

Report : Week 01

Research and Understanding the Problem

team **avoda.co**

Anagha Aneesh (18U130004)

Drishti Das (18U130013)

Vanshaj Kumar (18U130029).

This report summarizes the work that we have done and the progress that we have made regarding our Collaborative Design Project over the past one week (19/10/2020 - 25/10/2020). The main focus was to research and understand the problem that we were going ahead with.

An Overview of our Timeline.

- **Monday (19/10/2020)**
 - Little bit of research.
 - Mind Mapping from keywords.
- **Tuesday (20/10/2020)**
 - Continuation of mind mapping from select areas of focus.
 - Brainstorming the derivations from the mind map in a Post-Covid Scenario.
- **Wednesday (21/10/2020)**
 - Narrowing down the findings from the mind maps to choose areas of focus.
 - Identifying the problem of focus and deriving the problem statement.
- **Thursday (22/10/2020)**
 - Feedback Session with Prof. Ravi Poovaiah and Prof. Avinash Shende.
 - Secondary Research.
 - Gearing up for Contextual Enquiry.
- **Friday (23/10/2020)**
 - Contextual Enquiry.
 - Interpretation.

- **Saturday (24/10/2020)**
- **Sunday (25/10/2020)**
 - Presentation Building

Stage 1: Hunting for our Area of Focus

For the first couple of days, we had a hard time figuring out what we wanted to focus on, since almost everything is expected to come back to normal once the pandemic is over. The whole concept of 'new normal' according to the billion articles out there just involves the introduction of EdTech and Work From Home as an option and maybe the development of new technology. The social distancing factor has started to die down in majority of places even the number of people infected are still on the rise. Hence we had to look for something that would actually be relevant and useful in a Post-Covid Scenario.

Thought Process

- **Time Table**

A Time Table was of great importance since we had a fully packed timeline to follow and putting something off would mean that the whole schedule would have to be adjusted. So we made ourselves a time table for the week and tried our best to stick to it.

- **Mind Mapping**

We thoroughly went through all the project descriptions that were shared with us and created mind maps on the five main keywords that we got from them : Post Corona, Safety, Health and WellBeing, Socialising, Play and Learn.

We made a mistake of leaping before thinking and ignored a couple of keywords that we thought were irrelevant. But in the end we realised that they were actually quite important.

- **Brainstorming**

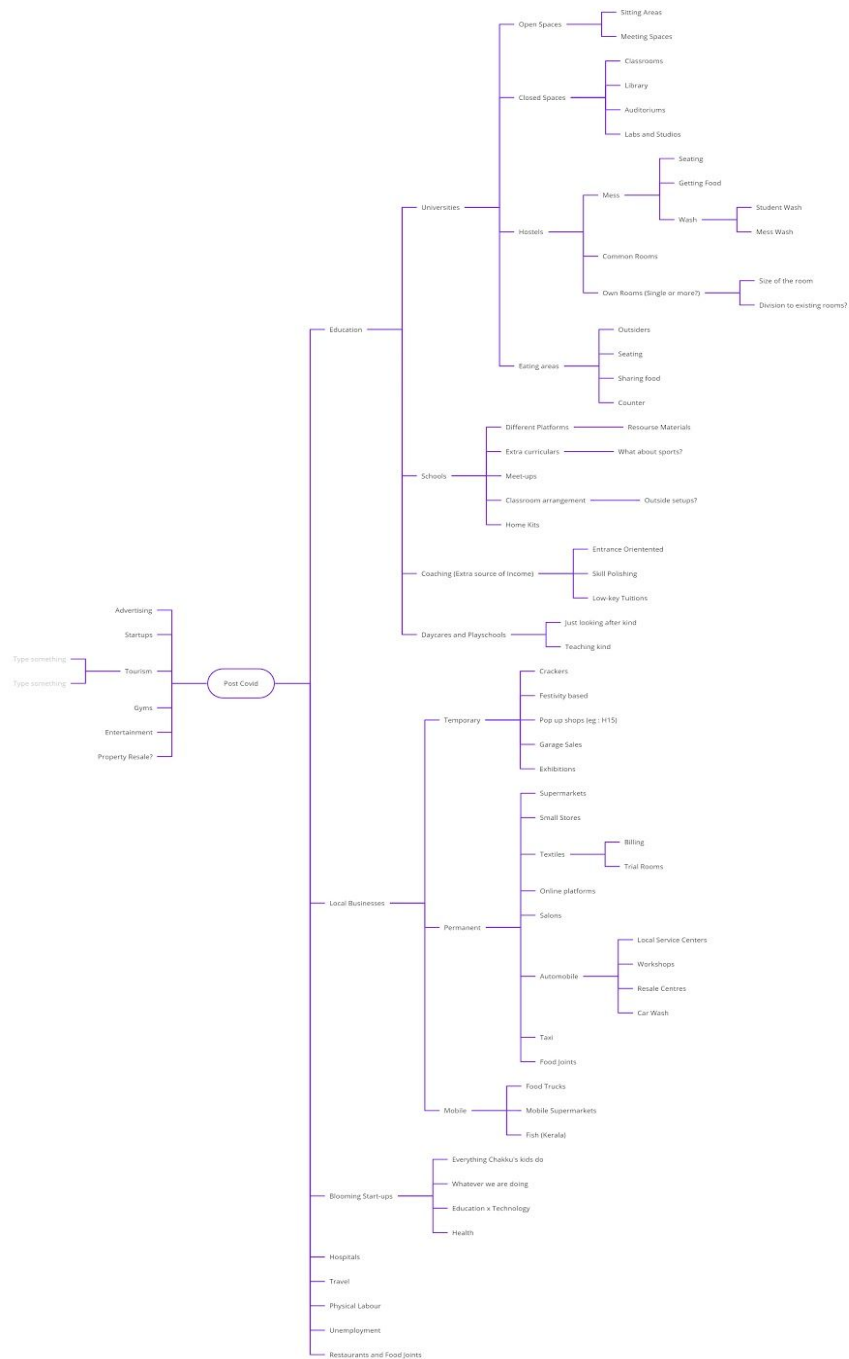
From the mind maps that we had made, we imagined each main branch in a Post-Covid Scenario. We realised a while later that unknowingly our focus had slightly shifted to the current situation and we had to repeat our whole thought process again, making sure that we stuck to the ultimate keyword, 'Post-Covid Scenario'.

- **Favourites!**

To choose our final area of focus, the three of us decided to pick our top five favourite areas from the mind maps that we had created and decided to brainstorm more on them. We did have a couple of common favourites, which made our process slightly easier.

- More Brainstorming!

We tried to expand our favorites and dig deeper to get an idea of what they would be like, in a Post-Covid Scenario. We gathered a lot of insights, which were slightly contradicting and got us confused.



Favourite Topics

(and how most of them turned out to be irrelevant)

- Contactless Transactions

Key words : Currency, Card, Contact, Counter

You never know where your currency notes have been before it reaches your hands. You also never know where the hands of the persons handing the money over to you have been, so in short, money is one everyday thing that we deal with, which houses the most number of germs. It stays in the top five of almost all lists published on the most germ infested things in everyday life. A Gol Gappa Seller, who serves food with the same hands that deal with money, gave rise this idea. Especially the world in the current situation is trying to survive a pandemic and even once it's gone, this issue is going to remain.

Although there seemed to be a good scope of this working out as a post covid cause, we weren't quite sure of the context, especially at that stage. We had a hard time understanding how it would work as a business outlet because a lot of people did not particularly consider hygiene an issue (in a non-covid situation). Not to mention we were quite sceptical about the fact that no product like this exists as of now.

- Small Businesses

Key words : Contact, Safety, Loss, Reopen

A lot of small business owners and workers have lost their jobs and are trying to get a job outside their skill sets these days because the available options that they have these days are quite numbered. A lot of Seasonal Shops, Salons, Food Stalls, Tourism related Stores and Agencies had to shut down or look for other methods to sustain their lives. Online shopping and the fact that the government encourages people to stay at home has caused a lot of loss for these people.

We realised how this was such a big area to work on and we got quite lost trying to focus and streamline on a certain cause. We could have something that can help in somehow supporting the existing small businesses but it all seemed too vague and none of us actually had a proper idea as to how we could implement it.

- Daycares and Play Schools

Key words : Contact, Safety, Loss, Reopen

During the pandemic a lot of schools and workplaces got shut and everyone had to work from home. This was especially hard for those working parents with very young children who usually depend on small daycares and play schools to take care of their kids. With the

pandemic on and everything shut, they can't just leave their two year old at home alone, nor were they comfortable bringing other people into their home to babysit them. Not to mention going anywhere outside that facilitates those services like daycares, was a no-no.

- **Entertainment**

Key words : Movie theatres, amusement parks, closed spaces, loss

The public Entertainment sector faced a huge downfall, thanks to the pandemic. Movie theatres and amusement parks had to completely shut down. They have almost no hopes of reopening anytime soon and even when they do, gaining the trust of the people back is going to be hard and will take time. The sudden popularity of Netflix and streaming websites was just icing on the top. Now they have to think about some innovative tactic to win their kingdom back.

To be honest we didn't actually think a lot on this region, we were quite biased in the beginning itself even though this field had a lot of scope. We were also wondering how the theatre business would go about as even the movie releases seem to be online and in the form of an app (the netflix era).

Initial Problem Statement

Has anyone ever rejected or declined money? Do people really think twice before dealing with it? Currency notes! One of the things that everyone wholeheartedly accepts without the slightest idea of how filthy it can be.

Cash transactions had a huge role in spreading the corona virus and people were ignorant of this important detail.

To confirm that we were heading in the right direction unlike last time, we questioned ourselves to identify the users, their environments, the context etc.

- **Why** (*Why is it being designed?*)

- A complete shift to digital transactions is still very far from reality in a country like ours.
- A precautionary measure to prevent a future spread of infection, (not just a second wave of Covid-19, but also other communicable diseases)

- **What** (*What is being designed?*)

- A solution (maybe a product) for shop owners who manage food, which enables them to have zero contact transactions with their customers to avoid the contamination of food by the possibility of transmission of diseases through money.

- **How** (*What is the process for design?*)
 - Will be discussed as we progress
- **Whom** (*for whom is it being designed?*)
 - Food Stall Owners/workers handling money and food.
 - Snacks and Grocery shop workers
- **Where** (*what is the context/place/media for design?*)
 - Mostly, food stalls and mobile snack trucks.
- **When** (*How long will you take to design?*)
 - Whatever extent we can throughout the 4-5 week design studio.

Re-Statement of the Design Problem

Cash Transactions are responsible for disease spreads (not just corona but million more existing diseases) and making physical cash transactions contactless would keep a check on hygiene to a certain extent.

Target Users:

Primary User Group : Shopowners/Workers handling food and money transactions.
Can be expanded to small business owners/workers.

Secondary User Group : Customers.

Market study (secondary research)

We then looked into all the existing products in the market which were remotely related to some of our basic keywords from once we streamlined our focus:

- Cash/ Transactions
- Contactless
- Money storage

Since there isn't a product that exists based on this particular focus we had to go through all of those for some basic inspiration and understanding of how it might exist. The multiple observations and common features are listed below in the miro board.

Stage 2: Research and Analysis

Contextual Inquiry



We conducted interviews with 9 people using a semi-structured contextual inquiry method. Most of the general questions were as follows :

- What is the average price that a person should pay for a meal for himself?
- What kind of customers visit your shop the most?
- How do they usually handle money?
- Which currency not do you get the most?
- Have you ever tried payment methods other than cash?
- Where do you usually keep your money in the shop?
- Has anything ever been stolen
- How has corona impacted you?
- Have you ever had to shut down before, other than due to corona? If yes, why?
- How long have you been in **business**?
- Any new side business that you have been doing recently?
- Have you ever thought of expanding? If yes, how do you want it to be?
- Do you have anyone else to take over/help?
- How do you handle peak hours?

Observations :

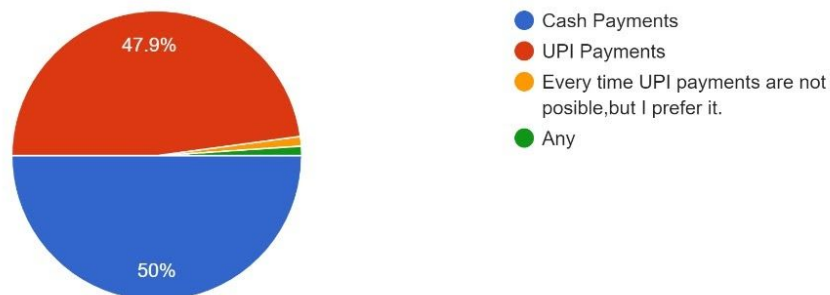
- How often do they wash hands?
- What are their methods of keeping their workspace clean?
- Have they ever used gloves?
- How do they handle their kitchen towels?
- What types of food do they make?
- How do they serve food? (plate (paper or steel), tissue)
- Basic **hygiene**

After the contextual inquiry, as a group, we interpreted each at every line of the conversation we had with the interviewees put down on a sheet. We marked our observations and gathered a lot of insights which later led to design ideas during the process.

Survey : Google Forms

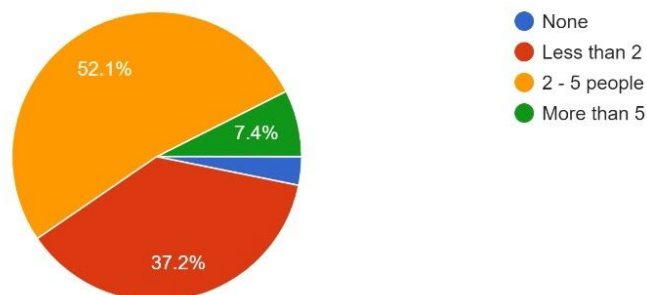
6. Would you rather go for cash payments or UPI payments at small stores?

94 responses



7. How many members of your family know how to perform UPI payments?

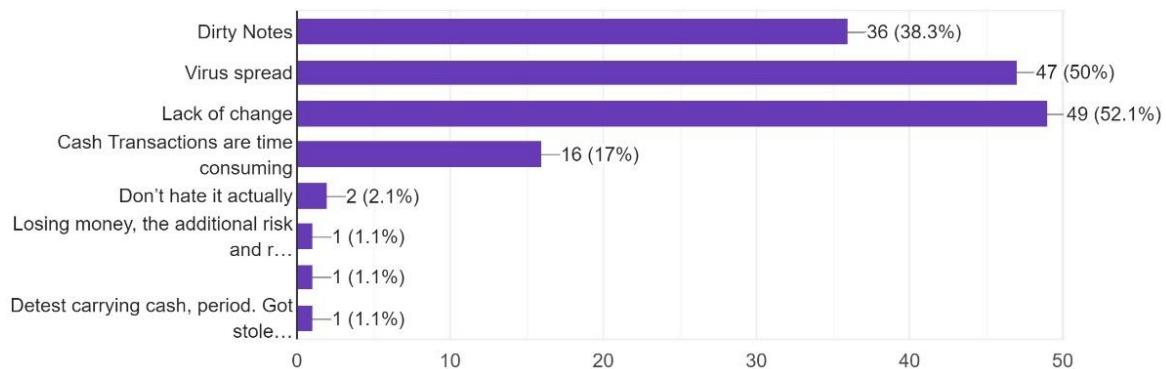
94 responses



We conducted a survey through Google Forms which had important customer centric questions relevant to our topic. We got around 100 responses and a few of them were really good insights

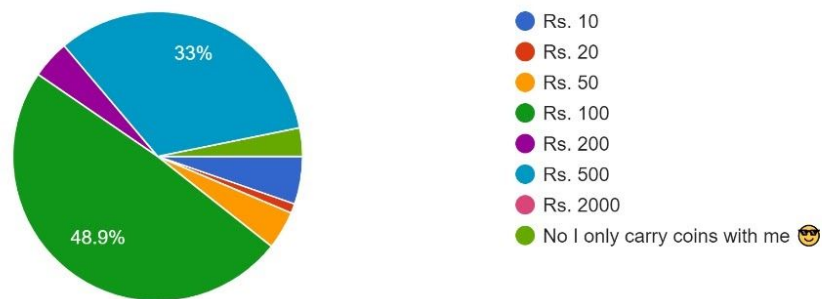
8. Which part of cash payments do you hate the most?

94 responses



9. What currency notes do you mostly carry with you when you go out?

94 responses

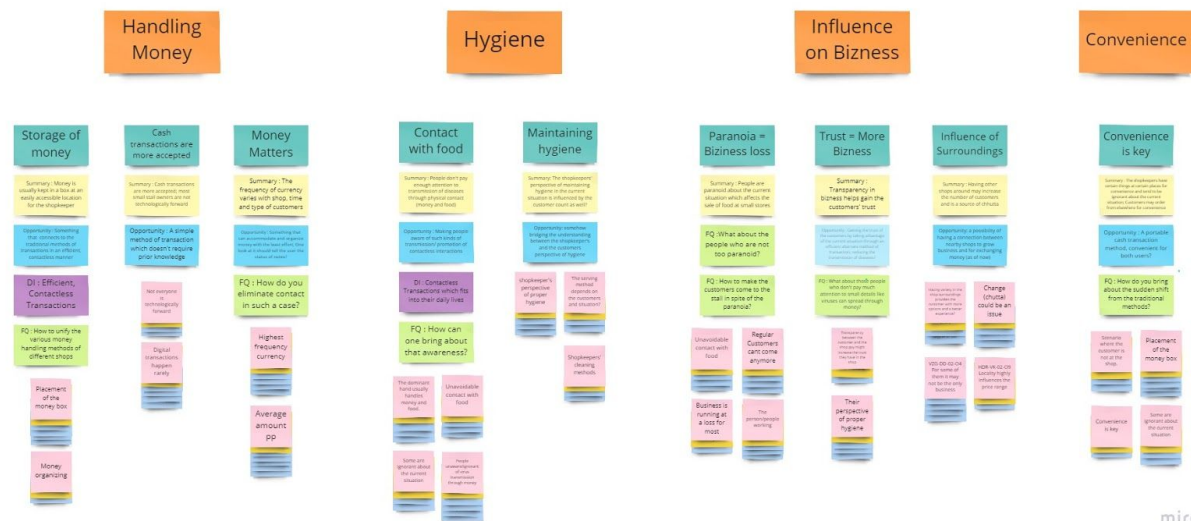
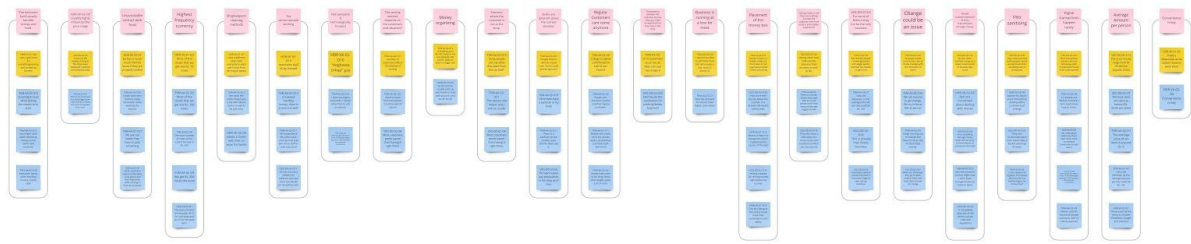


miro

Affinity Mapping

Gathering all our insights from the contextual Inquiry and Forms Survey, we affinity mapped them. We grouped similar insights under a common summary and further grouped the summaries under

relevant headings. We further grouped the heading under areas and thought of Opportunities, Design Ideas that we can use later and Questions if any.



miro

Important findings from affinity

- The dominant hand usually handles money and food.
- Most of the street vendors don't have the privileges of digital transaction
- Most are unaware/ignorant of virus transmission through money
- The currency and frequency varies wrt to the shop and the locality.
- Transparency between the customer and the shopkeeper and the overall ambiance increases trust

Stage 3: Design opportunities

These are some areas where we felt like there was an opportunity for a design convention, hence giving us some basic directions:

1. Connection with the traditional methods of transactions in an efficient, contactless manner.
2. Organization of money with the least effort; One look at it should tell the user the status of notes.
3. A portable cash transaction method, convenient for both users.
4. A simple method of transaction which doesn't require prior knowledge.
5. Gains the trust of the customers by taking advantage of the current situation through an efficient alternate method of transaction.

Some social impacts:

1. Making people aware of such kinds of transmission. (hence an opportunity to create awareness through marketing)
2. Somehow bridging the understanding between the shopkeeper's and the customers perspective of hygiene.

Further steps:

Our further steps will mostly involve us getting deep and having a more detailed research and analysis, hence streamlining our cause even more.

It would also involve some discussions and conceptualizations of what we have in mind as of now so we all have a clearer picture of what we're gonna do ahead.

Thank you,