Awareness for Politics and Politicians

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Interaction Design 2012-2014

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Problems

SCAMS

CRIMINAL RECORDS OF POLITICIANS

CORRUPTION

INFLUENCED MEDIA

LACK OF INFORMATION

NO STRICT LAWS

LESS TRANSPARENCY

RTI FAILURE

DIFFICULTY TO COMMUNICATE WITH POLITICIANS

LESS INVOLVEMENT OF NEW MEDIAS

"Politician is the problem is the Politician"

Problems

- CRIMINAL CHARGES OVER CANDIDATES
- People Don't know structure of government
- SCAMS AND CORRUPTION

- BIASING OF EXISTING MEDIA
- No information about politicians
- Even if they have, no way to tell people what you know

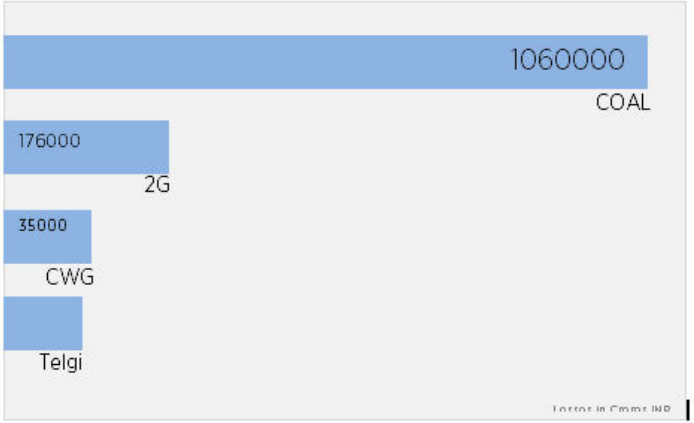
- ACCOUNTABILITY AND TRANSPARENCY

Hindustan Times

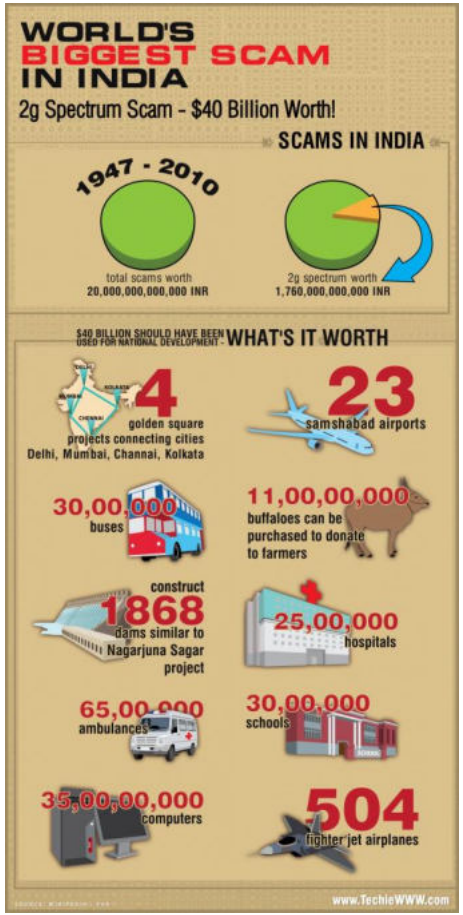
NDTV

OUTLOOK

IBN लोकमत



Problems > Scams and Corruption



YEAR	SCAM	Rs in Crores
1992	Harshad Mehta securities scam	5000
1994	Sugar import scam	650
1995	Preferential allotment scam	5000
	Yugoslav Dinar scam	400
	Meghalaya Forest scam	300
1996	Fertiliser import scam	1300
	Urea scam	133
	Bihar fodder scam	950
1997	Sukh Ram telecom scam	1500
	SNC Lavalin power project scam	374
	Bihar land scandal	400
	C.R. Bhansali stock scam	1200
1998	Teak plantation swindle	8000
2001	UTI scam	4800
	Dinesh Dalmia stock scam	595
	Ketan Parekh securities scam	1250
2002	Sanjay Agarwal Home Trade scam	600
2003	Telgi stamp paper scam	172
2005	IPO-Demat scam	146
	Bihar flood relief scam	17
	Scorpene submarine scam	18978
2006	Punjab's City Centre project scam	1500
	Taj Corridor scam	175
2008	Pune billionaire Hassan Ali Khan tax default	50000
	The Satyam scam	10000
	Army ration pilferage scam	5000
	The 2-G spectrum swindle	60000
	State Bank of Saurashtra scam	95
2009	The Jharkhand medical equipment scam	130
	Rice export scam	2500
	Orissa mine scam	7000
	Madhu Koda mining scam	4000
		192165
2001-10	KARNATAKA'S MINING SCAM	100000

Data Collection

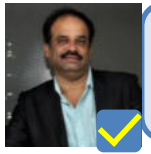
Shri Prithviraj Chavan (Current CM, Maharasthra)

...

...

...

Sanjay Dina Patil (Current MP, (North-east Mumbai) National Congress Party)



Chandan Sharma (S-Ward Corporator)

Rakhi Jadhav (Elected Corporator for N Ward)

Rahul Gaikwad (Working in IDC, IIT Bombay)

Arvind Vishnu More (Election Candidate for Republican Party of India)

Praful Vora (Convener of Aam Aadmi Party)

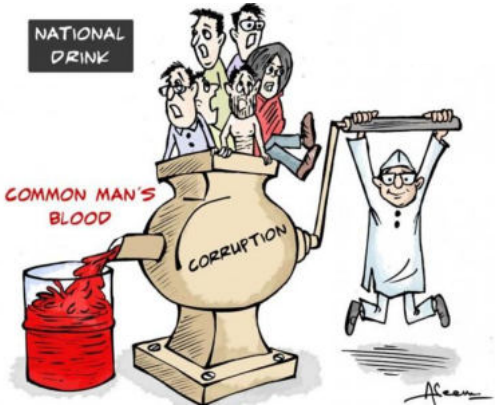
Akshay Marathe (Policy Maker and Election Candidate, AAP)

Vikram Vincent (Student IDC, IIT Bombay and Activist, Part of OSSM)

Photo Credits : Tushar Naringrekar

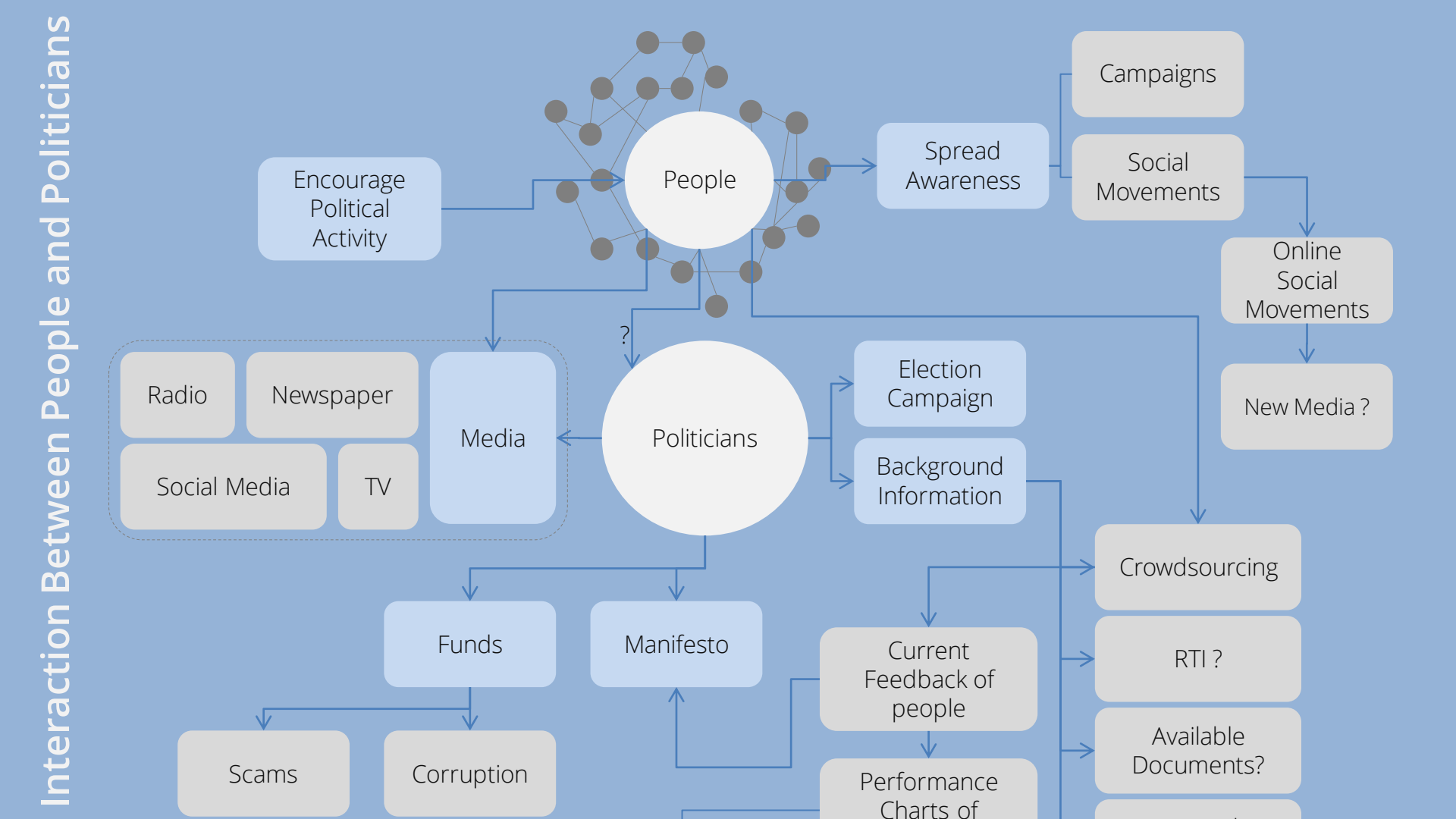
Observations

- It's tough to change existing policies
- People with higher income don't vote
- Image of MLA, MP, CM etc is too high
- Vote-bank and Dynasty Politics
- Many parties challenged INC Monopoly, when they came into power scams still happened
- Lack of Accountability + Transparency + Responsibility
- No proper Checks-ins and Balances
- News Channel Driven Decisions
- More un-official insights on corruption, politics to get election ticket



Observations

- Tough to get information of Politicians
- Unquestioning obedience to leaders may lead to trouble
- Research has found that certain segments of the population are lacking in information about political issues and unable to identify their leaders
- Degree of candidate exposure, cognitive consistency, personality factors affect voter preference
- Voter choice depends on interpersonal influence, political ideology and personality characteristics


Interaction Between People and Politicians
People
Encourage Political Activity
Spread Awareness
Campaigns
Social Movements
Online Social Movements
New Media ?
?
Politicians
Election Campaign
Background Information
Media
Radio
Newspaper
Social Media
TV
Crowdsourcing
RTI ?
Available Documents?
Funds
Manifesto
Current Feedback of people
Performance Charts of
Scams
Corruption

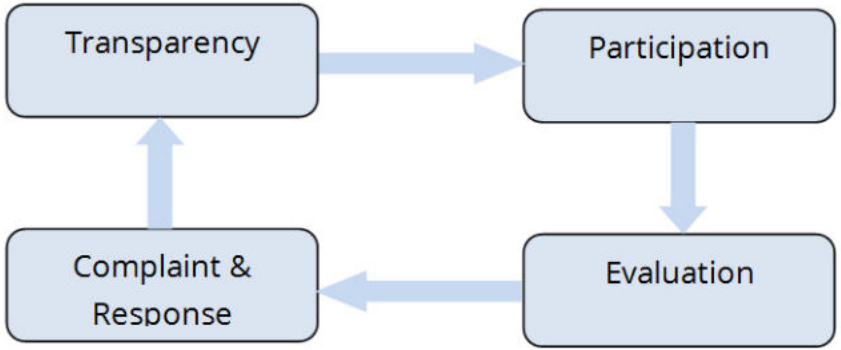
Inferences

- Corruption is irrespective of parties
- People are not enough aware about politicians
- Lack of Accountability, and nobody to ask!

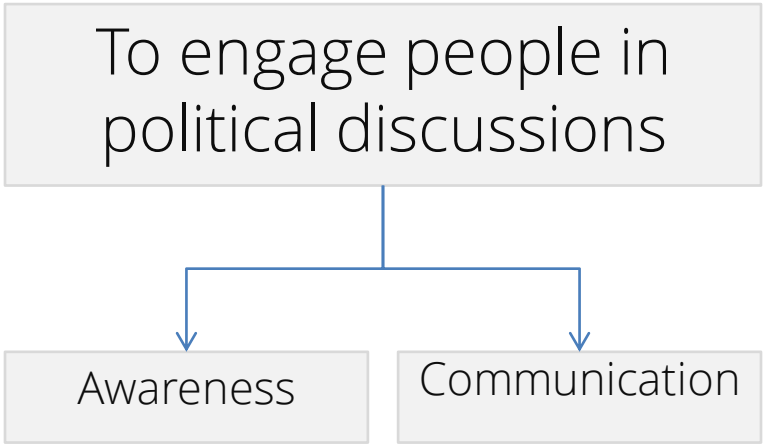
Principles of Accountability

According to GAP(Global Accountability Project) Framework, the four dimensions of accountability are;

- Transparency
- Participation
- Evaluation
- Complaint and Response Mechanism



Building Platform



Building Platform

TRANSPARENCY

ACCOUNTABILITY

Actual System

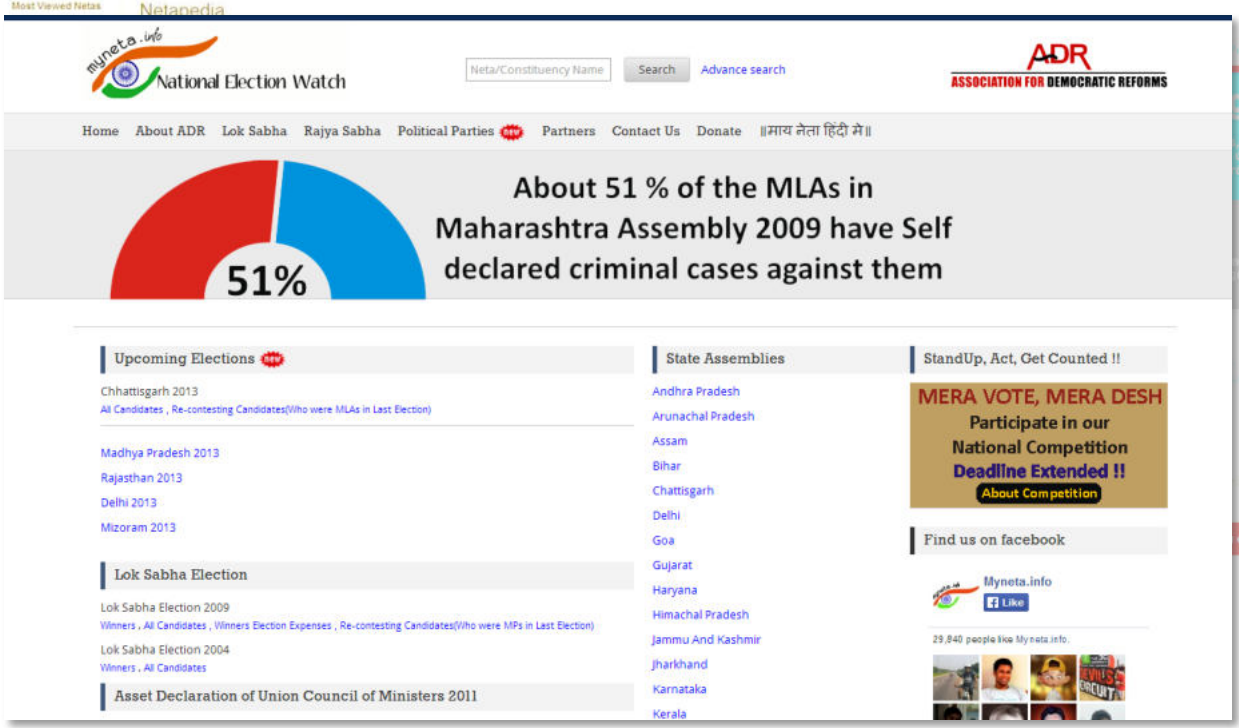
VS

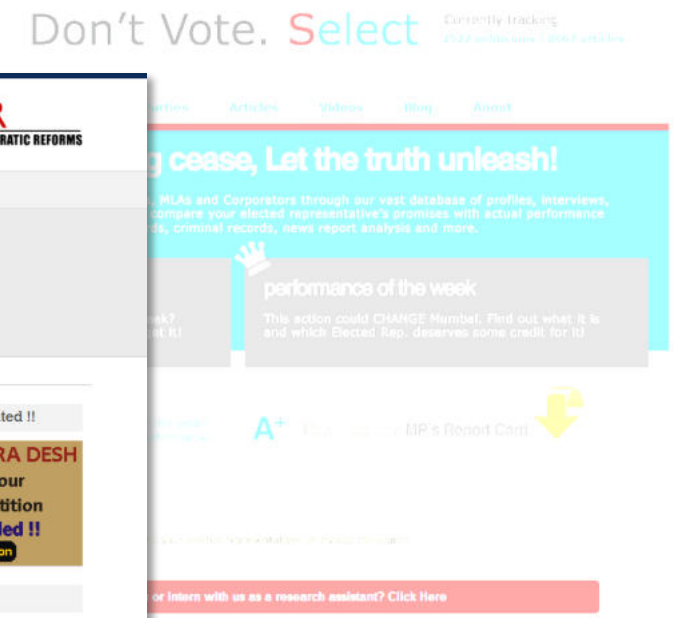
Support System

Existing Solutions

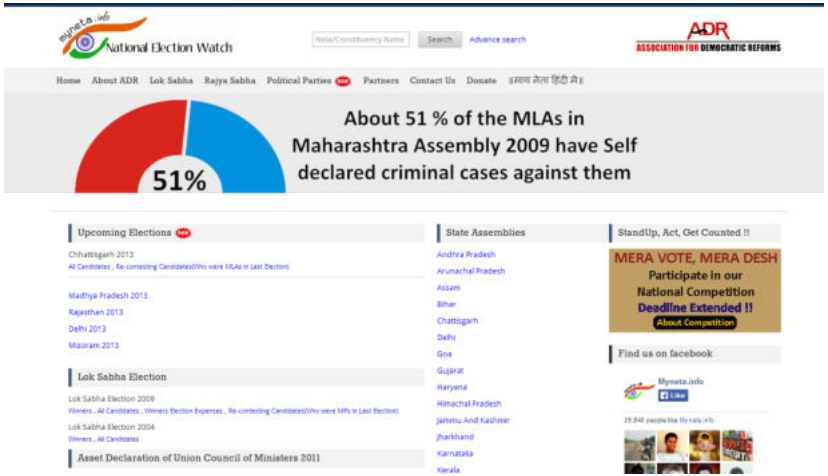
Existing Solutions

Existing Solutions



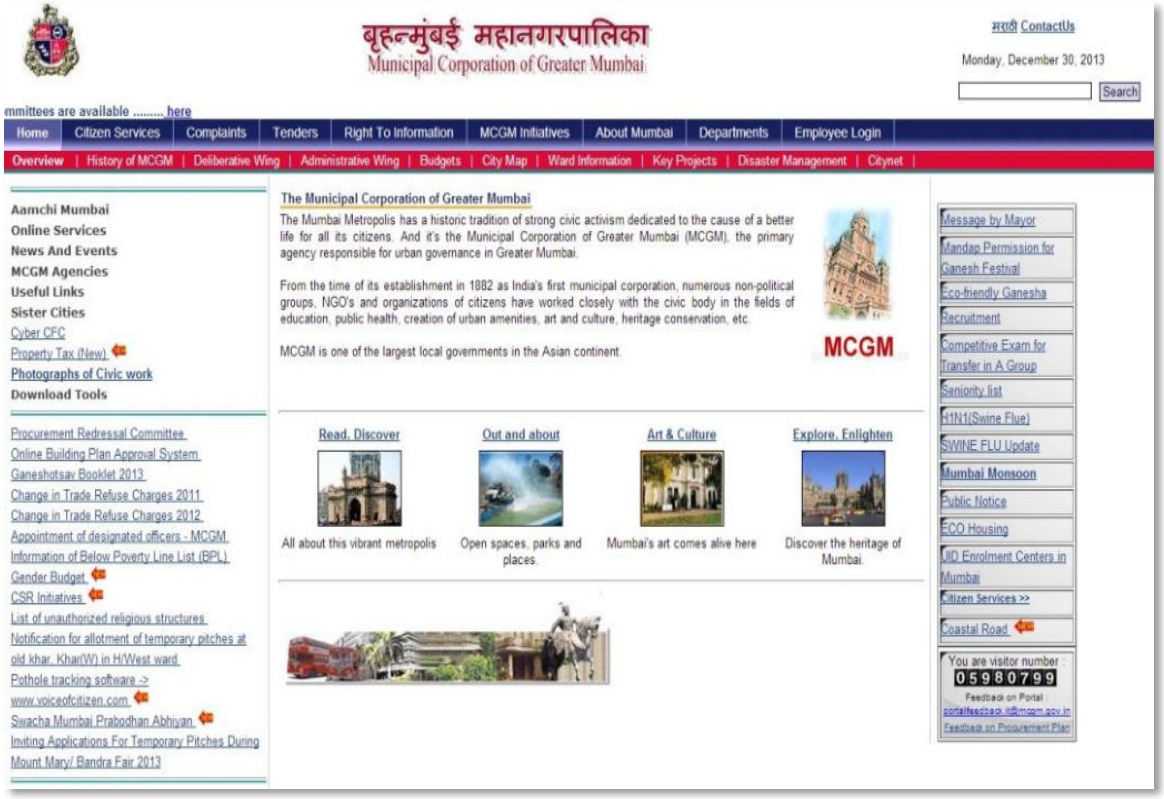


Existing Solutions



STATIC INFORMATION |
NO USER INVOLVEMENT

Existing Solutions



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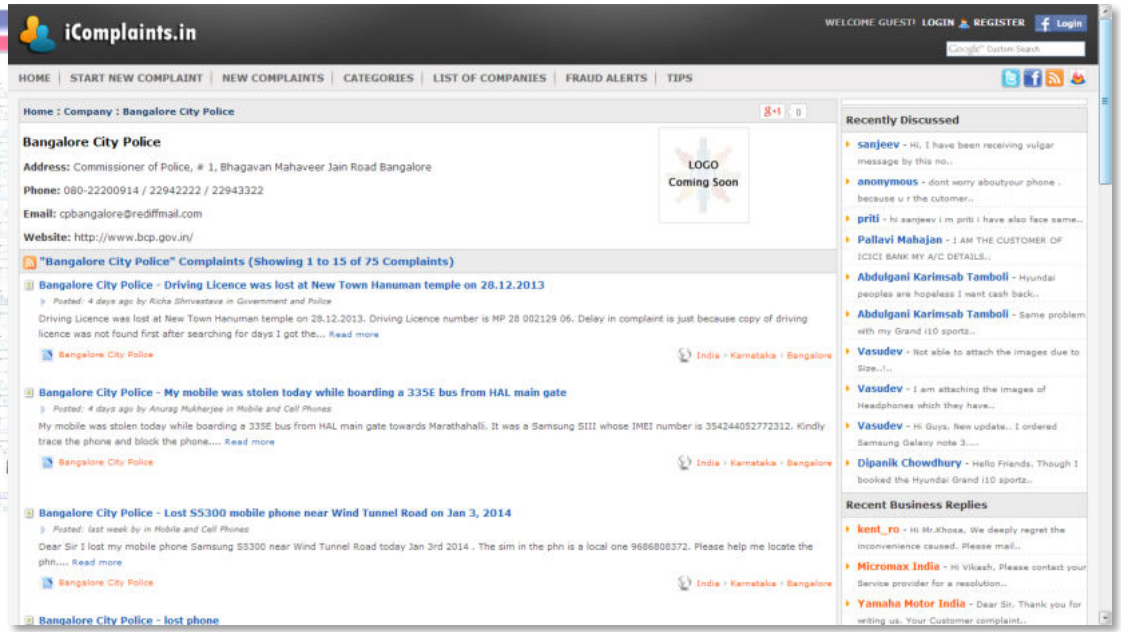
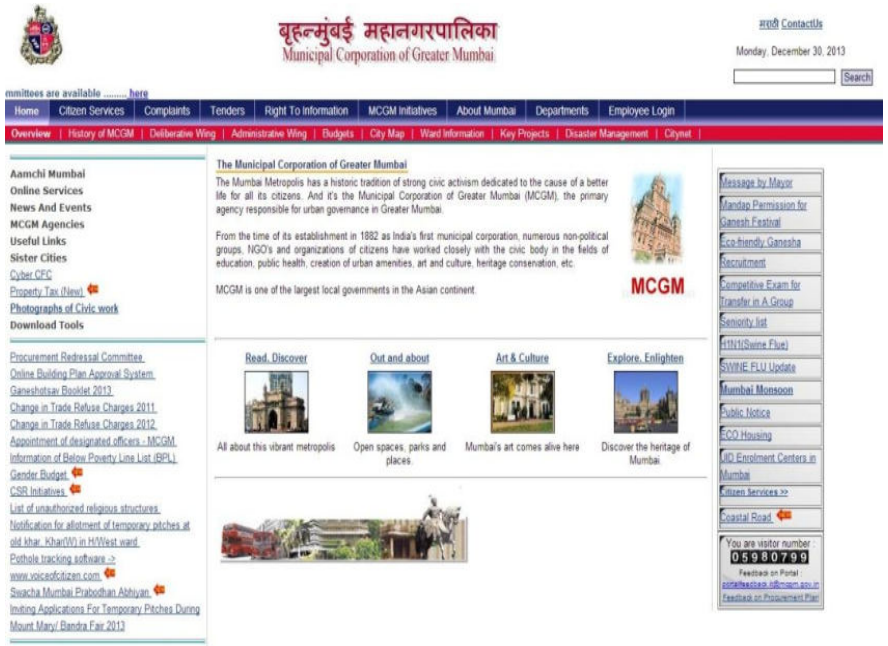
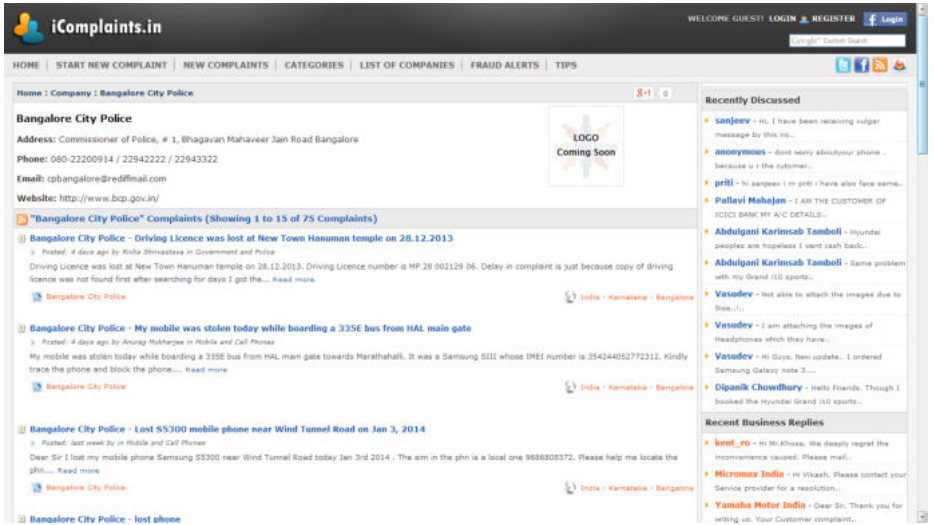


Existing Solutions

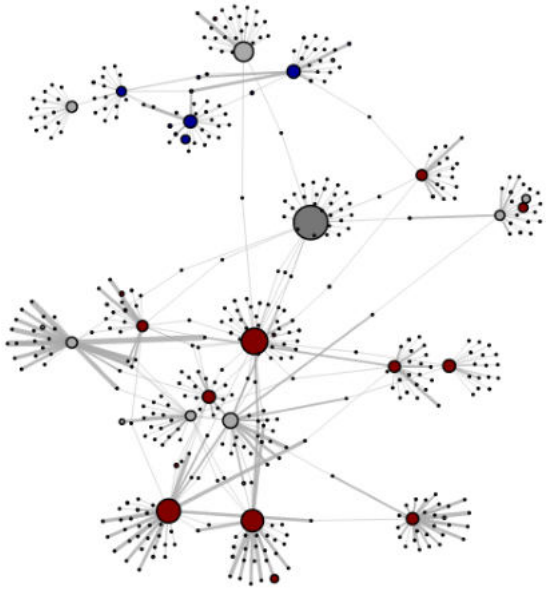




EVERYTHING IS SCATTERED!

Where to Complaint? What if don't know what the local administrative body is called ?

Project Brief



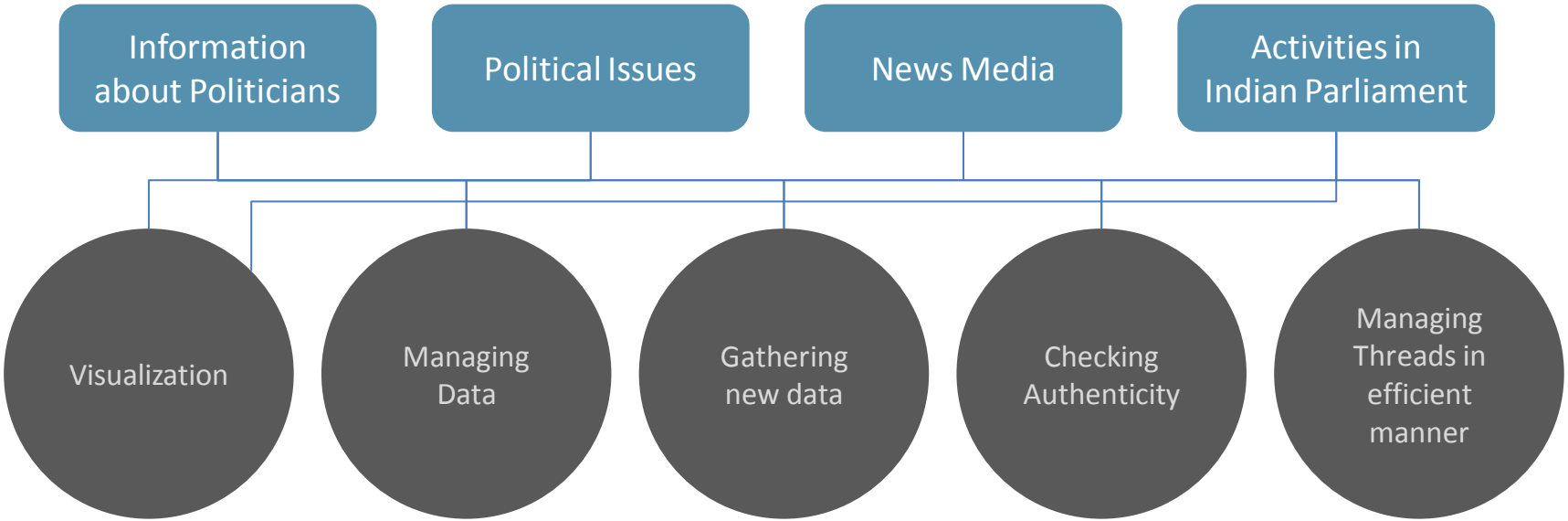
Building a platform to engage people in political discussions and bring awareness about politics and politicians.

AWARENESS + COMMUNICATION

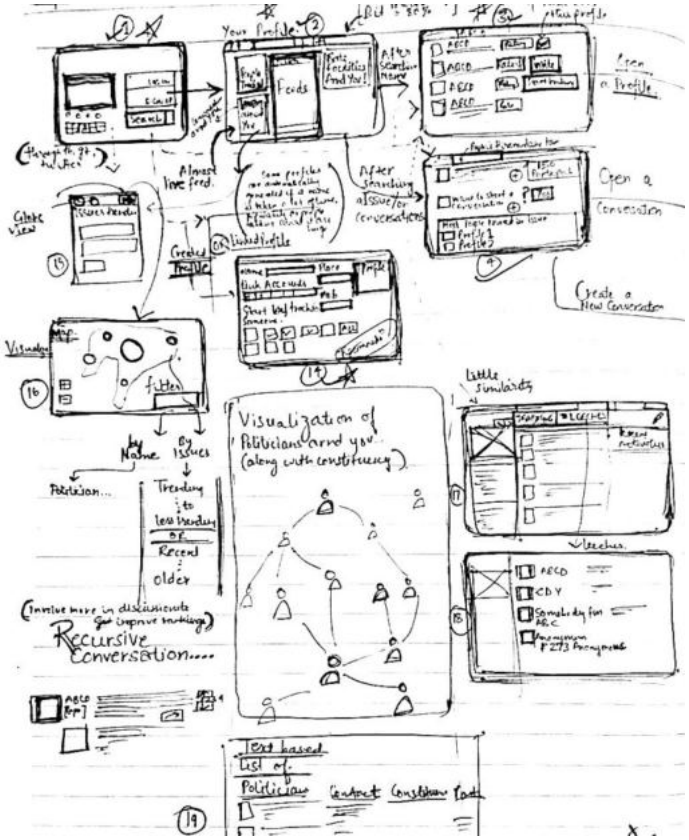
Why independent Social Network ?

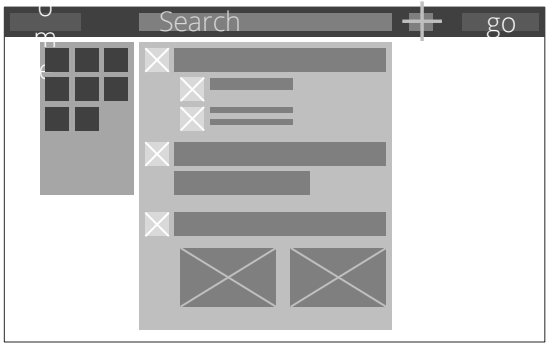
- Limitations in existing Social Networks,
  - Autotag facility not available
  - Anonymous Posts, document submission
  - Can't bring up Popular issue (You are slave of facebook activity bumper algorithm)
  - Visualization is a problem
  - Facebook app won't work independent but independent network can become part of Facebook or any other social network
  - Adding new feature is pain.
- Politics is really vast.

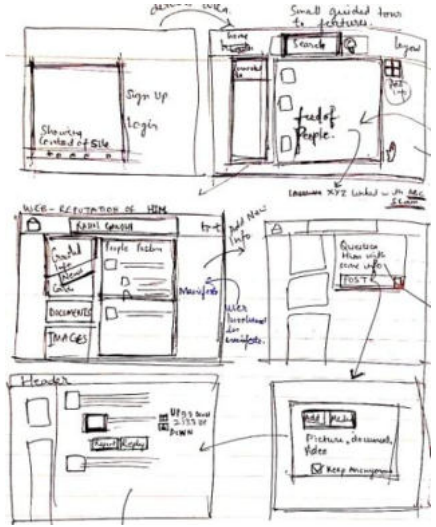
Possibilities

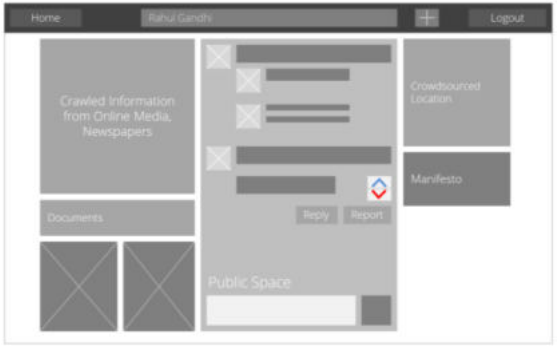


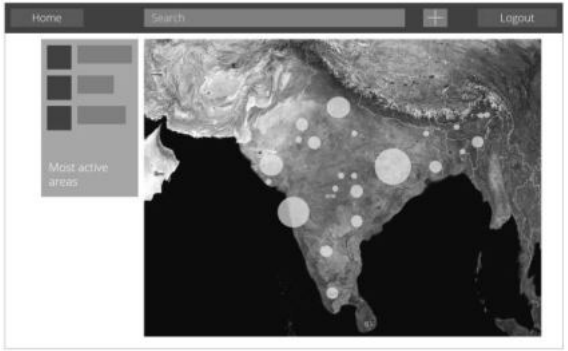
Initial Concepts





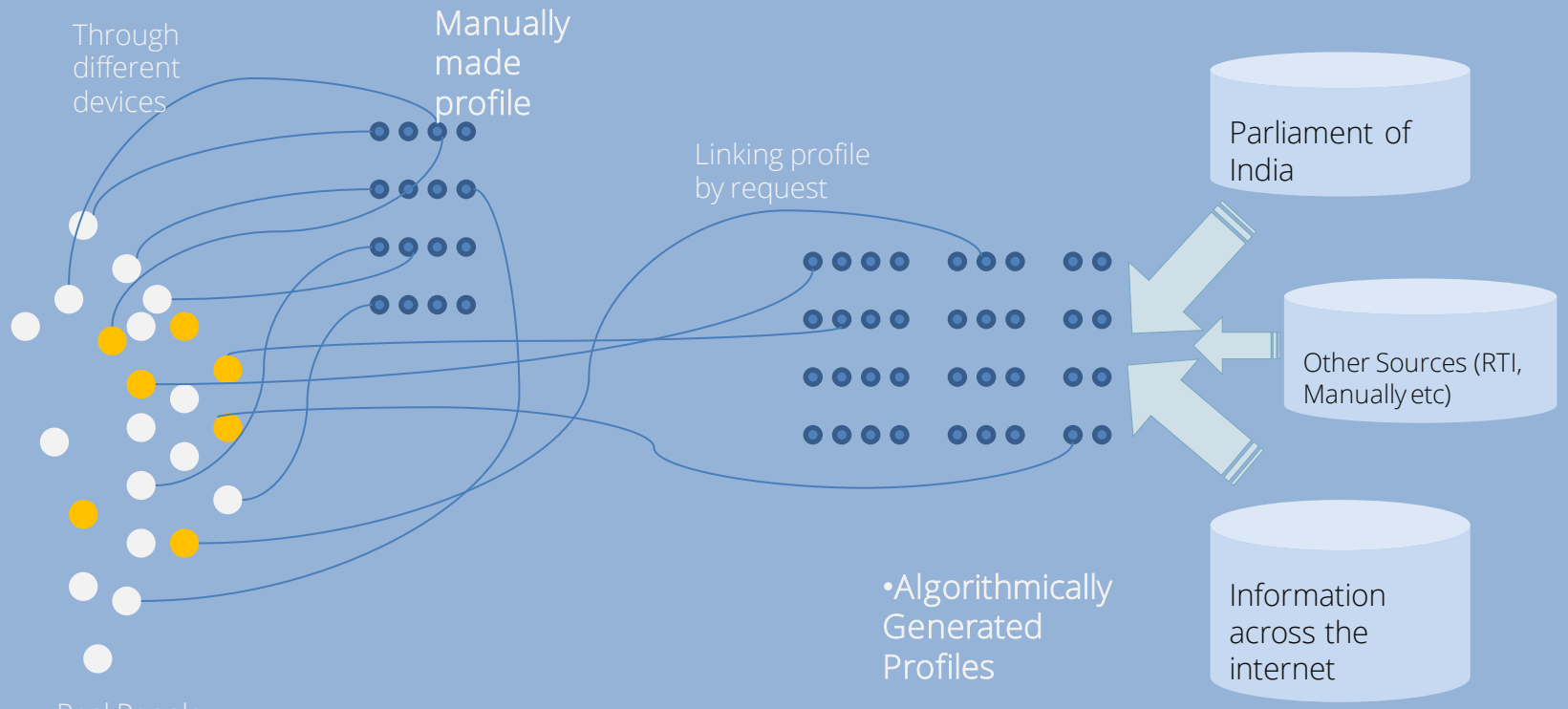






How is the Social Network Working

Creating, Linking Profiles



•Real People

•Conversations
•Issues

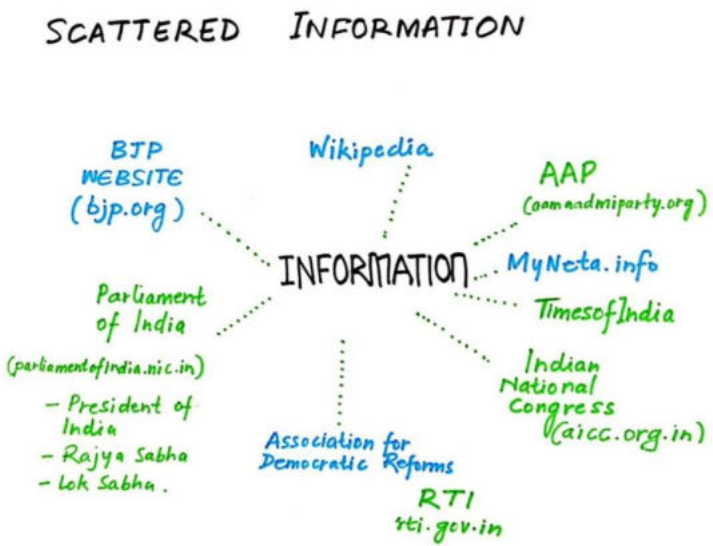
•Algorithmically Generated Profiles

•Includes Detailed Information

•Contact Information, address, phone number, e-mail

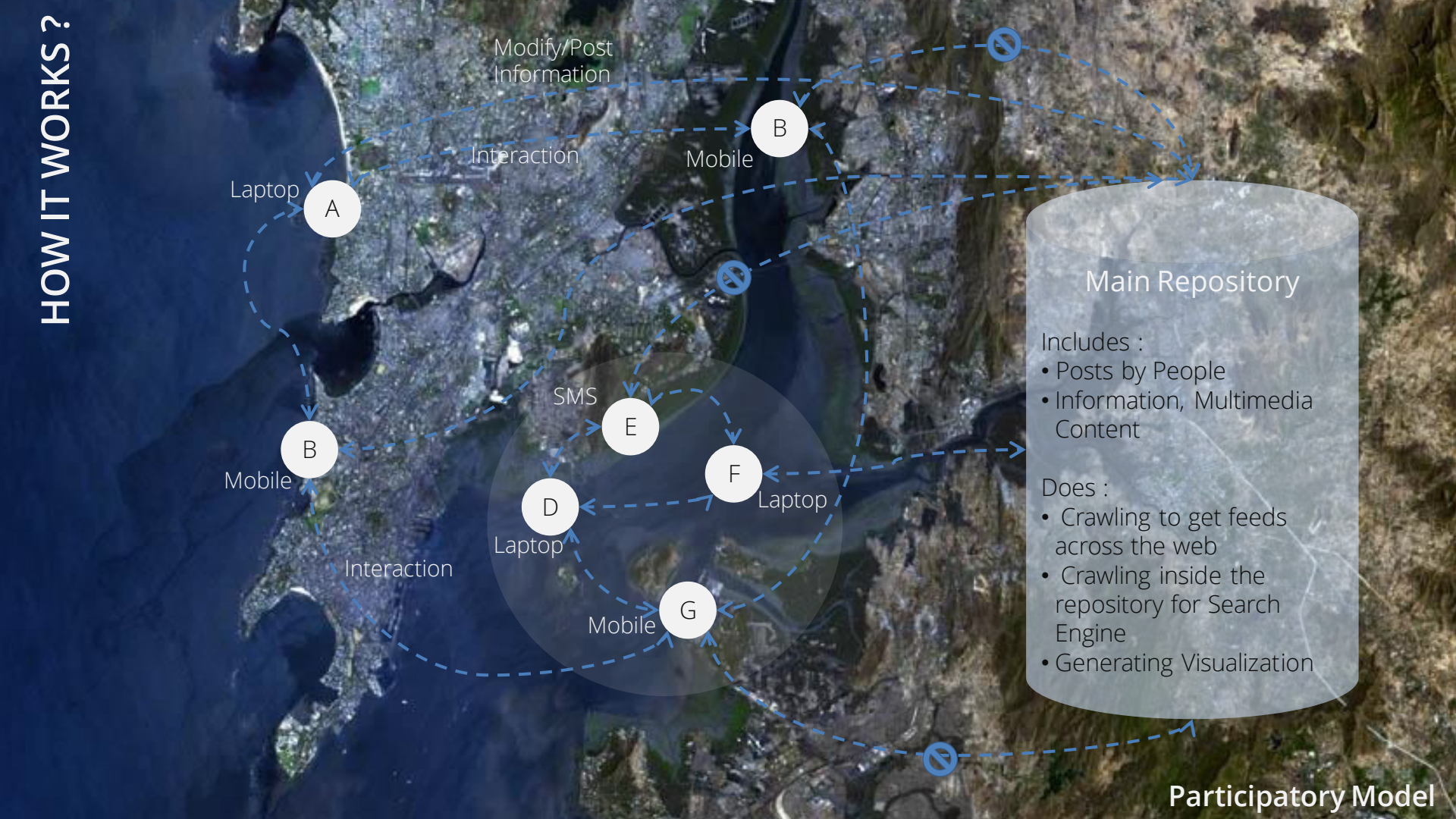
Need of Algorithmically generated Profiles

- If a politician doesn't create his profile, it will be generated algorithmically
- If finds their profile, they can link
- Not to forget, profiles are providing information about a person(including politician).



How profiles are generated in this network

HOW IT WORKS ?



Participatory Model

Scenario

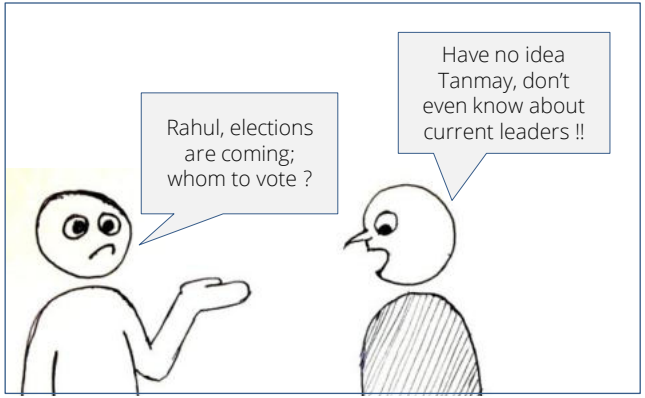
Profiles

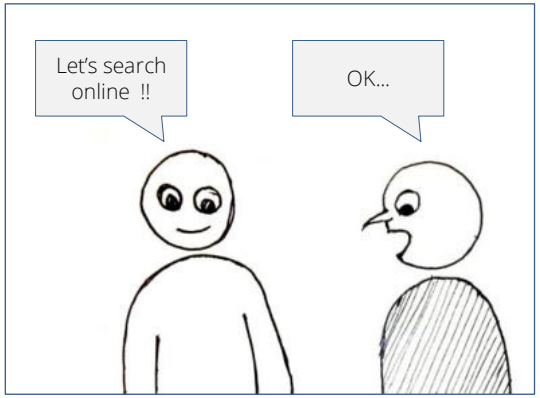
- Name : Rajesh Arora
- Age : 40
- Works in an IT Company
- Staying in Powai, Mumbai (Last 7 Years)
- Usually occupied with lot of office work
- Goes out with family once in a month

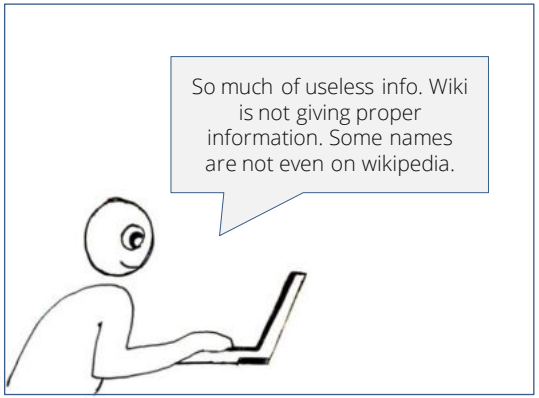
- Name : Tanmay Mathur
- Age : 24
- Student at an Engg College
- Staying at college's hostel in Powai, Mumbai (Last 1 Year)
- Tech Savvy
- Spends most of his time with friends

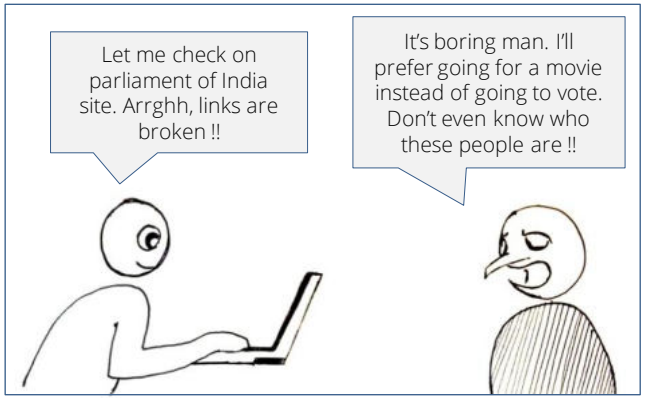
- Name : Suresh Singh
- Age : 52
- Corporator of Powai Lake area
- Stays in Powai (Since 20+ years)
- Image related to politics is not so good

Scene 1



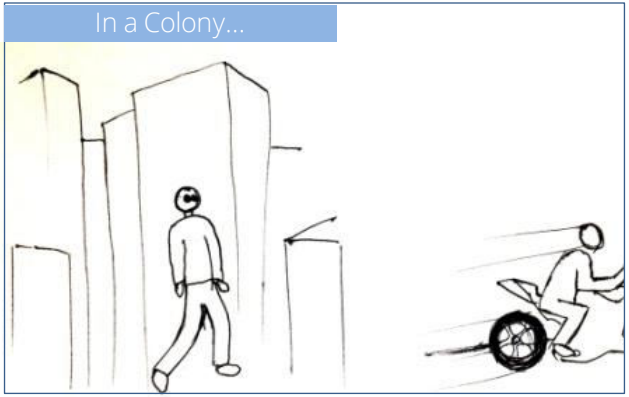






Tanmay gets to know about a new political social network which can help him get information of political happenings around him.

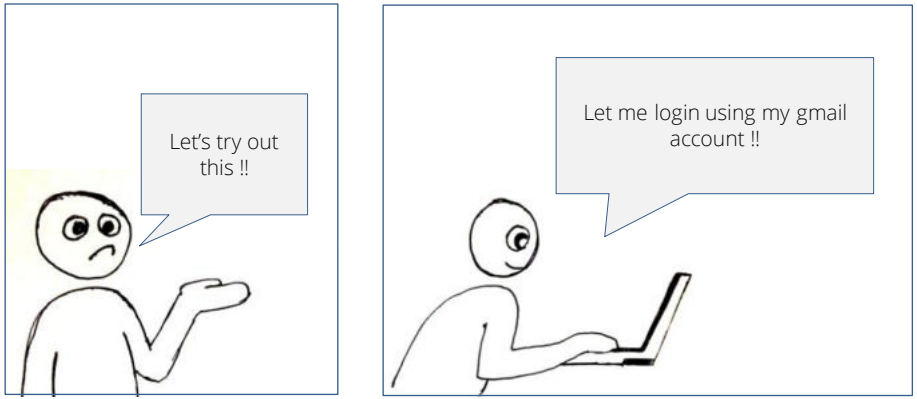
Scene 2


In a Colony...

CRASH

Are you OK ?
These potholes are making our life worse !!
OMG !!

Scene 1 continues



TrackYou.in

A Political Social Network

http://www.trackyou.in

How TrackYou.in works :

Create an account or start browsing

Check existing conversations/issues

Share or post new conversation/raise an issue

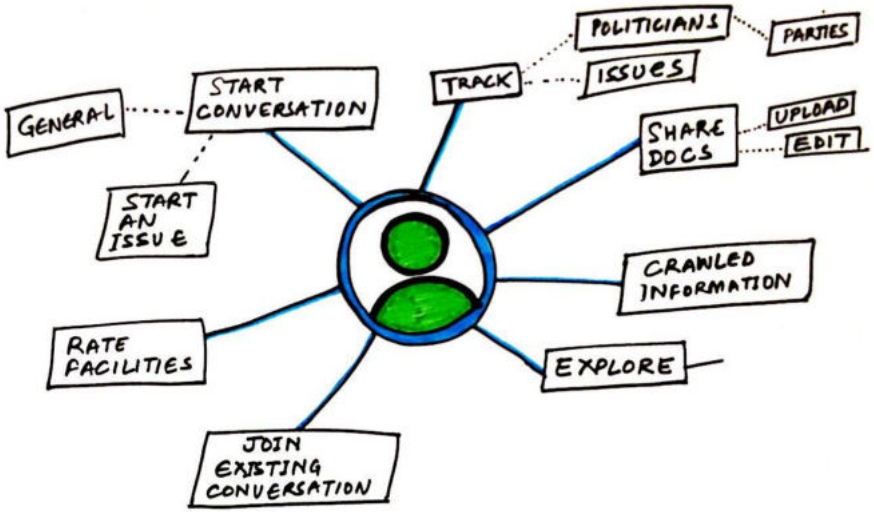
Wait for it to get resolved

Rate facilities around you

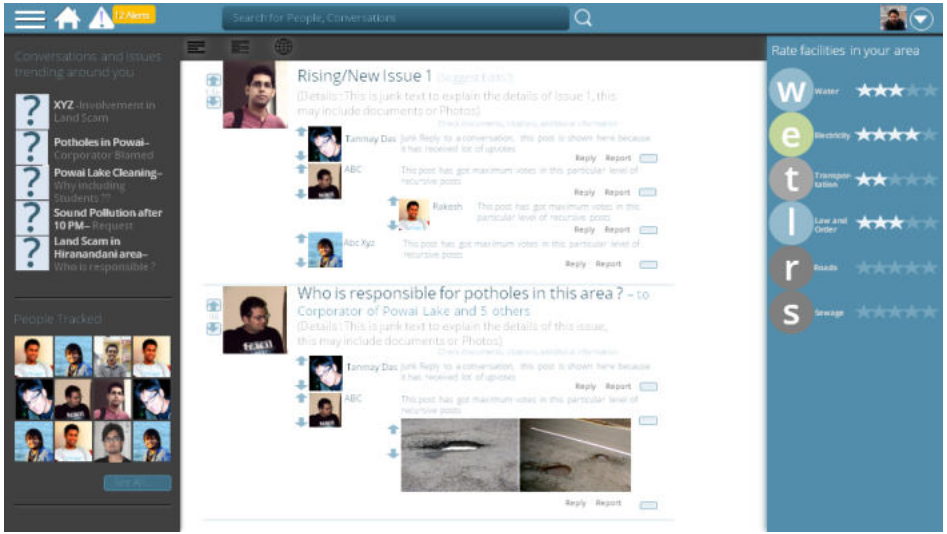
Browse through profiles of politicians and see how are they performing

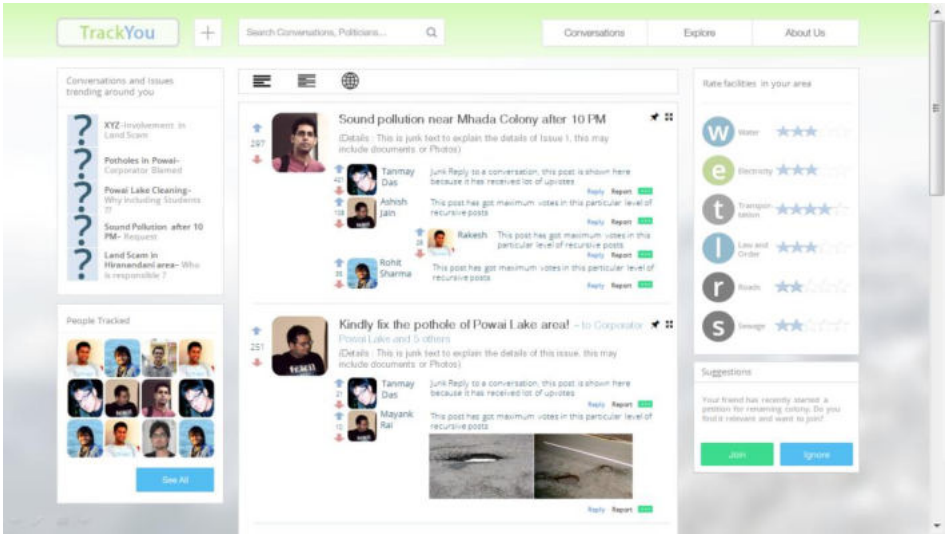
See visualizations

What a user can do in TrackYou



Previous UI v/s New UI (Using Cards)





TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Aam Aadmi Party

active 2 hours, 50 minutes ago

Aam Aadmi Party (AAP) is an Indian political party, formally launched on 26 November 2012. It came into existence following differences between the activists Arvind Kejriwal and Anna Hazare regarding whether or [...]

Indian National Congress

active 1 day, 20 hours ago

The Indian National Congress (abbreviated INC, and commonly known as the Congress) is one of the two major political parties in India, the other being the Bharatiya Janata Party (BJP). It is the largest and one of [...]

Bharatiya Janata Party (BJP)

active 1 day, 21 hours ago

The Bharatiya Janata Party is one of the two major parties in the Indian political system, the other being the Indian National Congress. Established in 1980, it is India's second largest political party in terms [...]

Email

Password Forget?

Login

Search Conversations, Politicians...

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Name: Tanmay Mathur

Place: Detected as Powai, Mumbai (Change?)

Date of Birth: 27 November, 1990 ..

Mobile Number: XXXXX-XXX801

Link Accounts

Select few Issues to start: Manifesto Discussion, Potholes in nearby area, Scam in.. ..

Taken from your Google account

Change Photo ?

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Conversations and Issues trending around you

- **XYZ** - Involvement in Land Scam
- **Potholes in Powai**– Corporator Blamed
- **Powai Lake Cleaning**– Why including Students ??
- **Sound Pollution after 10 PM**– Request
- **Land Scam in Hiranandani area**– Who is responsible ?

People Tracked

See All

Sound pollution near Mhada Colony after 10 PM

297

(Details : This is junk text to explain the details of Issue 1, this may include documents or Photos)

421 **Tanmay Das** — Junk Reply to a conversation, this post is shown here because it has received lot of upvotes

Reply Report

108 **Ashish Jain** — This post has got maximum votes in this particular level of recursive posts

Reply Report

28 **Rakesh** — This post has got maximum votes in this particular level of recursive posts

Reply Report

36 **Rohit Sharma** — This post has got maximum votes in this particular level of recursive posts

Reply Report

Kindly fix the pothole of Powai Lake area! – to Corporator

Powai Lake and 5 others

251

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Reply Report

Rate facilities in your area

- Water
- Electricity
- Transportation
- Law and Order
- Roads
- Sewage

Suggestions

Your friend has recently started a petition for renaming colony. Do you find it relevant and want to join?

Join | Ignore

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

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421 **Tanmay Das** — Junk Reply to a conversation, this post is shown here because it has received lot of upvotes — Reply Report

210 **Ashish Jain** — This post has got maximum votes in this particular level of recursive posts — Reply Report

56 **Rakesh** — This post has got maximum votes in this particular level of recursive posts — Reply Report

36 **Rohit Sharma** — This post has got maximum votes in this particular level of recursive posts — Reply Report

Kindly fix the pothole of Powai Lake area! – to Corporator

Powai Lake and 5 others

251

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10 **Mayank Rai** — This post has got maximum votes in this particular level of recursive posts

Reply Report

Rate facilities in your area

- Water
- Electricity
- Transportation
- Law and Order
- Roads
- Sewage

Suggestions

Your friend has recently started a petition for renaming colony. Do you find it relevant and want to join?

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- **Powai Lake Cleaning**– Why including Students ??
- **Sound Pollution after 10 PM**– Request
- **Land Scam in Hiranandani area**– Who is responsible ?

People Tracked

See All

Sound pollution near Mhada Colony after 10 PM

297

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Sound pollution near Mhada Colony after 10 PM

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2 Days ago at Powai

Status Unresolved

157

Kindly fix the pothole of Powai Lake area!

-to Corporator of Powai Lake and 5 others

(Details : This is junk text to explain the details of Issue 1, this may include documents or Photos)

1 Week ago at Powai Lake

Status Unresolved

297

Sound pollution near Mhada Colony after 10 PM

(Details : This is junk text to explain the details of Issue 1, this may include documents or Photos)

2 Days ago at Powai

Status Unresolved

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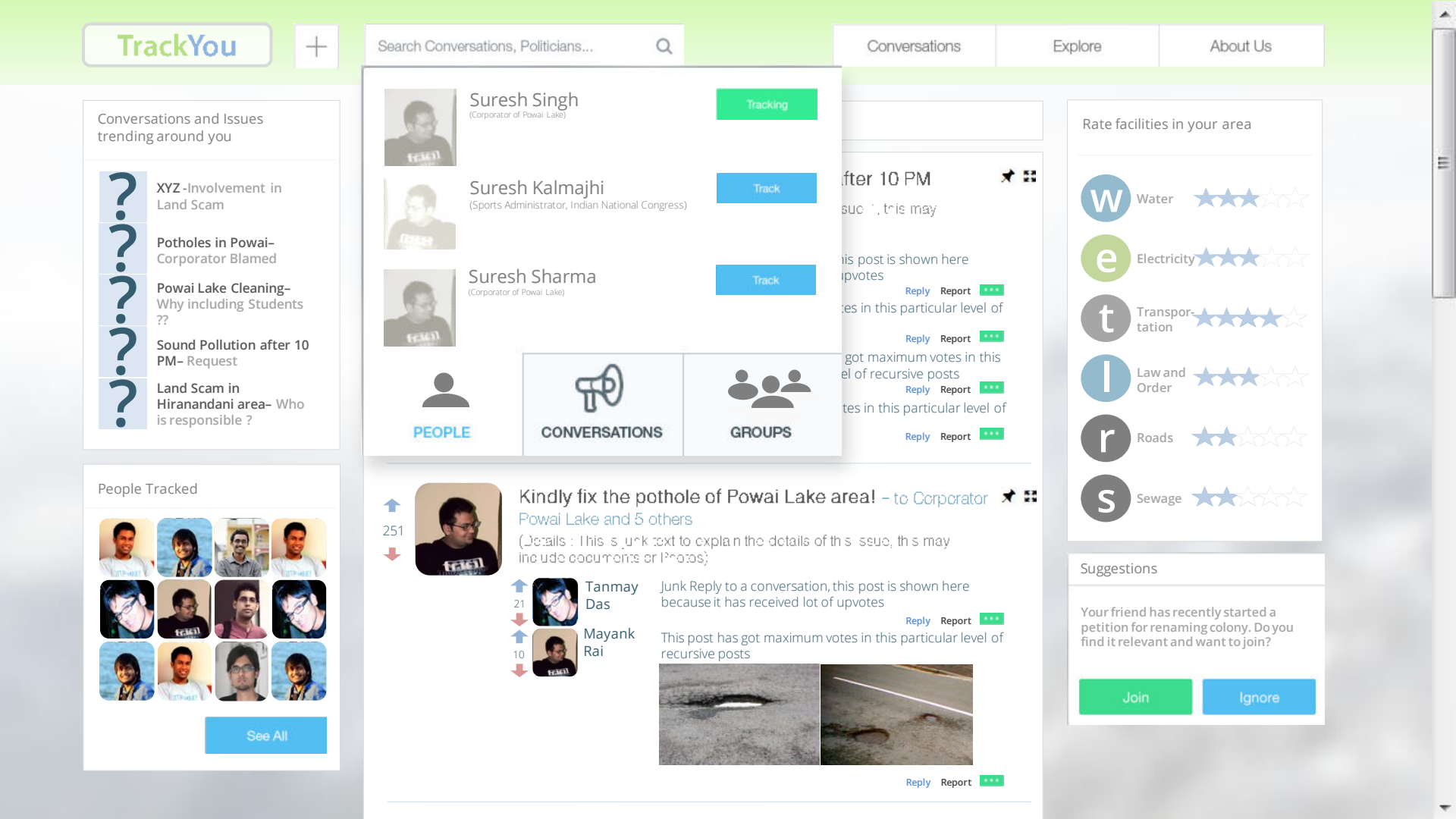
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Suresh Singh
(Corporator of Powai Lake)
Tracking
Suresh Kalmajhi
(Sports Administrator, Indian National Congress)
Track
Suresh Sharma
(Corporator of Powai Lake)
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GROUPS
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Reply Report
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Recently visited conversations

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All

Suresh Singh (Corporator of Powai Lake) — Tracking

(Intro describing abut the person)

Ajay Kumar Shrivastava (Corporator of Powai Lake) — Track

(Intro describing abut the person in a very short 1 or 2 lines)

Issue 1 — Track

(Intro describing abut the Issue)

(This issue is trending up right Now !) 500+ Participants

Ajay Kumar Shrivastava (Corporator of Powai Lake) — Track

(Intro describing abut the person in a very short 1 or 2 lines)

(Profile Rating - Advanced)

Ajay Kumar Shrivastava — Tracking

(Intro describing abut the person in a very short 1 or 2 lines)

(Profile Rating - Novice)

Issue 2 — Track

(Intro describing abut the issue)

Suggestions

Can't find a Conversation? Do you want to initiate one ?

Yes

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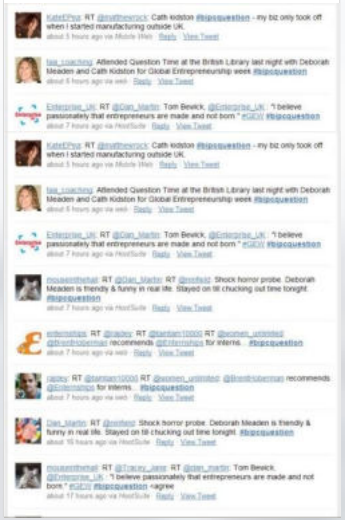

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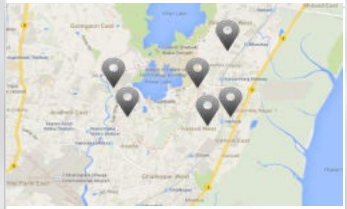

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? Powai Lake Cleaning– Why including Students ??

? Potholes in Powai– Corporator Blamed

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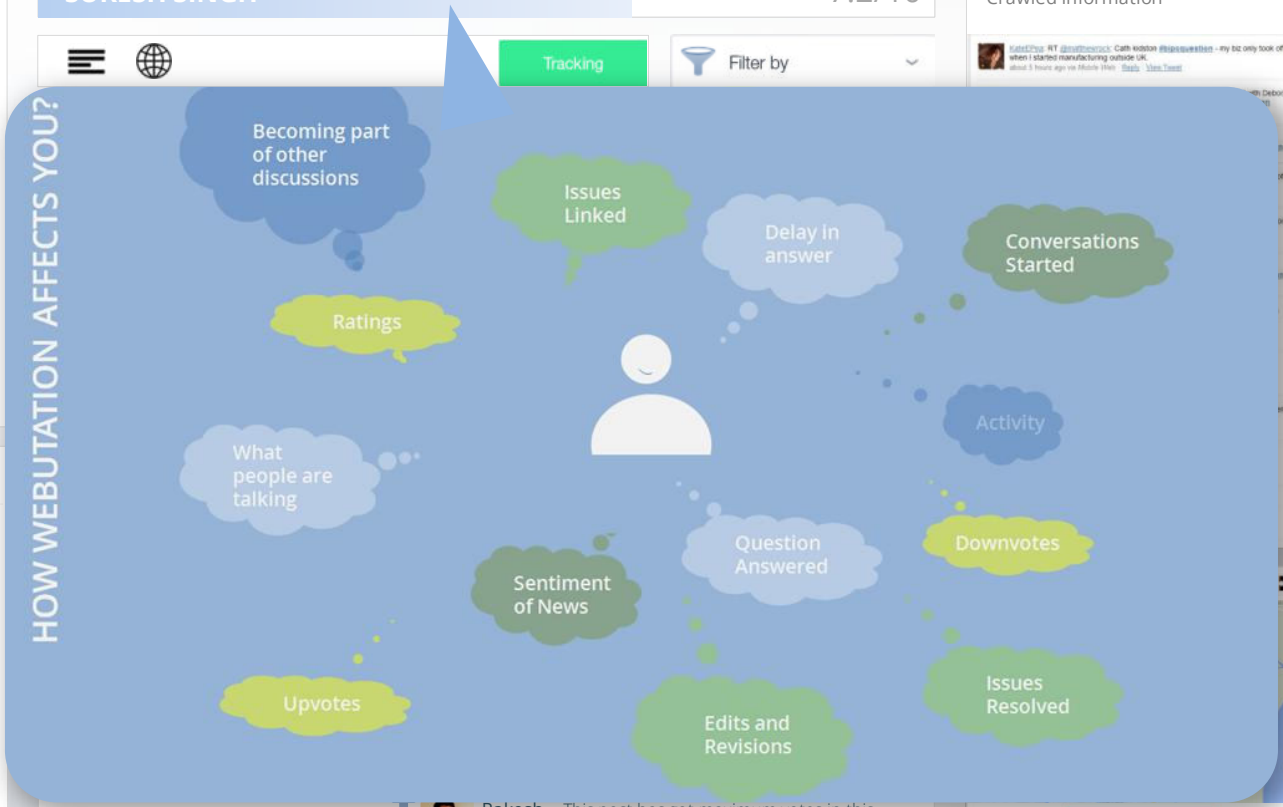

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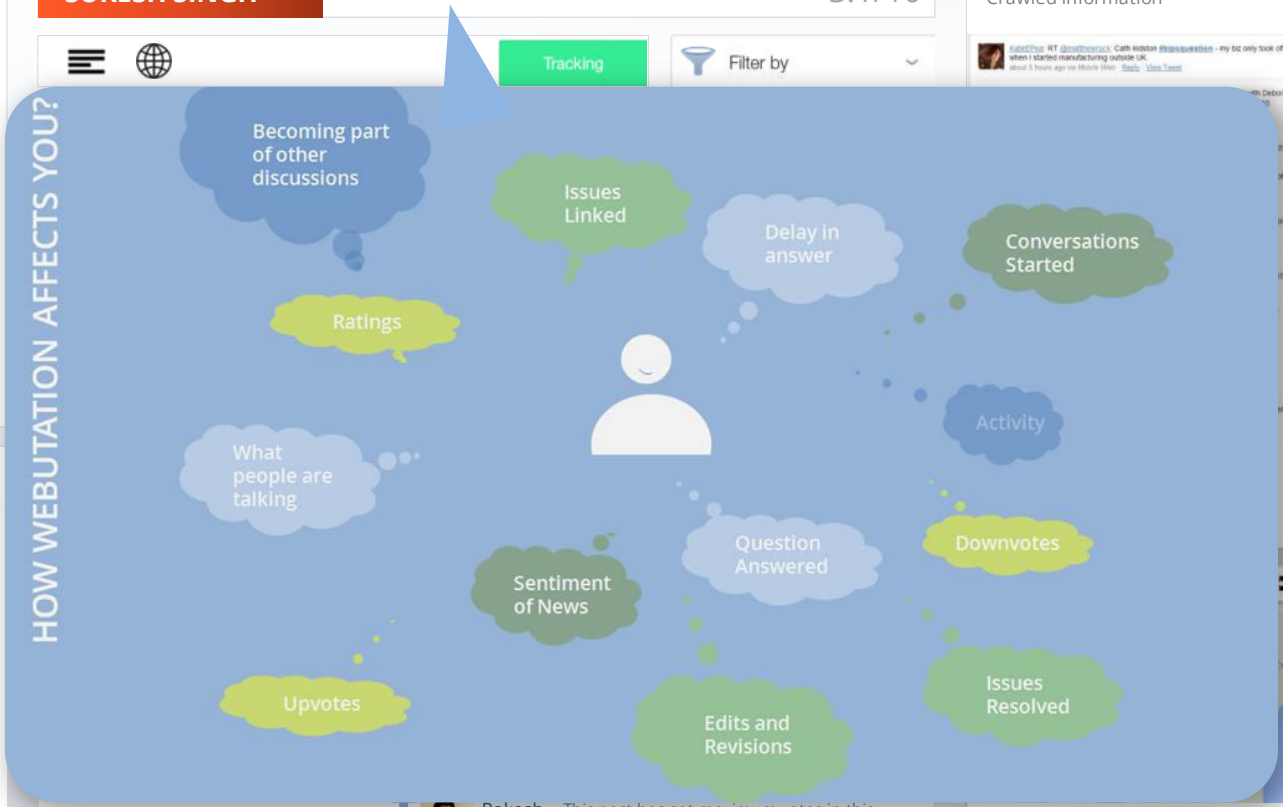

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See All

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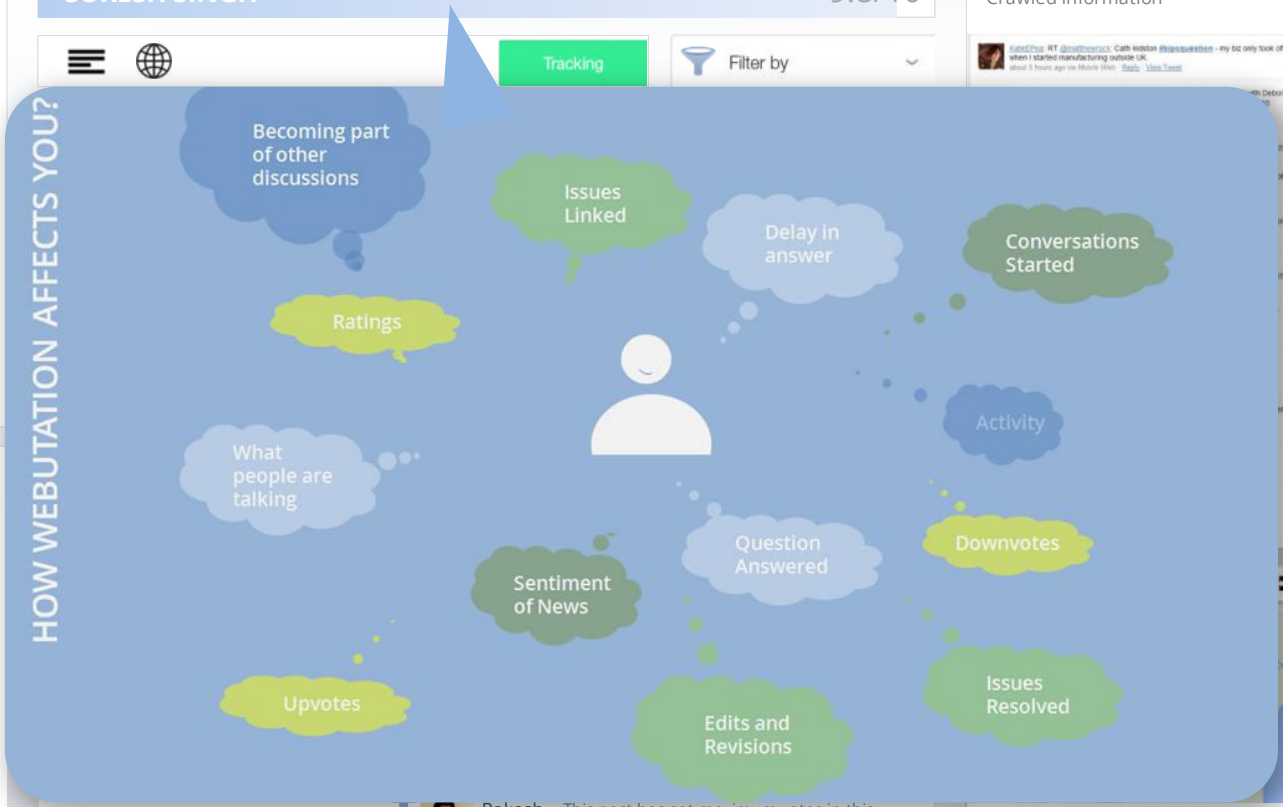

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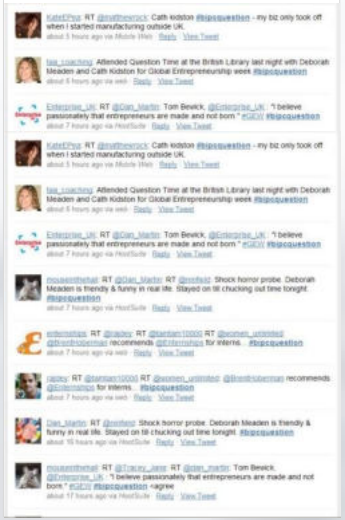

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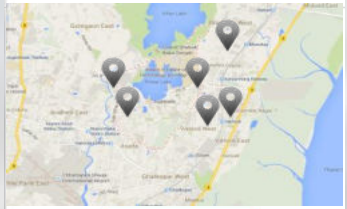

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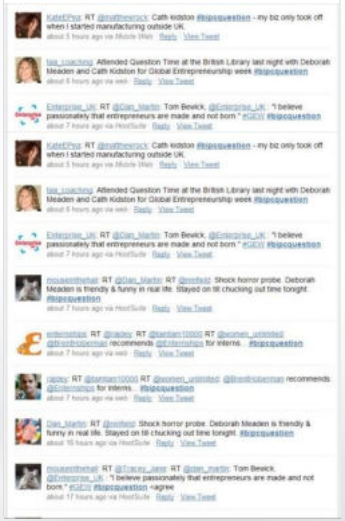

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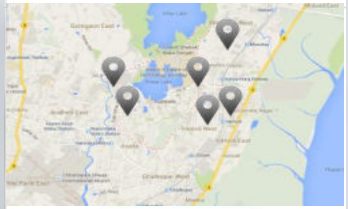

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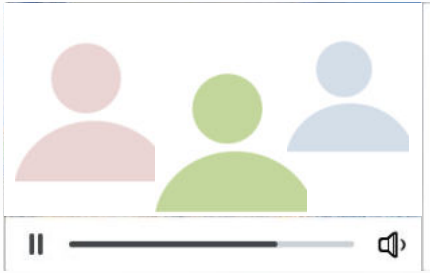

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Kejriwal established the Aam Aadmi Party in November 2012. The party name — Aam Aadmi Party — reflects the phrase Aam Aadmi, or "common man", whose interests Kejriwal proposed to represent. The party was formally launched in Delhi on 26 November 2012. It intends to contest elections for the first time on 4 December 2013 by participating in the contest for the Delhi Legislative Assembly. Kejriwal has been selected to contest against Sheila Dikshit, a three-time Chief Minister of Delhi. He has also become one of the five most mentioned Indian politician on social networking sites such as Facebook and Twitter.
On 16th November 2013, Kejriwal filed his nomination papers from the New Delhi Assembly constituency under the Aam Aadmi Party banner.

Education	B.Tech in Mechanical Engineering Alma mater : IIT Kharagpur

Contact Information

E-Mail	parivartanindia@gmail.com
Mobile Number	9868069953

Political Info

Political Views	We Are Not Wedded to Any Ideology
Political Party	Aam Aadmi Party
Affidavit	/profiles/52/arvind-kejriwal-affidavit.pdf

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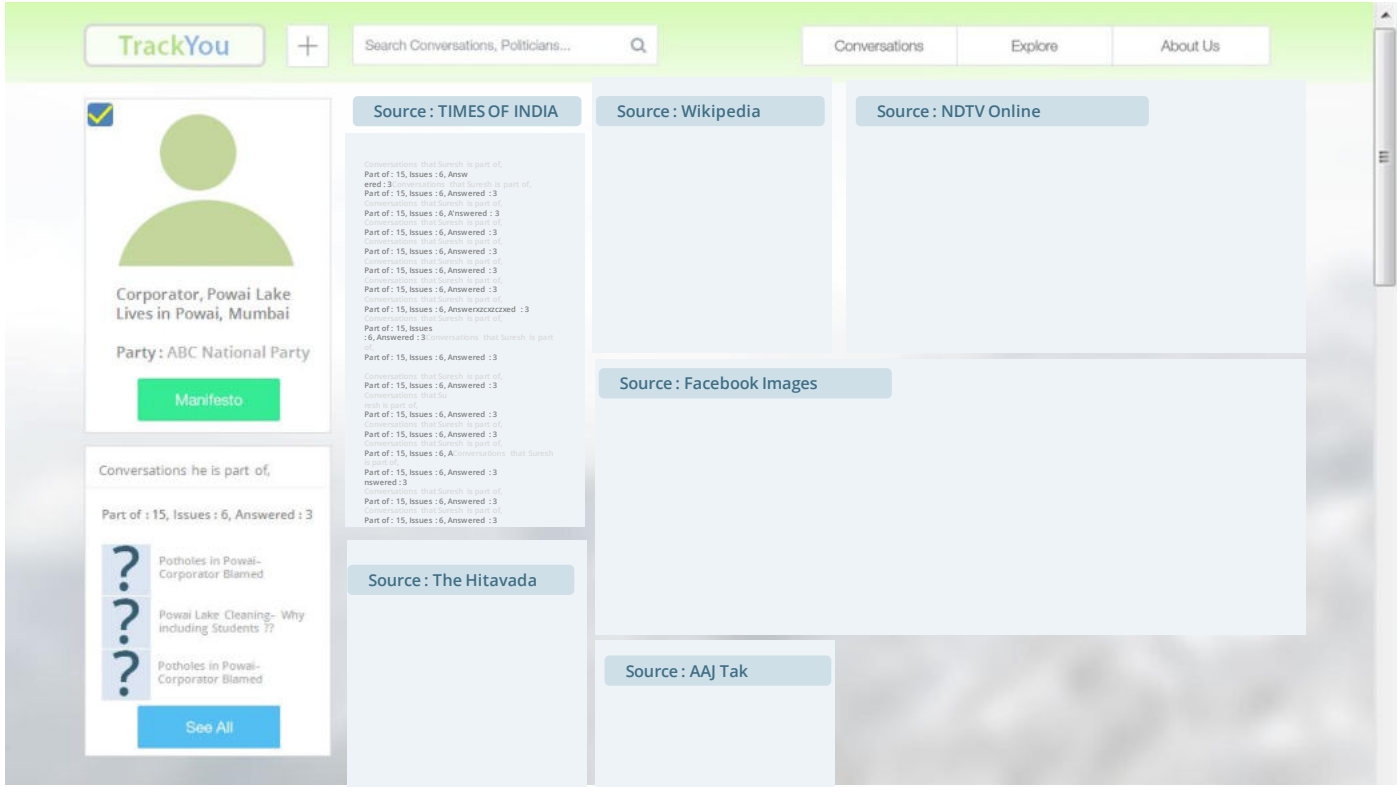
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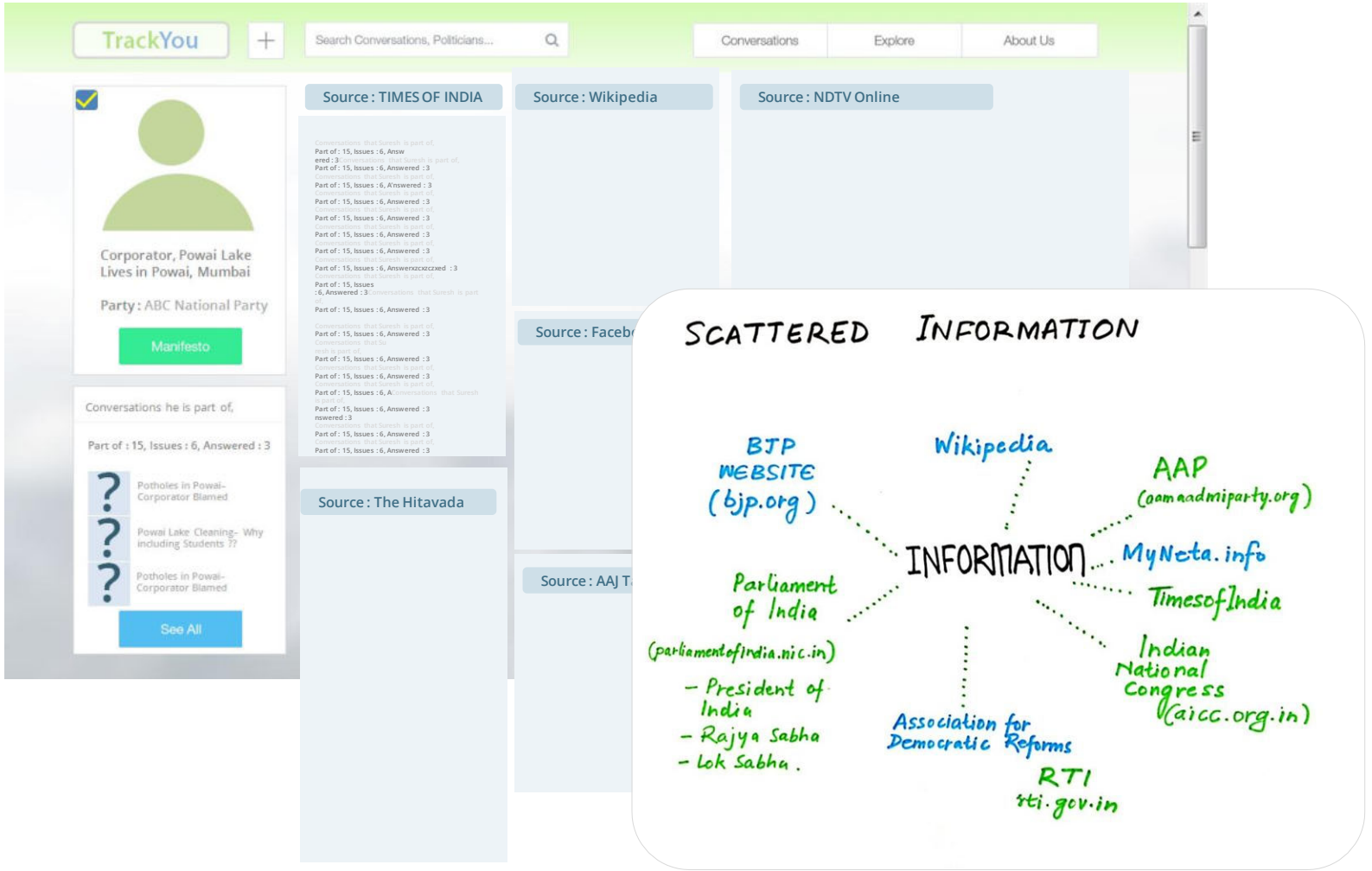
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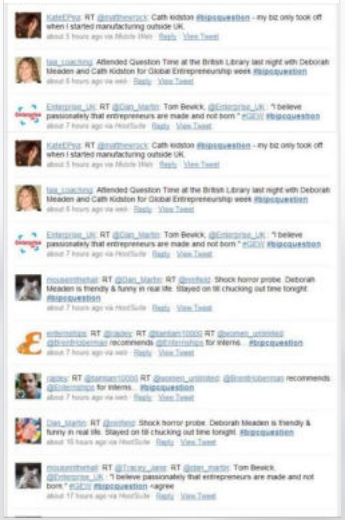

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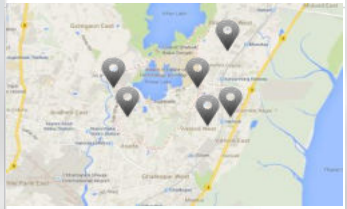

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Issue 1, Issue 2

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3 at area1, area 2 and area 1

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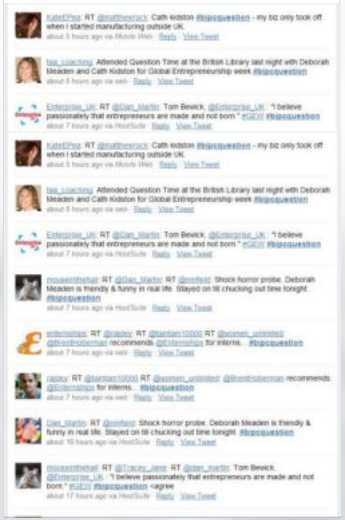
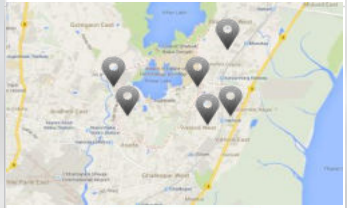


Location



Add a Location

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Corporator, Powai Lake
Lives in Powai, Mumbai

Party : ABC National Party

Manifesto

Conversations he is part of,

Part of : 15, Issues : 6, Answered : 3

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

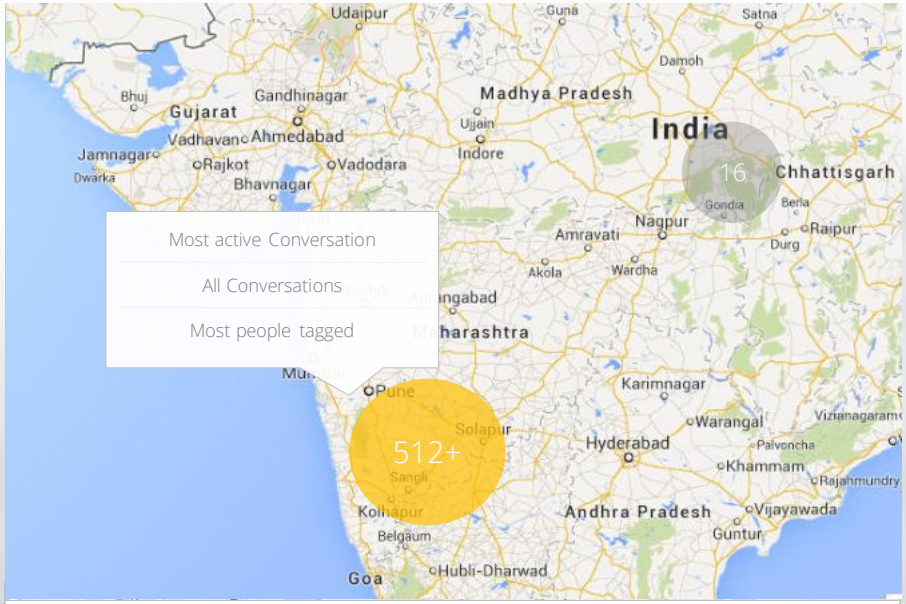
See All

SURESH SINGH

7.2/10

Tracking

Filter by



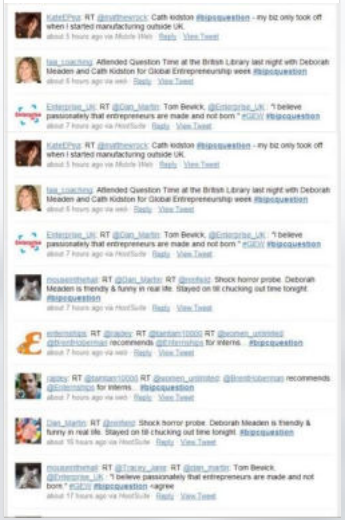
Trending

Issue 1, Issue 2

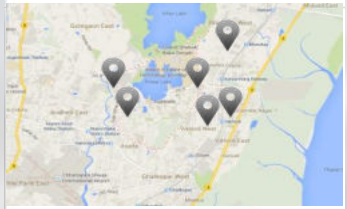
Unresolved issues

3 at area1, area 2 and area 1

Crawled Information



Location



Add a Location

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Conversations and Issues trending around you

- **XYZ** - Involvement in Land Scam
- **Potholes in Powai–** Corporator Blamed
- **Powai Lake Cleaning–** Why including Students ??
- **Sound Pollution after 10 PM–** Request
- **Land Scam in Hiranandani area–** Who is responsible ?

Recently visited conversations

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All

297

Sound pollution near Mhada Colony after 10 PM

(Details : This is junk text to explain the details of issue 1, this may include documents or Photos)

421 **Tanmay Das** — Junk Reply to a conversation, this post is shown here because it has received lot of upvotes

Reply Report

108 **Ashish Jain** — This post has got maximum votes in this particular level of recursive posts

Reply Report

28 **Rakesh** — This post has got maximum votes in this particular level of recursive posts

Reply Report

36 **Rohit Sharma** — This post has got maximum votes in this particular level of recursive posts

Reply Report

251

Kindly fix the pothole of Powai Lake area! – to Corporator

Powai Lake and 5 others

(Details : This is junk text to explain the details of this issue, this may include documents or Photos)

21 **Tanmay Das** — Junk Reply to a conversation, this post is shown here because it has received lot of upvotes

Reply Report

10 **Mayank Rai** — This post has got maximum votes in this particular level of recursive posts

Reply Report

Rate facilities in your area

- Water
- Electricity
- Transportation
- Law and Order
- Roads
- Sewage

Suggestions

Your friend has recently started a petition for renaming colony. Do you find it relevant and want to join?

Join | Ignore

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Conversations and Issues trending around you

- **XYZ** -Involvement in Land Scam
- **Potholes in Powai–** Corporator Blamed
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- **Sound Pollution after 10 PM–** Request
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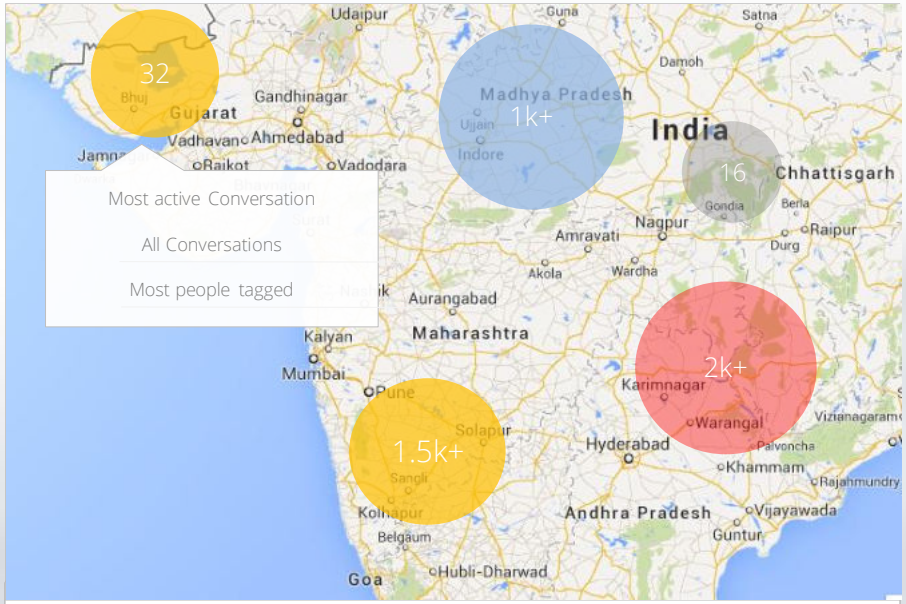
- Potholes in Powai– Corporator Blamed

See All



Filter by People

Search by name

Filter by Conversation, place

Enter keywords

Most name(s) taken in conversation(s)

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Start the Conversation– Initiate a political conversation or lodge a problem

Conversations– Check and be part of conversations you are following

Rate your Constituency– Help making a report of politician of your area

EXPLORE– Explore people, politicians, issues

Conversations and Issues trending around you

- XYZ -Involvement in Land Scam
- Potholes in Powai– Corporator Blamed
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- Sound Pollution afte PM– Request
- Land Scam in Hiranandani area– is responsible ?

Recently visited conversations

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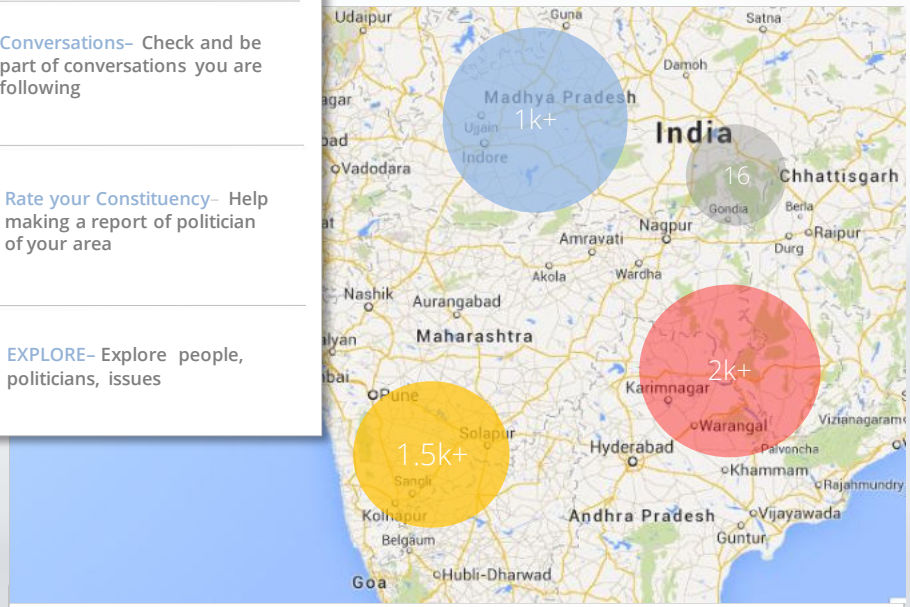
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All



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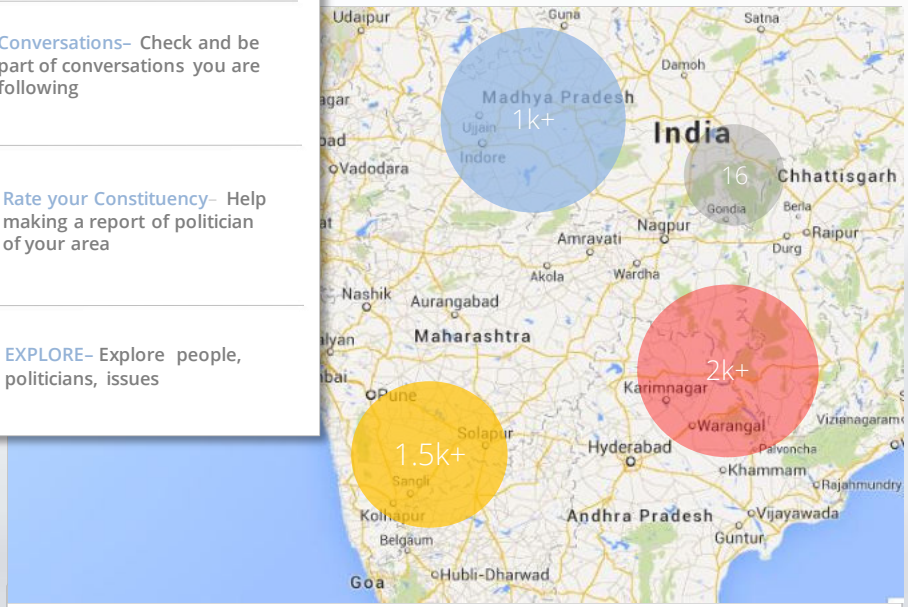
See All



Filter by People

Search by name

Filter by Conversation, place

Enter keywords

Most name(s) taken in conversation(s)

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Title of Issue

UPLOAD a picture

Details will be updated here

Recently visited Conversations

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All

What's this Conversation about ?

Whom do you want to add in this conversation ?

(Details : This is junk text to explain the details of this issue)

Have some images or documents ? We would love to have them.

Upload Documents | Link with another Conversation

Type of Conversation — Select

Do you have any other references or details ?

Write or paste them here directly , or add any other details/post-notes that you want people to see

Location

Search for a place (Leave it blank if it's same as your current location)

Want to keep yourself anonymous ?

Click here to say yes or leave it

Publish | Cancel

People tagged here

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Title of Issue

UPLOAD a picture

Details will be updated here

Recently visited Conversations

- Potholes in Powai– Corporator Blamed
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See All

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(Details : This is junk text to explain the details of this issue)

Have some images or documents ? We would love to have them.

Upload Documents | Link with another Conversation

Type of Conversation

Select

- General
- Issue
- Petition

Do you have any other references or details ?

Location

Search for a place (Leave it blank if it's same as your current location)

Want to keep yourself anonymous ?

Click here to say yes or leave it

Publish | Cancel

People tagged here

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Title of Issue

UPLOAD a picture

Details will be updated here

Recently visited Conversations

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All

What's this Conversation about ?

Whom do you want to add in this conversation ?

(Details : This is junk text to explain the details of this issue)

Have some images or documents ? We would love to have them.

Upload Documents | Link with another Conversation

Type of Conversation: General

Do you have any other references or details ?

Write or paste them here directly , or add any other details/post-notes that you want people to see

Location

Search for a place (Leave it blank if it's same as your current location)

Want to keep yourself anonymous ?

Click here to say yes or leave it

Publish | Cancel

People tagged here

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Title of Issue

UPLOAD a picture

Details will be updated here

Recently visited Conversations

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All

What's this Conversation about ?

Whom do you want to add in this conversation ?

(Details : This is junk text to explain the details of this issue)

People tagged here

Have some images or documents ? We would love to have them.

Upload Documents | Link with another Conversation

Type of Conversation: Issue

Do you have any other references or details ?

Type of Issue: Select

that you want people to see

Location: Search for a place (Leave it blank if it's same as your current location)

Want to keep yourself anonymous ? Click here to say yes or leave it

Publish | Cancel

Type of Issue

a. Select Automatically

b. Manual

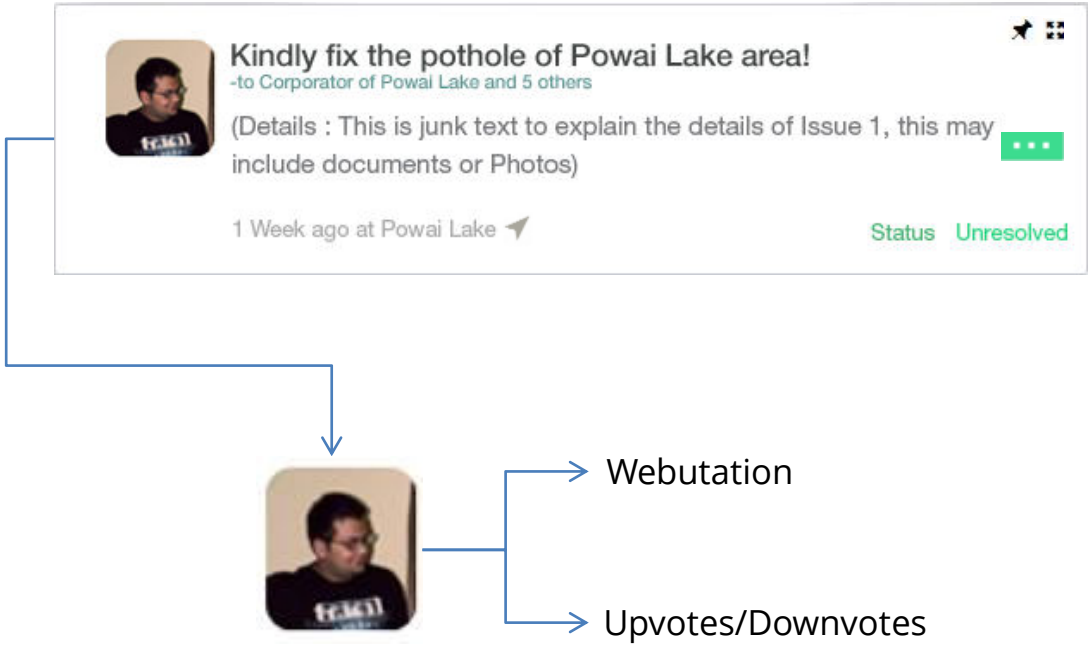
How to maintain Authenticity

People are encouraged to add supporting documents, pictures, multimedia content, citations, references in their posts

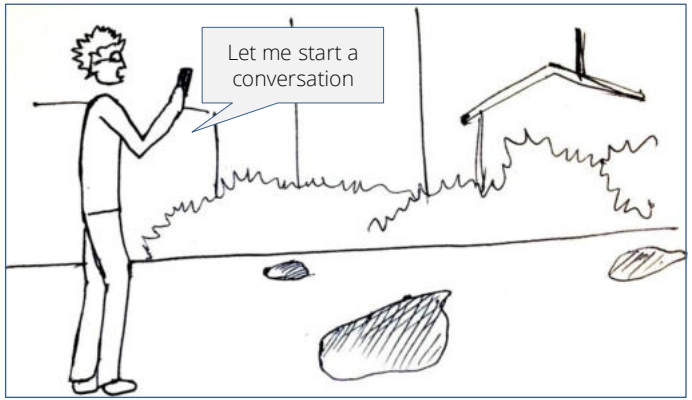
Rating (Upvoting, Downvoting)

Community Guidelines : Be Generous, Be Reliable, Be Aware

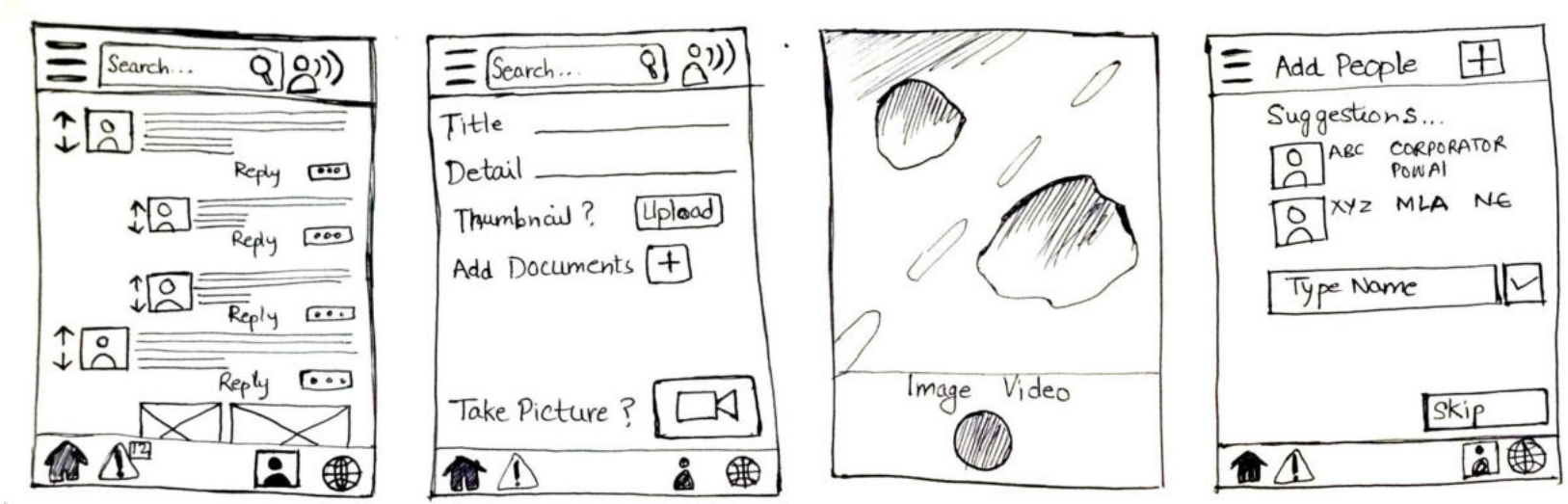
How to maintain Authenticity



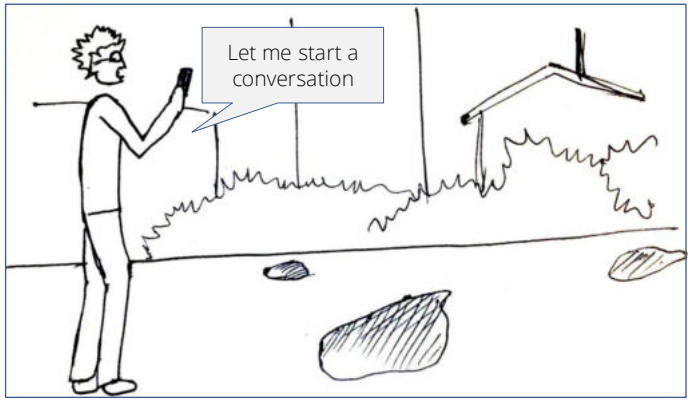
Scene 2 continues

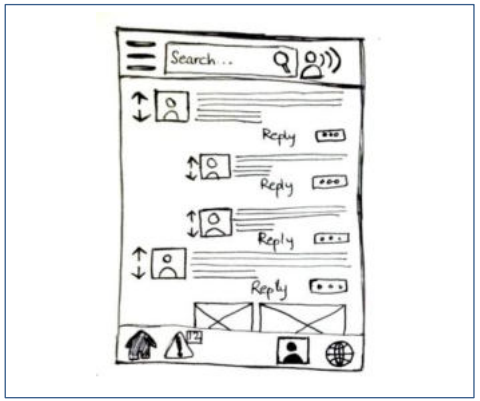


Scene 2 continues



Scene 2 continues





As the conversation warms up, people tagged as responsible i.e. Corporator gets a text message

People are demanding for answer, conversation is hot.

Reply to 4040 prefixing convo code

TrackYou

Search Conversations, Politicians...

Conversations | Explore | About Us

Potholes in Powai

Started by Rajesh Arora –

Even after getting so much of funds from government, these potholes are making our life worse day by day. Responsible people, kindly give an answer.

Have better edits? Edit

Recently visited Conversations

- Potholes in Powai– Corporator Blamed
- Powai Lake Cleaning– Why including Students ??
- Potholes in Powai– Corporator Blamed

See All

251

Kindly fix the pothole of Powai Lake area! – to Corporator

Powai Lake and 5 others

(Details : This is junk text to explain the details of this issue, this may include documents or Photos)

21 Tanmay Das — Junk Reply to a conversation, this post is shown here because it has received lot of upvotes

Reply Report

10 Mayank Rai — This post has got maximum votes in this particular level of recursive posts

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Reply Report

10 Mayank Rai — This post has got maximum votes in this particular level of recursive posts

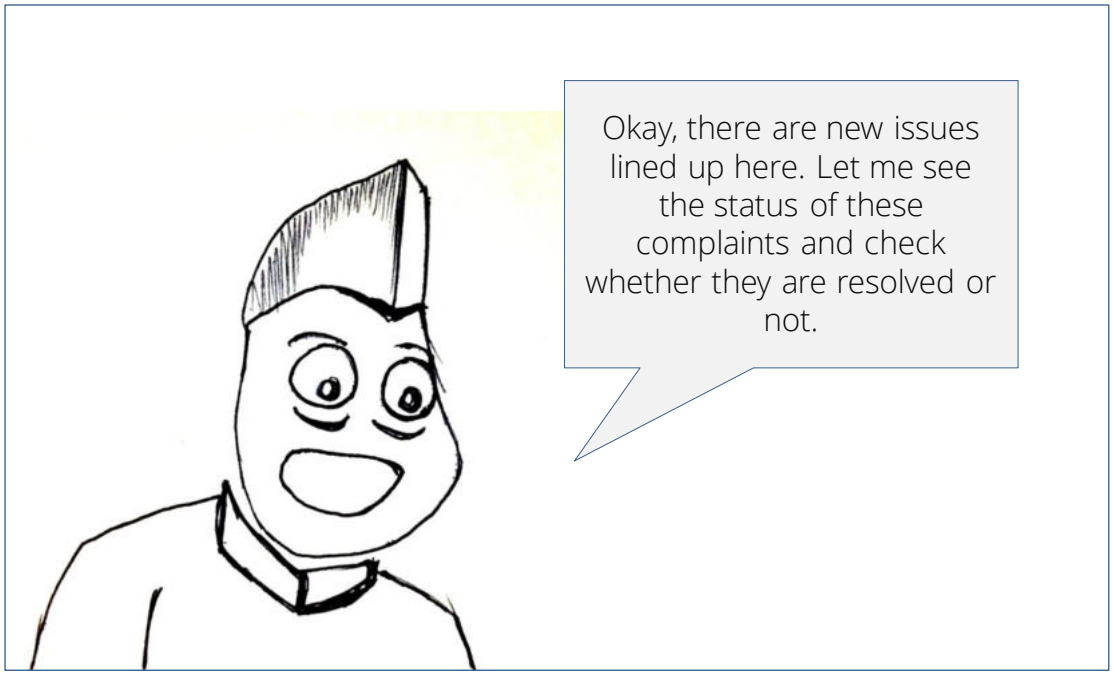
People tagged here

Documents cited in this Conversation

DOCS DOCS DOCS
IMAGES IMAGES IMAGES
DOCS DOCS DOCS

Scene 2 continues

Scenario 3


Okay, there are new issues lined up here. Let me see the status of these complaints and check whether they are resolved or not.

What happens to a complaint

Start a conversation/Report a problem/start petition (Tag Politicians, People, Other government bodies etc)

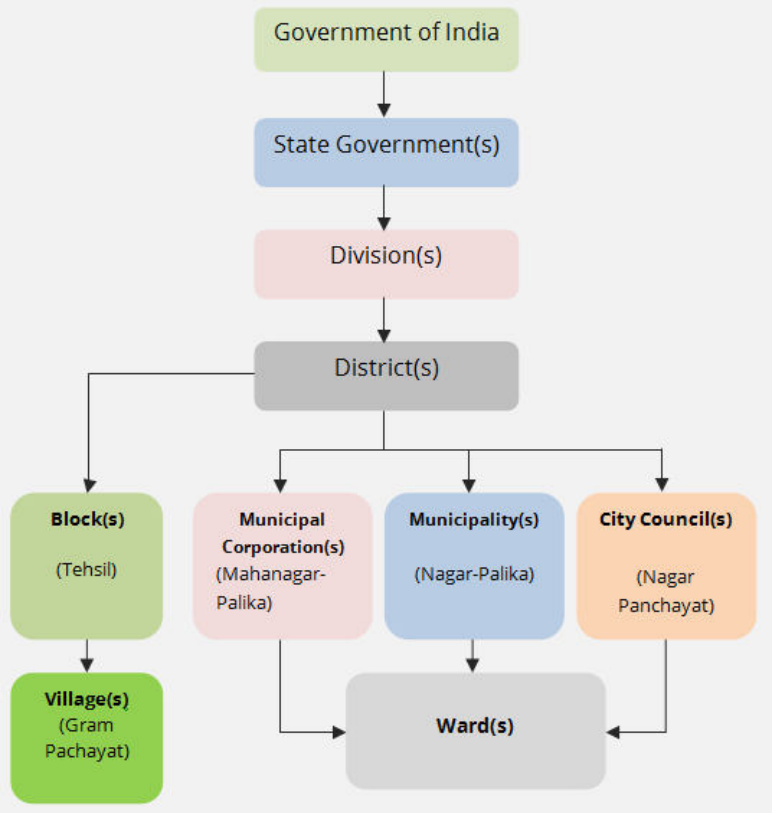
Ask people to Join by calling them from different medias Twitter, FB, Youtube, Reddit

Send to Concerned agency/Politician

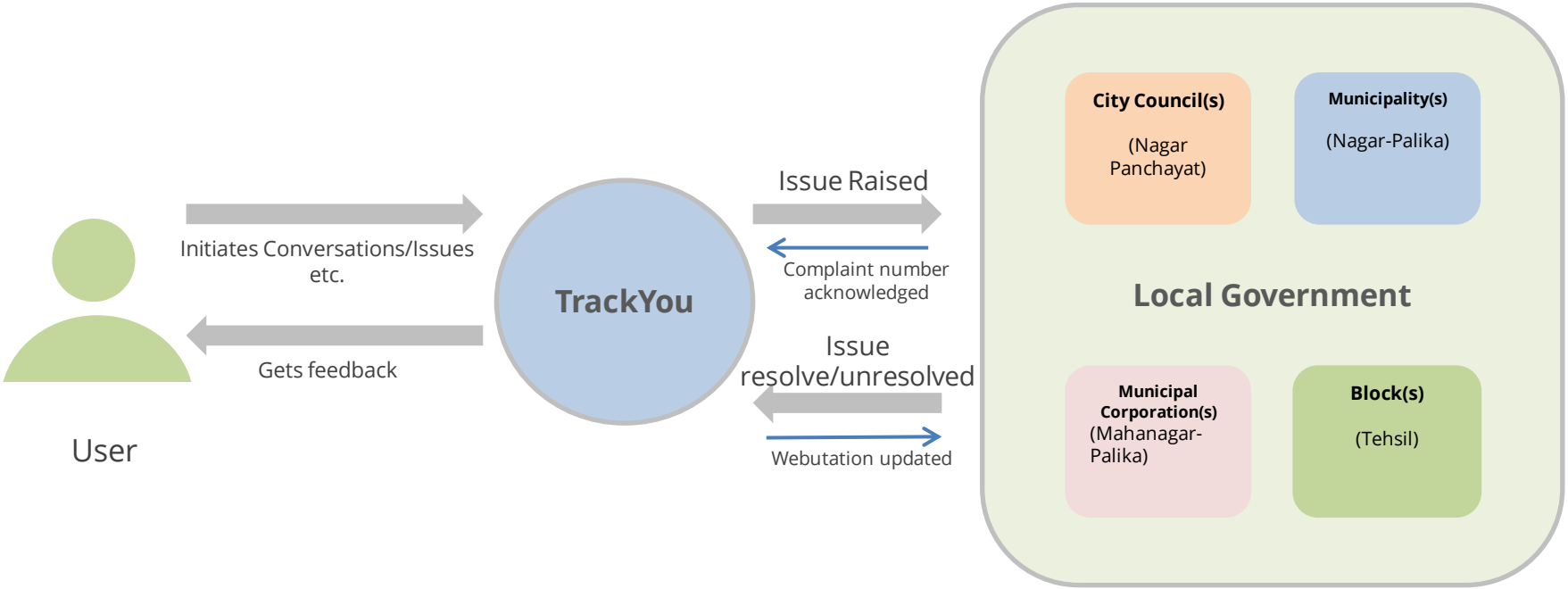
Get a Complaint no, status of your complaint will be shown to you

Check if it's resolved or not. If not, this will harm webutation score of people attached to it.

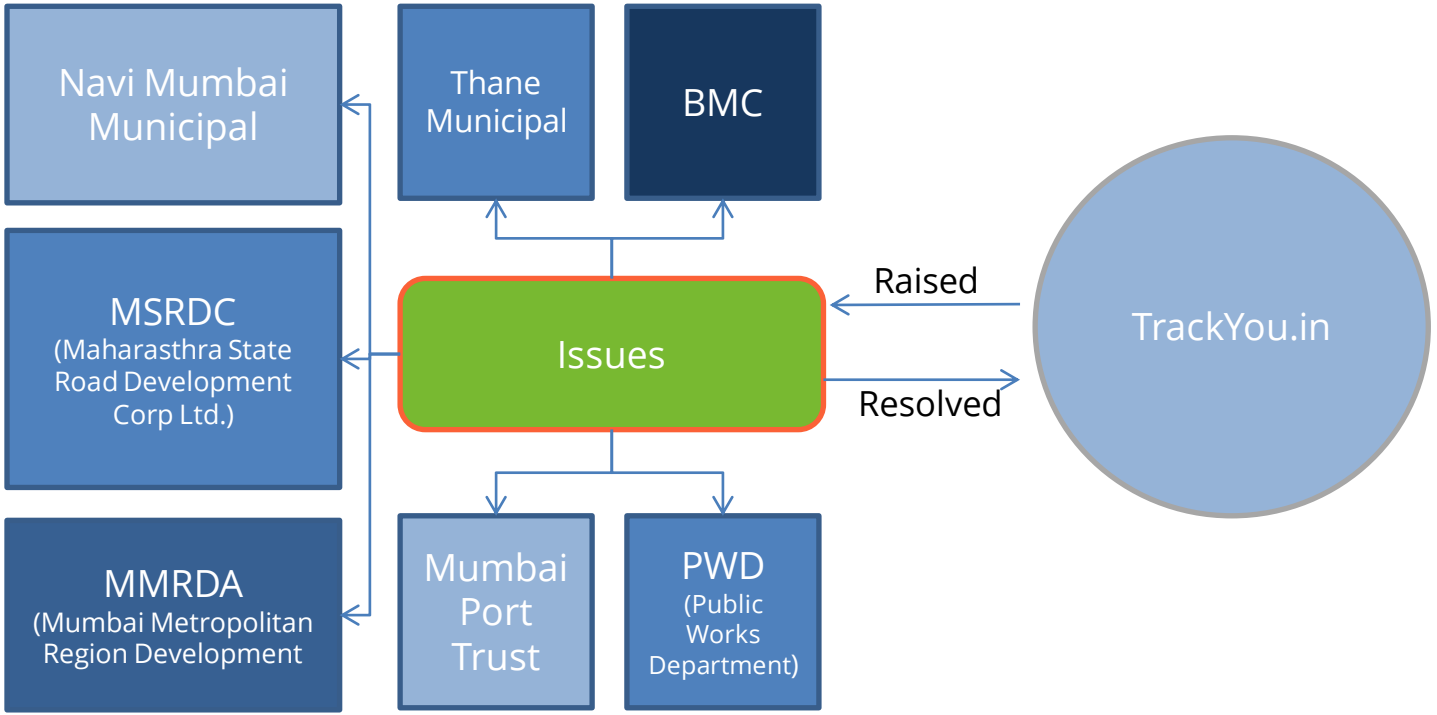
Local Administrative Bodies



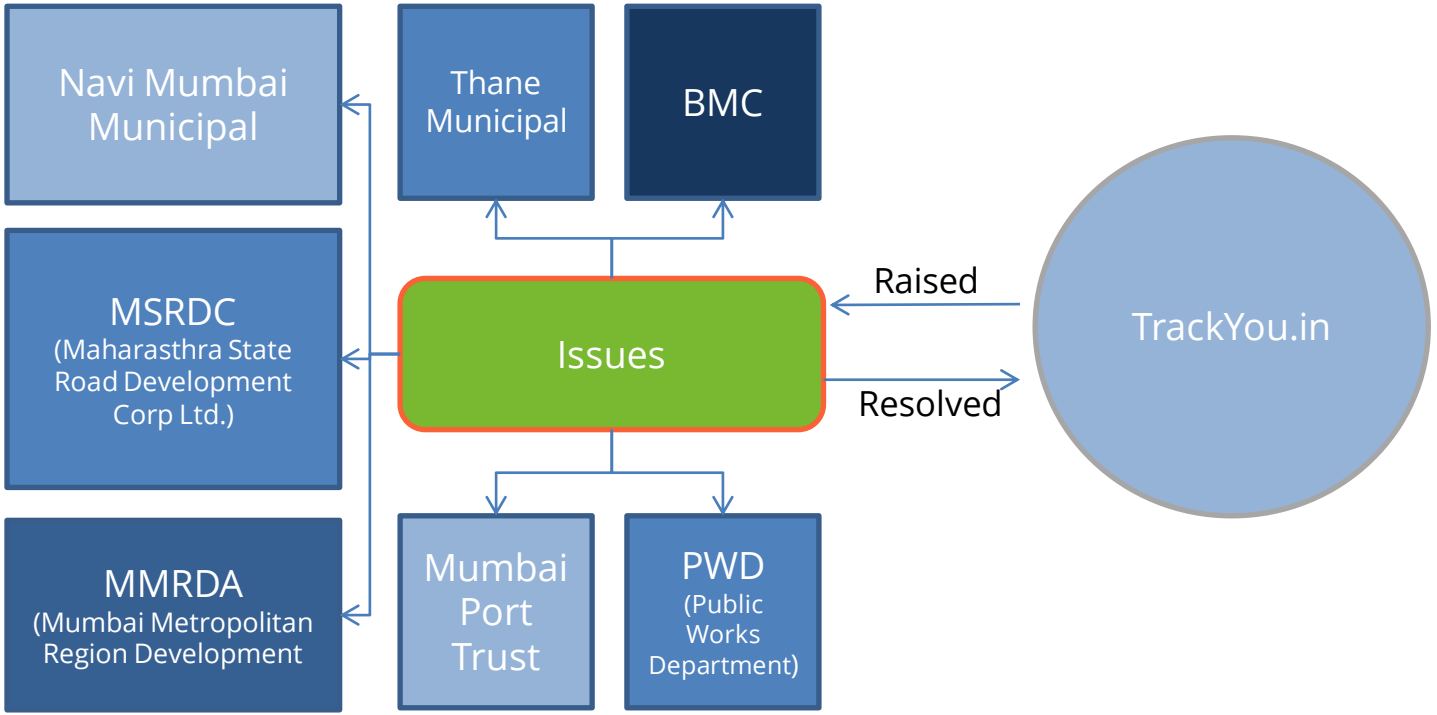
How an issue is resolved



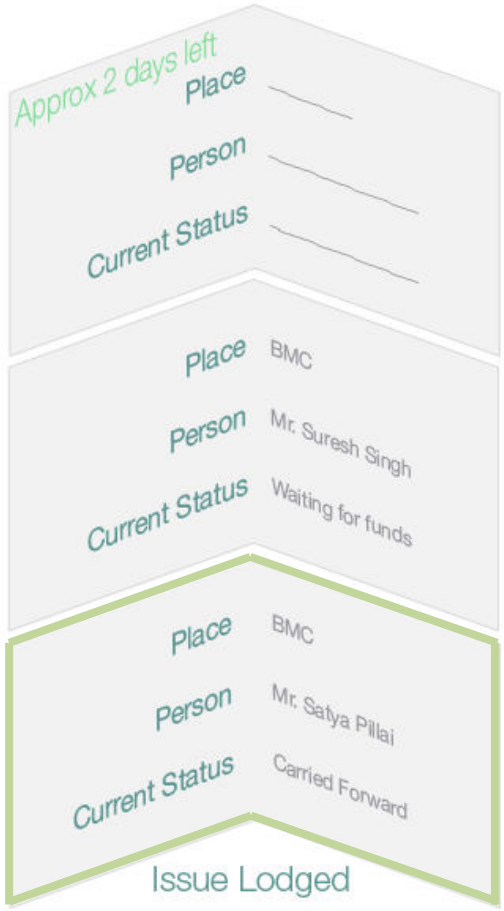
Routing issues to concerning bodies



Routing issues to concerning bodies

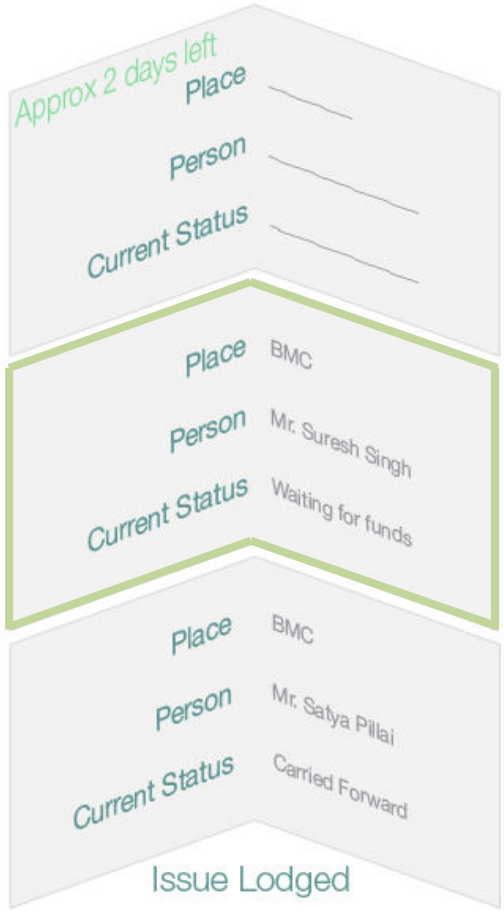


Status of Complaint



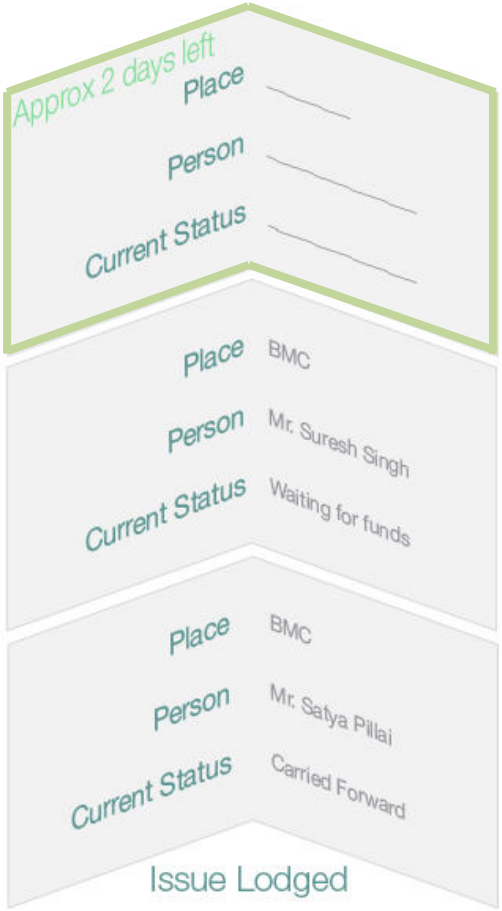
Complaint Number : TY-POW-1201

Status of Complaint



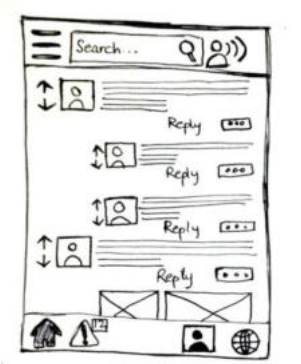
Complaint Number : TY-POW-1201

Status of Complaint

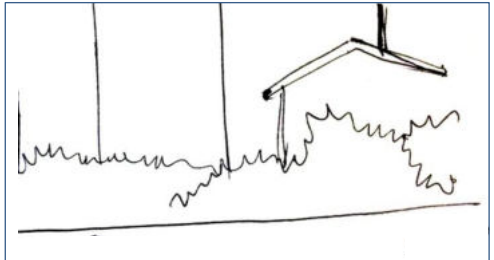


Complaint Number : TY-POW-1201

Scene 3

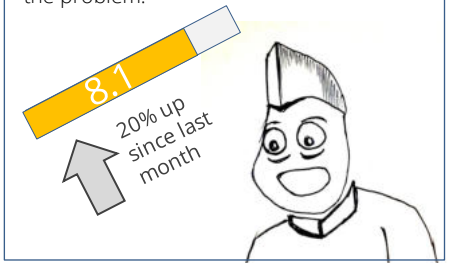


He checks the complaint regarding Potholes and takes further action to resolve the issue.



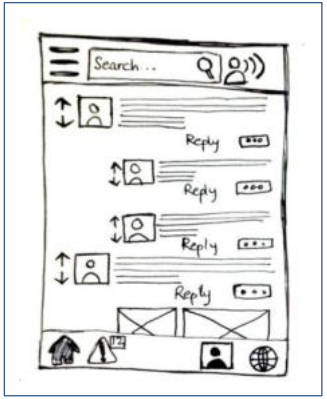
He fixes Pothole problem and reflects it back on the system

As he fixed the problem, that issue goes out of the trending issue and is shown as fixed. Also the webutation of corporator increases, because he successfully fixed the problem.



SURESH SINGH	7.2/10

Scene 3



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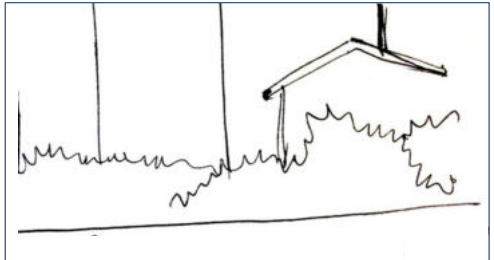

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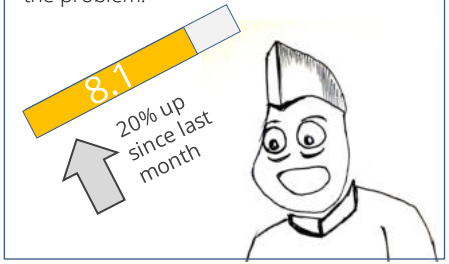
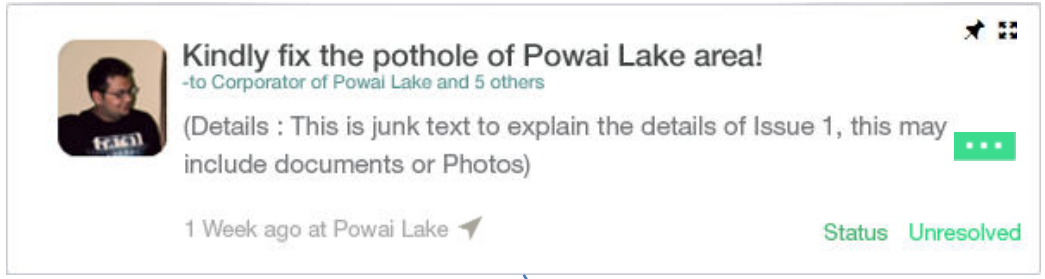


SURESH SINGH 8.1/10

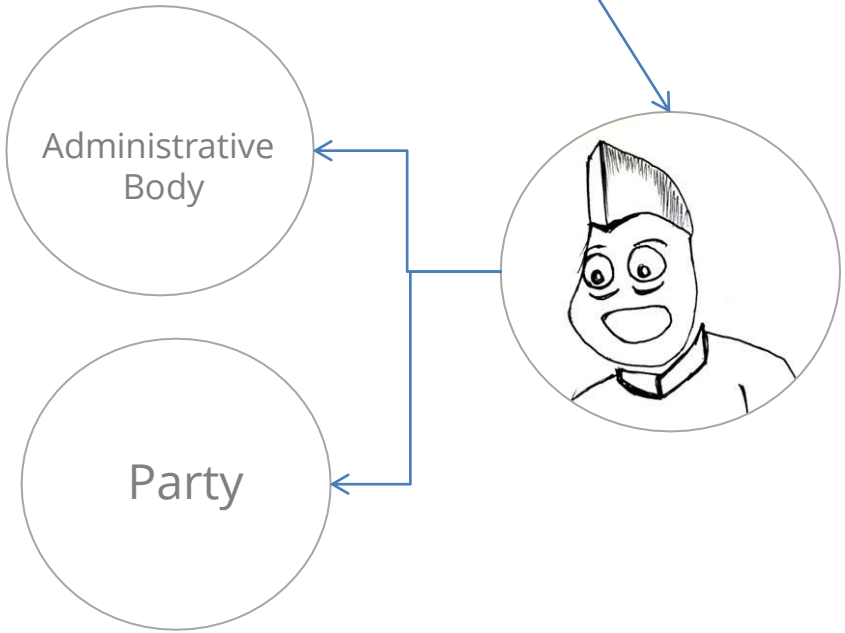
20% Up since last month

If same issue is raised again and again and Status remains : Unresolved



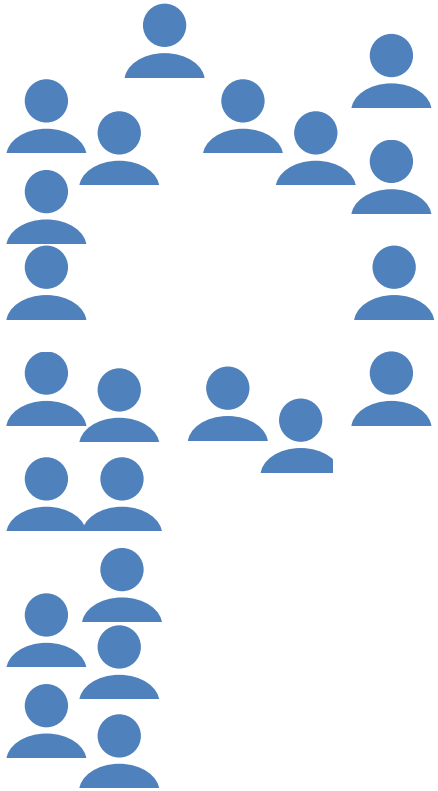
Hi User,

We have sent a report of your area's corporator to respective party and administrative body. This will appear in his profile forever. Want to take further action?



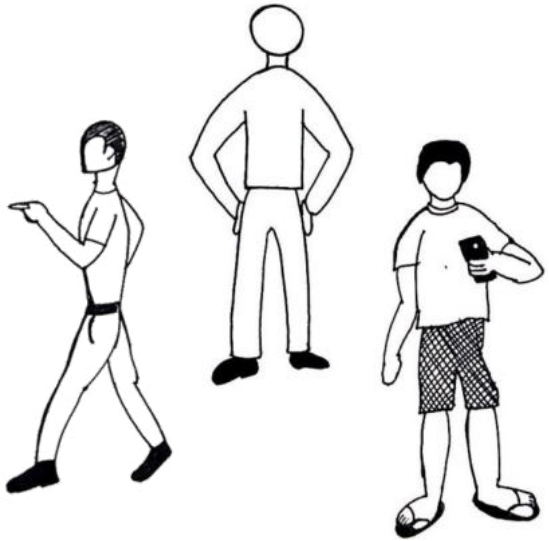
Challenges

- Getting Crisp and Authentic information of Politicians
- User Engagement in early stages
- Powerful Back-end capabilities for a lot of computing
- Sending messages to politicians through different channels
- Ensuring the authenticity of Profiles and Posts
- Law and Order



Social Prototype

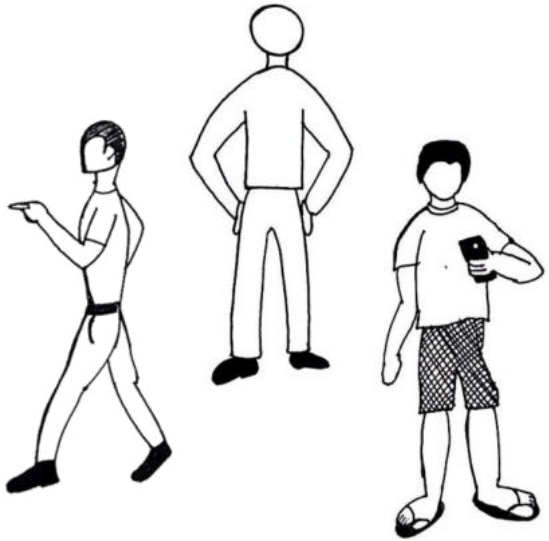
- At Hostel
- Hierarchy is similar
- Different committees similar to different local bodies
- Students similar to Citizens
- Work similar to Conversation/Issues
- Secretaries similar to Politicians



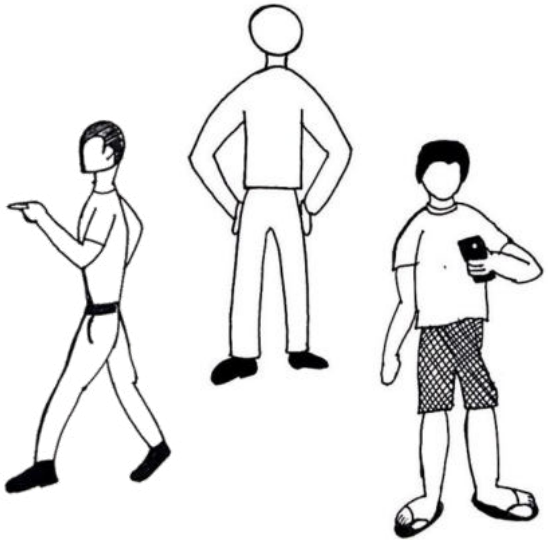
Social Prototype

Committees:

- Mess
- Maintenance
- Sports
- Cultural
- Technical
- Computer
- Web
- Library
- Alumni



Social Prototype



Students

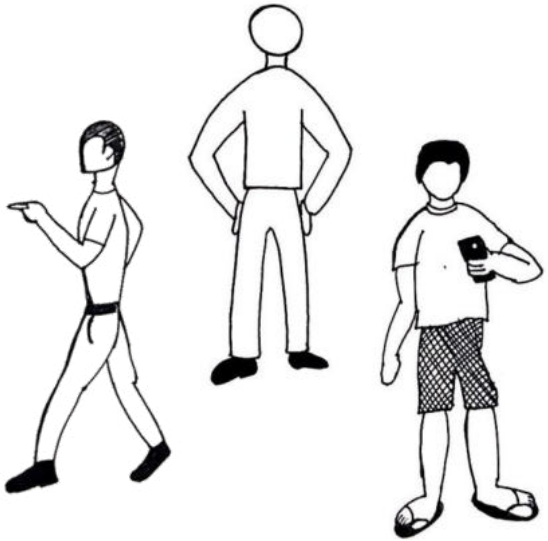
Moderator

Council Members

Public space to put issues
(White Board with sticky notes)

Hostel Scenario

Social Prototype



3 Students selected manually

Moderator played by Me

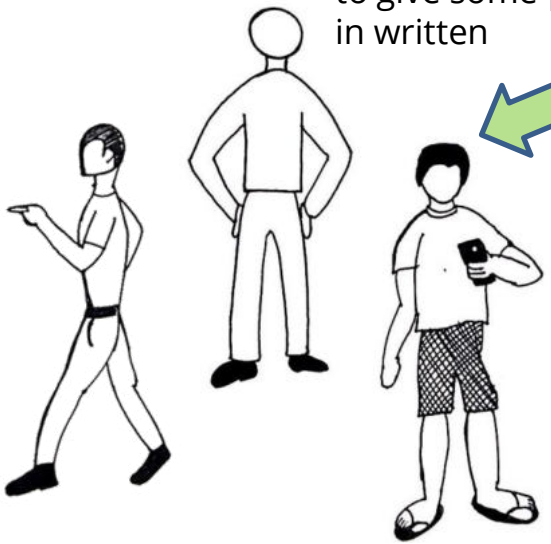
White board put in front of H14 Main gate

Council Members informed about this prototype

Hostel Scenario

Social Prototype

Day 1, told about whole project. Asked to give some problems in written



3 Students selected manually

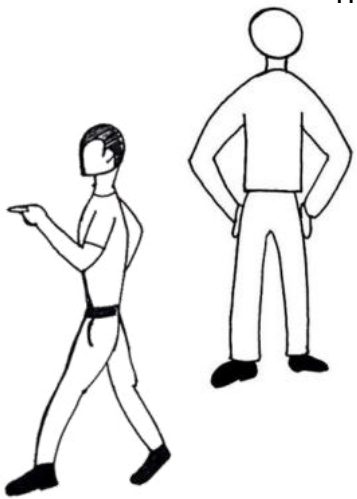
Moderator played by Me

White board put in front of H14 Main gate

Council Members informed about this prototype

Social Prototype

Day 1, problems submitted to moderator



Pasted to white board too

Moderator played by Me

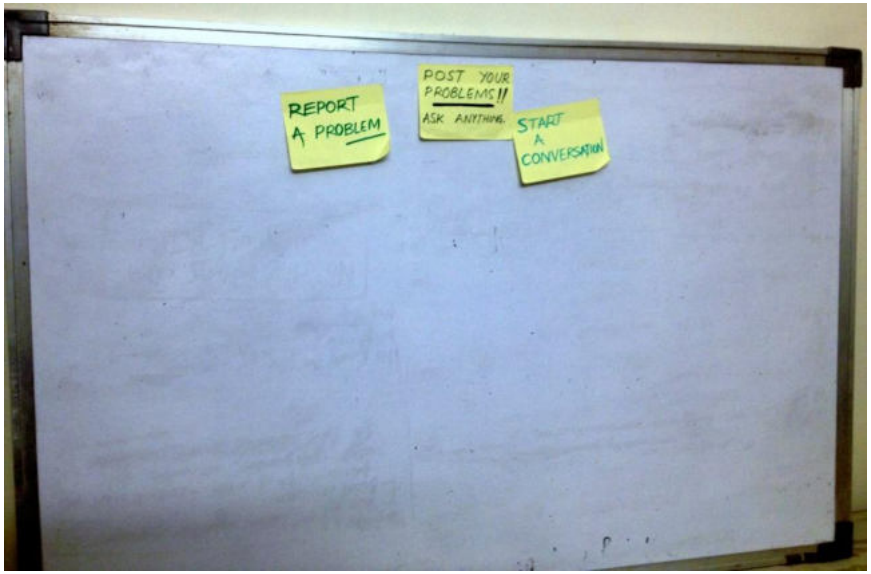
3 Students selected manually

White board in front of H14 Main gate

Council Members informed about this prototype

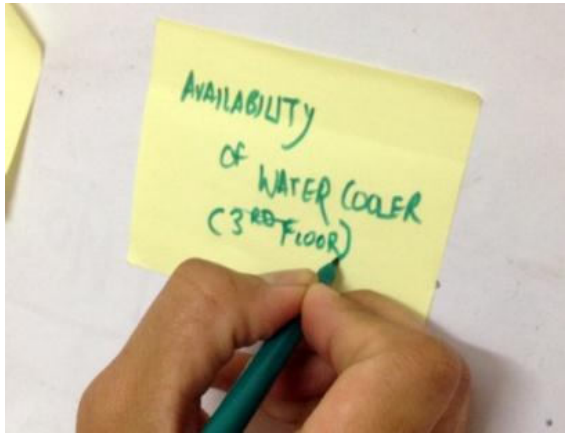
Hostel Scenario

Social Prototype



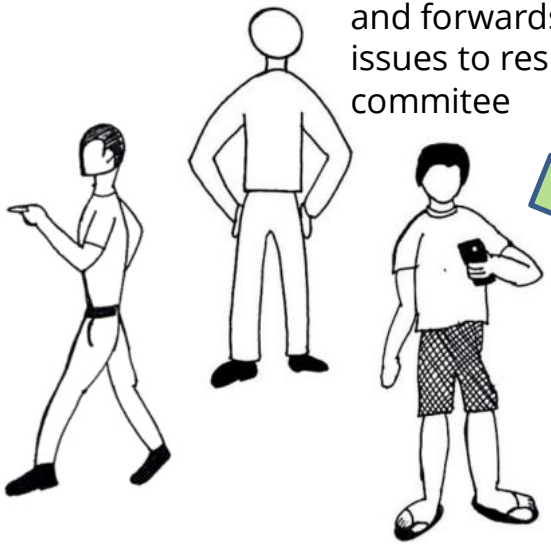
Social Prototype

- Sticky notes added to White Board in front of Hostel's Main gate, so that others can also see about these issues



Social Prototype

Day 1, Moderator gives them a complaint number and forwards those issues to responsible commitee



3 Students selected manually

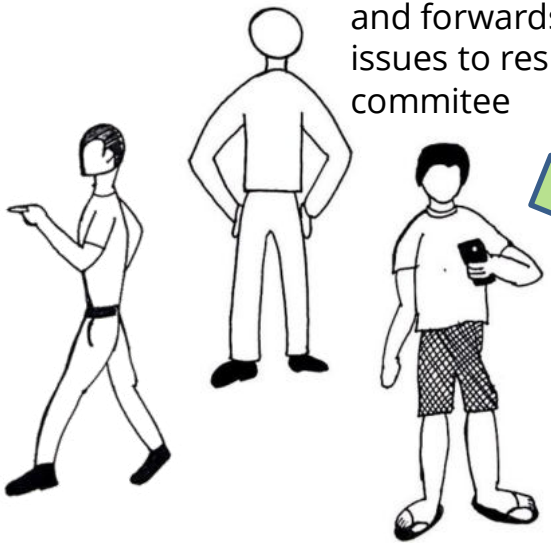
Moderator played by Me

White board in front of H14 Main gate

Council Members informed about this prototype

Social Prototype

Day 1, Moderator gives them a complaint number and forwards those issues to responsible commitee



3 Students selected manually

Moderator played by Me

Council Members informed about this prototype

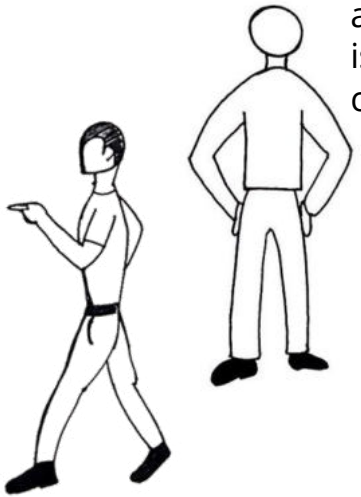
White board in front of H14 Main gate

2 More stickies added by unknown students

Hostel Scenario

Social Prototype

Day 1, Moderator gives them a complaint number and forwards those issues to responsible commitee



Complaint Number given

3 Students selected manually

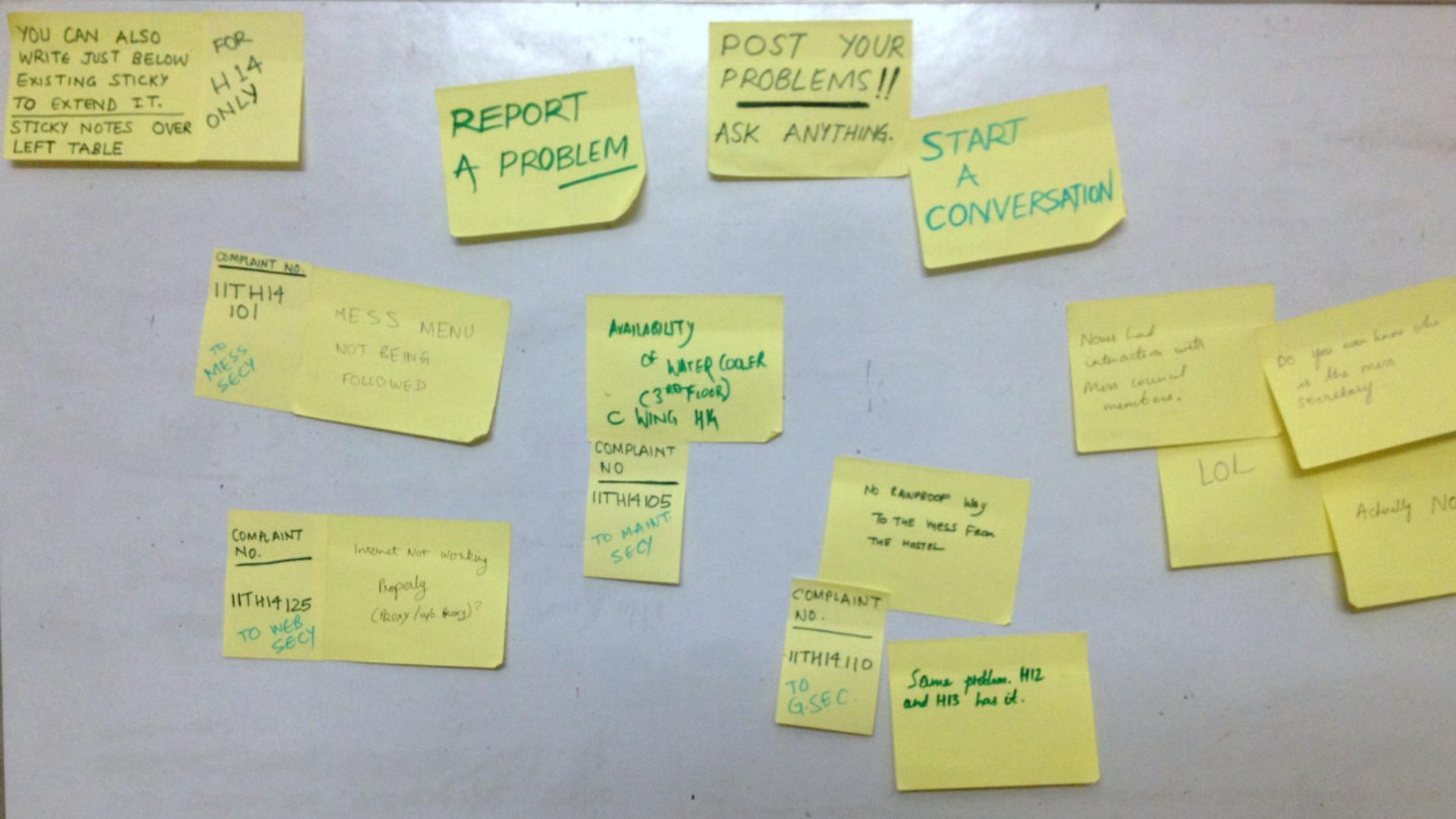
Moderator played by Me

Council Members informed about this prototype

White board in front of H14 Main gate

2 More stickies added by unknown students

Hostel Scenario



YOU CAN ALSO WRITE JUST BELOW EXISTING STICKY TO EXTEND IT.

STICKY NOTES OVER LEFT TABLE

FOR H14 ONLY

REPORT A PROBLEM

POST YOUR PROBLEMS!!

ASK ANYTHING.

START A CONVERSATION

COMPLAINT NO.

11TH14 101

TO MESS SECY

MESS MENU NOT BEING FOLLOWED

AVAILABILITY OF WATER COOLER (3RD FLOOR) C WING H14

COMPLAINT NO

11TH14105

TO MAINT SECY

Never had interaction with Mess council members.

Do you even know who is the mess secretary

LOL

Actually NO

COMPLAINT NO.

11TH14125

TO WEB SECY

Internet Not working Properly (Proxy / w/o Proxy)?

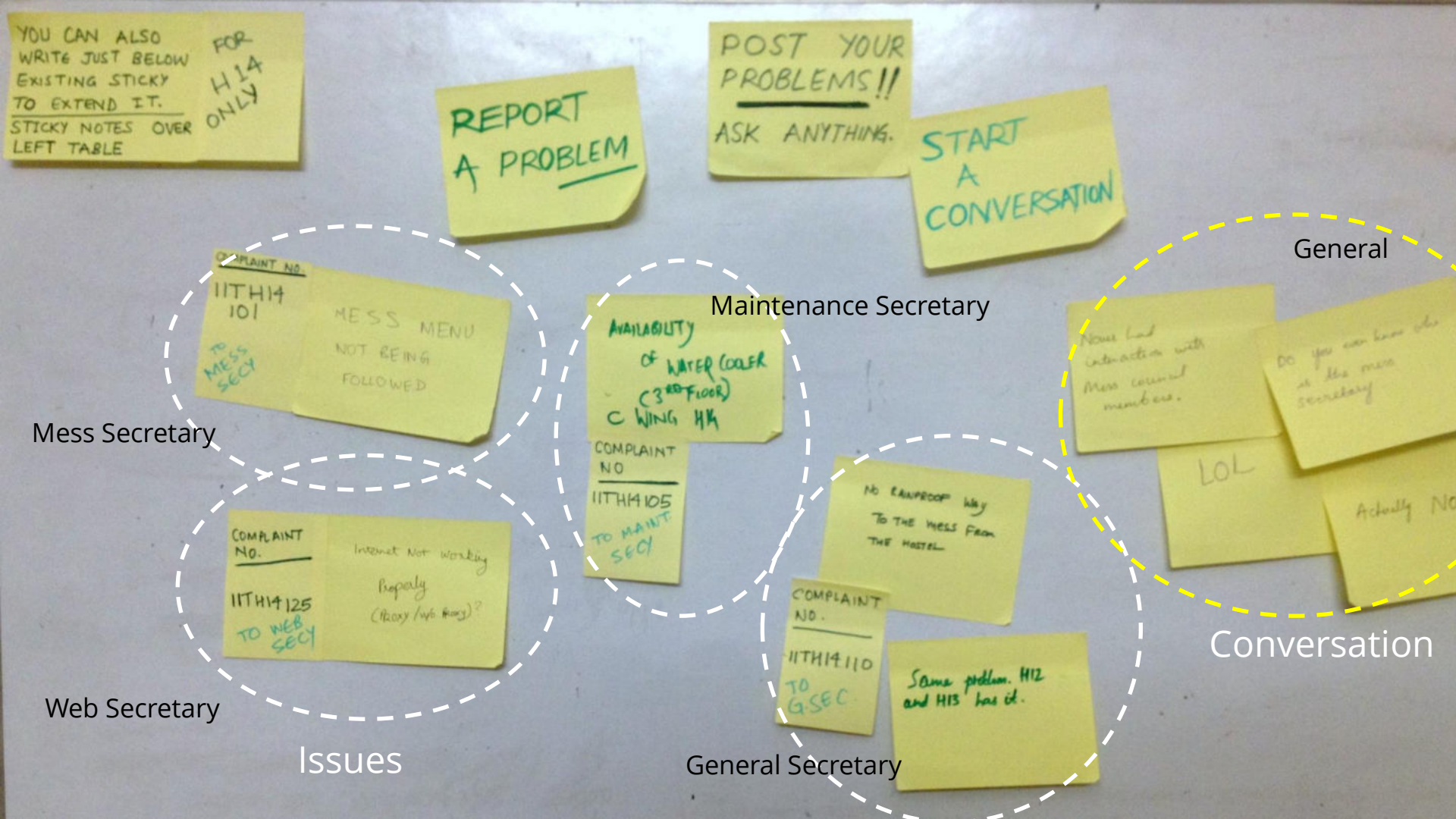
NO RAINPROOF WAY TO THE MESS FROM THE HOSTEL

COMPLAINT NO.

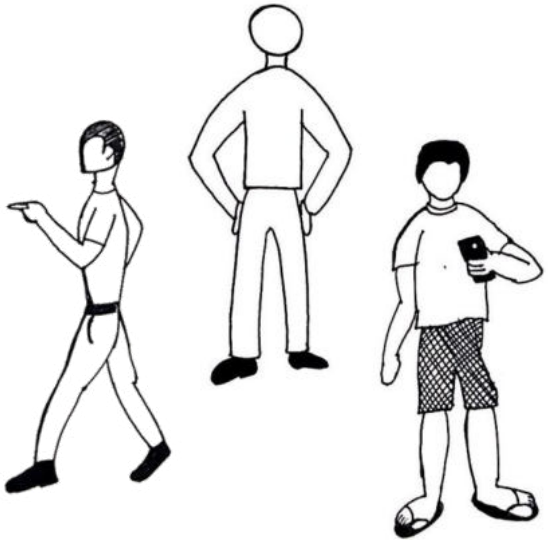
11TH14110

TO G.SEC

Same problem. H12 and H13 has it.


YOU CAN ALSO WRITE JUST BELOW EXISTING STICKY TO EXTEND IT.
STICKY NOTES OVER LEFT TABLE
FOR H14 ONLY
REPORT A PROBLEM
POST YOUR PROBLEMS!!
ASK ANYTHING.
START A CONVERSATION
General
Maintenance Secretary
Mess Secretary
Web Secretary
Issues
General Secretary
Conversation
COMPLAINT NO.
11TH14 101
TO MESS SECY
MESS MENU NOT BEING FOLLOWED
AVAILABILITY OF WATER COOLER (3RD FLOOR) C WING H14
COMPLAINT NO
11TH14105
TO MAINT SECY
COMPLAINT NO.
11TH14125
TO WEB SECY
Internet Not working Properly
COMPLAINT NO.
11TH14110
TO G.SEC
No RAINPROOF Way To THE MESS From THE HOSTEL
Same problem. H12 and H13 has it.
LOL

Social Prototype



Students

Moderator

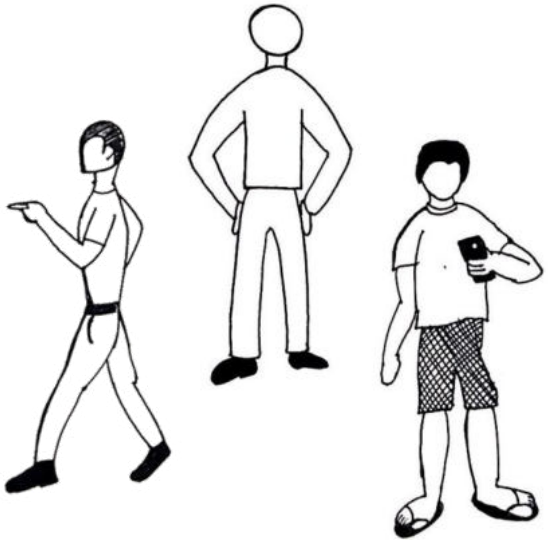
Day 2, Moderator gives complaint to respective committees along with complaint numbers.

Council Members

White board in front of H14 Main gate

Hostel Scenario

Social Prototype

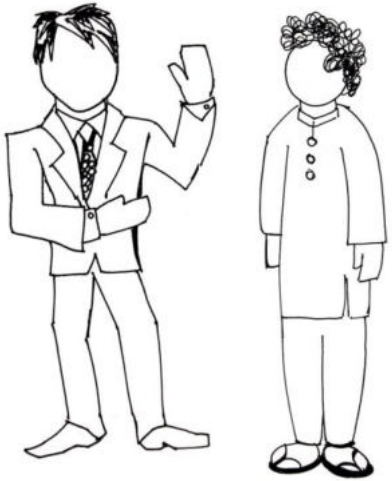


Students

Moderator

Day 2, Gives council members a score of 5. If they complete task than +2, or -2.

Mess Sec, Maint Sec, Web Sec, G. Sec

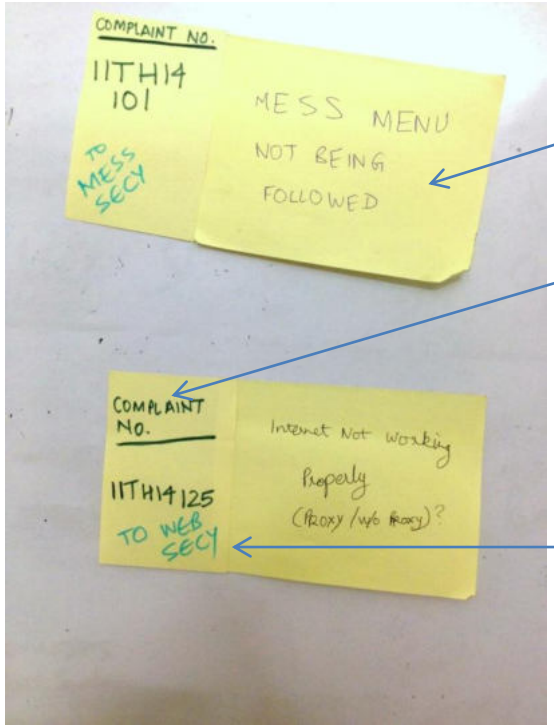


Council Members

White board in front of H14 Main gate

Hostel Scenario

Social Prototype



Complaint

Complaint No added by moderator

Referred to shows to which committee this complaint has been forwarded

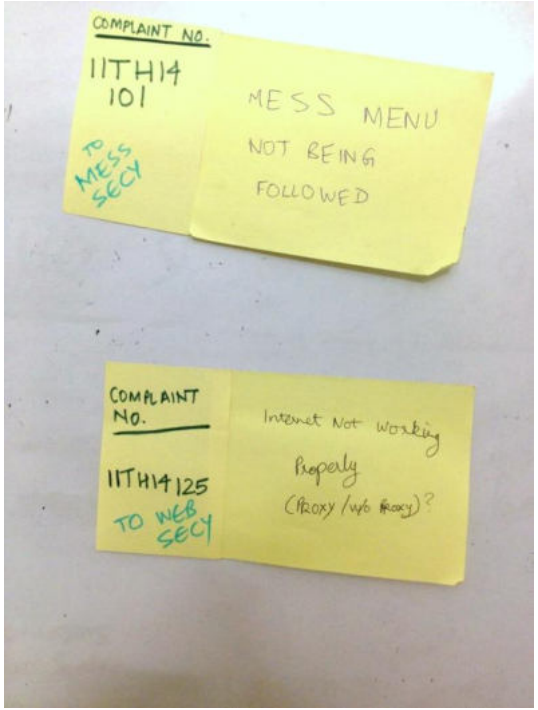
Mess and Maintenance Secretary successfully completed their tasks* and got +2

Total webutation score = 7

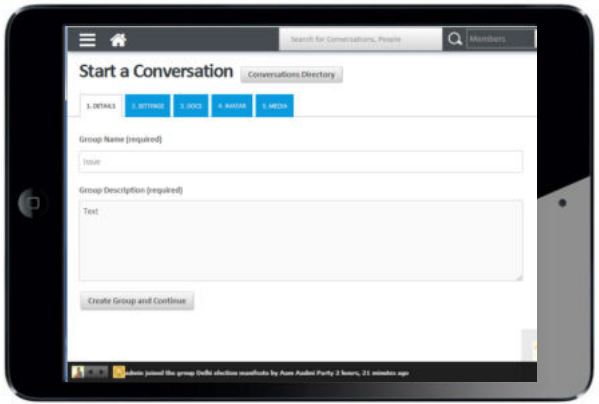
*Mess Menu not being followed and Availability of water cooler

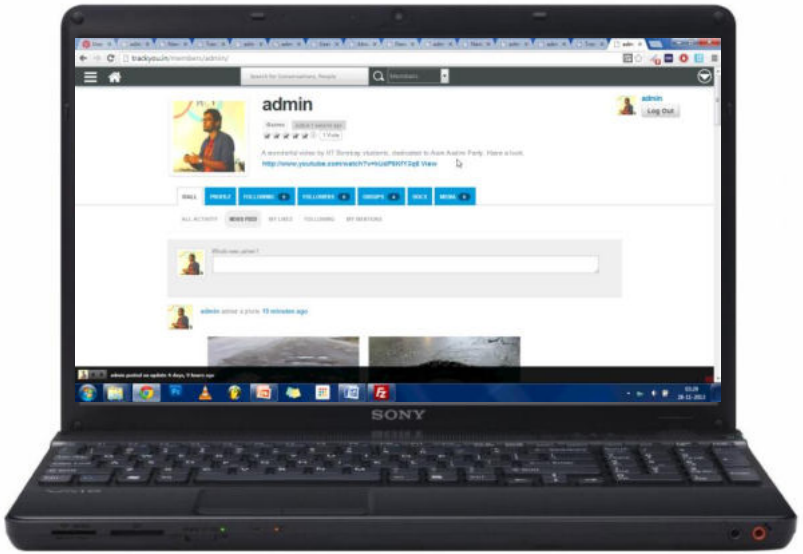
Social Prototype

- Scores kept them motivated
- As whole idea of rating was new, 2 committee members didn't want to get rated. Only after convincing, and telling its a necessity they agreed.
- People started conversation with each other anonymously over the white board (It was not planned for social prototyping), this gives an idea that people really want to talk about few issues
- Idea of automatically forwarding issues to concerning committee was liked by people. "We don't have time to look who is responsible, we just want to sort them!"
- Things can go much more complicated in bigger scale (Checking authenticity etc was missing in this prototyping)

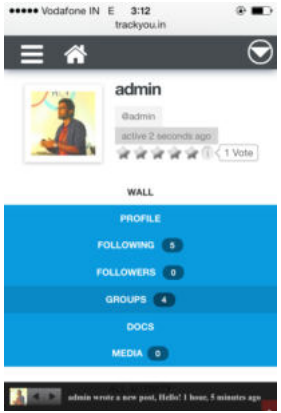


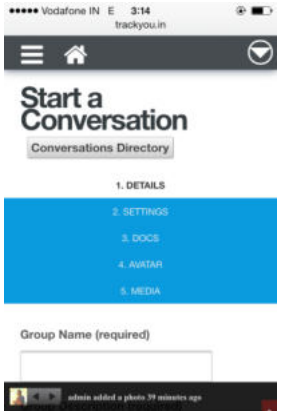
Prototype (trackyou.in)

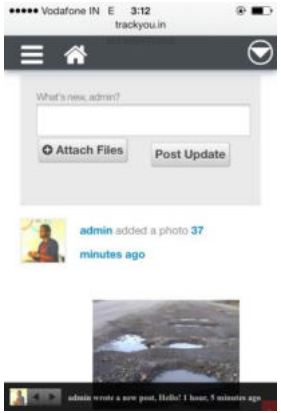


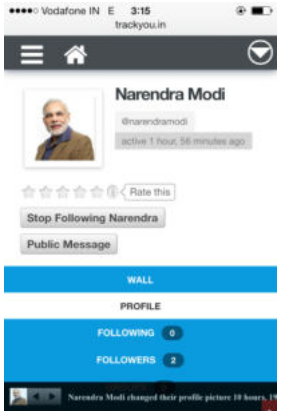


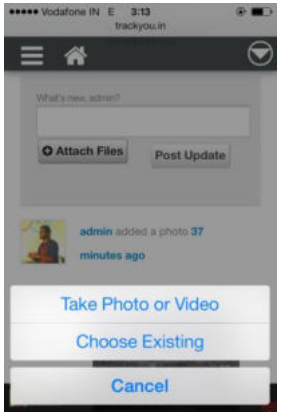
Prototype (trackyou.in)

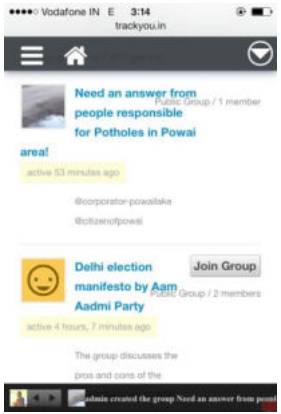


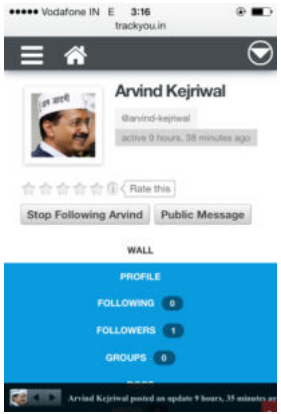


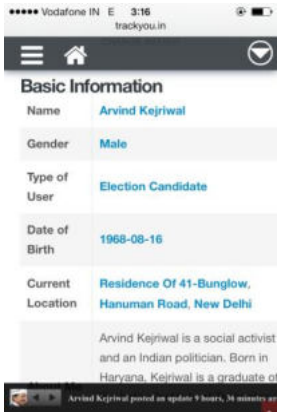


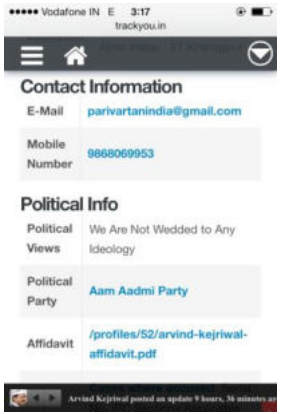






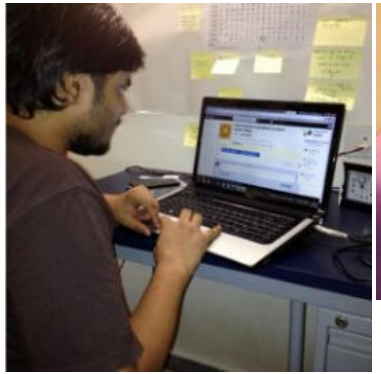
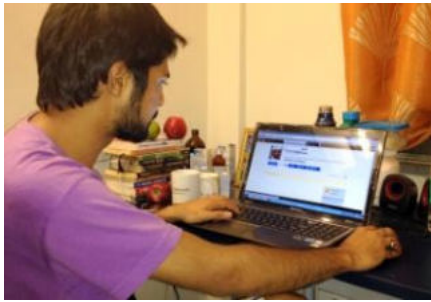
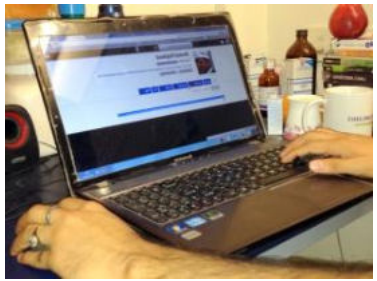
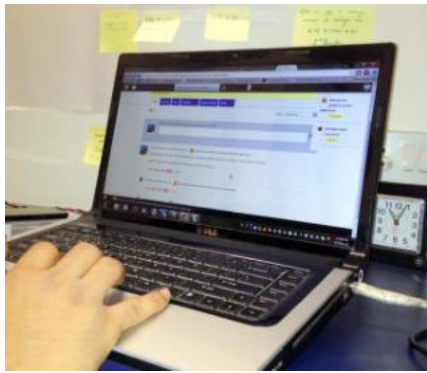




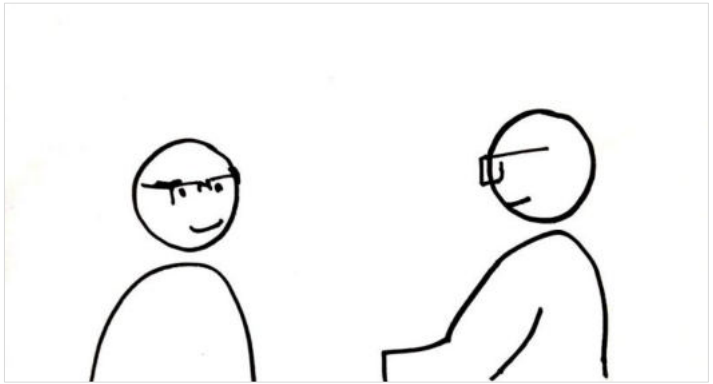


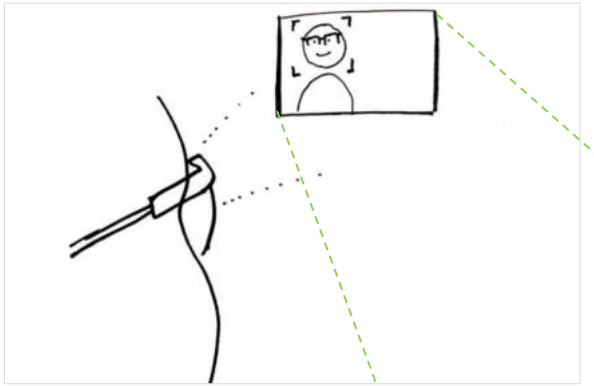
User Testing

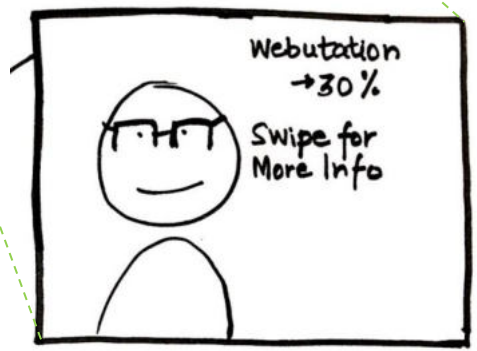
- Think Aloud with 5 users (Tasks were given both for Awareness and Communication)
  - (Tasks included Starting conversation, looking for existing information, searching for politicians, joining existing conversation etc)
- People were able to start conversations, find existing ones very easily.
- Finding information about politician was easy.
- Creating connections, tracking information was very similar to existing social networks.
- “Daily e-mail alert is annoying and looks spammy”

Future Possibilities







- TrackYou API
- Need data to Visualize
- Better and Authentic content
- Used by Politicians to interact with people

Thank **You**

References

- Social Psychology by Andrew Baum, Jeffrey D. Fisher and Jerome E. Singer (Random House publications)
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