PORTFOLIO

JYOTI RAJPUT

Strategic design management portfolio

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Education- Post graduation in **Strategic Design Management** from National institute of design, **NID.**
B.E in Metallurgy from **NIT Raipur.**

Core Competencies:

Design Strategy and Product Management
Market Research (Qualitative/Quantitative /Ethnographic)
Product based strategy and business development
Service Design/Customer Experience Design
Design Thinking
Good analytical skill.
Ethnographic research

Interests-

Photography**,** sketching, doodling, writing, pot painting and music.
Sports: cricket, table tennis and indoor games.
Travel: like to travel to different places to experience the diversity.

Projects

Diploma project
Company –Cadbury India Limited
Project title- Point of buying solution for low end grocery shops and pan shops.
Project brief- Project involved research on retail outlets, customer research, market research, Identification of key issues, In-shop strategy development, product design and conceptualization, prototype development & testing. Purpose of extensive research was to get a bigger picture of chocolate and candy market, buying pattern so as to design business strategy for retail outlets.
Location- Mumbai

Industry projects:
Company – Power H2O
Project title- Design audit of Power H2O
Project Brief- Design audit of company to identify product related design issues through customer research, market analysis by applying interdisciplinary approach.
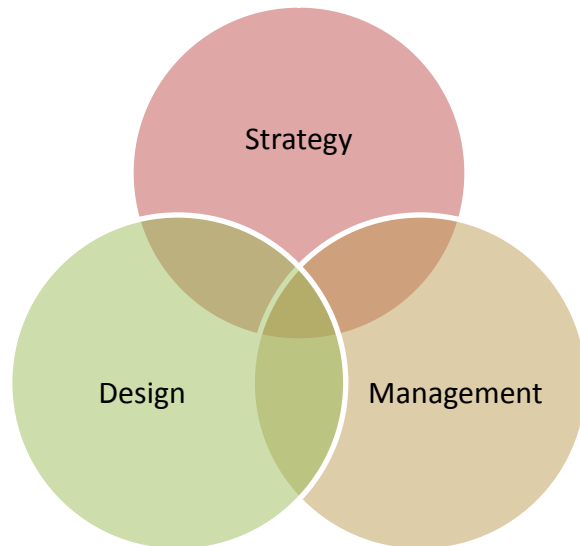**Company- Ganesha speaks**
Project title- Graphic Design for website www.ganeshaspeaks.com c(astrology company based on predictions of Mr. Bejan Daruwala)
Project Brief- Web banner thematic graphic design for website.

SDM-STRATEGIC DESIGN MANAGEMENT

Design is rapidly becoming the key to differentiation, premium realization and brand positioning. The need for strategically managing design becomes significant in any business not only managers but also designers. Strategic Design Management is a multidisciplinary two year post graduate diploma programme at NID that focuses on using Design as a tool for business development for an organization. At a micro level it is a systems thinking approach which combines customer research, market research, product design or service design and design thinking to achieve this goal. This enables the use of design for creating desired value, perception and differentiation. As a design manager, a person is involved with strategies, action plans and processes. Critical functions such as innovation, new product development, packaging, retail impact, competitive analysis, design measurement, sustainability and customer delight issues are in the ambit of the Design Manager. It also involves design research, scenario building and trend forecasting, creating a right design mix, branding and design communication strategies.

Industry Projects

Cadbury — Retail Strategy and new product design

Ganeshaspeaks™ astrology by bejan daruwalla — Graphic Design

POWER H₂O Advanced RO System — Design Audit

Classroom projects

New Product Development
Developed the light box for students by combining the basic design and management principles followed by the user research, market segmentation, pricing, ergonomics etc.

Design Research
Researched on Ganesha idol making community (Gulbai Tekra, Ahmadabad) and found out design intervention points for further improvement.

Design thinking and systems development
Developed and prototyped the concept of informal education system to educate people and create awareness about their surroundings.

Business model Development
Developed and prototyped a sustainable business model by creating innovative and interactive ways of teaching and learning in schools.

Production of short film
Managed the production of a short student film "Fools Paradise" as production manager.

RETAIL STRATEGY AND NEW PRODUCT DEVELOPMENT

Company – Cadbury India Limited

Project title- Point of buying solution for low end grocery shops and pan shops.
Project brief

To understand and design a Point of Buying (POB) solution to create excitement and generate demand for Cadbury confectionery range in Low End Grocery (LEG) Shops and Pan Outlets, considering problems and needs of retailers, space to communicate the POB message (Visuals / Text), interactive, primary unit for stocking of products, secondary packaging solution, Should keep in mind the retailer's concerns such as space utilization, pilferage (any other concerns which come up during retailer interviews / research at POB) .

Point of buying solution to be designed for the brands

Basic requirements of POB solution from company, shopper, retailer and, product point of view

- Branding
- Visual communication
- Retailer satisfaction
- Customer interaction
- Cost effective

- Functionalities
- Aesthetics
- Material
- Cost
- Mass manufacturability
- Interactivity
- USP
- Ease of use

Cadbury

Shopper

- Visually appealing
- Less time consuming
- Informative (product, cost)
- Interactive
- Ease of use

Multiple perspectives for POB solution development

Product

Retailer

- Less Space consuming
- Prevents Shoplifting
- Easy to handle
- Stocking
- Less time consuming
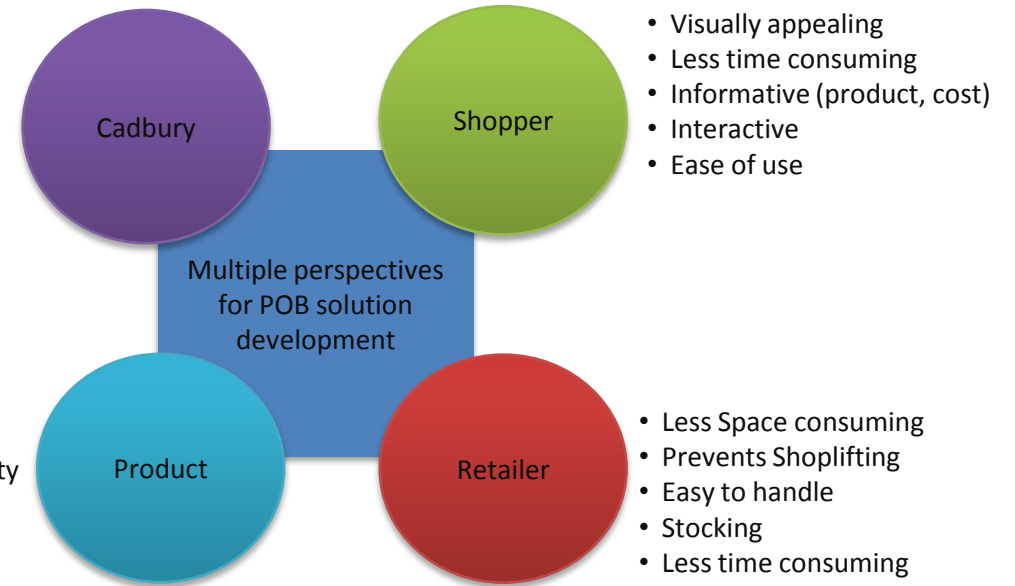
PROJECT ROADMAP

- **Project objective**
- **Research objective**
- **Methodology**
- **Redefining the brief**
- **Research and data assessment**
- **Ideation Conceptualization**
- **Concept testing-level1**
- **Research –level 2**
- **Concept assessment**
- **Category research**
- **Refined concepts**

POINT OF BUYING RESEARCH
Contextual Analysis

Systems Level Research

Context-LEG and PAN Shops
Major Components of the system
Shop
Products
Shopkeeper
Shopper

Business
Brands
Competitors
Supply chain
Product categories

Company

Point of buying

shop

Supplier

Retailer

wholesaler

Products

Buyer

Needs
Problems
Expectations
Relationship with retailer
Interactions buying experience

Business
Attributes
Market
Competition
categories

Point of buying research

Research methodology

Sample size- 10 shops per city
Cities selected- Ahmadabad
Mumbai
Raipur
Point of buying - Low end grocery
shops and pan shops

Research methodology diagram: Informal interviews, Ethnographic research, Photo documentation, Exploratory research — Research methodology
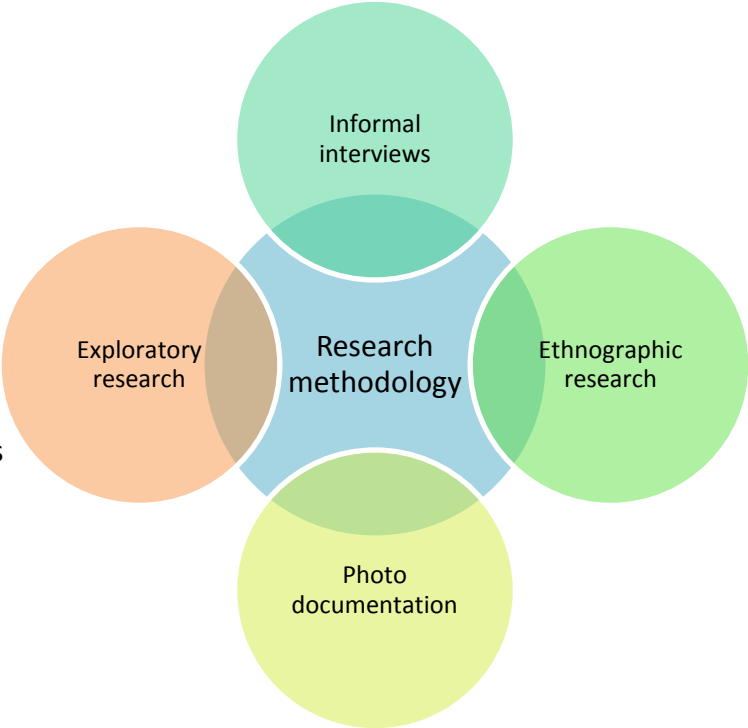

SECONDARY RESEARCH	RETAILER RESEARCH	BUYER RESEARCH	PAN SHOP RESEARCH	CATEGORY RESEARCH
All about chocolates	Research methodology	Process of buying	Common layout of a pan shop	Category research at LEGs
Why do people eat chocolates	Informal interviews of retailers	Common buying behavior and patterns at Low end grocery shops	Utilization of spaces in the pan shop	Layout and counter types at LEGs
Why do people buy chocolates	Retailer inputs	Buyers inputs	Buyers activities at point of buying-Pan shop	Product commonly displayed at the counter
How do people buy chocolates	Display pattern	Outcome of buyer research	Facts and insights about pan shops	List of products displayed at the counter
Indian retail industry: Low End Grocery shop	Storage and display			Top 10 products displayed at the counter
	Retailers behavior and preferences			Common display and storage patterns
	How do retailers buy candies			Display and patterns of stocking

STRATEGIC FRAMEWORK FOR DESIGNING POINT OF BUYING SOLUTION

Develop insights based strategies

Target Consumer

Promotion

Shopper Insights & Behaviors

Components of strategic framework for in shop sale

Product visibility

Retailer insights

Understanding product attributes

Opportunity Gaps

Product assortment.

INITIAL BRAIN STORMING BASED ON RSEARCH DATA

Local products replace the jars of candies and chocolate which results in poor visibility

Counter is extremely cluttered with the products displayed. Retailer wants to display each and every product at the counter believing that "jo dikhta hai vo bikta hai"

Candies chocolates-impulse buying-visibility memory - pleasure-sharing-taste

Derivation of design concepts based on insights and observations.

In LEGs space is a problem. Pouches are handing from the tp restrict the visibility inside the shop. Counter is the most important place for retailer-customer and customer–product interaction. Concepts are derived keeping these issues in mind.

Candies and chocolates are kept in the jar and jars are kept in rows visibility of the jars at the second and third row is poor.

PROBLEM IDENTIFICATION

Problem area	Design consideration
Limitations of jars Different designs and shapes of jar makes the counter area cluttered.	Should have aesthetic appeal and should be even in shape.
Unorganized storage space Space below counter is used for keeping boxes or jars of chocolates.	Can be used as storage and display both.
Candies are used as change Because of unavailability of change candies are kept for using as change for transaction.	Branding should be such to promote Candies as change.
Balancing the visibility Shopkeepers want to keep both branded and local products at the counter.	Should have space to contain and display local items .

CONCEPTUALISATION
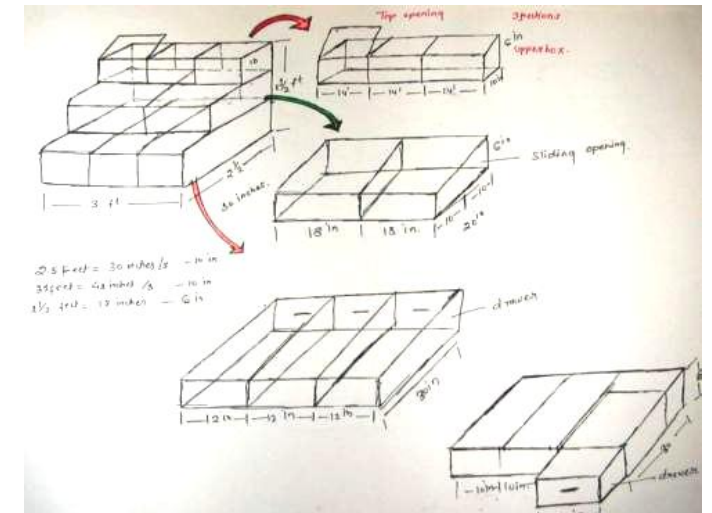
Image 1 - concept sketch
Dimensions
Height -1.5 ft -18 inches
Depth -2.5 ft – 30 inches
Length -3.5 ft – 42 inches

Image 2 - upper box
Height - 6 inches
Depth -10 inches
Length - 42 inches
Each box - 14 inches

Image 3- middle box
Height - 6 inches
Depth - 20 inches
Length-42 inches
2 sections
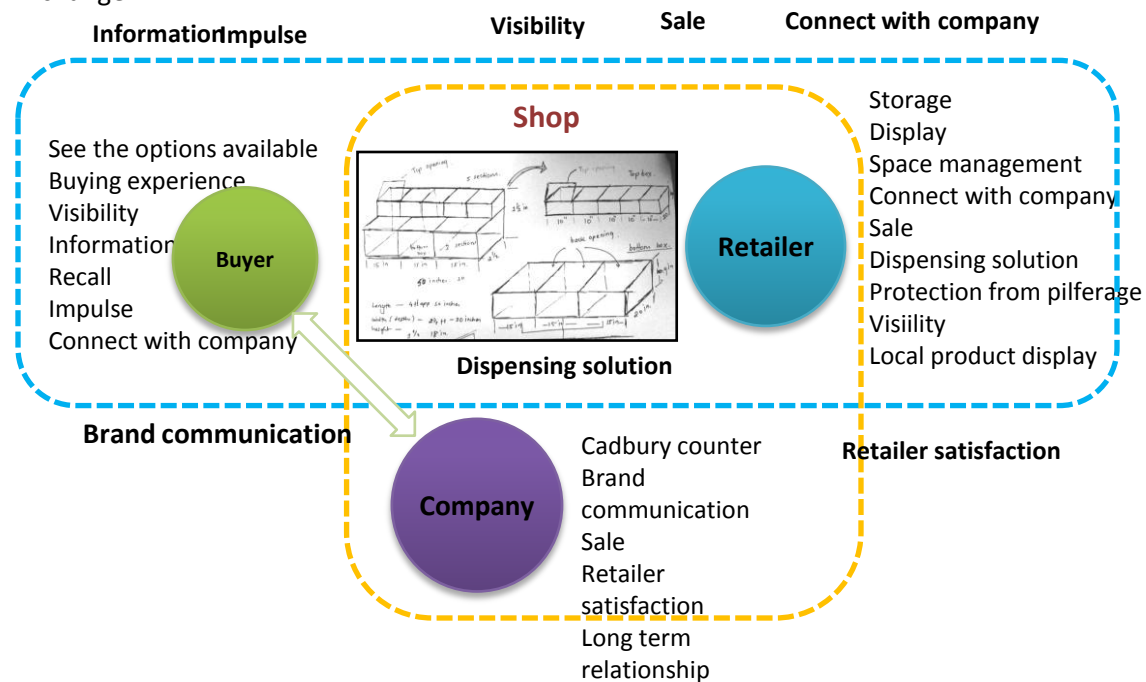Each box - 21 inches
Back opening

Point of buying solution

Material
- Material should be scratch free. Glass is fragile and difficult to maintain.
- Should be durable.
- Strength should be good.
- Should be transparent for visibility of the products.

Opening
- Top opening is good for top box
- Sliding doors are not good for frequent use.
- After some time it becomes difficult to move the glass door because of dust.
- Bottom box can have drawers.
- Sliding drawers can be a good option.

Mode of putting goods
- The shopkeeper would like to keep as many products as possible so as to make it more visible less space consuming.
- Products are generally square in shape and can be stacked easily.
- Small grills can be attached at the bottom at the drawer for stability.

Additional features
- Drawer can be added at the bottom box.
- It can be used for keeping calculators, scissors or keeping money.
- Some shopkeepers said that it would be good if small drawer can be added for keeping cash and change.

Attributes

Ease of use
- Opening should be easy for frequent use.
- We don't want sliding opening.
- it should be easy to put or take out products from the dispenser.

Height
- Height should not be more than the tallest jar available in the shop which is one and half feet.
- Should not restrict the vision at the counter.
- Should be able to contain all products displayed at the counter.

Visibility
- They liked the idea of complete counter solution because it will solve the problem of display, storage and pilferage.
- Shopkeepers agreed upon keeping the counter top at their counter if it contains their other items displayed at the counter.

Information Impulse   Visibility   Sale   Connect with company

Shop

Buyer
See the options available
Buying experience
Visibility
Information
Recall
Impulse
Connect with company

Retailer
Storage
Display
Space management
Connect with company
Sale
Dispensing solution
Protection from pilferage
Visiility
Local product display

Dispensing solution

Brand communication

Company
Cadbury counter
Brand communication
Sale
Retailer satisfaction
Long term relationship

Retailer satisfaction

DESICN AUDIT

Company- Power H2O POWER H2O ® Advanced RO System

Project Brief - To Perform a comprehensive design audit to bring out all the inconsistencies in the Design elements of the company so as to develop holistic business strategies.

Methodology followed:
Identification of the company
Visits to the company
Collection of data (through photos,
documents, communication material

Departmental Research

Analysis
Mapping the problem areas
Identification of design intervention points

Proposals

Niche product
The current product is very much similar to its competitors. There is no identification whatsoever Solution: Design a niche product only for the Domestic market which will create a brand image.

Corporate Identity Design
Development of a separate corporate identity for the domestic market
The name can be re-decided so that it is short and easy to remember
A corporate identity manual can be design to bring about uniformity in the approach of use logo/ trademark (which is very casual right now)
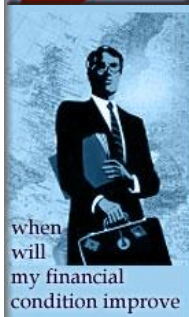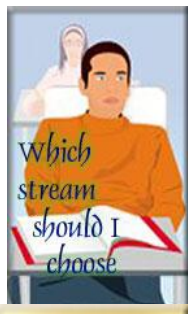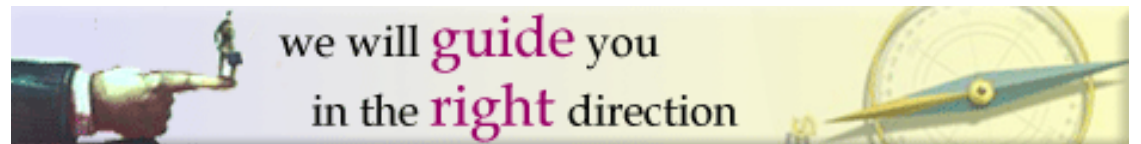
GRAPHIC DESIGN

Mailers Design

Company – Ganesha Speaks

Web Banner Design

SOCIAL ENTERPRENURESHIP

Community opted -Ganesha idol making community, Gulbai Tekra,Ahmedabad
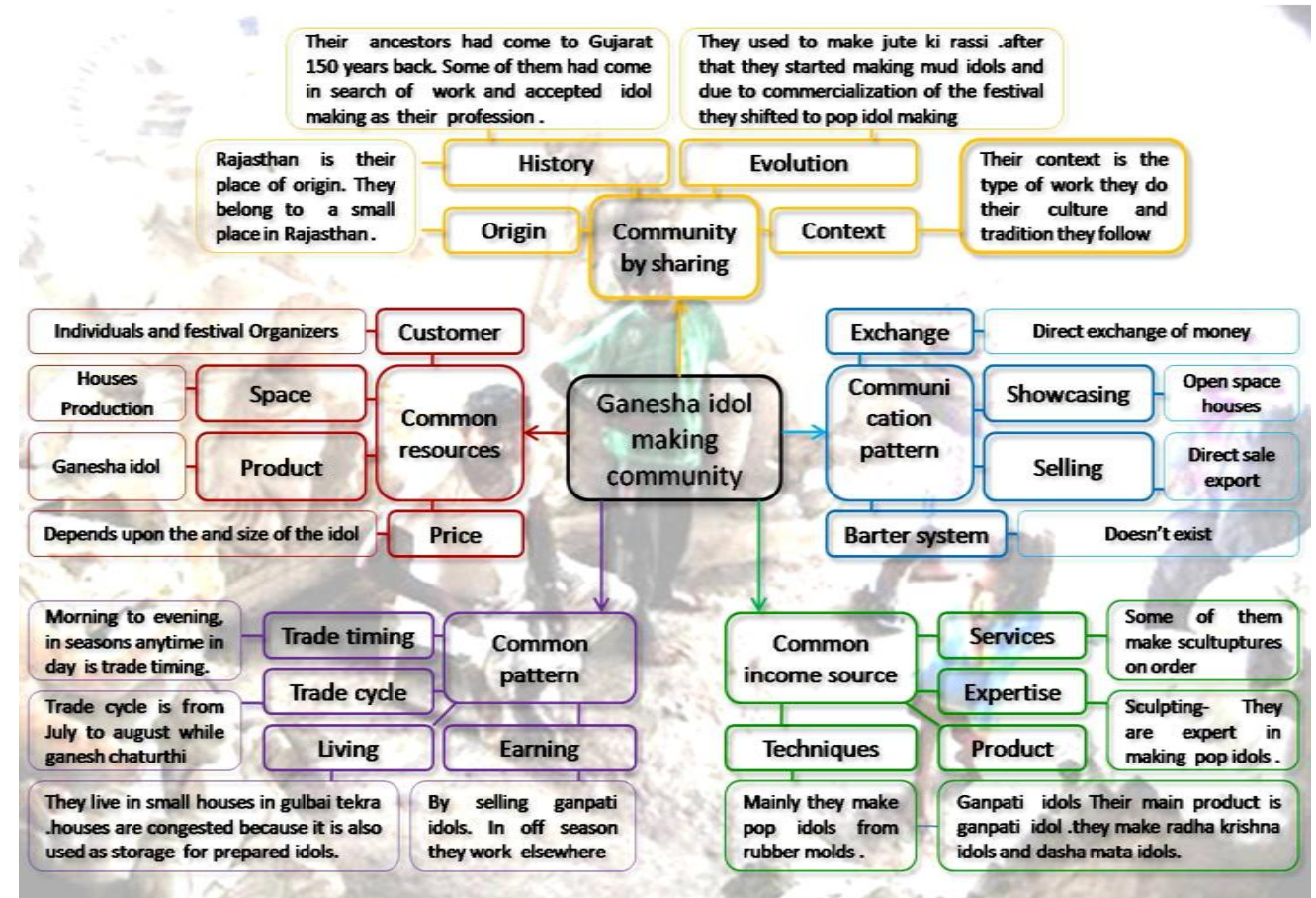
Project Brief
Research on a community (community by trade) and find out design intervention points for further improvement.

Methodology followed
Community search
Initial brainstorming about community
informal interaction with community people.
Analysis of collected research data.
Finding intervention points .

Production and Storage

Trade cycle

Present status
Of their business

Problems and issues
Status of health
And
education
Lifestyle and
living standard

Community model

- Their ancestors had come to Gujarat 150 years back. Some of them had come in search of work and accepted idol making as their profession .
- They used to make jute ki rassi .after that they started making mud idols and due to commercialization of the festival they shifted to pop idol making
- Rajasthan is their place of origin. They belong to a small place in Rajasthan .
- **History**
- **Evolution**
- Their context is the type of work they do their culture and tradition they follow
- **Origin**
- **Community by sharing**
- **Context**

- Individuals and festival Organizers — **Customer**
- **Exchange** — Direct exchange of money
- Houses Production — **Space**
- **Communication pattern** — **Showcasing** — Open space houses
- Ganesha idol — **Product**
- **Common resources**
- **Ganesha idol making community**
- **Selling** — Direct sale export
- Depends upon the and size of the idol — **Price**
- **Barter system** — Doesn't exist

- Morning to evening, in seasons anytime in day is trade timing. — **Trade timing**
- **Common pattern**
- **Common income source** — **Services** — Some of them make scultuptures on order
- Trade cycle is from July to august while ganesh chaturthi — **Trade cycle**
- **Expertise** — Sculpting- They are expert in making pop idols .
- **Living** — **Earning**
- **Techniques** — **Product**
- They live in small houses in gulbai tekra .houses are congested because it is also used as storage for prepared idols.
- By selling ganpati idols. In off season they work elsewhere
- Mainly they make pop idols from rubber molds .
- Ganpati idols Their main product is ganpati idol .they make radha krishna idols and dasha mata idols.

Design Intervention for the community

Intervention points

- Material exploration
- Product diversification
- Improved tourism
- Storage space
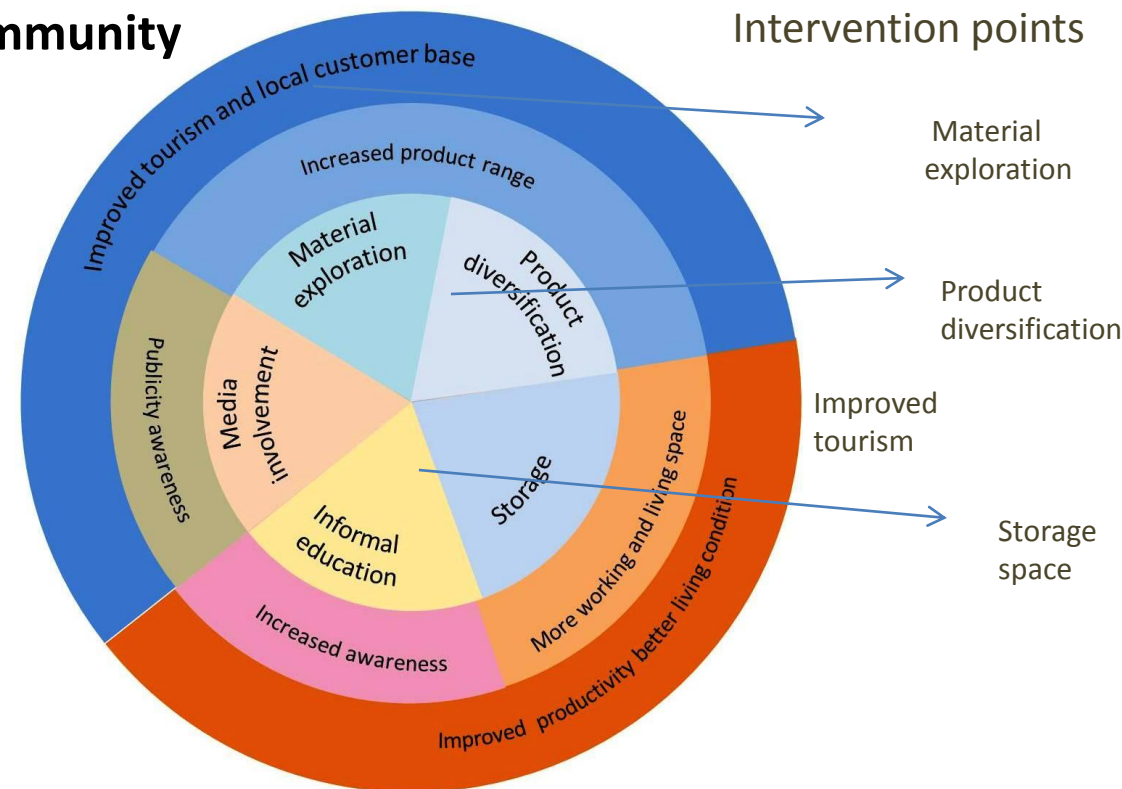
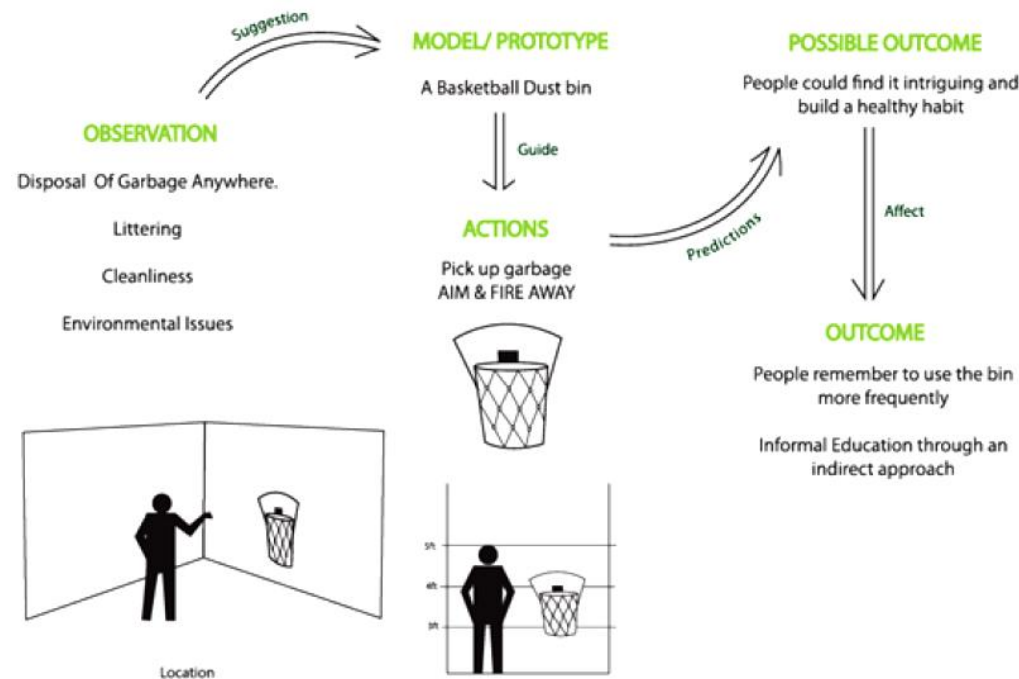|	Learning	Services	Product
Socioeconomic	Informal education about Cleanliness ,school education, legal issues.	Provide services to architects,interior,decorators. work individually.	Product diversification Material diversification
Sociocultural	Improved tourism will help tourists knowing their sociocultural aspect.	Media promotion Newspaper articles, Tourism plans will help getting more work	Products will reflect sociocultural beliefs of the community people
Socionatural	Informal education tourism	Issues related to environment will be solved due to alternative ways of earning	Use of paper pulp, clay for making products will help in controlling environmental pollution due to excessive use of plaster of Paris

SYSTEMS DESIGN

Project brief – Develop informal education system to create awareness and educate people about their surroundings.

Methodology - Applied systems thinking approach to find out problem and causes in a system and tried to find solution.

Outcome
Design and prototyping of different systems models

Information

What is the need for education.

Present education system

Forms of informal education

What is education

What is knowledge

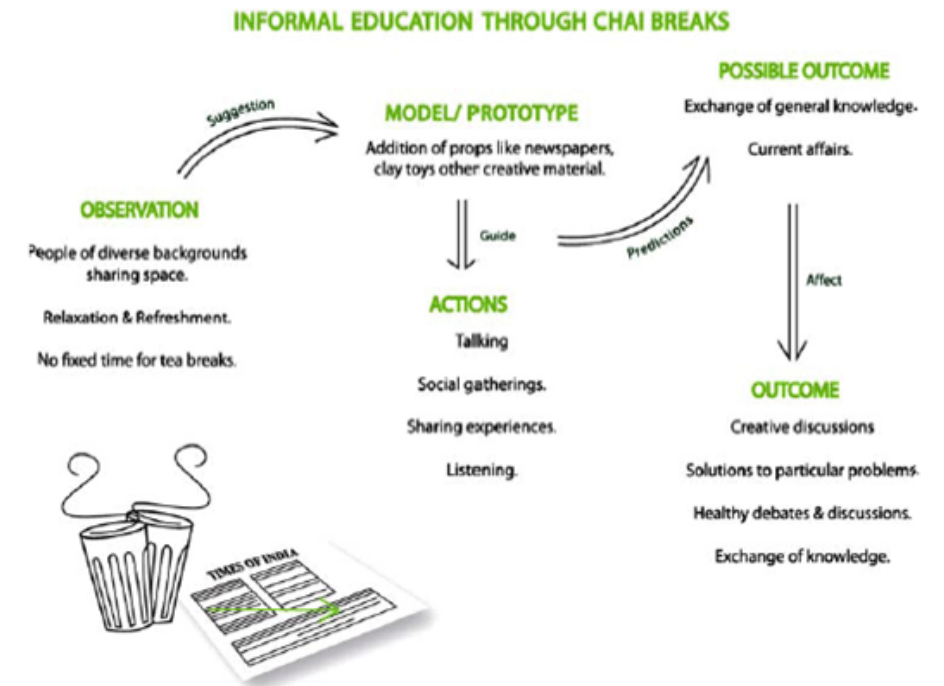Vocational Training,

Why informal education is needed

What is informal education

Interactive Basket Dustbin

Suggestion

OBSERVATION

Disposal Of Garbage Anywhere.

Littering

Cleanliness

Environmental Issues

MODEL/ PROTOTYPE

A Basketball Dust bin

Guide

ACTIONS

Pick up garbage
AIM & FIRE AWAY

Predictions

POSSIBLE OUTCOME

People could find it intriguing and build a healthy habit

Affect

OUTCOME

People remember to use the bin more frequently

Informal Education through an indirect approach

Location

Informal Education Through Chai Breaks

INFORMAL EDUCATION THROUGH CHAI BREAKS

Suggestion

OBSERVATION

People of diverse backgrounds sharing space.

Relaxation & Refreshment.

No fixed time for tea breaks.

MODEL/ PROTOTYPE

Addition of props like newspapers, clay toys other creative material.

Guide

ACTIONS

Talking

Social gatherings.

Sharing experiences.

Listening.

Predictions

POSSIBLE OUTCOME

Exchange of general knowledge.

Current affairs.

Affect

OUTCOME

Creative discussions

Solutions to particular problems.

Healthy debates & discussions.

Exchange of knowledge.

TIMES OF INDIA

BUSINESS DESIGN

Project Brief

To design a business model which is cyclic, Sustainable, Less dependencies, Maximum wealth creation, value generation, Revenue generation, Customer satisfaction, Maximum utilization of resources.

Methodology followed

Finding core competences of group members
Finding needs of people
Creating need
Identification of opportunity area
Business model design
Refinement of business model
Conceptualization
Pilot run and Prototyping

Business idea

final business idea was to provide education related solutions to schools by conducting workshop and teaching interactive techniques. Revenue generation will be fees charged for consultation from schools .In this model the scope for wealth creation was more than the previous model.

Prototyping of the business model

School chosen for conducting the workshop
Juniour Science College, Infocity.
Guajarati medium school
Students - Class 8th

Origami

Crafts

ceramic

Creativity

Painting

Photography

workshop

Prototyping of the business model
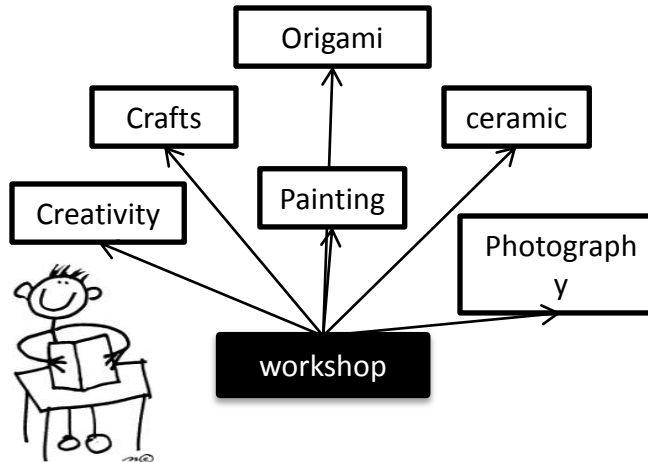
School chosen for conducting the workshop
JuniourScience College, Infocity.
Guajarati medium school
Students
Class 8th

Students presenting their story
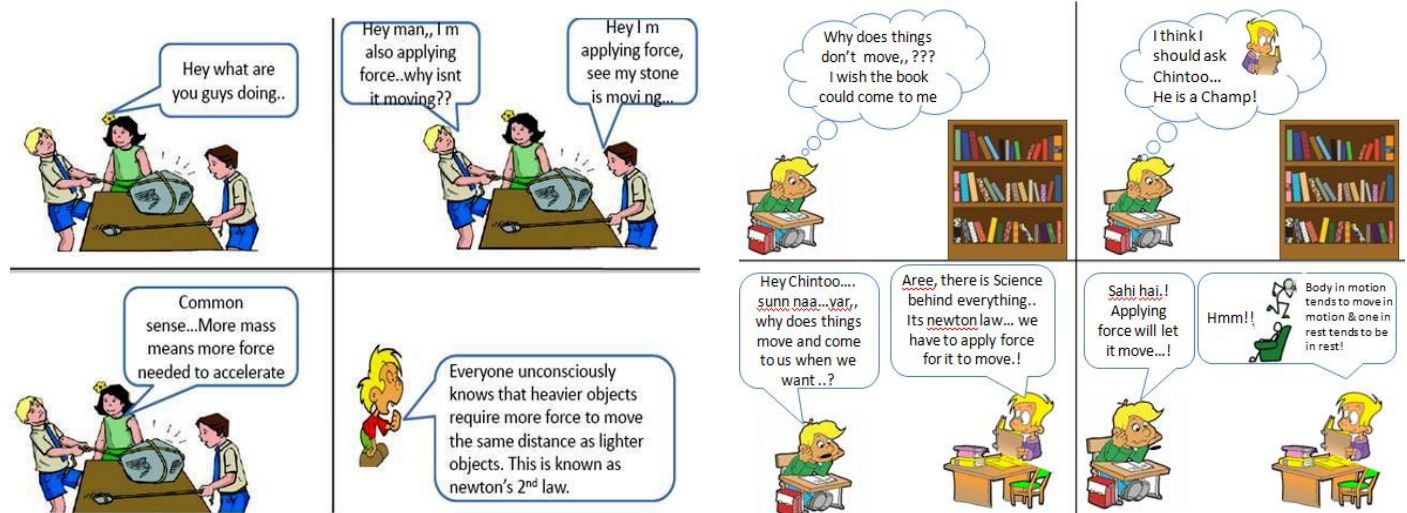
Pictures of Workshop conducted by us

Students working in the group

Storyboarding done by students
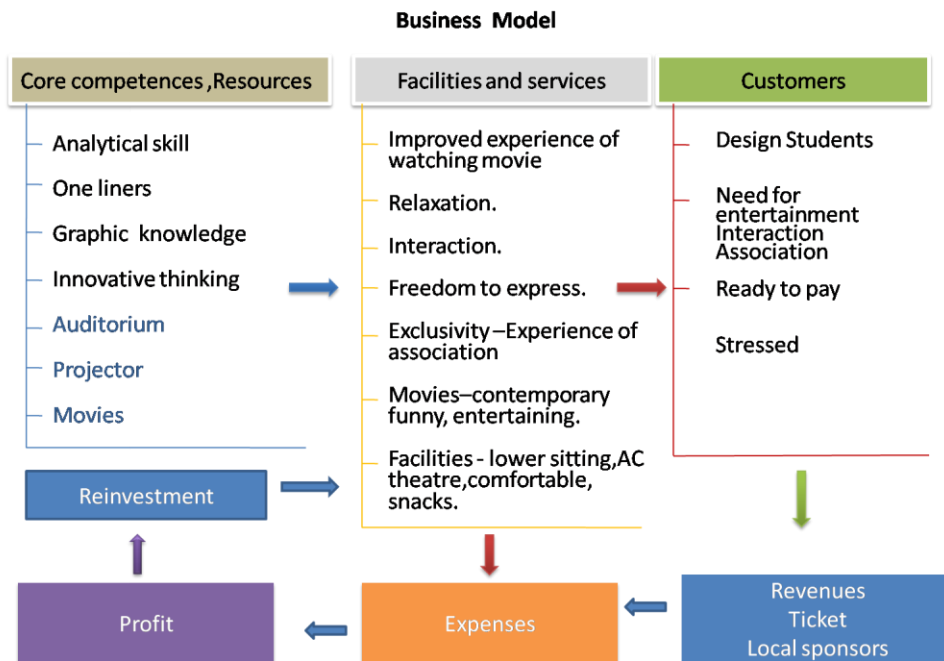
Interactive book design for students

SERVICE DESIGN

Project Brief - Sustainable service based Business model design by creating maximum customer satisfaction .

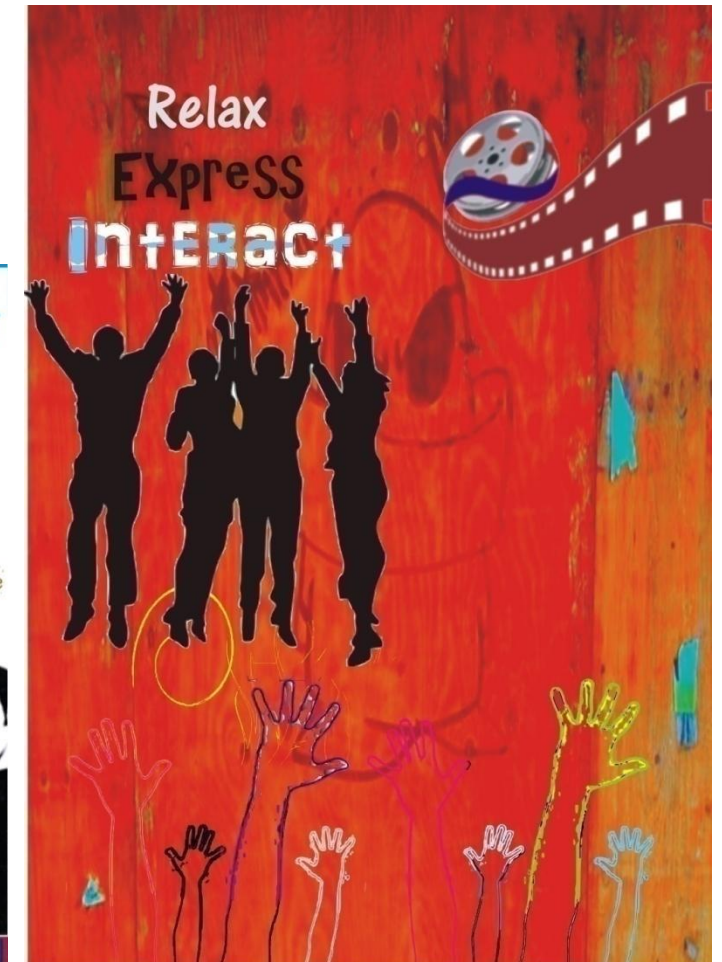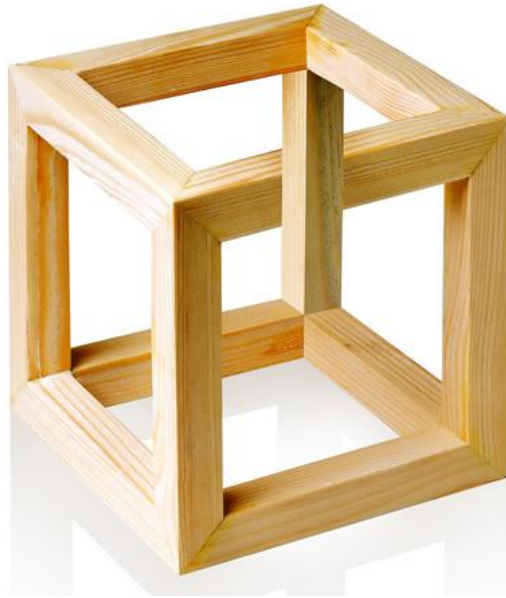**Business Model- Mini Movie theatre**

Service Based Business Model Design

Logo design

JAS mini movie theatre
Just Entertainment
Absolute Fun
Super Duper Movies

Ticket Design
Ticket cum Bookmark

Film Poster Design

Business Model

Core competences ,Resources	Facilities and services	Customers
Analytical skill	Improved experience of watching movie	Design Students
One liners	Relaxation.	Need for entertainment Interaction Association
Graphic knowledge	Interaction.	
Innovative thinking	Freedom to express.	Ready to pay
Auditorium	Exclusivity –Experience of association	Stressed
Projector	Movies–contemporary funny, entertaining.	
Movies	Facilities - lower sitting,AC theatre,comfortable, snacks.	

Reinvestment

Profit

Expenses

Revenues
Ticket
Local sponsors

Tonight at 9:30
JAS
mini movie theatre
Just Entertainment
Absolute Fun
Super Duper Movies

Relax
Express
Interact