Session 12

# Meeting Summary

**The meeting focused on the process of creating ethnographic posters,**

**highlighting the significance of capturing diverse perspectives and effectively**

**synthesizing messages. Key learnings emphasized the necessity of overlapping**

**observations and the role of abstraction in poster design. Constructive feedback**

**was provided to enhance the design process, leading to an action plan where**

**students are tasked with creating multiple poster variants and soliciting**

**feedback to refine their designs for improved engagement.**

**Next steps**

**\* Students to create multiple poster variants and seek feedback to refine their**

**designs for better engagement.**

**AI Insights**

**The meeting demonstrated a well-defined action plan with specific tasks related**

**to poster creation and feedback engagement, reflecting a thorough approach to**

**the objectives. Additionally, the goals set during the discussion were clear and**

**actionable, emphasizing a strong focus on both the creation process and the**

**integration of feedback, which indicates a high level of clarity in the**

**meeting's outcomes.**

**Topics & Highlights**

**1. Ethnographic Poster Creation**

**\* Key Learnings | Understanding the importance of capturing diverse**

**perspectives in ethnography and synthesizing messages into a cohesive**

**poster.**

**\* Constructive Feedback | Feedback on the need for overlap in observations**

**and the importance of abstraction in poster design.**

**\* Action Plan | Students to create multiple poster variants and seek**

**feedback to refine their designs for better engagement.**

**Agenda:**  
Agenda for Coaching Session (with Timing)  
  
Opening & Check-In (5 minutes):  
  
Brief discussion on how the coachee is doing and current challenges.  
  
  
Goal Review (10 minutes):  
  
Discuss progress on previously set goals and evaluate.  
  
  
New Learnings & Feedback (10 minutes):  
  
Provide insights, suggestions, and feedback for improvement.  
  
  
Action Plan Development (10 minutes):  
  
Create a clear, actionable plan for the coachee’s development.  
  
  
Wrap-Up & Support (5 minutes):  
  
Confirm next steps and what support is needed.  
  
  
  
Total Duration: 40 minutes

# MeetGeek Transcript

**Speaker\_00 - 00:00**Another man the boss comes.  
The man himself.  
Record, doing, doing.  
Okay, so with that we have come to the end of this your batch presentations.  
See some of the common points in first of all in putting together a rich picture is you have to capture what all you see right it is not restricting to only certain things what do you actually see in a scenario it could be positive negative whatever it is that needs to be captured from that what we  
have said is pick up one positive theme for constructing a poster right in many cases second thing is even though we have given you enough instruction of how to do ethnography, it appears as if you have told you go and see this, I will go and see that.  
So, otherwise there should have been an overlap in pictures.  
 **Speaker\_00 - 01:11**If you had independently seen the pictures, there should be an overlap.  
But different angles of seeing the pictures may bring out different things.  
It is not like you cover some portion, I will cover some portion, that is not ethnography.  
Third is extracting messages out of it and constructing a poster.  
Poster cannot be a combination of 10 symbols.  
If there are 10 messages, I cannot have 10 symbols and then say it is 10 symbols is a poster.  
Some amount of abstraction has to happen when you go from 10 messages, can you reduce it to fewer symbols but capture the 10 messages?  
 **Speaker\_00 - 01:55**And can you sequence or organize the messages or the symbols in such a way that you get one unified picture where people can quickly grasp what it is.  
When you do an advertisement, it is not about an art piece.  
You do not want people to wonder what it is, unless the product is like that.  
Unless the product is something very mysterious, then creating a poster which adds to the mystery will make sense.  
But the product is a commodity, it has to be as simple and as straight as possible.  
So, these are all things that one needs to factor in when you are doing a poster unless you try out multiple times the ideation process will not come out.  
How many different posters did you create before arriving at this?  
 **Speaker\_00 - 02:47**If you say this is the only one poster I created that is not a creative process.  
We should have tried ten different variants and then finally say out of which this appears to make more sense so we have narrowed down to this.  
And how much time did you actually spend doing this field study?  
We gave you almost six weeks to cover, but if you have done all this in the last one week, half an hour I visited and took some two photographs and then came back and documented.  
then your experience from that process will be limited to that extent.  
So, all these factors you will need to look into really want to build an ethnographic way of understanding situations you have to spend time.  
You have to go far deeper than what is visible.  
 **Speaker\_00 - 03:38**What is visible is we all can see petrol bank means it has all these features that everybody knows.  
What is interesting about the petrol bank here.  
and one common theme everybody is saying is people are friendly people are friendly people are friendly so is Kandigai a very friendly place maybe true I don't know because you are saying that everything seems very friendly then maybe you should project if somebody wants to do a campaign  
for Kandigai it should be built around the friendly people here or if you want to run a campaign for street food in Kandigai you can organize all the street food vendors in a certain way and then say this is the poster through which we will bring lot of people to you over this next weekend three  
days we will run as a festival and we will increase your sales can you do that if you can do that then you will have to think through what is that poster which will attract people to come to Kandigai to see something here interesting in the street food then it will add some value to the people.  
So, whatever some of the posters that you created you can go back and show it to them right and see what feedback they can give use that feedback and see if you can refine that.  
So, with that we come to an end for this particular course in terms of the classwork your ensum will be in the next third of May right.  
 **Speaker\_00 - 05:09**So, as I told you.  
you will have questions where you will have to interpret the concepts, not explaining a concept.  
You will have to interpret how to apply it in a particular problem and then explain how you will use that concept to explain the situation.  
Most of the questions will be like that.  
So, reading previous question papers or reading class slides at this last minute may not be very helpful.  
If you have listened in the class, it will add value to you.  
So, thank you.  
 **Speaker\_00 - 05:46**It's  
okay, it's time to clean.