

IDC IIT Bombay



Summer Internship 2009 | Samsung Design Delhi

Guides

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Acknowledgements

Last one year in IDC is the most learning and nurturing phase of my education. I have been exposed to numerous opportunities in design here. One among the many is my Industrial Exposure at Samsung Design Delhi, Noida. For the same I would like to offer my sincere thanks to the following people who have kept me motivated and guided me at each step.

People at SDD, Ms Sena Park, Dhananjay Wagh, Sanket Magarkar, Sumit, Abhishek Majumdar, Abhishek Bali, Manish Chaudhary, Manish Sharma, Elizabeth John, Neha Yadav, Ajay Mittal, Iris.

Faculty and Students at IDC.

Family and Friends.

Thank You All
Shashank Khanna
July 2009

Abstract

This report is about my learning and the experience gained in the internship program at Samsung Design Delhi. I have successfully completed my internship in a period of six weeks.

During my stay at SDD, I have handled one major project - Mobile for Indian Youth from initial research to design ideation. This project was divided into four main stages: research on youth segment, understanding differences between global youth and Indian youth, development of Indian youth user segments through personas, and finally culminating with design ideas mapped on feasibility time graph.

Regarding this project I was given freedom to experiment with the design process followed under continuous guidance and feedback from SDD team members. The project was chalked out in various phases and every phase ended with a presentation and future directions.

Project is looked as a strong opportunity to uplift Samsung's presence in Indian market. Some of these ideas will be part of upcoming mobile phones by 2010-2011. This realistic goal helped me to stay focus on current user needs, missing links and hence acting on the opportunity areas figured out during research. Here I was able to work in constraint of Industrial requirements and tight deadlines. I also got exposure to diverse activities and industrial methodology followed by designers at SDD.

Interaction at different levels - users, designers, management, engineers and testing team gave me an interdisciplinary learning and confidence to participate further in professional work.

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1. Introduction- Samsung

1.1 Samsung

The Samsung Group is the world's largest conglomerate. It is South Korea's largest chaebol and composed of numerous international businesses, most of them united under the Samsung brand, including Samsung Electronics, the world's largest electronics company, Samsung Heavy Industries, one of the world's largest shipbuilders and Samsung Engineering & Construction, a major global construction company. These three multinationals form the core of Samsung Group and reflect its name - the meaning of the Korean word Samsung is "tristar" or "three stars".

The Samsung brand is widely known as the best South Korean brand in the world. In 2005, Samsung overtook Japanese rival Sony as the world's leading consumer electronics brand and became part of the top twenty global brands overall in a survey by the BusinessWeek magazine. It is also the leader in many domestic industries, such as the financial, chemical, retail and entertainment industries. Samsung's strong influence in South Korea is visible throughout the nation, and is sometimes called the 'Republic of Samsung'.

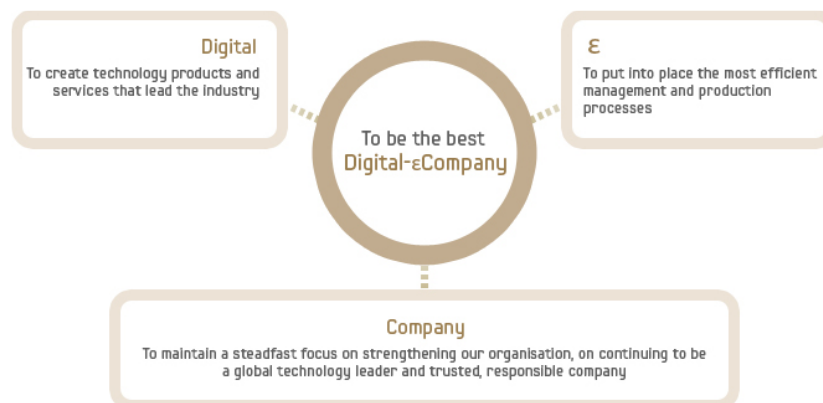


Figure 1-1: Samsung's Mission-To be the best e-digital company

1.2 Samsung Design

The design division of the world's second largest electronics company, Samsung Design creates products from home appliances to TV and multimedia. But it also looks at potential products for the future and has a diverse range of staff looking at user-interfaces as key to that development, with inspiring, aspirational design being at its creative heart. This can include graphic design, 'storytelling' and the user interface and experience.

Samsung must continue to reinvent itself. In the past four years, the company has doubled its design staff, to 470, adding 120 of those just in the past 12 months. And since 2000, its design budget has been increasing 20% to 30% annually. To keep an eye on trends in its most important markets, Samsung now has design centers in London, Los Angeles, San Francisco, Tokyo, Shanghai and Delhi. More important, Samsung is changing the processes and procedures in its design department and giving designers greater power to influence not just how products look but also what gets built. "Just as a lizard cuts off its own tail to move on, we will have to break with the past to move forward

1.3 Samsung Design Delhi

SDD (Samsung Design Delhi) has been established as an off-shore design department from the design headquarters in Seoul, South Korea. The main aim of this division is to develop a firm design research and development base in India. SDD targets to understand the Indian market, its users and their design preferences. SDD is an interdisciplinary design studio composed of Interaction Designers, Industrial Designers, Graphic Designers, Design Researchers and Design Interns. All work in a holistic creative environment to understand Indian needs.

SDD's contribution to Indian Market has been in terms of developing a research base, and applications like Devnagri Input in mobile phones, Introduction of Indian calendar, Mobile Prayer application and study of Indian visual patterns etc.

1.4 Internship at SDD

I was inclined to do my Internship at Samsung Design Delhi as I was aware that they are intervening in area of User Experience Design for Indian Market, which overlaps with my personal quest to develop my career in domain of technology for the Indian emerging market.

My personal goals and aspirations before joining were:

1. To get exposed to real time design research on Indian user segments.
2. To understand design methodologies and the way they do it in Industrial context.
3. To test my understanding of design learning and education at school in real time professional work.
4. To get exposure of the current and future practices in UX design.
5. To take responsibility of the work I produce and complete the project in stipulated timeline.
6. To develop future relationships with professional designers.
7. To act as a valueable resource towards development of some good Interaction Design work.

1.5 Learning at SDD

Samsung design Delhi has given me an influential exposure to industrial practices and methodologies. My interactions with senior User Experience designers has given me good insights on the design development process, Samsung's internal design resources, its knowledge bank, concepts of usability and user interactions as per context. I also learned some managerial aspects like working towards company vision, task management, setting task goals and projecting design ideas on feasibility timeline.

Overall I enjoyed working on the project I was allotted as it gave me opportunities to strengthen my design aptitude under valuable guidance from my guides at SDD.

2. Projects



2.1 Youth Mobile

Project Brief: Design Mobile applications for Indian Youth.

Design Constraint: Applications for Samsung mobile device.

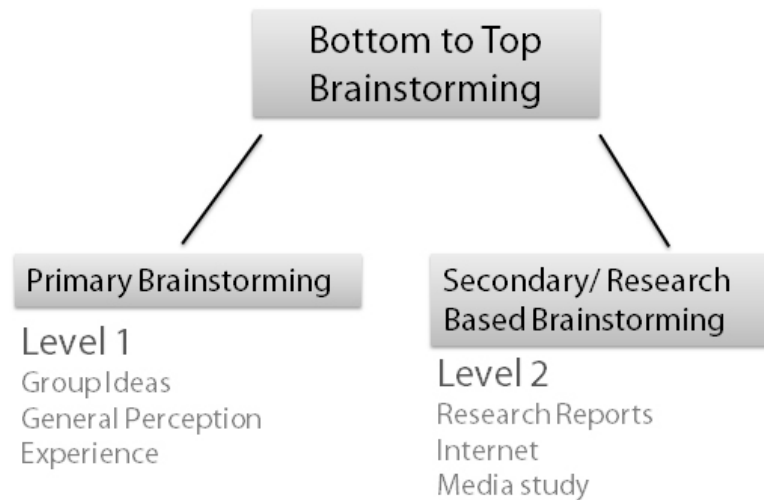
Project Methodology:

1. Understanding Youth
2. Indian Opportunity Areas
3. Indian Youth vs Global Youth
4. Indian User Segmentation
5. Design Ideation and feasibility mapping on timeline.

2.2 Understanding Youth

After the project brief, first task was to understand youth segment on a global scenario. This task was explored in two stages:

1. Primary Brainstorming
2. Desktop Research



This research yielded a rich database of 1132 findings, 75 categories and 3 main domains to understand global youth.

Youth

Mobile

Opportunity areas



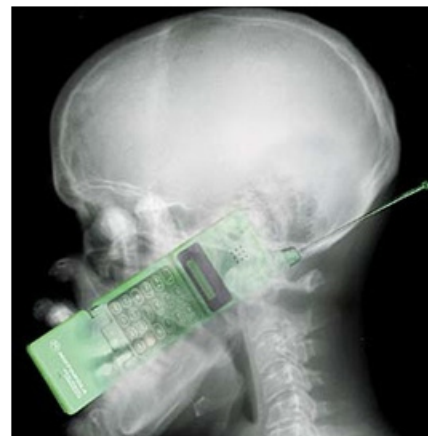
Youth

Youth Characteristics
 Youth Behaviors
 Gender
 Emotions
 Contemporary Youth Trends
 Lingo
 Changing Traditions
 Personal Relationships
 Love
 Family and Youth
 Friends
 Interests
 Media
 Assets
 Youth Awareness
 Impact
 Youth Attention
 Social Currencies
 Digital Youth
 Youth Segment



Mobile

Mobile Demographics
Mobile
Mobile Attachments
Applications & Widgets
SMS subscriptions
Mobile ads
Misuse
Privacy Settings
Mobile in Emergency
PC vs. Mobile
Upcoming Technologies



Opportunities

Social Networking
Sharing and Participation
Communication
Gestures in Communication
Strategy
Organizer
Lifestyle Scheduling
Messenger
Stealth Settings
Email
Search
Data
Education
Employment
Profession
Paisa
Billing
Shopping
Sports
Nature
Information
Immediacy
Help and Assistance
Emerging Markets
Govt. and Internet



2.3 Indian Opportunity Areas

Opportunity Areas

Entertainment

Audio
Video
Reading
Sports
Gaming

Communication

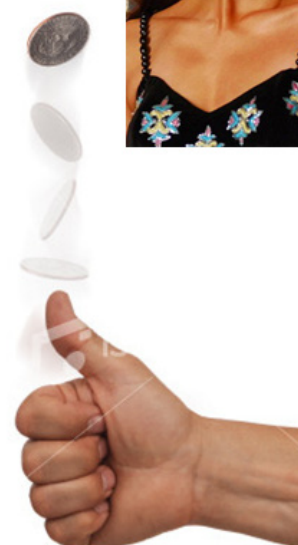
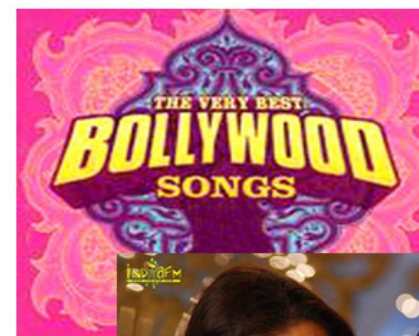
Personal
Public
Business
SNS
P2P

Information

Search
Navigation
Immediacy
Privacy

Paisa

M-Banking
M-Shopping



Opportunity Areas

Education

Course Exposure
Career Management
Self Interest
Social Awareness
Organizer

Health-care

Health Records
Sex Education
Physical Grooming
(Exercises)
Health Awareness

Location Specific

Regional
Private Location
Public Location








2.4 Global Youth vs. Indian Youth



More research was done to understand specific contextual differences in opportunity areas. This study gave better insights to how Indian Youth behaves and what areas of intervention can make a difference and make Samsung a Y brand.

Global Youth










Trendy gadgets Headset usage High-end phones Hi-tech games Clubbing


Entertainment

Indian Youth


Local Radio-basic mode of entertainment








Phone with ear-phones






Gully Cricket








Friends and gatherings

Bollywood













Global Youth












Communication

Indian Youth


















Global Youth












Relationships

Indian Youth

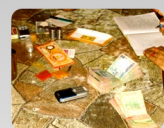









Global Youth

Foreign currencies Credit cards Luxurious life-style Internet banking

Money

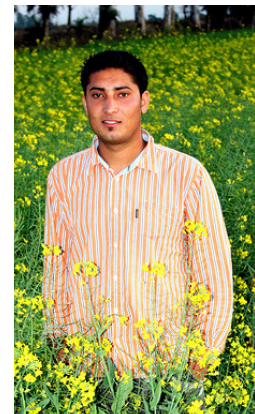
Indian Youth

2.5 Indian User Segmentation

After analysing the big picture about Youth behaviours, trends and opportunity areas, differences between Global Youth and Indian Youth, we felt a strong need to study different Indian users.

The process of understanding and categorizing Indian Youth resulted into user personas and user segmentation.



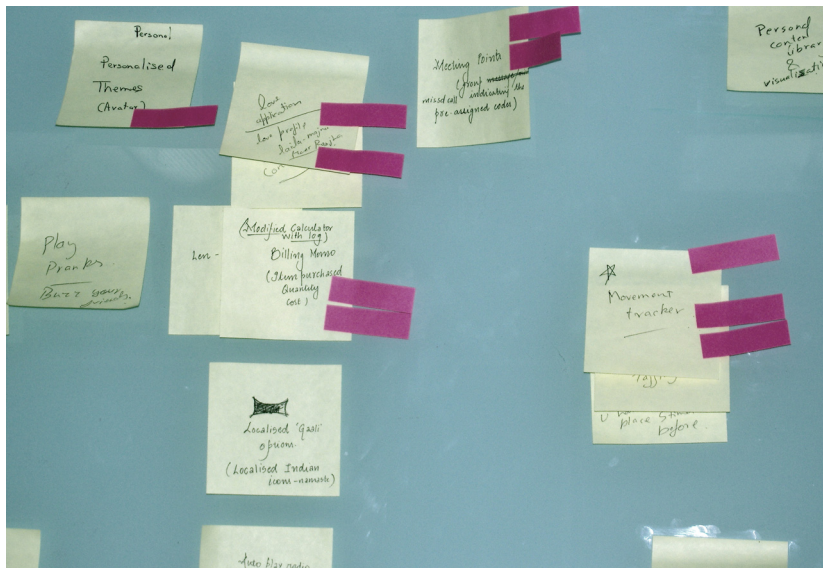
Persona



YOUTH SEGMENT	A/S/M/L	RELATIONSHIPS TECH SAVVY ACTIVITIES LIFESTYLE ASPIRATIONS	ENTERTAINMENT	COMMUNICATION	EDUCATION/INFO	HEALTH CARE	PAISA	LOCATION SPECIFIC	
URBAN YOUTH	ELITE URBAN YOUTH	21/M/High(dependent)/DELHI	RELATIONSHIPS -POLYGAMY, FLIRT, DOMINANT, AGGRESSIVE, VERY BUSY FAMILY TECH SAVVY - ADDICTED TO 3G, NETIZEN ACTIVITIES - CRICKET, POOL, SNOOKERS, TREKKING, DRIVING LIFESTYLE - BRAND CONSCIOUS, SMOKE N DRINKS, CLUBBING, BETS, SPEND THRIFT, F1 RACING ASPIRATIONS - BEHIND HIS DAD TO PURCHASE A FERRARI, WANTS TO WIN DJ NIGHT AND ONLINE GAMING	1. LIVE ROCK CONCERTS/ CRICKET MATCHES 2. ALL TIME CONNECTED ON SNS-GLOBAL FRIENDS, COUSINS SPREAD ACROSS GAMING AND 5.1 3. HIGH DEFINATION BOSE-XBOX, PSP 4. GAMBLING, BETS 5. HOLLYWOOD HD SCI-FI MOVIES, FUNKY MUSIC 6. HARDROCK MEMROBILIA 7. ONE NIGHT STAND	1. GTALK/EMAIL 2. INTERNATIONAL CALLING CARDS 3. FACEBOOK, MYSPACE, TWITTER / ITUNES SUBSCRIPTION 4. AV CHAT 5. BLOGGING 6. COOL URBAN LINGO / SLANGS 7. TORRENTS / RAPIDSHARE / P2P	1. UPTO DATE IMMEDIATE TRANSPARENT INSIDE INFORMATION 2. WILLING TO BRIBE PEOPLE FOR HIS INTERESTS 3. SOCIALITE SOURCES TO PROVIDE INFORMATION WHEN AND WHEREVER REQUIRED 4. STUDYING IN COLLEGE FOR NAME SAKE 5. CHEATING IN EXAMS/ BACK DOOR ENTRY 6. BACK BENCHER / BUNKS DRINKS LOVER HIS CLASSES 7. COLLEGE IS ONLY A PLACE TO SHOW OFF AND A PICK UP POINT	1. SPAS AND OTHER BEAUTY SALOONS 2. REGULAR MEMBER OF A SPORTS CLUBS 3. GYMING 4. HAD SEX 5. ALWAYS CARRIES PROTECTION WITH HIM 6. DRIVE WHILE DRINKING 7. JUNK FOOD /	1. DOESN'T CARE ABOUT BILLING 2. SHOPS WITH CREDIT CARD 3. ONLINE SHOPPING (AMAZON, EBAY) 4. AIR TICKET BOOKING 5. POSTPAID	1. AIRPORT LOUNGE 2. CLUBBING ZONES 3. VIP 4. CONTENT THROUGH WI-FI / EDGE / GPS
	WORKING SINGLE MIGRATED FROM SMALL TOWN	25/M/Medium(Independent)/DELHI	RELATIONSHIPS -DEVOTED TO FRIENDS AND FAMILY, COMMITED TECH SAVVY - BROWSES SNS ON MOBILE, SKYPE ON LAPTOP ACTIVITIES - CRICKET, BETTER JOB HUNTING, TRAVEL, WEEKEND GET TOGETHERS LIFESTYLE - BEST VALUE FOR MONEY, INVESTMENT, CORPORATE DISCOUNT ASPIRATIONS - CAREER (JOB IN US), SATIBILITY IN LIFE AND FAMILY	1. LIVE CRICKET MATCHES / GHAZAL CONCERTS 2. MIX OF HINDI AND ENGLISH MOVIES ON LAPTOP AND MULTIPLEX 3. SOFT ENGLISH MUSIC ON iPod 4. TV SERIES- FRIENDS, HIMYM 5. INTERESTED IN PHOTOGRAPHY 6. READING BUSINESS WORLD 7. LONG DRIVES	1. STD CALLS 2. LONG DISTANCE RELATIONSHIP ON RELIANCE 1 INDIA SCHEME 3. GTALK / MESSENGER 4. P2P / TORRENTS / DESI BBRG.COM / YOUTUBE 5. ORKUT / FACEBOOK / NING.COM 6. BUSINESS CALLS / CONFERENCE 7. IN TOUCH WITH CHILDHOOD FRIENDS	1. READS MAGAZINES AND DAILY NEWSPAPERS 2. SEEKS EMPLOYMENT NEWS/ INFO ON NAUKRI MONSTER ETC. 3. STARTED GETTING TO KNOW ABOUT BULLS AND BEARS THROUGH INTERENT 4. SUBSCRIBED TO CNN NEWSIM s ON GTALK FOR INSTANT UPDATES 5. EMAIL NOTIFICATIONS ARE A MUST FOR HIM 6. INTEREST GROUPS / COMMUNITIES 7. MAINTAINS A FREE PROFILE ON FLICKR AND LINKEDIN	1. MAINTAINS A RECORD OF MEDICAL REPORTS 2. SUFFERS FROM OCASSIONAL MIGRAINE 3. CONCERNED ABOUT HYGIENE 4. LIKES SWIMMING 5. CAREFUL ABOUT THE SEX LIFE 6. MEDICLAIM / INSURANCE 7. VISITS A LOCAL DOCTOR 8. ORDERS PIZZAS OCASSIONALLY	1. SENDS ONLINE GIFTS 2. BILLING AND RESERVATIONS (IRCTC) 3. NET BANKING 4. POSTPAID	1. OFFICE INFORMATION 2. CONNECTED TO HOME INFORMATION 3. SHOPPING INFORMATION 4. CONTENT INFORMATION
	URBAN COLLEGE GOERS	18/F/Medium(Dependent)/DELHI	RELATIONSHIPS -FRIENDLY, PARTLY OPEN WITH PARENTS, NOT A SERVANT OF HOUSEHOLD, NEW COLLEGE INFLUENCE AFTER SCHOOL, IN A SCHOOL TIME RELATIONSHIP ON VERGE OF BREAKUP TECH SAVVY - MUSIC AND FM ON MOBILE, TEXTING, MESSENGER, FACEBOOK ON FAMILY PC ACTIVITIES - WINDOW SHOPPING, MALL HOPING WITH FRIENDS, HANGOUTS-CCD, MAC D LIFESTYLE - BARGAIN, STREET SHOPPING, CHAT-PAKODI, SALE ASPIRATIONS -CAREER (PG), SKILL ENHANCEMENT, BELIEVE IN PRESENT, NOKIA XPRESS MUSIC PHONE	1. REALITY SHOWS ON TV (INDIAN IDOL, SPLITSVILLE) 2. PERSONALIZATION 3. ARTS AND CRAFTS 4. BOLLYWOOD N ROMANTIC MOVIES, MUSIC AND FUN 5. READING FICTION 6. HANGING OUT WITH FRIENDS 7. ART OF LIVING SESSIONS	1. YAHOO MESSENGER 2. PHONE- MOBILE (FOR SMS) / LANDLINE (FOR CALLING) 3. VALUE ADDED PACKS AND SUBSCRIPTIONS IN MOBILE 4. PREFER PREPAID OVER POSTPAID 5. SET OF FREQUENT DIALLED NUMBERS 6. COOL FORWARDS 7. DOWNLOADING SONGS AND VIDEOS FROM YOUTUBE USING KEEPVID.COM	1. COURSE CONTENTS 2. ASSIGNMENT SEARCH 3. SAMPLE PAPERS/ PAST QUESTION PAPERS 4. INTEREST GROUPS / COMMUNITIES 5. GOOGLE SEARCH 6. PARTICIPATES IN ONLINE FORUMS 7. READS AND REFERS TO BLOGS	1. PARENTS ARE CONCERNED ABOUT HER HEALTH 2. CONSCIOUS ABOUT HER MENSTRUAL CYCLE 3. HATES HER PIMPLES 4. BEAUTY AND STYLING TIPS 5. ONLY KISSING IS ALLOWED TO THE BOYFRIEND 6. LOVES PASTA AND SOUTH INDIAN	1. POCKET MONEY 2. PREPAID	1. HOBBY CLASSES 2. SHOPPING 3. HANGOUTS

YOUTH SEGMENT	A/S/L	RELATIONSHIPS TECH SAVVY ACTIVITIES LIFESTYLE ASPIRATIONS	ENTERTAINMENT	COMMUNICATION	EDUCATION/INFO	HEALTH CARE	PAISA	LOCATION SPECIFIC	
MID-TOWN YOUTH	RESPONSIBLE STUDENT	22/M/Medium(partly dependent)/KANPUR	RELATIONSHIPS -SINGLE, LOOKING FOR A SERIOUS RELATIONSHIP, FAMILY CONCERN, A GROUP OF 5 LOCAL FRIENDS TECH SAVVY - FM ON MOBILE, ORKUT & YAHOO (ON PC), LOCAL LANGUAGE CONTENT ACTIVITIES - GOING TO TOWN, GULLY CRICKET, RELIGIOUS TRIPS WITH FAMILY AND FRIENDS LIFESTYLE - BARGAIN, STREET SHOPPING, CHAT-PAKODI, PATRIOTIC, ORGANISED ASPIRATIONS - SPEAK FLUENT ENGLISH, MOVE TO CITY, GOOD JOB, CAR, SMART PHONE, WANTS TO BE A BOLLYWOOD ACTOR	1. READING PERSONALITY DEVELOPMENT BOOKS 2. SWAMI RAMDEV YOGA CAMP. 3. MORNING WALK WITH DAD 4. LOCAL PARTIES WITH FRIENDS 5. VISITING SHOPPING MALLS IN TOWN 6. NEW BOLLYWOOD MOVIES 7. ACTING	1. BLOGGING 2. ORKUT / MESSENGER 3. PHONE FOR BASIC COMMUNICATION WITH FRIENDS AND FAMILY 4. PREFERS INCOMING OVER OUTGOING 5. MAINTAINS A GROUP OF OPEN PALS 6. FAMILY GET-TOGETHER ON FESTIVALS 7. SUBSCRIPTIONS ON EMAILS	1. DOWNLOAD PDFs 2.ORDERS EDUCATIONAL CDs 3. GOOGLE WEB AND IMAGE SEARCH 4. EMAIL SUBSCRIPTIONS 5. YOGA AND EXERCISES INFORMATION 6. SLIM AND WEAK	1. YOGA 2. EATS HOME-COOKED FOOD 3. SUFFERED AN INTERNAL INJURY IN CHILDHOOD 4. TAKES VITAMINS 5. READS ABOUT SEXUAL INFORMATION AND QUERRIES IN NEWSPAPERS AND MAGAZINES 6. SLIM AND WEAK	1. PREPAID 2. CASH PAYMENT 3. IRCTC BOOKING FROM CYBER CAFE	1. NATURE 2. LOCAL HAPPENINGS 3. EVENTS 4. RELIGIOUS CEREMONIES
RURAL YOUTH	ASPIRING SELFMADE	20/M/Medium (Independent)/ Punjab	RELATIONSHIPS -SINGLE, DESPERATE, BREAK AWAY FROM FAMILY, SUPPORT HIS FRIENDS IN EVERY WAY TECH SAVVY - WALLPAPERS, VIDEOS, MUSIC ON CHINESE PHONE, LOCALISED CONTENT ACTIVITIES - GOING TO TOWN, GULLY CRICKET, RELIGIOUS, RUNNING AFTER GIRLS, ANGRY YOUNG MAN LIFESTYLE - CAREFREE, NOT WELL EDUCATED, LOCAL BRANDS ASPIRATIONS - MOVE TO CANADA, START HIS OWN BUSINESS, SPEAK FLUENT ENGLISH	1. TRIES TO APPROACH AND IMPRESS GIRLS 2. MMS SCANDALS 3. REGIONAL MUSIC AND VIDEOS 4. REGIONAL SPORTS CHAMPIONSHIP 5. COMMUNITY CELEBRATIONS 6. KHALSA/ GURUBANI 7. DRIVING BULLET AND OPEN JEEP	1. FLASHY PROFILE ON ORKUT 2. HUM AAPSE DOSTI KARNA CHAHTE HAI 3. FORWARDING AND RECEIVING HOT AND COOL SMS AND MMS 4. COMMUNICATES IN PUNJABI 5. TIMEPASS WITH FRIENDS 6. MISSED CALLS 7. TOLL FREE NUMBER AS SOURCE OF ENTERTAINMENT	1. DESI PORN STORIES 2. H2H COMMUNICATION 3. GOSSIPING 4. 'JUGAAD' 5. SEARCHES FOR BOLLYWOOD / GIRLS/ BIKES IMAGES ON NET 6. BORROWS CDs OF MUSIC AND MOVIES FROM TOWN FRIENDS	1. ATHLETIC BODY 2. DOESN'T TAKE MEDICINES FREQUENTLY 3.HAVE MULTIPLE SEX PARTNERS BUT ALWAYS USES NIRODH 4. GOES TO TOWN IN CASE OF MEDICAL EMERGENCY	1. DEBIT CARD 2. PREPAID	1. ROADS 2. METEOROLOGICAL INFORMATION
	CONSERVATIVE FAMILY CONSTRAINTS	17/F/Low/ (Dependent)/ Bihar	RELATIONSHIPS -SINGLE, CONSERVATIVE FAMILY, HOME ORIENTED TECH SAVVY - RADIO, TV, LOCAL LANGUAGE CONTENT ACTIVITIES - RELEGIOUS, HOUSEHOLD WORKS- CLEANING, COOKING ETC, ACTIVE IN A VILLAGE NGO LIFESTYLE - WEAR SUITS, HANDMADE OBJECTS, LIMITED EXPOSURE AND ACCESS, SUSTAINABLE WAY OF LIVING ASPIRATIONS - WANTS TO STUDY IN CITY COLLEGE, WANTS TO BECOME A TEACHER IN FUTURE	1. SPENDING TIME WITH FRIENDS (ONLY GIRLS) 2. WATCHING DOORDARSHAN SHOWS (CHITRAHAR) 3. SINGING AND DANCING WITH FRIENDS 4. MAKING POTS AND DECORATING 5. GARDENING 6. PRAYERS 7. VISITING RELATIVES WITH FAMILIES	1. LETTERS 2. STD BOOTH 3. REQUEST SONGS ON AIR FM 4. AVOID SPEAKING TO BOYS 5. CHIT CHAT WITH LOCAL FRIENDS (GIRLS) FOR HOURS 6. NEIGHBOURHOOD TALKS 7. LOCAL LANGUAGE	1. STRUGGLING FOR EDUCATION 2. TARAND AND OTHER INFOTAINMENT PROGRAMMES 3. H2H COMMUNICATION 4. CONCERNED ABOUT NATURE 5. LIMITED ACCESS TO EDUCATIONAL INFORMATION	1. UNDERNOURISHED 2. LIMITED ACCESS TO HEALTH FACILITIES 3. UNAWARE OF HEALTHCARE INFORMATION 4. UNHYGEINIC SANITATION 5. VISITS LOCAL DOCTORS (VAIDYA)	1. LIMITED CASH FROM PARENTS	1. EDUCATIONAL 2. GENERAL KNOWLEDGE 3. VILLAGE SPECIFIC 4. HEALTHCARE

2.6 Design Ideation and feasibility mapping on timeline



Design Ideas on timeline

	A	B	C	D	E	F
1		0-6 Months	6 mo-1 year	1 Year-2 year	2 years and above	Coffee Table
2	Private	1. Personal Artifact Management(Creating Folders) 2. Hide Important Content	1. <u>mms/ camera On Indication</u> 2. <u>Your Personal Details like Pin no., roll no etc</u> 3. Call History duration of all calls. 4. Personal Copyright/ Watermark on images by your mobile camera	1. <u>Group Missed call indicating pre assigned messages.</u> 2. <u>Love application. (Long Distance)</u> 3. <u>Personalize Themes (like Mahabharat, shaktimaan)</u> 2. Personal Library and Visualization	1. Pre call Notification about the current status of user to the person who is calling. 2. Personal Situation Detector and Mobile Behavior. 3. Personal Call Detail Settings (Fake Profile)	1. Personal Lifestyle scheduler 2. Personal mood enhancer 3. Anger management application.
3	Public	1. <u>Power Profile (Personal, Classroom, Khtaa-Meetha)</u>		1. <u>Movement Tracker (Previous Location Finder, Public space tagging, no. of time visited before).</u> 2. Emergency Alert for Girls/Boys	1. <u>Phonebook Social Networking- Proximity (Urban Youth)</u>	1. Noise Isolation in public/outdoor
4	Entertainment		1. <u>Message to God on Phone</u> 2. Confusion Breaker application (choose one) 3. Create Indian Music on Mobile	1. <u>Story Making Application , Cool Animations etc</u> 2. Play Pranks, Buzz your friends 3. Aotu Play Radio Timer 4. Mobile Geeta 5. Gully Cricket Application	1. Mobile antakshri	1. Indian Dance Based 2.Application within friends 3. Voice collage to share memories 4. mobile books 5. astrology/ palmistry application 6.
5	Health	1. Health Statistics	1. Walking Information(Walking Mode) 2. Anti Smoking/Drinking application 3. Diet Management			
6	Self Interest	1. Origami/ Crafts application on Phones		1. Hobby Application (creat, share, participate)		1. mJournalist
7	Organizer	1. <u>Fix time to send messages</u>	1. <u>Festive Card integrated with Indian Calender</u> 2. Setting Reminders on others phone through sms	1. <u>Billing Calculator with Log</u>	1. Shopping/Bargain application	1. Phone No. Scanner 2. Money Management 3. Screen Sharing for collabarative content 4. Mobile p2p sharing
8	Regional			1. Localised Indian Icon, Namaste etc 2. <u>Pre Loaded Maps- Tag n share through sms</u>	1. Blue Lan based info interface	1. Geo spatial Info 2. Learning and communicating regional languages 3. Info abt the place you are in 4. click and translate in indian languages 5. mobile compass 6. Transport management in rural context

MMS/ CAMERA INDICATION
(6 months – 1 year)

Problem: Often people misuse mobile camera to shoot unwanted situations, e.g. mms scandals.

User: Urban Female, college girl, 21 yrs.

Context: Private moments captured by her BF on his cell phone without her even knowing it.

Solution: Camera On mode – Mobile will display a light, Embedded Watermarks on image/video.

Handset: Camera phone

Design IDEAS




FESTIVE CARDS
(6 months – 1 year)

Problem: Maintain and continuing relationships with relatives and friends through Indian festivals.

User: Urban youth migrated from small town, 25 yrs, male.

Context: Indian Festivals, distant wishing and greeting.

Solution: Merging reminders and Indian festival mobile cards with Indian calendar in phone.

Handset: Basic

Design IDEAS




Movement Tracker
(1 year-2 year)

Problem: People tend to forget their daily movement patterns and activities associated with location.



User: Mid-town female, 19 yrs.

Context: Went for shopping, as she needs to replace the dress, but couldn't locate the shop again.

Solution: Mobile detects your location and asks you to add details about it, then save a log in phone memory.

Handset: VGA Phone with JAVA compatibility

Design IDEAS

GROUP MISSED CALLS
(1 year – 2 years)

Problem: We need to pay for conveying even the smallest information, Indians youth usually give missed calls.



User: Rural Girl, 19 yrs.

Context: Networking with friends and parents

Solution: Different missed call patterns represented on phone as iconic interface.

Handset: Basic

Design IDEAS

LOVE APPLICATION
(1 year– 2 years)



Problem: Difficult for a couple to communicate feelings in a busy lifestyle and distance also.

User: Couple, 22-23 yrs.

Context: Boy is in City hostel and Girl is in midtown.

Solution: Change and communicate love profiles on each others mobile phone through a shared settings folder.

Handset: Enhanced Multimedia

Design IDEAS

POWER PROFILE (KHATTA MEETHA)
(0-6 months)



Problem: Indian youth behaves in different manner in front of parents and friends.

User: Mid-town boy, 21 years.

Context: At home, In college.

Solution: Phone profile changes from place to place, easing communication and representation, (Hidden folders).

Handset: VGA

Design IDEAS

PHONEBOOK SOCIAL NETWORKING
(2 years & above)

Problem: To extend phonebook usage in enhanced ways.

User: Elite Urban youth, 24 yrs.

Context: Rich Boy, connected to friends on SNS.

Solution: Proximity alerts, sharing and participation information, internet widgets.

Handset: High End




Design IDEAS

MESSAGE TO 'GOD'
(6 months-1year)



Problem: Communication to GOD is a deep woven faith in all Indian Youth, they hesitate showing that in open.

User: Rural Girl, 20 years.

Context: Prays to God for her exams.

Solution: create text/image prayers, wish lists and pay gratitude to GOD on mobile, when request is granted, message disappears from phone.

Handset: Basic

Design IDEAS

Design

DELATED MESSAGES
(0-6 months)


Problem: Often tend to forget sending messages at right time.

User: Urban boy, 20 years.


Context: Forgets to wish mother on her birthday.

Solution: Delayed message sending options.

Handset: Basic



IDEAS



Design

PERSONAL DETAILS
(6months-1year)


Problem: We often tend to forget basic personal details like pin no, account no, roll no, pan no etc.

User: Rural Boy, 22 years.


Context: Filling his examination form, but forgets course nos., past grades (class 10th n 12th marks).

Solution: Interactive Memo application with iconic interface.

Handset: Basic



IDEAS



Design

BILLING CALCULATOR WITH LOG
(1year-2years)


Problem: Difficult to maintain bills and calculation logs.

User: Urban Girl, 24 years.


Context: Visits a restaurant with friends. Shares money pays Rs 200 extra for a friend.

Solution: Merge a billing mode with existing calculator and save the logs.

Handset: Basic



IDEAS



Design

Personalized Themes
(1year-2years)


Problem: Phone personalization is not very Indian contextual with limited controls.

User: Mid-town boy, 18 years.


Context: show off within friends on basis of his self interest.

Solution: Create, participate and share on respective modes.

Handset: Multimedia and Style Phones



IDEAS



3. Other Projects



3.1 Samsung Logo Survey

Participated in a market survey to understand brand presence of Samsung in market through its logo and check if it is printed as per Samsung's Guidelines.

This survey was carried out in streets, markets and shops of Delhi. Major categories are:

1. CDMA stores
2. Display
3. Hoarding
4. Packaging
5. Print Media
6. Products
7. Internet

To our surprise most of the logo were printed wrong without following the given guidelines.

4. Time at Samsung Design Delhi

