

# 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

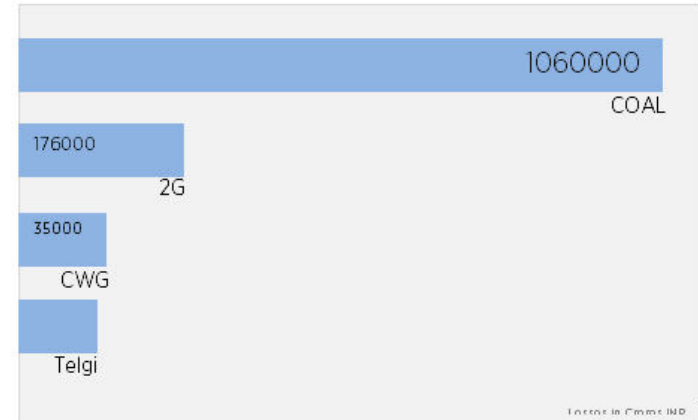
DIFFICULTY TO COMMUNICATE WITH POLITICIANS

LESS INVOLVEMENT OF NEW MEDIAS

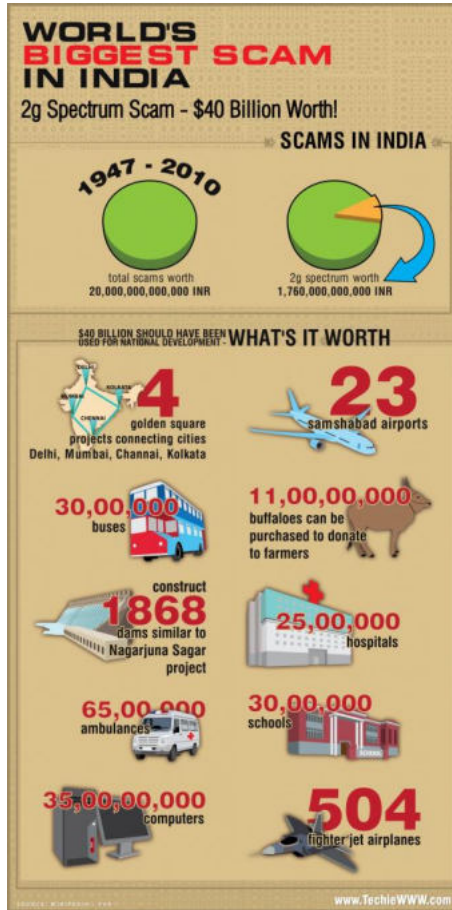
“Politician is the problem is the Politician”

# 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



# 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, Maharashtra)

...

...

...

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)



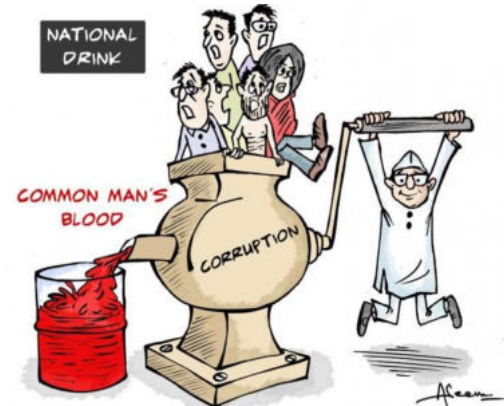




*Photo Credits : Tushar Naringrekar*

# 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



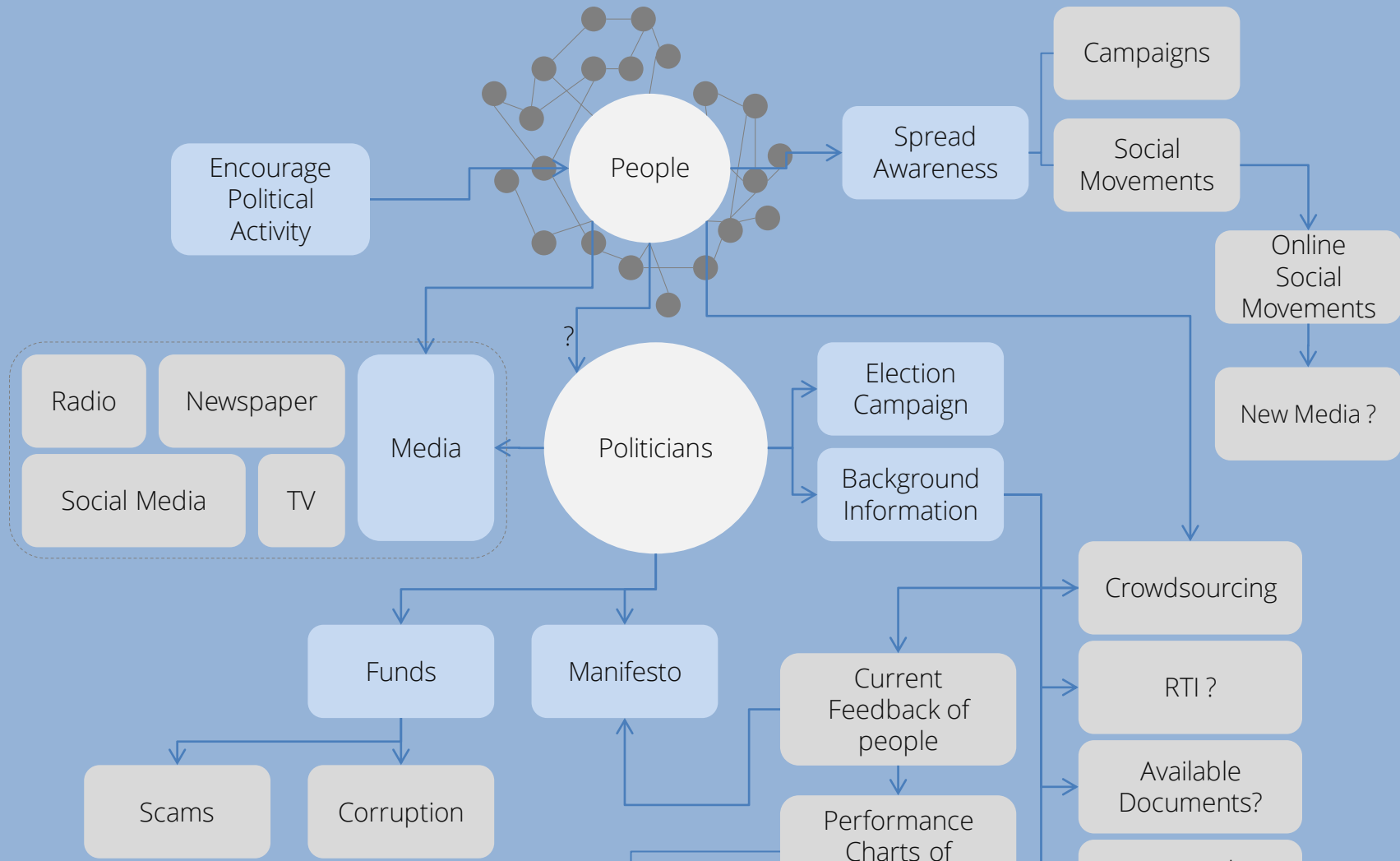
# Observations

- 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



# Inferences

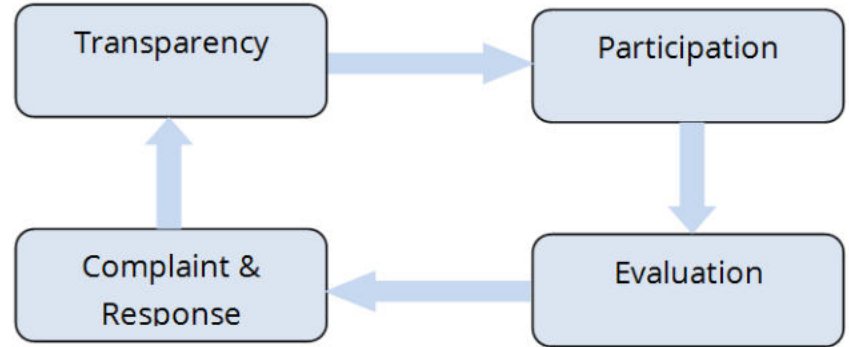
- Corruption is irrespective of parties
- People are not enough aware about politicians
- Lack of Accountability, and nobody to ask!



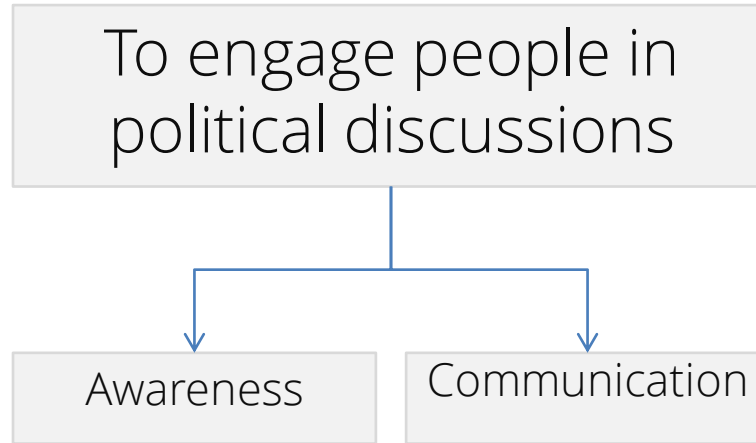
# Principles of Accountability

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

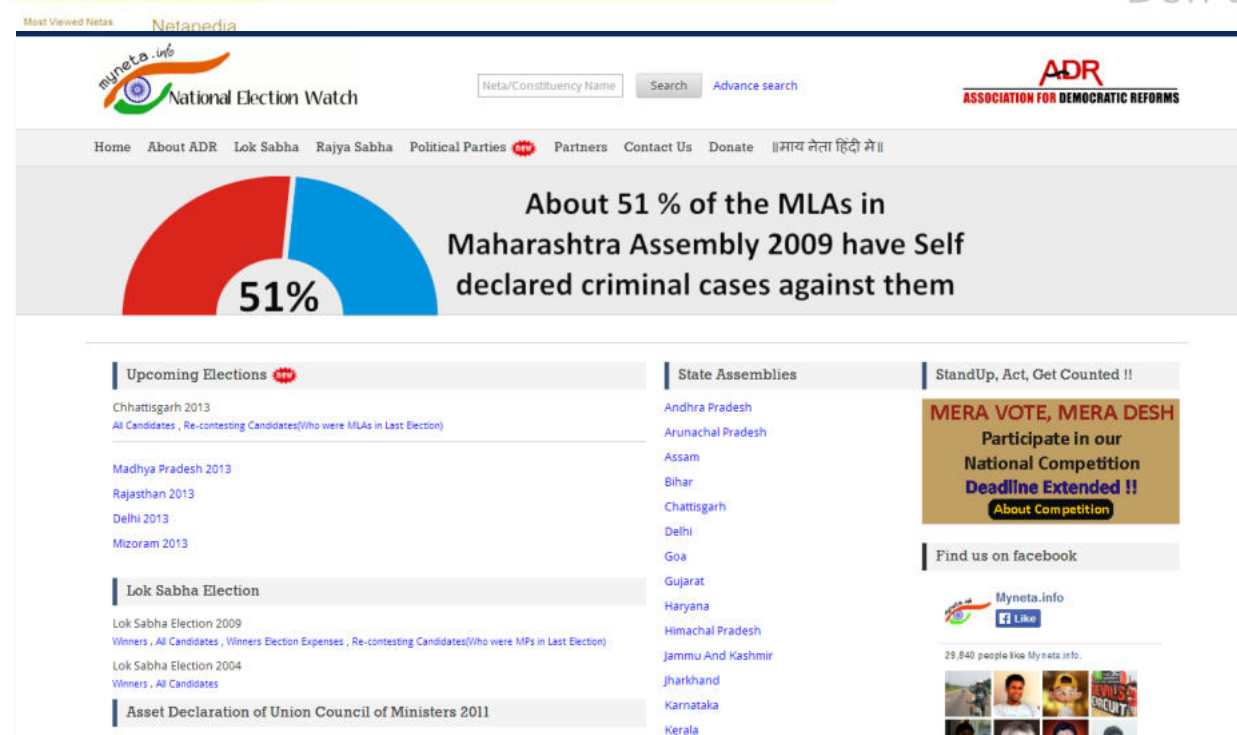




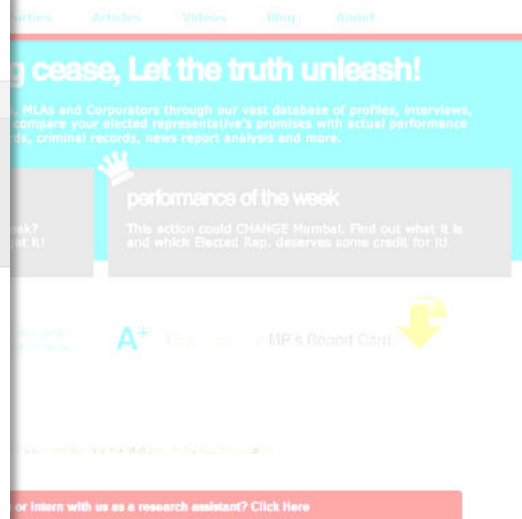
# Existing Solutions



# Existing Solutions



Don't Vote. **Select** Currently tracking 2532 websites / 10068 websites



# Existing Solutions



Netapedia is a website dedicated to providing authentic information on Indian politics. The homepage features a search bar at the top right and a navigation menu with links to Home, Resources, Contribute, Blog, and About Us. The main content area includes a section for 'Most Viewed Netas' listing names like Sonia Gandhi, Kapil Sibal, and L.K. Advani. Below this is a 'Netapedia' section with a description of the site's mission and a 'Know Your Neta' section with search filters for Name and State.



National Election Watch is a website focused on election transparency. The homepage features a large pie chart showing that 51% of the MLAs in the Maharashtra Assembly 2009 have declared criminal cases against them. The site includes a search bar for Constituency Name and a navigation menu with links to Home, About ADR, Lok Sabha, Rajya Sabha, Political Parties, Partners, Contact Us, and Donate.



MeraVote is a website for the National Competition. The homepage features a section for 'Upcoming Elections' listing various state and national elections. Below this is a 'State Assemblies' section listing various states and their respective election dates. The site also includes a 'Find us on facebook' section and a 'MeraVote' logo.



MumbaiVotes is a website dedicated to tracking politicians and parties. The homepage features a large banner with the text 'Don't Vote. Select' and 'Let the guessing cease, Let the truth unleash!'. Below this is a section for 'promise of the week' and 'performance of the week'. The site also includes a search bar and a navigation menu with links to Home, Politicians, Parties, Articles, Videos, Blog, and About. A prominent call to action at the bottom asks users to 'Want to join our team or intern with us as a research assistant? Click Here'.

STATIC INFORMATION |  
NO USER INVOLVEMENT

# Existing Solutions



बृहन्मुंबई महानगरपालिका  
Municipal Corporation of Greater Mumbai

[मराठी ContactUs](#)

Monday, December 30, 2013

[Committees are available .....here](#)

- [Home](#) | [Citizen Services](#) | [Complaints](#) | [Tenders](#) | [Right To Information](#) | [MCGM Initiatives](#) | [About Mumbai](#) | [Departments](#) | [Employee Login](#)
- [Overview](#) | [History of MCGM](#) | [Deliberative Wing](#) | [Administrative Wing](#) | [Budgets](#) | [City Map](#) | [Ward Information](#) | [Key Projects](#) | [Disaster Management](#) | [Citynet](#)

**Aamchi Mumbai**  
**Online Services**  
**News And Events**  
**MCGM Agencies**  
**Useful Links**  
**Sister Cities**  
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[Appointment of designated officers - MCGM](#)  
[Information of Below Poverty Line List \(BPL\)](#)  
[Gender Budget](#)   
[CSR Initiatives](#)   
[List of unauthorized religious structures](#)  
[Notification for allotment of temporary pitches at old khar, Khar\(W\) in H/West ward](#)  
[Pothole tracking software ->](#)  
[www.voiceofcitizen.com](#)   
[Swacha Mumbai Prabodhan Abhiyan](#)   
[Inviting Applications For Temporary Pitches During Mount Mary/ Bandra Fair 2013](#)

## The Municipal Corporation of Greater Mumbai

The Mumbai Metropolis has a historic tradition of strong civic activism dedicated to the cause of a better life for all its citizens. And it's the Municipal Corporation of Greater Mumbai (MCGM), the primary agency responsible for urban governance in Greater Mumbai.

From the time of its establishment in 1882 as India's first municipal corporation, numerous non-political groups, NGO's and organizations of citizens have worked closely with the civic body in the fields of education, public health, creation of urban amenities, art and culture, heritage conservation, etc.

MCGM is one of the largest local governments in the Asian continent.



**MCGM**

### Read, Discover



All about this vibrant metropolis

### Out and about



Open spaces, parks and places.

### Art & Culture



Mumbai's art comes alive here

### Explore, Enlighten



Discover the heritage of Mumbai.



### Message by Mayor

[Mandap Permission for Ganesh Festival](#)

[Eco-friendly Ganasha](#)

[Recruitment](#)

[Competitive Exam for Transfer in A Group](#)

[Seniority list](#)

[H1N1\(Swine Flu\)](#)

[SWINE FLU Update](#)

[Mumbai Monsoon](#)

[Public Notice](#)

[ECO Housing](#)

[JUD Enrolment Centers in Mumbai](#)

[Citizen Services >>](#)

[Coastal Road](#)

[You are visitor number :](#)

**05980799**

[Feedback on Portal](#)

[portal@estcpa.mcgm.gov.in](#)

[Feedback on Procurement Plan](#)





# Existing Solutions



बृहन्मुंबई महानगरपालिका  
Municipal Corporation of Greater Mumbai

संपर्क Contact Us

Monday, December 30, 2013

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**Read, Discover**  
  
All about this vibrant metropolis

**Out and about**  
  
Open spaces, parks and places

**Art & Culture**  
  
Mumbai's art comes alive here

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**iComplaints.in**

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[Home](#) [START NEW COMPLAINT](#) [NEW COMPLAINTS](#) [CATEGORIES](#) [LIST OF COMPANIES](#) [FRAUD ALERTS](#) [TIPS](#)

[LOGO](#) Coming Soon

**Bangalore City Police**

**Address:** Commissioner of Police, # 1, Bhagavan Mahaveer Jain Road Bangalore

**Phone:** 080-22200914 / 22942222 / 22943322

**Email:** cpb@bangalore@rediffmail.com

**Website:** <http://www.bcp.gov.in/>

**"Bangalore City Police" Complaints (Showing 1 to 15 of 75 Complaints)**

**Bangalore City Police - Driving Licence was lost at New Town Hanuman temple on 28.12.2013**

**Bangalore City Police - My mobile was stolen today while boarding a 335E bus from HAL main gate**

**Bangalore City Police - Lost 55300 mobile phone near Wind Tunnel Road on Jan 3, 2014**

**Bangalore City Police - lost phone**

**Recently Discussed**

- sanjeev** - Hi, I have been receiving vulgar message by this no...
- anonymous** - dont worry about your phone...
- priti** - hi sanjeev i m priti i have also face same...
- Pallevi Mahajan** - I AM THE CUSTOMER OF ICICI BANK MY A/C DETAILS...
- Abdulgani Karimsab Tamboli** - Hyderabad people are hopeless I want cash back...
- Abdulgani Karimsab Tamboli** - Same problem with my Grand 150 sports...
- Vasudev** - Not able to attach the images due to Size...
- Vasudev** - I am attaching the images of roadphones which they have...
- Vasudev** - Hi Guys, New update... I ordered Samsung Galaxy note 3...
- Digant Choudhary** - Hello Friends, Though I bought the Hyundai Grand 150 sports...

**Recent Business Replies**

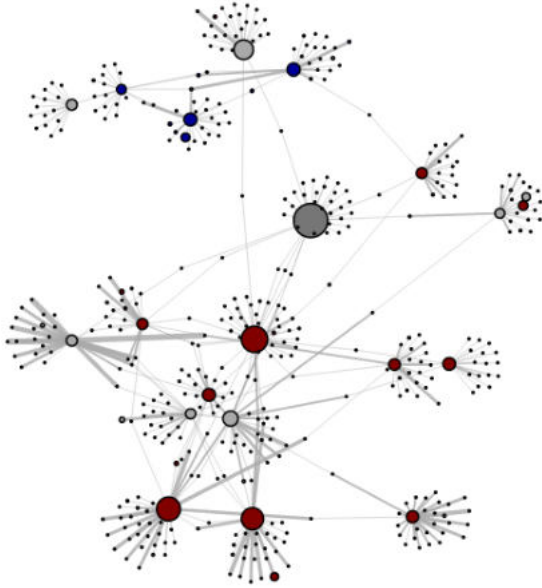
  - best\_70** - Hi Mr.Khase, We deeply regret the inconvenience caused. Please mail...
  - Micromax India** - Hi Vikash, Please contact your Service provider for a resolution...
  - Yamaha Motor India** - Dear Sir, Thank you for writing us. Your Customer complaint...

EVERYTHING IS SCATTERED!

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



# Project Brief



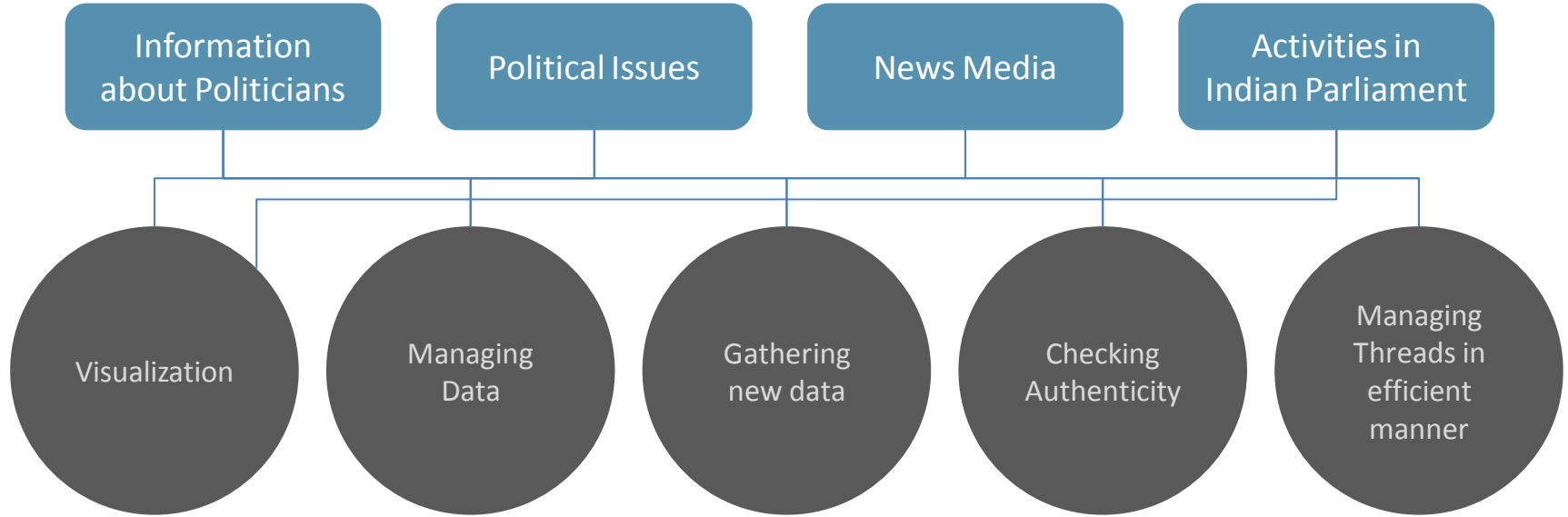
Building a platform to engage people in political discussions and bring awareness about politics and politicians.

AWARENESS + COMMUNICATION

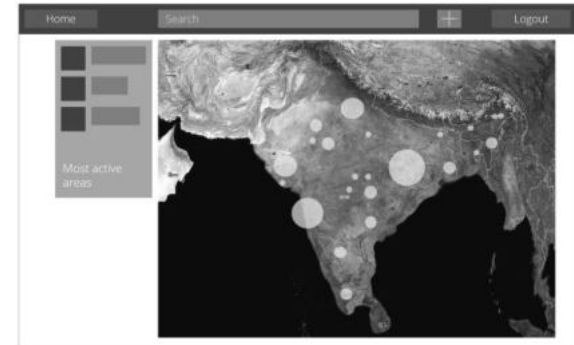
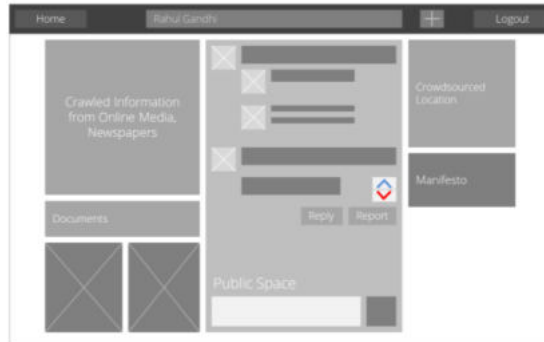
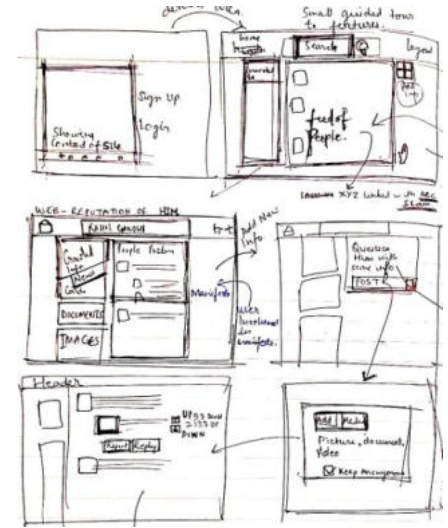
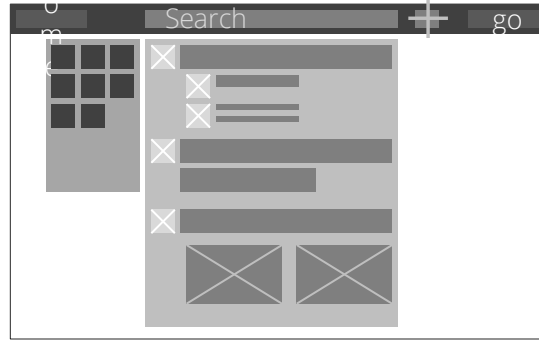
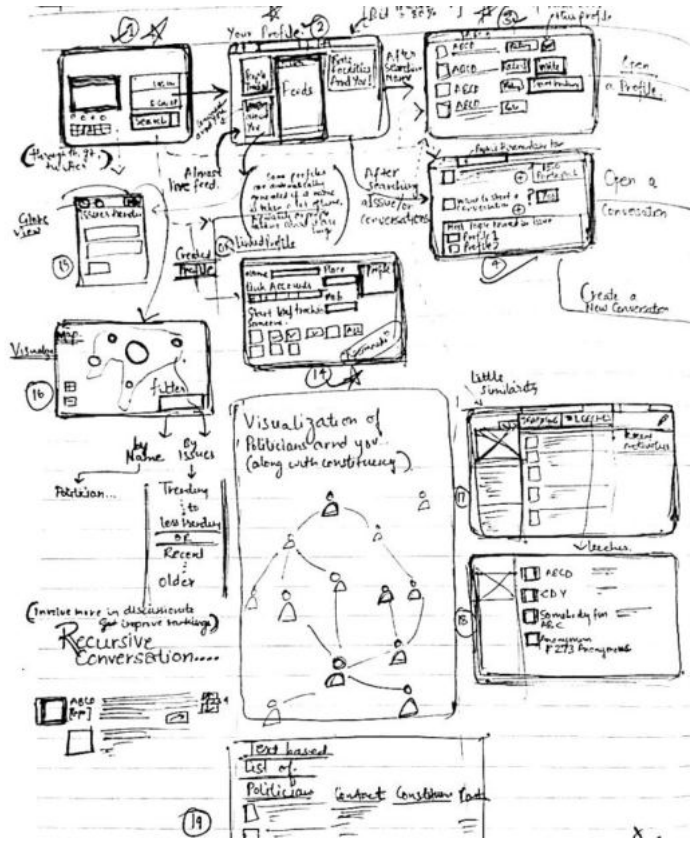
# Why independent Social Network ?

- 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

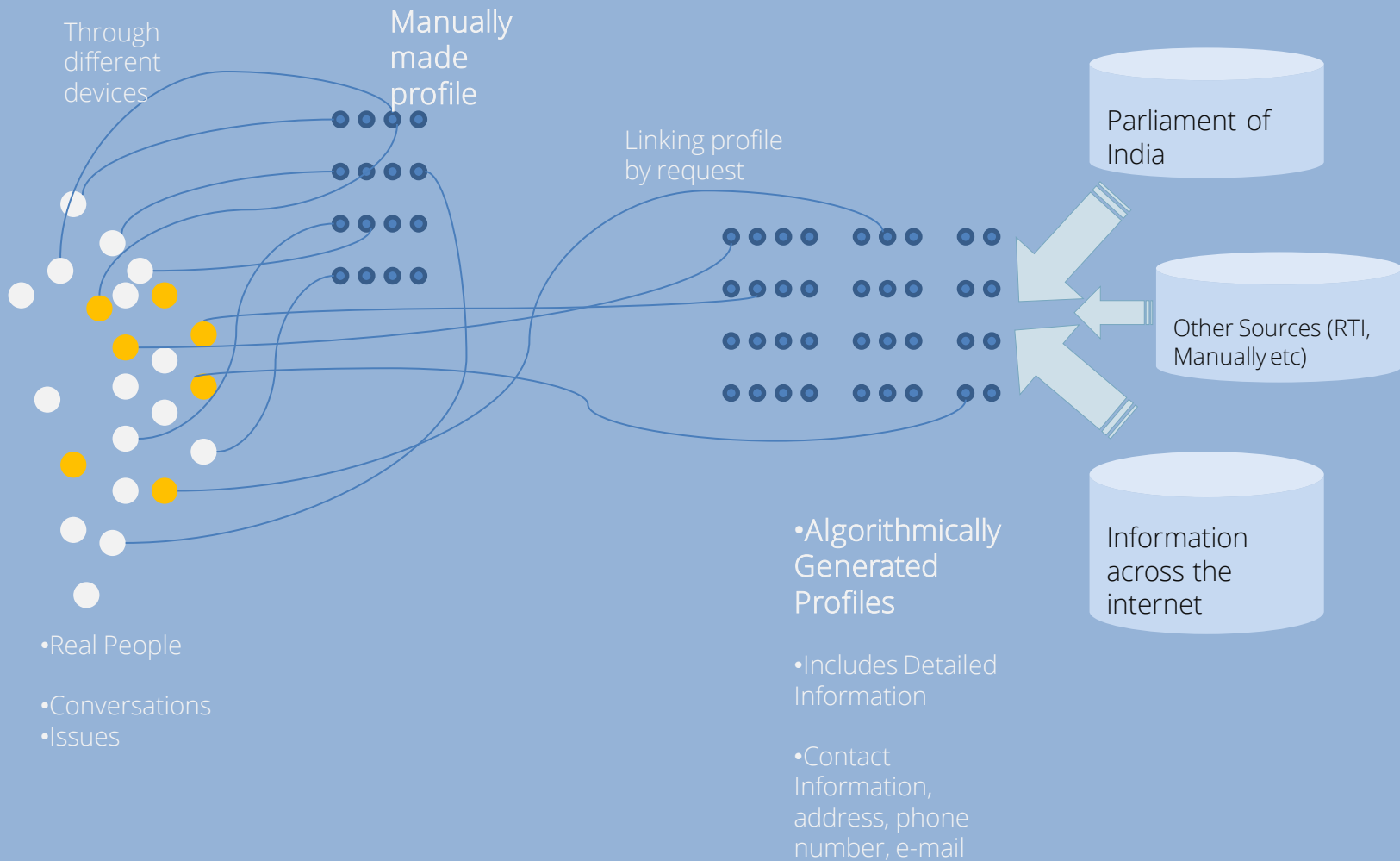


# Initial Concepts



# How is the Social Network Working

## Creating, Linking Profiles



# 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).

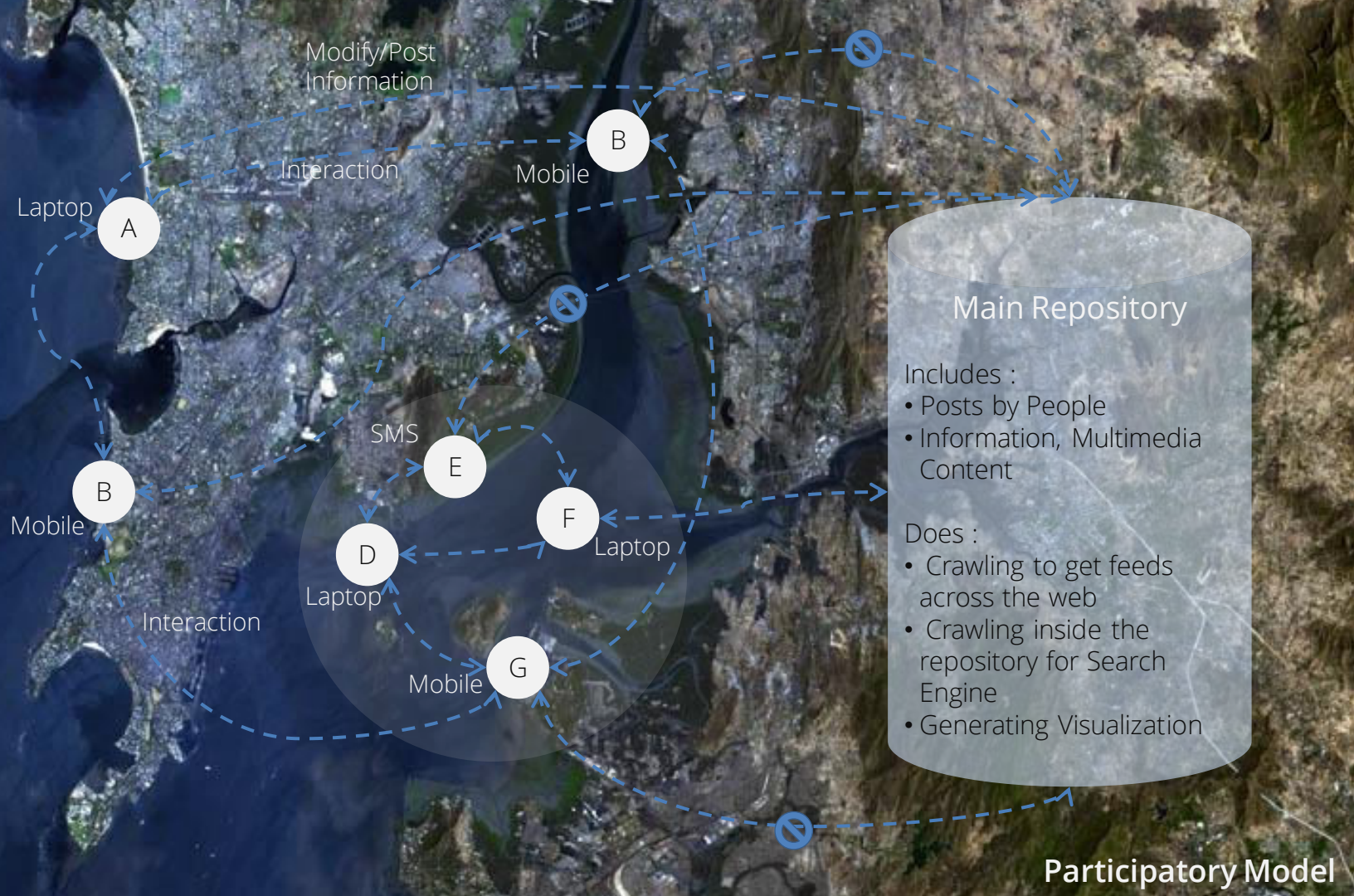
## SCATTERED INFORMATION



How profiles are generated in this network



# HOW IT WORKS ?

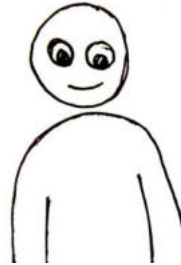


# Scenario

# 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

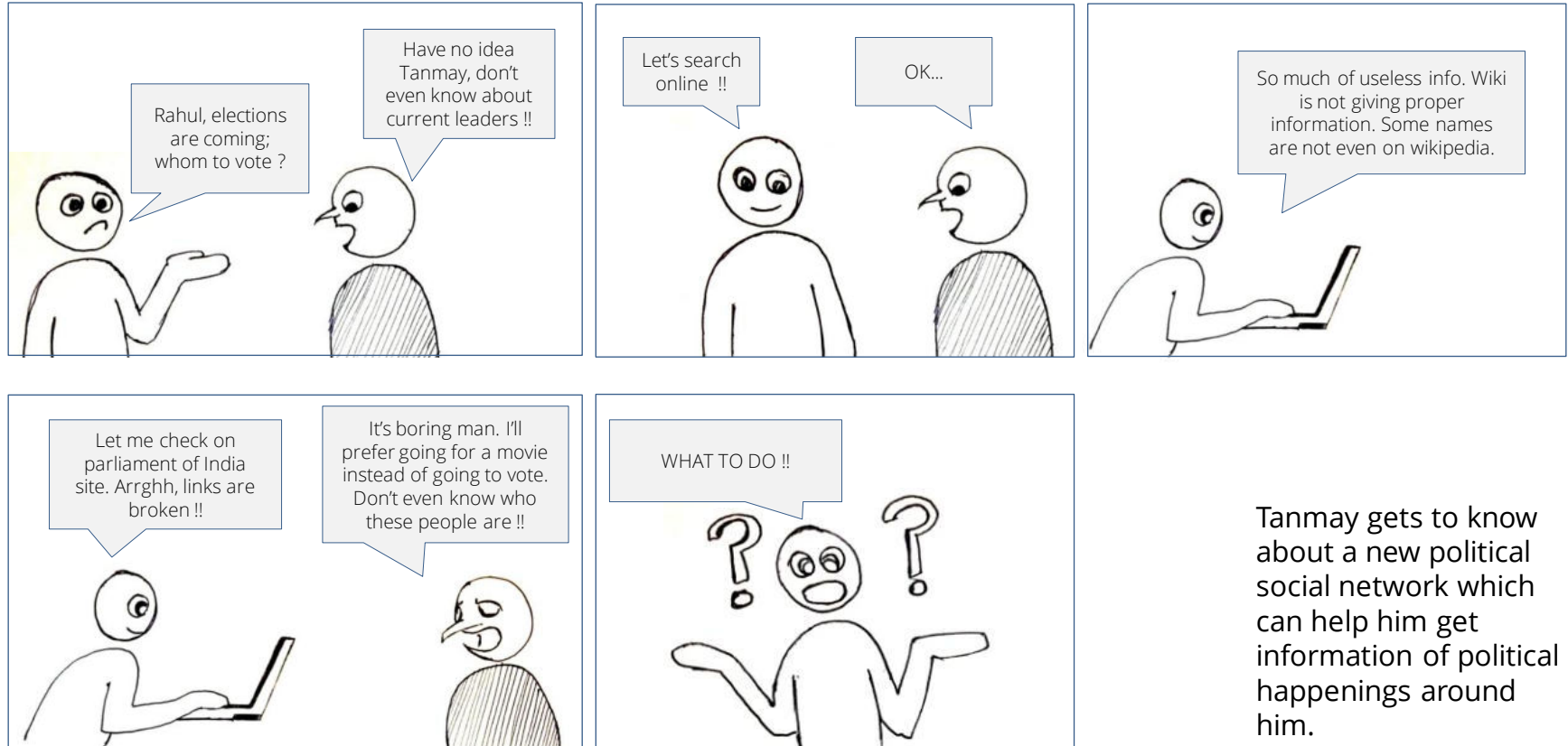


- Name : Tanmay Mathur
- Age : 24
- Student at an Engg College
- Staying at college's hostel in Powai, Mumbai (Last 1 Year)
- Tech Savvy
- Spends most of his time with friends



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

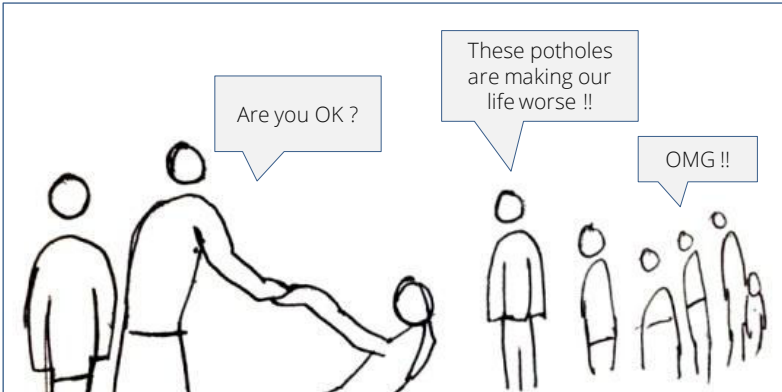
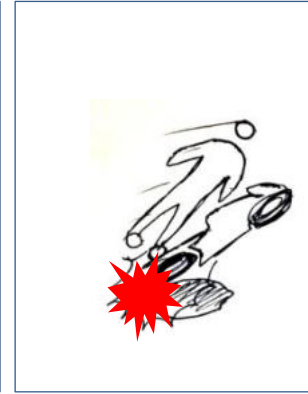
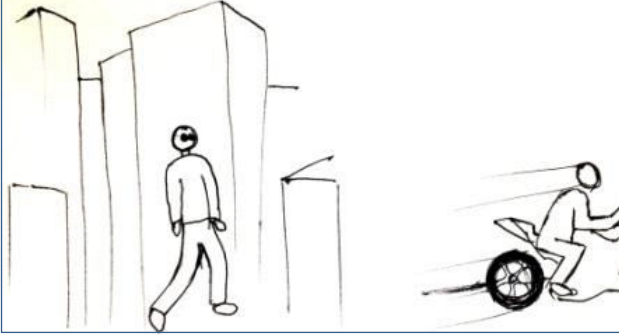
# Scene 1



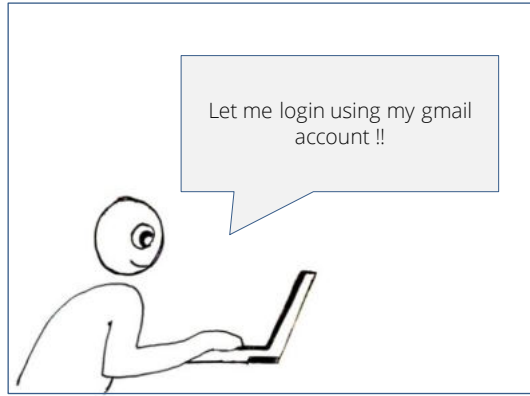
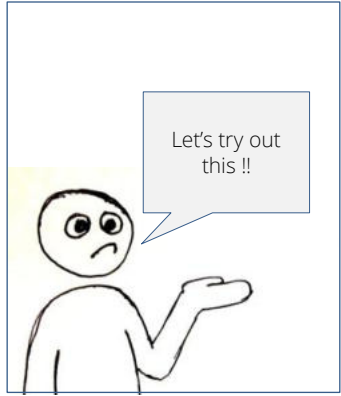
Tanmay gets to know about a new political social network which can help him get information of political happenings around him.

# Scene 2

In a Colony...



# Scene 1 continues







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



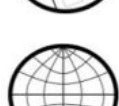
Wait for it to get resolved



Rate facilities around you

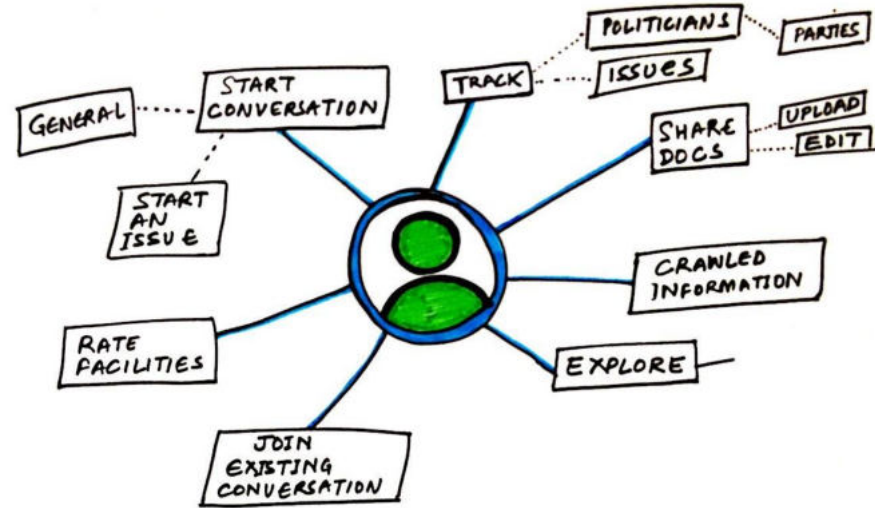


Browse through profiles of politicians and see how are they performing

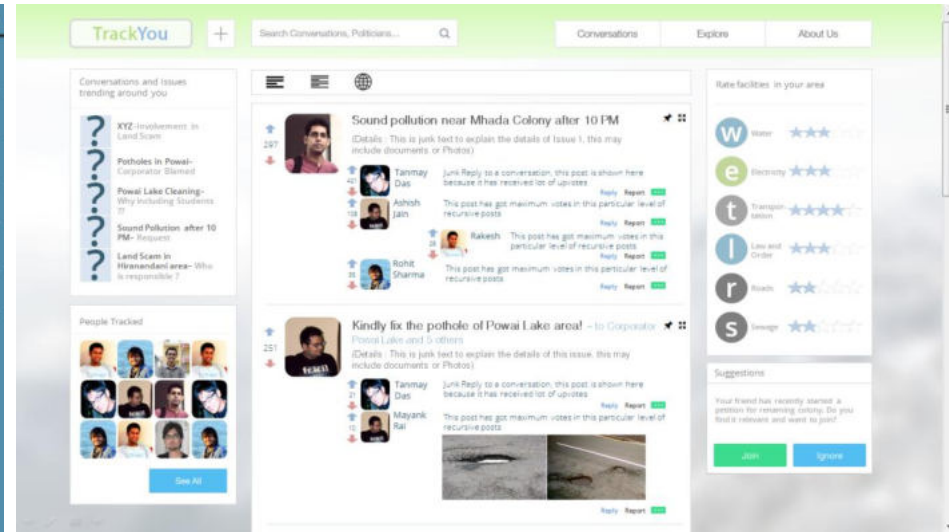
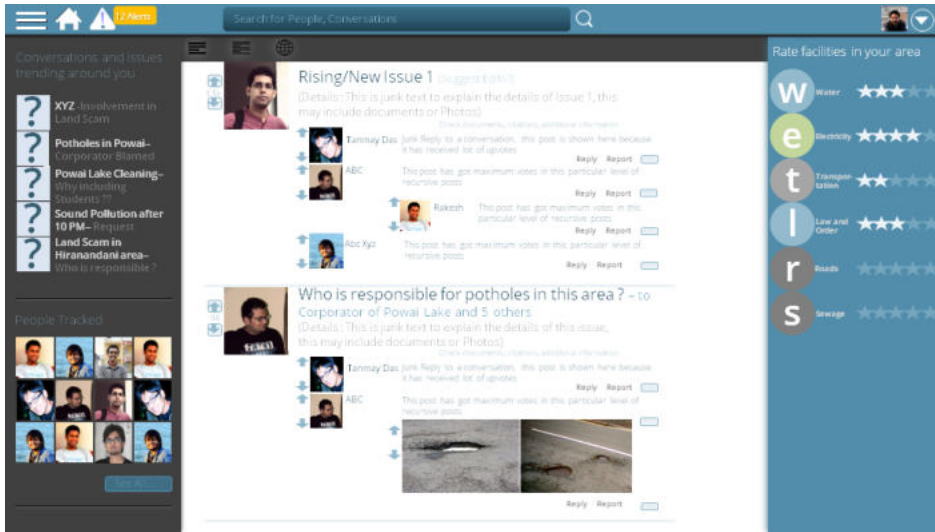


See visualizations

# What a user can do in TrackYou



# Previous UI v/s New UI (Using Cards)



**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...



Name

Tanmay Mathur

Place

Detected as Powai, Mumbai (Change?)

Date of Birth

27 November, 1990

..

Mobile Number

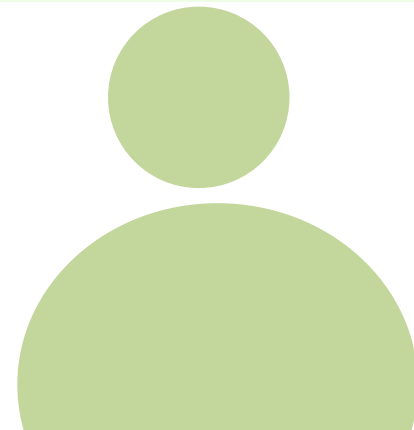
XXXXX-XXX801

Link Accounts

Select few  
Issues to start

Manifesto Discussion, Potholes in nearby area, Scam in..

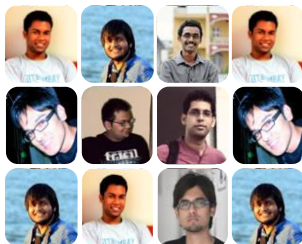
..

Taken from your Google  
account

Change Photo ?

Conversations and Issues  
trending around youXYZ-Involvement in  
Land ScamPotholes in Powai-  
Corporator BlamedPowai Lake Cleaning-  
Why including Students  
??Sound Pollution after 10  
PM- RequestLand Scam in  
Hiranandani area- Who  
is responsible ?

## People Tracked



See All


 ↑  
297  
↓


## Sound pollution near Mhada Colony after 10 PM

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

 ↑  
421  
↓
Tanmay  
DasJunk Reply to a conversation, this post is shown here  
because it has received lot of upvotes

Reply Report

 ↑  
108  
↓
Ashish  
JainThis 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  
SharmaThis 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

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

 ↑  
21  
↓
Tanmay  
DasJunk Reply to a conversation, this post is shown here  
because it has received lot of upvotes

Reply Report

 ↑  
10  
↓
Mayank  
RaiThis 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

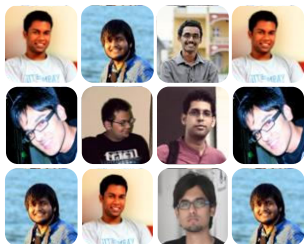
Your friend has recently started a  
petition for renaming colony. Do you  
find it relevant and want to join?

Join

Ignore

Conversations and Issues  
trending around youXYZ-Involvement in  
Land ScamPotholes in Powai-  
Corporator BlamedPowai Lake Cleaning-  
Why including Students  
??Sound Pollution after 10  
PM- RequestLand Scam in  
Hiranandani area- Who  
is responsible ?

## People Tracked



See All


 ↑  
297  
↓


## Sound pollution near Mhada Colony after 10 PM

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

 ↑  
421  
↓
Tanmay  
DasJunk Reply to a conversation, this post is shown here  
because it has received lot of upvotes

Reply Report

 ↑  
108  
↓
Ashish  
JainThis post has got maximum votes in this particular level of  
recursive posts

Reply Report

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28  
↓


Rakesh

This post has got maximum votes in this  
particular level of recursive posts

Reply Report

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36  
↓
Rohit  
SharmaThis 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

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

 ↑  
21  
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Reply Report

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Mayank  
RaiThis post has got maximum votes in this particular level of  
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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?

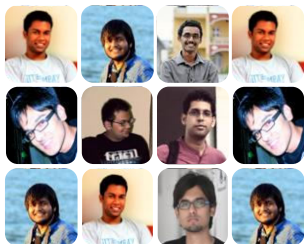
Join

Ignore



Conversations and Issues  
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[Reply](#) [Report](#) \*\*\*

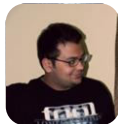
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210  
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Ashish  
JainThis post has got maximum votes in this particular level of  
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[Reply](#) [Report](#) \*\*\*

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Rakesh

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[Reply](#) [Report](#) \*\*\*

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Water



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Sewage



## Suggestions

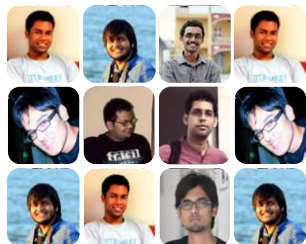
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Reply Report

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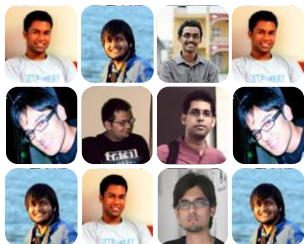
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See All


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297  
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Rohit  
Sharma

This post has got maximum votes in this particular level of recursive posts

[Reply](#) [Report](#) \*\*\*

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

[Reply](#) [Report](#) \*\*\*

This post has got maximum votes in this particular level of recursive posts

[Reply](#) [Report](#) \*\*\*

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## Kindly fix the pothole of Powai Lake area! - to Corporator ★

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Rai

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[Reply](#) [Report](#) \*\*\*

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[Reply](#) [Report](#) \*\*\*

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Order

Roads



Sewage



## Suggestions

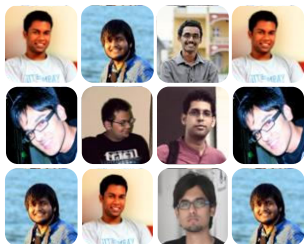
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## People Tracked



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)

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  
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2 Days ago at Powai ↵

Status Unresolved

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↓

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(Details : This is junk text to explain the details of Issue 1, this may

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Water



Electricity



Transportation

Law and  
Order

Roads



Sewage



## Suggestions

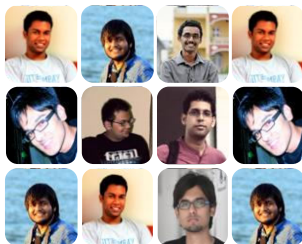
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## People Tracked



See All

Suresh Singh  
(Corporator of Powai Lake)

Tracking

Suresh Kalmajhi  
(Sports Administrator, Indian National Congress)

Track

Suresh Sharma  
(Corporator of Powai Lake)

Track



PEOPLE



CONVERSATIONS



GROUPS

↑  
251  
↓Tanmay  
DasJunk Reply to a conversation, this post is shown here  
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Reply Report

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21  
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Reply Report

after 10 PM



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Reply Report

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Reply Report

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Why including Students ??Sound Pollution after 10  
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## Recently visited conversations

Potholes in Powai-  
Corporator BlamedPowai Lake Cleaning- Why  
including Students ??Potholes in Powai-  
Corporator Blamed[See All](#)**Suresh Singh** (Corporator of Powai Lake)

Tracking

(Intro describing about the person)

**Ajay Kumar Shrivastava** (Corporator of Powai Lake)

Track

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

**Issue 1**

Track

(Intro describing about the Issue)

*(This issue is trending up right Now !)* 500+ Participants**Ajay Kumar Shrivastava** (Corporator of Powai Lake)

Track

(Intro describing about the person in a very short 1 or 2 lines)  
(Profile Rating - Advanced)**Ajay Kumar Shrivastava**

Tracking

(Intro describing about the person in a very short 1 or 2 lines)  
(Profile Rating - Novice)**Issue 2**

Track

(Intro describing about the issue)

## Suggestions

Can't find a Conversation? Do you want  
to initiate one ?[Yes](#)



Corporator, Powai Lake  
Lives in Powai, Mumbai

Party: ABC National Party

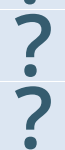
Manifesto

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



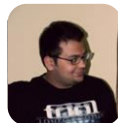
Tracking



Filter by



251



Kindly fix the pothole of Powai Lake area! - to Corporator  
Powai Lake and 5 others

(Details : This s...unk text to explain the details of ths...seue, ths s may  
inc lude documents or /Photos;)

21  
10



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

297



Not found in office during office timings!

(Details : This s...unk text to explain the details of Issue...; this may  
inc lude documents or /Photos;)

421  
108



Tanmay  
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Ashish  
Jain

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28



Rakesh

This post has got maximum votes in this  
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Reply Report

36



Rohit  
Sharma

This post has got maximum votes in this particular level of  
recursive posts

Reply Report

Crawled Information



Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh



Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
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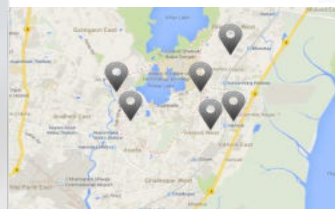


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Location



Add a Location





Corporator, Powai Lake  
Lives in Powai, Mumbai

Party: ABC National Party

Manifesto

Conversations he is part of,

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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



Crawled Information



Latest RT @anthonysack: Can you see this question - my bc only took off when I started manufacturing outside of...  
Read 3 hours ago on Mobile View Help View Tweet

HOW WEBUTATION AFFECTS YOU?

Becoming part  
of other  
discussions

Issues  
Linked

Delay in  
answer

Conversations  
Started

Activity

What  
people are  
talking

Question  
Answered

Downvotes

Sentiment  
of News

Issues  
Resolved

Edits and  
Revisions

Upvotes

Rakesh

This post has got maximum votes in this  
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Reply Report

36  
↓



Rohit  
Sharma

28  
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Reply Report

Add a Location



Corporator, Powai Lake  
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Potholes in Powai-  
Corporator Blamed



Powai Lake Cleaning- Why  
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Potholes in Powai-  
Corporator Blamed

See All

SURESH SINGH

3.1/10



Tracking



Filter by



Crawled Information



Latest RT @sureshsingh: Can you see this question - my bc only took off when I started manufacturing outside of...  
Read 3 hours ago on Mobile View · Reply · View Tweet

HOW WEBUTATION AFFECTS YOU?

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Downvotes

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Potholes in Powai-  
Corporator Blamed



Powai Lake Cleaning- Why  
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Potholes in Powai-  
Corporator Blamed

See All

SURESH SINGH

9.8/10



Tracking



Filter by

Crawled Information



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# HOW WEBUTATION AFFECTS YOU?





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Powai Lake Cleaning- Why  
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Potholes in Powai-  
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SURESH SINGH

7.2/10



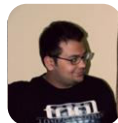
Tracking



Filter by



251



Kindly fix the pothole of Powai Lake area! - to Corporator  
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(Details : This s...unk text to explain the details of ths... issue, ths... may  
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21



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Reply Report

10



Mayank  
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Reply Report

297



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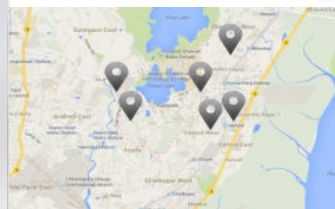


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Location

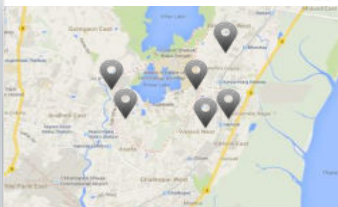


Add a Location

## Crawled Information

-  [Kishor RT @anthonys: Cath Kidson @kiddson - my bc only took off when I started manufacturing outside UK.](#) about 5 hours ago via [HootSuite](#) Reply View Tweet
-  [@anthonys: Attended Question Time at the British Library last night with Deborah Madden and Cath Kidson for Global Entrepreneurship week @kiddson](#) about 6 hours ago via web Reply View Tweet
-  [Entrepreneur RT @anthonys: Tom Bewick @bewickuk "I believe passionately that entrepreneurs are made and not born" @CathKidson](#) about 7 hours ago via [HootSuite](#) Reply View Tweet
-  [Kishor RT @anthonys: Cath Kidson @kiddson - my bc only took off when I started manufacturing outside UK.](#) about 5 hours ago via [HootSuite](#) Reply View Tweet
-  [@anthonys: Attended Question Time at the British Library last night with Deborah Madden and Cath Kidson for Global Entrepreneurship week @kiddson](#) about 6 hours ago via web Reply View Tweet
-  [Entrepreneur RT @anthonys: Tom Bewick @bewickuk "I believe passionately that entrepreneurs are made and not born" @CathKidson](#) about 7 hours ago via [HootSuite](#) Reply View Tweet
-  [@anthonys: RT @anthonys: Shock horror probe: Deborah Madden is friendly & funny in real life. Stayed on till chucking out time tonight. @kiddson](#) about 7 hours ago via [HootSuite](#) Reply View Tweet
-  [@anthonys: RT @anthonys: Shock horror probe: Deborah Madden is friendly & funny in real life. Stayed on till chucking out time tonight. @kiddson](#) about 7 hours ago via web Reply View Tweet
-  [@anthonys: RT @anthonys: Shock horror probe: Deborah Madden is friendly & funny in real life. Stayed on till chucking out time tonight. @kiddson](#) about 10 hours ago via [HootSuite](#) Reply View Tweet
-  [@anthonys: RT @anthonys: Shock horror probe: Deborah Madden is friendly & funny in real life. Stayed on till chucking out time tonight. @kiddson](#) about 11 hours ago via [HootSuite](#) Reply View Tweet

## Location



Add a Location

## SURESH SINGH

7.2/10



More Media

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](mailto:parivartanindia@gmail.com)  
Mobile Number [9868069953](tel:9868069953)

## Political Info

Political Views We Are Not Wedded to Any Ideology  
Political Party [Aam Aadmi Party](#)  
Affidavit </profiles/52/arvind-kejriwal-affidavit.pdf>



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

Party: ABC National Party

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



#### Potholes in Powai-Corporator Blamed

Source : NDTV Online

Conversations that Suresh is part of  
Part of: 15, Issues : 6, Answered : 3  
Conversations that Su  
resh is part of  
Part of: 15, Issues : 6, Answered : 3  
Conversations that Suresh is part of  
Part of: 15, Issues : 6, Answered : 3  
Conversations that Suresh is part of  
Part of: 15, Issues : 6, AConversations that Suresh  
is part of  
Part of: 15, Issues : 6, Answered : 3  
nswered : 3  
Conversations that Suresh is part of,  
Part of: 15, Issues : 6, Answered : 3  
Conversations that Suresh is part of,  
Part of: 15, Issues : 6, Answered : 3

Source : The Hitavada

Source : Facebook Images

Source : AAJ Tak







Corporator, Powai Lake  
Lives in Powai, Mumbai

Party: ABC National Party

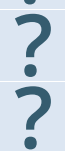
Manifesto

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



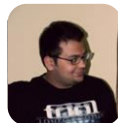
Tracking



Filter by



251



Kindly fix the pothole of Powai Lake area! - to Corporator  
Powai Lake and 5 others

(Details : This s...unk text to explain the details of ths... issue, ths... 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

297



Not found in office during office timings!

(Details : This s...unk text to explain the details of Issue... , 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

Crawled Information



Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh



Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh



Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh



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Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh

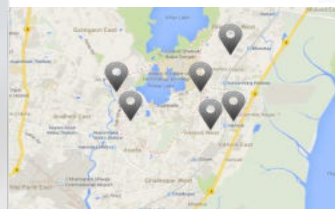


Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh



Latest RT @suresh\_singh: Cam koston #suresh\_singh - my bz only took off  
when I started manufacturing outside UK. #suresh\_singh

Location



Add a Location





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

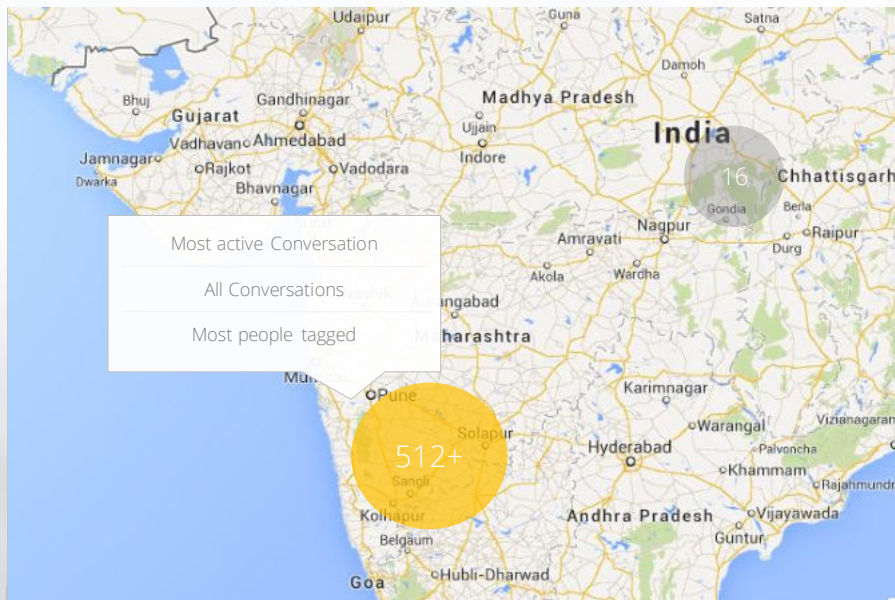
7.2/10



Tracking



Filter by



Most active Conversation

All Conversations

Most people tagged

Trending

Issue 1, Issue 2

Unresolved issues

3 at area1, area 2 and area 1

Crawled Information



Latest RT @anthonysack: Cam koston @anthonysack - my bc only took off when I started manufacturing outside UK. [about 5 hours ago via Mobile Web](#) Reply View Tweet



Latest RT @anthonysack: Cam koston @anthonysack - my bc only took off when I started manufacturing outside UK. [about 5 hours ago via Mobile Web](#) Reply View Tweet



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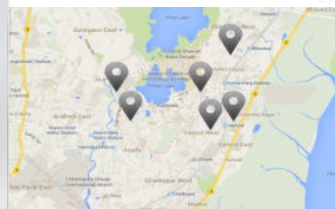


Latest RT @anthonysack: Cam koston @anthonysack - my bc only took off when I started manufacturing outside UK. [about 5 hours ago via Mobile Web](#) Reply View Tweet



Latest RT @anthonysack: Cam koston @anthonysack - my bc only took off when I started manufacturing outside UK. [about 5 hours ago via Mobile Web](#) Reply View Tweet

Location



Add a Location

Conversations and Issues  
trending around youXYZ-Involvement in  
Land ScamPotholes in Powai-  
Corporator BlamedPowai Lake Cleaning-  
Why including Students ??Sound Pollution after 10  
PM- RequestLand Scam in  
Hiranandani area- Who  
is responsible ?

## Recently visited conversations

Potholes in Powai-  
Corporator BlamedPowai 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 , this may include documents or Photos)

 421  
Tanmay  
DasJunk Reply to a conversation, this post is shown here  
because it has received lot of upvotes[Reply](#) [Report](#) \*\*\*
 108  
Ashish  
JainThis post has got maximum votes in this particular level of  
recursive posts[Reply](#) [Report](#) \*\*\*
 28  
Rohit  
SharmaThis 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

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

 21  
Tanmay  
DasJunk Reply to a conversation, this post is shown here  
because it has received lot of upvotes[Reply](#) [Report](#) \*\*\*
 10  
Mayank  
RaiThis 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



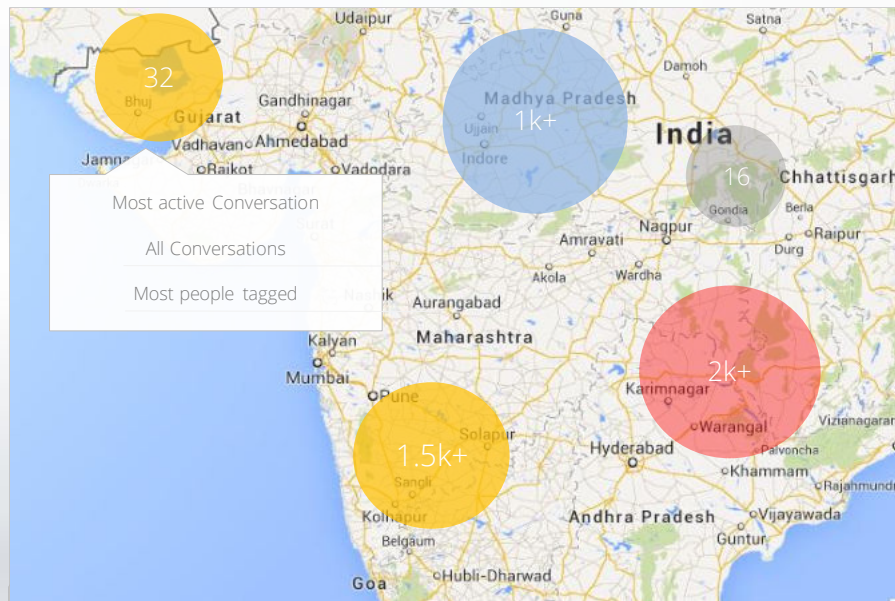
## Suggestions

Your friend has recently started a  
petition for renaming colony. Do you  
find it relevant and want to join?[Join](#)[Ignore](#)



Conversations and Issues  
trending around youXYZ -Involvement in  
Land ScamPotholes in Powai-  
Corporator BlamedPowai Lake Cleaning-  
Why including Students ??Sound Pollution after 10  
PM- RequestLand Scam in  
Hiranandani area- Who  
is responsible ?

## Recently visited conversations

Potholes in Powai-  
Corporator BlamedPowai Lake Cleaning- Why  
including Students ??Potholes in Powai-  
Corporator Blamed[See All](#)

Most active Conversation

All Conversations

Most people tagged

## Filter by People

## Filter by Conversation, place

## Most name(s) taken in conversation(s)



Conversations and Issues  
trending around you



XYZ-Involvement in  
Land Scam

Potholes in Powai-  
Corporator Blamed

Powai Lake Cleaning  
Why including Stude  
??

Sound Pollution after  
PM- Request

Land Scam in  
Hiranandani area-  
Who is responsible ?



**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

Recently visited conversations

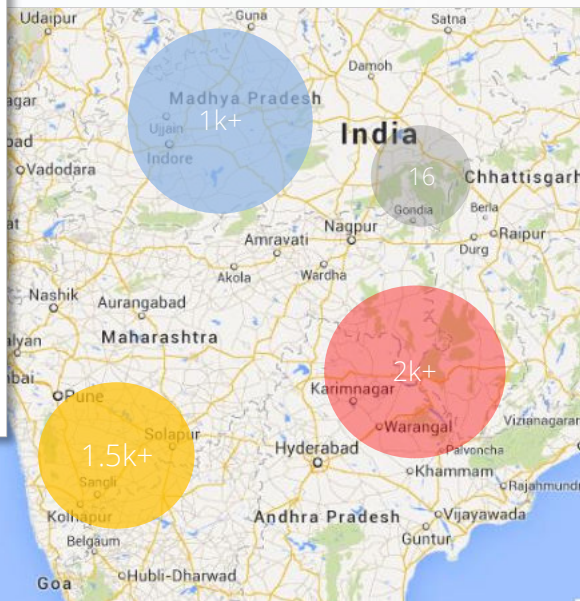


Potholes in Powai-  
Corporator Blamed

Powai Lake Cleaning- Why  
including Students??

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)





Conversations and Issues  
trending around you



XYZ-Involvement in  
Land Scam

Potholes in Powai-  
Corporator Blamed

Powai Lake Cleaning  
Why including Stude  
??

Sound Pollution after  
PM- Request

Land Scam in  
Hiranandani area-  
is responsible ?

Recently visited conversations



Potholes in Powai-  
Corporator Blamed

Powai Lake Cleaning- Why  
including Students??

Potholes in Powai-  
Corporator Blamed

See All



**Start the Conversation-** Initiate a  
political conversation or lodge a  
problem



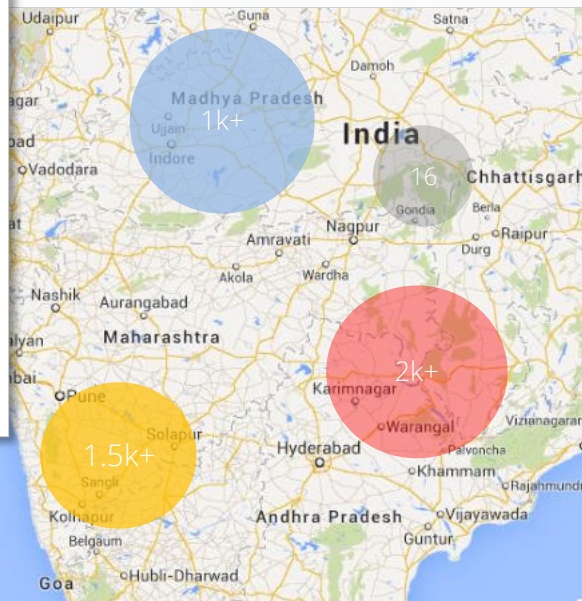
**Conversations-** Check and be  
part of conversations you are  
following



**Rate your Constituency-** Help  
making a report of politician  
of your area



**EXPLORE-** Explore people,  
politicians, issues



Filter by People

Search by name

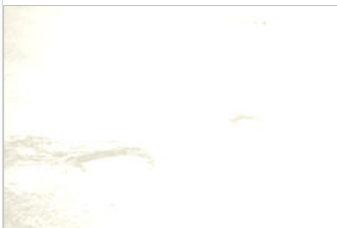
Filter by Conversation, place

Enter keywords

Most name(s) taken in conversation(s)



Title of Issue

[UPLOAD a picture](#)

Details will be updated here

Recently visited Conversations

Potholes in Powai-  
Corporator BlamedPowai 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



Title of Issue



UPLOAD a picture

Details will be updated here

Recently visited Conversations

Potholes in Powai-  
Corporator BlamedPowai 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  
DocumentsLink with another  
Conversation

Type of Conversation

Select

Do you have any other references or  
details ?

Location

Want to keep yourself anonymous ?

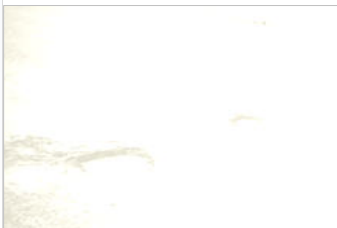
Publish

Cancel

People tagged here



Title of Issue



UPLOAD a picture

Details will be updated here

Recently visited Conversations

Potholes in Powai-  
Corporator BlamedPowai 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  
DocumentsLink 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

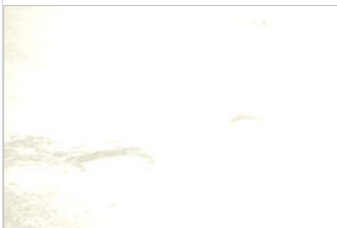
Publish

Cancel

People tagged here



Title of Issue



UPLOAD a picture

Details will be updated here

Recently visited Conversations

Potholes in Powai-  
Corporator BlamedPowai 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  
DocumentsLink with another  
Conversation

Type of Conversation

Issue

Do you have any other references or  
details?

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

People tagged here



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)

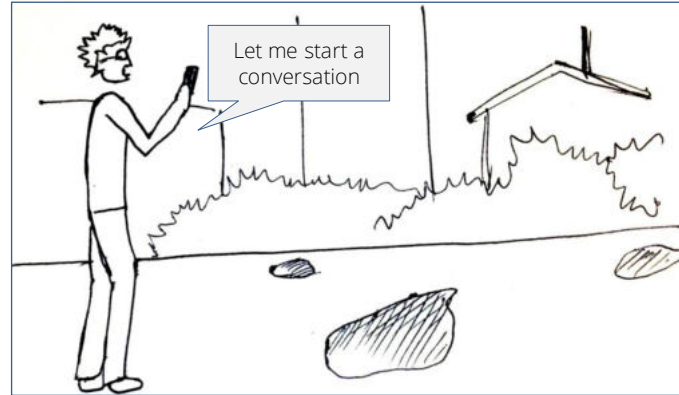


Community Guidelines : Be Generous, Be Reliable, Be Aware

# How to maintain Authenticity

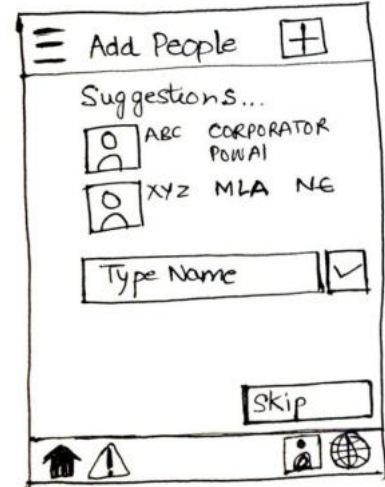
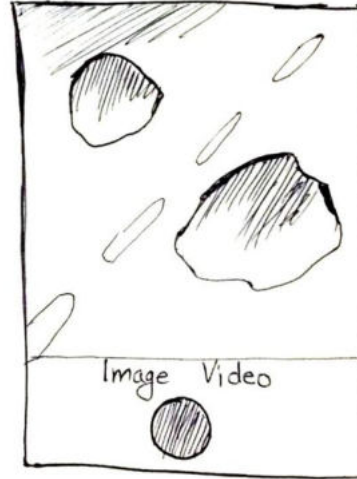
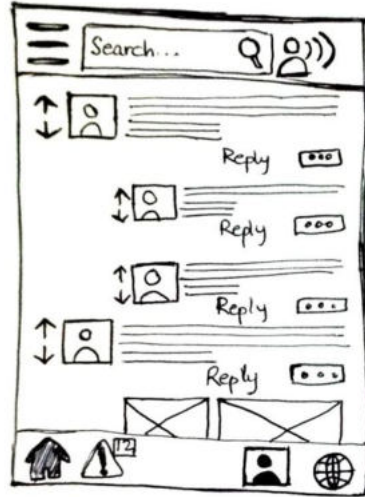


# Scene 2 continues

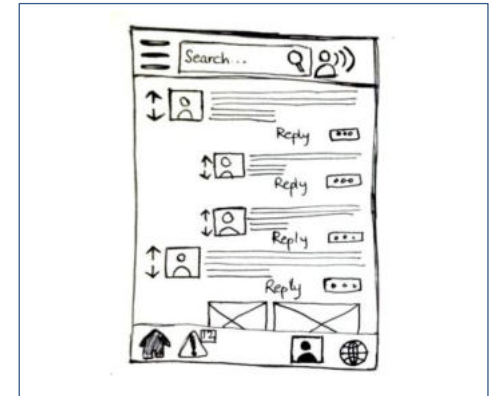
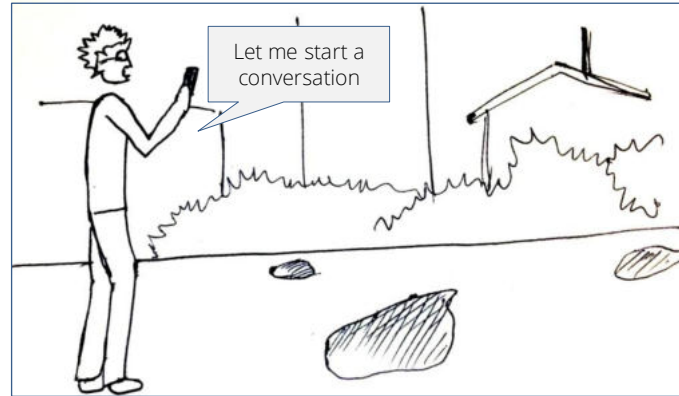




# Scene 2 continues



# Scene 2 continues



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



## 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 BlamedPowai 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)

Tanmay  
Das

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

[Reply](#) [Report](#)Mayank  
Rai

This post has got maximum votes in this particular level of recursive posts

Tanmay  
Das

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

[Reply](#) [Report](#)Mayank  
Rai

This post has got maximum votes in this particular level of recursive posts

Tanmay  
Das

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

[Reply](#) [Report](#)Mayank  
Rai

This post has got maximum votes in this particular level of recursive posts



## People tagged here



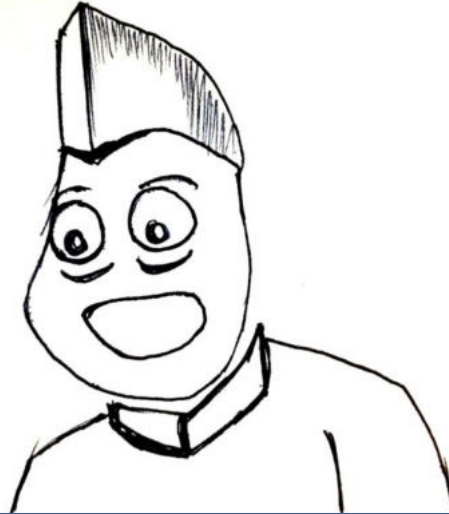
## Documents cited in this Conversation



## Scene 2 continues

Uhh, so many people are asking for answer, this will affect my manifesto and webutation! Journalists are also after me!!

**WHAT TO DO NOW!**



# 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

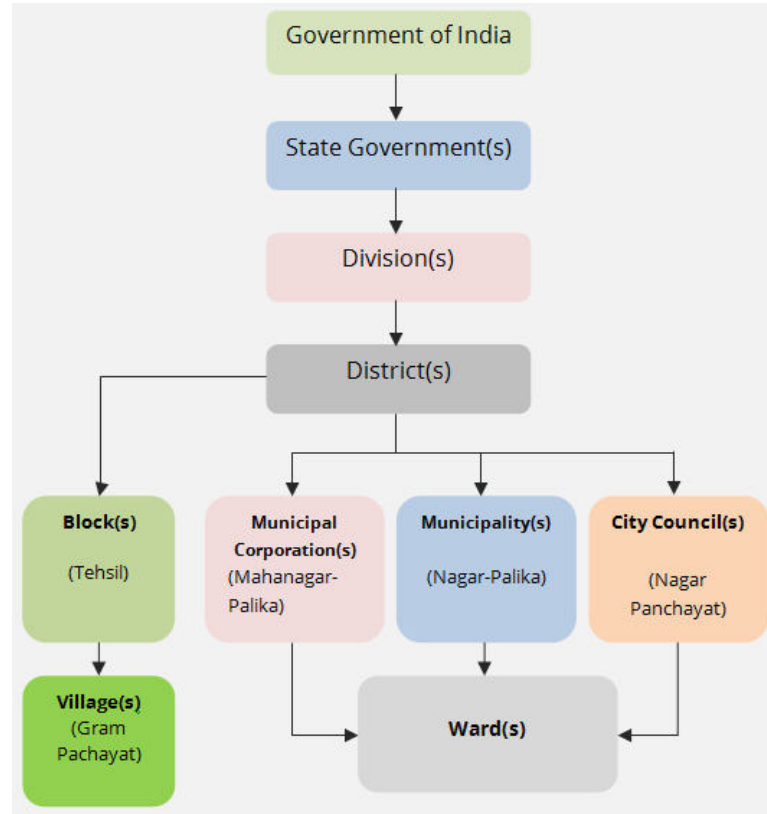


Get a Complaint no, status of your complaint will be shown to you



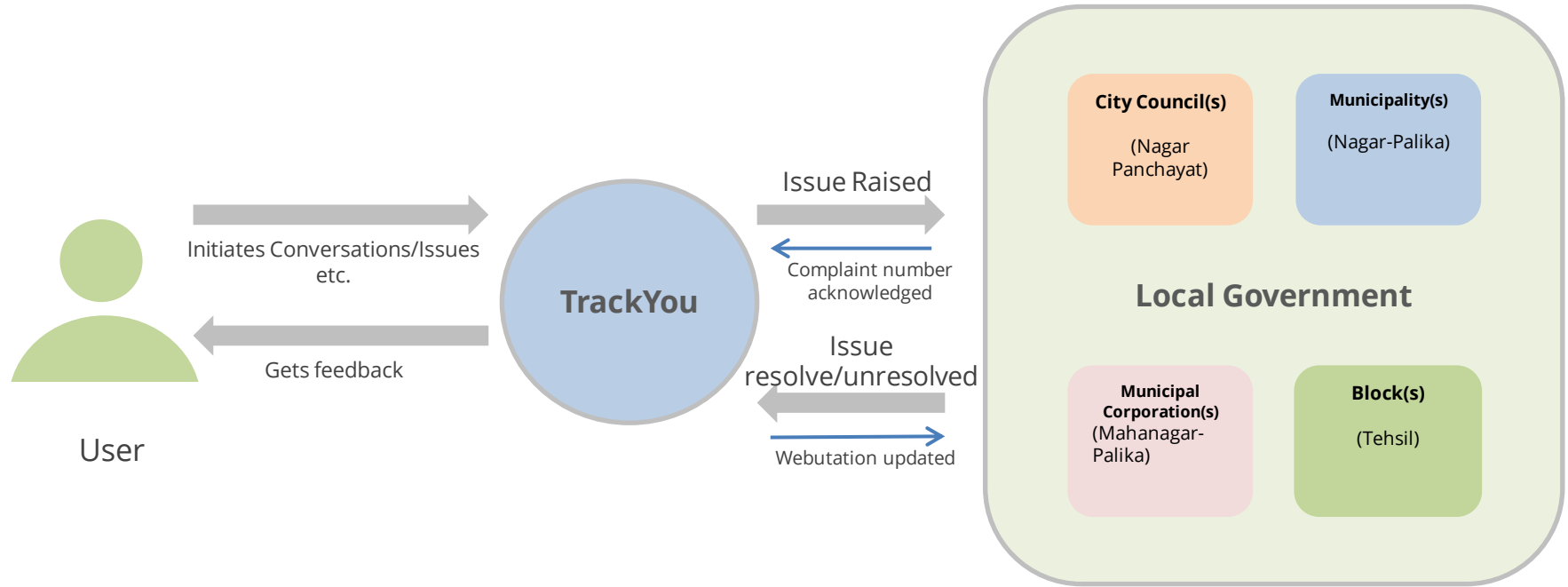
Check if it's resolved or not. If not, this will harm webutation score of people attached to it.

# Local Administrative Bodies

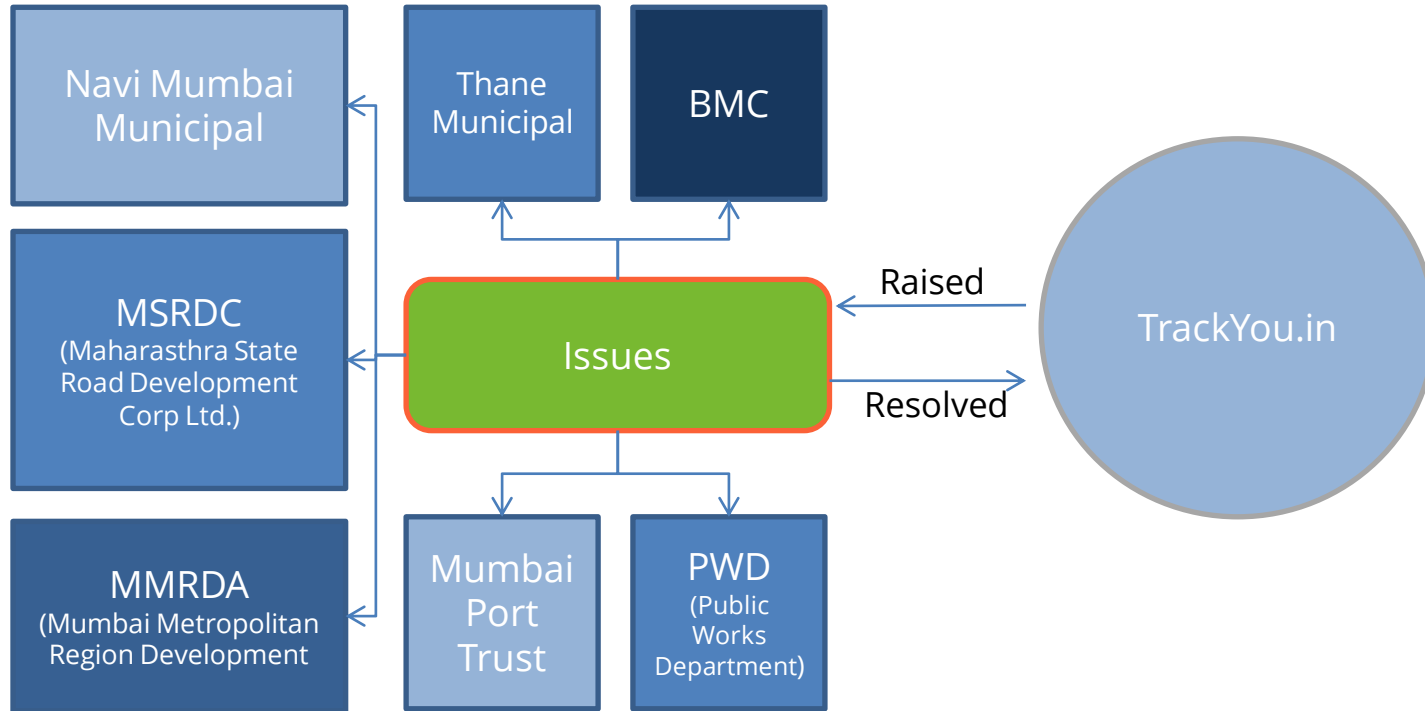




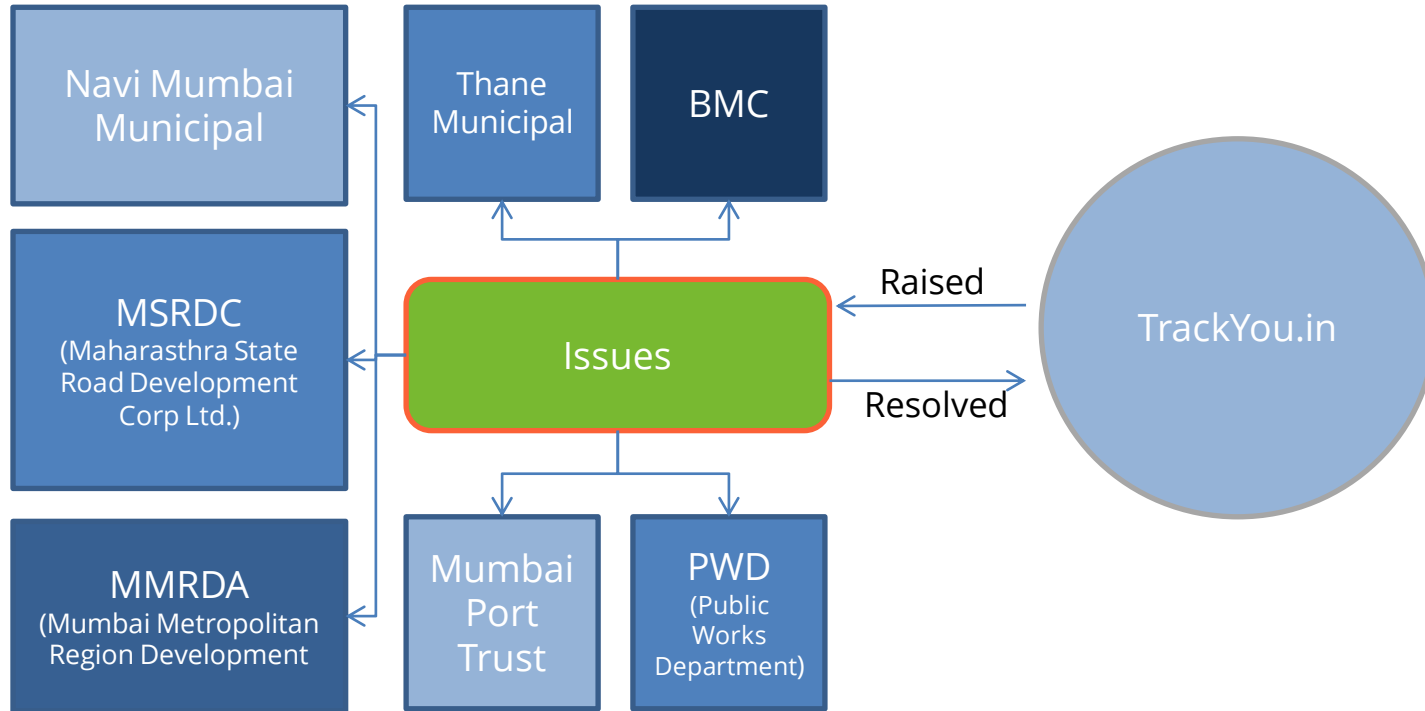
# How an issue is resolved



# Routing issues to concerning bodies



# Routing issues to concerning bodies



# Status of Complaint

Approx 2 days left

Place	_____
Person	_____
Current Status	_____

Place	BMC
Person	Mr. Suresh Singh
Current Status	Waiting for funds

Place	BMC
Person	Mr. Satya Pillai
Current Status	Carried Forward

Issue Lodged

Complaint Number : TY-POW-1201

# Status of Complaint

Approx 2 days left

Place	_____
Person	_____
Current Status	_____

Place	BMC
Person	Mr. Suresh Singh
Current Status	Waiting for funds

Place	BMC
Person	Mr. Satya Pillai
Current Status	Carried Forward

Issue Lodged

Complaint Number : TY-POW-1201

# Status of Complaint

Approx 2 days left

Place \_\_\_\_\_

Person \_\_\_\_\_

Current Status \_\_\_\_\_

Place BMC

Person Mr. Suresh Singh

Current Status Waiting for funds

Place BMC

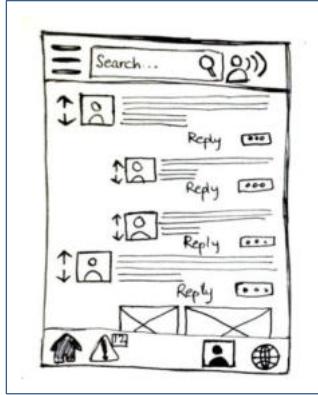
Person Mr. Satya Pillai

Current Status Carried Forward

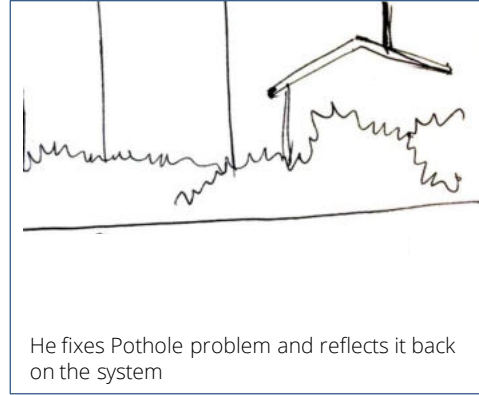
Issue Lodged

Complaint Number : TY-POW-1201

# Scene 3

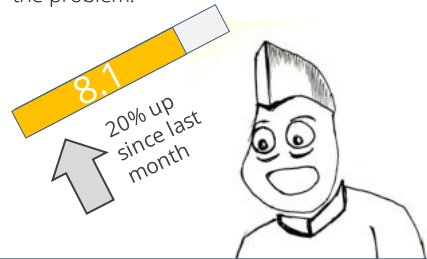


He checks the complaint regarding Potholes and takes further action to resolve the issue.



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.

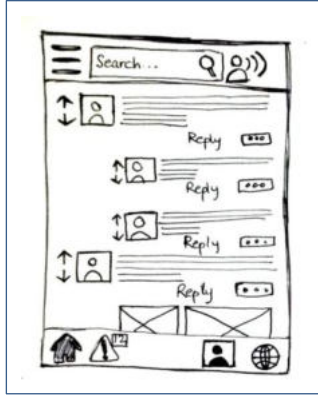


SURESH SINGH

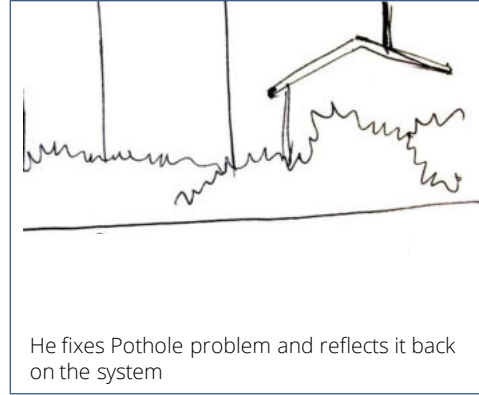
7.2/10



# Scene 3

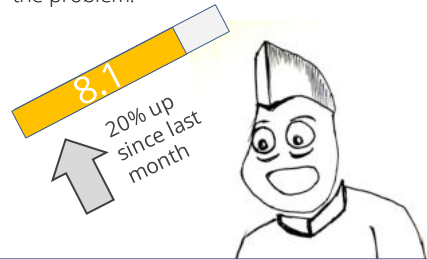


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He fixes Pothole problem and reflects it back on the system

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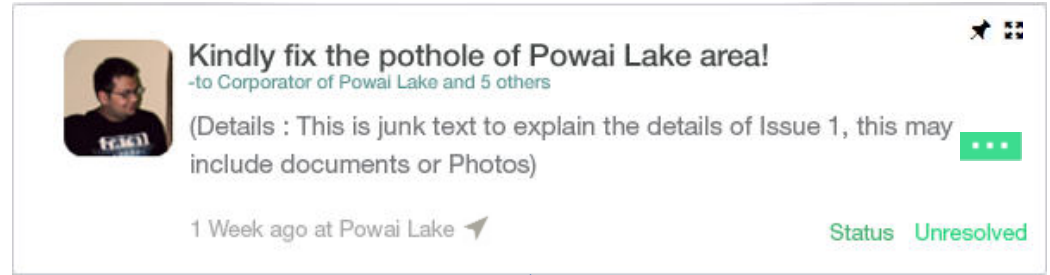


**SURESH SINGH**

8.1/10

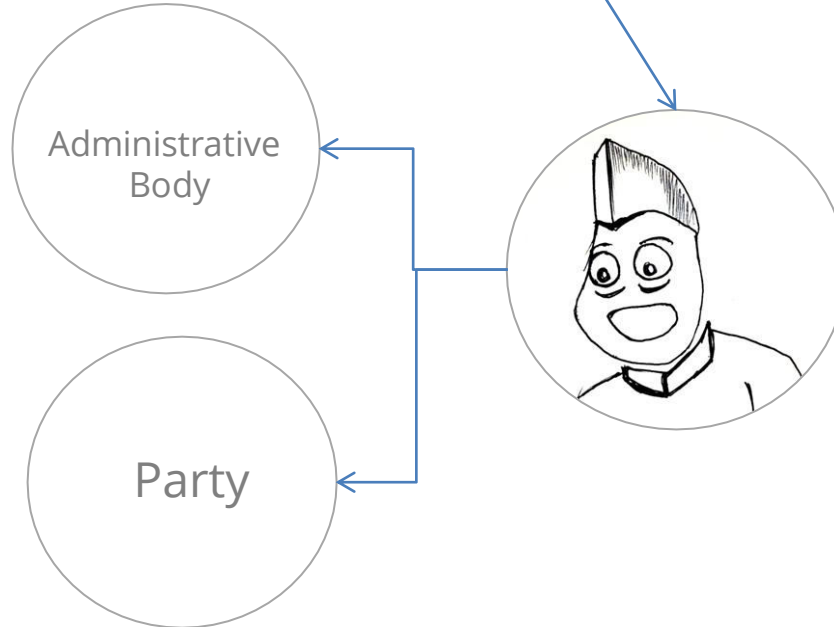
20% Up since last month

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



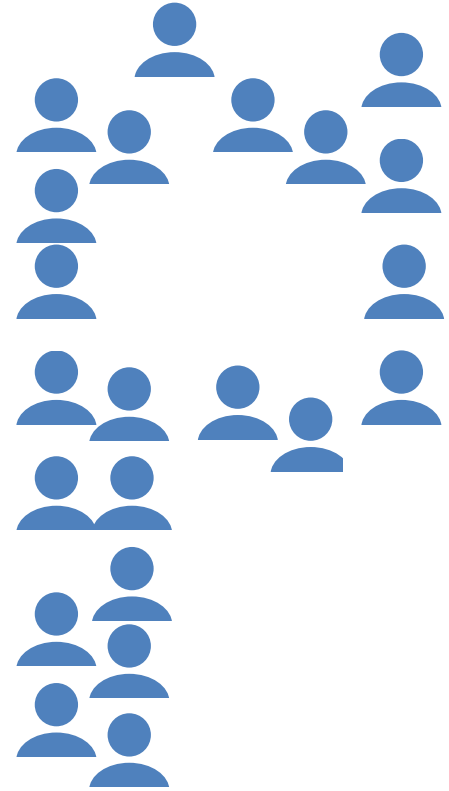
Hi User,

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?



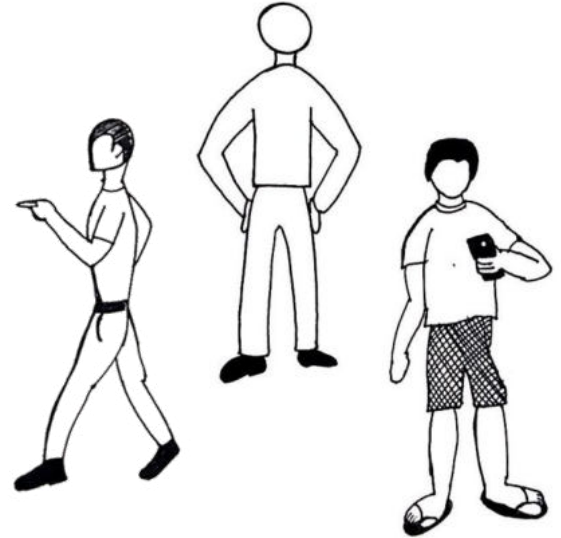
# Challenges

- 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

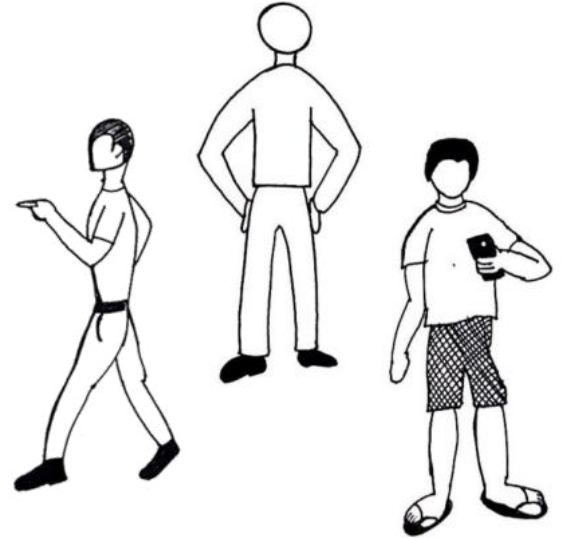
- At Hostel
- Hierarchy is similar
- Different committees similar to different local bodies
- Students similar to Citizens
- Work similar to Conversation/Issues
- Secretaries similar to Politicians



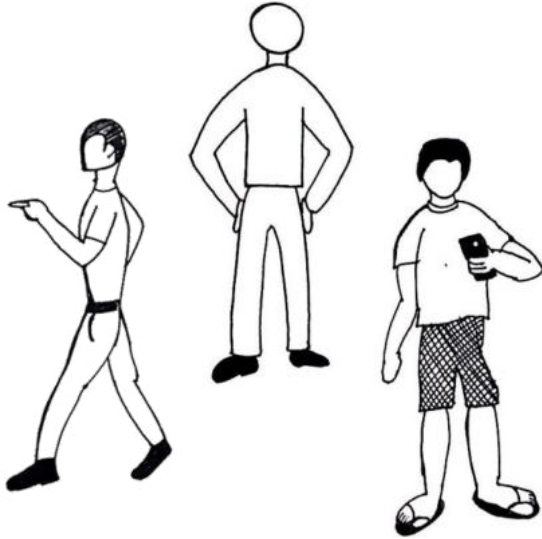
# Social Prototype

Committees:

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



# Social Prototype



Students



Moderator

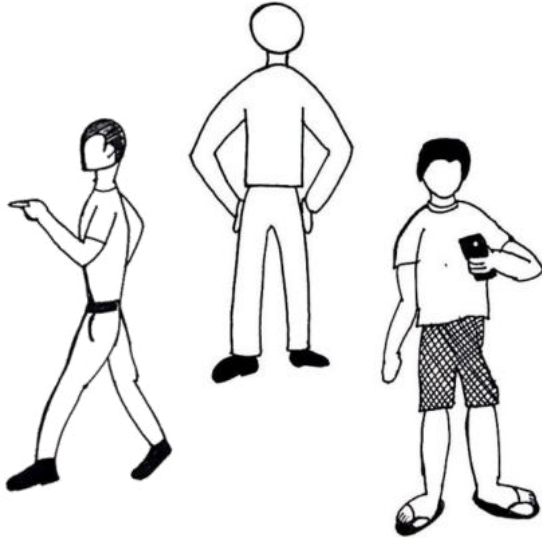
Public space to put issues  
(White Board with sticky notes)

Hostel Scenario



Council Members

# Social Prototype



3 Students selected manually



Moderator played by Me

White board put in front of H14  
Main gate



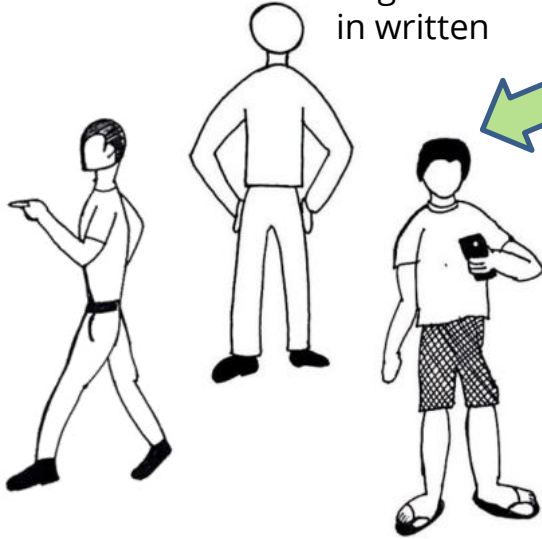
Council Members  
informed about this  
prototype

Hostel Scenario



# Social Prototype

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



3 Students selected manually



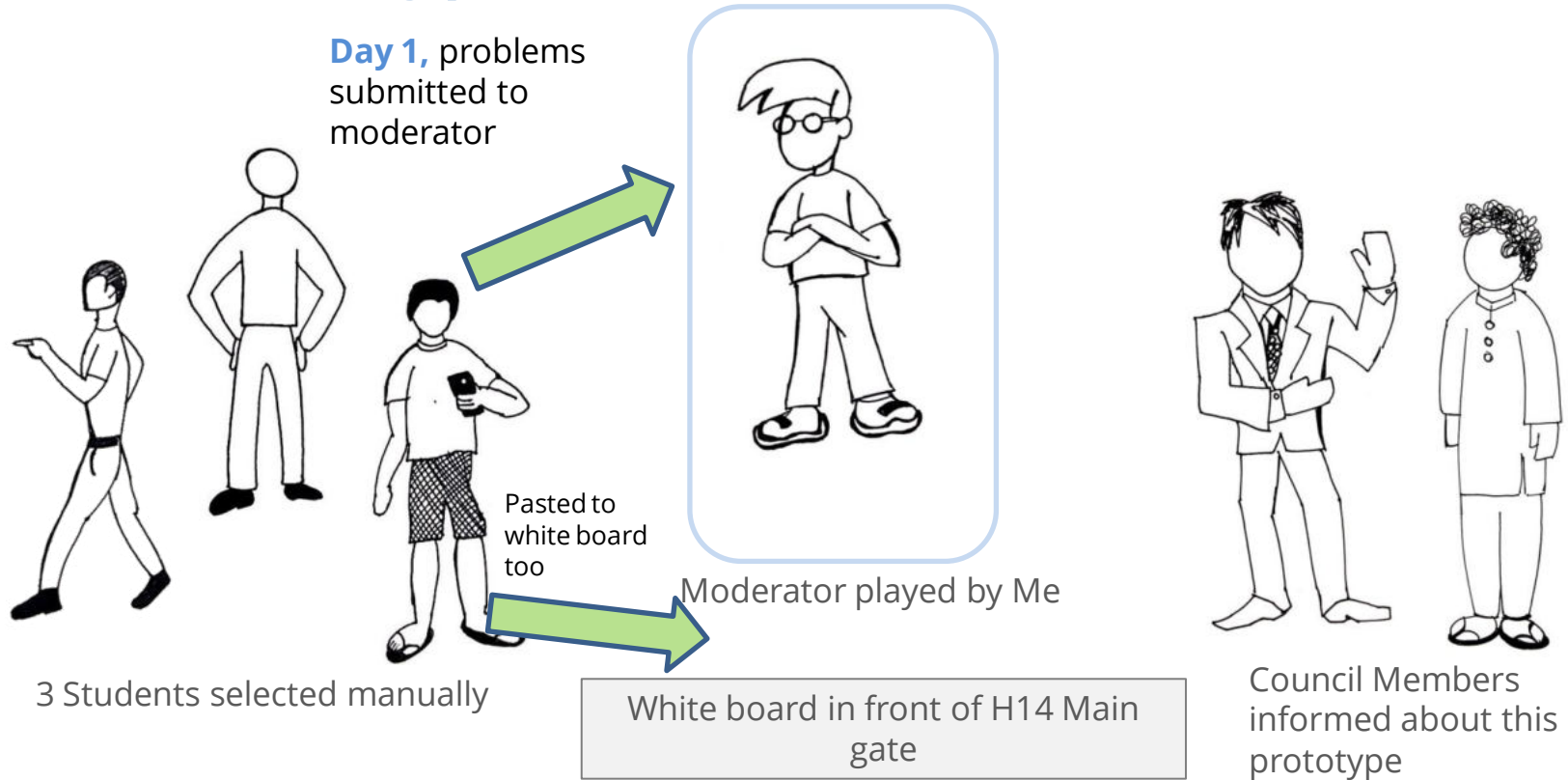
Moderator played by Me

White board put in front of H14  
Main gate

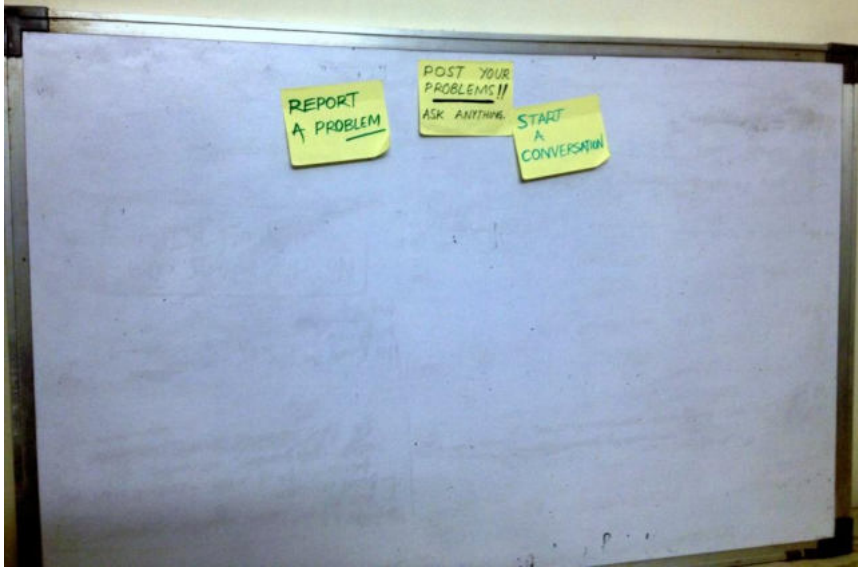


Council Members  
informed about this  
prototype

# Social Prototype

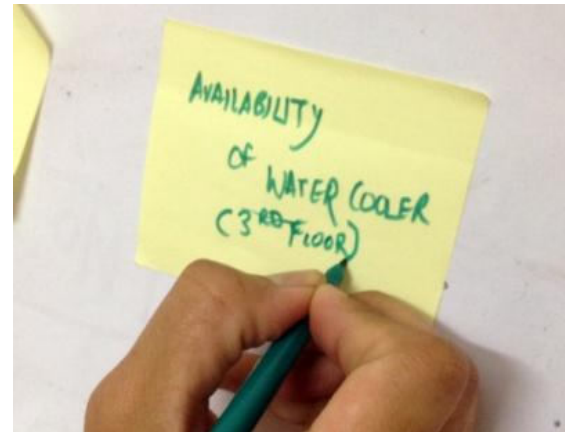


# Social Prototype



# 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

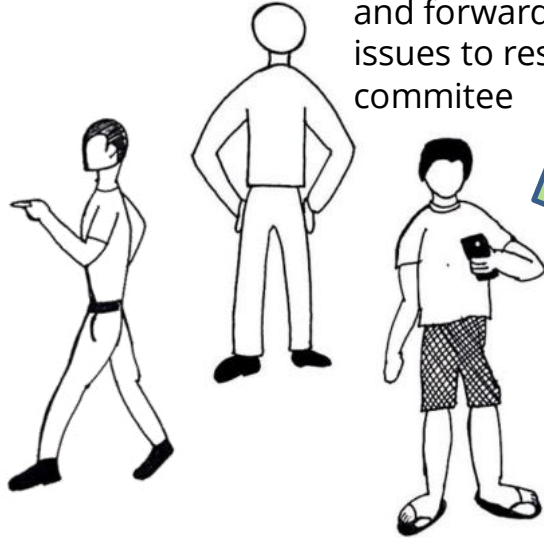
**Day 1,** Moderator gives them a complaint number and forwards those issues to responsible committee



Moderator played by Me



Council Members informed about this prototype



3 Students selected manually

White board in front of H14 Main gate

# Social Prototype

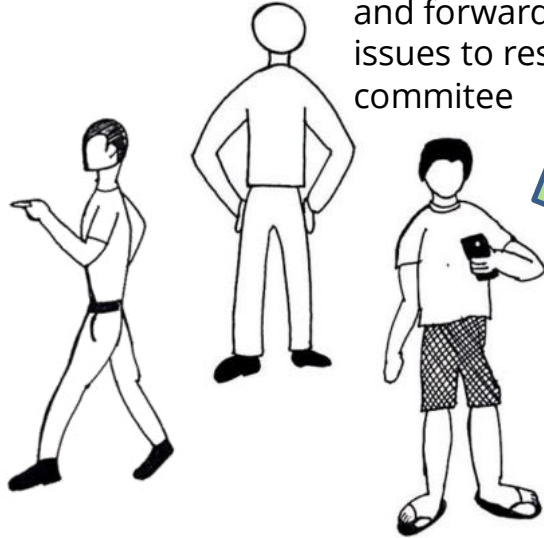
**Day 1,** Moderator gives them a complaint number and forwards those issues to responsible committee



Moderator played by Me

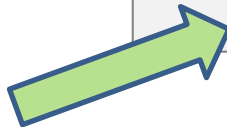


Council Members informed about this prototype



3 Students selected manually

2 More stickies added by unknown students



White board in front of H14 Main gate

Hostel Scenario

# Social Prototype

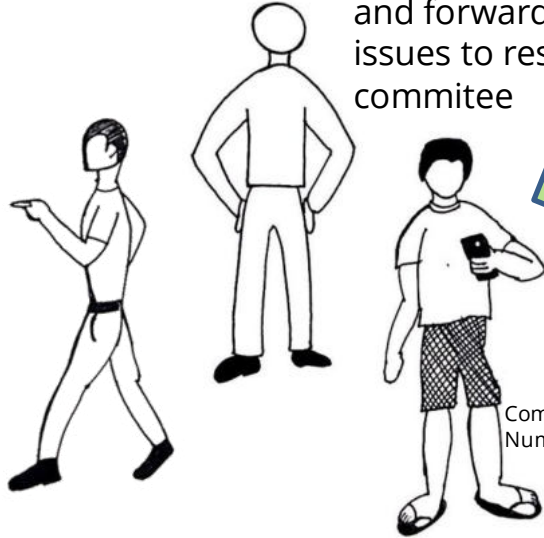
**Day 1,** Moderator gives them a complaint number and forwards those issues to responsible committee



Moderator played by Me

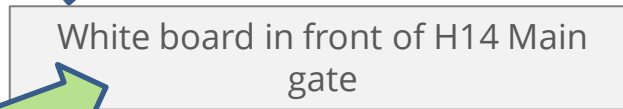


Council Members informed about this prototype



3 Students selected manually

Complaint Number given



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)  
(3<sup>RD</sup> FLOOR)  
C WING HK

COMPLAINT  
NO.

11TH14105  
TO MAINT.  
SECY

COMPLAINT  
NO.

11TH14125  
TO WEB  
SECY

Internet Not working  
Properly  
(Library / web page)?

NO RAINFOOD Way  
TO THE MESS FROM  
THE HOSTEL

COMPLAINT  
NO.

11TH14110  
TO  
GSEC

Same problem. H12  
and H13 has it.

None had  
interaction with  
Mess council  
members.

Do you ever know who  
is the mess  
secretary

LOL

Actually NO



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.  
IITH14  
101  
TO MESS  
SECY  
MESS MENU  
NOT BEING  
FOLLOWED

Mess Secretary

AVAILABILITY  
OF WATER COOLER  
(3RD FLOOR)  
C WING HK  
COMPLAINT  
NO.  
IITH14105  
TO MAINT.  
SECY

Maintenance Secretary

COMPLAINT  
NO.  
IITH14125  
TO WEB  
SECY  
Internet Not working  
Properly  
(Proxy / vpn Proxy)?

Web Secretary

COMPLAINT  
NO.  
IITH14110  
TO GSEC  
No RAINFOOD way  
TO THE MESS FROM  
THE HOSTEL  
Same problem. H12  
and H13 has it.

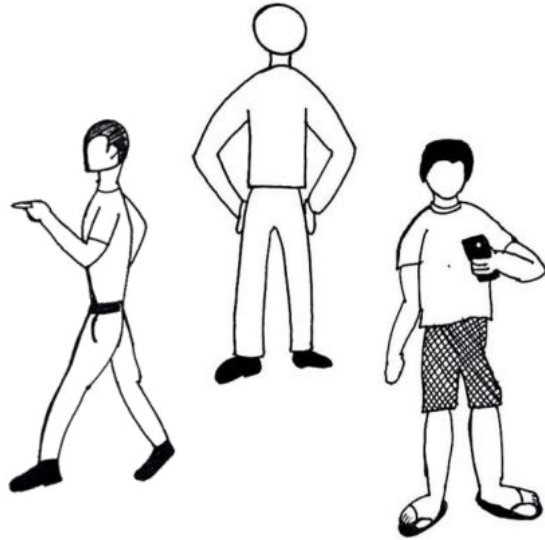
General Secretary

General  
None had  
interaction with  
Mess council  
members.  
Do you ever know who  
is the mess  
secretary  
LOL  
Actually NO

Conversation

Issues

# Social Prototype

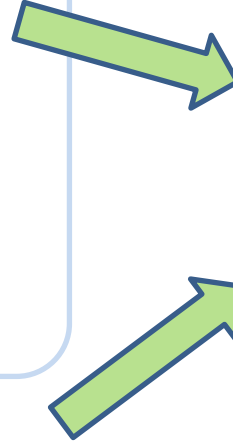


Students



Moderator

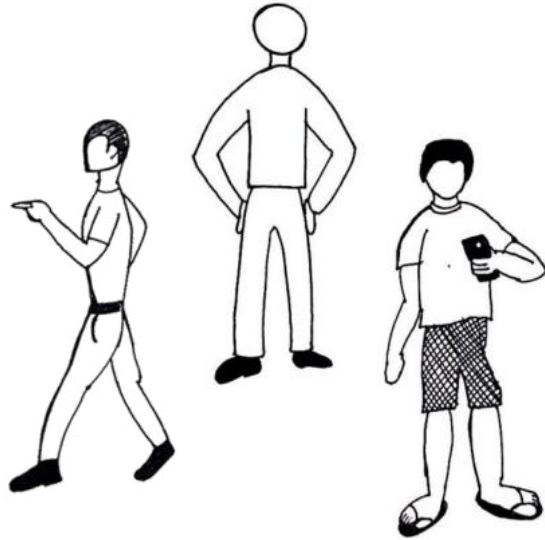
**Day 2,** Moderator gives complaint to respective committees along with complaint numbers.



Council Members

White board in front of H14 Main gate

# Social Prototype



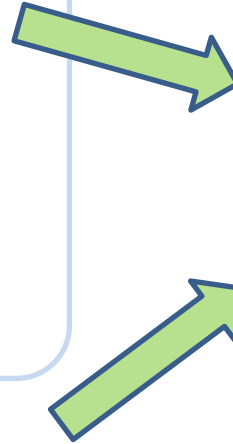
Students



Moderator

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

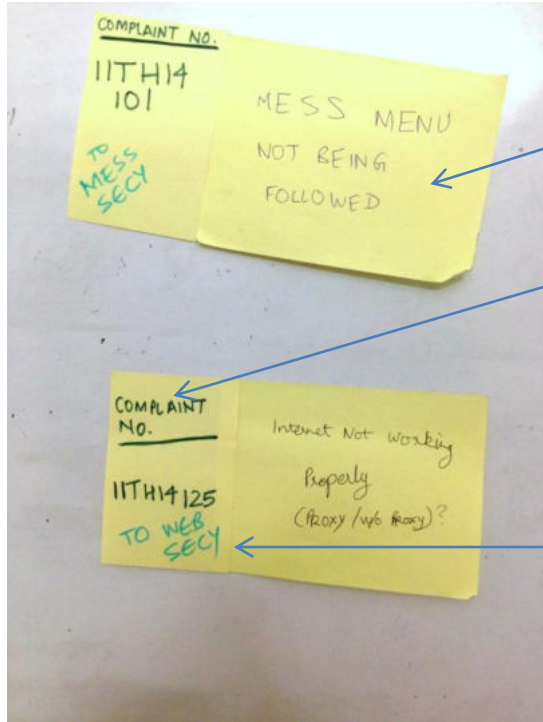
Mess Sec, Maint Sec, Web Sec, G. Sec



Council Members

White board in front of H14 Main gate

# 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

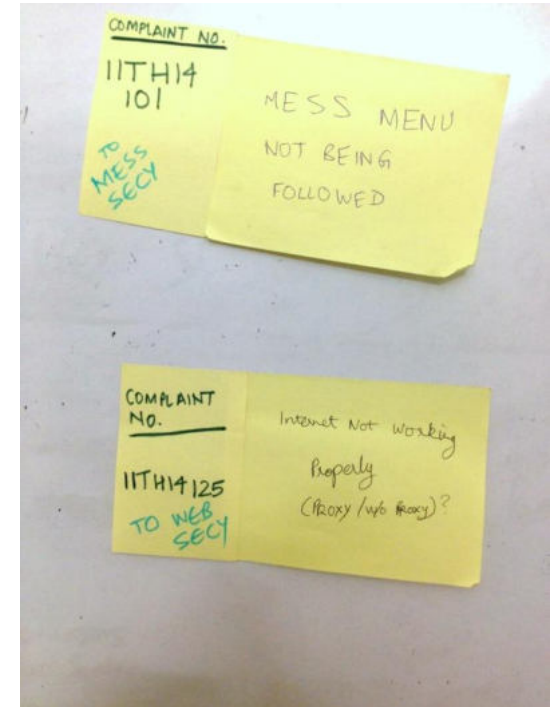
Total webutation score = 7



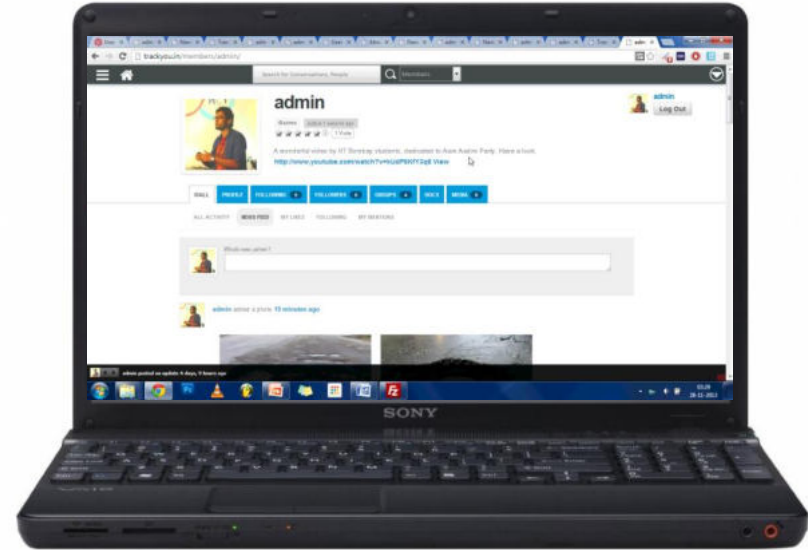
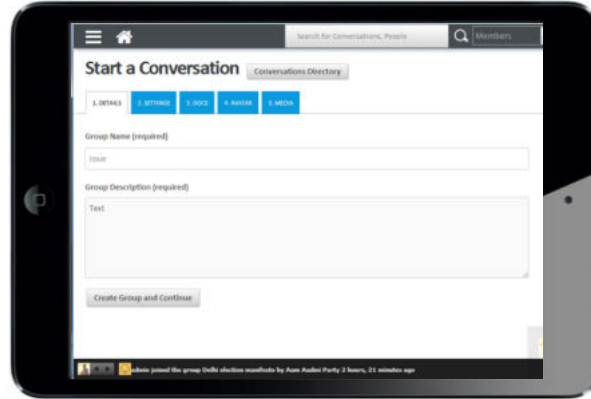
\*Mess Menu not being followed and Availability of water cooler

# 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)

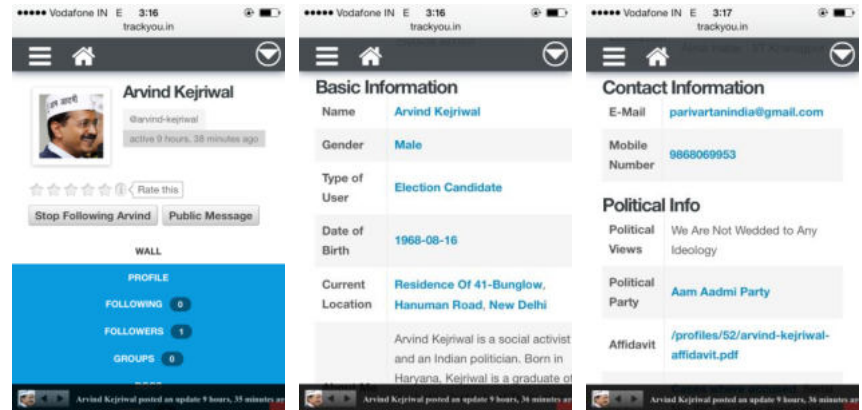
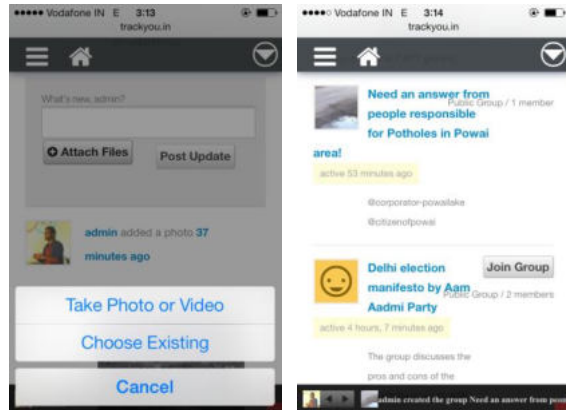
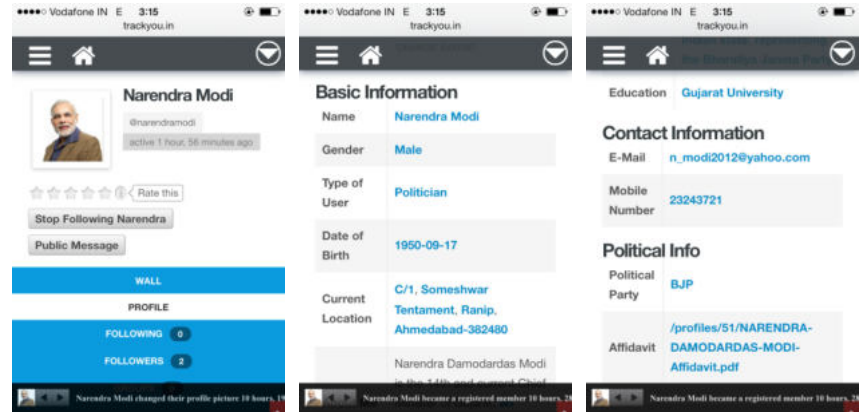
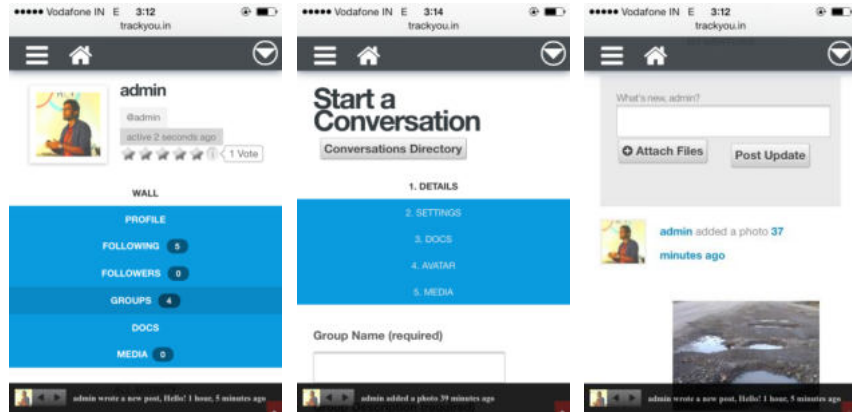


# Prototype (trackyou.in)



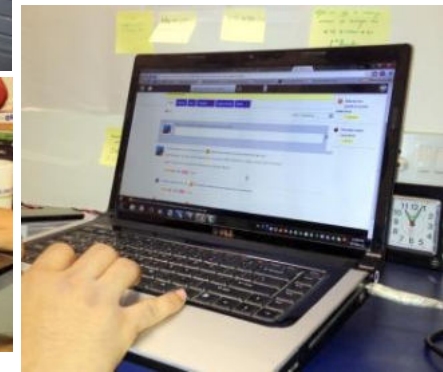
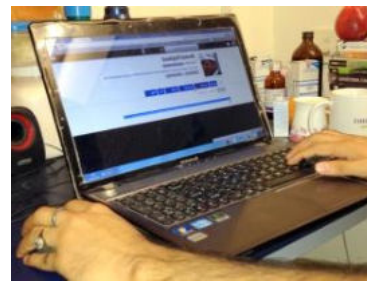
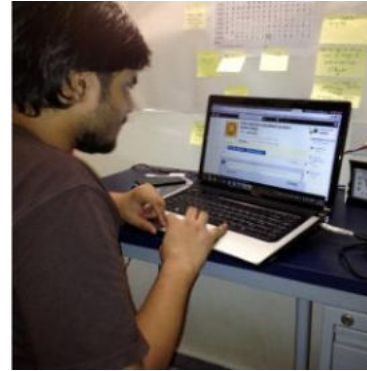


# Prototype (trackyou.in)



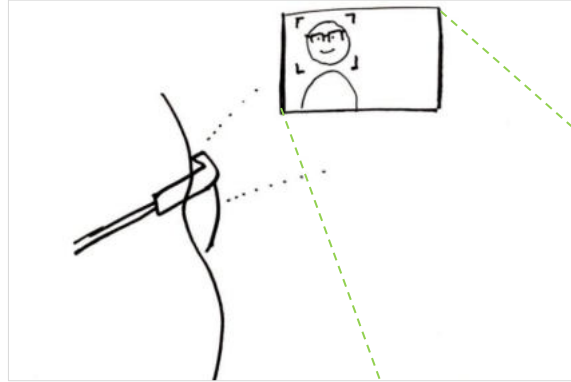
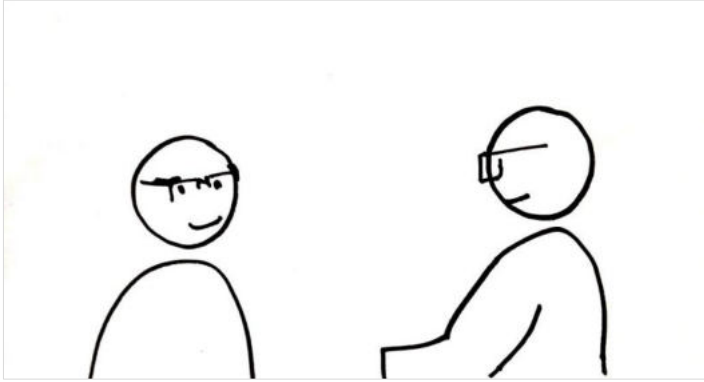
# User Testing

- 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)
- [http://www.vdeserve.org/young/index.php?option=com\\_content&view=article&id=76:young-environmentalists-cleanup-powai-lake-ghat](http://www.vdeserve.org/young/index.php?option=com_content&view=article&id=76:young-environmentalists-cleanup-powai-lake-ghat)
- [http://thumbnails.visually.netdna-cdn.com/top-10-scams-from-india\\_5034ee7271b40.jpg](http://thumbnails.visually.netdna-cdn.com/top-10-scams-from-india_5034ee7271b40.jpg)
- <http://www.newsofdelhi.com/wp-content/uploads/2011/09/Indian-Scams-Image.jpg>
- [http://4.bp.blogspot.com/-OshC-3gk2q8/ThX3iYmVFPI/AAAAAAAAAT4/zG-km0tKxzs/s640/List\\_of\\_all\\_scams\\_in\\_India\\_from\\_years\\_1992\\_to\\_2010.jpg](http://4.bp.blogspot.com/-OshC-3gk2q8/ThX3iYmVFPI/AAAAAAAAAT4/zG-km0tKxzs/s640/List_of_all_scams_in_India_from_years_1992_to_2010.jpg)
- <http://www.indian-elections.com/national-issues/criminal-candidates.html>
- Criticism of democracy - Wikipedia, the free encyclopedia
- TED Talk by Eric X Li : A Tale of two political systems
- [http://articles.timesofindia.indiatimes.com/2013-07-30/india/40893897\\_1\\_criminal-cases-average](http://articles.timesofindia.indiatimes.com/2013-07-30/india/40893897_1_criminal-cases-average)
- <http://www.indian-elections.com/national-issues/e-assets-re-contesting>