

Week 1 Report  
DEP 301 : Collaborative Design Project

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# Design for a post covid scenario

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Abisek A  
Krishna Nair

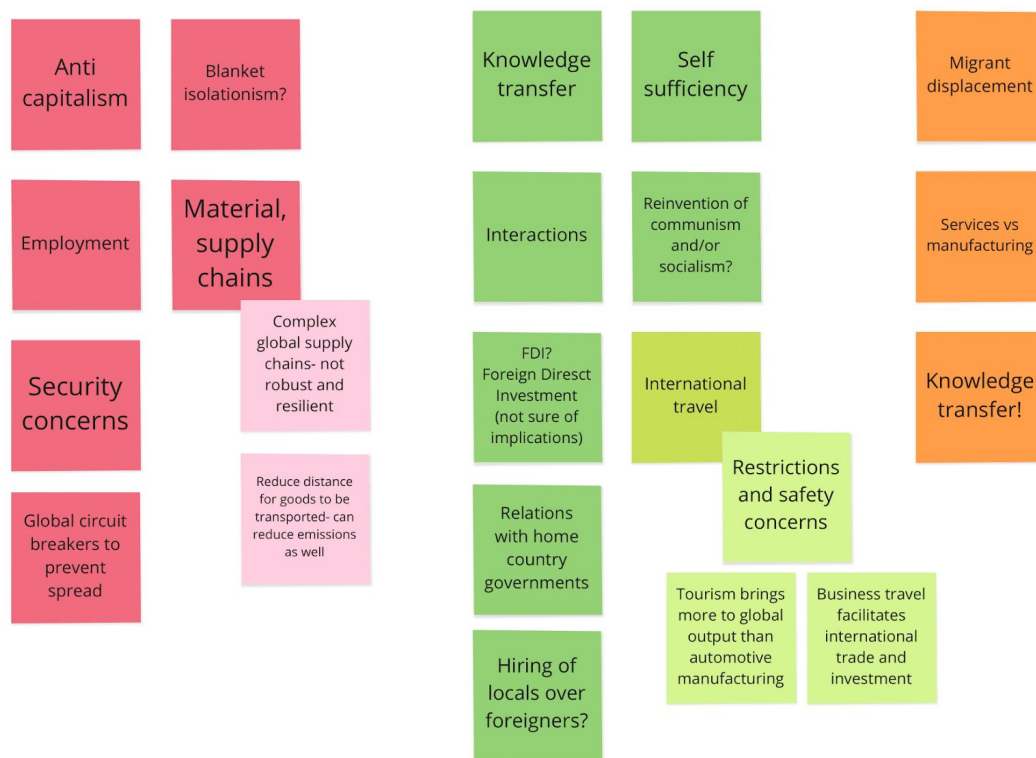
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## 1. ABSTRACT

The world post-Covid is undoubtedly going to be a different one than what we have grown accustomed to. The pandemic has led to a surge in issues that require design interventions while also bringing more focus on pre-existing issues. As part of the research in the first week of the Collaborative Design Project, we have looked at the kind of problems that are likely to be faced in a post-pandemic setting and what we can do to ease the transition into a “new normal”. Through this process, we aimed to identify and analyze a design problem that we would want to take forward and invest our efforts in.

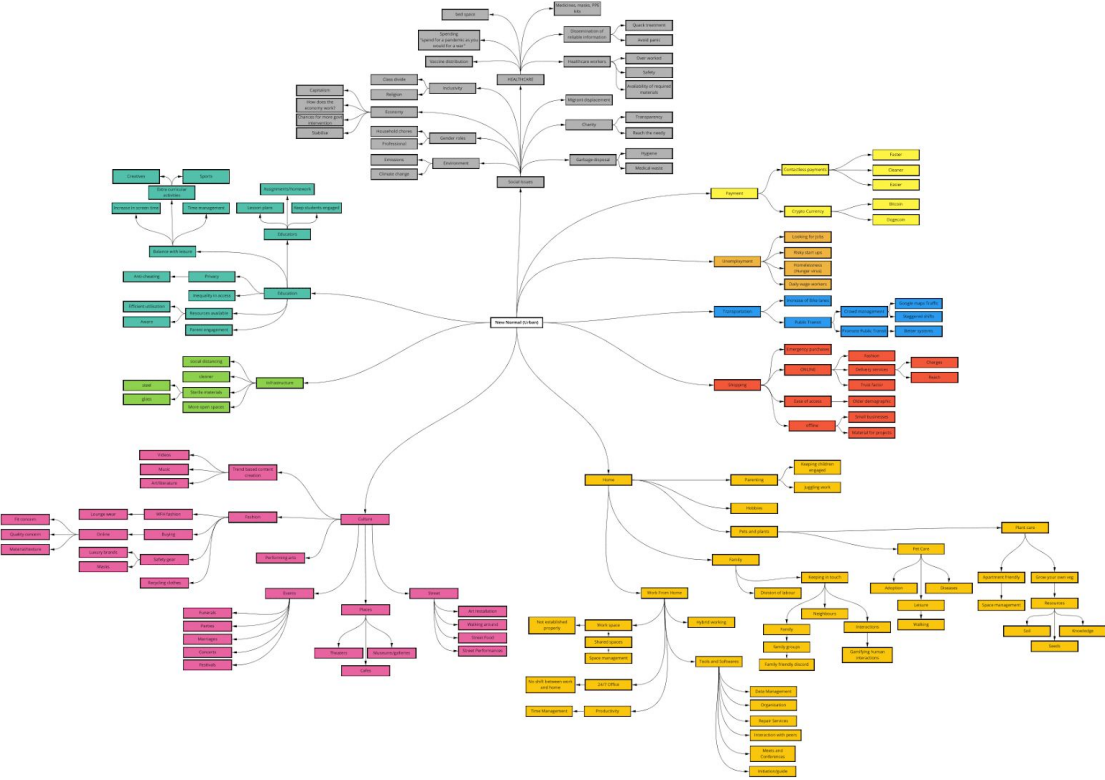
## 2. WORLD VIEW: GLOBAL VS. LOCAL



One of the first things we looked at before starting off was the pandemic inspired attitude towards globalization. The massive hit taken by the global economy due to the current situation has brought focus to the policy changes that need to be made by world governments so as to create a more robust and resilient economy. The risks involved with complex global supply chains have become more pronounced, thereby emphasizing the need for self-sufficiency. This has led to an increase in government intervention to promote local manufacturing, which also helps in reducing emissions. Small scale local businesses are also being promoted and protected and the popular dislike towards multinational capitalist ventures have led to a re-invention of socialism.

However, the extensive digitalization of data and the blessing that is the Internet has made creating a global community for knowledge transfer and discussion of ideas a lot easier. It is now easier to collaborate and interact with just about anyone from anywhere around the globe. The increased scope for human interaction with complete strangers on a virtual platform through shared likes and/or dislikes was something that interested us.

### 3. MIND MAPPING

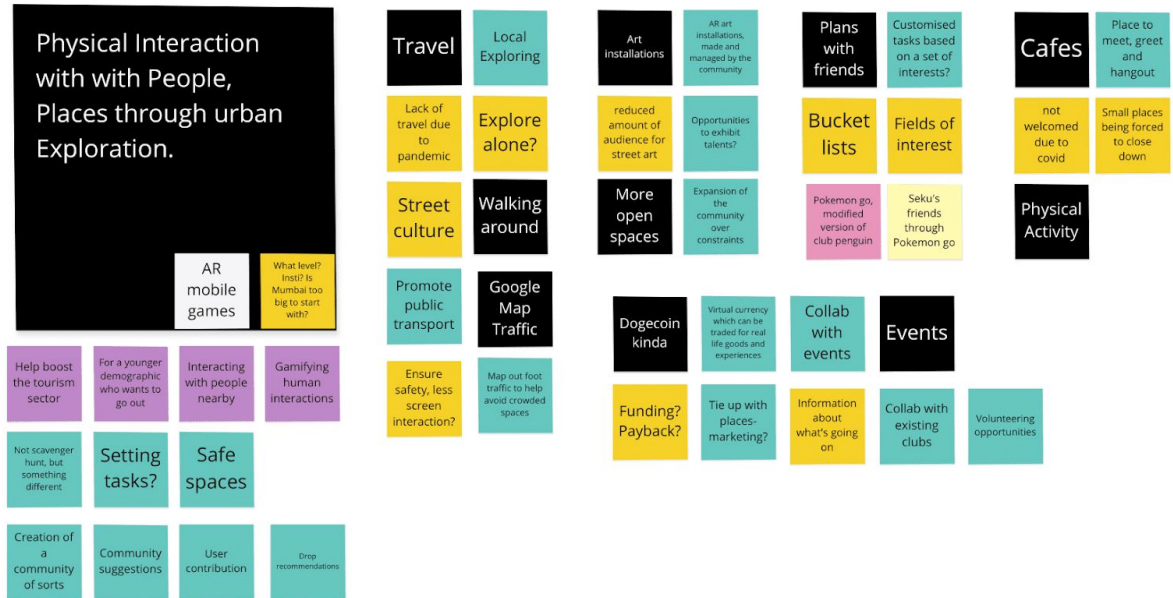


One of the first things we did was put down anything and everything we could think of into a mind map. During this process, we decided to settle in urban situations. This was to ensure that we weren't out of our depths. Thus we focussed on issues that have affected our family, friends, acquaintances, or us personally. A recurring observation was the increase in pro-social behaviour showcased by people. They were now more eager to keep in touch and check in on others and were also more understanding and supportive of each other and their mental health. A few of our key areas of interest were culture (inability to visit museums, theatres to explore and experience the street culture as well), people and how they were adapting to the situation, infrastructure (sustainability, more open spaces), the home setting, and associated problems, and other social issues like education, unemployment, transportation, etc.

## a. Short-listing

We then proceeded to shortlist situations that we were more interested and invested in. We analyzed a few of them in detail and noted possible avenues to explore and improve. In the process, we were able to narrow down to one champion field of interest.

## b. Analysis of one champion field of interest



A field that we were most interested in was physical interaction with people and places through urban exploration in a post covid scenario. After noting down the various concerns and possible opportunities associated with this, a list was made of key points that we would aim at addressing:

- Urban exploration
- Keeping up with people and the expected influx of various events
- Virtual events and activities
- Augmented Reality based tools
- Interaction with each other and surroundings
- The desire to travel and spend more time outdoors when restrictions are eased
- Crowd management

Keeping the list in mind, a problem statement was framed.

#### **4. PROBLEM STATEMENT**

The deprivation of physical social interactions owing to lockdowns, restrictions and safety concerns have led to an influx in plans and ideas for when people are free to head out after the pandemic. This creates an opportunity to create a tool that will help enhance experiencing the outside world and interact with it in a fun manner.

#### **5. THE 5 W's AND THE H**

##### **Why**

Being forced to stay cooped up indoors all day long (in toxic environments in some cases) has created a feeling of suffocation. Also, thanks to extensive digitalization, people have grown quite dependent on their screens and going outdoors will need to be promoted.

##### **Who**

The targeted users will be the young adult demographic.

##### **What**

A tool that aims at using elements of augmented reality and gamification to add a certain fun element to the interaction with the outside world, people, and spaces.

##### **When**

This would be for when restrictions are eased and it gets safer to head out and about. Collaboration with special events and spaces is also a topic that can be considered.

##### **Where**

Urban settings, colleges, and institutions

##### **How**

Through the creation of a community that has the potential to sustain itself through collaboration with and contributions from the various stakeholders. Add virtual elements to a real-life setting and gamify human interaction.

#### **6. ROUGH IDEA**

The rough idea, at the moment, is to create a game/activity/app based on Augmented Reality to gamify activities to be done in an urban setting with reward systems that will aid in making real-life human interactions.

## 7. SWOT ANALYSIS



### Strengths

- Practical idea for a relatable demographic
- Creation of a community that can serve as a safe space and help form bonds
- Can help boost tourism and support small scale businesses

### Weakness

- At the moment, the idea feels too ambitious.
- The attempt to encourage users to experience the real world through a virtual setting could backfire.
- Lack of contact in the existing industry.

### Opportunities

- Collaborate with events, spaces, and other stakeholders.
- Can be further expanded geographically and also to a wider set of audience.

### Threats

- Safety concerns
- User saturation

## 8. FURTHER PROGRESS

- Extensive user research
- Collection of data
- Research the cultural aspects that might come into play in an Indian setting
- Analyze the scope of the project for a demographic not limited to the youth

## 9. REFERENCES

- <https://drugfree.org/article/welcoming-an-adult-child-back-home-because-of-covid-19/#>
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