

**Atul Tripathi** 

Rishabh Kumar

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

9 months prior 3 months after

#### Baat-Cheet

# Primary Research





#### **Baat-Cheet**

## 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

U1-07 | US | I thought there will be profs involved but its student run and that impressed me

U1-20 | US |

"Sharing a

sutta" best

example of

meeting people

U1-10 | US | memory that cant forget is smoking up with a band

U1-28 | IN | i

liked showing off

when the convo

about fest with

friends comes up

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

U1-24 | DI | Coordinatio liketransport, services, interdepartmnetal communication, back bitching about transport U1-23 | B | Treats were awkward

U3-19 | IN | Felt responsible for the problems

U3-06 | IN | did not wish to volunteer second year because friends were

U3-14 | U5 | In 1st yr i was more enthu about pronights, now i will only go if

U4-20 | US | As a Power Coordie, koi tumhe kuch

U3-09 | B | did not feel the crowd management was upto par, comedy shows

U1-06 | IN | The reason I chose IITB was because of MI instead of Guwahati

pronights, now i will only go if interested

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

U1-18 | IN |

Meeting once in a while may make me feel me feel more connected

U2-01 | US | Senti hi hai Mood Indigo ki

U2-04 | US | Interaction hota bade bade stars se

U2-19 | IN | Milis somewhere in between, sab dost hai, par everyone works professionally, decision lete hai

U3-10 | B | coordinating with women friends is hard

U2-03 | US | More than half of my insti stories are MI stories

U2-05 | U5 | Students hai to fuckups hote hai, aur vahi fuckups yaad rehte hai

U2-31 | IN | Claim of fame is kilits my festival, home ground feel aati hai, even if not part of the workforce feel to aati hai

U3-22 | US | VIP access through

U2-06 | US | Yoga room days is 1 thing, vaha pe discussion hote hai

U2-12 | US | IITB aur MI synonyms hoke jate hai

kaafi kam hai, departmen were keem mein itne bus to just that to fest ke by kaam kame ko time naf growth of MI

U3-18 | IN | Ownership and Pride as well visiting interested nahi bol sakta 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.

More than hal of my insti stories are Mi

Yoga room days is 1 thing, vaha pe discussion

U2-12 | US | IITB aur MI synonyms hoke jate hai

U3-22 | US VIP access through

U3-18 | IN | Ownership and Pride

#### Papers Please!

## Secondary Research

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#### LUCKER PROPERTY.

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Papers Please!

## Secondary Research

- Brand relationship theories, and digital and physical community engagements,
- Increased customization and co-creation would be the way forward and focus on community building would be a must for any such brand.

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animal life

### Zooming In

## Existing Relations









bodies.

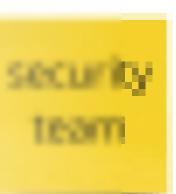
Second Year US

Third Year UG

#### Zooming In

- 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



















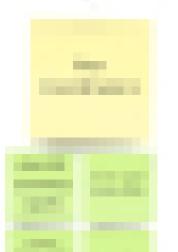


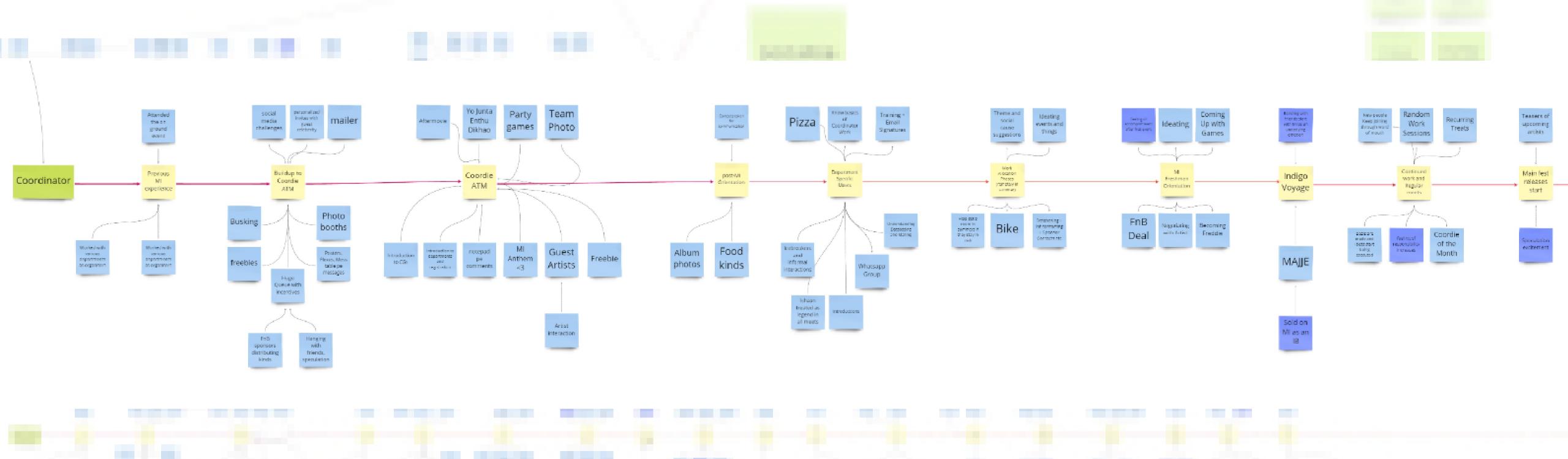
- The students stood to gain the most from MI since the events were mostly catered for them
- They also had the most interaction with the fest as they were central to the festival's workings
- The relationship between the students and the festival was mostly positive



Third

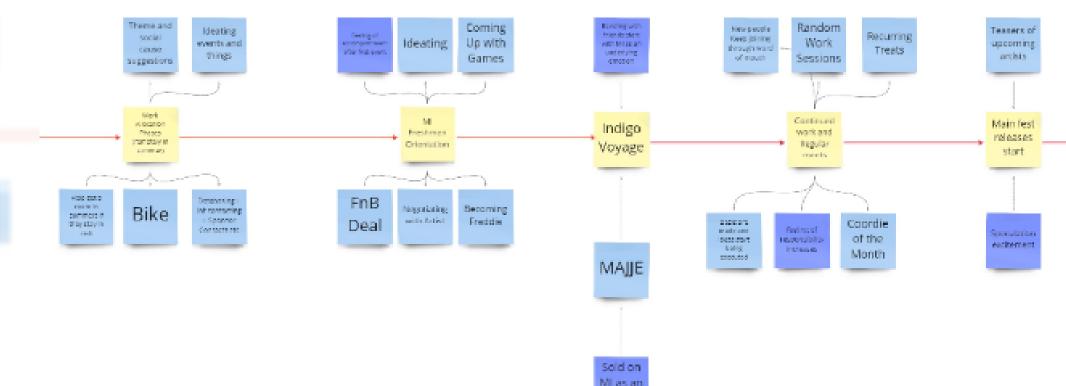






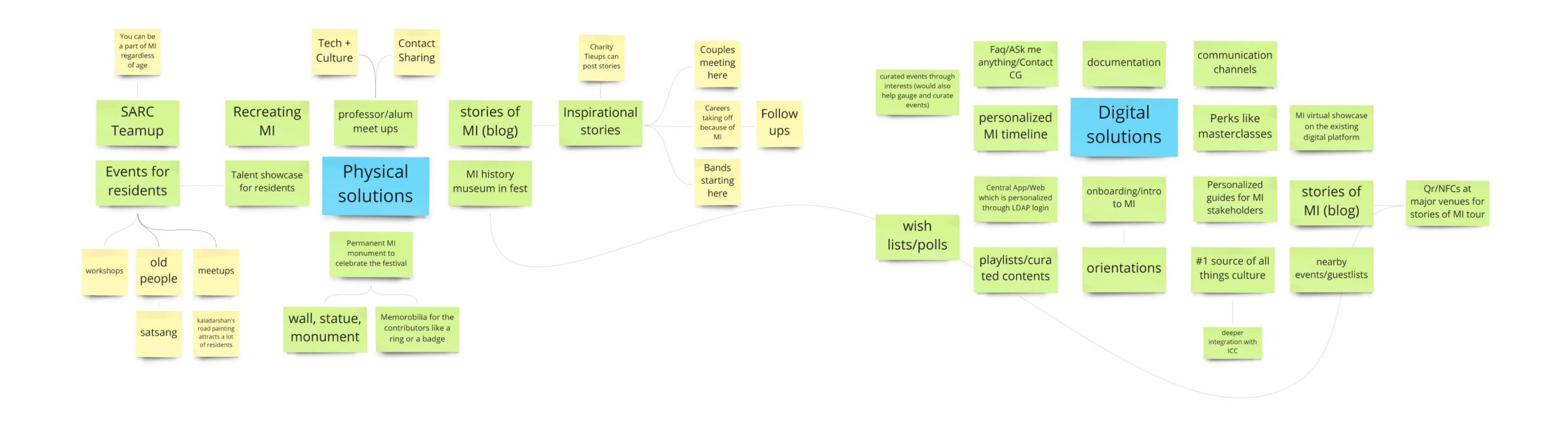
Zooming In

- 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**









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

# Thankatou

Looking Forward to your feedback!

**Anurag Soni** 

**Atul Tripathi** 

Rishabh Kumar