



DEP 302: SYSTEMS DESIGN PROJECT

MOOD INDIGO

WEEK 3: FOCUS RESEARCH AND IDEATION

Anurag Soni

Atul Tripathi

Rishabh Kumar



Focus karo bhaiya

The Focus

Building up a hybrid system to bring the **campus community** closer to and **more engaged** with Mood Indigo with the aim to **smoothen communication** and ensure documentation across the fest in all its workings.

Focus karo bhaiya

Variables

- Focus Variables:** Transparency, Inclusivity, Trustworthiness
- Measurements:** Time wasted (Quantitative), Understanding (Qualitative),
- Additional Variables:** Channels, Frequency, Quality of communication



Baat-Cheet

Primary Research



Primary Research

U1-03 US Stayed in IDC and that was fun	U1-04 US First concerts in MI IMF and also Pronight	U1-05 US Smoking up and drinking with bands was pretty fun	U1-06 IN The reason I chose IITB was because of MI instead of Guwahati	U3-09 B did not feel the crowd management was upto par, comedy shows	U2-01 US Senti hi hai Mood Indigo ki	U2-03 US More than half of my insti stories are MI stories	U2-06 US Yoga room days is 1 thing, vaha pe discussion hote hai
U1-07 US I thought there will be profs involved but its student run and that impressed me	U1-10 US memory that i cant forget is smoking up with a band	U1-12 C Jumping on stage at the end of the concerts and the vibe in the concerts was very nice	U1-18 IN Meeting once in a while may make me feel me feel more connected	U1-06 IN The reason I chose IITB was because of MI instead of Guwahati	U2-04 US Interaction hota bade bade stars se	U2-05 US Students hai to fuckups hote hai, aur vahi fuckups yaad rehte hai	U2-12 US IITB aur MI synonyms hoke jate hai
U1-20 US "Sharing a sutta" best example of meeting people	U1-28 IN i liked showing off when the convo about fest with friends comes up	U1-24 D Coordination with other teams like transport, services, interdepartmental communication, back biting about transport	U1-23 B Treats were awkward	pronights, now i will only go if interested	U2-19 IN MI is somewhere in between, sab dost hai, par everyone works professionally, decision lete hai	U2-31 IN Claim of fame is ki its my festival, home ground feel aati hai, even if not part of the workforce feel to aati hai	U2-24 B Digitation kaafi kam hai, department new kam mein itne busy ho jate hai to fest ke liye kam karne ko time nahi milta, hampered the growth of MI
U3-19 IN Felt responsible for the problems as well	U3-06 IN did not wish to volunteer second year because friends were visiting	U3-14 US In 1st yr i was more enthu about pronights, now i will only go if interested	U4-20 US As a Power Coordie, koi tumhe kuch nahi bol sakta	U1-12 C Jumping on stage at the end of the concerts and the vibe in the concerts was very nice	the problems as well	U3-10 B coordinating with women friends is hard while lining up	U3-22 US VIP access through friends
				U1-18 IN Meeting once in a while may make me feel me feel more connected			U3-18 IN Ownership and Pride for MI

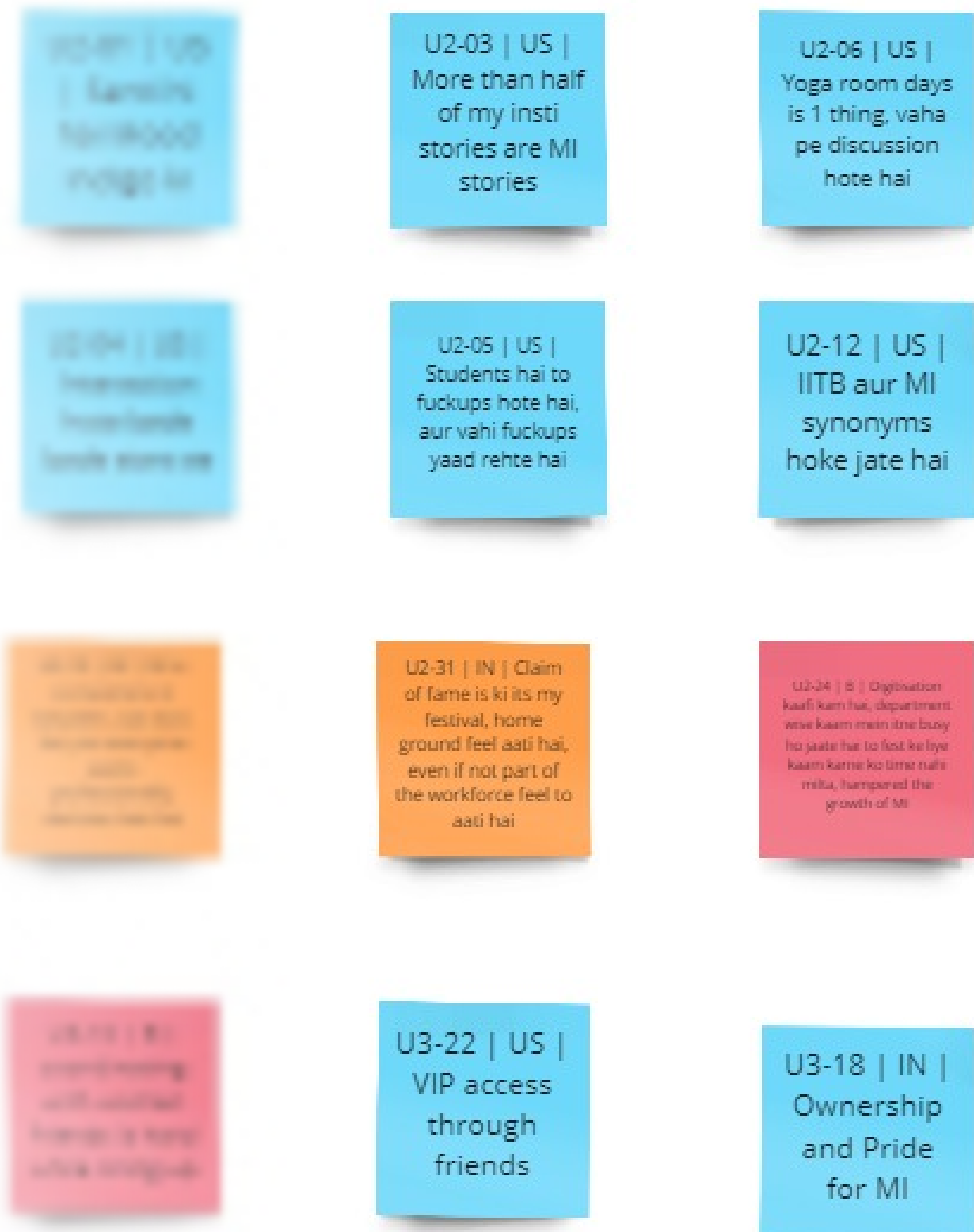
Baat-Cheet

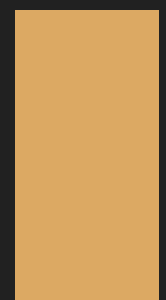
Primary Research

Interviews were conducted to understand the connections with Mood Indigo on a personal level and understand the emotional and intangible aspects

There was a sense of pride and ownership with regard to the festival across the campus community, even if they had not been part of the workforce

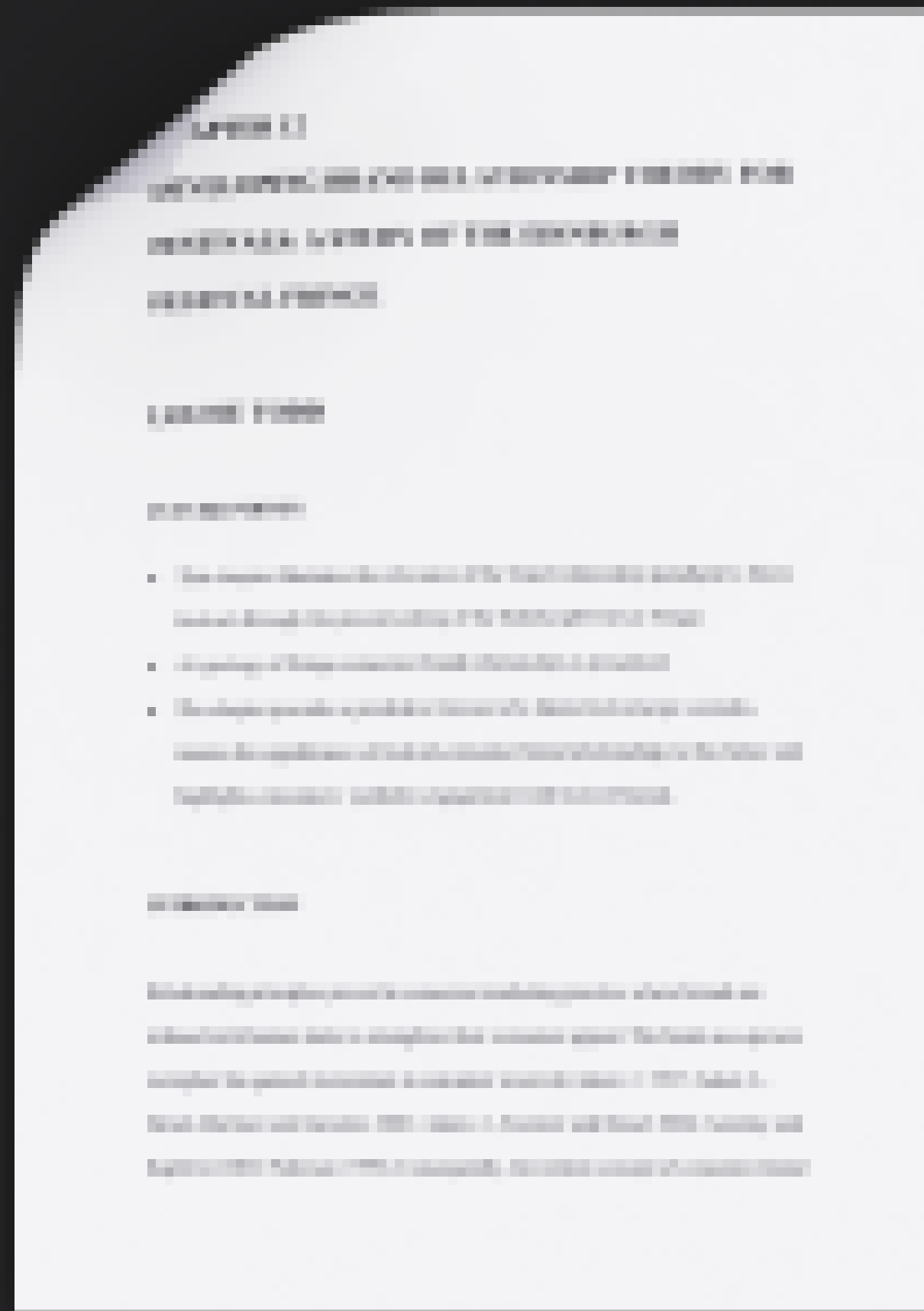
We categorized their statements to identify design insights and breakdowns while the user statements helped us grasp the more intangible features of the relationship.





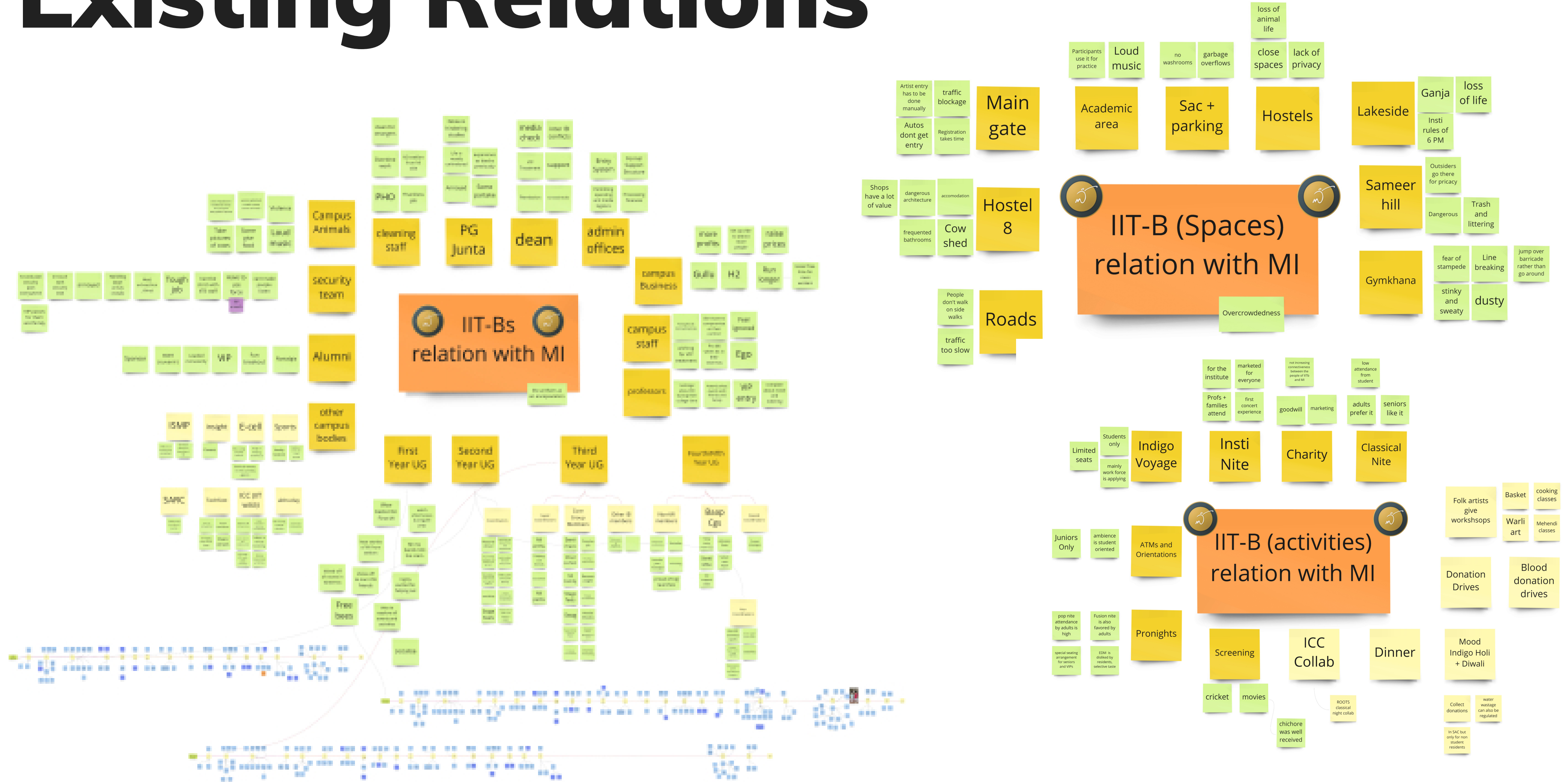
Papers Please!

Secondary Research



Zooming In

Existing Relations



Zooming In

Existing Relations

- We listed all the stakeholders, specially on campus, and then listed the nature of their relationship, associated issues as well as any possible preliminary solutions.
- Each stakeholder had an opinion of MI and had something to contribute to MI as well as some takeaways
- We identified and mapped major motivations and stances of different stakeholders to garner a holistic view of the community relations with Mood Indigo

Campus
Animals

security
team

Alumni

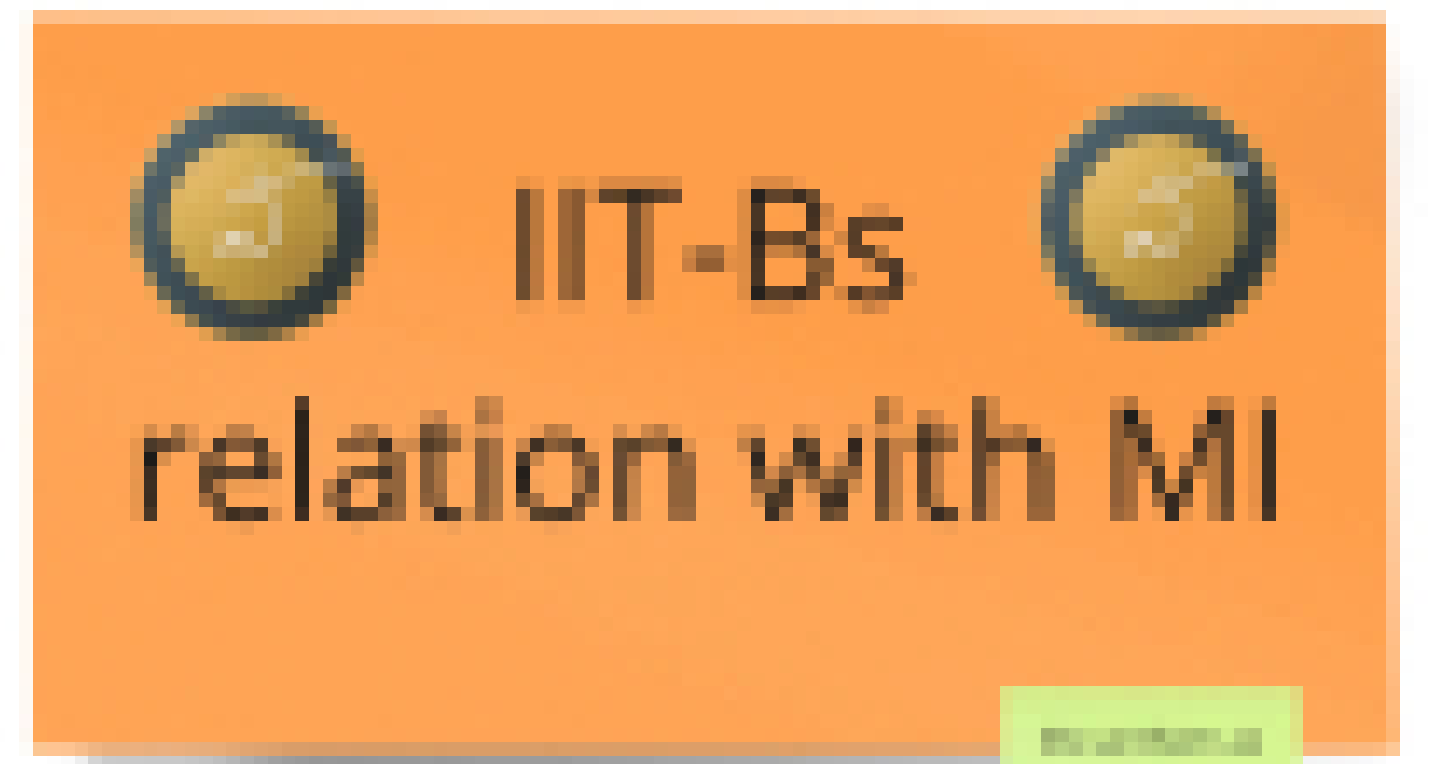
other
campus
bodies

cleaning
staff

PG
Junta

dean

admin
office



First
Year UG

Second
Year UG

Third
Year UG

relation with MI

staff

Ego

professors

Zooming In

Existing Relations

other campus books

First Year UG

Second Year UG

Third Year UG

Fourth Year UG

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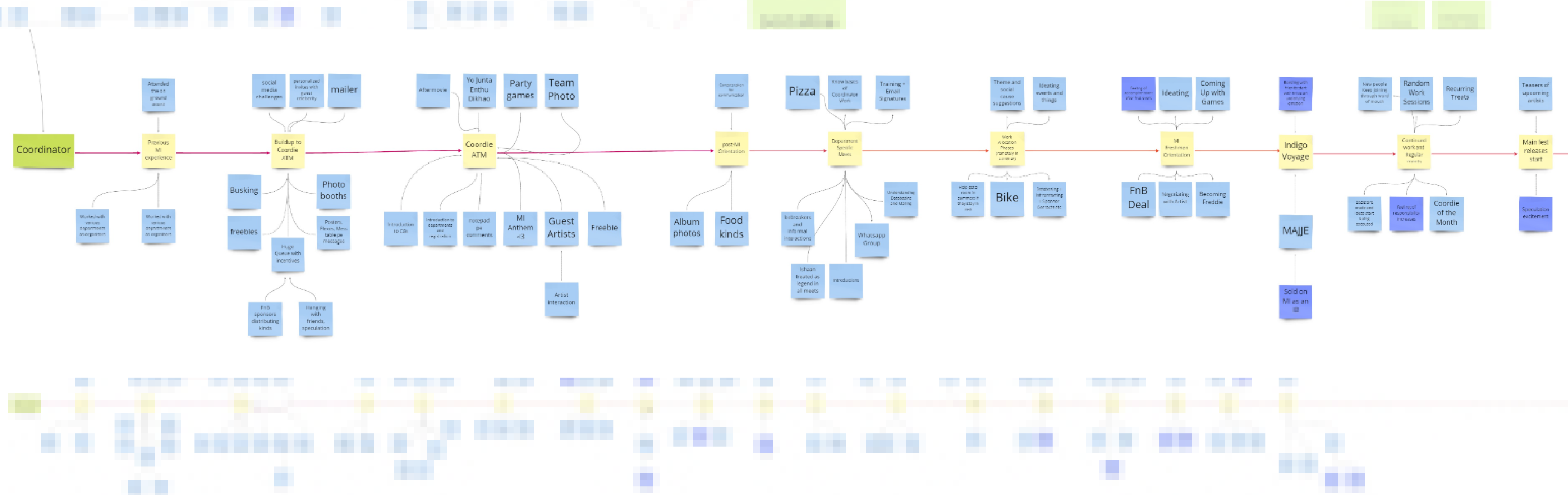
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Zooming In Existing Relations



Zooming In

Existing Relations

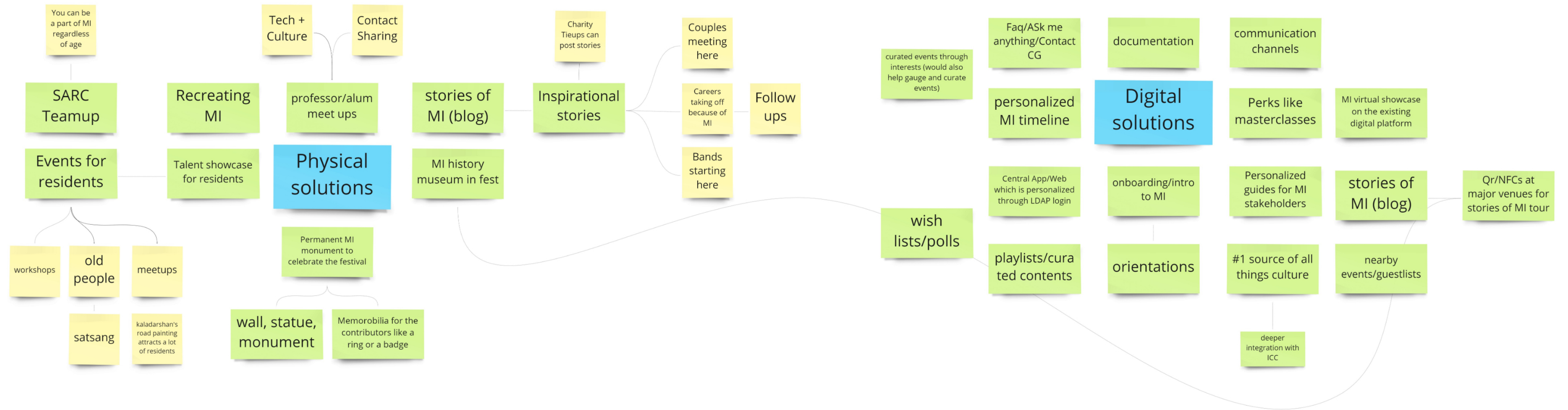
The roles of UG students demanded further mapping as they form the central workforce of the team\

Hence we mapped out their entire journeys with the festival to find any pain points and understand the festival from their eyes



Kuch naya ho jaye

Solutions Brainstorm



Kuch naya ho jaye

Preliminary Ideas

WASO'S
फासोस

LOVE
आपका स्वागत है


LOVE
आपका स्वागत है

BOKING
BREAD BUN

जय हिन्द
जय मठारान

Help us make **HISTORY!**

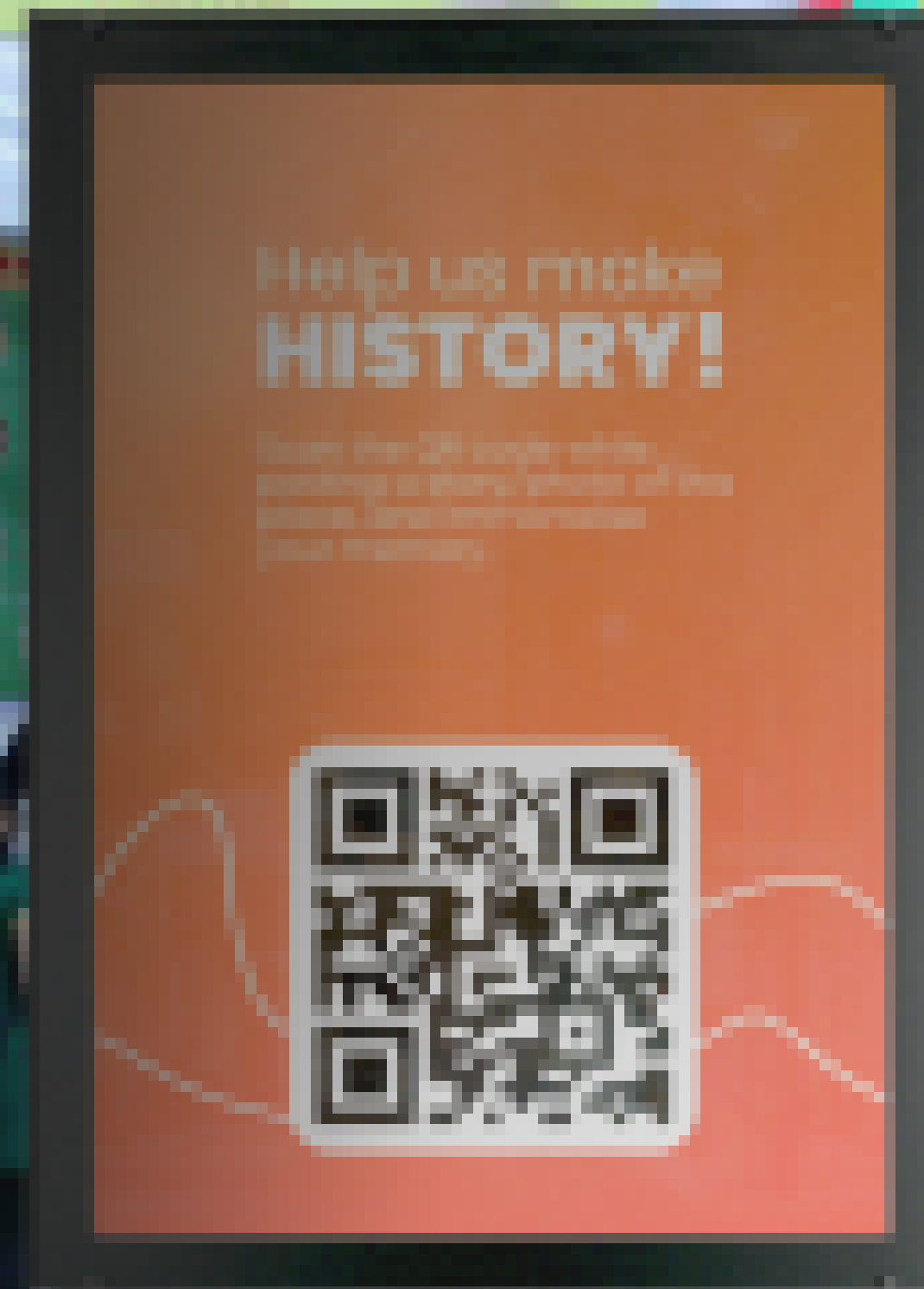
Scan the QR code while visiting a store of the brand. Contribute your part to history.



Kuch naya ho jaye

Preliminary Ideas

- We visualized a few preliminary ideas to increase community engagement.
- A social media system to collect and document people's stories with MI could be implemented in various parts of the festival using QR codes and NFCs
- An integration with the virtual campus set up for MI 2020 could easily work out as a platform for people to tell their personal stories as well as an MI museum across time for achievements



Kuch naya ho jaye

Preliminary Ideas



A black and white photograph of a man playing a sitar on a stage. He is smiling and looking towards the camera. A microphone is positioned in front of him. The background is dark, and the lighting is focused on the performer.

Picture abhi baaki hai mere dost

Future Steps

- Mapping where our solutions would fit in and how they would impact the system at large
- Focussing on the digital system ideas and work towards pitching a realistic working system
- Further understanding the various communication channels at play to come up with a holistic solution



Thank You

Looking Forward to your feedback!

Anurag Soni

Atul Tripathi

Rishabh Kumar