

Project 3 | Stage 2



# Information design on India's participation in Olympics



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## **Abstract**

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Project was aimed at acknowledging the efforts put by the athletes who participate in the Olympics.

Sports was merely considered as a hobby, and the few who played it professionally didn't get proper support from the system and administration.

At 2012 London Olympics when India performed par from its expectation, everyone started talking about these athletes but few months later they were forgotten.

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## Objective

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1. To understand the reason behind why people hesitate to take sports as a career option in India.
2. Make the information readily available about Indians who participated in Olympics.

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## Context

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1. For the user who want to know about the Olympic participants and their performance in Olympics.
2. For the user who would want to know how sport and sports person has evolved over the period.
3. For the user who does not has any idea about the athlete and may want to gather general information about that particular athlete.

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## **Study and Data collection**

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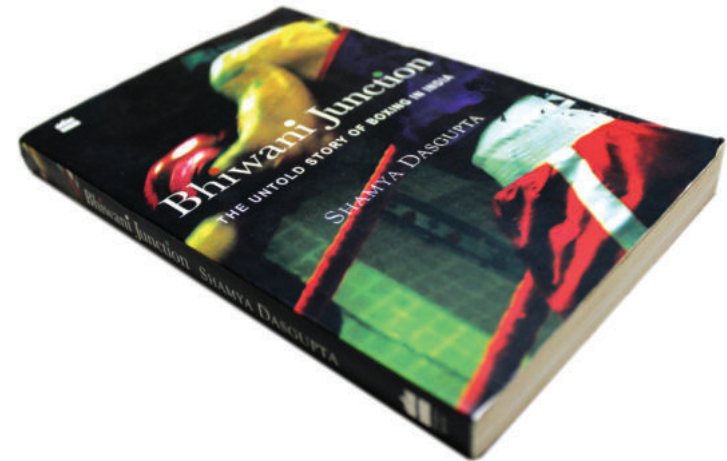
1. Interview and survey to understand what people think about sport and how much do they know about Olympic and Olympic participants.
2. Content for the final solution.

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## Bhiwani Junction

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Bhiwani Junction is written by Shamy Dasgupta, is a story of boxing as a sport. He has tried to build emotional and credible connect through this book on the journey of boxing as a sport in India. Today what we see Haryana as the hub of boxers is all because of encouragement towards the sport by the government of state.

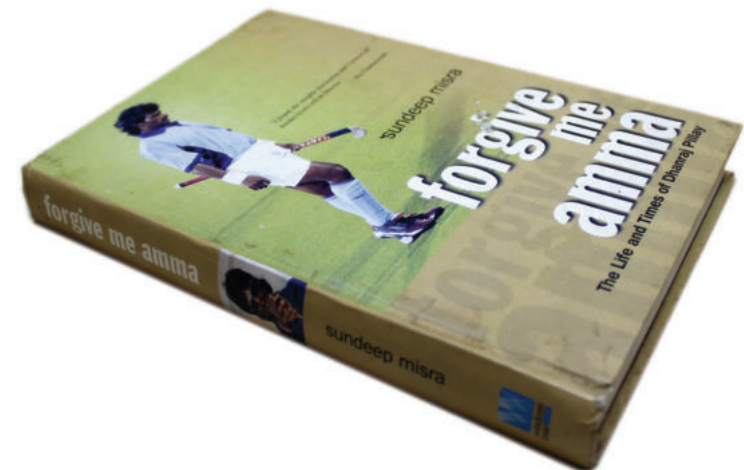


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## Forgive me Amma

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Hockey is the single team sport from India which had the longest success run in the history summer Olympics. Mr. Dhanraj Pillay had been the part of Indian national hockey for four Olympics. Being the best in the sport among all the sports person of his time had to see the worst time of Indian hockey team's performance.



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## **Sample survey (questionnaire)**

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1. Do you play any sport?
2. What is the role of sport in your life?
3. Given a chance would you like to make a sport as your career option?
4. Had your school promoted students in the field of sports?
5. Do you follow any sport as an audience?

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## **Sample survey (questionnaire)**

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6. What makes a sport interesting?

7. Do you have any idea about Olympics?

8. What do you think, should India participate in Olympics because anyway India is not winning much medals?

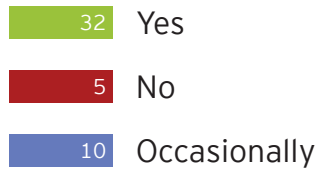
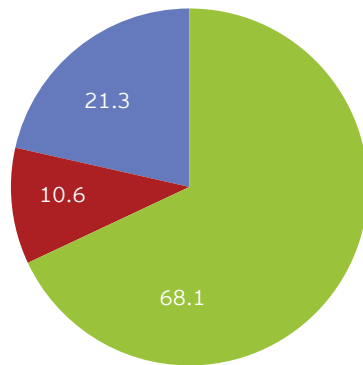
9. Why people are not encouraged enough to make a career in sports?

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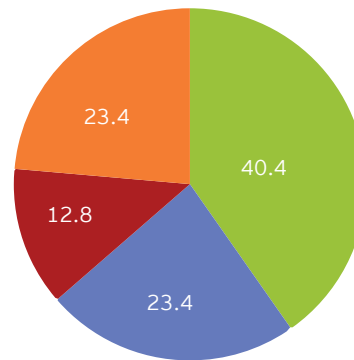
# Analysis

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1. Do you play any sport?



2. What is the role of sports in your life?

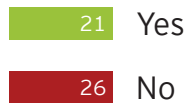
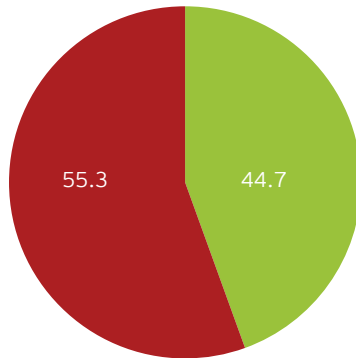


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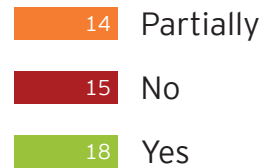
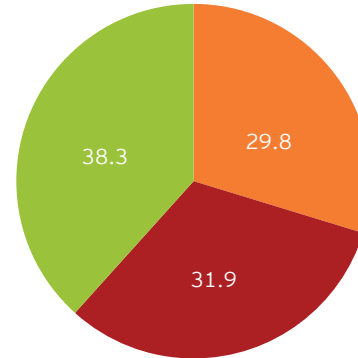
## Analysis

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3. Given a chance would you like to make a sport as your career option?



4. Had your promoted students in the field sport?



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## Analysis

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5. Athletes in India complain about the facility and infrastructure made available to them is insufficient to compete against the athlete at international standards.

6. Schools in India are struggling to meet the basic requirements of education, so there are rare occasion where they play any role in promoting sports.

8. Government has setup many regional organization and clubs for various sports, but people are unaware of the facilities even about the institutions.

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## Analysis

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7. Career in sports is insecure and involves struggle, a huge part of the population doesn't find the logic in pursuing sports when other more 'fruitful' jobs are available. Sports is hardly seen as an important aspect for a child to learn seriously in most houses.

8. Sports has a short lived career, which highly depends on physical fitness. It is unpredictable as a profession because if an athlete gets injured it takes a long time to come back in form.

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## Analysis

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9. Lack of role models. General belief is that, there is less opportunity in the field of sports. People do not see many role models to follow and if they know someone, they are not living very lucrative lifestyle.

10. Playing sports is symbolic for a country and currently it is not a significant factor in contributing to the economy. Nor does it guarantee employment to a large population apart from government jobs compared to sectors such as engineering, commerce etc.

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## Analysis

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11. Government job is not aspirational for a lot of people who have grown to see peers earning in engineering / technical jobs. Nor is it thought of as prestigious apart from the top few players.

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## Key Takeaway

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1. From previous studies and surveys conducted among the people it came forward that, many of the people do not know about many of the sports.
2. Sports get popular because of its availability and accessibility of the resources.
3. Technical knowledge remains relatively low as compared to the people who play it professionally.

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## **Solution Alternatives**

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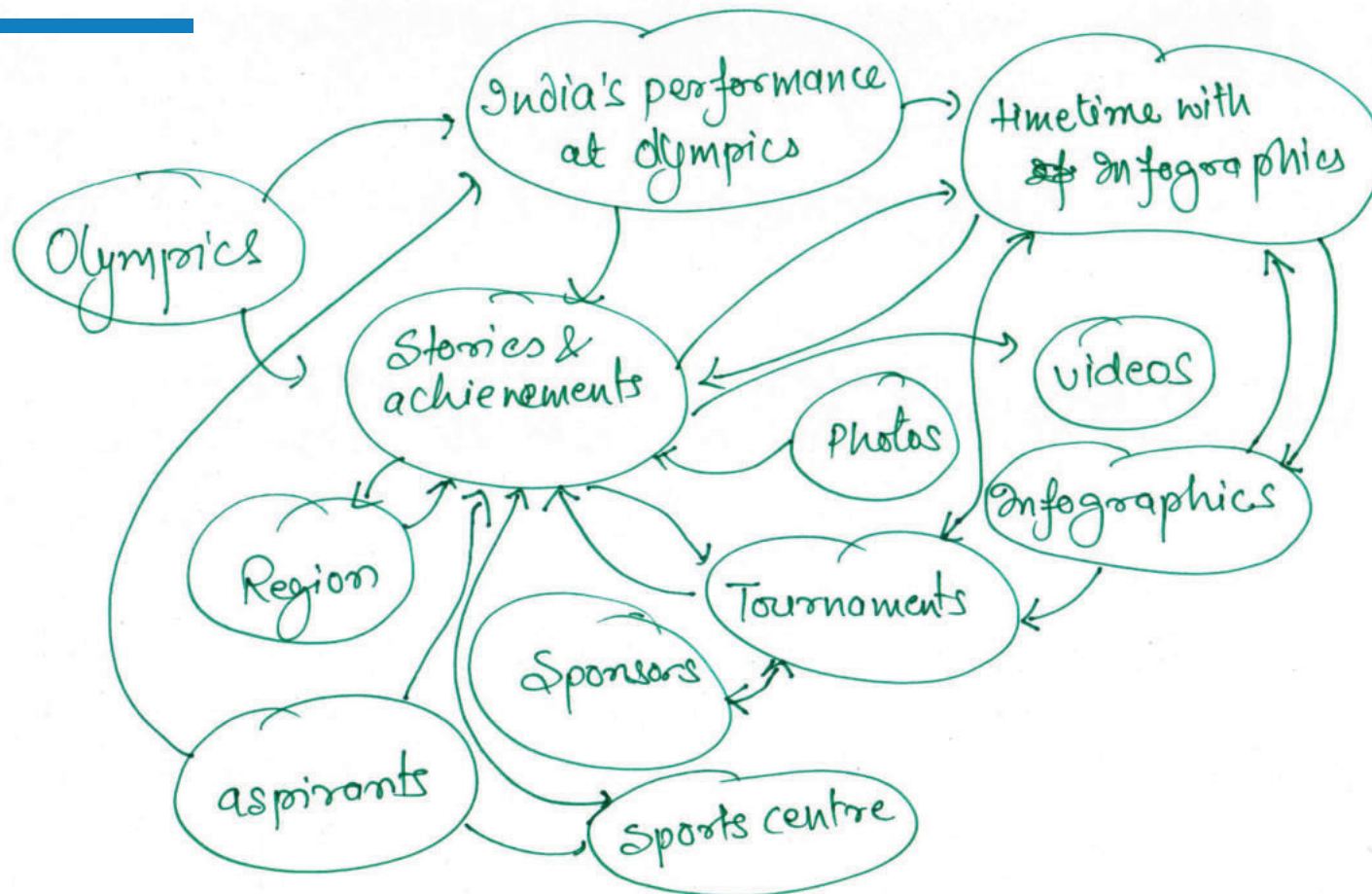
1. Bring out the struggles through which these athlete had gone and how do they were able to overcome the odds against them.

2. A platform to make people aware about these Olympians. So idea of playing sports, an act of recreation can be re-imagined as a profession.

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## Relative Information

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# Information Architecture

1. Create information architecture
2. Sites architecture
3. Interaction architecture

wizard method.

study Wikipedia page design.

→ one page where all medal winners from India in 2012 olympics will be listed with [links](#).

structured information

unstructured information

information hierarchy.

# Information Architecture

About olympics.

Timeline



- Sports.
- Boxing
  - ↳ Hockey
  - ↳ Wrestling
  - ↳ Shooting
  - ↳ Badminton
  - ↳ Tennis

vijender singh

- ↓
- Background.
- clubs he played — Players from same club
- level of expertise
- and competition → 1
- ↳ 2
- ↳ 3
- Relationship with other sports person
- Tournament he plays

• Benefits from Government.

- Region of India he comes from -
- sports club.

# Design Direction

A web portal

Olympics	India at Olympics	Events
Homepage: A brief introduction about the website and why it is created.	Time line to show how India had performed over the different Olympics.	Information about a particular event, with details of how India had performed in the particular event, during various events and information about their participants.

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## **Final Concept**

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Scenario 01: User wants to know how India or Indian team has performed in a particular Olympic.

Scenario 02: User wants to know how India has performed in a particular events across various Olympic seasons.

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## Scenario 01

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Step 1. Select the year on the time line e.g. 2000

Step 2. Website shows events at which India had participated in the year 2000

Step 3. User selects specific event e.g. Hockey

Step 4. Website shows India's performance in Hockey

Step 5. List of team members

Step 6. Pick a player e.g. Mr. Dhanraj Pillay

Step 7. Details about his performance across multiple Olympics

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## Scenario 02

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Step 1. Select the sport e.g. badminton

Step 2. Time-line scroll which can move from 2016 backwards

Step 3. Website shows India's performance in Hockey

Step 4. Ask user to select the year

Step 5. User select the year e.g. 2012

Step 6. Detailed information on India's performance in badminton in 2012 Olympics

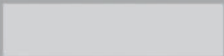
Step 6. Pick a player e.g. Ms. Saina Nehwal

Step 7. Details about his performance across multiple Olympics

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## Wire-frame

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Search bar

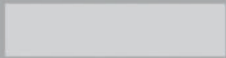
Header

Navigation Bar

Fixed Height

100% width

Footer



Know our Olympians

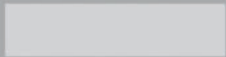
Events

## India at Olympics

Sub header

India has taken a giant leap of progress in sports during last few editions. Passion and awareness towards the culture of sports has taken commendable reform. Many a times we miss the opportunity to appreciate and recognize the efforts which goes into making our nation proud in the field of sports. Unlike anything, sports bring us together to celebrate the joy of success. Lets cheer for of INDIA.

Floating text



Know our Olympians

Events

## Know our Olympians

2000



2004



2008



2012



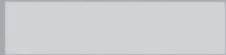
2016



Icon change  
and rearrange  
as per the year.

Scroll Time line  
remains active  
all the time.

Loading more...



Know our Olympians

Events

## 2012 London Olympics - Hockey

Variable header

Icon or image of particular sport.

Performance in particular season.

team listing



Know our Olympians

Events

## Hockey - Dhanraj Pillay

Variable header

Photograph

Name : Dhanraj Pillay

DOB:

Country: India

Residence:

Sport:

Participation:

Performance:

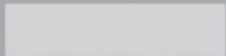
2012 -

2008 -

Structured data

Unstructured data

Additional data



Know our Olympians

Events

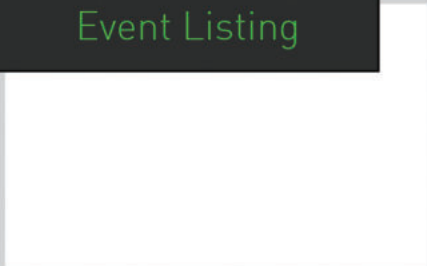
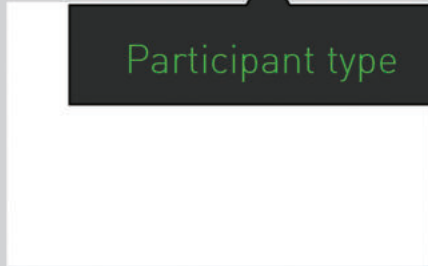
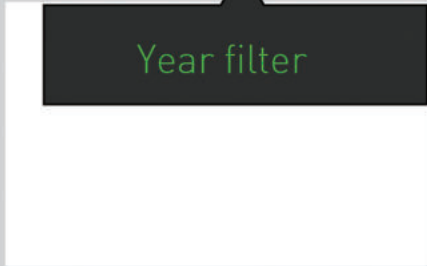
Event



Year filter

Participant type

Event Listing





Know our Olympians

Events

## Event - Badminton

filter remain active  
all the time

filter remain active  
all the time

Table of medals tally

Medal tally of all time



Know our Olympians

Events

### Event - Badminton - 2012

Gold - 01

Silver - 01

Bronze - 01

filter remain active  
all the time

Medal tally of the year

Participants

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## **Learnings**

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1. Print media and digital media are two different world and the rules are different.
2. Understood how to structure the information and deliver in appropriate manner.
3. There are multiple layers where a problem may lie and one solution may not solve all the problems.

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## **Learnings**

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1. Information which we want to look for is available in one or the other format (sometime very limited).
2. Every information which we may want to provide, may not be relevant to many of the people. It depends on personal interest (so do not get demoralized).
3. Use your time wisely.

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# References

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## Books:

- Dasgupta, Shamyra, Bhiwani Junction, The Untold Story of Boxing in India, New Delhi: HarperCollins Publishers, 2012. Print
- Misra, Sundeep, Forgive Me Amma, The Life and Times of Dhanraj Pillay, New Delhi: Wisdom Tree, 2007. Print

## On the web:

- [olympic.org](http://olympic.org)
- [olympic.ind.in](http://olympic.ind.in)
- [olympicgoldquest.in](http://olympicgoldquest.in)
- [wikipedia.org](http://wikipedia.org)
- [awward.com](http://awward.com)
- [histography.io](http://histography.io)
- [goo.gl/RScP6e](http://goo.gl/RScP6e)
- [goo.gl/Wt3ZWp](http://goo.gl/Wt3ZWp)
- [goo.gl/egK9V3](http://goo.gl/egK9V3)
- [github.com](http://github.com)