Internship Report

on

User Studies - Smart phone penetration amongst young adults, Design of scholarship programme brochure, PRA field visit and tools document design, Arts and Craft for summer camp attendees (Design Intern's work)

at

Shanti Ashram

Gandhian Centre for Development, Learning and Collaboration

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Preface

This report documents the work done during the Students Internship Programme at Shanti Ashram, Coimbatore. The report shall give an overview of the tasks completed during the period of internship along with photographs and some snapshots of the work done.
The key observations and insights from the user studies shall be shared and discussed. The report shall also include documents from the projects undertaken

I have tried my best to keep the report simple yet technically correct. I hope I succeed in my attempt.

Anjana

Acknowledgments

Simply put, I could not have done this work without the generous I received cheerfully from the team at Ashram. The work culture in Shanti Ashram really motivates one to take up work on their own and finish it with zeal. Everybody is such a friendly and cheerful companion here that work stress never comes in the way.

I would specially like to thank Dr. Dr.Kezevino Aram and Mr.G.Vijayaragavan for providing nice ideas to work upon and the appropriate work space and atmosphere for the same. Not only did they advise me about my project but listening to their discussions in the review meetings has evoked a good interest and structure generation for my work.

I have also learnt a lot from young as well as experienced colleagues in the Ashram. Many of them helped me with my research work for the contextual inquiry for the user studies. I am also highly indebted to all my colleagues who seemed to have solutions to all my problems and helped me feel at home in the fist few days itself.

Author

Introduction

An intern is a student or a trainee who works with, without pay in the form of stipend to usually gain work experience or satisfy requirements for a qualification.

Internships are for a temporary period and specific categories generally. Internship opportunities in India are career specific. College students often choose internships based on their field of study. Students often perceive it as a way to develop their capabilities by practically applying their degree while learning in a professional work environment.

Most students apply for internships during their summer and winter breaks. In some universities, internships during the college breaks are compulsory and a part of the curriculum. It is common that previous interns become employees to the organization once they have acquired the necessary skills and experience.

Generally an internship is consists of an experience between the student and the organisation. The organisation makes use of the student's skill while the student can determine if he or she has interest in a particular career, would like to continue or create a network of contacts.

In a research internship, a student does research for a particular company or organisation. The company can have something that they feel they need to improve, or the student can choose a topic within the company themselves. The results of the research study will be put in a report and often will have to be presented.

Shanti Ashram

It is 30 years since Shanti Ashram was established. It is a Gandhian centre for development, learning and collaboration founded in 1986. From information gathered from their website and the internet I applied through email and confirmation calls.

I was aware of a lot of programmes that they undertake for empowering children and young adults but was overwhelmed to see the family that the organisation has created. Children who were once at the receiving end are today so empowered and independent that they are giving back to the organisation and the society as well.

I came here to work with children, help the organisation with their work and also gain experience in this field of work. Working with children has been of interest but to see if I can contribute to this field while I grow with the organisation was my primary concern.

Student's Internship Programme

The programme is part of the youth section of the Ashram which has a structured and organised working system. There are many sections and each section has specific work planned which is undertaken through the week and reflected upon on Saturdays during the review meetings.

The summer programme also has summer camp for school children and I was able to work with them during the mornings and help the youth section with their projects during the course of one month

Connection between interaction design and work at Ashram

The best and winning factor of the way the organisation works lies in it's consistent research and theory along with service and field work. Each activity is backed by thorough research which includes primary and secondary data collection.

After a detailed theory learning, teaching and discussion there is sometimes even test for proficiency in the knowledge of a topic before the staffs go for the field work. This system ensures that the sample and data collected is rich for pattern generation and analysis.

Any problem is solved in design after a detailed analysis of the problem and the solution emerges from studying the user in their habitat and understanding the requirement. Based on the study any design intervention is suggested and attempted.

No service or design idea can be thrusted upon any user and expected to be used by them. Every idea must be backed by theory and data from the field. Very strong research work created a great space for design internship in the organisation with minimal or no alteration in the framework for both the parties.

Contribution in Summer Camp for school children

Every year during the summer vacation senior children with the help of staffs organise summer programme for school children where the children are taught various activities like arts, crafts, spoken english, dance, tailoring personality development and encased within a case filled with fun and entertainment.

My tenure at Ashram enabled me to be part of the programme and contribute to the organisation for a few activities which include:

- Organising activities in the camp for 187 children from in and around Coimbatore
- Helped kids write letters to their parents (Tamil and English)
- Flower making from crape papers and charts

- Planned and structured the Creative class for the rest of the camp (art and crafts).

- Used old CDs to make cute looking giraffes, teddy bears and snails
- Number based creative drawing
- Basic sketching and perspective drawing
- Collage with old paper and magazines and some colour papers

- Even colouring and advanced shading using colour pencils
- Assisted in deciding the topics for drawing competition and selecting winners for the same
- Helped with judgement of essay competition and creative book maintenance

Learning:

The entire period with children helped improve a bond and love for them. Each passing minute taught something new and inspired from their zest for new information and thorough validation. Patience improved tremendously over the period with them. The chatter and laughter in the background while at work created a beautiful atmosphere at the work space which is attributed to the adjective lively.

PRA field visit and tool design

Field Trip to village - Aathupalam

Participatory Rural Appraisal method based child poverty data collection in Aathupalam, a village in Coimbatore district. The field trip was a preliminary training for the main work later in the month with college students. This new method and its feasibility was tested for further use. It is claimed to be useful for swift and accurate data collection. A group of 20 ladies led by the trainer went and mobilised villagers of all age groups and living conditions and did a study with them in a decentralised bottom-up PRA approach. After following the tools(method) of PRA the group came up with requirements for the village's development based on how the villager's prioritised them.

Participatory Rural Appraisal

PRA approach aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes.

> " *Empowerment means that people, especially poorer people, are enabled to take more control over their lives, and secure a better livelihood with ownership and control of productive assets as one key element. Decentralisation and empowerment enable local people to exploit the diverse complexities of their own conditions, and to adapt to rapid change*

Transect walk

What

A transect walk is a tool for describing and showing the location and distribution of resources, features, landscape, and main land uses along a given transect.

How

Divide the total strength into groups of 4 or 5 students and make a zigzag walk around the village. This must be done in 15-20 min. (documentation can be done by either noting down all the landmarks or pictures can be taken)

Why

This is to have a bird's view of the village from all directions.

Village map

What

A diagrammatic representation(2 dimensional drawing) of spatial arrangement or distribution of roads, houses, shops, etc. over an area.

How

Take help of the villagers assembled, ask them to draw the boundary of the village, to indicate the roads running across the village, Location of School, Hospital, Ration shop, Agriculture Land, Religious Places, Tasmac, Rich and Poor Houses etc… The map drawn is cross checked with the details from the teams after their transect walk to include any missed landmark. (Try to get the details on population, No of households, Employment opportunities etc…)

Why

This specifies the area for discussion for both the villagers and other people before digging further for information.

Where

Generally drawn on land with chalk piece, on tarpaulin sheets with chalk, on the mud ground with just sticks or rangoli powder on some ground area etc. (After a tentative map has been made, the map can be noted down on a paper for documentation and further reference)

Wealth Ranking

A table for marking the wealth distribution in a village as perceived by the villagers.

The students must ask the villagers to list the criteria for identification of Rich/Middle/Poor/Very Poor and ask them to write in column 3.

S.No	Type of Household	Criteria for identification	No of Household
	Rich Household		
	Middle income household		
	Poor Household		
	Very Poor Household		
	Child Poverty		

Request the villagers to fill in the following table

The criteria for being rich or poor and child poverty depends on the extremities of the particular village and lies primarily in the lack of a particular resource or resources as mentioned by the villagers that is specific to that village.

Generally drawn on land with chalk piece, on tarpaulin sheets with chalk, on the mud ground with just sticks or rangoli powder on some ground area etc. (Document the table on a piece of paper and click a picture of the table for future reference)

(This is an important step. Hence take some time and do this patiently in detail)

Historical Profile

What

Details of the development over time on child poverty scenario and the reasons for the same in a tabular format

How

The villagers should be asked to fill the following table. (When they have little difficulty in remembering or connecting the status, there can be little help by prompting them about the policies or infrastructure that could have possibly changed over time.)

S.No	Year	Status of child poverty	Reasons for change over years
	1960		
	1970		
	1980		
	1990		
	2000		
	2010		

Why

A pattern emerges from the changes that has happened in the area that can be further implemented or new changes can be made. But for any new interventions it is essential to see how a place has developed or underdeveloped or remained same over time. The reasons are the primary data here which will enable one to see what are the factors (economic, geographic, educational etc) in that area

Where

This is also roughly drawn on the ground or road or any available place with available resources (Jot this down after the table is filled)

*(This is an important step. Hence take some time and do this patiently in detail)*

Seasonal Calendar

What

Seasonal calendars are useful for evaluation as they can help analyse time-related cyclical changes in data. It is a participatory tool to explore seasonal changes (e.g. gender-specific workload, diseases, income, expenditure etc.) These charts show monthly changes in climate (rainfall or temperature) or agricultural activities (agricultural hours worked, different activities undertaken, crop cycles).

How

Ask the villagers to plot the average number of days of employment for the villagers every month starting from January or from the Tamil month of Chithirai. Take the months in the horizontal axis and number of days of employment in the vertical axis
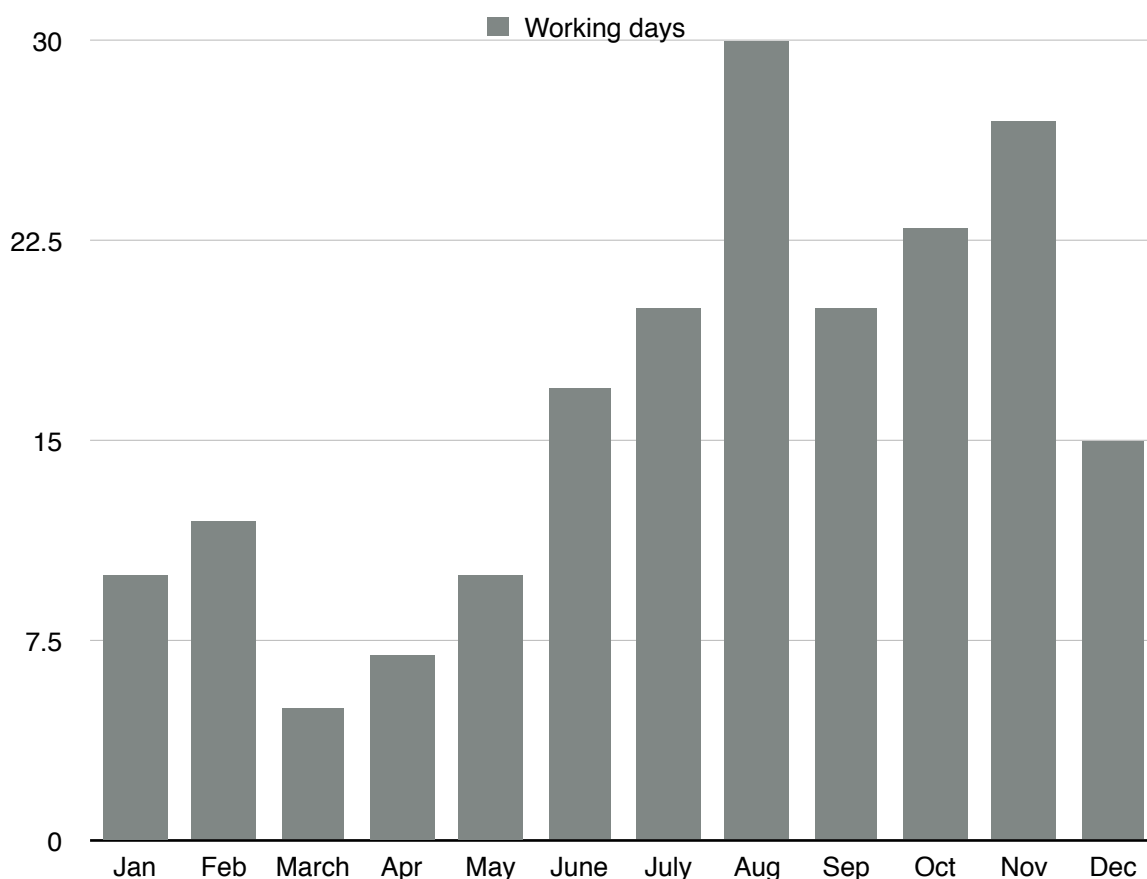
Where

Mark the axis on ground or some blank area and help them plot the graph. Record the findings for documentation

Venn diagram

This is to know the institution and interventional programs needed by the villagers for development like School, Hospital, market, Bank etc…

Institution : An established official organisation having an important role in the society such as school, library, hospital etc (for social educational or religious purposes).

Intervention : Interventions may be implemented in different settings including communities, worksites, schools, health care organizations, faith-based organizations or in the home. Interventions implemented in multiple settings and using multiple strategies may be the most effective because of the potential to reach a larger number of people in a variety of ways.x

How

Then these institutions are to be represented by circles within the village boundary. Most important institution will be represented by the biggest circle the least important by the smallest circle.
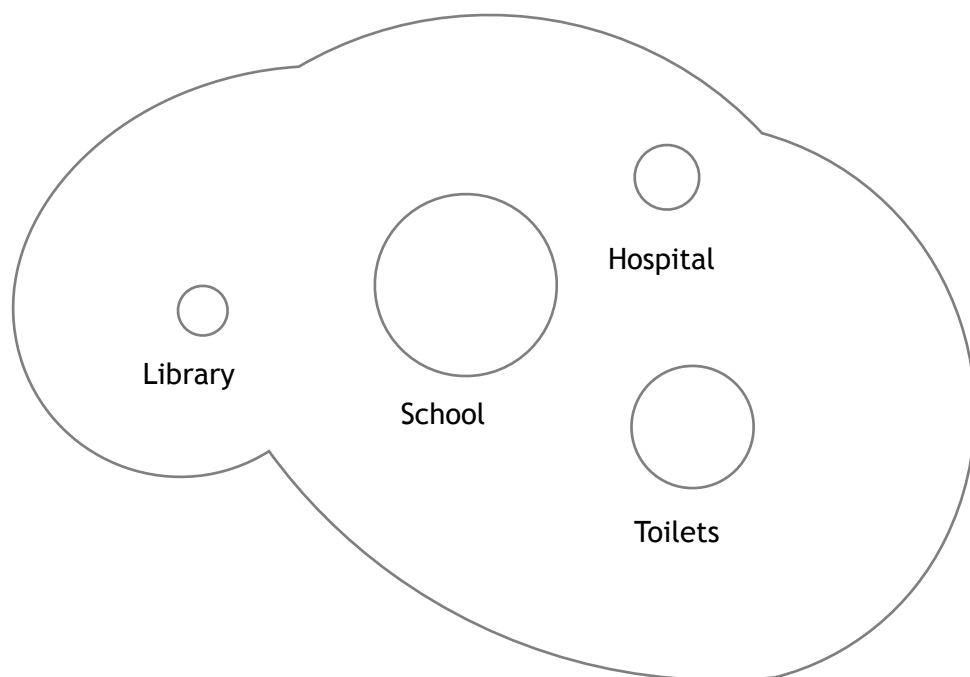
Why

This gives an idea of all the essential requirements and possible solutions. When a boundary is drawn, if there is possible solution in the form of an institution or a an intervention that is available in accessible distance in the neighbouring villages or if two villages can be given an intersecting solution it is done.
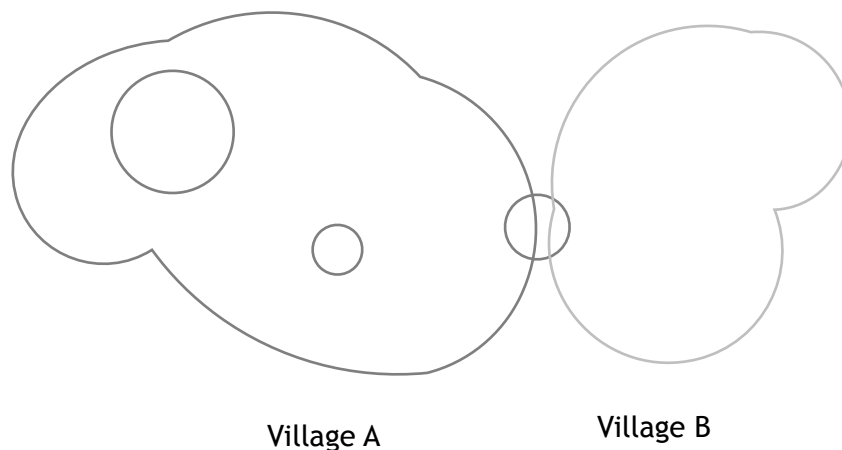
Village A   Village B

Where

Smaller village boundaries and circles inside the boundaries are drawn on some space near the village map and the graphs (note this since these are the requirements of the villagers).

Learning:

The learning session, field trip and the tools design helped in getting the sense of bottom up approach and involving the users to collect their data. This created an opportunity to understand how to mobilise people and also compare the methods with the contextual inquiry methods.
It also helped socialise with a large team from Ashram thus breaking the ice quite early in my tenure further helped creating a way to communicate with the rural population of the district.

Scholarship Brochure design

The brochure was designed based on content covering the 15 years of consistent scholarship programme and the various schemes introduced during the period.

Briefing about scholarship and various meetings along with old report discussion made 8 yrs back was carried out elaborately. The content for the report acts as a handout for new donations and 15 years at a glance. Based on the recent year's achievements and updates new content generation was done after many sittings with Dr. Aram and Mr. Vijay.

To get a personal touch, concerned people were approached for their comment and insights. The team that worked here, then the beneficiaries and the donors were kept in mind while designing the brochure.

That was followed by page wise content and wire framing.
A meeting was held with the team and people involved over years to find out all the different types of scholarships given out and milestones for the 15 years in the form of finance, books and uniform are the types of support

Report design and iterations.
Two different styles and a final design was selected from the two samples
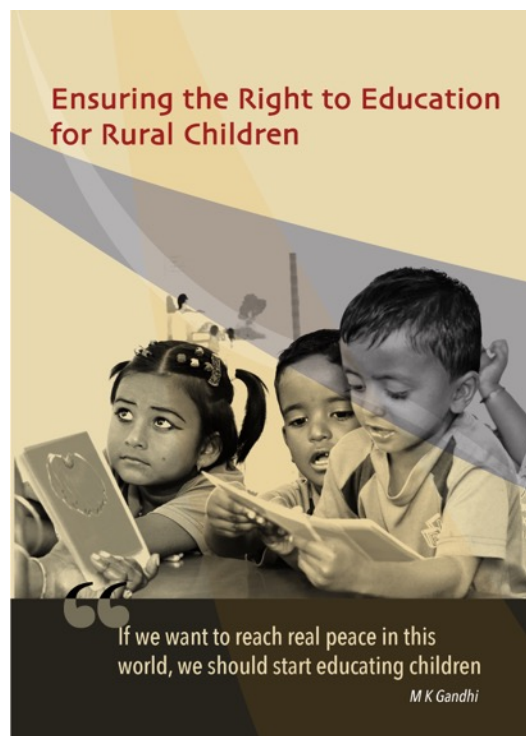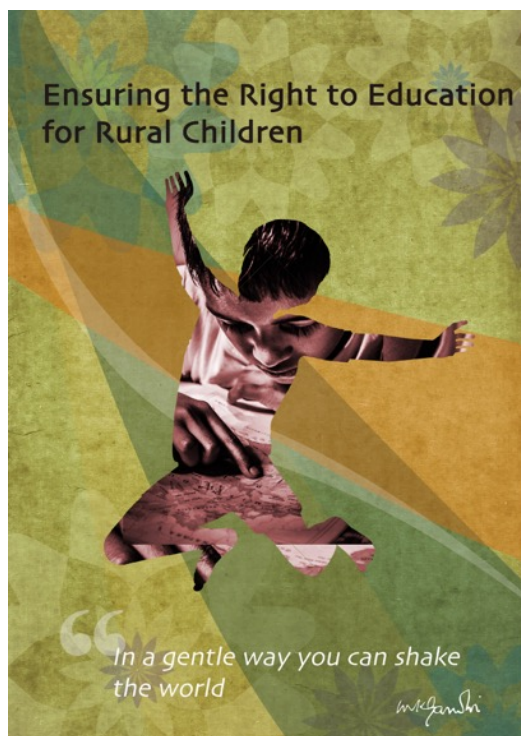
Photographs for the brochure from repository and new ones along with two photographers were collected based on context.

Then work on finalised design started followed by a team discussion with final design and changes. Quotes of beneficiary were included and proof read

Final design snapshot
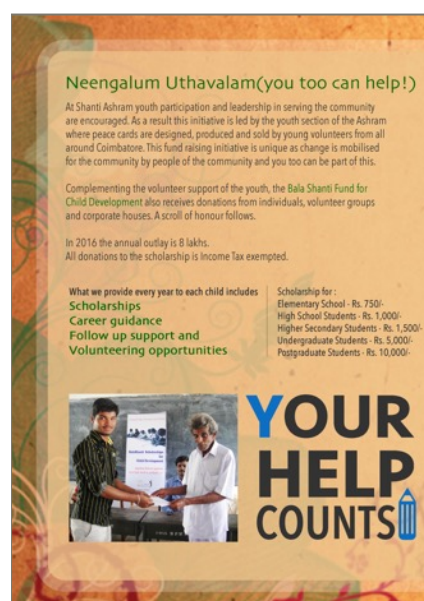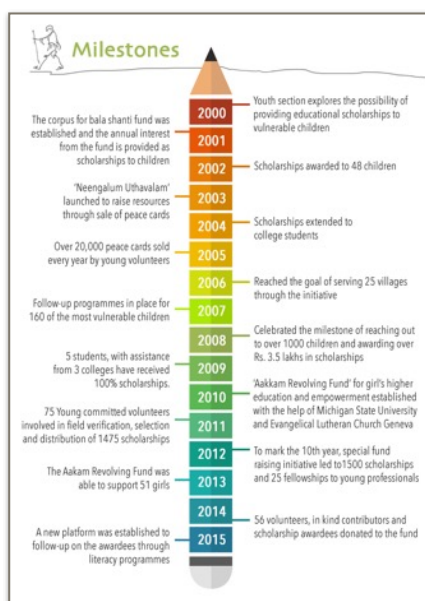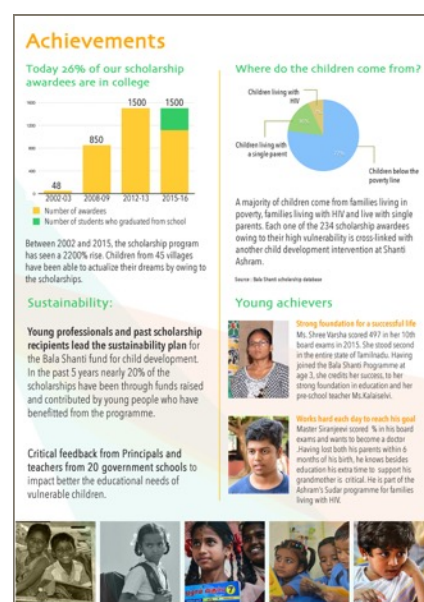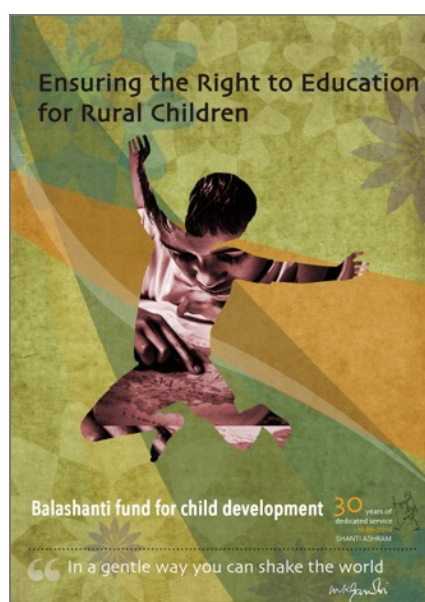
The brochure design and content generation along with the entire team within a limited period proved to be an amazing learning experience in terms of team work, content without ambiguity and design in confined space. The entire team was running around carrying out their work and also sitting for meetings with me for the brochure. The importance given to the report and combined effort of the team helped us deliver within the deadline.

Verification by data collection

Scholarships awarded to 100 vulnerable kids - with single parents or living in very underprivileged conditions.

	Class	Rank	Mark	Atndanc	Sch/Col	G/P	Ele	Mid	Hig	Hsc	Address	Contact No	Family Size	Edu	Occupation	Monthly Income	Single Parents Y/N
2																	
3	10th	13	70%	89%	Sch	G	-	-	-	Y	Mahalakshmi Nagar, Kuniamuthur	NIL	4	NIL	Coolie	11000	Y
4	11th	8	60%	90%	Sch	G	-	-	-	Y	33, Bharathi Nagar, Kuniamuthur	7418843736	4	7	Painter	5500	N
5	4th	NIL	80%	NIL	Sch	P	Y	-	-	-	33, Bharathi Nagar, Kuniamuthur	NIL	3	5	Coolie	1000	Y
6	9th	16	50%	70%	Sch	G	-	-	-	Y	Avai Nagar, Naickenpalayam cbe 20	NIL	4	8	Coolie	3000	Y
7	College	2	80%	95%	Sch	G	-	-	-	Y	5/387, Anna Nagar, Naicken Palayam Cbe 20	NIL	4	8	Coolie	5000	Y
8	9th	-	350	-	S	P	-	-	Y	-	Senthamilnagar, Sugunapuram, KUniamuthur	9171303754	4	8th	Workshop	3000	N
9	10th	C	40%	80%	S	P	-	-	-	-	Senthamil Nagar	8508002836	4	5	Coolie	4000	N
10	College	-	65%	100%	S	G	-	-	-	-	Senthamil Nagar	8973696390	4	-	Coolie	4000	N
11	12th	5	80%	84%	S	G	-	-	-	Y	3/4, Vaiyapuri Chettiyar Street, Sundakamuthur	9698074025	4	5	Coolie	1500	Y
12	8th	1	77%	90%	S	G	-	-	-	Y	3/4, Vaiyapuri Chettiyar Street, Sundakamuthur	9698074025	4	5	Coolie	1500	Y
13	7th	-	-	-	S	G	-	-	-	-	34, N.T.P street, sundakamuthur	9345009625	3	illiterate	Coolie	2000	Y

There is a system that is followed by the organisation to ensure that each child is intimated in advance by calls and post cards. They are invited to come and receive the scholarships awarded to them.
Each child is given a envelope with their names on it which is cross verified to check the genuinely in an elaborate manner. I handled the most vulnerable children's data entry

Case Study

I came to Shanti Ashram as a small kid in class five, I was very shy but now I help a lot of children speak in english and undertake public speakings. Shanti Ashram provided me with and opportunity to participate in Super congress and I changed after that…

Daniel S - Bcom IT from Srikrishna arts and science college

He lives with his mother and sister who is in college second year. He did his entire schooling from Coimbatore. Kanmani akka brought him for summer camp when first when he was in class five. She is teacher in BSK. Drawing class
When he came here he never used to talk to people. He was reserved and very shy as a kid. His family used to live in kuruchi then town now. He loved attending the drawing class in the summer camp.
"I do a lot of thinking for which I am called insane at times," he adds funnily
He had only 3 friends in school and his only routine was school, back to home, watch cartoon, eat and sleep.
When he came back to shanti ashram in class 7th for summer camp he had started doing a lot of reading about history and space science. Ever since he loved drawing and says "I can see and draw. "
His appa(father) was a lorry driver and he lost his father to a lorry accident in 2009. Amma(mother) was working in a medical shop till he was in college first year in 2013 but now she is down with a chronic disorder - vasculitis.

After his father passed away suddenly the financial condition at home became very tight and his mother had to take care of took care of everything. He started working form 10th standard.
He has been availing Shanti Ashram scholarship since 2007 and finished his higher education.

"2009 super congress brings back awesome memories" he adds with enthusiasm as he started confidently conversing with people since then. He as developed contacts with foreigners
and is proud of having a mail id since 2009 itself as one of the first in his batch.

In 2011 he joined Ashram as volunteer and is attached to it closely to it and comes every year. He has a beautiful rapport with children attending the summer camp and wishes to change people's lives through his photography.

"Now I am placed with Royal Bank of Scotland and am joining by august 2016" he smiles
" I have loans to repay and lots of dreams for future."

User Studies - Contextual Inquiry

Mobile penetration among youths between the age 18 and 22

Goal:
A research conducted amongst a heterogeneous group of young adults in the age range 18 - 22 to find out the density of penetration of smartphones(or phones) in that age group. This is expected to fetch us patterns about what they use phones for - calling, messaging, education, business, entertainment and maybe in reducing human cognition in certain difficult processing or calculations and others(to be found).

Sample:
The sample size is approximately around 90 youths hailing from rural, urban and peri-urban (Rurban) comprising of 30 from each category.

The sample should preferably have equal number of boys and girls and a heterogenous mixture of income, living conditions, family status, culture, language known(if possible), literacy levels etc.

The youngsters could be still studying or stopped studying. They can be on a break before higher studies, already working, married or had no previous education.

The can also be new to using phones, proficient phone users, own phones or use their siblings phone. Some should be using phone stealthily. Some own more than one.

(No user is a good or bad sample. The more the diversity the better the sample set)

Time frame:
Each user can take roughly anything around 20mins to an hour. The more time the richer is the data collected. This method is not about interviewing but talking to user with a semi structured focus in mind and hence the conversation is not always to the point. some partnership is established and so it is subjective most of the time

Interpretation:
After all the interviews are collected there is an interpretation done time to time followed by a bottom up approach to find affinity and patterns that emerge form it. The interview and interpretation is never done alone. there is an interviewer (essentially who does all the talking) and an observer.

Other information collected:

- The demographic details and the medical facilities in the vicinity
- The acces to these
- The awareness to access these
- Mode of communication prevalent in the locality
- Hospitals, clinics, doctor's and nurse's home nearby
- Any ambulance located near by
- Time taken to access the facilities if any

Brain storming
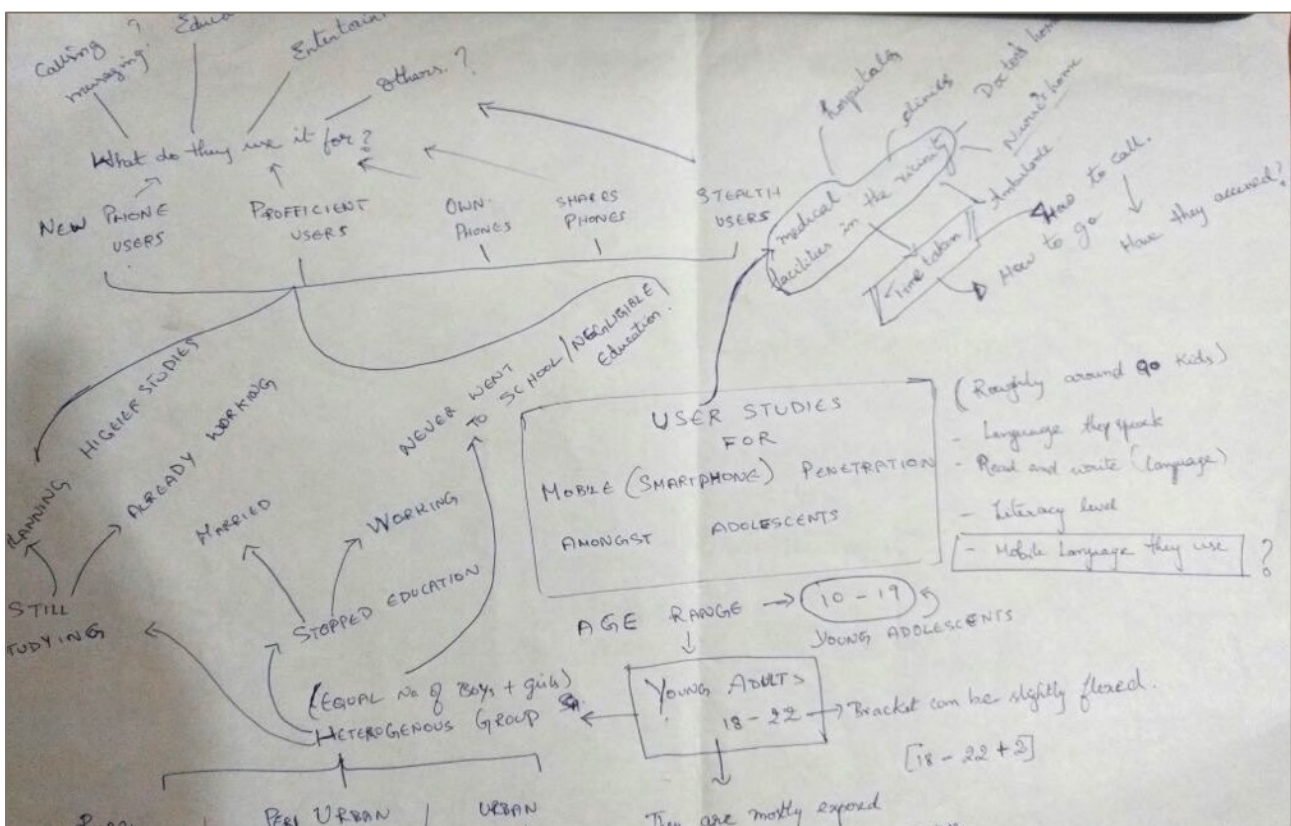
Key Observation from the study

C-PU-U1-22 He has a method to use the micromax phone despite the phone being broken and having touchpad problems

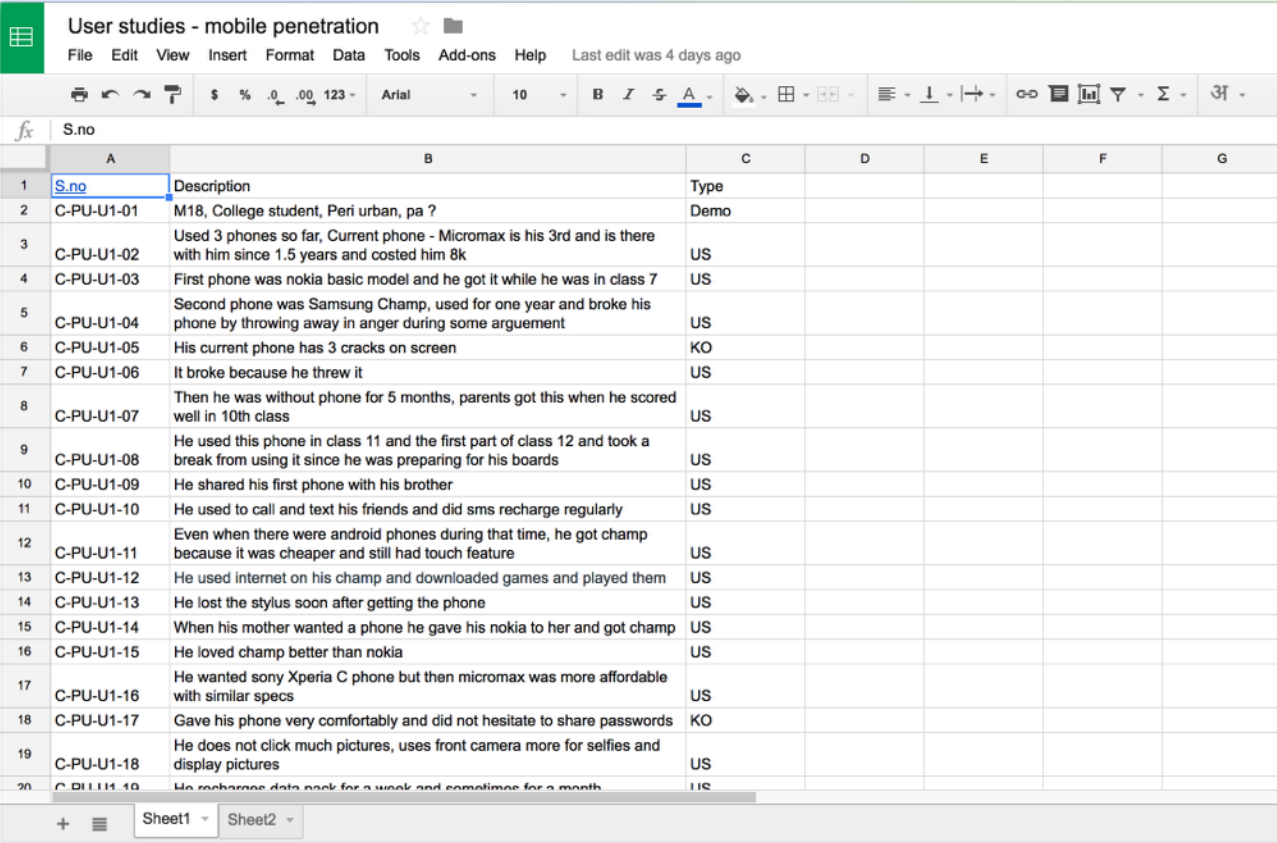**C-PU-U1-40** Friends discuss about apps, "new app irunda send pannuda"C-

PU-U1-51 Downloaded hammer VPN - an app that can track wifi and passwords and help one use neighbour's wifi stealthily

C-PU-U3-13 A lot of people working spend time after dinner till they sleep on phones and internet

C-PU-U2-14 "use pannina android daan" - so the user waited to save and buy his own phone

C-PU-U3-08 A lot of touch screens are broken and cannot be repaired. The new phones are becoming use and throw while old basic model handsets are still in working condition after years

C-PU-U3-16 Most people charge phones in the morning while getting ready

User studies - mobile penetration

S.no	Description	Type
C-PU-U1-01	M18, College student, Peri urban, pa ?	Demo
C-PU-U1-02	Used 3 phones so far, Current phone - Micromax is his 3rd and is there with him since 1.5 years and costed him 8k	US
C-PU-U1-03	First phone was nokia basic model and he got it while he was in class 7	US
C-PU-U1-04	Second phone was Samsung Champ, used for one year and broke his phone by throwing away in anger during some arguement	US
C-PU-U1-05	His current phone has 3 cracks on screen	KO
C-PU-U1-06	It broke because he threw it	US
C-PU-U1-07	Then he was without phone for 5 months, parents got this when he scored well in 10th class	US
C-PU-U1-08	He used this phone in class 11 and the first part of class 12 and took a break from using it since he was preparing for his boards	US
C-PU-U1-09	He shared his first phone with his brother	US
C-PU-U1-10	He used to call and text his friends and did sms recharge regularly	US
C-PU-U1-11	Even when there were android phones during that time, he got champ because it was cheaper and still had touch feature	US
C-PU-U1-12	He used internet on his champ and downloaded games and played them	US
C-PU-U1-13	He lost the stylus soon after getting the phone	US
C-PU-U1-14	When his mother wanted a phone he gave his nokia to her and got champ	US
C-PU-U1-15	He loved champ better than nokia	US
C-PU-U1-16	He wanted sony Xperia C phone but then micromax was more affordable with similar specs	US
C-PU-U1-17	Gave his phone very comfortably and did not hesitate to share passwords	KO
C-PU-U1-18	He does not click much pictures, uses front camera more for selfies and display pictures	US
C-PU-U1-19	He recharges data pack for a week and sometimes for a month	US

C-PU-U3-17 People are free in the evenings while travelling or after dinner and are on social media while most mornings are used for charging

C-PU-U3-18 No dual sim feature and hence forced to carry two phones around

C-PU-U3-22 As people get busy with college or work they trend to use phones less and feel there is no need of expensive smartphones

C-PU-U3-28 Many users download apps when the see advertisements and notifications.

Phones used for medical purposes

C-PU-U3-42 Users who have had experiences or some emergencies have contacts saved on their phones others say they can go to the hospital in case of any and there is no need for a number

C-PU-U3-39 When user's mother was in hospital she called up her friend who had a phone and arranged for an urgent injection

C-PU-U5-17 There are many hospitals around the user's house and the phone numbers are not saved on his phone but his mother has all emergency number written down

C-PU-U3-41 The user has a doctor's number and medical shop's number saved on her phone

C-PU-U1-53 He searched the internet for medical drugs, anti retro viral drug for treatment against HIV

User uses an app to check if the prescribed medicine and the dosage is right. He checks for side effects also

Conclusion

In a nutshell, my time spent interning with Shanti Ashram resulted in one of the best summers of my life. Not only did I gain practical skills but I also had the opportunity to meet many fantastic people. The atmosphere at the Kovaipudur office was always welcoming which made me feel right at home. Additionally, I felt like I was able to contribute to the organisation by assisting and working on projects throughout the summer. For example, I assisted Vinu madam with some document design and my colleagues with proof reading along with the project I was undertaking.

While I was able to learn a lot from this non government organisation everyday, my two most memorable days were events in which the Ashram organised field visit and the scholarship programme. This was a great experience to interact with everyone in an informal setting outside of work. The interaction with the children participating in the summer camp, the organisers and the volunteers have all become part of my life and helped me improve my network to a great extent. Then the volunteers who helped me with my study and also sat through sessions to learn design of simple things from me have added pages to my experience.

Overall, my internship at Shanti Ashram has been a success. I was able to gain practical skills, work in a fantastic environment, and make connections that will last a lifetime. I could not be more thankful.