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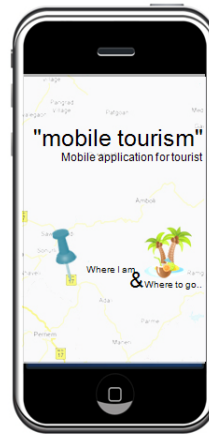


राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

**Design for Digital
Experience**

MOBILE TOURIST

Mobile based tourist application



Project Brief:

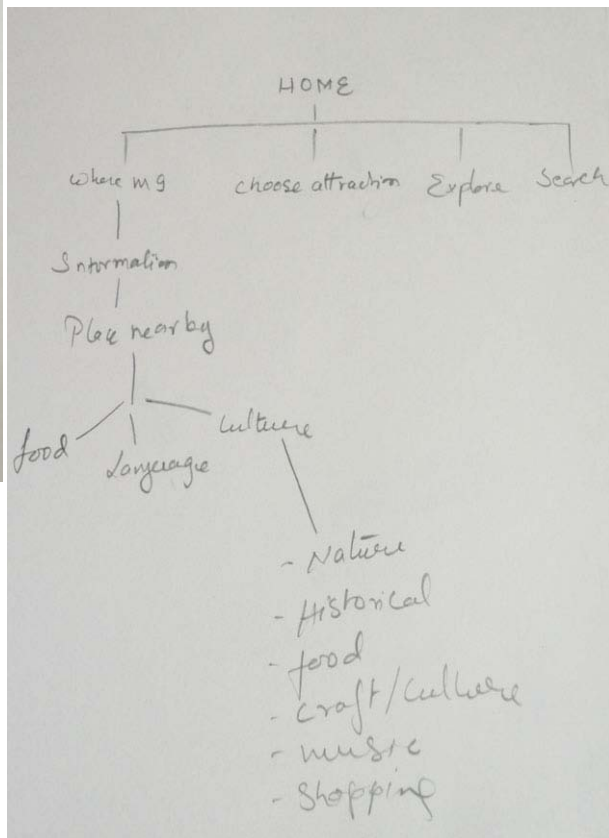
Design a mobile application meant for Tourists. The aim of this application is to help tourists in exploring new places.

Objective

To create the interaction between a user and an application and understanding the accessing of information including the user and application themselves

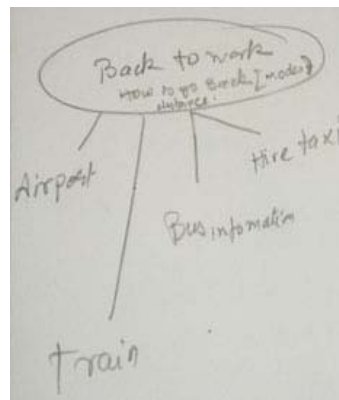
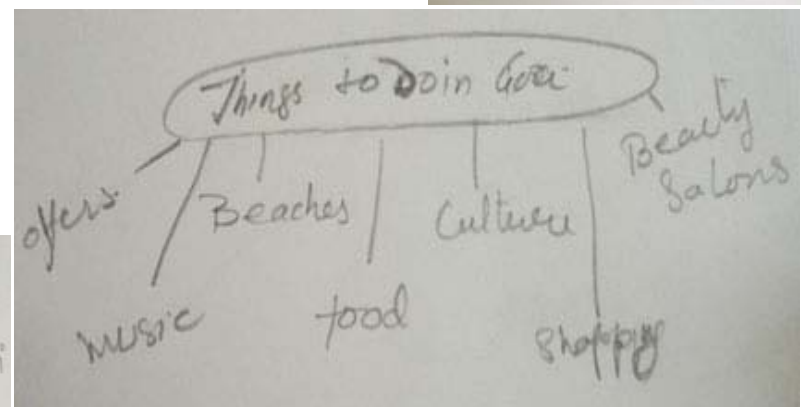
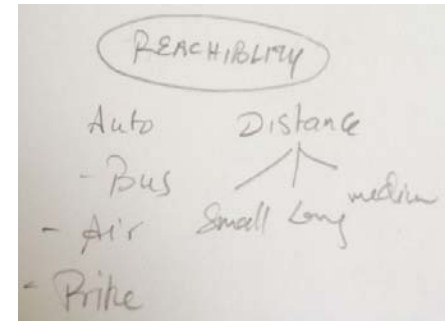
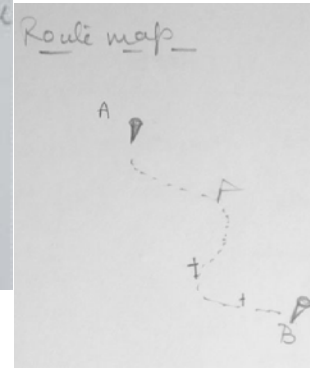
Target audience

Understanding the accessing of information from your phone from high end phone(25-40 age group)



You are here: — Location

- Place info
- I can Explore nearby
- Map



Concept Generation...

The use cases that define the scope of application:-

Use Case 1. Early-experience:- advertisement, website marketing, available demos

Use Case 2. Seeking information based (first experience)

- a) Subtask a: First time user who do not know how to get started
- b) Subtask b: First time use for users who are looking for something specific.

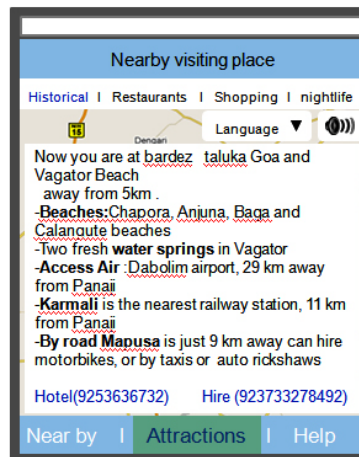
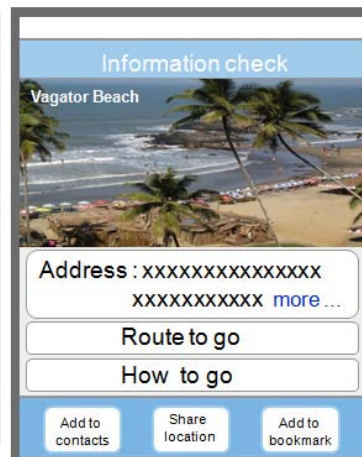
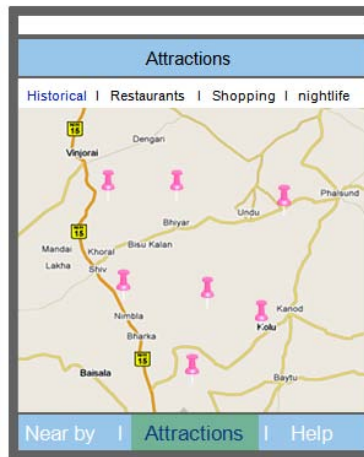
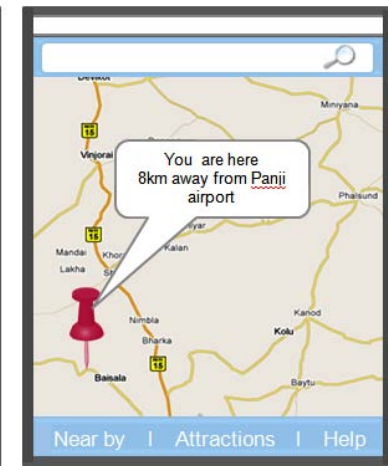
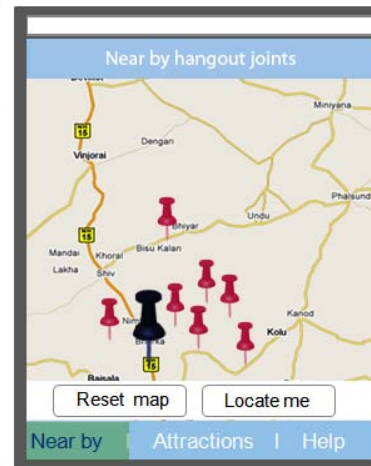
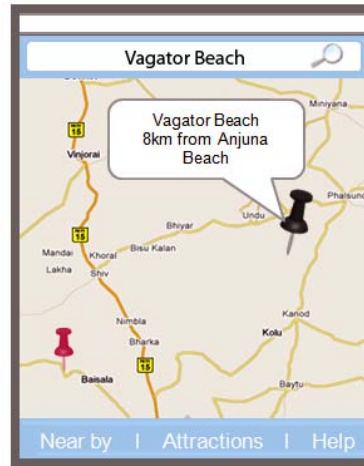
Use Case 3. Receiving information

- a) Subtask a: Receiving information one time
- b) Subtask b: Receiving information on a regular basis

Themes

- Offering
 - wow factor
 - relevance
 - ease of use
- Customization
- Transparency

Screen Layout



LIVE HEALTHY
A health based mobile service



Nokia Life Tools
Inform. Involve. Empower.

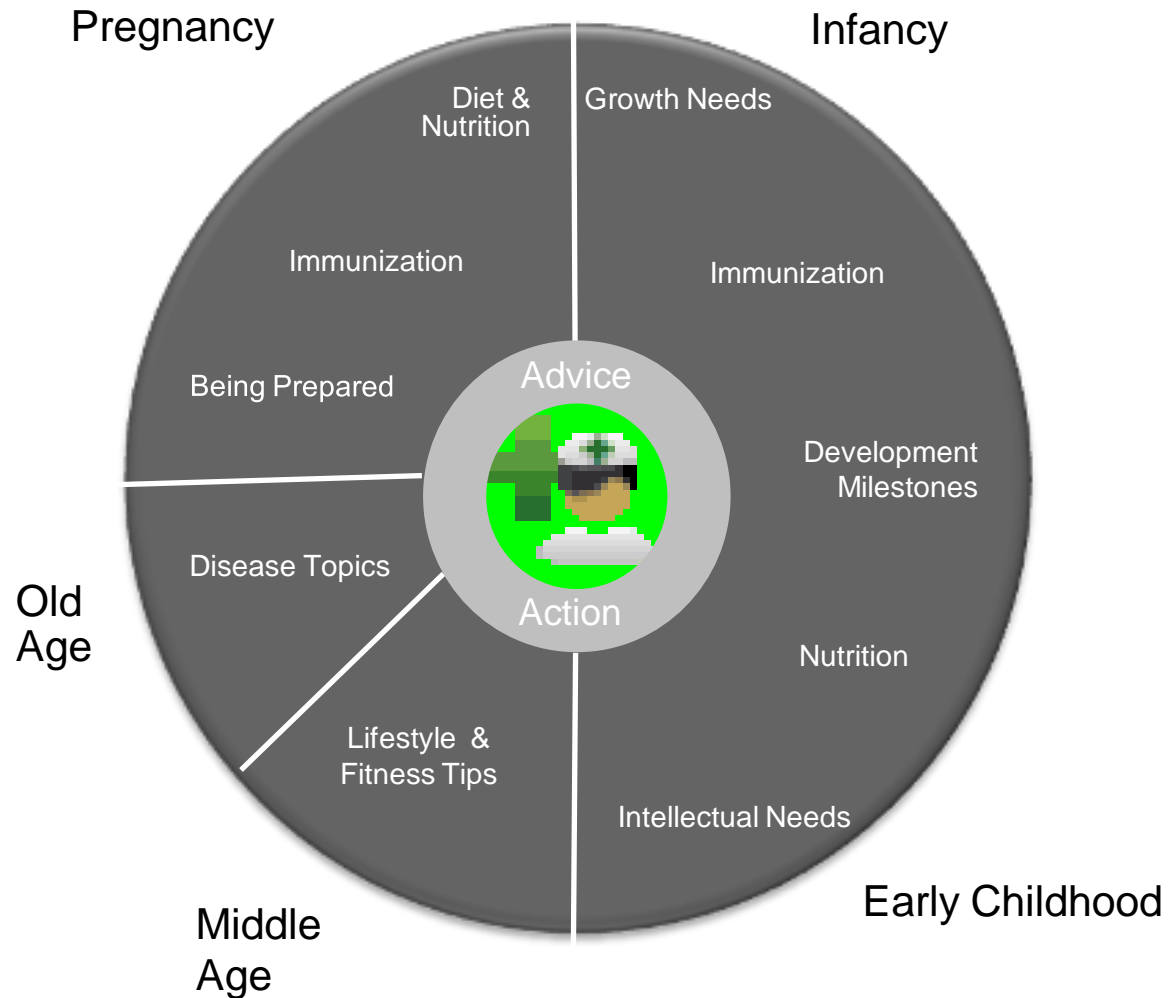
Brief:

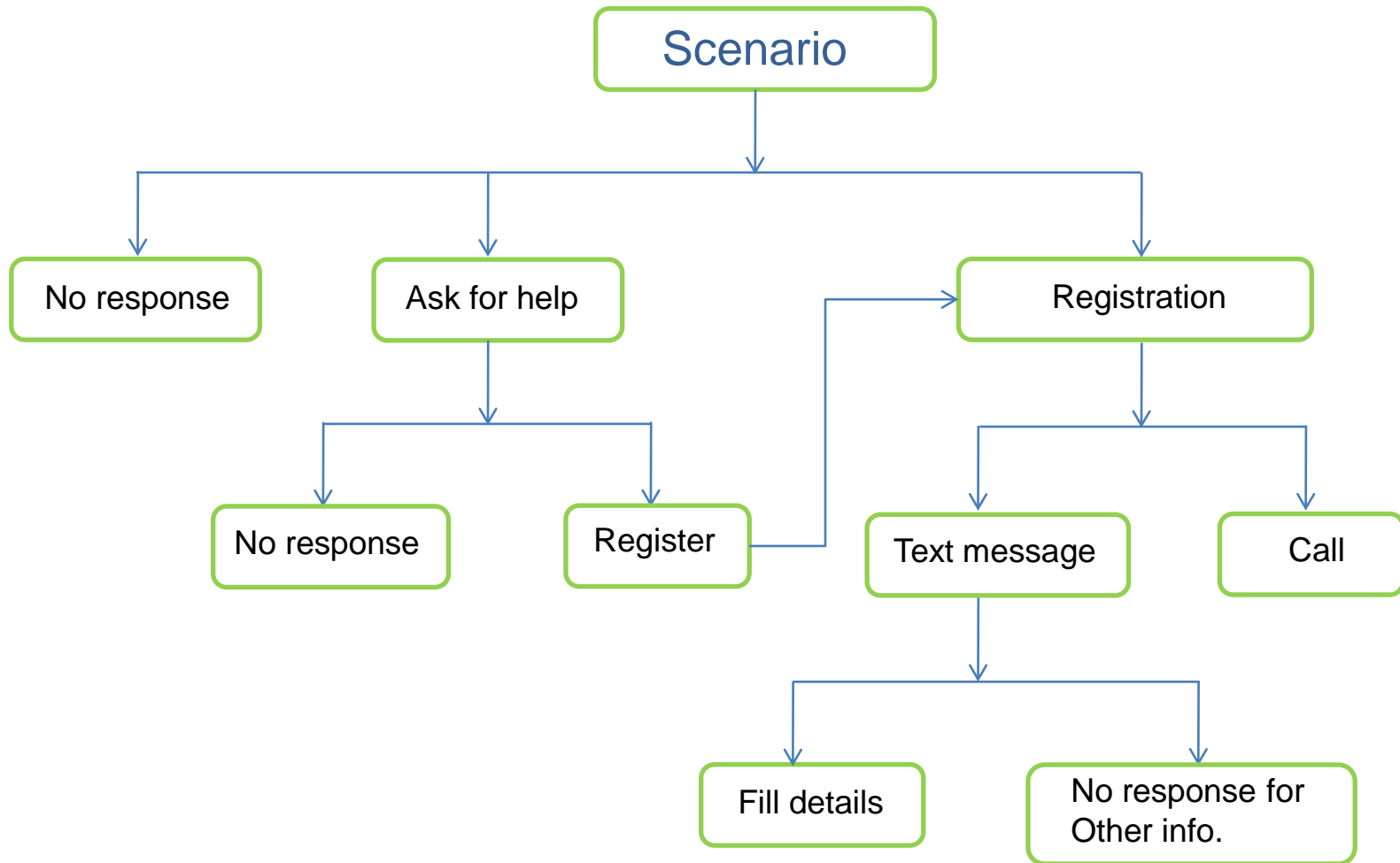
To design and draft an Interaction Dialogue for a SMS based Healthcare service “Live Healthy” for men and women.

Use cases:

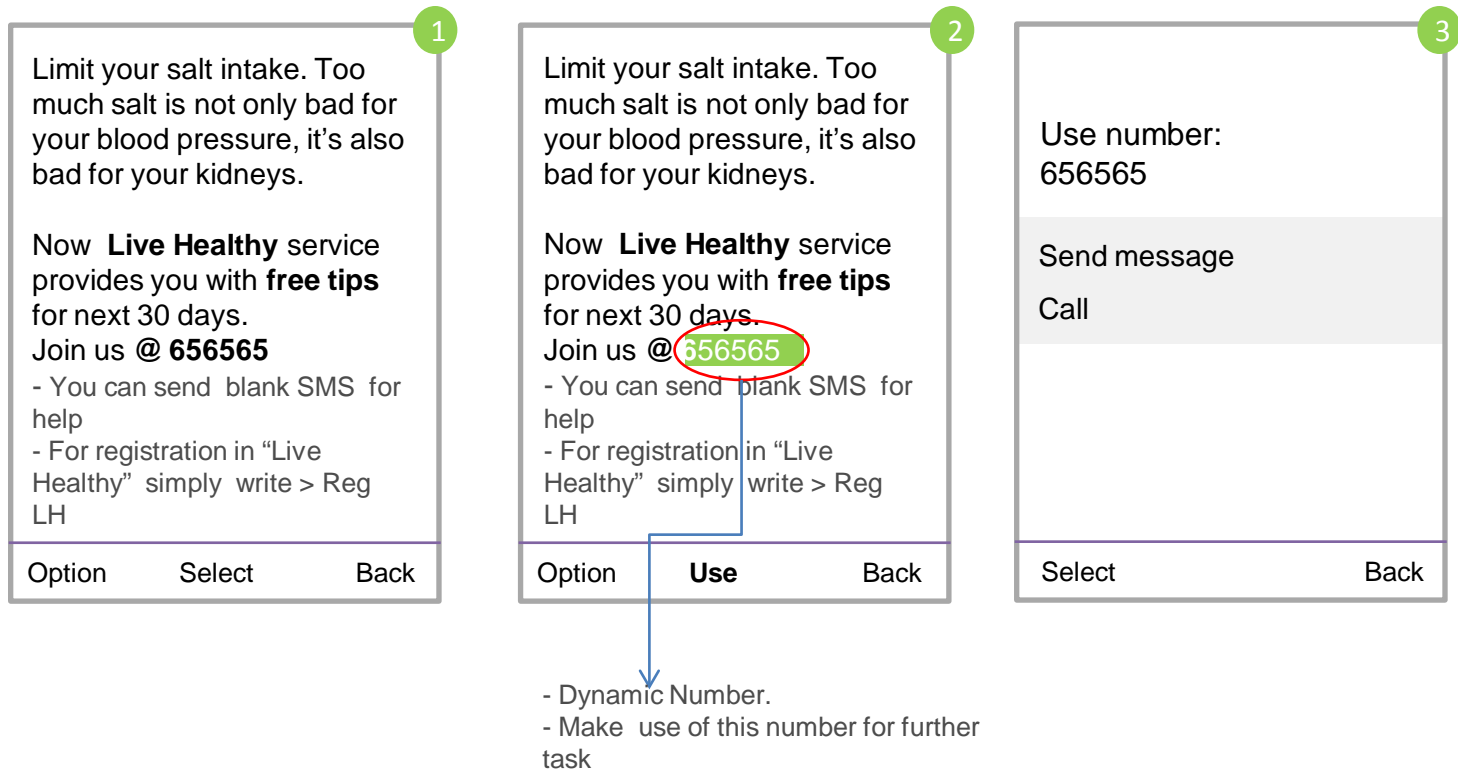
1. Start using the service
2. Setting gender
3. Setting age
4. Setting language
5. Setting location

Healthcare: Actionable Health Tips based on User defined Profile

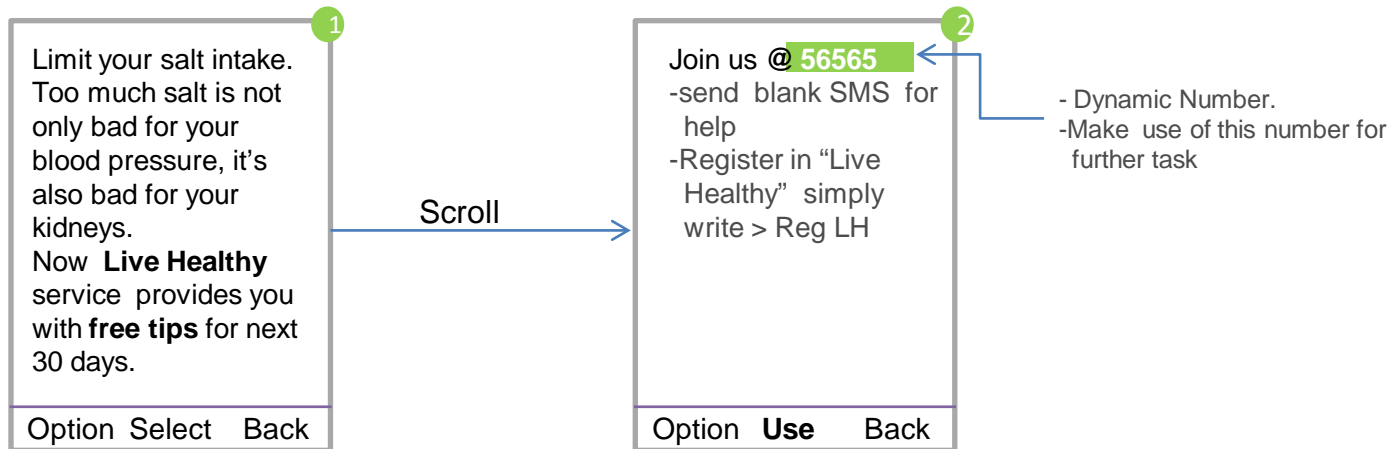




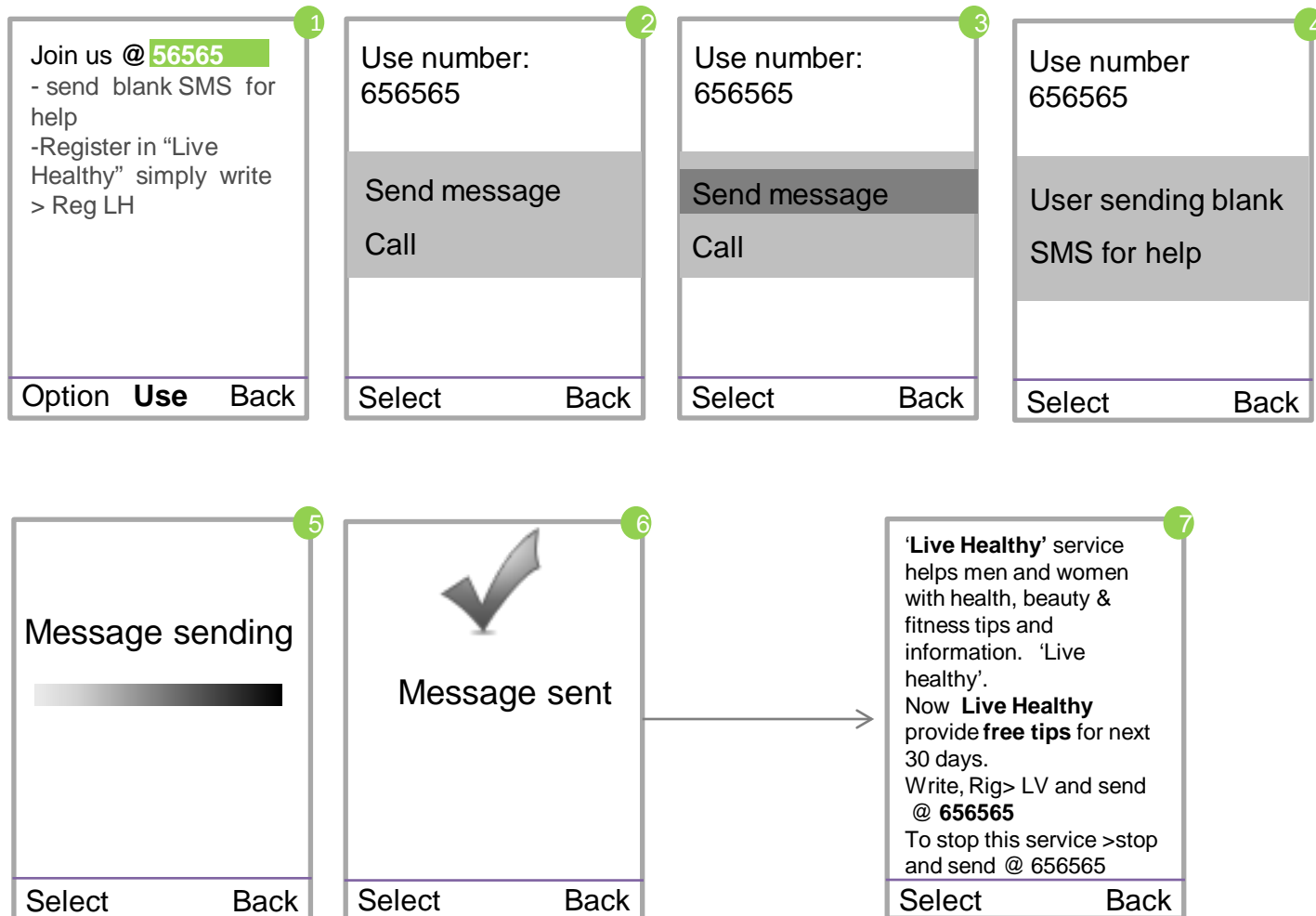
Start Service: (How user starts using service)



Use case 1. User asks for help



Use case 1. User asks for help



Competitor Product Analysis for UX Benchmarking

Competitors

MyToday Wap Portal

NGPAY Wap Portal

Babajobs Wap Portal

Google SMS

MYTODAY
Know First! Know More!

ngpay
Mall on Mobile

Better Jobs for Everyone
babajob

Google

Mapping parameters of competitors

S . N o	Services	Category	Target Segment	Platforms; Delivery Channels	Revenue Model	Frequency of the message	Mode of payment	Monetization Model	Success Factors	Current Level of Adoption
1 .	MyToday	Infotainment Alerts	urban	Text Alert	Subscription model	1-4 message per day depends on the type of service	Separate from mobile balance	Start with free trial SMS . Payment through check or debit/credit card	•Provides a range of infotainment, health services and other	Low
2 .	ngpay	Infotainment Alerts	Urban	WAP	free service		GPRS charges apply +purchase	transaction is done using GPRS and Payment through check or debit/credit card	•Range of infotainment services •Aggressively advertised	Low
3 .	Google SMS	Search Service	Urban	Text Alerts	Free Service	2-3 message for a single query	normal SMS rates apply cut down from mobile balance	Monetization through advertizing, normal SMS rates apply (incoming messages are not charged).	•Free-of-charge infotainment forms a strong value proposition, esp. for rural consumers. •Google SMS India might quickly expand into other content areas (like agri & health tips, marketplace, cf. Google SMS in Uganda). •UX & tie-ups are NLT's key competitive strengths against Google.	High
5 .	Babajobs	Local Search	Semi-urban	USSD/WAP	Subscription model		Charges cut down from mobile balance	Charges Rs.10 for 10 days	Jobs from the unorganized sector, search made easy with mobile phones	Low

Competitor Services Review

I. About the Service; Service Overview

II. Concept Map

III. Identified tasks for analysis

- Use Case 1. Early-experience/ Pre-purchase - advertisement, website marketing, available demos
 - a) Subtask a: First time use for users who do not know how to get started
 - b) Subtask b: First time use for users who are looking for something specific.
- Use Case 2. First time experience - entering/ logging on/ dialing the service. Evaluate across technology mediums – SMS text alert.
- Use Case 3. Seeking information
- Use Case 4. Receiving information
 - a) Subtask a: Receiving information one time
 - b) Subtask b: Receiving information on a regular basis

IV. SMS flow

V. Critical Analysis

Theme and scope

The **themes** studied across services are :

1. Offering (wow factor, relevance, ease of use),
2. Customization,
3. Customer acquisition and retention,
4. Transparency and
5. In the user terms.

The **use cases that define the scope of the study** are:

Use Case 1. Early-experience/ Pre-purchase - advertisement, website marketing, available demos

Use Case 2. First time experience - entering/ logging on/ dialing the service

Use Case 3. Seeking information based

Use Case 4. Receiving information

DIGITAL ASSISTANCE FOR RURAL HEALTH:

Pre & Post Natal Care



Project Brief

Objective

Building an e-platform for rural women health and well being during pregnancy & post-pregnancy.

Purpose

Understanding the access, demand and utilization of health services in rural women in India and the Constraints in the existing scenario.

Focus

Getting to know people first hand, understanding their life styles . Coming up with services best suiting their requirements.



Health services

- Global Scenario
- Local scenario
- Immunization
- Regular checkup
- Hospital
- Health worker
- Emergency
- Location

Economic status

- Education level
- Family and society
- Different kind of work
- Thinking



food

Different variety of food

- water
- cereals
- vegetables
- fruits
- nuts
- milk
- non-veg
- fats/ sweets
- (other food)



food

culture

Mentality
Marriage
Age
Believe

Govt. scheme

- Ladli
- Madilu
- Jannani Suraksha Yojana
- Kishori Suraksha Yojana
- Facility in Hospital
- Knowledge

Scenario

Delivery time
Emergency
Health center
Knowledge
Home delivery
Hospital delivery
Health worker
Place



Education

Education level
Product use in their daily life
Understanding level
Ignorance
Involvement of technology



Transport

Availability/emergency
Types of vehicle
Time
Distance
Road condition

**CONTENT
MAPPING**

Research which can be divided into four important sections.

Availability of Rural
Health infrastructure.

Availability of health
workers

Grass root people of the
village

knowledge of the people



"Only basic medicine and vaccination is there, we need atleast a small set up for blood test facilities. Every time I have to go and collect vaccine from city centre and submitting the data is very difficult. My husband drops and picks me up every time"

MPHW(Multi Purpose Health Worker)

Prakash Devi

Work experience: 16 years

Attributes

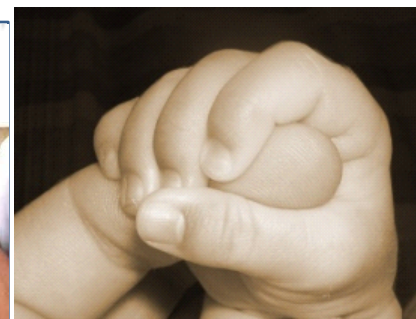
Population 5212 people

- Card registration
- Weight facility for pregnant lady and child
- Malaria slide
- Vaccination
- ORS packet
- Dot. (TB)

Knowledge



Supportive



Intelligent



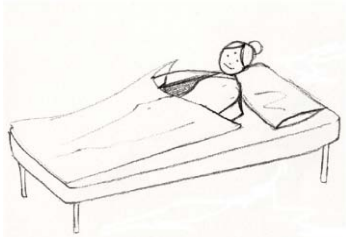
Punctual



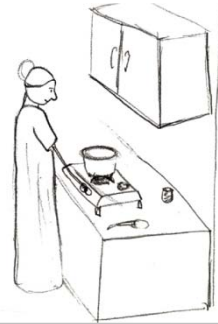
Sincere



Wake up in morning



Prepare breakfast



Goes with husband to collect vaccine from CHC centre



Collect vaccine from the centre



Back to health sub centre in village



Reaches centre till 10:30A.M



Arrange all necessary things



Start vaccination around 11:00A.M



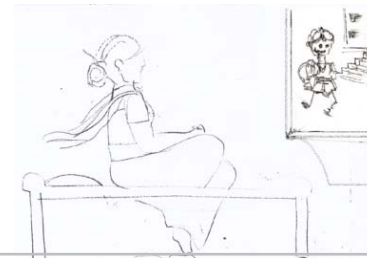
Pack up till 2'o'clock



Go back home



Watch TV



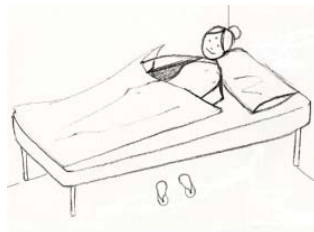
Prepare dinner for her family



Serve dinner



Go to bed around 9:30P.M



Vaccination day cycle of Multi-Purpose Health Worker

Findings

Attributes	Findings
Eligible couple	810
No. of miscarriage	5
Types of work	Cattle Field Domestic work
Total delivery	46
Home delivery	19
hospital delivery	27
No. of family planning (women)	19

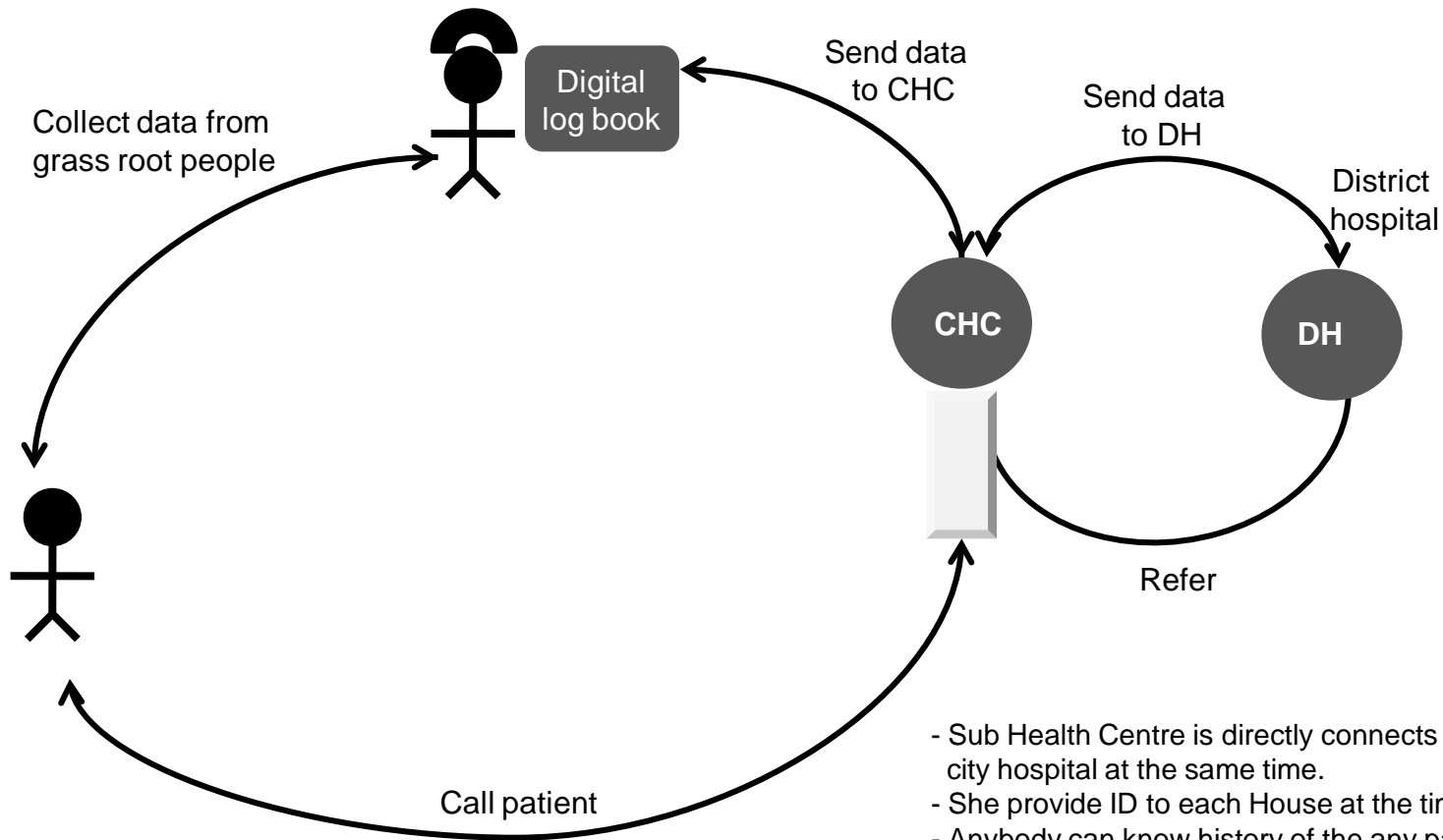
Physical Barriers

- Transport
- Nearest CHC centre approx 8-10km away from village.
- They use water directly from well
- Not use sanitary pads during their menstrual phase
- No ambulance facility in CHCs or in village
- No lady doctor in nearest CHC
- Many miscarriage cases
- Domestic waste and cow dung through near to home
- Lack of education and aware about the Govt. policies
- No previous knowledge about Pregnancy
- Basic facilities available

psychological Barriers

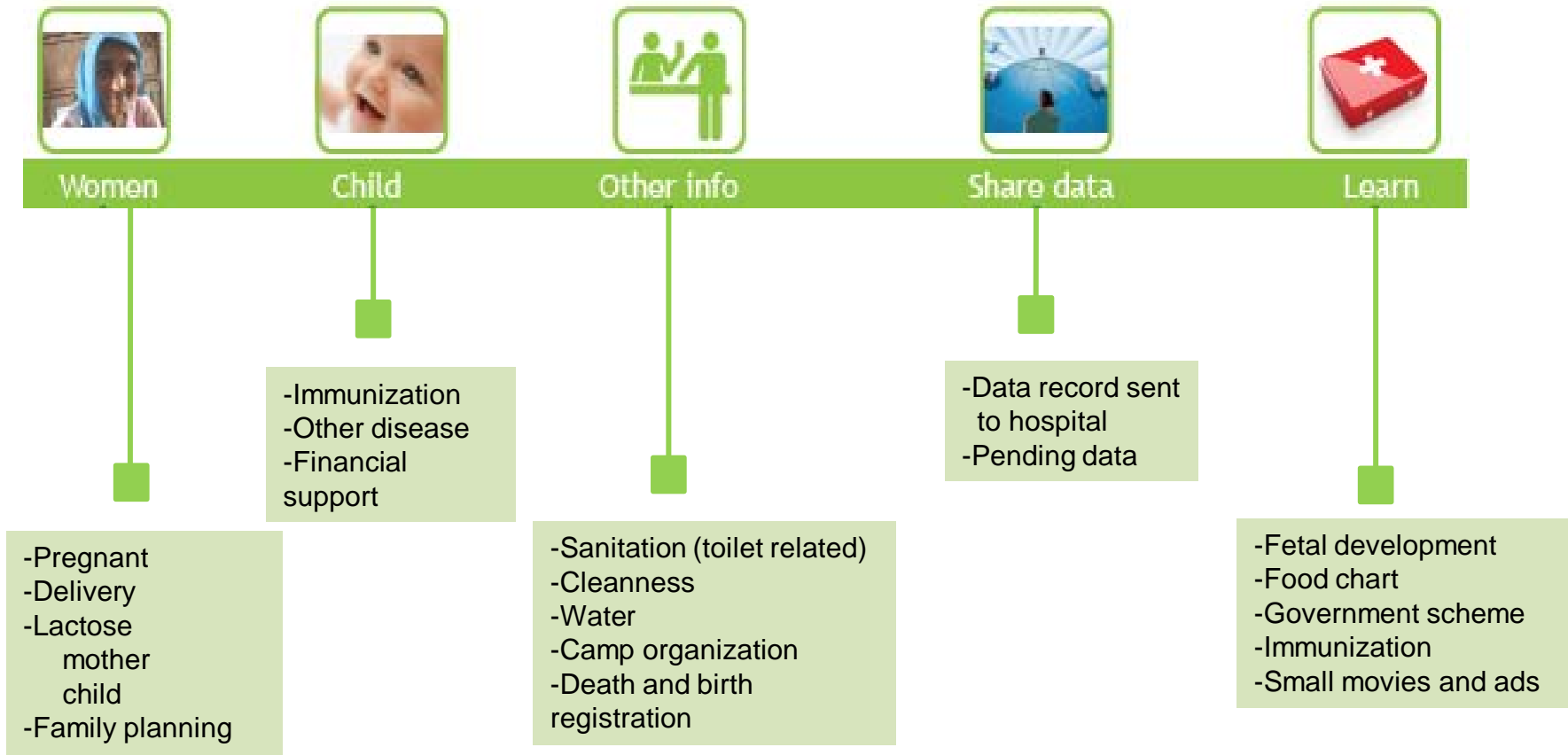
- Dependency
- women who use family planning
- Ladies are not feel comfortable to discuss their problem with male doctors
- Not aware about the Govt. policies
- No previous knowledge about Pregnancy
- “Parda pratha” is still their
- Ignorance / negligence
- Only women use family planning scheme

Final selected concept- Digital Logbook



- Sub Health Centre is directly connects to grass root people and city hospital at the same time.
- She provide ID to each House at the time of house hold survey
- Anybody can know history of the any patient through ID only
- It helps to maintain the health record of the village
- It reduce redundancy and workload of data at each level workload..
- It makes whole work much faster

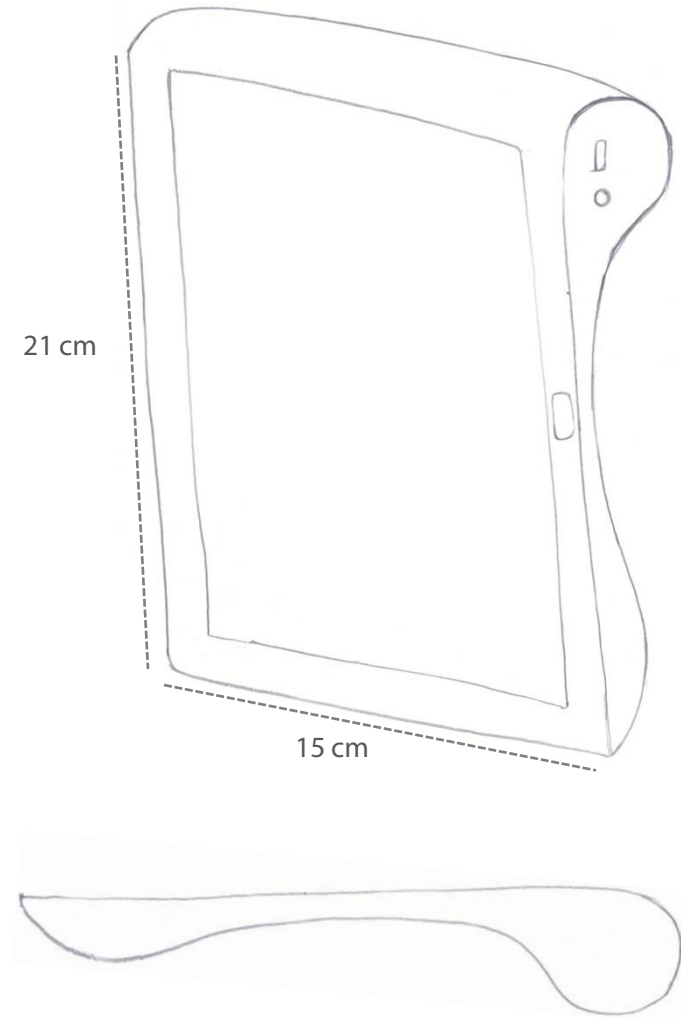
Content sorting



Prototype model



Concept sketching



Interaction: Prototype

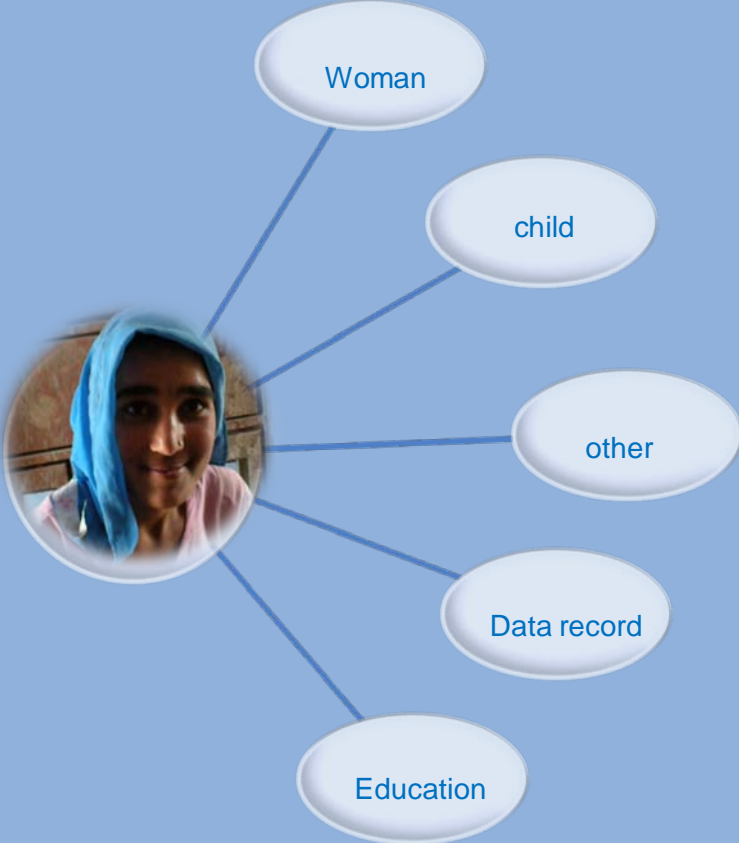
/ Hospital : 011 22524163

/ Ambulance : 011 22524163

search

Language

...



Woman

child

other

Data record

Education

क	ख	ग	घ	च	छ	ज	झ	ट	ठ	ड	ढ	ण	त	थ	द	ध	न	प	फ	ब	भ	म	य	र	ल	व	श	ष	स	ह	ळ	क्ष	ज्ञ	अ	इ	उ										
ए	ऐ	ओ	अ	इ	उ	ऋ	ॠ	ऌ	ॡ	क	ख	ग	घ	च	छ	ज	झ	ट	ठ	ड	ढ	ण	त	थ	द	ध	न	प	फ	ब	भ	म	य	र	ल	व	श	ष	स	ह	ळ	क्ष	ज्ञ	अ	इ	उ

गर्भावस्था में जाँच और टीकाकरण का व्यौरा
खोज

तिथि

5/5/08

बच्चा होने की सम्भावित तिथि

7/2/09

क्रम संख्या

11008

पता

Xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxx

नाम

अंशु राठौर

फोन नं.

9908111008

उम्र

25

पिछला पेज

मुख्य पेज

गर्भवती महिला

टीकाकरण

Date	निरीक्षण केन्द्र	कारण
5/3/08	Xxxxxxx	Xxxx xxxxxxxxxxxx
12/308	Xxxxxxxxxxxxx	xxxxxxxxxxxxxxxxxxxx

Screen Layout

गर्भावस्था में जाँच और टीकाकरण का व्यौरा
खोज

तिथि

5/5/08

बच्चा होने की सम्भावित तिथि

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क्रम संख्या

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नाम

अंशु राठौर

फोन नं.

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उम्र

25

पिछला पेज

मुख्य पेज

गर्भवती महिला

टीकाकरण

5

मार्च

2008

तिथि

महीना

साल

तिथि

महीना

साल

जाँच-1

जाँच-2

जाँच-3

तिथि

महीना

साल

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आयरन

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आयरन

तिथि

महीना

साल

तिथि

महीना

साल

टेनिस-1

टेनिस-2 (व्स्टर)

दर्ज

रद्द

EDUTAINMENT

Develop an eye to CAPTURE!



Basic Idea Structure

- The whole idea of the story is to have three different stages of learning:-
 - 1.To understand the functionality and basic eye for photography.
 2. The elements of design.
 3. To understand the composition.
- Each step the user goes through a small quiz and an exercise.
- The webpage also has different links and options. The links will support loading of the photograph and making users own groups/community and also interact and make friends with fellow users.
- User will also get an option to upload their photos and get feedbacks from experts. The site will also hold different competitions and the winners will be awarded.
- To combine the both experience on website as well as on CD.

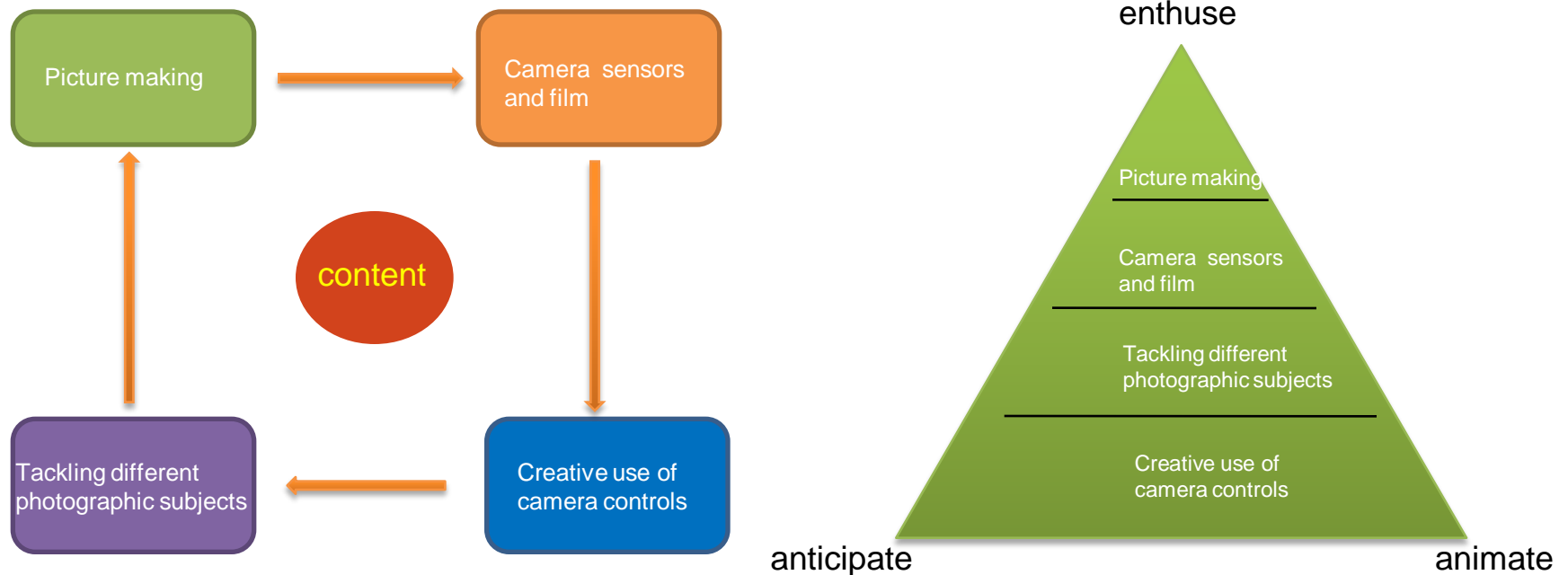
Brief

E-learning module of photography in 'Edutainment Design' - How to make a good composition in photography.

Objective

Design an e-learning module to learn photography for developing visual sense of the user.

Theme structure



Homepage



search

develop an eye to CAPTURE!

[Home](#) [Lucky 7](#) [Game](#) [Explore Photography](#)

Hi Folks!!

Welcome to the site where you can develop an eye for photography. The site consists of a journey where learning is fun and is supported by best of stuff in photography.

TAKE A RIDE



The learning is divided in three stages:-
How do we see
Elements of Design
Composition



[Editors View](#)

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[Q&A](#) [sign in](#) [contact](#)

search



develop an eye to CAPTURE!



Lucky 7 Game Explore Photography



elements of design
museum

See the image and
identify the elements
of design

You can select
multiple checkboxes

Master elements of design and earn points by identifying
elements of design in the images



line ☐

shape ☐

color ☐

texture ☐

pattern ☐

form ☐



submit

PREV NEXT

HELP EXIT

Q&A sign in contact

PRODUCT DESIGN

Table TOP



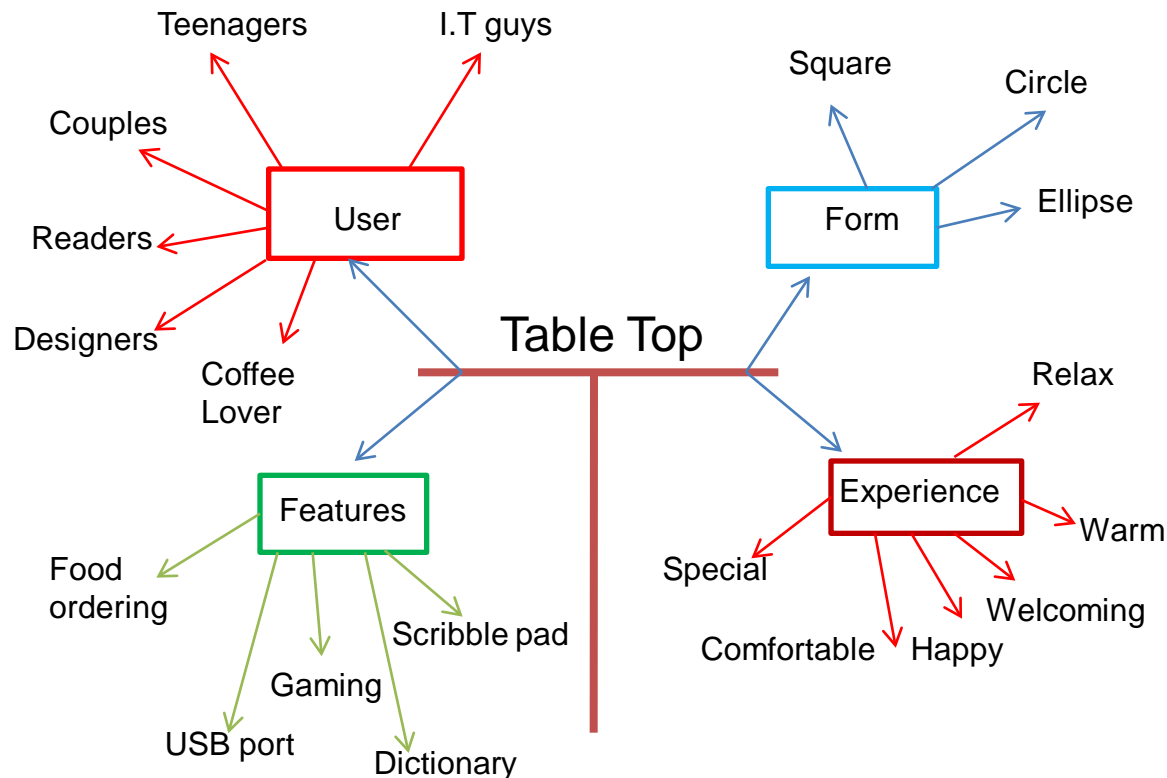
Project Brief

To design a high –end table top for retail café chains like Café coffee day/Barista with food ordering facility embedded in it.

Purpose

To design a device which will have food ordering facility embedded in it, so that the whole process gets faster and paperless. Moreover create a faster, speedier and personalized experience for customers to increase loyalty.

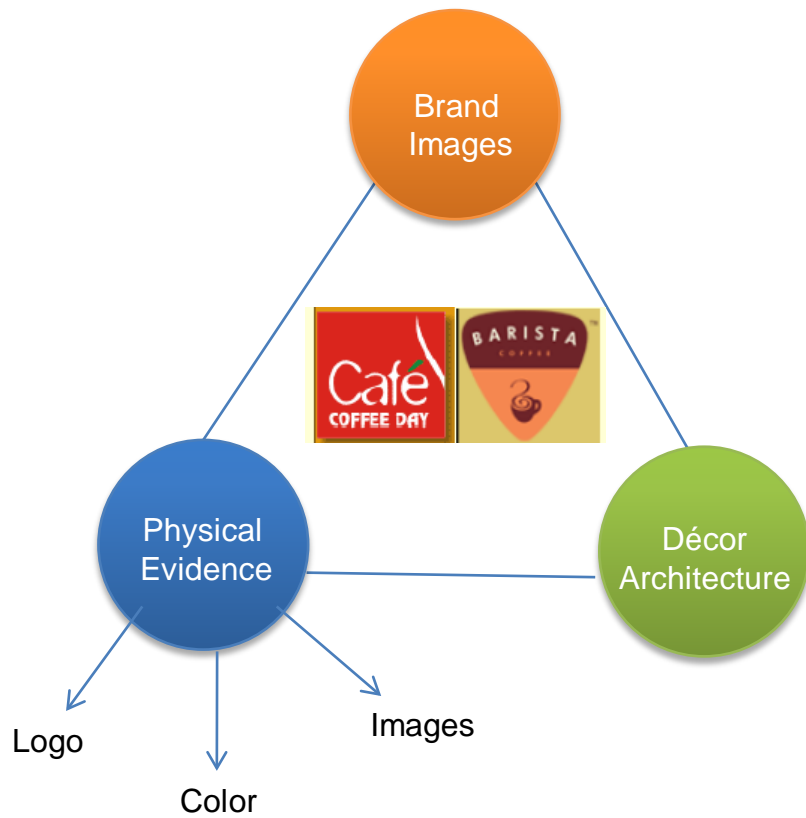
Mind Mapping



Focus

Retail cafes now form a multi-crore industry in the country, and have huge potential for locally, and internationally

Environmental study



Mood Board



Final Product



Product Transaction



Final semi
fixed-product



Screen opening



User clicks on menu button, the screen roll out



It becomes a hand held
PDF when detached

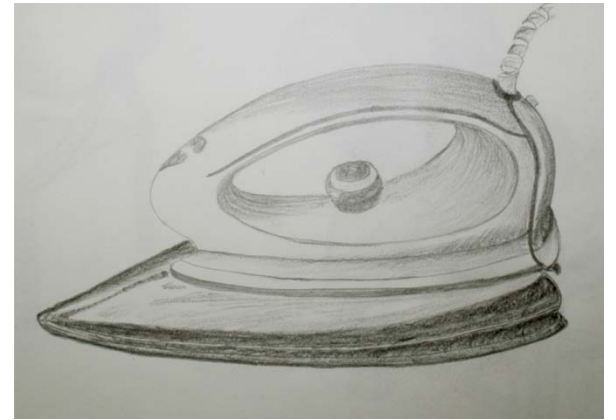
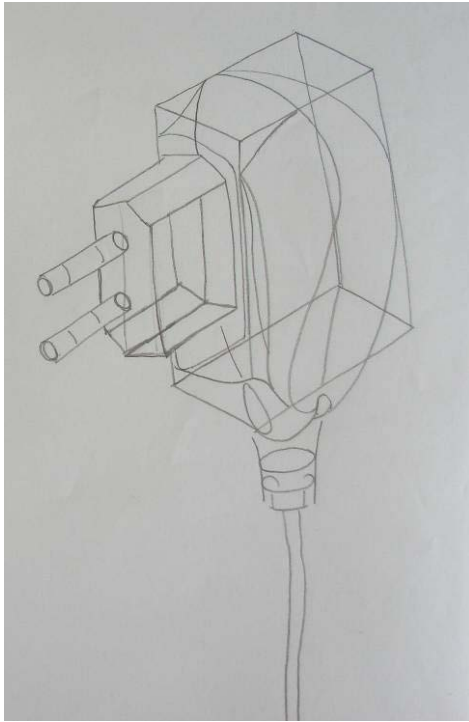


MISCELLANEOUS

Backdrops



Pencil work



Photography...



Thank You...