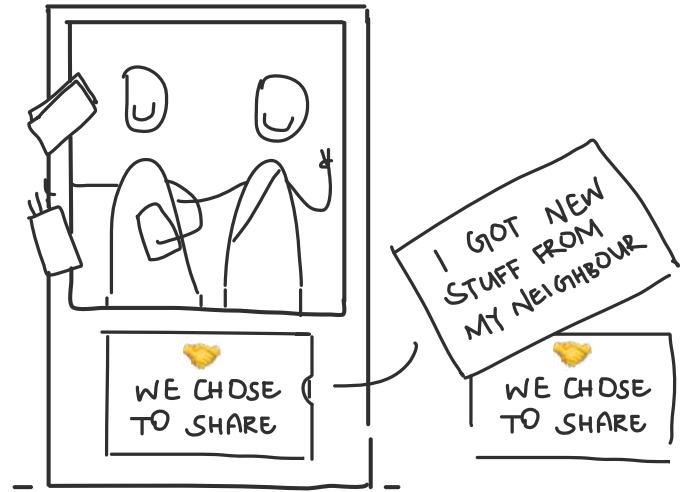
**Fig. 16 : Repurpose corner**

A small exhibit of existing ways in which people repurpose their things - for other to be inspired by



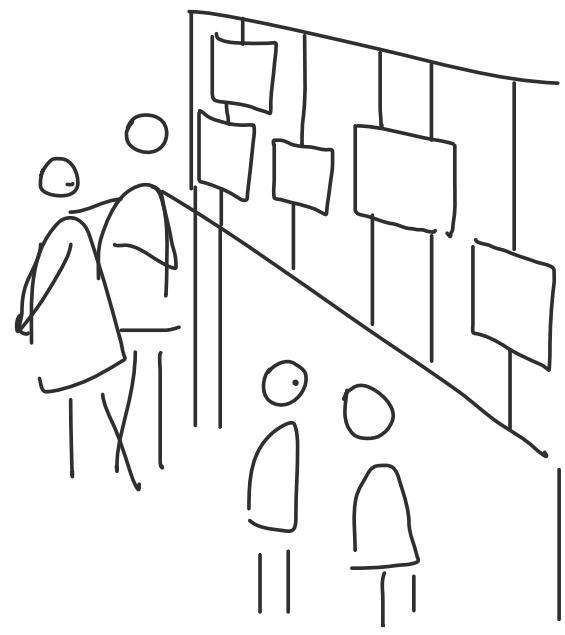
**Fig. 18 : Stock exchange**

Circulation of items within the society by selling(at a nominal price, to give people the sense of ownership) / giving away/ exchanging. This section includes suggestive displays, tags with stories, care instructions, use cases



**Fig. 17 : Photo booth**

Associate a sense of pride around the practice of sharing within a close community. Residents keep events photos as memoirs and share these on social media, with friends and family



**Fig. 19 : Story lane**

Memories/ incidences around sharing in current/ earlier times. Current scenarios with actual insights from surveys and interviews from their own society

## 14. Evaluation of ideas

Weightage	2	2	2	1	1
Goal	Alignment to objectives	Fun & Engagement	Feasibility & Logistics	Authenticity & Comfort	Sustainability & Impact
Goal description	<i>Does the activity promote sharing within the community? Does it address the specific needs or interests of your target audience?</i>	<i>Will it encourage people to actively engage with sharing activities and people? Does it create a positive atmosphere around sharing?</i>	<i>Is the activity achievable within the budget and resources? Is the space suitable for the activity? Do we have access to necessary people and materials?</i>	<i>Will residents be interested in this activity? Will participants feel comfortable and be themselves?</i>	<i>Does the activity allow reuse or repurposing of items? Will it have a lasting positive impact? Can it be easily replicated for future events?</i>
Local businesses	2	1	2	3	4
Repurpose corner	2	2	2	3	2
<b>Mini Libraries</b>	4	3	4	4	4
<b>Photo booth</b>	3	4	4	3	2
<b>Stock Exchange</b>	4	3	4	3	4
Story lane	2	1	4	2	1
<b>Shared box</b>	3	3	5	3	3
Hobby sharing	2	3	2	2	2

**Fig. 20 : Scoring done on a scale of 1-5, by the internal team, after considering the main goals of the event and residents' suggestions and feedback on them.**

# 15. Prototyping

## 15.1 Shared treasure

Shared treasure is an interactive informative installation (for and by the people) to enable the visibility of things available in the society (things people own and are open to share/ give away/ resell). It takes the shape of a “box” which holds things that people have nominated for different purposes

This box acts like a 3D bulletin board where people can stick the cards given to them at the event. The board provides a broad level visibility about available things.

### Affordances :

- More than one person can interact with it at a time
- People can see at least one side of the box irrespective of where they are in the event
- Can act as a centre of conversations & discussions when people see, compare & reflect on the information

The participants can chose between cards titled “I have some things that I'll be happy to share” and “I have some things that I wish to sell”.

The things nominated here, will be added to an excel inventory sheet maintained by the team and editable by the residents.

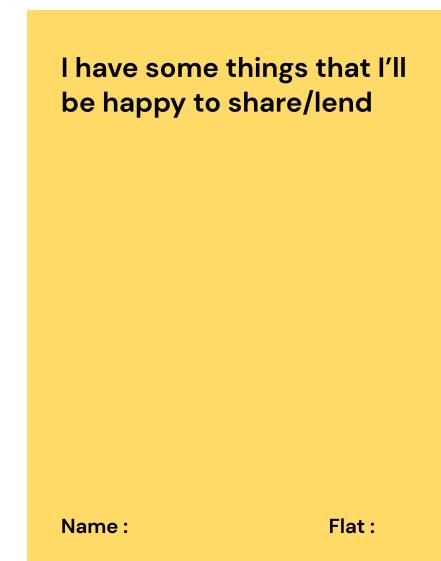
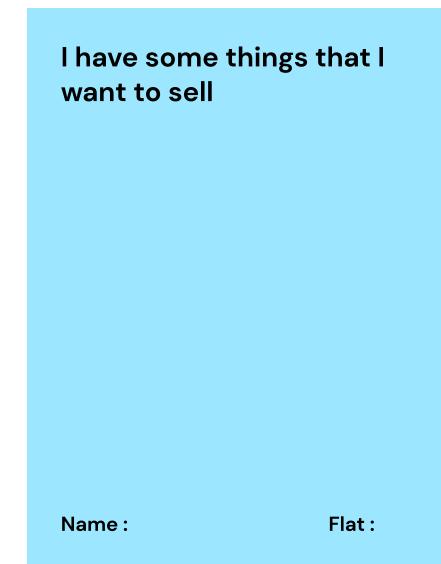
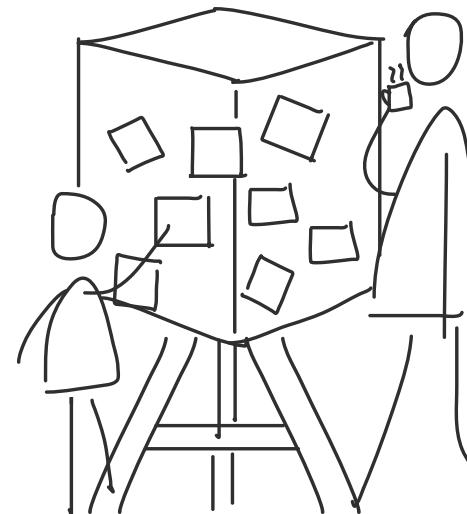


Fig. 21 : Nomination cards



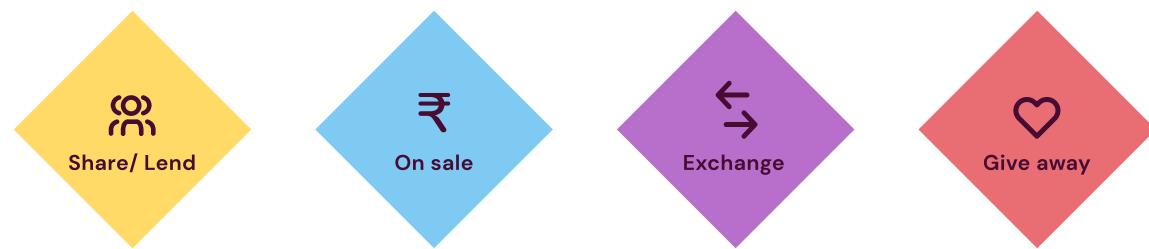
Fig. 22 : Shared treasure prototype - cardboard box

# 15. Prototyping

## 15.2 Meghdoot Stock Exchange

Meghdoot Stock Exchange is a yard sale, tweaked to appeal residents in an Indian housing society - by factoring in emotions, trust and hygiene of things. This section aims at circulation of items within the society by selling(at a nominal price, to give people the sense of ownership) / giving away/ exchanging.

Here, the participants can experience alternate ways of sharing within the people they know and trust. For kids, it's a way to experience that not everything new/ needed has to come from a store. For elder generations, it's a way to rekindle earlier sharing practices that faded out due to changing economic conditions, social beliefs and norms



The idea is to collect, tag and present pre-owned things as valuable , and not waste/donations.

### Tags include :

- A small write up about why the owner wishes to sell/ give away an item (optional)
- Action stickers - sell/exchange/give away
- Price and payment details
- Possible use cases, care instructions (optional)



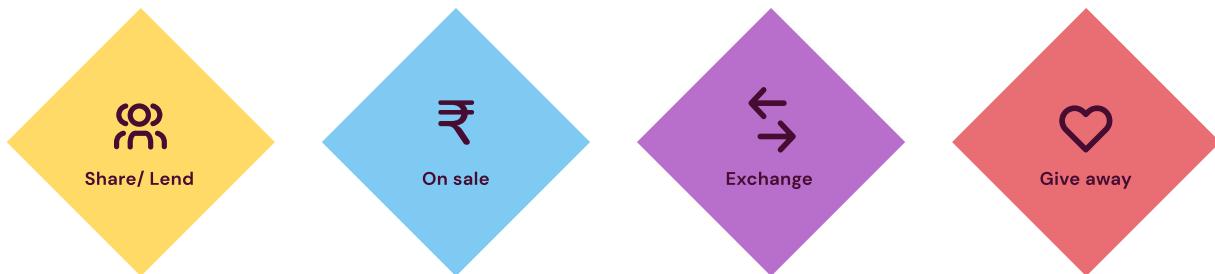
Fig. 23 : Prototyping event tags for items nominated by residents

# 15. Prototyping

## 15.3 Book hive

The book hive intends to create a system for book sharing within the society. Book hive can take a physical form (in the event) twice a year and can be functional using the excel inventory and communication platforms throughout the year. The collective can also donate books to bigger organisations - schools, NGOs as a group

This section too, follows the same coding through stickers as the yard sale



A book/(set of books) at the book hive event will have :

Tags of the contributors or swappers

A book mark that holds the action stickers for a book / Tag if the book is on sale

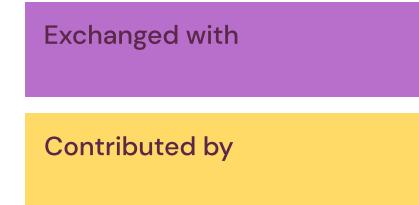


Fig. 24 : Prototyping labels and bookmarks for Book hive

# 15. Prototyping

## 15.4 Share square photo-booth

Through discussions with the residents about current events in the society, we found that all the generations are usually excited about peripheral activities (in most events conducted by far) where they have take-aways in terms of memories, social media pictures and experiences. To associate a sense of pride around the practice of sharing, we created a photo-booth that can enable the propagation of the idea and their interest in it - to fellow residents and other people in their social circle

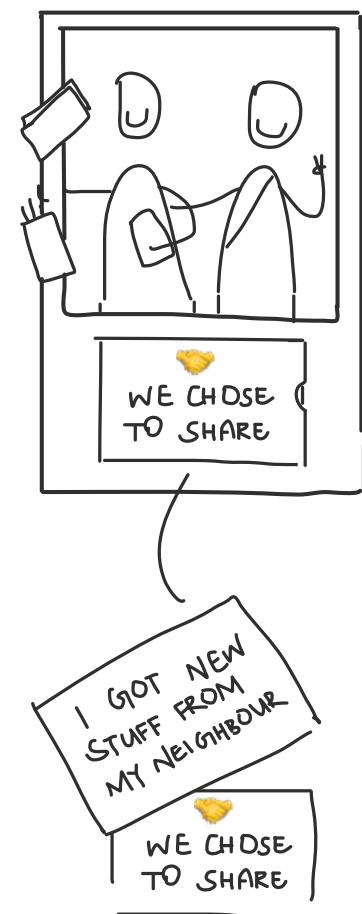


Fig. 25 : Photobooth - from reusable materials

## 15.5 Housie@ShareSquare - introductory game

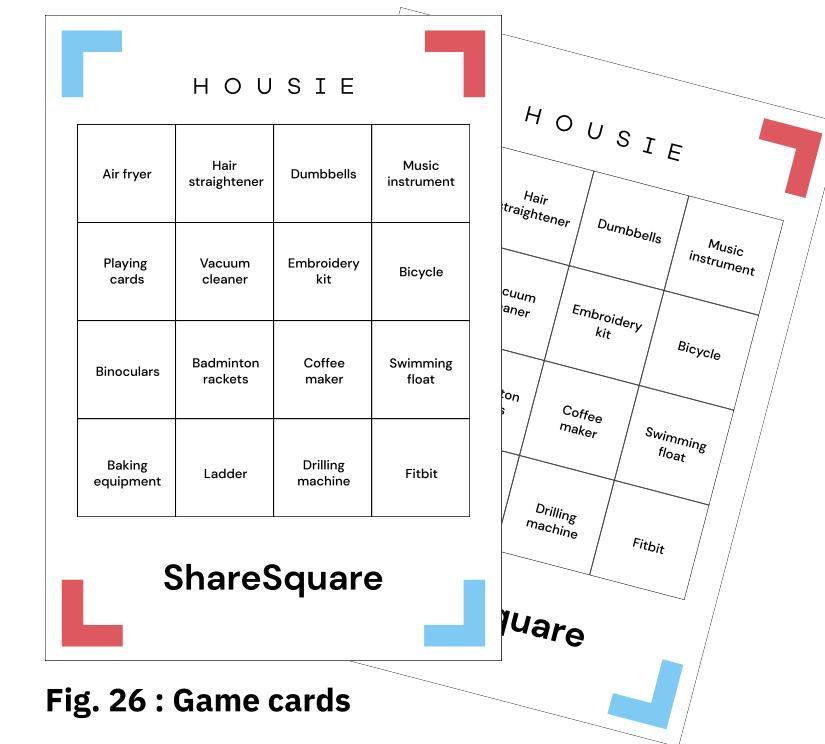


Fig. 26 : Game cards

To introduce the visitors / participants to the crux of our event - the message that “not everything needed should come from a store and can be sourced from our community too” and make them realise current patterns of over consumption and underutilisation of items, we conducted a game.

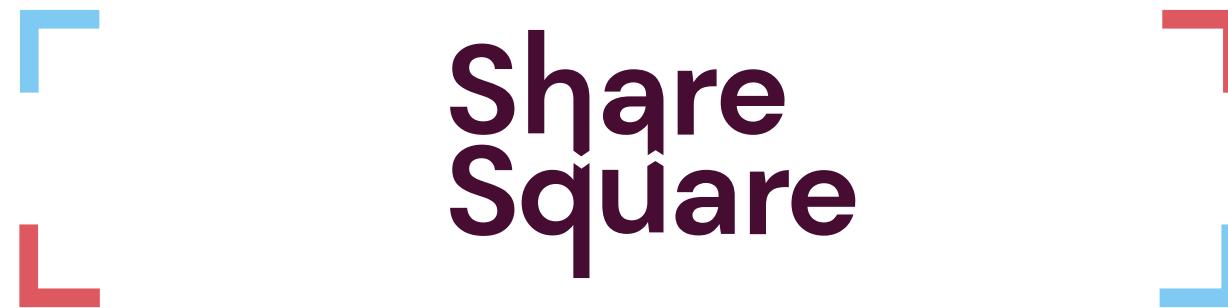
The game is a version of the standard “Housie” or “Bingo” game. In the “ShareSquare Housie”, every family gets a card (same as others) . The cards have a grid populated with names of household items. When the host calls out these names in random order, a member from the family that owns it, has to prick the associated block on their card. In the conventional game, one wins on completing a full row/ column or horizontal line - and participants played with the same in mind. However, this version eliminated people who completed a full row/ column or horizontal line - leaving the ones who do not complete as winners.

The idea was to make all residents aware of the items people already own (and hardly use) and to make them realise how some items are owned by multiple people - but used only occasionally

# 16. Event I - Pre-deployment

## 16.1 The broader picture

Share Square is a system of events & activities, digital inventory and communication for sharing practices (borrowing/lending/exchanging/buying) in a housing society. In this project, we defined a process that includes steps to plan, operationalise and sustain the biannual/quarterly Share Square event



### 16.1.1 Time plan

Event would be conducted twice a year - once, before the summer vacations and once, before Indian festivals begin in August/ September.

### 16.1.2 Team

The team would consist of a lead appointed in the committee and 4-5 interested, self-nominated members who are aligned with the team's goals. The team can reach out for additional volunteers for specific events/ activities if needed.

### 16.1.3 What we do

- Collection of items, hygiene check, maintain data, tagging system and curate the display on event day
- Manage the societies common inventory
- Plan and conduct events and activities with and for residents

## 16.2 Process plan for the event

For every Share Square event - we define three basic aspects - Theme, peripheral activities and primary actions. The following process flow is defined for an event introducing the "Stock Exchange" - a alternate version of a yard sale & "Book hive" - a collective to share and circulate books within the society

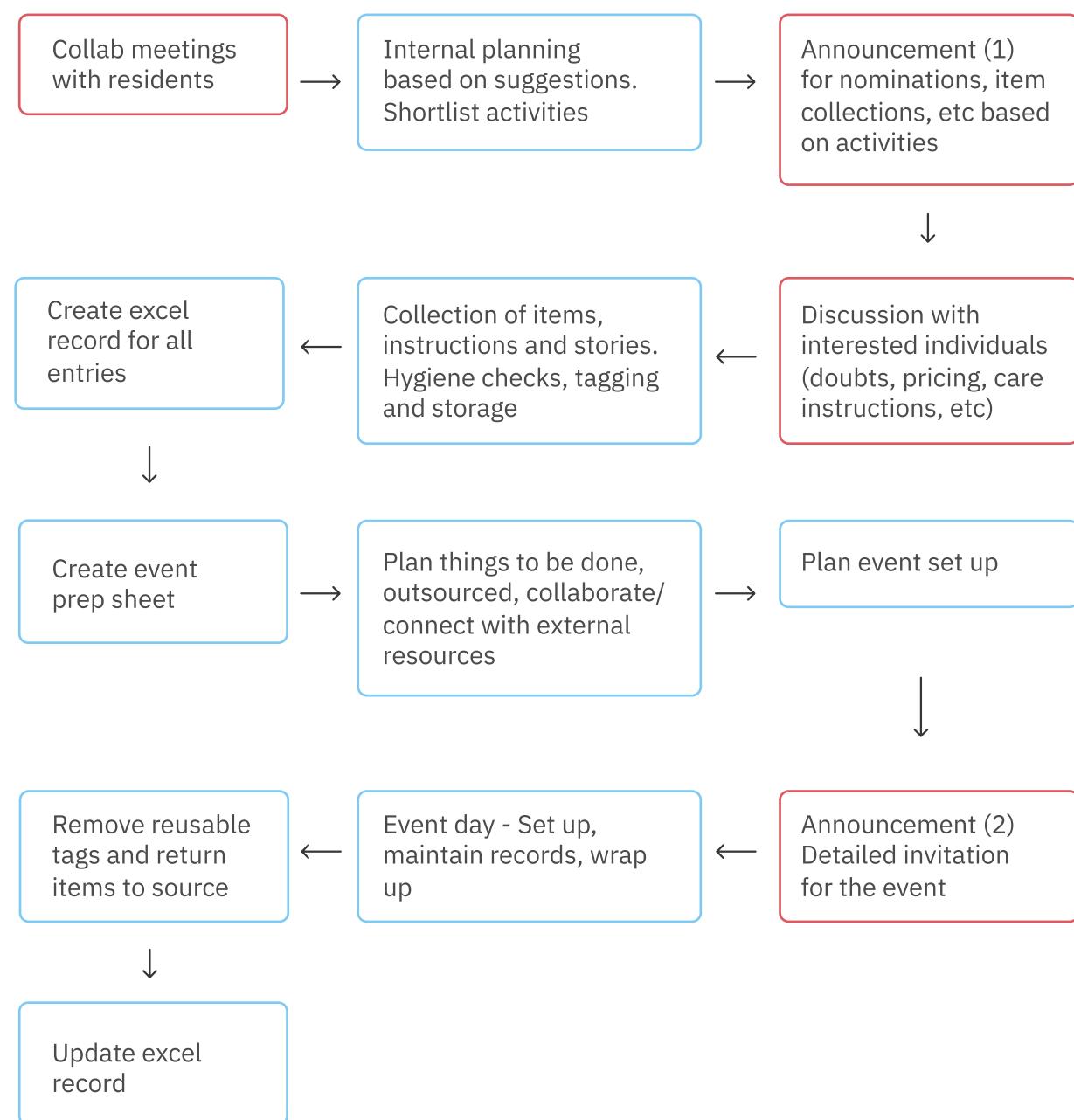


Fig. 27 : Process diagram for the ShareSquare quarterly event

# 16. Event I - Pre-deployment

## 116.3 Invitations & Communications

Invitation to participate were sent out as a short video - explaining the idea and elaborating on different sections of the event. Reminders were sent as a WhatsApp group message

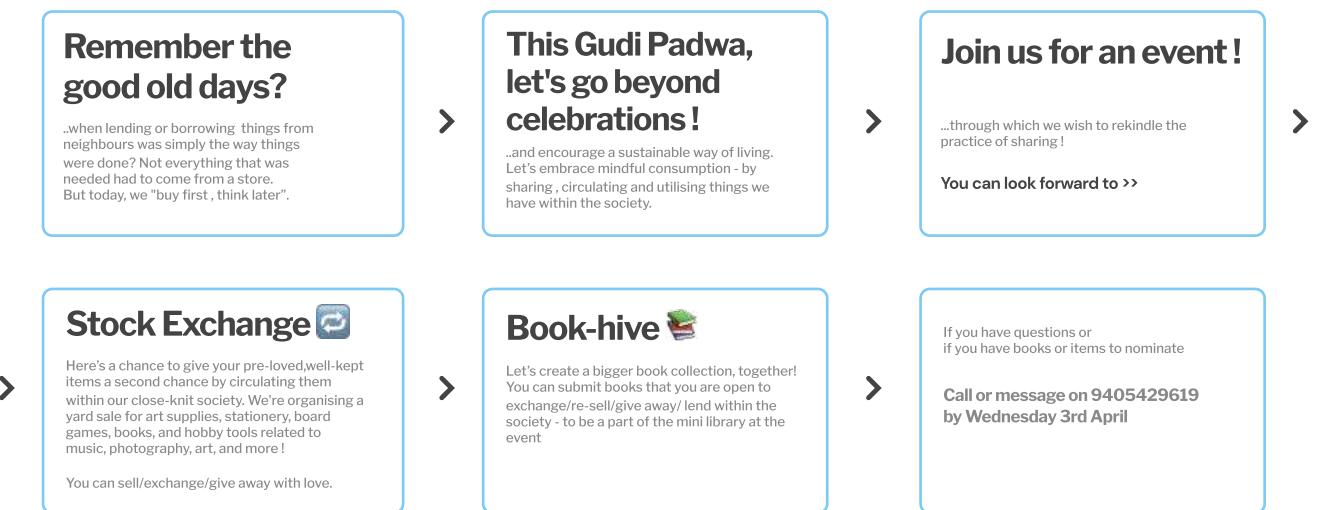


Fig. 29 : Screen shots of communications sent to the residents

Fig. 28 : Screen shots of invitations and communications sent to the residents

# 16. Event I - Pre-deployment

## 16.4 Collection & Documentations

The participants were asked to drop the items that they are interested in nominating in the common space provided for storage and event preparation. We documented the items by grouping them based on the household and recorded every item in a data sheet to document details like flat number, item category, item name, item condition while submitting, intended actions, price (if applicable), message on the tag, picture captured after submitting, etc



Fig. 30 : Grouping and recording product nominations from residents

	A	B	C	D	E	F	G	H	I	J	K
1	Name	Flat number	Category	Item	Condition/Status	Action	Price	Outcome	Gpay number	Tag text	Documentation
2	Prabha Bakshi	B 802	Book	The secret - marathi	As good as new. No damage	Give away	0		98730 96185		
3			Book	Man ma han vishwas	As good as new. No damage	Give away	0		98730 96185		
4			Book	21 Lessons for the 21st century	As good as new. No damage	Give away	0		98730 96185		
5			Book	Simply Brilliant	As good as new. No damage	Give away	0		98730 96185		
6			Book	Democrats and Dissenters	As good as new. No damage	Give away	0		98730 96185		
7			Book	Rebooting India	As good as new. No damage	Give away	0		98730 96185		
8			Hobby	Stamp book	Old, worn out pages	Give away	0		98730 96185		
9			Hobby	Stamps	Old, worn out	Give away	0		98730 96185		
10			Utility	Balance	Misaligned screws	Give away	0		98730 96185		
11			Hobby	Guitar	4 yrs old, No damage	Sell	5,000		98730 96185		
12			Hobby	Synthesizer	As good as new. No damage	Sell	15,000		98730 96185		
13	Leena Kulkarni	B 304	Book	Diary of a Wimpy kid - Third wheel	Basic usage. No damage	Sell	30		97655 54882		
14			Book	Diary of a Wimpy kid - Dog days	Basic usage. No damage	Sell	30		97656 54882		
15			Book	The Cloud castle	Basic usage. No damage	Sell	20		97657 54882		
16			Book	Back in time	Basic usage. No damage	Sell	20		97658 54882		
17			Book	Maha Sakshatkari	Basic usage. No damage	Give away	0		97659 54882		
18			Book	Goshting Ramayyan	Basic usage. No damage	Give away	0		97660 54882		
19			Book	The African and Middle Eastern cookbook	Basic usage. No damage	Give away	0		97661 54882		
20			Book	Pan Lakshet Kon Ghato	Basic usage. No damage	Give away	0		97662 54882		
21			Book	Ghamachi Phule va karunadevi	Basic usage. No damage	Give away	0		97663 54882		
22			Book	Mahashivratri	Basic usage. No damage	Give away	0		97664 54882		
23	Ashwini K.	B 404	Study	Vocab cue cards	As good as new. No damage	Sell	20		9822992292		
24			Book	Wise and otherwise	As good as new. No damage	Give away	0		9822992292		
25			Book	Grandma's bag of stories	As good as new. No damage	Give away	0		9822992292		
26			Book	The magic drum	As good as new. No damage	Give away	0		9822992292		
27			Book	How I taught my grandmother to read	As good as new. No damage	Give away	0		9822992292		
28			Book	Young uncle in himalayas	As good as new. No damage	Give away	0		9822992292		
29			Stationery	1 ft x 1 ft Canvas	Packed, Unused	Sell	20		9822992292		
30			Stationery	Oil paints	Packed, Unused	Sell	20		9822992292		
31			Stationery	Pattern Scissors (pack of 2)	As good as new. No damage	Sell	30		9822992292		

The team members performed the actions of recording details and tagging simultaneously. The tags held details like : the intended action (sell/ lend / exchange/ give away), name of the owner, message from the owner (in some cases)



Fig. 31 : Team members tagging, grouping and recording item details

## 16.5 Displays and artefacts

The displays were designed to use re-purposed material and paper - such that it can be dismantled, stored and used again. The pre-event steps also included printing and preparing tags, stickers, bookmarks and game cards.



Fig. 32 : Preparing tags, cards and stickers for event facilitation

## 16. Event I - Pre-deployment



Fig. 33 : Installation assembly and arrangements before the event

### 16.6 Planning and setting up

The layout was planned such that - the activities that take the central route of persuasion - the actual experience of borrowing and buying from a neighbour, were placed on a slight elevation. The peripheral elements - like the game, the refreshments, the photo booth and the "Shared Treasure" installation were placed around the main elements

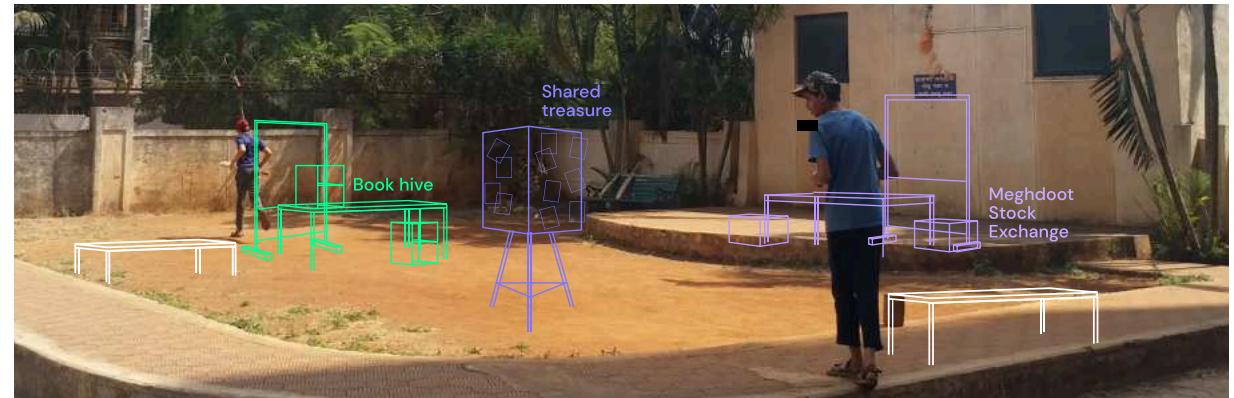


Fig. 34 : Planning the space and flow of activities

Our intention was to persuade/ interest people through peripheral activities and then naturally guide them to the primary exhibit (of items). The items were arranged such that they are comfortably accessible to kids as well as adults and elderly

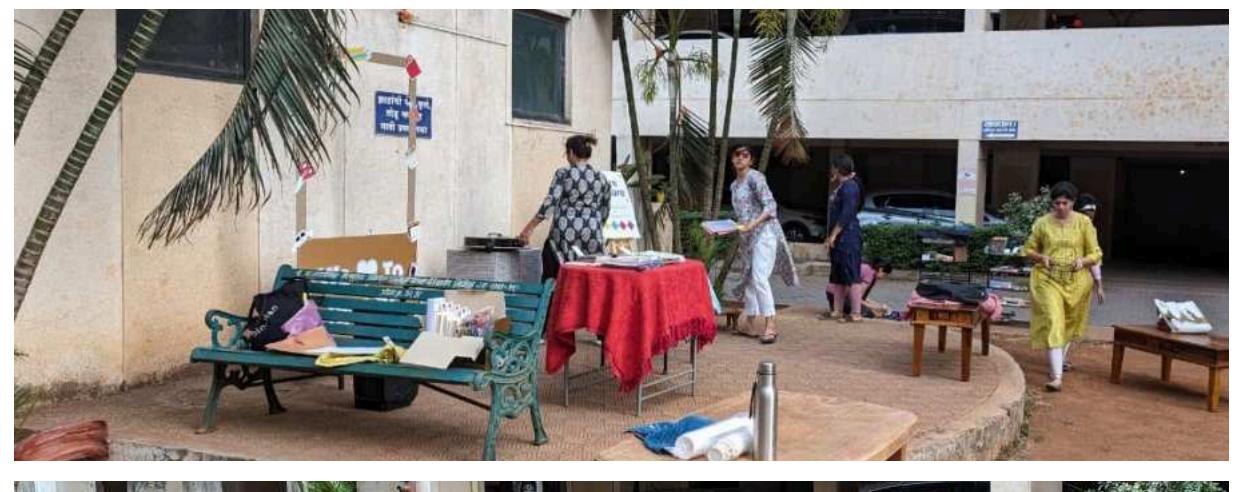


Fig. 35 : Volunteers on the day of the event

Tables, shelves and benches were sourced from homes in the society. The event was designed for minimum consumption. Apart from the paper prints for tags and some cut outs, we did not buy order/ buy anything new

# 17. Event I - Deployment

## 17.1 Engagement

Apart from the main displays, the event included a refreshment counter and a interactive game with the visitors. The game aimed at giving them a sense our event - the background, purpose and possibilities of this initiative



Fig. 36 : Ice-breaking and introductory games and refreshments at the event

## 17.2 Shared Treasure

Residents nominated items to share/ sell on the “shared treasure” installation. People also read other lists and some expressed their interest in the items owned by other families. Some used the phrase “I’m booking this right now” / “Hey! I recently wanted to try this” when they read other lists. Some residents took a photo of all the cards together to remember what their neighbours already have



Fig. 37 : Residents interacting with the “shared treasure” installation

Cards were printed in English and Marathi to include all age and lingual groups

# 17. Event I - Deployment

## 17.3 Stock Exchange



**Fig. 38 : (L) Residents exploring others' hobbies and related materials.  
(R) A kid with his grandfather discussing items at the "stock exchange" display**

The stock exchange included stationery items that residents wished to circulate / give away. This was the busiest section of the event. Kids, adults and elderly showed interest in buying/ accepting things from here. Kids were excited as they could get objects- as good as new - at a low cost. They were intrigued by stationery items they never used before - and wanted to borrow/ buy and know more/ learn from the person it belongs to.

Some residents also displayed a small example of how a particular item can be used - stamp book+ stamps, renders + alcohol marker and craft items + pattern punching machines.

The stock exchange also included bigger items like a guitar, synthesiser and ring light on sale. Many residents showed interest in nominating items in the next event - after understanding the concept in action



**Fig. 39 : Stationery artefacts nominated at the event**

The coloured sticker made it easy for people to spot things that were up for "sale" or "give away". However, adults hesitated in picking up things for free. Kids on the other hand were very spontaneous when it came to free things - (which could also mean that they aren't being conscious whether they actually need it or not)

## 17. Event I - Deployment

### 17.4 Book hive

In the first deployment of the book hive, we noticed a volume of around 60% for kid's story books and encyclopaedias- the rest comprised of novels, cookbooks, self help books and some magazines. Every book held a tag with colour coded stickers - incase the books get mixed up in the event displays



Some kids asked volunteers to check the availability of specific books. Kids spent time around encyclopaedias, however, they picked up story books that they have never read. Some people picked up books in order to complete their collection of iconic series - eg. Diary of a wimpy kid, Tin Tin and Asterix

Fig. 40 : Kids stopping by at the book hive - asking if we have specific books

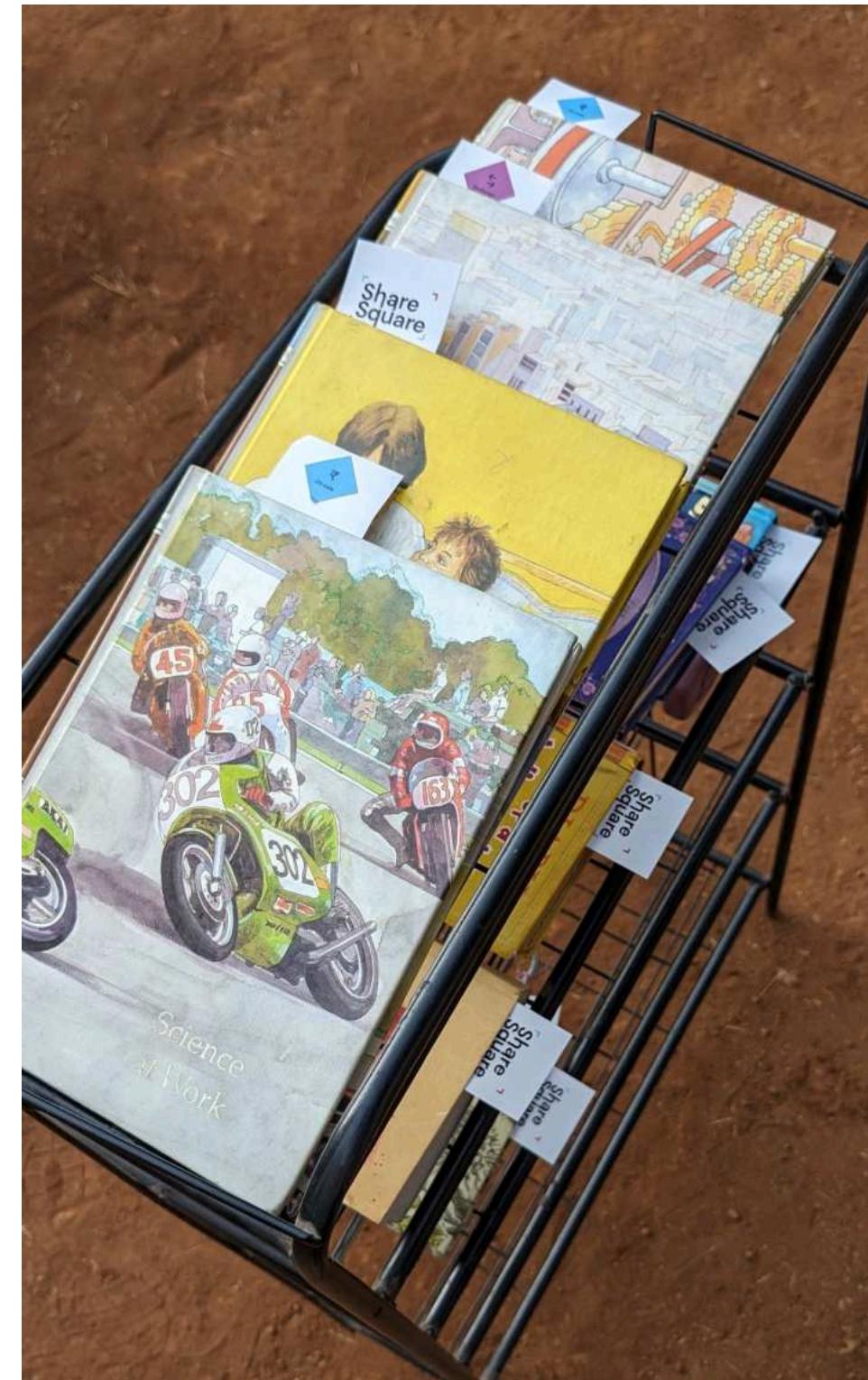


Fig. 41 : Kid's books arranged on a low shelf - for reachability

## 17. Event I - Deployment

### 17.5 Photo Booth



Fig. 42 : Residents clicking pictures at the ShareSquare photo booth

Adults who participated in the event were excited to take pictures at the share square booth. Some used things (they nominated for the event) as a prop and some showed off things they exchanged in the event

# 18. Event I - Reflection

## 18.1 Elaborate articulation of a simple issue

A lot of people found it difficult to understand what we meant by our message invites. Only half of them reached out for clarifications and suggestions. After people attended the event, the ideas became clear to them. Some people went back home and got items that they would like to nominate, but couldn't / didn't due to lack of understanding or hesitation to ask questions about this initiative.

Due to this, we lost on visitors who didn't understand what to expect from the event and what do we expect from them

## 18.2 Documentation and record keeping

Kids were excited to see the stationery exhibit and were not hesitant to pick things from it. While most of them asked, some kids took away things without informing. Due to limited volunteers, we decided to record only sales and borrowed articles. However, "give aways" were not recorded - which ideally should have been. This can be of use to the owner and our team to cross check the item list post the event.

Adults and elderly were hesitant to pick free items and insisted us to associate some price to the object they wished to pick. All adults, made sure we enter their sale/ borrowing record in the excel sheet - before checking out.

## 18.3 Excitement in kids

Kids were keen on knowing about unique/ new stationery items that they haven't used before, but are interested in. Older kids were excited as they could buy things from their pocket money for extremely affordable prices. Kids also shared / divided some items within them after buying it from the sale.

## 18.4 Difficult-to-exhibit items

Some residents were keen on nominating items like a rocking chair, foot massager, saxophone, etc - but found it very effortful to bring them out for the event. When asked why, they said that some things are stored in difficult places and it feels worth taking them out only if someone is interested in using/ borrowing it.

## 18.5 Hesitance to accept money for items

Some residents did attach a cost for items that were almost as good as new/ were expensive. However, post event, when we sent out messages for payments, the owners felt hesitant to accept the money earned from their items. They insisted on creating a common fund for the event and redirect their earning from the event to the fund

## 18.6 Communicating lend/borrow conditions

We lacked a system where the owner can convey information about conditions/ time frames / care instruction for people interested in borrowing their items. In the absence of this, the volunteers found it difficult to answer questions on behalf of the owner.

# 18. Event I - Reflection

## 18.7 Exchange of ideas and skills

People were interested in learning crafts/ knowing more from residents who nominated stationery items specific to a particular hobby - like block printing, origami, etc. People picked these stationery items and scheduled some time with its earlier owners to learn how to use and experiment with them

## 18.8 Returning items to the source

Because we arranged items nominated by residents in different sections, we had to regroup all the items nominated by a particular resident and deliver it back to them post the event. The earlier plan was to have an open day where people can come collect their belongings - but some residents expected us to manage/ get rid of the items they nominated (as they anyway wanted to give them away in some cases). To avoid this, our team delivered back the items in-person to the respective household.

This challenge can be eased by planning the exhibit and returning process differently.

## 18.8 Improvisation

### 18.8.1 Mock event/ unplanned pre-exhibit

Conducting a small buy/share exhibit before the actual event invitations so that people can sense what to expect

### 18.8.2 Volunteer for record keeping & guided checkout

People should be easily directed to the check out counter, where they can take the help of a volunteer to record all their items - bought/ borrowed.

### 18.8.3 On the spot payment

Allow people to make payments on the spot - in the common fund/ in cash or to the owner directly- during check out

### 18.8.4 Rethink tags

Create a coding system that consumes less paper and can be easily sustained in the future.

### 18.8.5 Sustenance

Allow residents to tag and code their own objects. Storing items in a common place for a larger event would be difficult- hence, rethink the process so that the items can be with the owners before and after the event.

### 18.8.6 List of nominations

Printed list of books - displayed near the section for people to glance through books available and search for books for their interest

# 19. Documentation

## 19.1 Share Square - Universal document

Name	Flat number	Items	Category	Action
Kulkarni	B- 301	Sewing machine	Appliance	Share
		Electric foot massager	Appliance	Sell
		Tripod	Hobby equipment	Share
Desai	B-503	Saregama Carvaan	Appliance	Sell
		Hair styling kit	Appliance	Share
		Ring light	Hobby equipment	Share
		Quilling machine	Stationery	Sell
		Glue gun	Stationery	Sell
Bakshi	A-704	Guitar	Hobby equipment	Sell
		Synthesizer	Hobby equipment	Sell

Fig. 43 : Digital record of things nominated to be shared, sold, swap and give away

## 19.2 Share Square - Event document

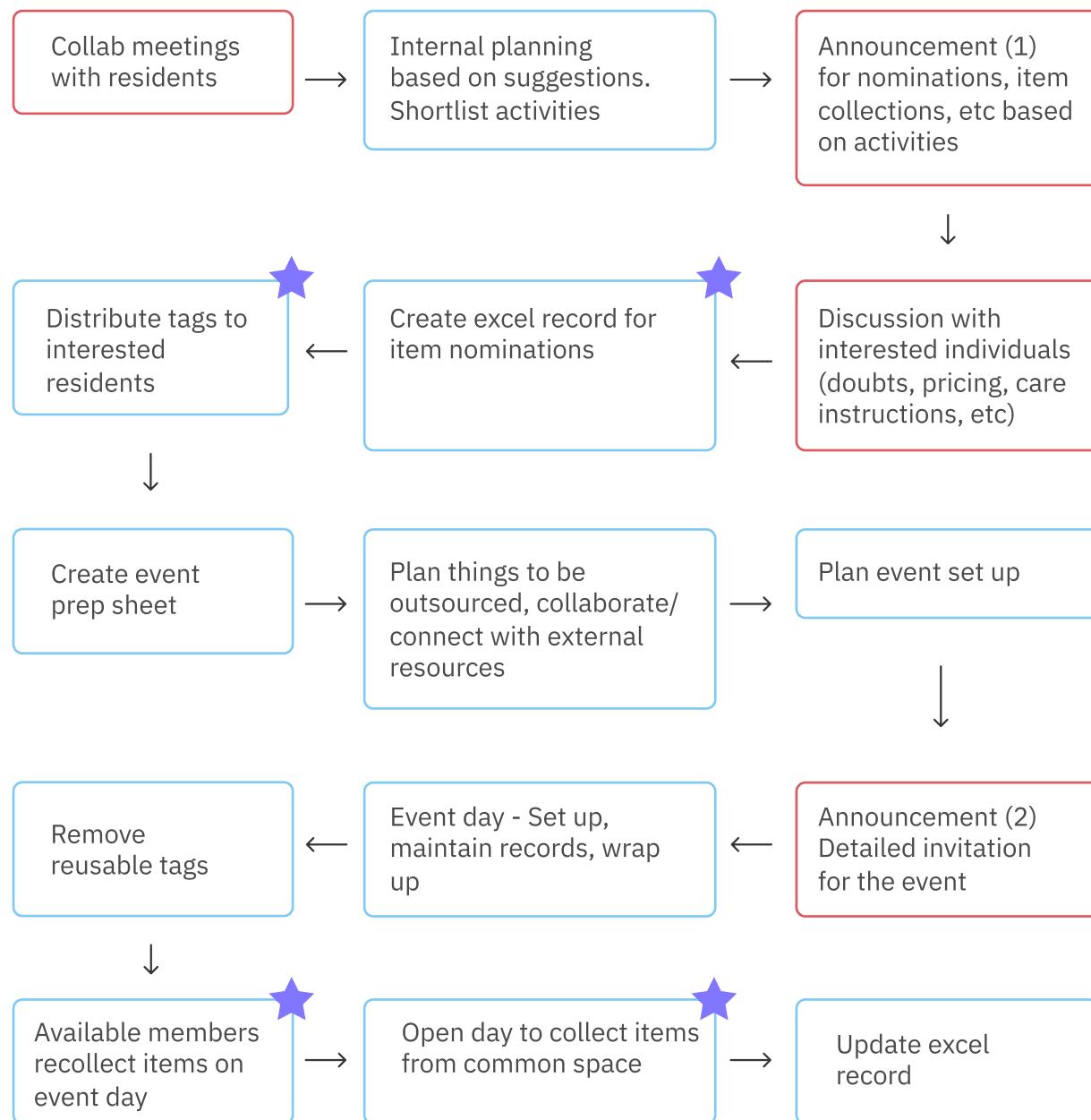
	A	B	C	D	E	F	G	H	I	J	K
1	Name	Flat number	Category	Item	Condition/Status	Action	Price	Outcome	Gpay number	Tag text	Documentation
2	Prabha Bakshi	B 802	Book	The secret - marathi	As good as new, No damage	Give away	0		96730 96185		
3			Book	Man me hain vishwas	As good as new, No damage	Give away	0		96730 96185		
4			Book	21 Lessons for the 21st century	As good as new, No damage	Give away	0		96730 96185		
5			Book	Simply Brilliant	As good as new, No damage	Give away	0		96730 96185		
6			Book	Democrats and Dissenters	As good as new, No damage	Give away	0		96730 96185		
7			Book	Rebooting India	As good as new, No damage	Give away	0		96730 96185		
8			Hobby	Stamp book	Old, worn out pages	Give away	0		96730 96185		
9			Hobby	Stamps	Old, worn out	Give away	0		96730 96185		
10			Utility	Balance	Misaligned screws	Give away	0		96730 96185		
11			Hobby	Guitar	4 yrs old, No damage	Sell	5,000		96730 96185		
12			Hobby	Synthesizer	As good as new, No damage	Sell	15,000		96730 96185		
13	Leena Kulkarni	B 304	Book	Diary of a Wimpy kid - Third wheel	Basic usage, No damage	Sell	30		97655 54882		
14			Book	Diary of a Wimpy kid - Dog days	Basic usage, No damage	Sell	30		97656 54882		
15			Book	The Cloud castle	Basic usage, No damage	Sell	20		97657 54882		
16			Book	Back in time	Basic usage, No damage	Sell	20		97658 54882		
17			Book	Majha Sakshatkari	Basic usage, No damage	Give away	0		97659 54882		
18			Book	Goshthiup Ramayan	Basic usage, No damage	Give away	0		97660 54882		
19			Book	The African and Middle Eastern cookboc	Basic usage, No damage	Give away	0		97661 54882		
20			Book	Pan Lakshat Kon Ghetto	Basic usage, No damage	Give away	0		97662 54882		
21			Book	Ghamachi Phule va karunadevi	Basic usage, No damage	Give away	0		97663 54882		
22			Book	Mahashweta	Basic usage, No damage	Give away	0		97664 54882		
23	Ashwini K	B 404	Study	Vocab cue cards	As good as new, No damage	Sell	20		9822592292		
24			Book	Wise and otherwise	As good as new, No damage	Give away	0		9822592292		
25			Book	Grandma's bag of stories	As good as new, No damage	Give away	0		9822592292		
26			Book	The magic drum	As good as new, No damage	Give away	0		9822592292		
27			Book	How I taught my grandmother to read	As good as new, No damage	Give away	0		9822592292		
28			Book	Young uncle in himalayas	As good as new, No damage	Give away	0		9822592292		
29			Stationery	1 ft x 1 ft Canvas	Packed, Unused	Sell	20		9822592292		
30			Stationery	Oil paints	Packed, Unused	Sell	20		9822592292		
31			Stationery	Pattern Scissors (pack of 2)	As good as new, No damage	Sell	30		9822592292		

+   ≡    Meghdoot Stock Exchange    Book Hive    Event Sales

Fig. 43 : Event records

## 20. Redefined process & artefacts

## 20.1 Highlight structure features of the file

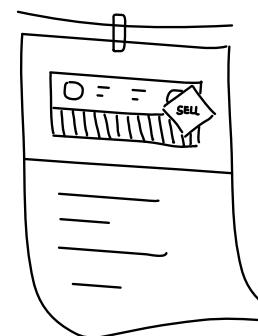


## ★ Changes in the process

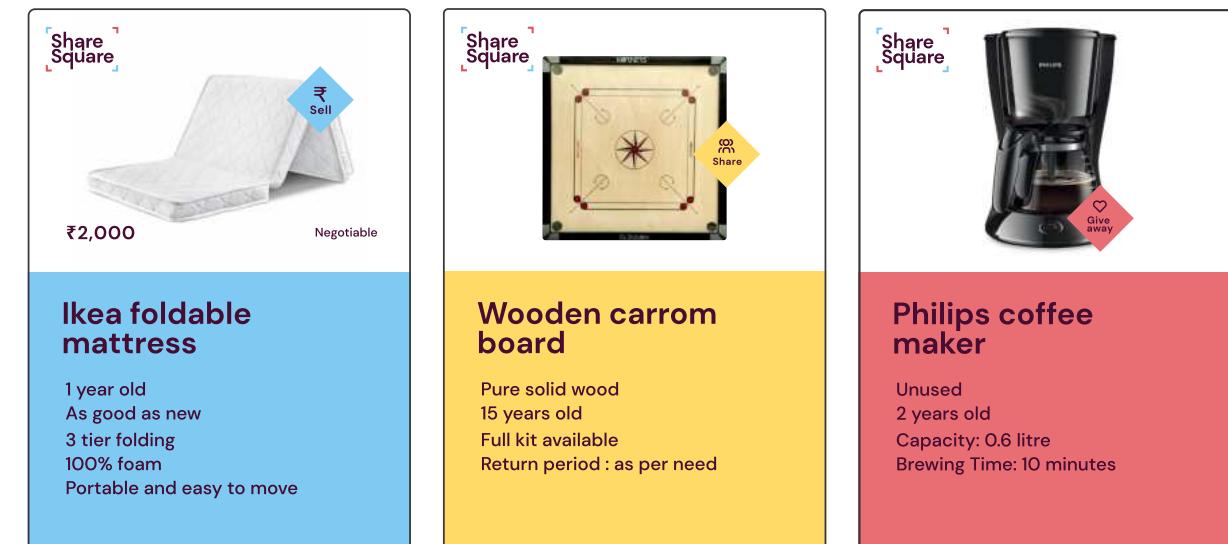
**Fig. 44 : Refined process diagram for the ShareSquare quarterly event**

## 20.2 Re-thinking artefacts

### 20.2.1 Product posters



During the first event, many residents wished to nominate products, without having to bring them to the event. Some of these participants suggested creating posters with product details - to save the efforts of actually moving big items. Some participants thought it was worth taking out appliances and big objects only if someone shows soft interest . Product pamphlets served this purpose



**Fig. 45 : Mini posters for items that are difficult/ not preferred to move**

The poster template will be available as a word file that people can edit and add to print their posters or send them to the team.

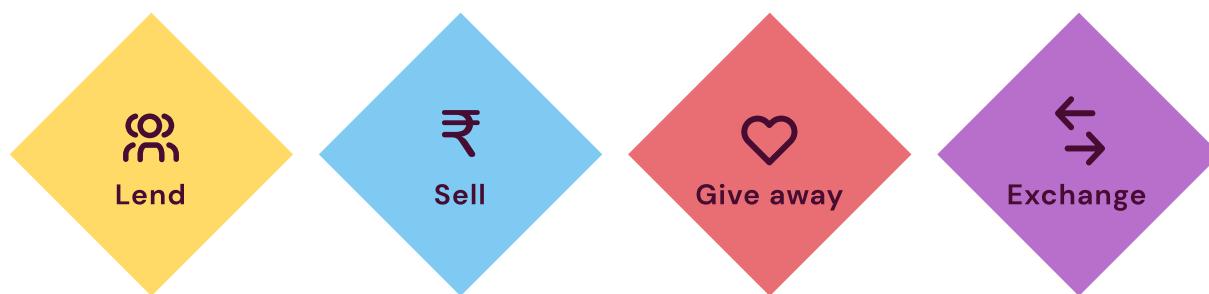
# 20. Redefined process & artefacts

## 20.2.2 Category based displays

In the first event, every product had a tag consisting of the intended action and price if applicable - incase the products get mixed up. To minimise the use of tags and hence, paper, we could arrange the artefacts based on the action - eg : all products to be sold would be grouped together (so that we can eliminate the tags). Incase things get mixed up, a small coloured sticker (sticker type 1) can be used to identify the group.

Price and owner's name are shifted to the first page of a book. Incase of products that need to hold name/ price - we use a coloured sticker that can hold this information

### Sticker type 1 ( for books)



### Sticker type 2 ( for artifacts )

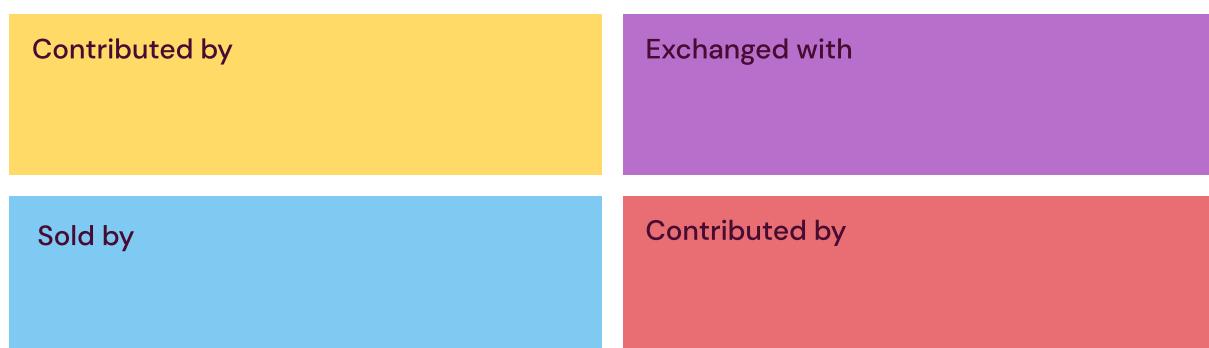
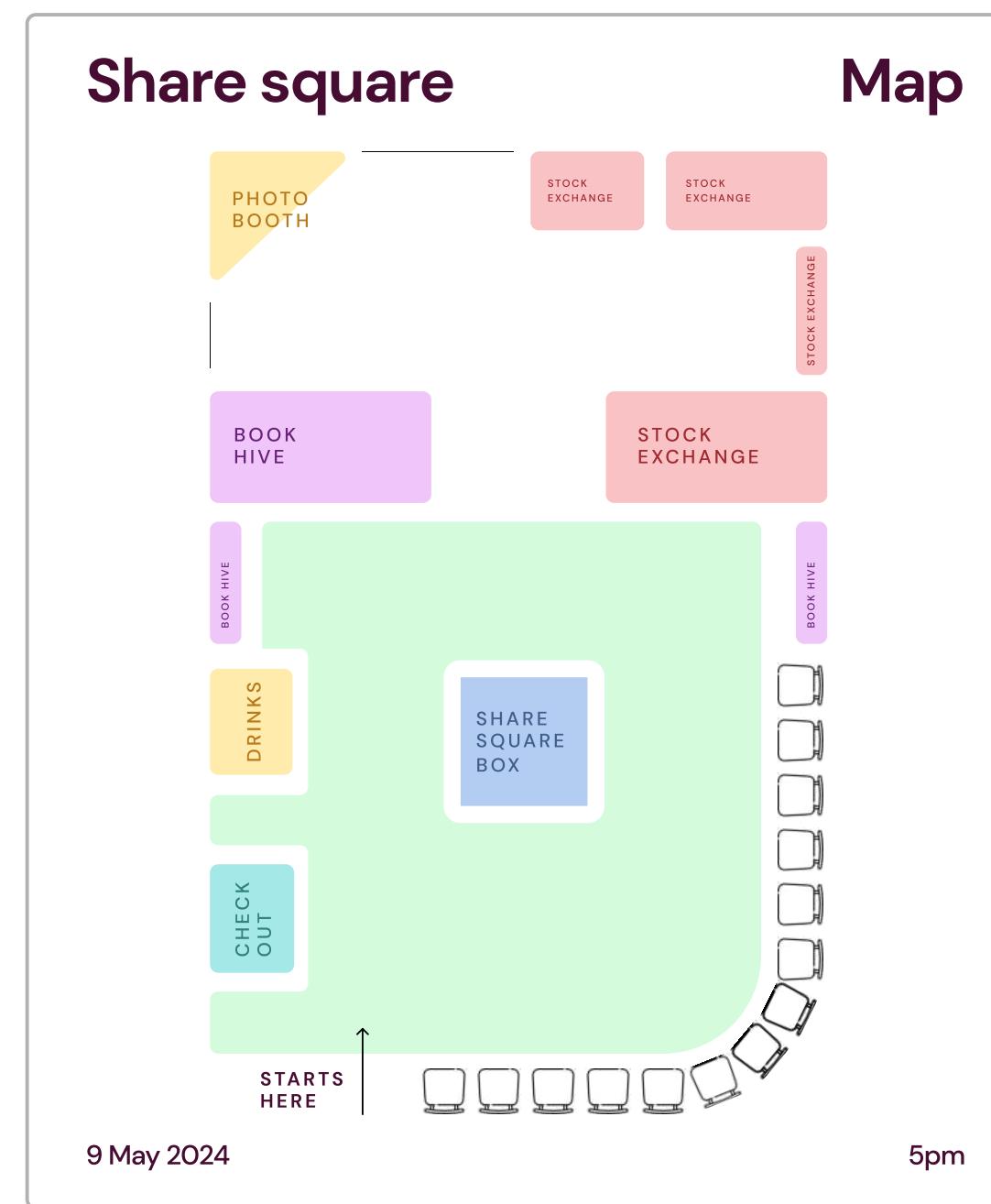


Fig. 46 : Paper stickers for colour coding

## 20.2.3 Navigation - before and during the event



To make people familiar with the event and know what to expect, we created a map of the layout. The visual elements are minimal and easy to re-use for different types of spaces and future events

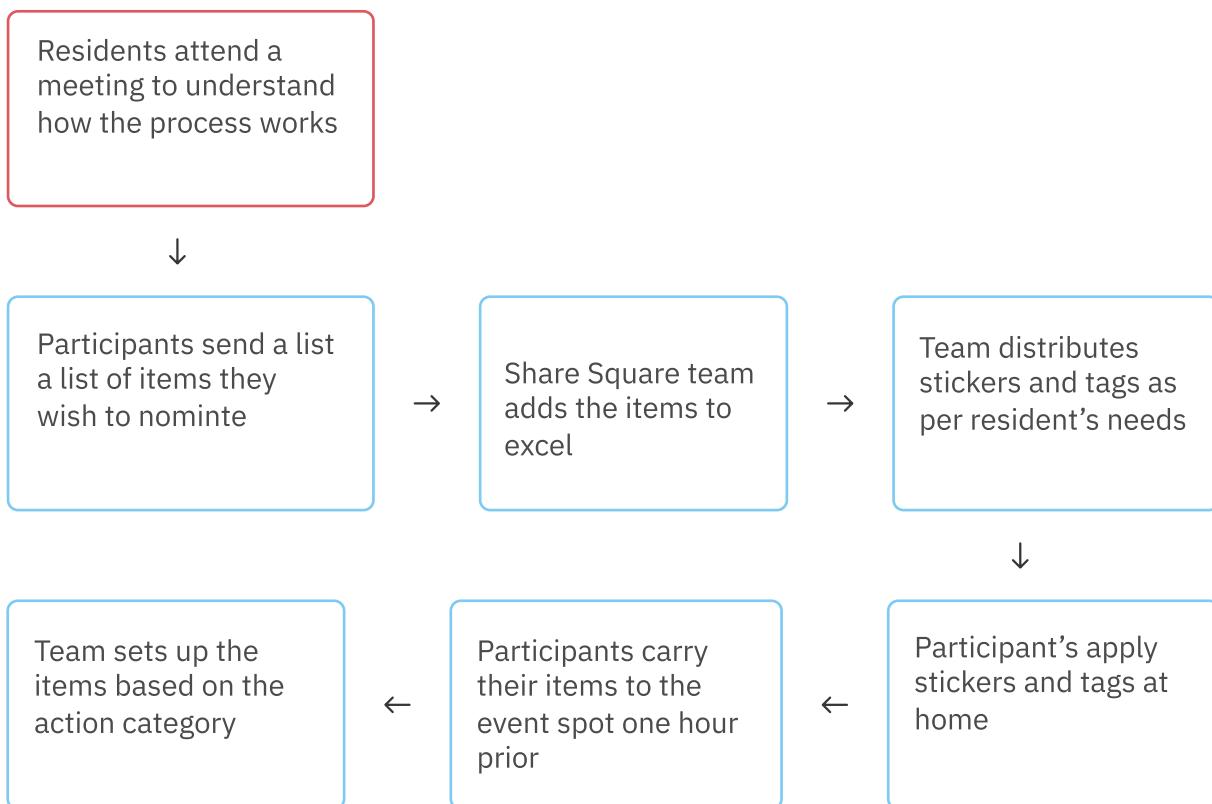
Fig. 47 : Map for event

## 21. User feedback

We invited 3 members who attended the first event and presented them with the altered artefacts and processes. We followed the new process before and after the meetings to test if it is user friendly.



**Fig. 48 : Section markers for categories to eliminate individual tags and improve visibility and searchability**



### 21.1 Discussion about category-wise arrangement

P1 (32 Y, F) : “Category-wise arrangement was easier to search through and would allowed people to quickly spot the section they are looking for from a distance”

P2 (72 Y, M) : “In the first event, we had to throw the tags attached to things because they were of little use after the event”

“ Also, the tags were too small for me to notice, because of my age. The bigger standees have a much better visibility”

P3 (8 Y, F) : “ I could easily just jump to the “give away” section - that’s my favourite ! Last time, I missed a lot of give away stationery because I did not noticed it”



**Fig. 49 : Discussing refined ideas with the residents**

## 21. User feedback



Fig. 50 : Testing mini product posters with users

### 21.2 Product posters at Share Square

P1 : "I remember last time I wanted to nominate my Saxophone in for the "Stock Exchange". However, it was too much of an effort to take it down from the loft, so I skipped the idea. I think something like would have definitely helped me to showcase and others to know specifics about the product I have"

P2 : "When we wrote down things on the cards attached on the "Shared treasure" frame, we could only write the product name on the spot. But if we have something in mind from before I think this can work"

## 22. Discussion

In the individual user interviews , though people were aware of their consumption habits, they doubted if circulation and sharing would be accepted or looked up to in the society. Based on the follow up interviews, event deployment and user feedback sessions, we observed people's interest and openness to sharing-driven consumption increased after experiencing possible creative ways to perform it.

The event aimed at changing the narrative around sharing and present people with experiences and alternative ways to utilise products and materials - which had a positive impact on people's readiness to adopt these practices. The residents found value in the event and the Share Square collective and were inquisitive about future possibilities and schedules.

Many participants had some doubts regarding the system :

1. For how long can I can borrow an item? What happens when I'm not able to return it in mentioned time ?
2. What if I want to pay for a "give away" item ?

Residents also suggested ideas that can be experimented in the future. Some residents including kids, teenagers and elderly members - enquired about being a part of the Share Square team/ volunteering for future activities

## 23. Conclusion

In the project, I presented Share Square, a system - a collaborative consumption framework - that comprises of events, online repositories and outreach programs for alternative ways of consumption. For this project, we scoped down the work to the design and deployment of the introductory event that aims at altering the narrative around co-utilising / or circulating things within a housing society - enabling people to experience ways to share - and buy less.

We based our ideation on the insights from our primary research (qualitative user interviews and quantitative surveys) and literature review.

We understood the Theory of planned behaviour in the context of our work and identified the ideal starting point for ideation. We identified that the ultimate goal of this project was awareness and attitudinal change rather than it being only “operational change” through processes. On doing a secondary research around events and community activities, we were able to connect possibilities and narrow down to our project scope to :

*“Designing and deploying an event that initiates (interest in) the practice of sharing - through circulation, utilisation of things within a residential society”*

We present a process to conduct this event which comprises of 3 main activities :

1. Book hive : The book hive intents to create a system for book sharing within the society. Book hive can take a physical form (in the event) twice a year and can be functional using the excel inventory and communication platforms throughout the year. The collective can also donate books to bigger organisations -schools and NGOs

2. Stock Exchange : Meghdoot Stock Exchange is a yard sale, tweaked to appeal residents in an Indian housing society - by factoring in emotions, trust & hygiene of things. This section aims at circulation of items within the society by selling(at a nominal price, to give people the sense of ownership) / giving away/ exchanging. For our first event, we limited this to stationery and hobby tools.
3. Shared treasure is an interactive informative installation to enable the visibility of things available in the society (things people own and are open to share/ give away/ resell). It takes the shape of a “box” which holds things that people have nominated for different purposes

The core activities are accompanied by the ShareSquare Housie, which is an altered version of “Bingo” and Photo booth corner.

We conducted the event in an urban housing society (comprising of 80 families) with a participation of around 50 people - including all age groups. The event activities were evaluated based on people participation, post-event discussions and amount of event sales and exchanges taken place. We also observed the difference in people’s assumptions around sharing as a culture in discussions before and after the event (from being hesitant and doubtful to being optimistic about it’s potential ) and were able to establish the effectiveness of our interventions. Further, we refined our processes and artefacts based on the mistakes, learnings and feedback received after the first event.

We aim to incorporate these changes in the next event to see the change in experience.

## 24. Future work

### 17.2 The Share Square collective website

We plan to make the Share Square ecosystem accessible to people and societies. The processes & artefacts used to facilitate the initiative and the knowledge, framework & community built along the way will be available on an open source web page. The Share Square collective would aim at working towards presenting interesting ways to create a vibrant community driven by collaborative consumption in a housing society

The website is still under work. Here are link to sections we are working on currently:

<https://www.sharesquare.club>

<https://www.sharesquare.club/processes>

<https://www.sharesquare.club/resources>

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