



DEP 302: SYSTEMS DESIGN PROJECT

MOOD INDIGO

WEEK 2: EXPANSIVE RESEARCH AND FOCUS

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Expertise and Experience

The Team



Core group member
COVID Positive

Anurag Soni



Marketing & Ambience Coordinator
Dehydrated Hero

Atul Tripathi



Core group member
Most Probably COVID Positive

Rishabh Kumar

A black and white photograph of a man wearing a turban and a patterned jacket, singing into a microphone. The background is dark, and the lighting highlights his face and the texture of his clothing.

Ye kya bawaal hai bhaila

What is a Cultural Festival

A festival featuring arts and events specific to a particular culture/s, especially one **celebrating and promoting that culture/s in a wider public context.**

Mood Indigo, as one of the pioneers in the country, **aims to bring unique novel experiences** to the visitors and introduce the young crowd they attract to different aspects of **national and international culture.** Mood Indigo also actively aims to **provide platforms to showcase talent** and also be **accessible to all**, by ensuring revenue streams through various other channels apart from directly charging the visitors. It aims to set up the **best experience for all stakeholders** involved, and also to **train and empower the volunteer run team** to be the leaders of tomorrow.



Larger Questions

Where do they fit in?

- Cultural Festival as a Tourism Promoter
- Cultural Festivals as Tastemakers and Trend-Setters
- Active participation of diverse people has been proven to have positive cultural, social, economic impacts
- Establishment of social networks, which can contribute to the enhancement of social capital within a community
- May end up creating hierarchies, elitism in the arts
- College festivals have the added onus of being the first exposure to young minds around various new experiences

Zooming out

A Broader View

Tier 1

Global

A higher budget category with international following, massive budgets, and a dedicated year long staff. VIP attendees, liberal attitudes, alcohol, uncensored music.

Tier 2

National

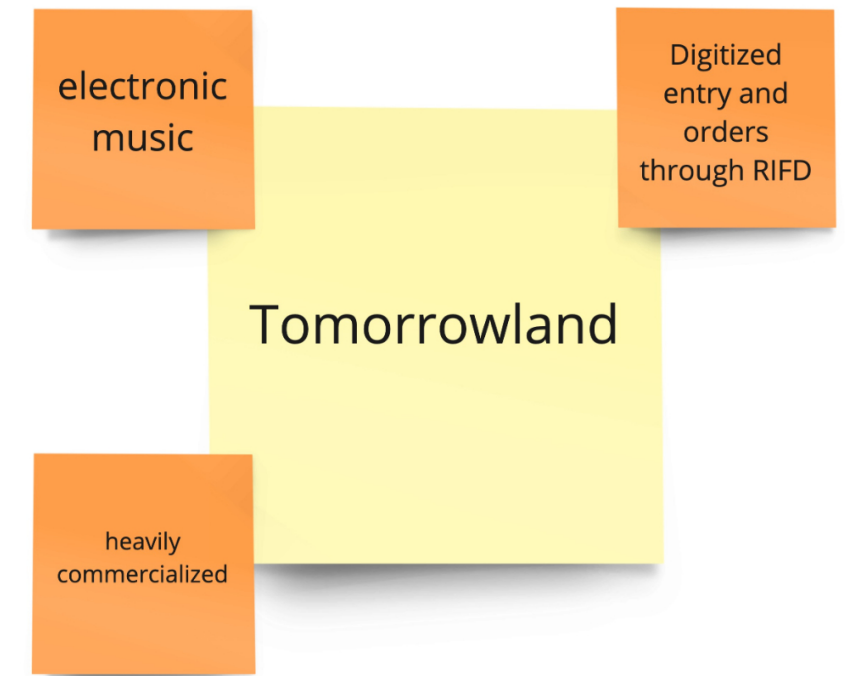
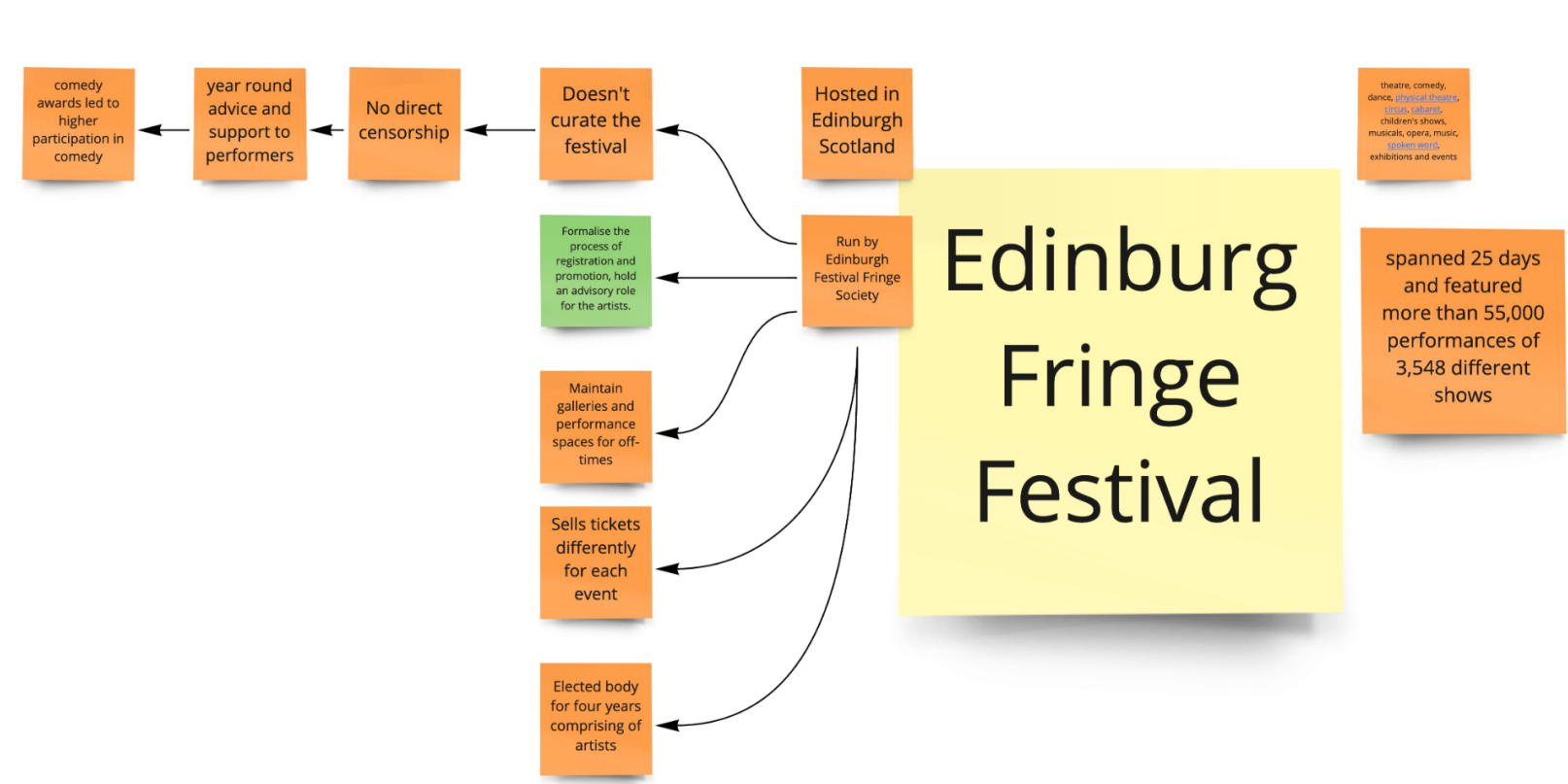
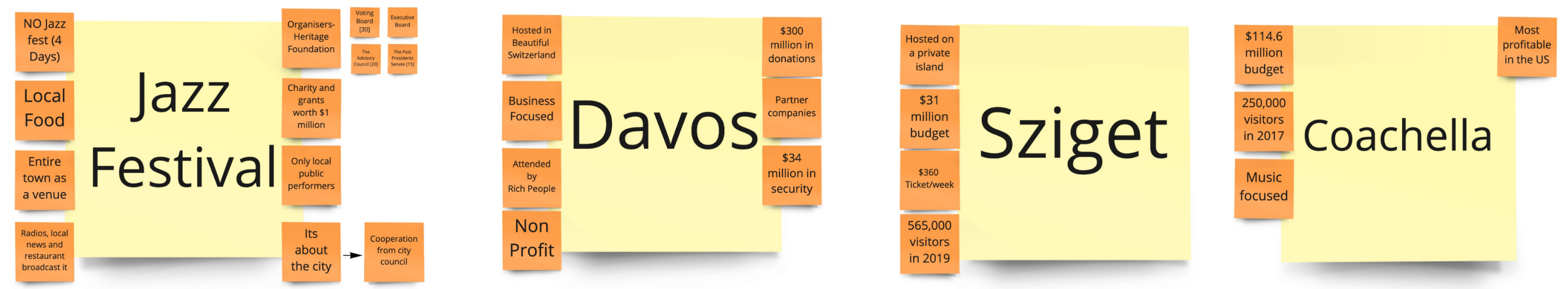
A national level fest with attendees across the nation, more reserved but also cheaper. National stars alongside international B-listers, regional music, regional foods.

Tier 3

College
fests

For college students by college students, conservative outlook, restrictions, non-profit. Sponsors are imperative but budget, time, labour, college image are all constraints.

Zooming out A Broader View



Zooming out

A Broader View

Tier 1

Global

Tier 2

National

Tier 3

College fests



Zooming out

A Broader View

Tier 1

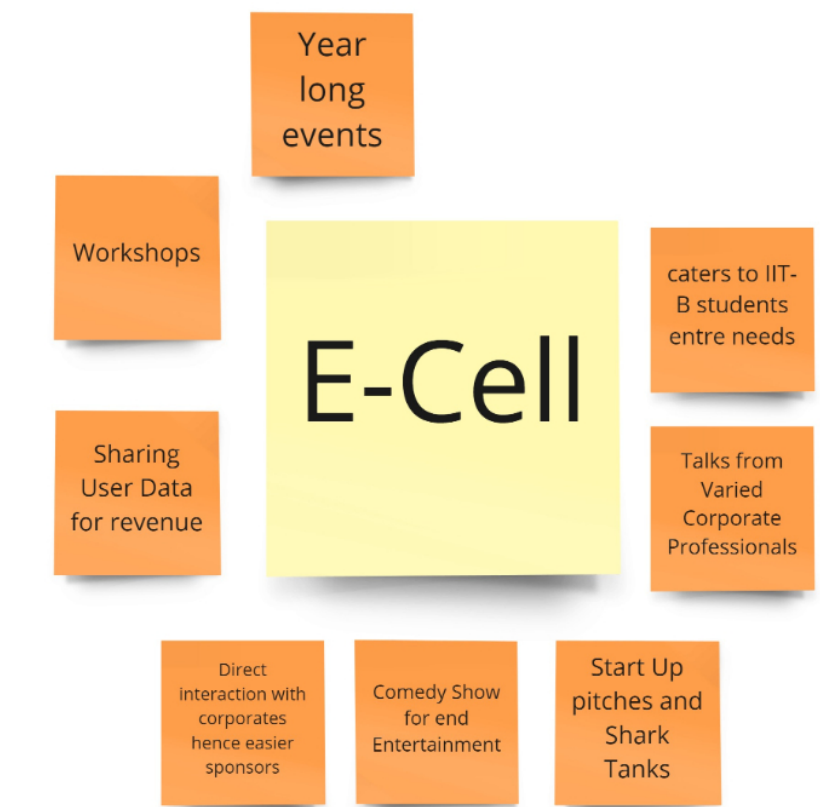
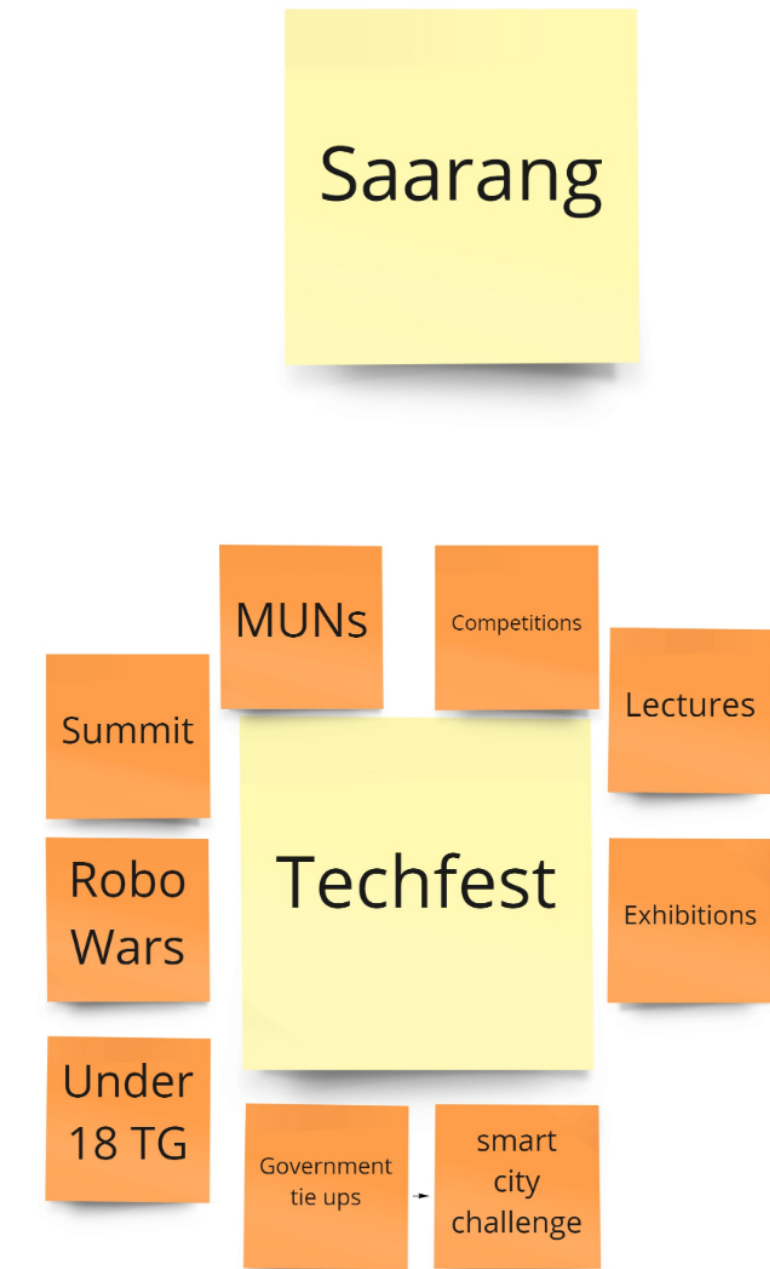
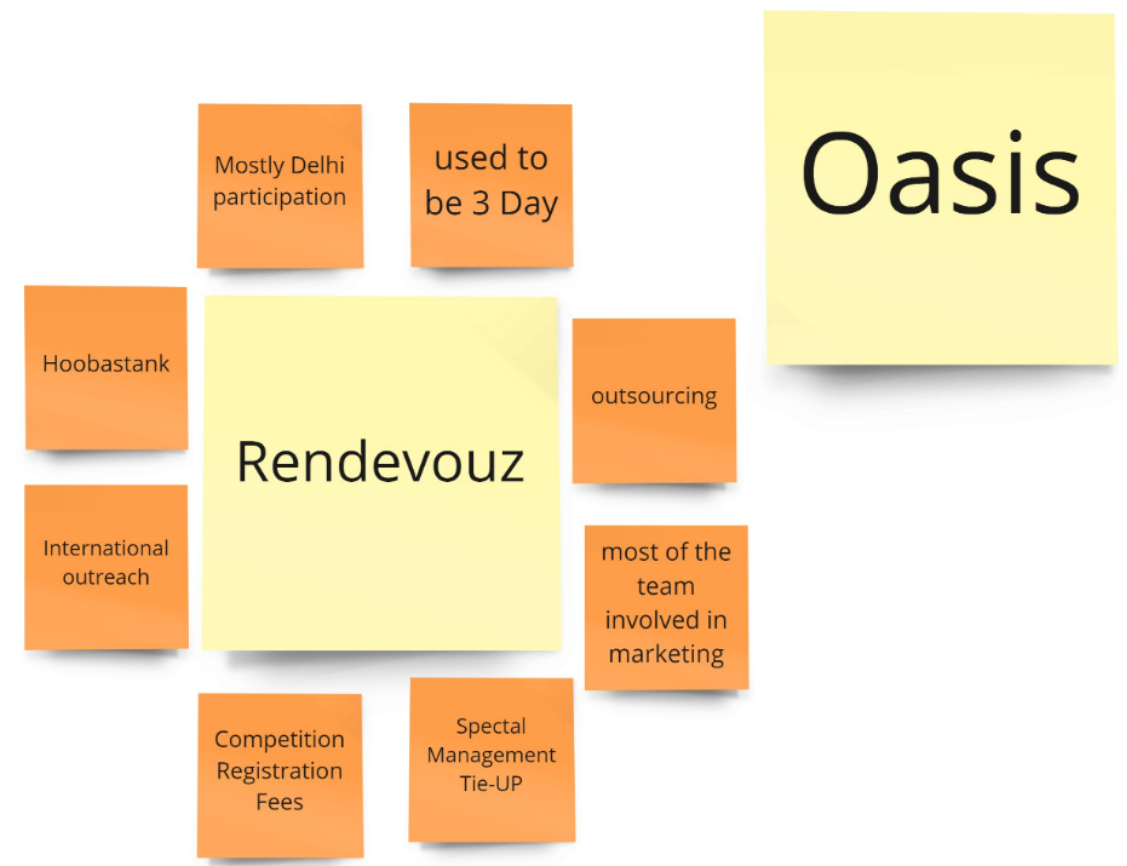
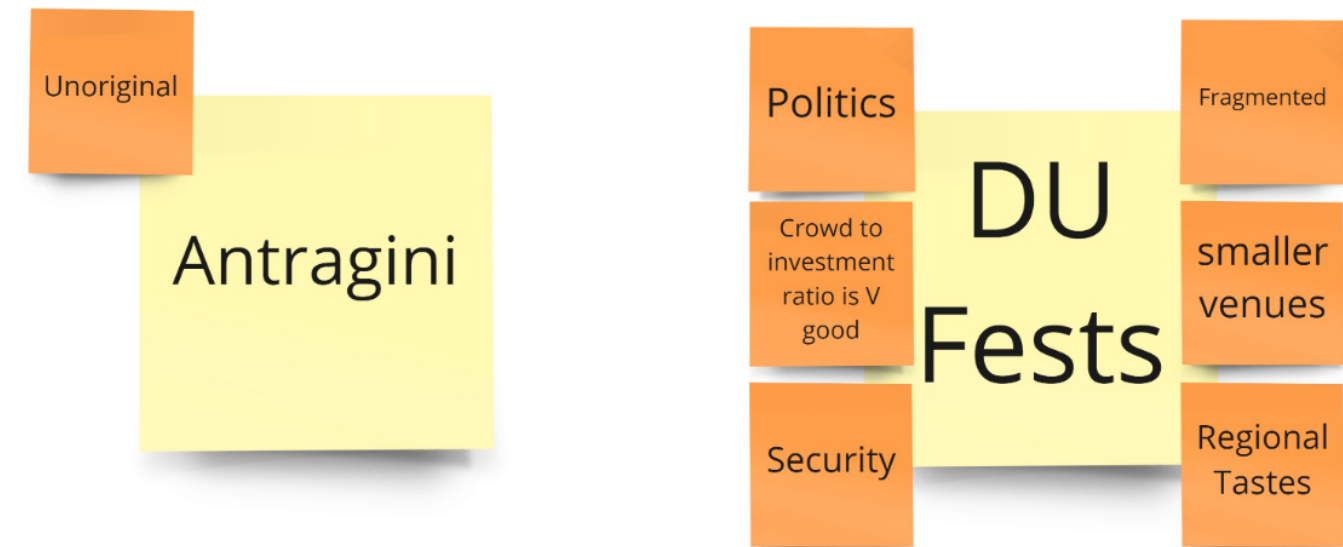
Global

Tier 2

National

Tier 3

College fests



A black and white photograph of a drummer playing a drum set. The drummer is in the foreground, slightly to the right, looking down at the drums. The background is dark and out of focus, showing the metal stands of the drum set. The overall mood is moody and artistic.

Looking through the third eye

Major Insights

- Large scale Festivals have a tie up with local tourism boards and governments
- The locality becomes a stakeholder and festivals can be community driven and or crowdsourced
- The Influence draws higher quality of sponsors and the ambience of the Fests are not negatively effected.
- A large enough Festival doesn't have to buy press.
- Tier 2 size fests are either trying to replicate a tier 1 experience or are delivering on a very local taste.
- They enjoy the support of youth-oriented sponsosers who may not have a more direct platforms to market on (eg. Alcohol, Condoms, Adult toys etc.)

Lol, thoda aur bacha tha

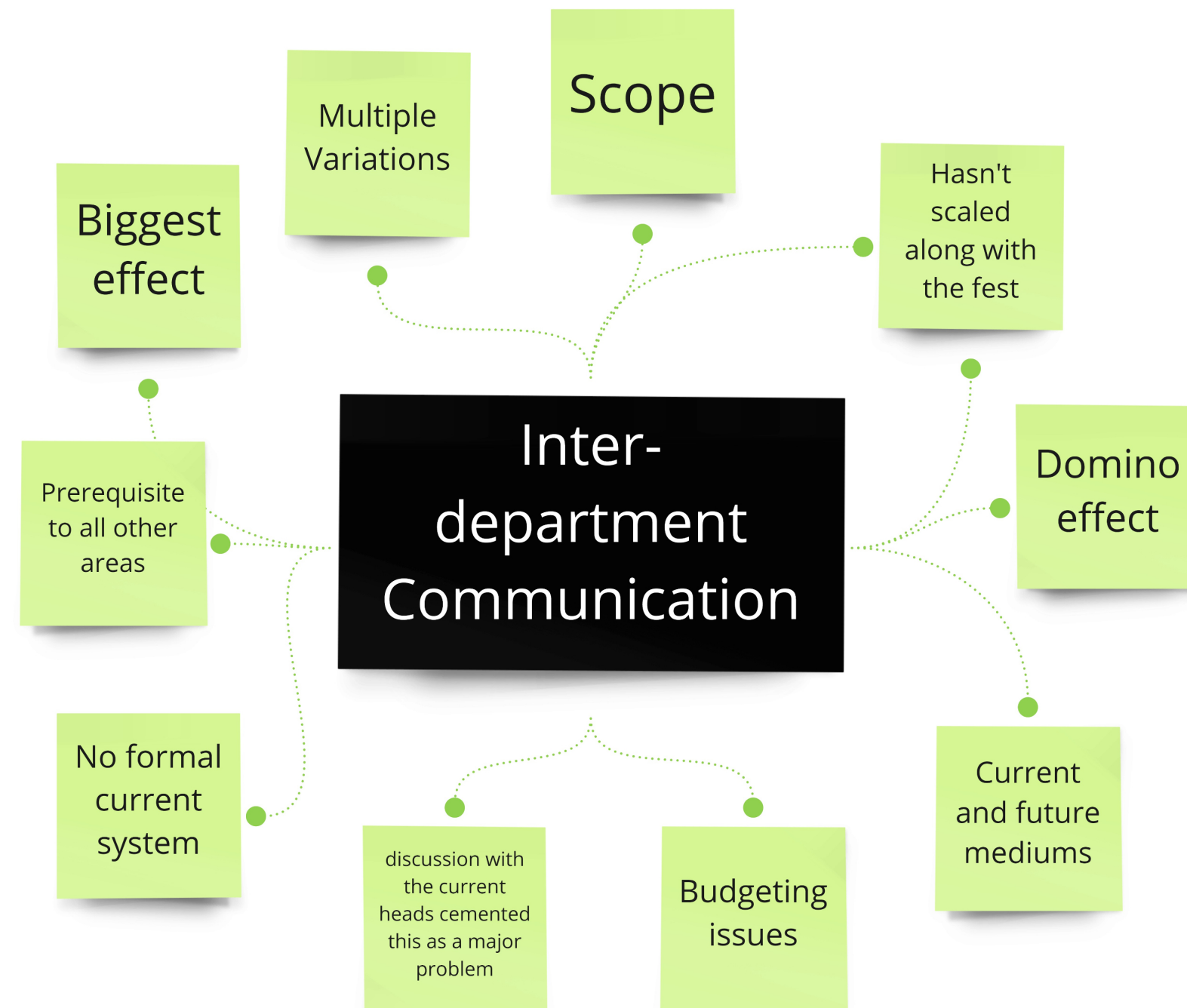
Major Insights

- A major disadvantage for college fests is that they are heavily censored by their respective college authorities.
- College fests are also not only limited to being a talent showcase as unique aspects such as competitions and other crowd engagements form a major part.
- Managers and the team cycle annually.
- Difficulty to find a singular source of sponsorships results in a very commercialized experience.



That's what he said

Focus Isolation



Idle Time

Data Collection

Grievance System

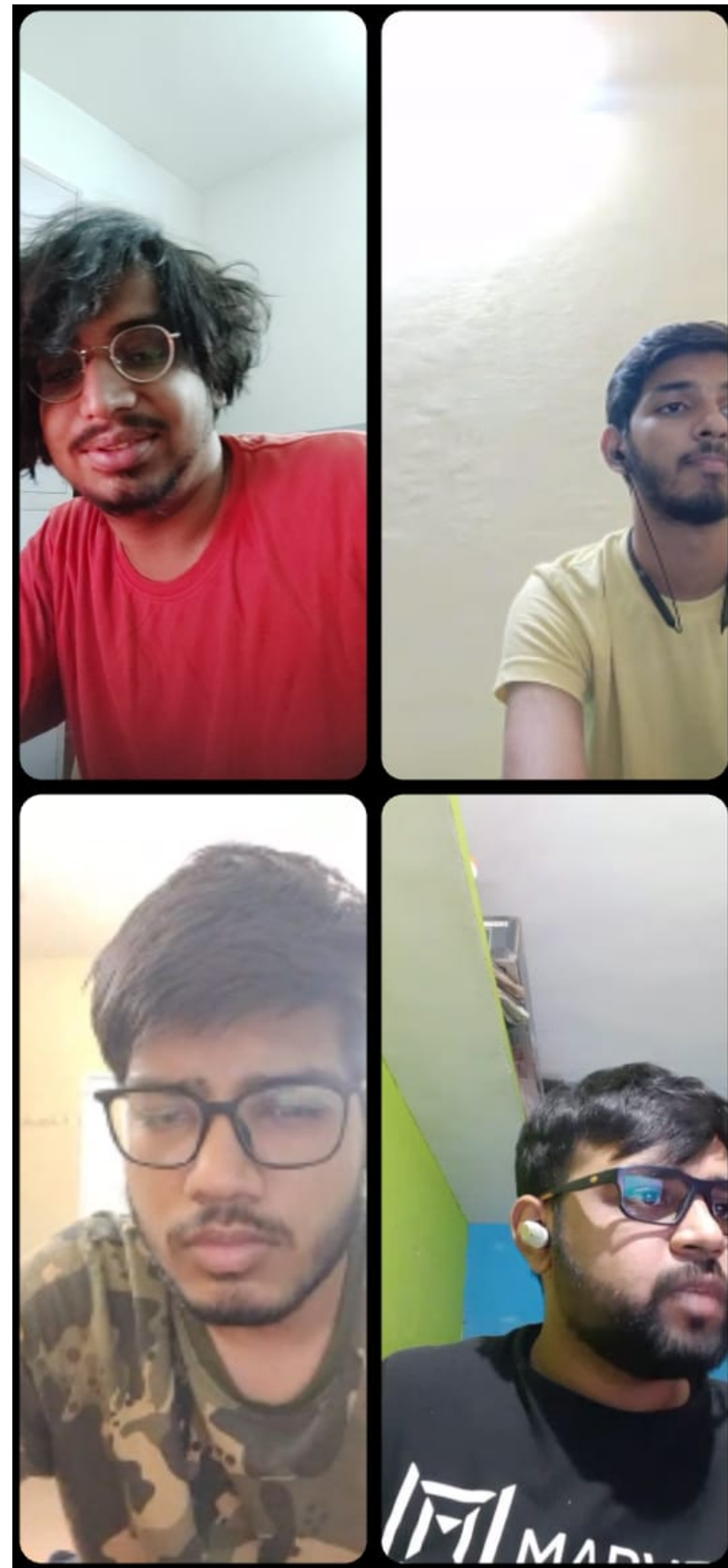
Visitor Fest Experience

Personal Safety & Security

Inter-Dept Communication

Say Hi!

Primary Research



Current Team: MI 2020



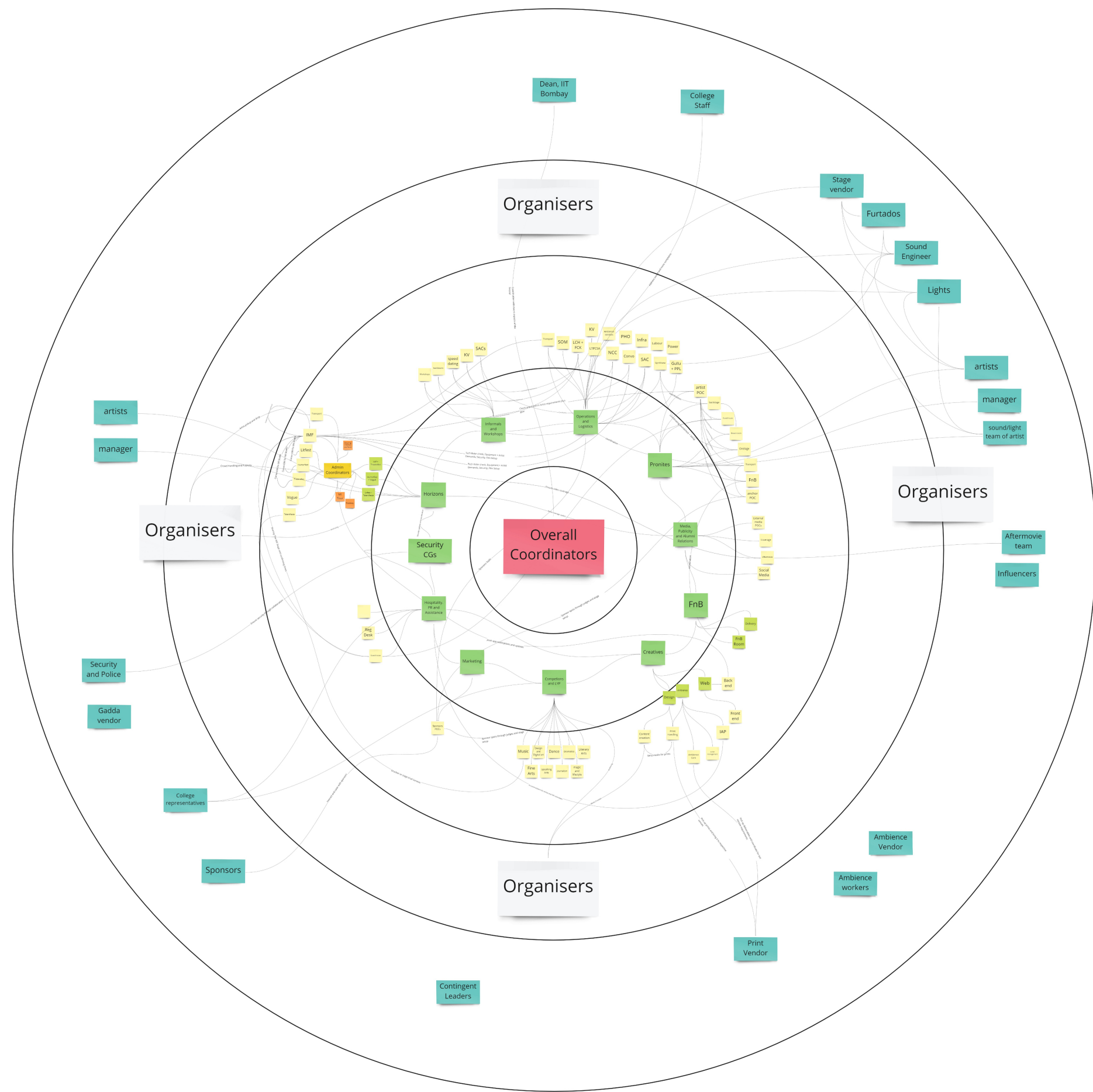
Pranjal Singh

Rishabh Kumar

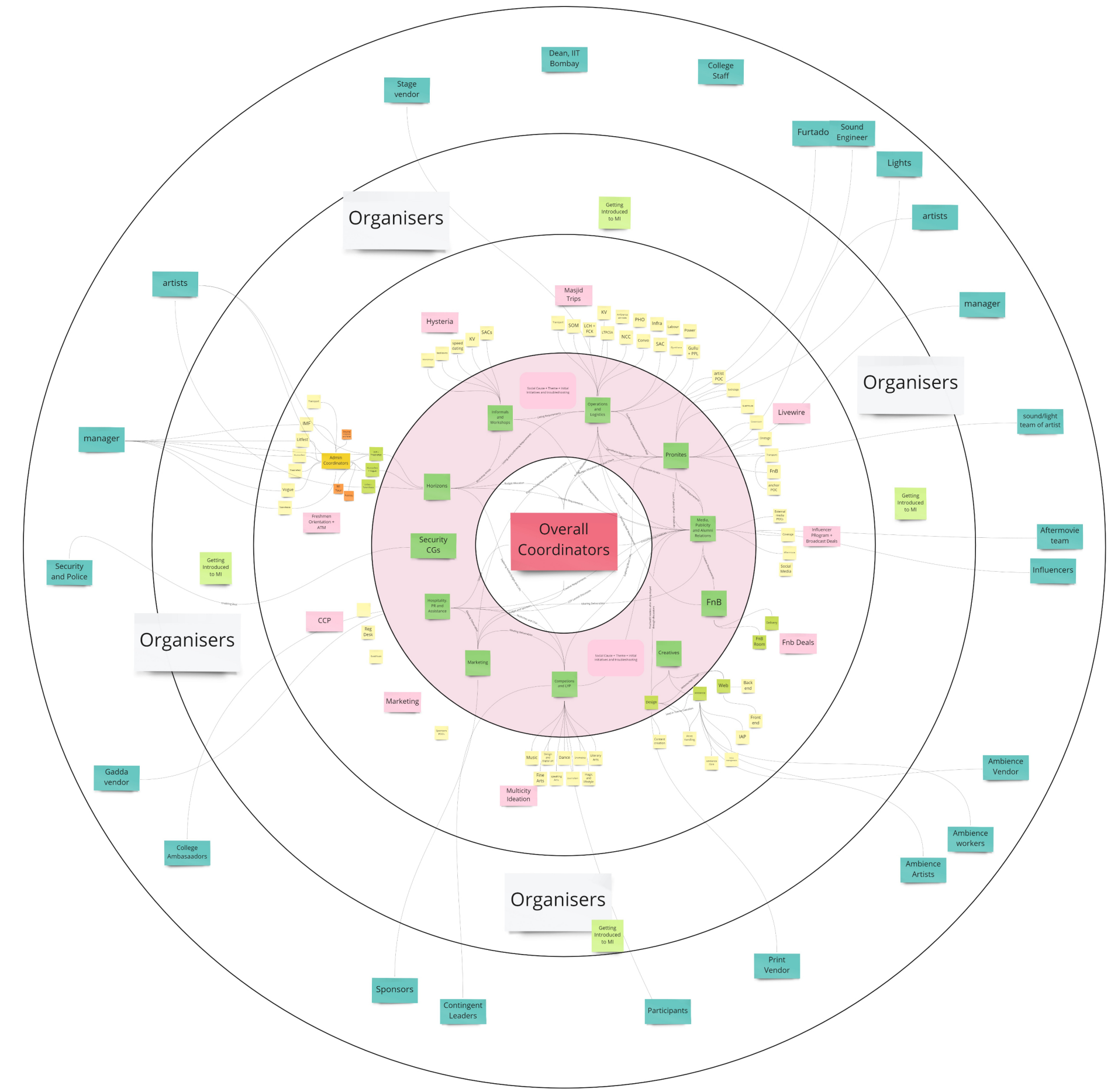


Behind the Scenes

Macro Network Map

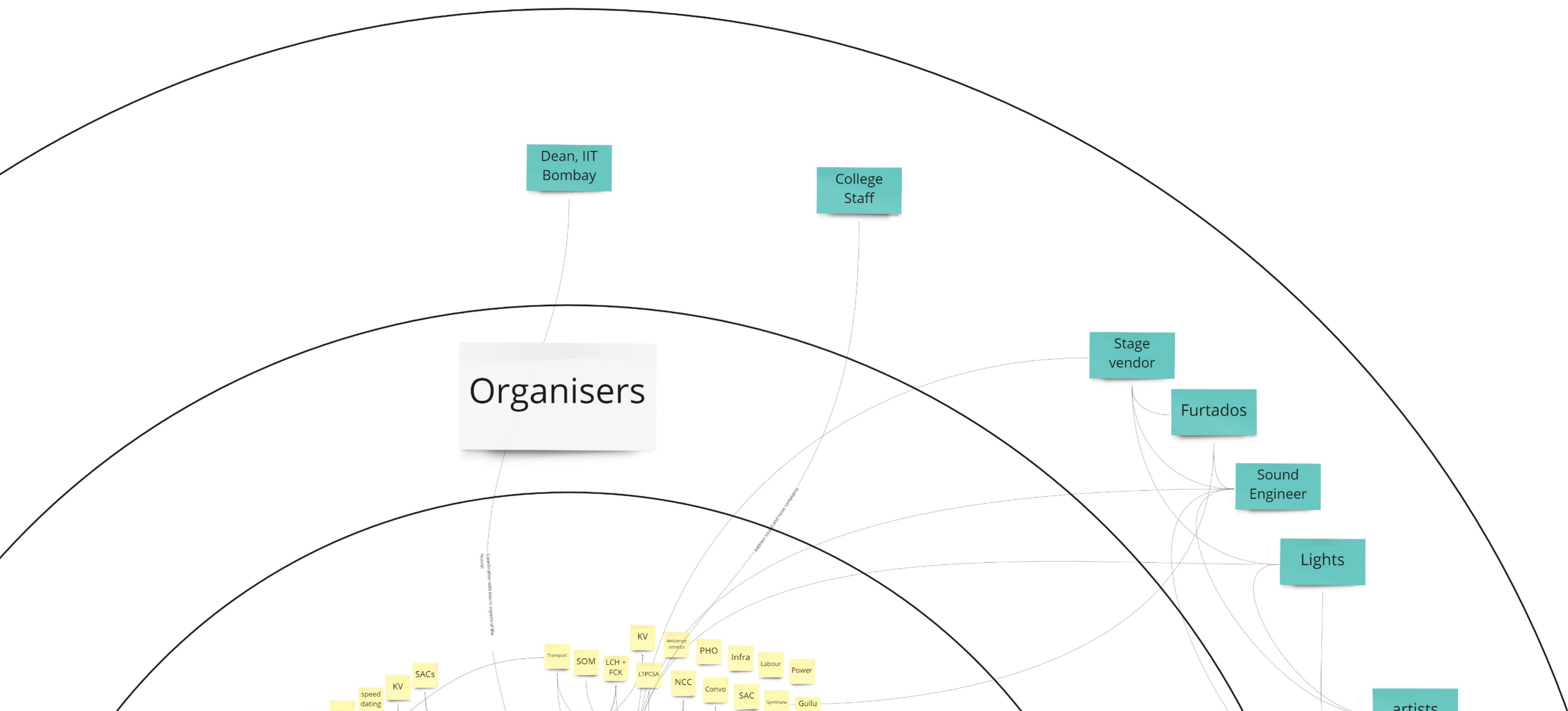


Onground



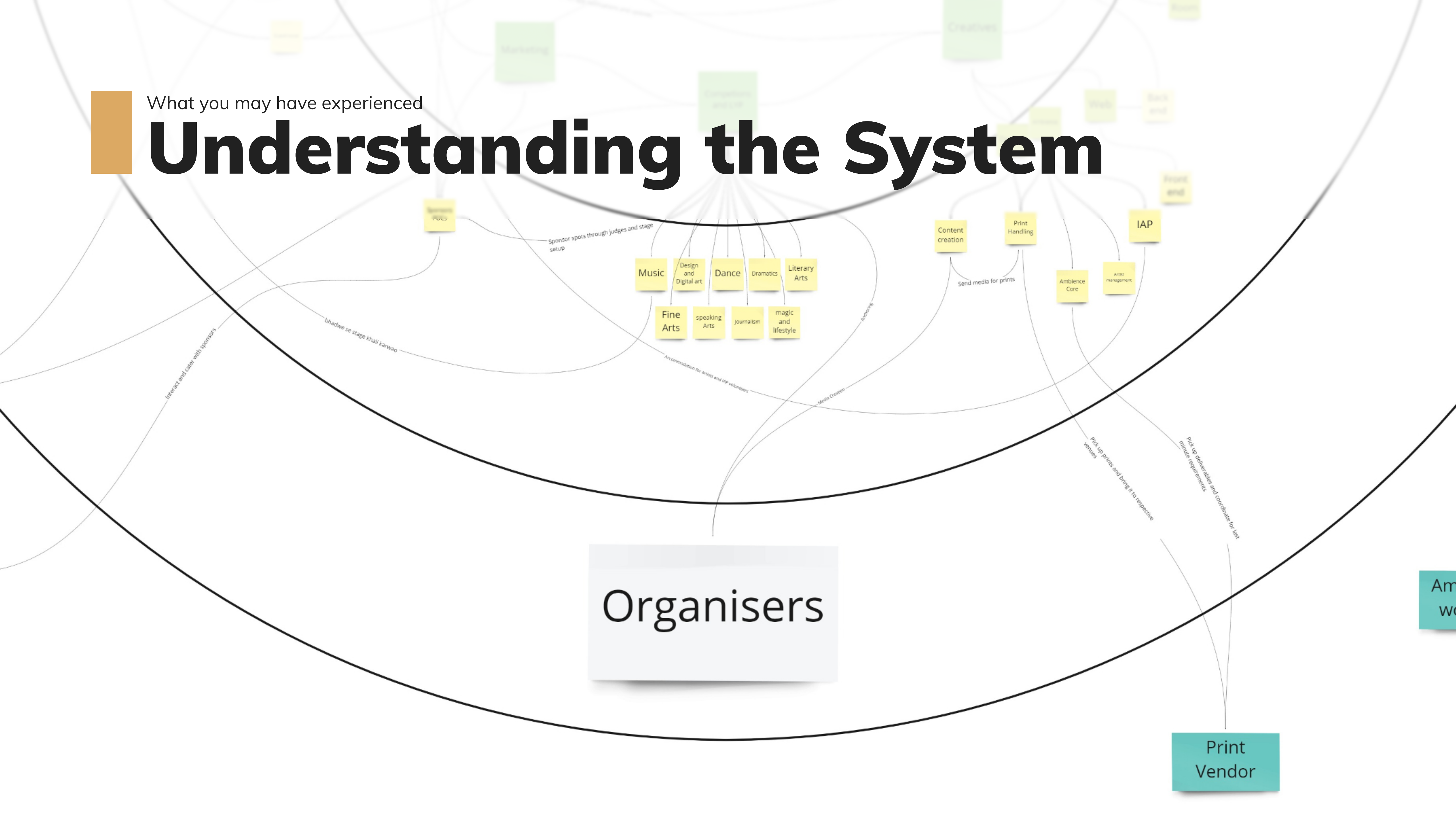
Pre-Fest

Understanding the System

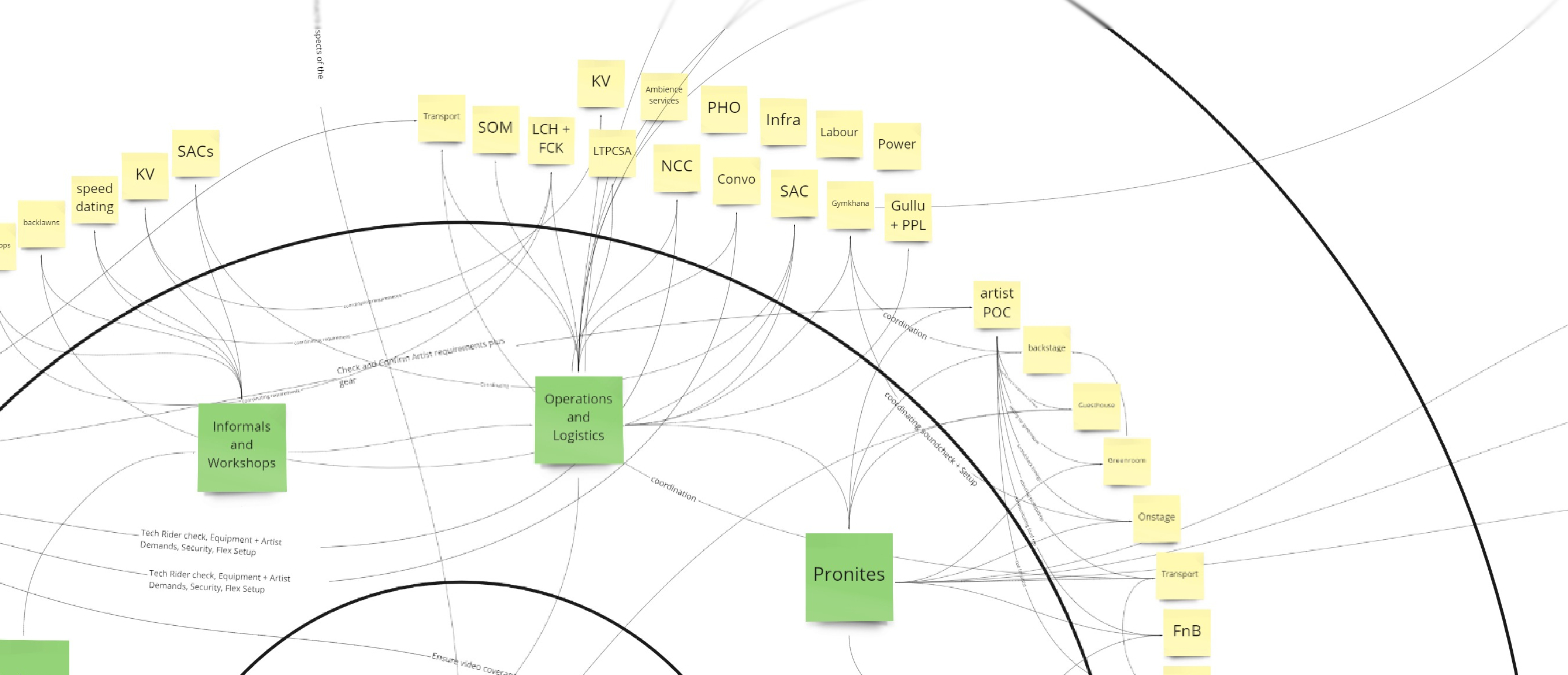


What you may have experienced

Understanding the System

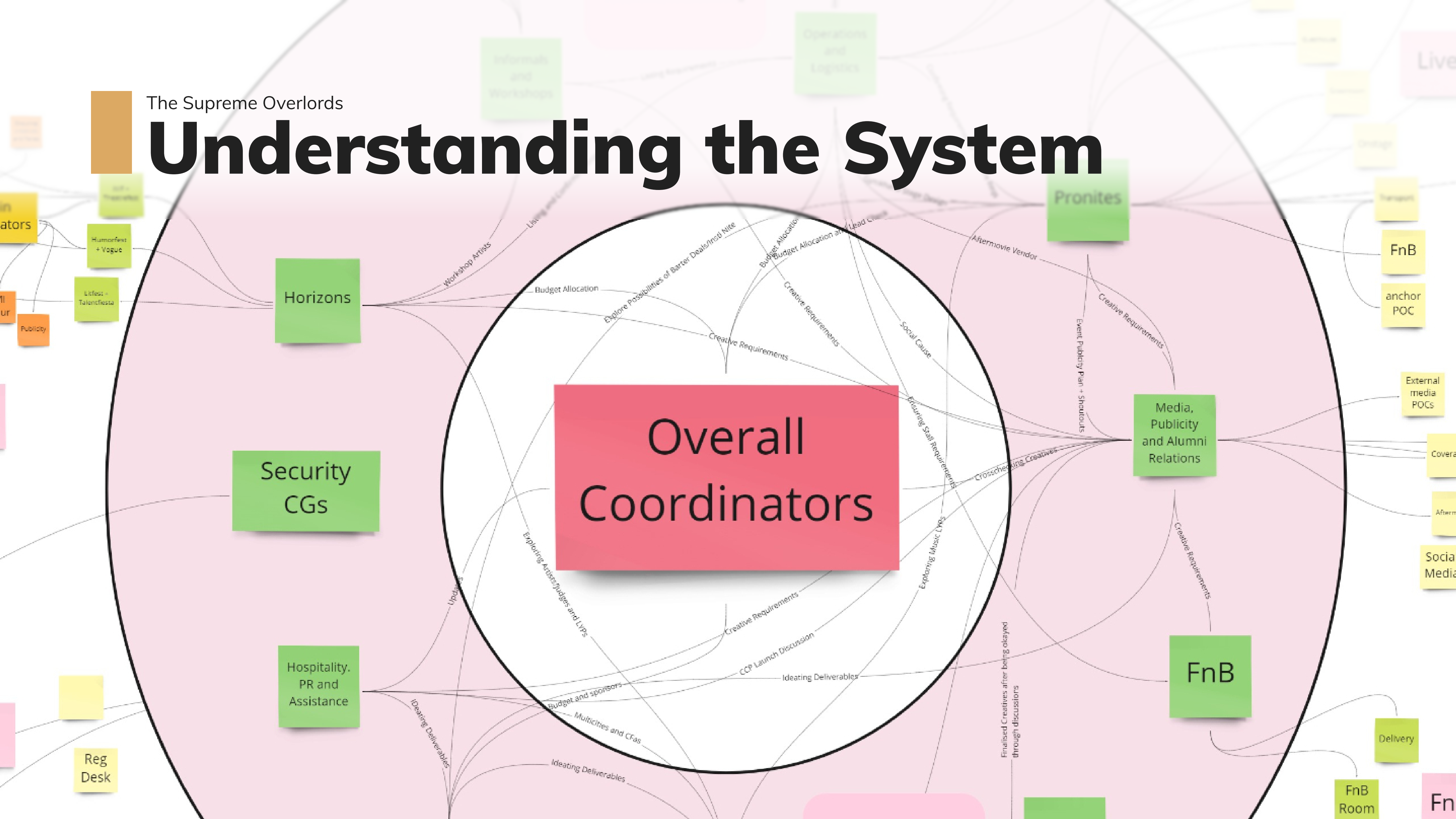


Almost there Understanding the System



The Supreme Overlords

Understanding the System



Picture abhi baaki hai mere dost

Future Steps

- Giga-Maps
- List out failure points
- Graph changes against temporal perspective
- Identify common occurrences and frequency
- Start working on possible solutions





Thank You

Looking Forward to your feedback!

Anurag Soni

Atul Tripathi

Rishabh Kumar