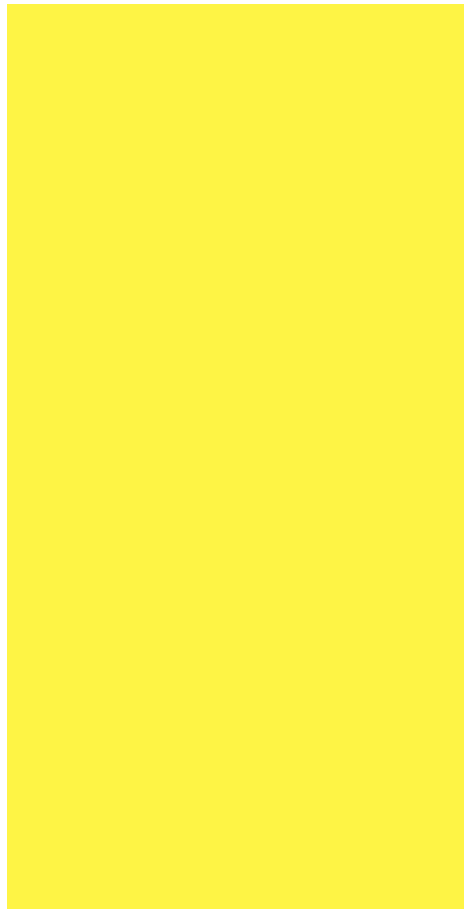


Design for a Post-Pandemic Scenario

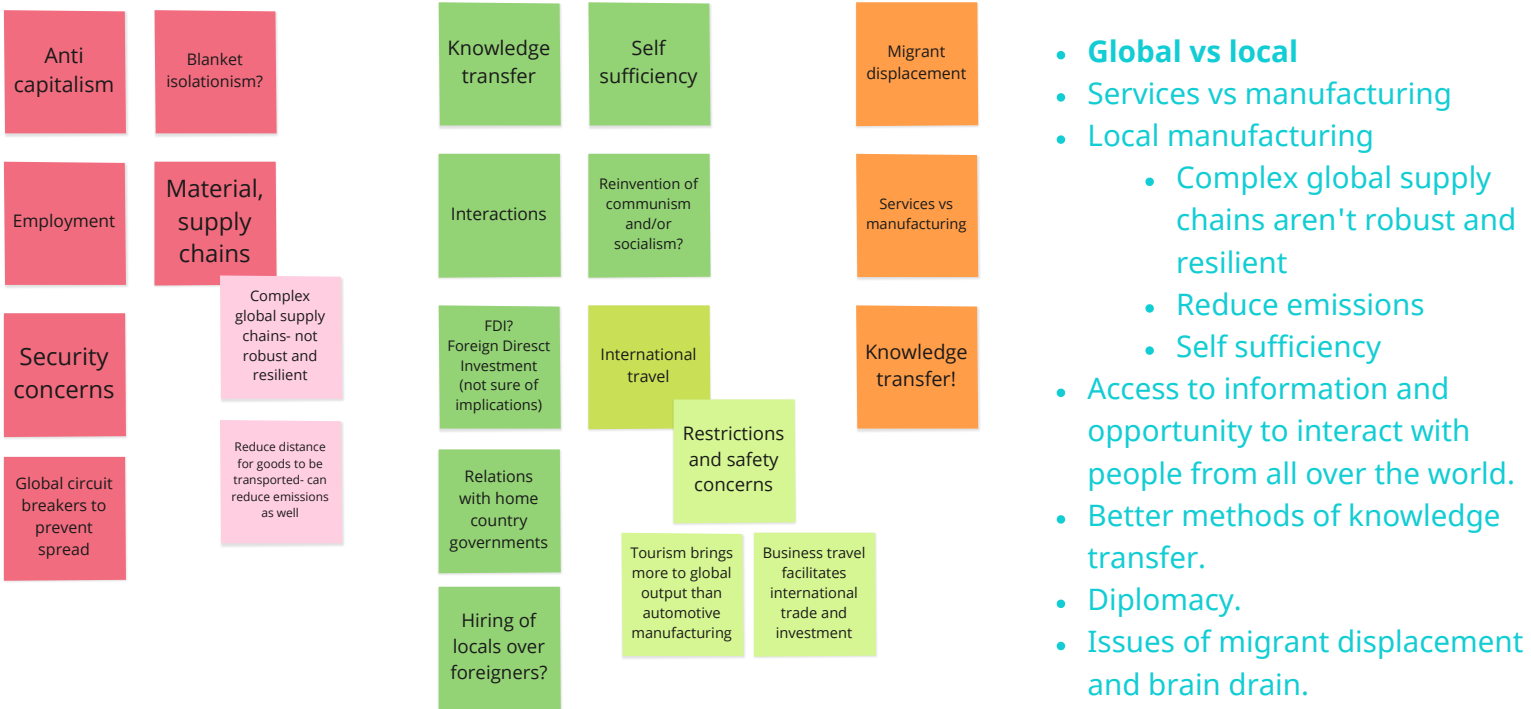
Abisek A
Krishna Nair



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World View



Mind-map

Culture

Home

Transportation

Unemployment

People

Social Issues

Education

Payment

Infrastructure

Street culture

Parenting

Work From Home

Hobbies

Mental Health

Gender & Sexuality

Poverty & Education

Productivity

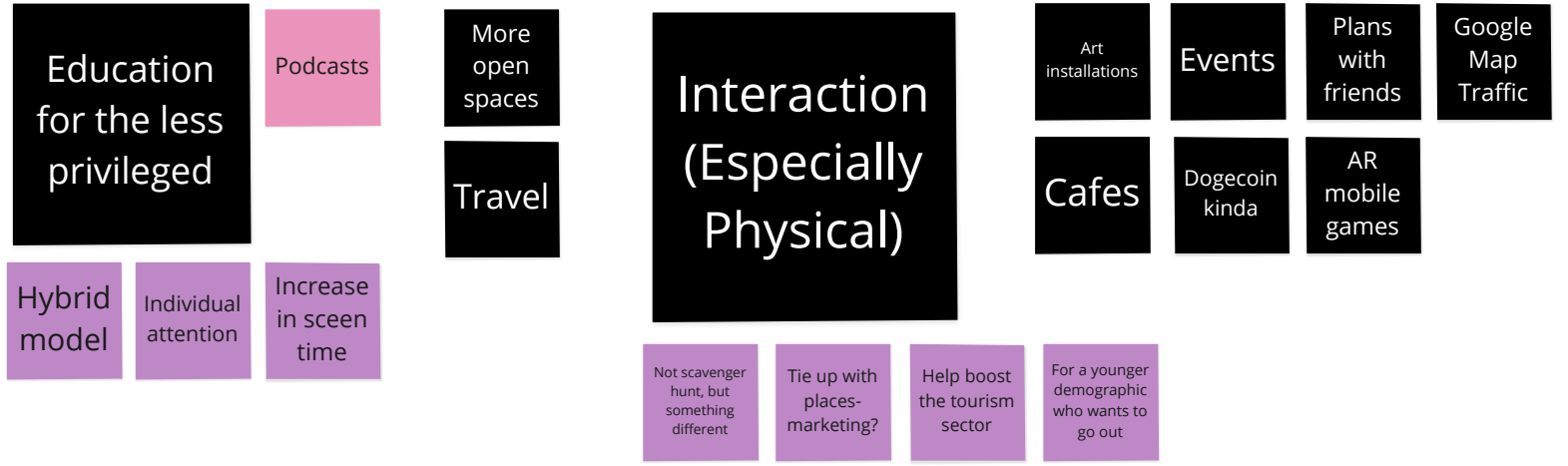
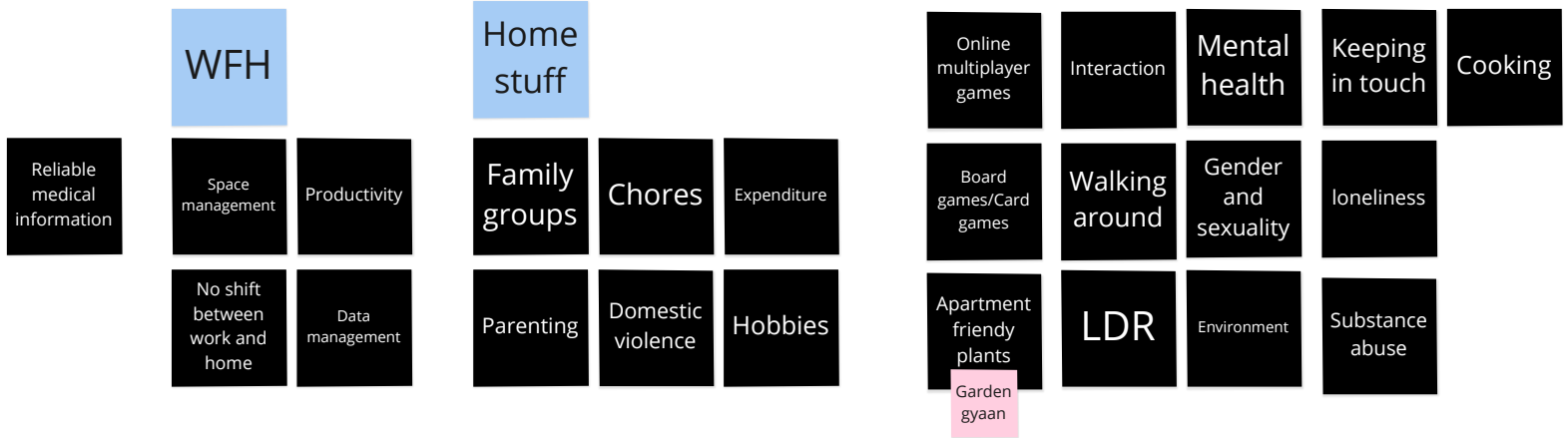
Fashion

Public Places

Public Transit

Sustainability

Healthcare



Space
management

Productivity

Hobbies

Cooking

Board
games/Card
games

Chores

Mental
health

Walking
around

Gender
and
sexuality

Apartment
friendly
plants

Education
for the less
privileged

Physical
Interaction with
with People,
Places through
urban
Exploration.

Space management
Stagger the working time
Sharing workspaces
Multiple people working in the same space
Lack of Customisation
Induce productivity
Lack of pre-established work space

Productivity
Timer
Focus mode & restrictions /checks
Distractions
Interacting with peers
Mentoring
Lack of motivation
Schedule and planning
Prospective and retrospective
Stress & anxiety
Breaks
Non digital assignments (hands on)
Too much screen time

Cooking
Getting the supplies
Recipes, tips and tricks
Cooking on a whim
Safety
Noob
Cooking together
Growing own veggies and herbs
Quick delivery
Online
Local sellers
Kitchen first aid
n number of food blogs
YouTube be our saviour
For burns, cuts, fractures

Board games/Card games
Online multiplayer
Invite someone over?
expensive?
Would you buy it just cus of lockdown?
Don't already have it at home
Dying traditional games
I still dont know how to play cards
Digitising traditional games
Can't play alone
Interactive AR game
Lack of social interaction
Among us, Ludoo, Scribblr

Chores
Bonding over the dishes
metronome
Gender roles
Division of labour
Share the work
Set time aside
Time management
General dislike
reward system?

Education for the less privileged
Increase in screen time
Encourage parents
Lack of access to technology
Individual attention
Adult classes
Awareness of opportunities
Teacher absenteeism
Low income
Hybrid model
Govt. intervention
Common space
Podcasts
Study groups?
Volunteers
Skill based learning
Pandemic pods

Mental health
THERAPY
Community
Safe spaces
Loneliness
Toxic environments
Communication
Reassurance
Depression, Anxiety, Anger
Multiple people working in the same space
Relaxing
Ikigai
Sense of helplessness
Lack of privacy and space
Keeping yourself occupied
Hobbies
LDR

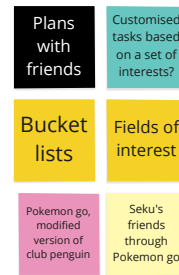
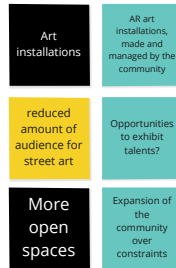
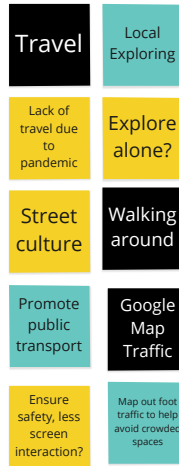
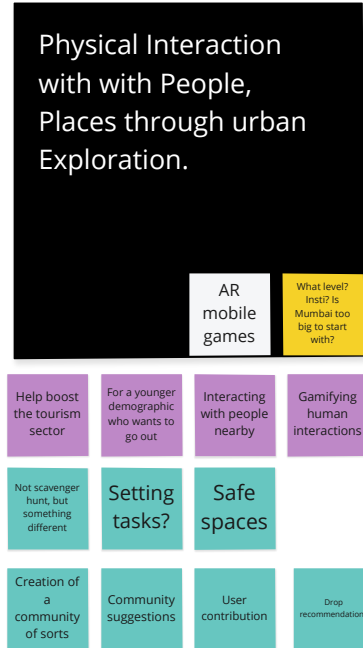
Gender and sexuality
coming out part
homophobia
Ally support group
Discourage conversion therapy and the like

Physical Interaction with with People, Places through urban Exploration.
AR mobile games
What level? (level 10. Mumble too big to start with?)
Help boost the tourism sector
For a younger demographic who wants to go out
Interacting with people nearby
Gamifying human interactions
Not scavenger hunt, but something different
Setting tasks?
Safe spaces
Creation of a community of sorts
Community suggestions
User contribution
Drip recommendations

Travel
Local Exploring
Lack of travel due to pandemic
Explore alone?
Street culture
Walking around
Promote public transport
Google Map Traffic
Ensure safety, less screen interaction?
Map out foot traffic to help avoid crowded spaces

Art installations
Art an installations, made and managed by the community.
reduced amount of audience for street art
Opportunities to exhibit talents
More open spaces
Expansion of the community over constraints
Plans with friends
Customised tasks based on a set of interests?
Bucket lists
Fields of interest
Pokemon go, modified version of club penguin
Seku's friends through Pokemon go
Cafes
Place to meet, greet and hangout
not welcomed due to covid
Small places being forced to close down
Dogecoin kinda
Virtual currency which can be traded for real life goods and experiences
Collab with events
Events
Funding? Payback?
Tie up with places-marketing?
Information about what's going on
Collab with existing clubs
Volunteering opportunities

Mind-map Analysis



Mind-map Analysis

- **Virtual Events and Activities**
- **Interaction among us and with our surroundings**
- **People wanting to travel because of Lock downs and restrictions**
- **Urban Exploration**
- **Crowd Management**
- **Augmented Reality based tools**
- **Keeping up with events and people**

Problem Statement

People have been deprived of *Physical Social Interaction* with other people and the world due to the pandemic situation.

This has led to accumulation of Plans and Ideas of things that people are eager to do after the pandemic.

Here rises an opportunity to create a tool which helps enhance the experience of the outside world much more fun involvement.

The 5 W's and the H

Why

Lockdown

Restrictions on going outside

Increase in immersive Digital experiences

General digitisation

avoid Digital Addiction

Who

Youngsters

Adults

Students

What

A tool to promote interaction

Augmented Reality

Fun element to real life

When

after the easing of the restrictions

When boredom strikes

exploring situations

Special events

Where

Global Phenomenon

Colleges and Institutes

Urban settings

How

Attempt to gamify human interactions

Adding virtual elements to real life places

providing tools to create with freedom

Creating a open community

Collaboration with stakeholders



Further Progress

Rough Idea

To Create a game/activity/app based on Augmented Reality to gamify activities which will be done in an urban setting with reward systems aiding in making real life human interactions.

STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS





Further Progress

SWOT Analysis

Strong Practical Idea for relatable demographic with the potential to expand geographically. Can be expanded and managed through collaboration with the community itself and can cater to a wider set of audience.

Opportunity to collaborate with events, spaces and other stakeholders. Aiming to create a community that also serves as a safe space and help form closer bonds. Can help boost tourism and also support small scale businesses.

The Idea is too ambitious at the moment and can backfire as it uses digital medium to promote real life activities. Practically, can have safety concerns.

How long will the excitement last and until users get saturated?

Establish contact and work alongside with people invested in the existing industry and scene.



Further Progress

**EXTENSIVE
USER STUDY?**



Feedback & Questions

