

Contents

ACKNOWLEDGEMENT

SYNOPSIS

ABOUT UID

ABOUT ME

ABOUT MY GUIDE

INNOVATION
PROCESS

- Innovation Process

PHASE I: SECONDARY RESEARCH

- About Crossword
- Direct Competitors
- Indirect Competitors
- Interaction Design
- Puzzle

PHASE II: USER RESEARCH

- Setting the Framework
- Defining the context
- User Interview
- Interpreters
- Client Interview
- Workshop

PHASE III:

SENSEMAKING

- Setting the Framework
- Defining the context
- User Interview
- Interpreters
- Client Interview
- Workshop

PHASE IV: CONCEPTUALIZATION

- About Conceptualization
- Understanding Target Audience
- Meaning Making
- Concepts
- A Business Perspective
- Service Design
- Product Development Roadmap

PHASE II: PRODUCT DEVELOPMENT

- Product Positioning for Consumers
- UX Design
- User Experience Engagement
- Product Development
- Branding
- India's Largest Crossword

PHASE III: WEBSITE DEVELOPMENT

- Service UI
- Information Architecture
- User Experience Engagement
- Interaction Design
- Prototyping

INDIA'S LARGEST
CROSSWORD GAME

Synopsis

The majority of users are looking for learning vocabulary as an extension of getting better at English Language as well as remembering them for a longer span of time. An enhanced vocabulary gives pertinence and perspicuity to speech and conversation even on a daily basis.

Accurate English speaking is still considered elite among people and hence users strive to get better at it. Getting better at a language requires a memory of a huge bank of words as well as understanding its fundamental structure which is all what learning vocabulary is about.

Hence with India's Largest Crossword,

we want to 'Curate a platform for collaborative intellectual engagement by

fostering creative autonomy for

gratification.

Engage in this experience of gameplay as a spy recruit in the ILC Organization, which is currently on the watch for people at their best to be a part of their inner circle and be a spy master.

Have you played Crossword? ----- If Yes, where have you played it?

Usually a Crossword in the newspaper
contains an average of
80 words.
How much time did you spend solving it?

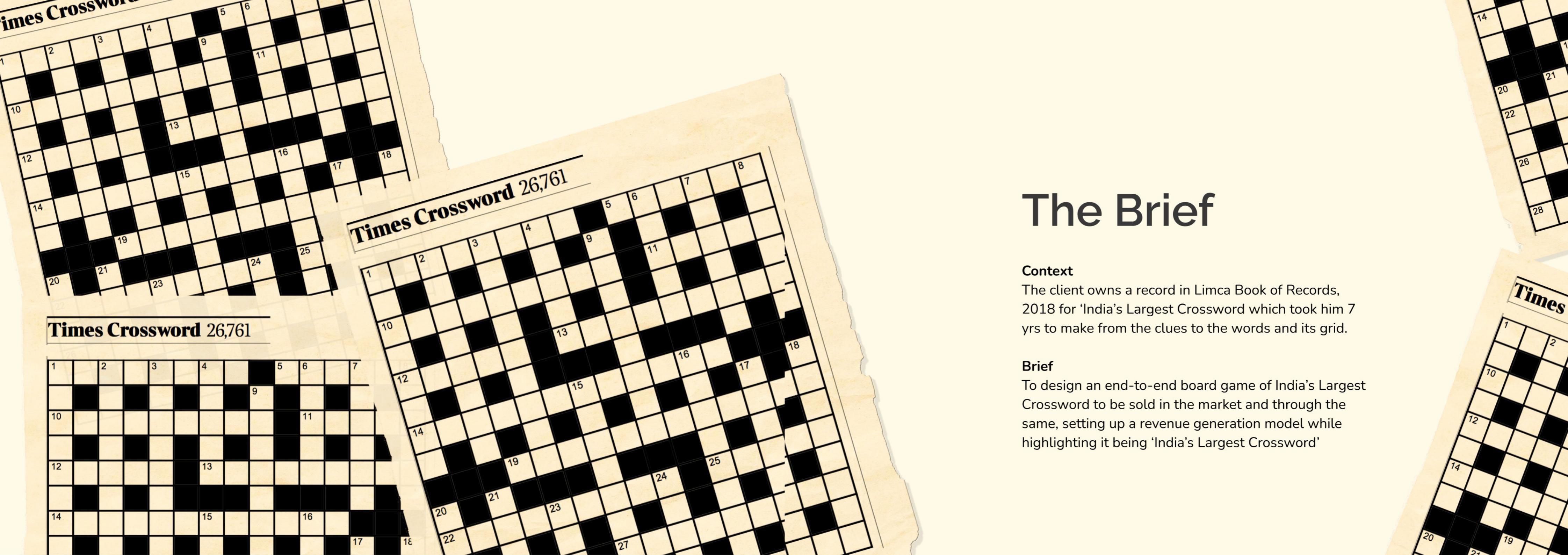
If Yes, where have you played it?

Only 1/24
people solve Crossword puzzle.

From these majority people solve it in their mother tongue or Hindi.

And a very few of the remaining percentage in English.

**So promoting Crossword
and also making it a fun is a
challenging task!**



The Brief

Context

The client owns a record in Limca Book of Records, 2018 for 'India's Largest Crossword' which took him 7 yrs to make from the clues to the words and its grid.

Brief

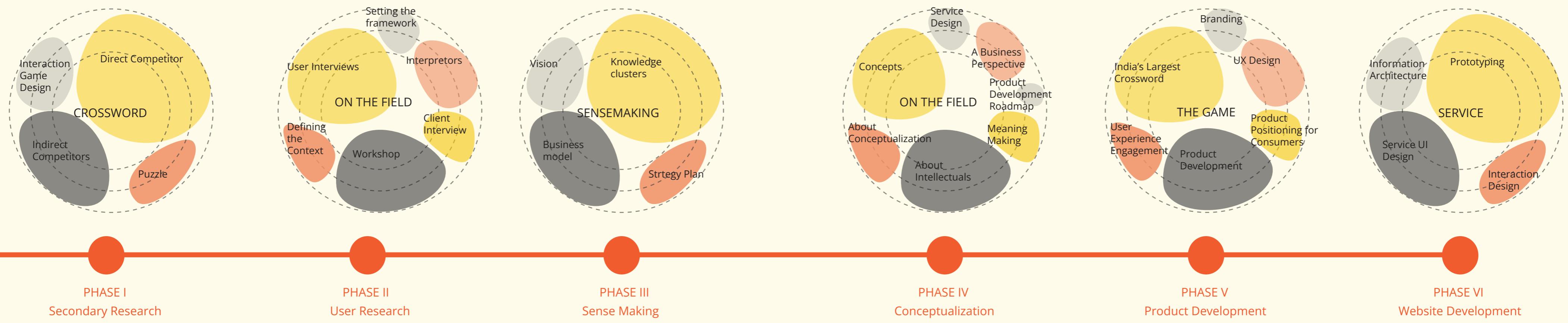
To design an end-to-end board game of India's Largest Crossword to be sold in the market and through the same, setting up a revenue generation model while highlighting it being 'India's Largest Crossword'

Innovation Process

About the Process

Innovation Process is the process that guides through the design of the product, right from inception and research till the development and execution whilst launching the product in the market.

Innovation Process



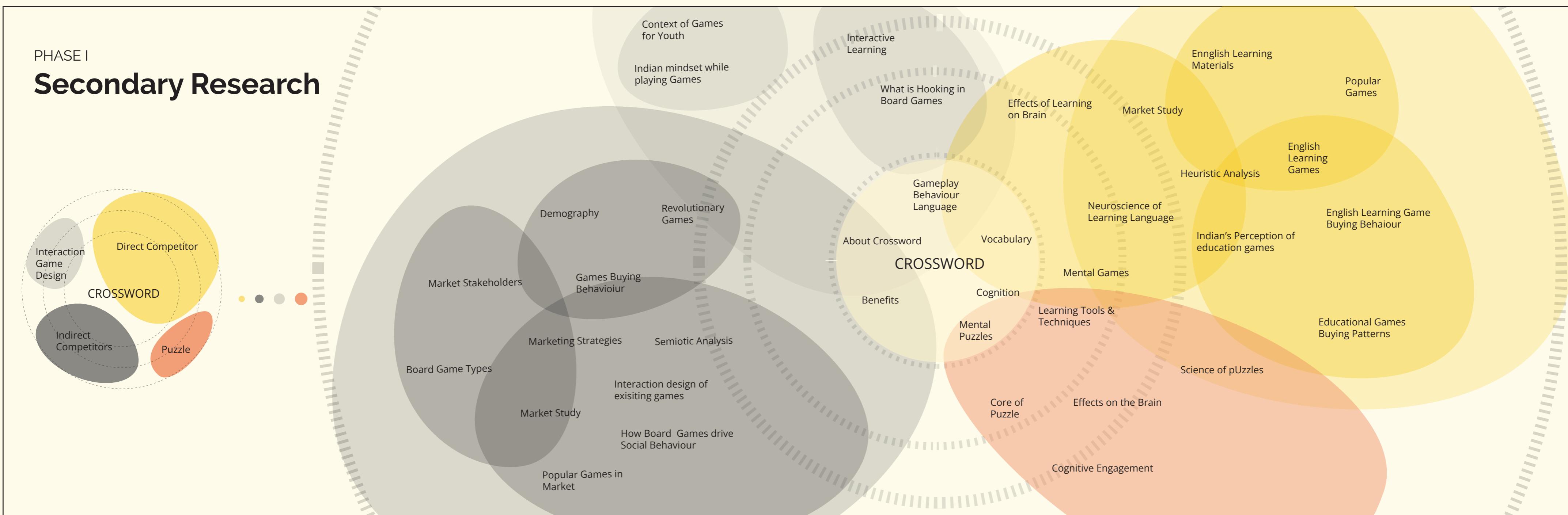
Phase I

About Phase I

The innovation process begins with phase I namely Secondary Research. The Phase covers at a broader perspective the competitors that exist in the market and their perception in the mind of the users

PHASE I

Secondary Research



About Crossword

Dec 21, 1913

The New York Times

Times Crossword 26,761

Crossword Puzzle

A grid of squares & blanks crossing vertically & horizontally comprises of Crossword.

Corresponding to the squares are clues to be guessed inorder to fit the words and finish Crossword

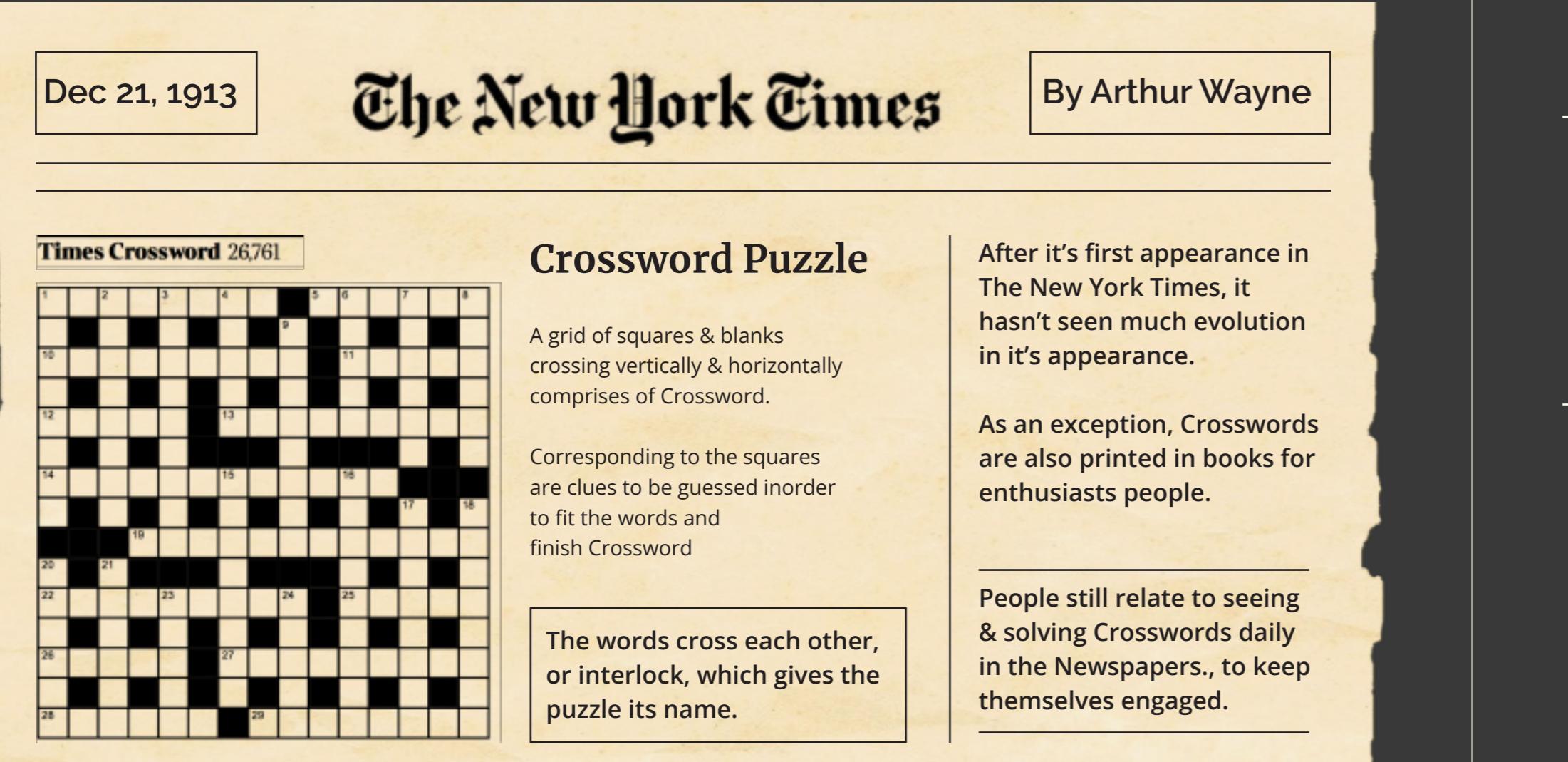
The words cross each other, or interlock, which gives the puzzle its name.

By Arthur Wayne

After it's first appearance in The New York Times, it hasn't seen much evolution in it's appearance.

As an exception, Crosswords are also printed in books for enthusiasts people.

People still relate to seeing & solving Crosswords daily in the Newspapers., to keep themselves engaged.



**Yay, you!
You've started
solving the
Crossword
Puzzle!**



**Logical
Reasoning**

Placing symbols in a particular way in a grid, are likely to stimulate Logic-Processing Areas."

**English Language
Learning**

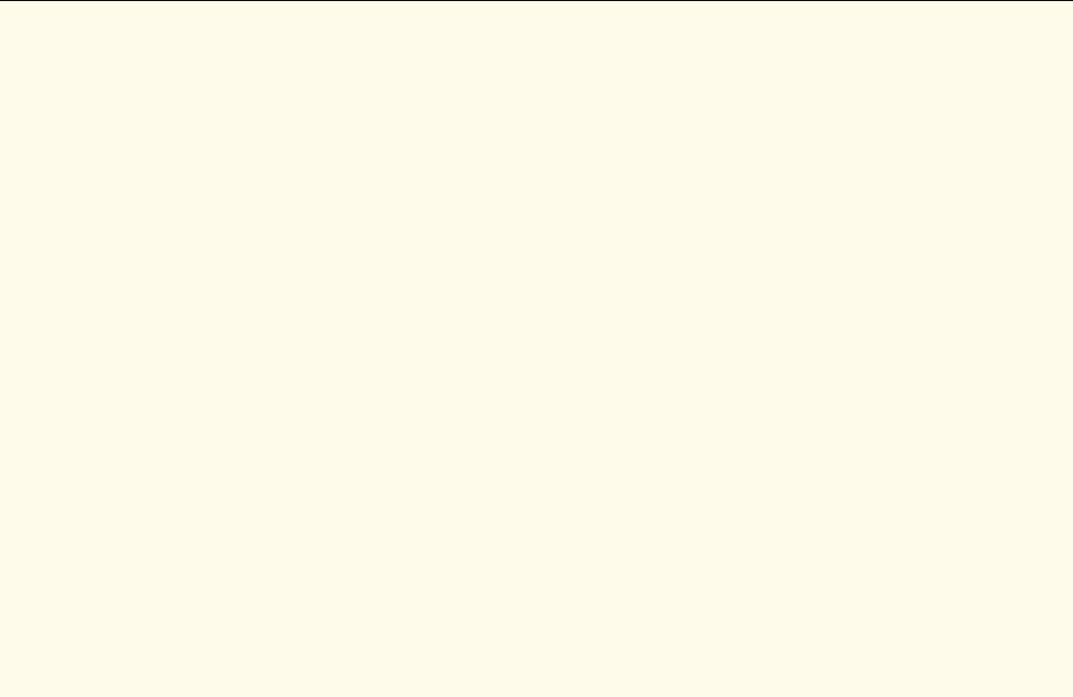
When stuck at one clue, you loose sense of time. Your brain thinks you're hunting because puzzles are small-scale versions of this 'Quest for Understanding'.

This is especially good while you wait in queues and there isn't much to do,

**Engaging
Past Time**

PHASE I

Direct Competitors



It's vital to understand about the current product used by the potential consumers since they are the most direct competitors. It is about starting with a broader perspective that covers the context of initial brief and funneling down to the details of their businesses and core values.

The purpose of direct competitors is to eventually figure out the gap of what is our niche which is better than the competitor of ours and what are the consumer's desires that need to be served.

English Learning Games

Popular English learning games in the market in India and at a global level



Taboo

A party, yet fun English learning game



Boggle

A popular English learning game in India



Scrabble

Brand game of Crossword, the most direct competitor



Apples to Apples

A family English learning game more popular in the American market



Balderdash

English learning game played more frequently outside India



Scattergories

Scattergories

English learning game played more frequently outside India

Most Popular and widely bought English Learning Game in India.

Arrange tiles to make words and earn more points from the competitor

'Word Ban Gaya' motivation for players every time they get it.

Learn words from what competitors all make



How does Scrabble help?

- 1 Since our brain is an image processor, seeing words in the form of tiles makes retention of new words better.
- 2 While reading vertically is difficult for human brain, continuously practicing it makes you brain flexible.
- 3 With the competitive spirit, you are always trying to do better while also learning new words from the competitors.

How do Indian Kids perceive this?

Kids never relate to this game as fun, rather just another way of studying.



Boggle

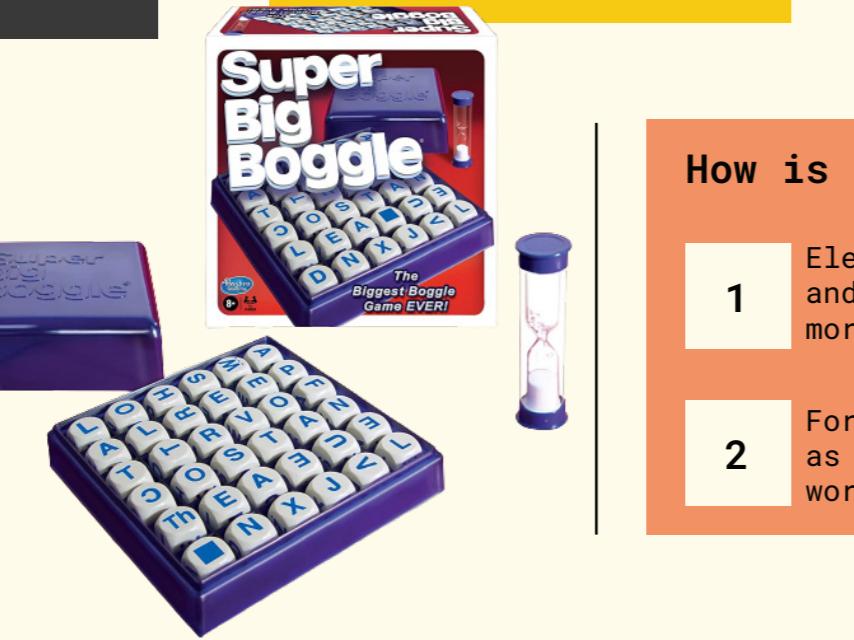
Quick choice for some 'Fast & Furious' word play

Typical aim of Boggle is to find words within the letter arrangements which are randomised each round.



Boggle

2nd Popular



Direct way of learning English Vocabulary through anagrams

How is Boggle Different?

- 1 Element of unpredictability and surprise make the game more interesting.
- 2 Forces you to be creative as you don't want to write words others might write.

Apples to Apples



Card-matching/ Answer-Judging game

The objective is to simply match nouns to adjectives -- but the results are often hilarious.

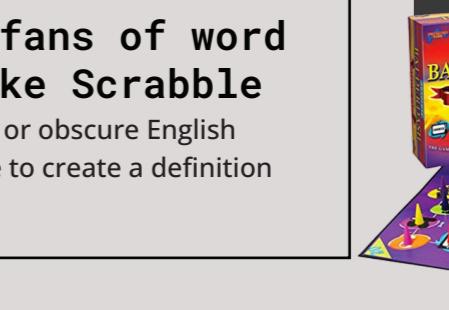
Why Apples to Apples?

Learning disguised in the game Word association based on humour so that you don't perceive that you are learning/studying.

Balderdash

Aimed at fans of word Games, like Scrabble

With a little-used or obscure English word, players are to create a definition for it.



Scattergories



Creative -thinking category based party game

20-sided die tells you what letter the items have to start with

Why Scattergories?

Learn vocabulary recall as well as better communication skills while you try to express your choice of answers



The new product to be launched is to be introduced as a niche game. The potential consumers, often buyers of niche products often visit stores like Hamley's to buy authentic board games to engage in gameplay. A visit to the store of Hamley's would give an insight into what the consumer buying behaviours might look like.



Games' Section

Inside the Hamley's store, the Board Games are usually found under the section of 'Games' without any age or game category distinction for buyers.



Portable Sized Games

The board games are sold in **portable** sizes so that people can enjoy the experience while they are away from home on a **vacation** on a break from work or routine



Lifestyle Section

There is no specific section for 'Educational or Learning Games'. All the **S.T.E.M & Learning** related games or toys are available under the **section 'Lifestyle'**.

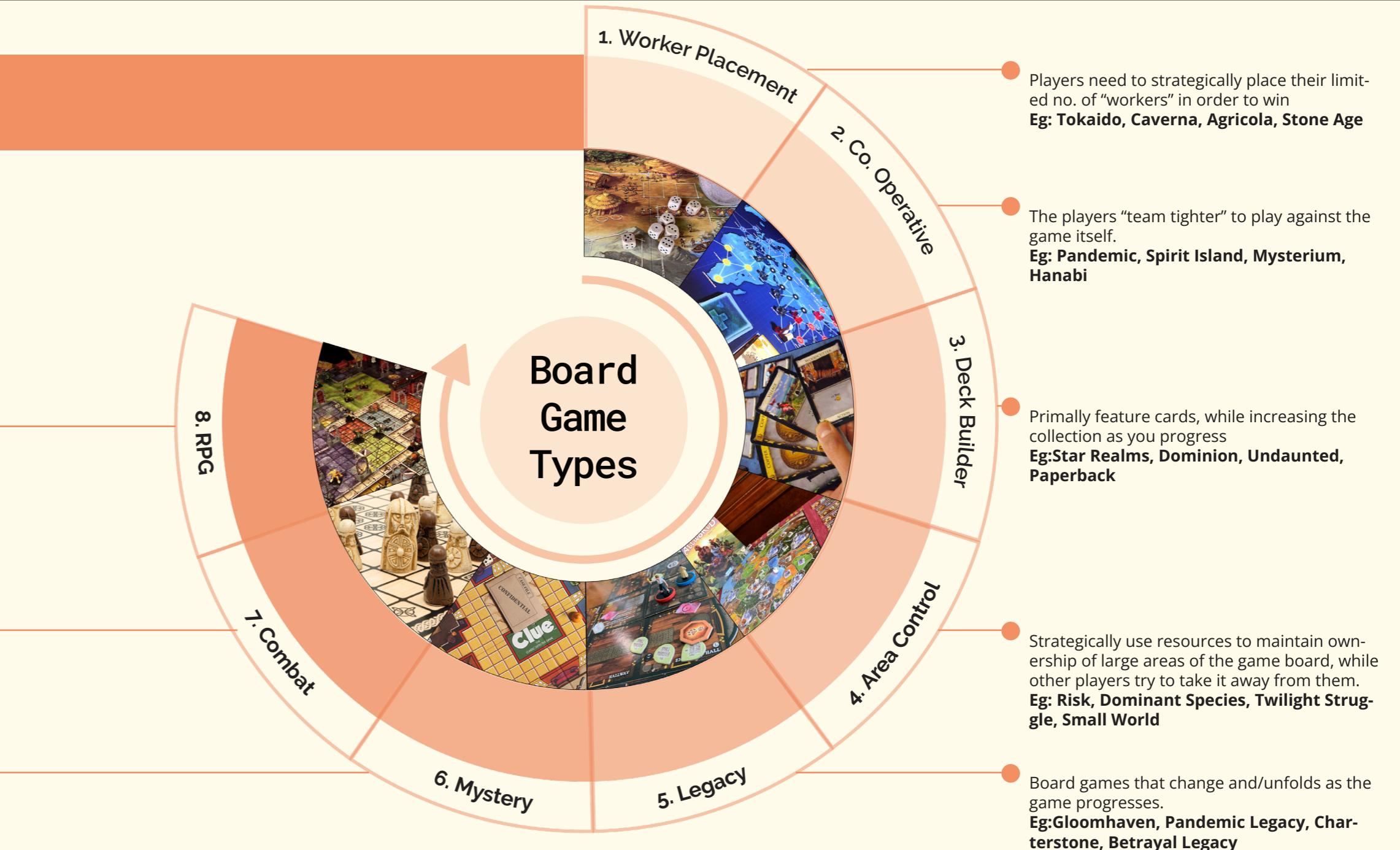


PHASE I

Indirect Competitors

Crossword is about English learning through vocabulary building. While trying to understand the existing market about English Learning games, it is equally important to have a perspective at other kinds of board games that exist in the market. Especially when the Crossword puzzle needs to be designed into a board game.

Indirect Competitors would broaden the knowledge profile about the different types of board games existing in the market and what is the behaviour of people towards their gameplay as well as the engagement itself. With the types, it also covers an overview of the different cost prices of each popular one available in the market inorder to understand the money spending behavior of consumers on games.



Sudoku Semiotic Analysis

Why consider Sudoku?

Sudoku is a math Puzzle while Crossword is a word puzzle, but share too many traits.

Similarities with Crossword

1

Puzzle is in the form of a grid & single color

2

Each grid requires a word/letter to be filled in

3

Puzzle completes when the grid is completely filled.

4

More commonly seen in Newspapers daily

Mental Math Puzzle

3	6	5	8	4			
5	2						
8	7				3	1	
		3	1			8	
9		8	6	3		5	
	5		9	6			
1	3			2	5		7
	5	2	6	3		4	

Sudoku is played on a grid of 9 x 9 spaces. Within the rows and columns are 9 "squares" (made up of 3 x 3 spaces). Each row, column and square (9 spaces each) needs to be filled out with the numbers 1-9, without repeating any numbers within the row, column or square.

The puzzle setter provides a partially completed grid, which for a well-posed puzzle has a single solution.

Evolution & Market Presence

1

Earlier called Number Place game

2

Widely seen in newspapers even today. Some exceptions seen wherein sudoku is printed in special books

3

More widely solved and attempted by people in comparison to Crossword

Number placement puzzle

Based on logic & Combination

Easy to Solve

Doesn't take forever

Culturally Universe

Numbers are universal and hence the puzzle translates easily across cultures

Simple Gameplay
Easy concept to grasp
Easy to Solve
Doesn't take forever
Culturally Universe
Numbers are universal and hence the puzzle translates easily across cultures

Brain Game
Requires logic & Reason-

Interactions of Gameplay

As per
Gestalt's law of closure

our brain has a tendency to fill in incomplete information automatically.

We hence have a temptation to fill in empty squares in the Sudoku Puzzle.

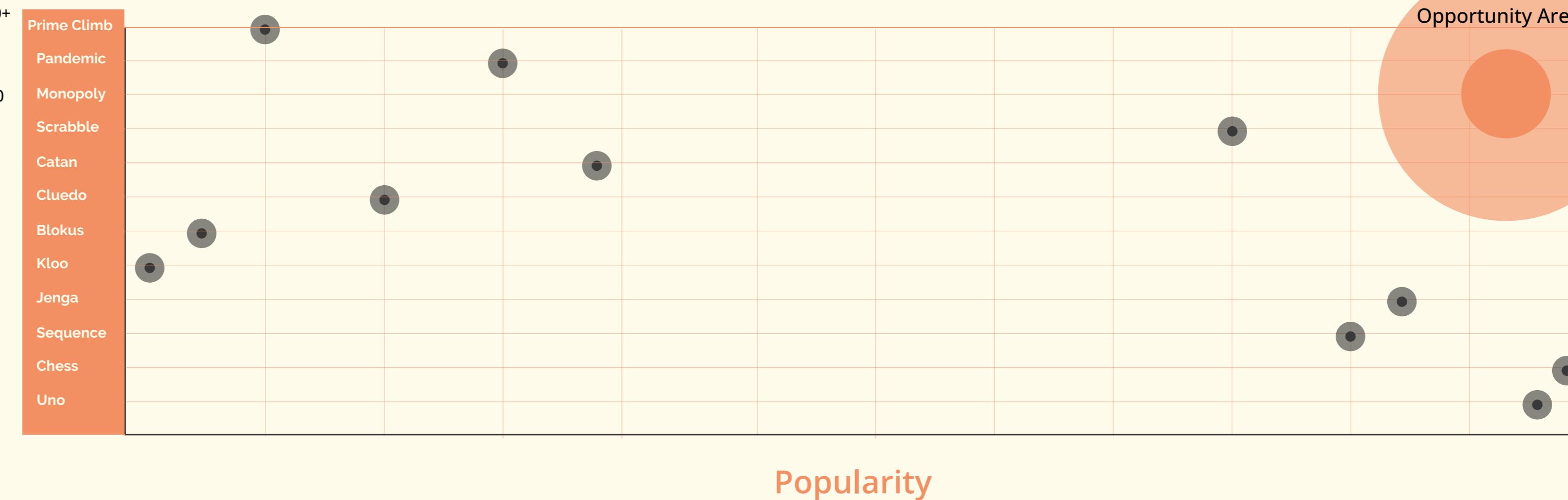
Mental Stimulation

Great mental stimulation
Hence after completion, it gives a great sense of accomplishment and completion

Market Analysis

The board games available in the market provide for insights into the buying behaviour and preferences of the consumers.

Through the Price vs Popularity (specific to India), we plot the available games in the market to identify the gaps.



PHASE I

Interaction Design

What is Interaction Design

Interaction design focus on the way users(players) interact with products and uses principles of good communication to create desired user experiences and tap users' intrinsic motivations so they enjoy using it more.

Types of Interaction (In the context of Monopoly Game)

1. Blocking

Players try to block each other's path or overtake each other in order to get ahead at collecting property cards.

2. Reaction

While the game proceeds, having a happy reaction when players pay you for property rent, while getting unhappy when you have to pay for one.

3. Negotiation

In order to build hotels in the game, players often trade cards through negotiation to try to get what they require to win the game.

4. Communication

While playing, players often communicate their feeling of content or dissatisfaction as a part of the game. Communication also takes place through negotiations as a key to try and win.

5. Social Interaction

Since the game is played with multiple people, it forces you to interact in a simulated environment.

6. Motivation Feedback

Players get motivation feedback when they acquire property of their choice or when some player has to pay them a hefty rent.

Determining a Winner

Tangible way of determining the winner through counting of card and the money one player has at the end of the game.

Players must feel that they can improve at the game the next time they play it.

PHASE I

Puzzles

Puzzles exercise the left and right sides of your brain at once. Your left brain is logical and works in a linear fashion, while your right brain is creative and intuitive

Improves Short Term Memory

Doing a puzzle reinforces connections between brain cells, improves mental speed and is an especially effective way to improve short-term memory.

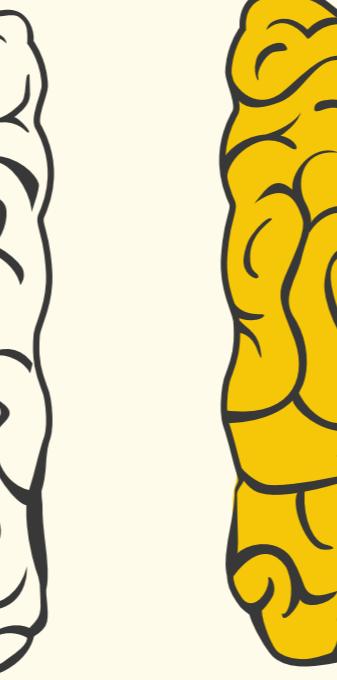
Increased Mental Health

Studies show that people who do jigsaw and crossword puzzles have longer life spans with less chances of developing Alzheimer's disease, memory loss or dementia.

Visual-Spatial Reasoning

When you do a puzzle, you need to look at individual pieces and figure out where they'll fit into the big picture. If you do it regularly, you'll improve visual-spatial reasoning, which helps with driving a car, packing, using a map, etc.

Left Side



Right Side



Dopamine Rush

That feel-good moment when you finally figure out that last clue or place the missing piece? That comes thanks to a rush of dopamine in your nucleus accumbens of the brain

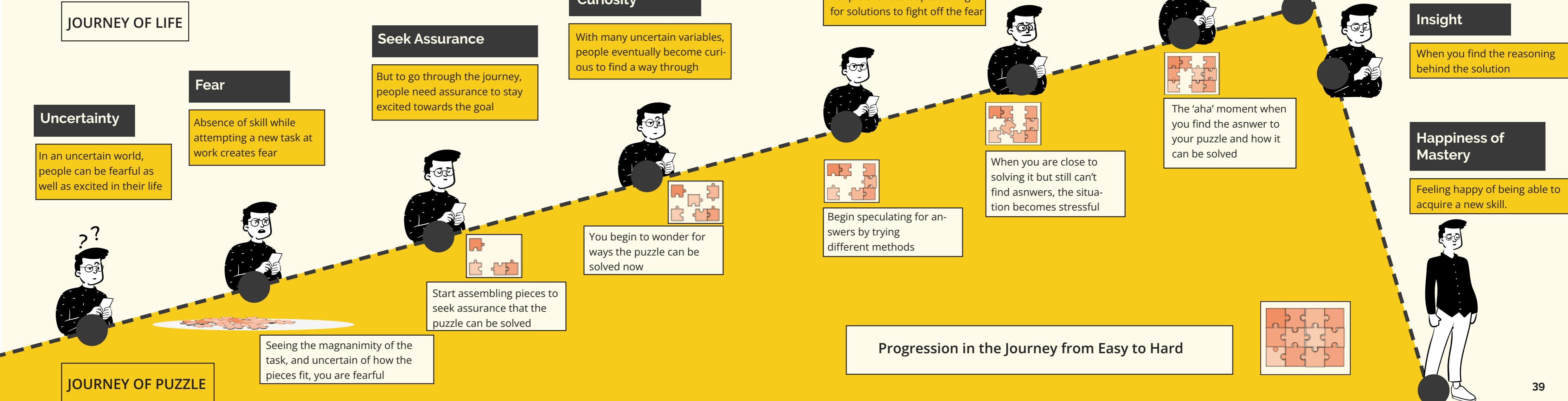
Mental Workout

Puzzles work as it as a mental workout that improves your problem-solving skills and attention span

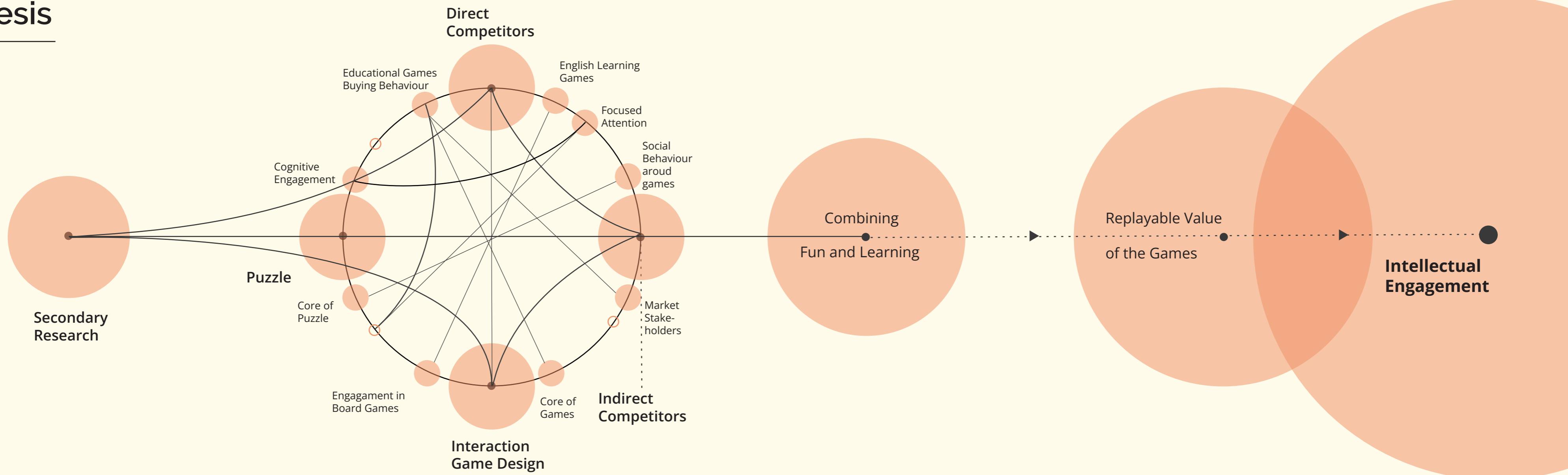
Psychological Order

Puzzles give psychological order to the chaos we feel.

Puzzle as a Metaphor of Life



Synthesis



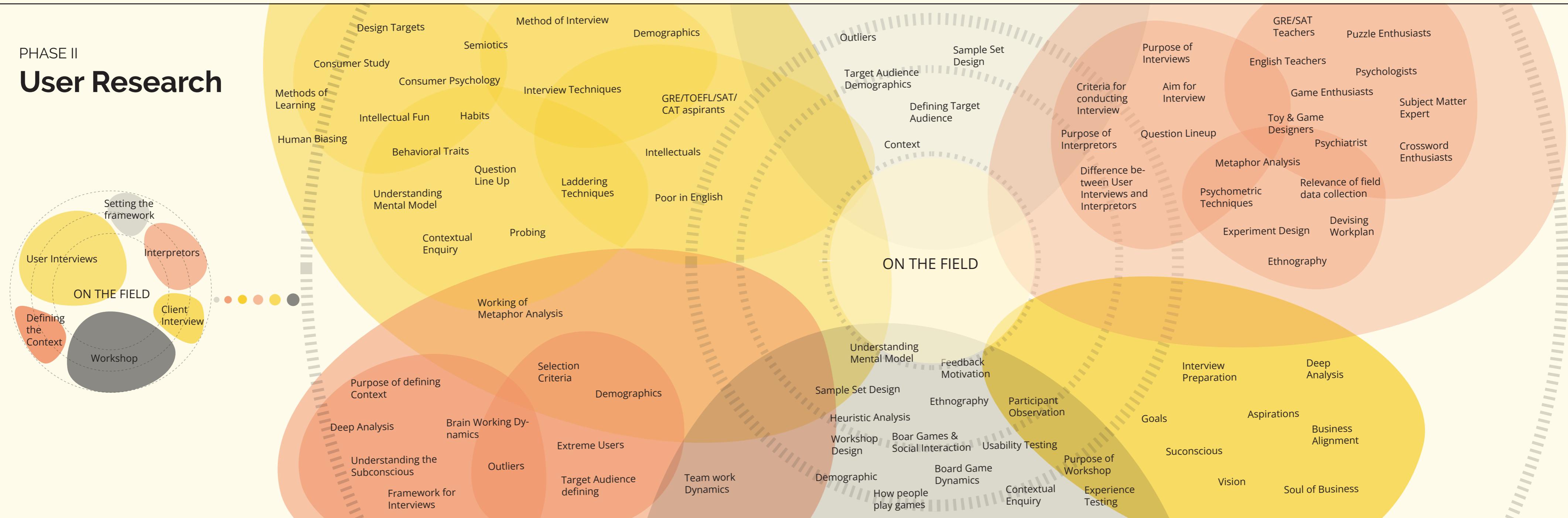
Phase II

About Phase II

The Phase II covers the User Research part of the Innovation Process. Through techniques like ethnography, we understand about the user behaviour in their own context in order to identify their hidden needs and desires.

PHASE II

User Research



PHASE II

Setting the Framework

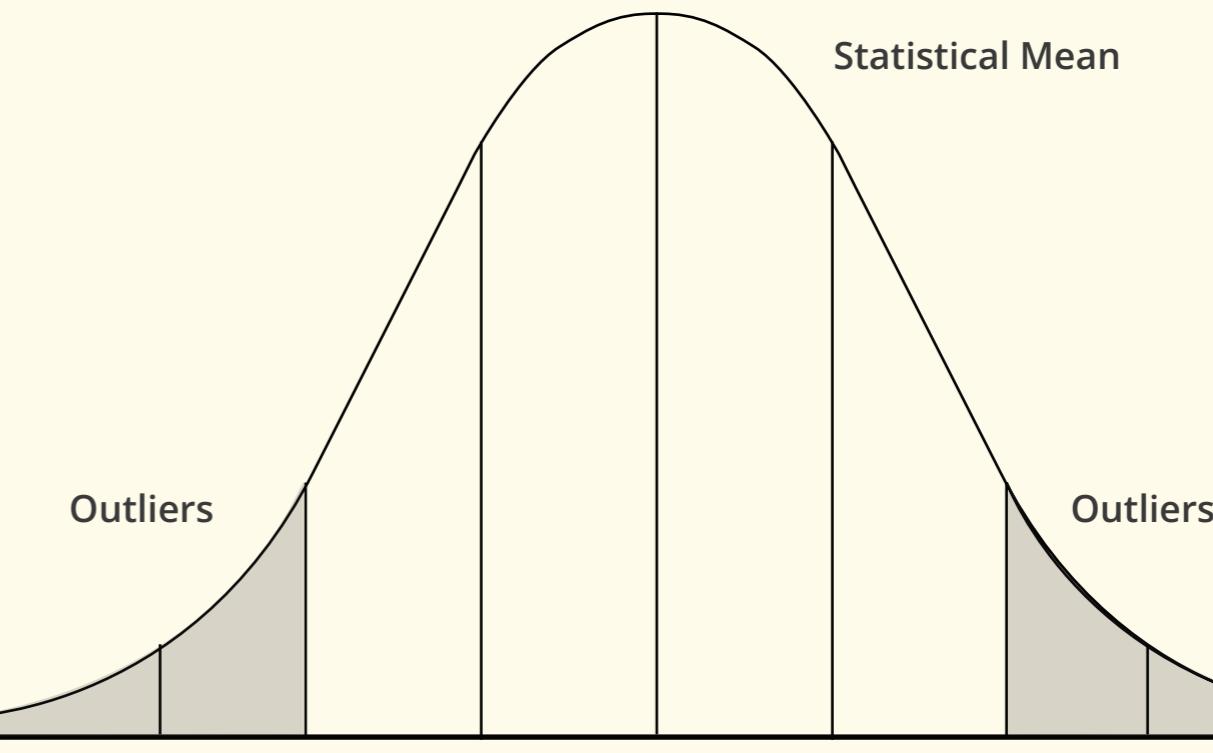
When a product or experience is to be designed for people, it needs to appeal to them and reflect their priorities. These require talking to them or observing them directly in their context and regular environment. This ethnographic process aids in identifying patterns of the consumers.

The purpose of any ethnographic research is fulfilled only when it leads to discovery of innovative insights and value. This is a resultant of an appropriate sample set that matches the target audience of the product. A good sample consists of defining detailed demographics and target audience. Gathering data from the sample set would aid in providing the right kind of values and subconscious motivations of the consumer that satisfies their innate wants and needs.

Sample Set

Sampling is a crucial stage of research before the interviews are conducted. An adequate sample framework ensures accurate results about the audience and their behavioral traits.

These then pave the way for understanding and development of the experience of the product based on the deep rooted values of the consumers of the product.



For the interviews, rather than considering the people from statistical mean, outliers were considered.

Outliers are people who fall on the two extremes of the bell curve and are in a smaller number.

Distinguishing between Outliers and Average Consumers

Innovative Breakthroughs

The extreme consumers are often ones who influence the middle, spilling over into what the average consumer believes, wherein innovative insights can be discovered.

Uncover new Motivations

The outliers provide an insight into new consumer motivations, and different ways of how a product might be perceived and can be used.

Predictable Conversations

Statistical mean research of consumers is about studying the average majority consumers, whose conversations often lead to insights which are quite often predictable and not new.

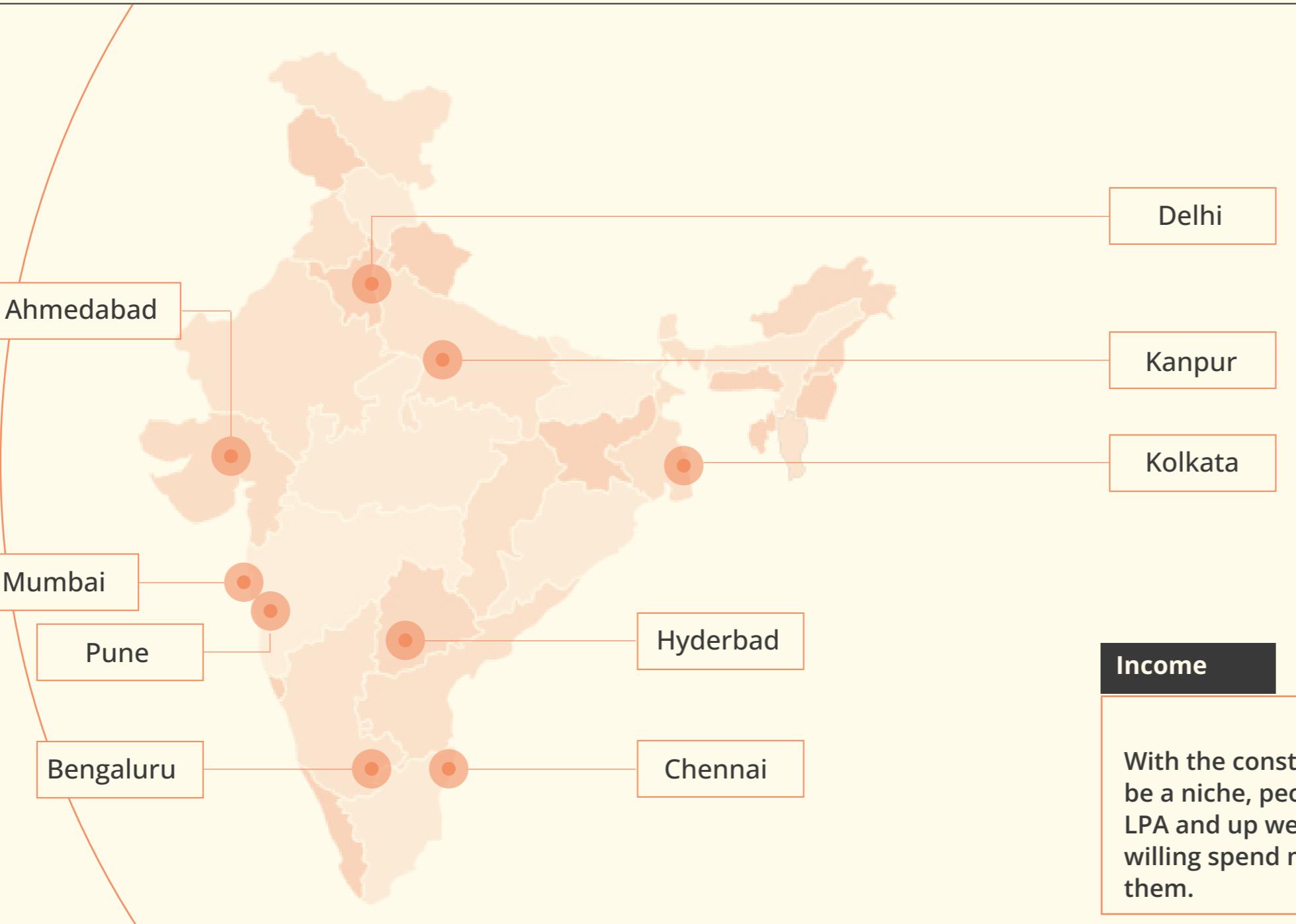
Identify Values

Conversations with outliers aid in identifying features that can be emphasized for the consumers that provide value to them through the product.

Target Audience Demographics

As a part of the user research plan, the demographics are finalised with respect to the probable consumers who's inputs would be beneficial in creating value for the product.

3 major aspects of the demographics were considered, namely location, age group and income group.



Tier 1 & Tier 2 Cities

People from Tier 1 and Tier 2 cities were considered because the product was to be sold as a niche in the market. Hence keeping in the consideration the buying patterns of the people in these cities.

Age Group

People of age group 15- 60 were considered for the interview. Since the product would be sold to them while also considering people who already do play crossword

Income

With the constraint that the game would be a niche, people with income group of 8 LPA and up were considered, who would willing spend money for games and enjoy them.

Target Audience



Defining the target audience sets the framework for onboarding the interviewees. With the demographic graphics in place, the outliers were selected in accordance to the context of the product.

Selecting Target Audience

While solving Crossword

Decoding clues to get answers

Skill Requirement

Good Vocabulary and English Language proficiency

Selection Criteria

Considering outliers in the context of English Vocabulary and Language proficiency

Intellectuals

People who are fluent in English Speaking and Vocabulary

GRE/SAT/CAT/TOEFL, Aspirants

People who are preparing for entrance exams where vocabulary knowledge plays a very important role

Poor in English

People who are very poor in English speaking

PHASE II

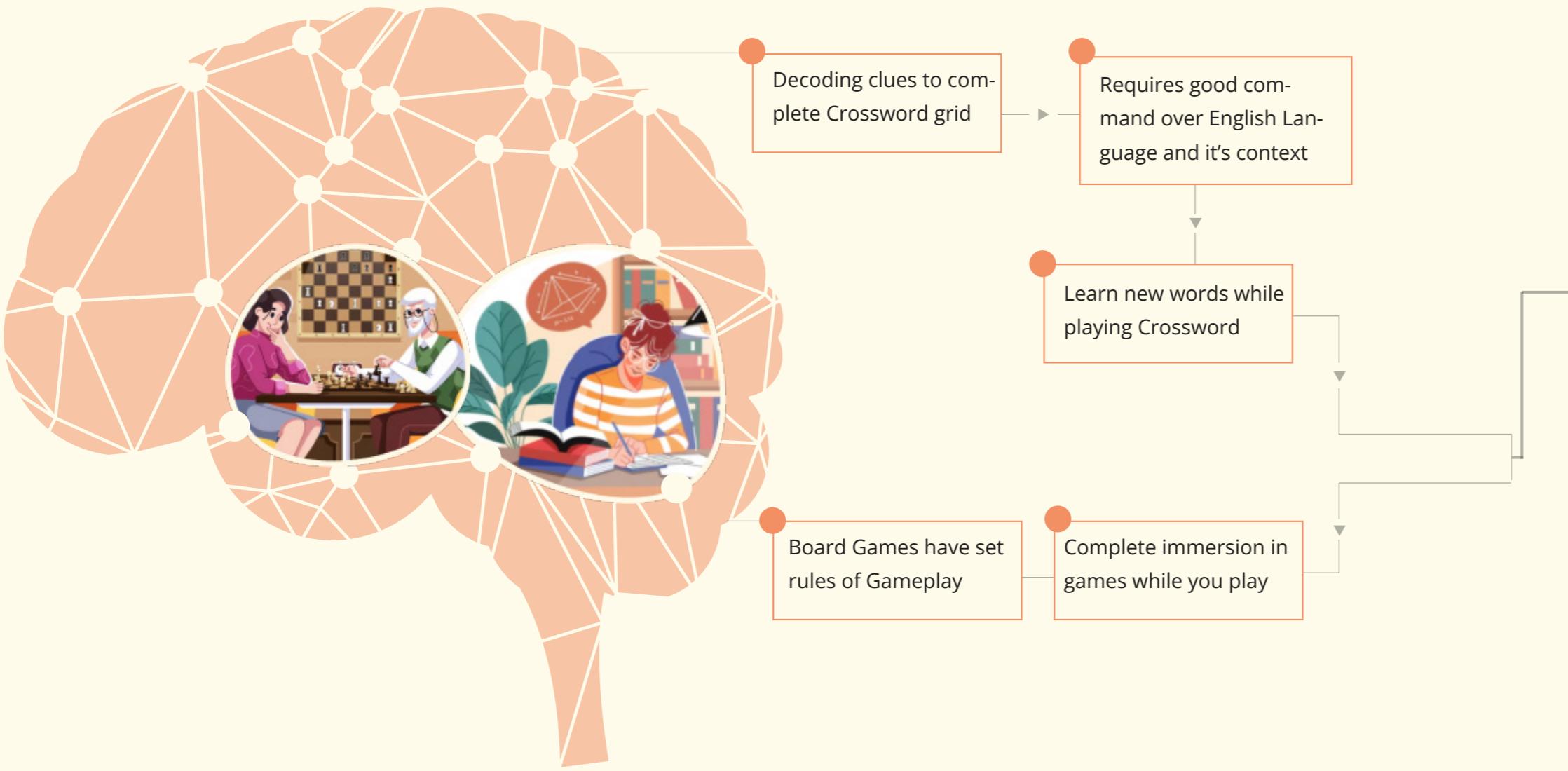
Defining the Context

User Research is about understanding the target users as people existing in cultural context. It's about understanding how they behave in that environment and why.

People always have something missing from their lives which is a subconscious desire. By identifying an unmet desire, we get much more closer to uncovering a gap that can be fulfilled with a new product, new brand or a new business.

Defining this context establishes navigation points on both macro and micro levels. This is done through an interview plan with questions lined up within the defined context to get to the unmet desires of the consumers.

Question Framing



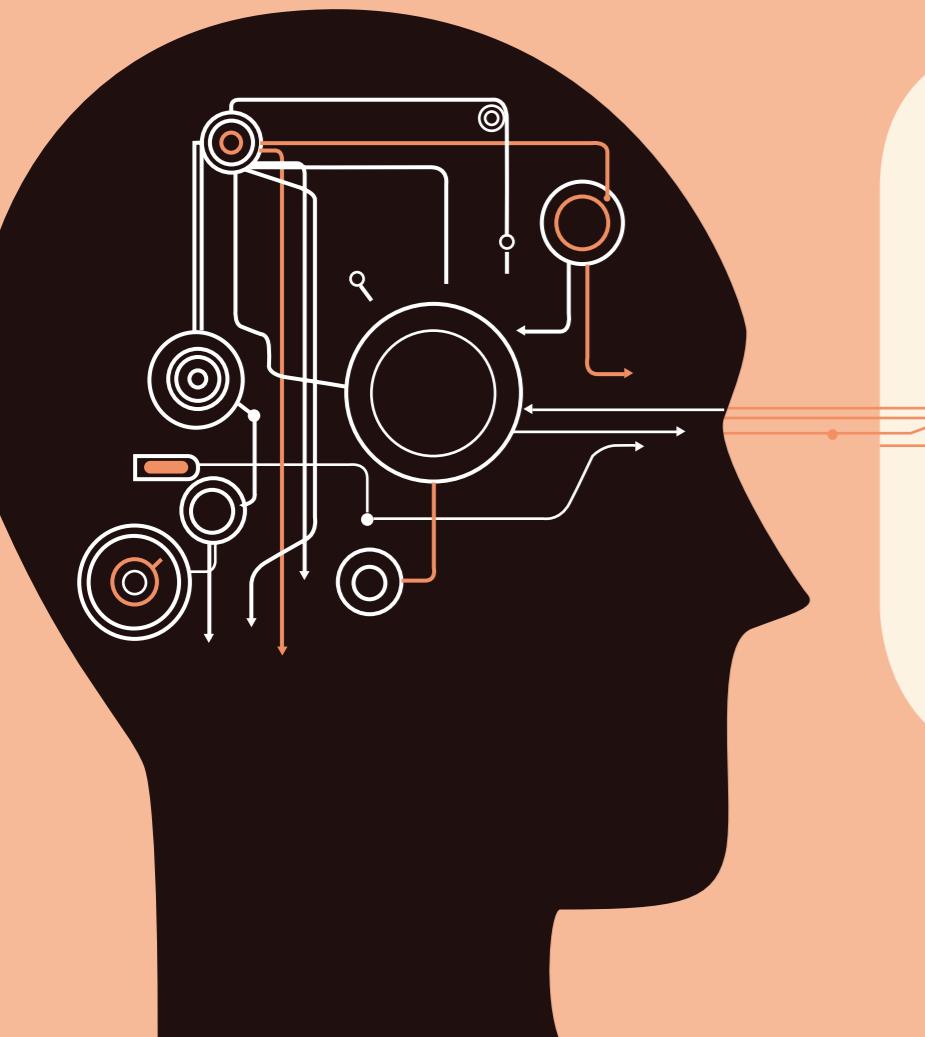
1
Methods of Learning

2
English learning & vocabulary building

3
What is 'Intellectual Engagement' for you?

4
If you had to design Crossword into a game, what would it be?

Brain Working Dynamics



Eg: Associating a pinkish red lily in near bloom with her daughter

Often what we say about an incident, we don't necessarily mean it.

Eg. The innocence and purity the flower has while it grows

The real emotions lie in the subconscious part of the brain

Eg. It is about having transformed and being a part of something bigger than family

Human brain always tends to protect it and hence behaves irrationally.



Techniques

Contextual Enquiry

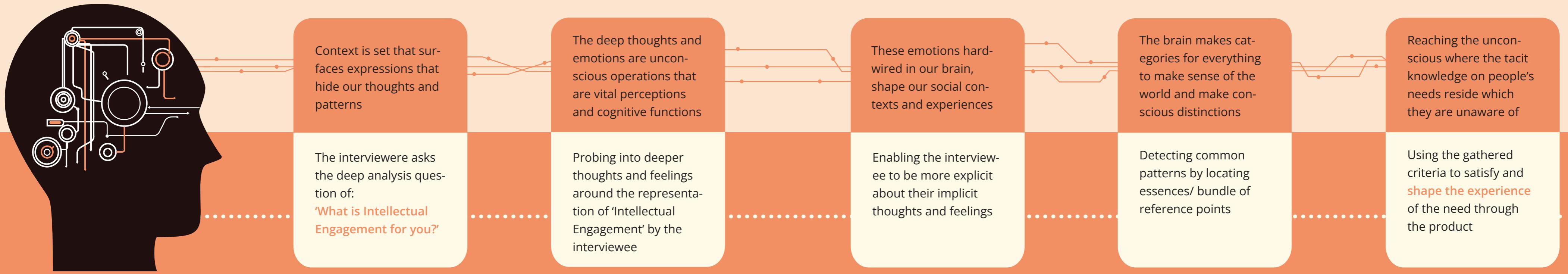
Probing

Ethnography

Heuristic Analysis

Deep Analysis

Brain Processing Journey



PHASE II

User Interviews

User interviews in a door to the user's environment, highlighting the way it may affect their activities. This provide a baseline for behaviour and provide with gaps where the design or new product might influence change.

Conducting interviews with outliers in the context contains asking questions in context to the interviewees while understanding their perception about their physical environment, motivations that drive them and habits.

INTERVIEWS

19 Interviews



INTERVIEWER: STUTI SHAH



Intellectual

Ruhi Jain

Obvious

BA, Economics Major from St. Xavier' College, Mumbai

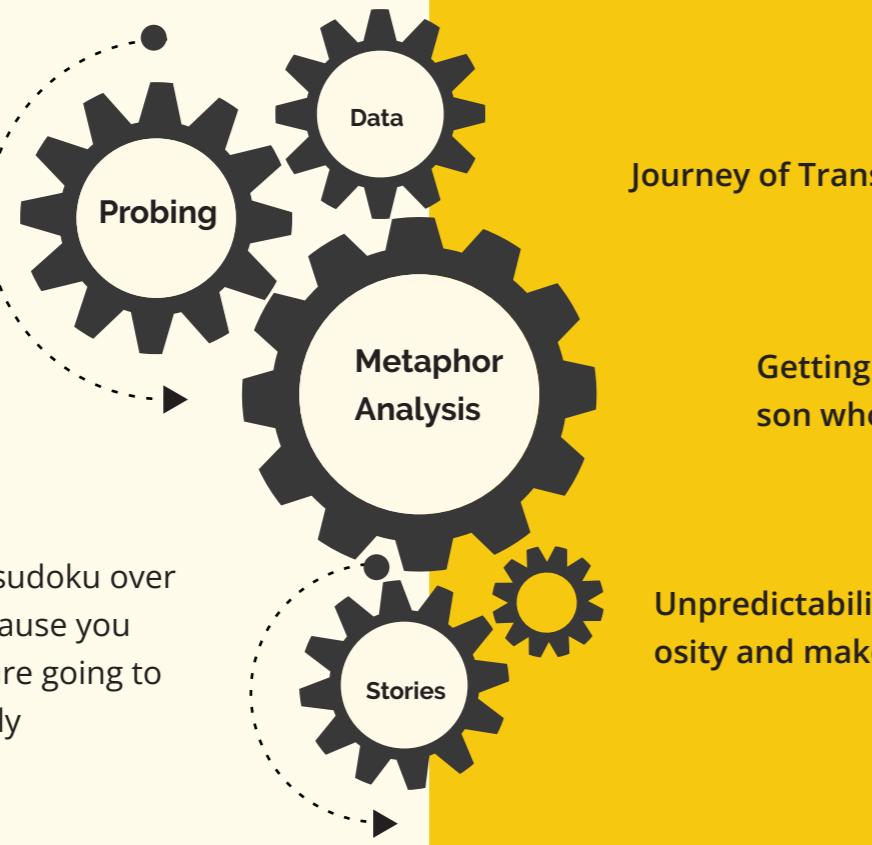
Age: 22

The connection and association you feel while engaged in a task is important

Prefer playing sudoku over Crossword because you know the nos are going to be from 1-9 only

Combining intellectual activity with creativity makes it interesting

Wants to be included in anything that helps in creating value



Deep Insight

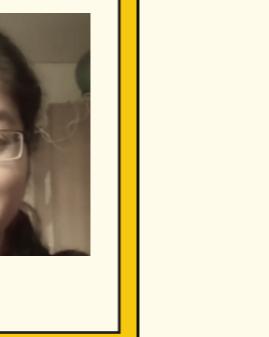
Journey of Transformation

Getting recognition as the 'only' person who can achieve a particular task

Unpredictability creates curiosity and makes it 'novel'

Stories provide with a visually descriptive narration

Growth in every learning



Intellectual

Rushil Mehta

Obvious

Law Student at NLU, Jodhpur

Age: 23

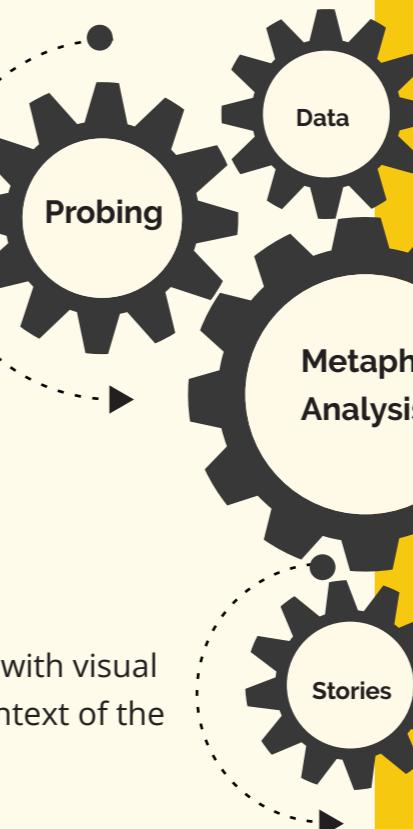
Subscribed to dictionary.com to learn 5 new words everyday

Don't want to be alone among friends who didn't perform well

Series/Movies provide with visual aid for the 'word' in context of the meaning

Use of fancy words makes one look good in front of others

If don't understand something, pretend to know it so that he doesn't look dumb



Deep Insight

High achievement are celebrated and accepted in society

Achievement compensates for one's behaviour in society

Thinks being 'Know it all' is normal

Nerds are highly rewarded when they make advancements



Poor in English

Onkar Thipse

Obvious

Design student, UID

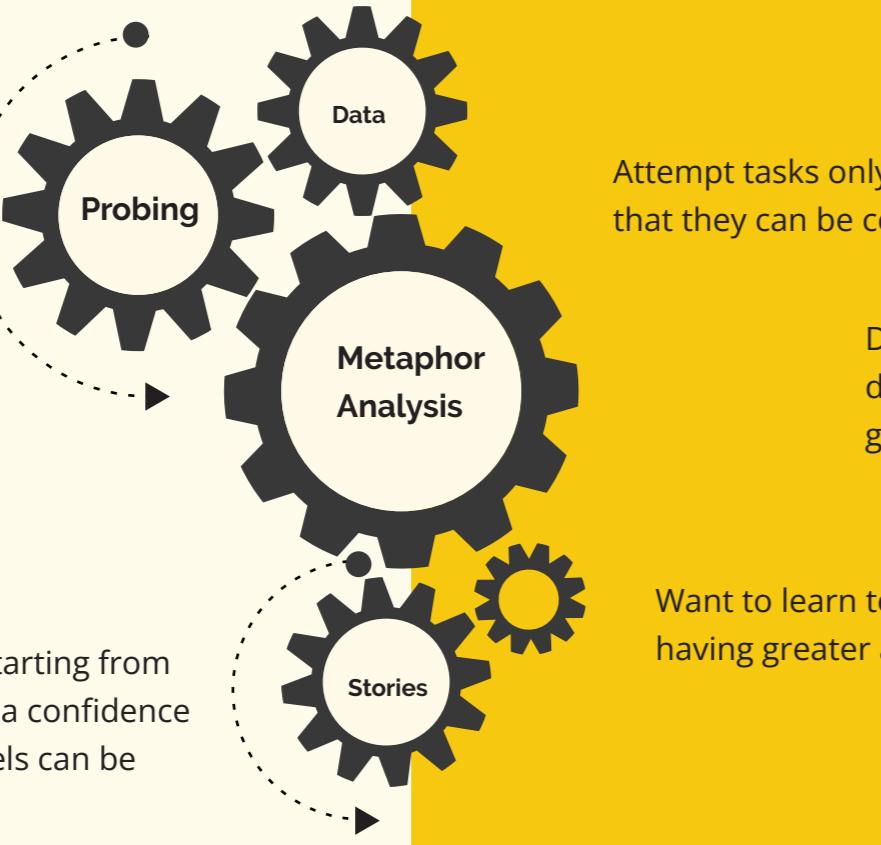
Age: 23

Pretend to do certain activities in front of parents to live upto their expectations

Will attempt a new task only if it seems easy

Attempt puzzles starting from easy levels to give a confidence boost that the levels can be achieved

Comprehend English based on assumption of context in any conversation



Deep Insight

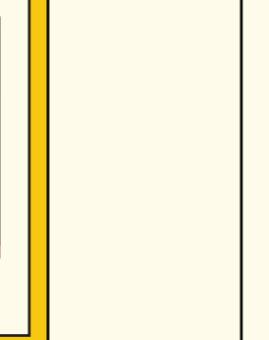
Attempt tasks only if know that they can be completed

Doesn't attempt task if it doesn't show himself in a good image

Want to learn techniques for having greater achievements

Wants to be seen and recognised in the society

Presentable things have more value than the raw, crude ones



Poor in English

Shrawan Kale

Obvious

Design Student, UID

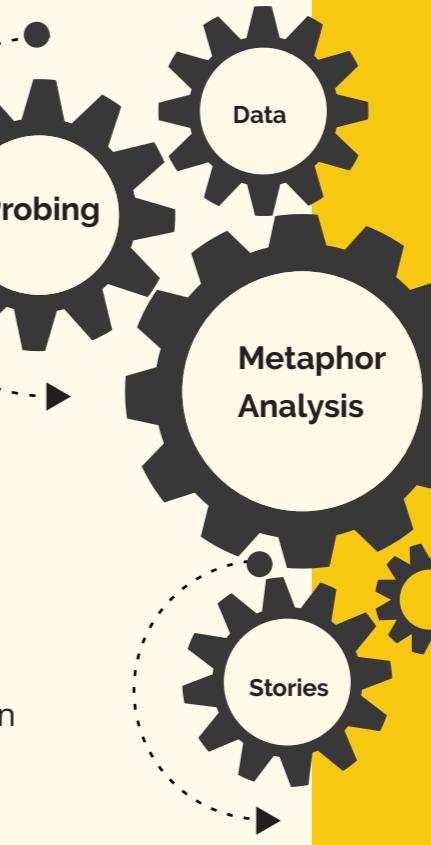
Age: 22

Would only attempt a task if comfortable with it

Solves Marathi Crossword, because good with that language

English Crosswords seem daunting and hence not worth spending his time on

Want reward at the end of the task, since a lot of effort has been invested in it.



Deep Insight

Want a teacher who can teach everything step by step

If people might make fool of him for some task, will never attempt it

Wants to be accepted in the society as is

Handholding makes sure there is always someone there in times of difficulty



GRE Aspirant

Umang Shah

Obvious

Pharmacy Student

Age: 22

Try learning 25-30 words everyday

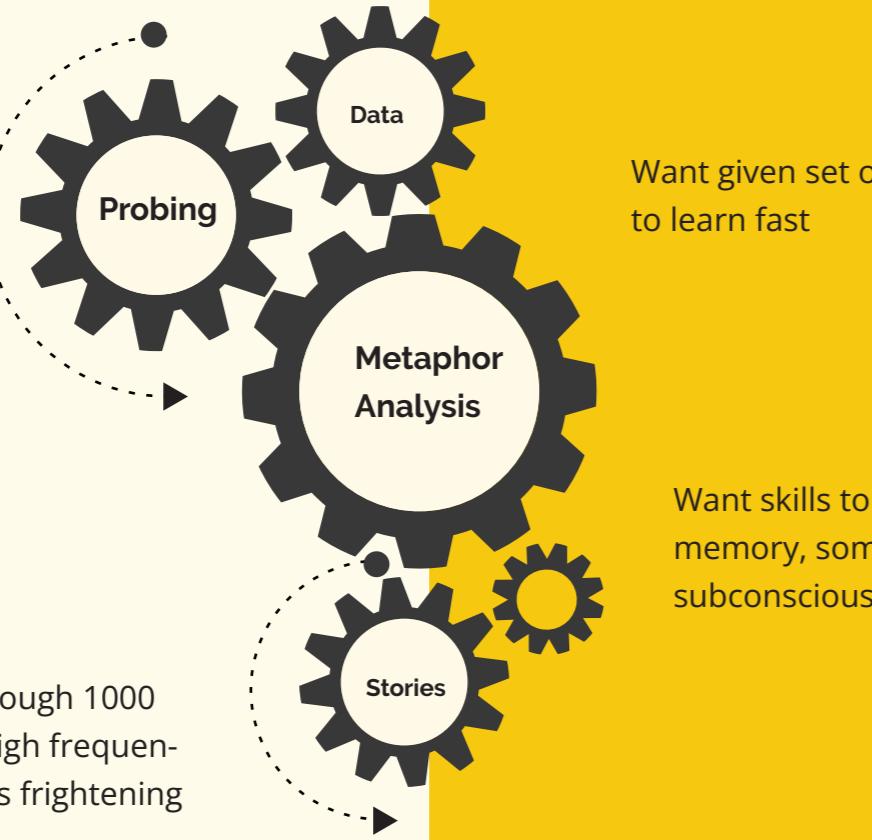
Use Flash Cards to learn words

Learn jargons related to his profession to make a good impression

Wants to go through 1000 GRE words of high frequency, but the no. is frightening

Link words with personal experience to remember them for longer time

Would prefer learning GRE words with someone, for exchange of strategies



Deep Insight

Want given set of techniques to learn fast

Stories provide context to remember words better

Want skills to be like muscle memory, something you can also subconsciously perform

Wants to show that he can do even the most difficult of tasks

Good impression is an indicator of acceptance in society



GRE Aspirant

Ayushi Parmar

Obvious

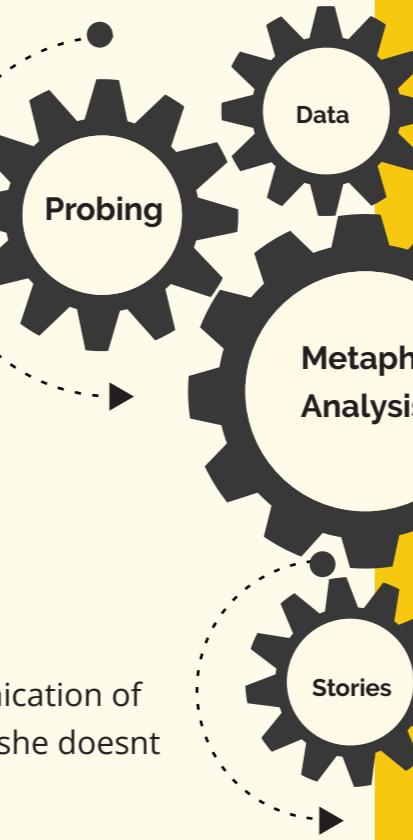
Kept on forgetting words after learning them

Schooling wasn't enough for GRE preparation

How do you remember so many words in a small span of time

Try to learn pronunciation of new words so that she doesn't look like a fool

Trying to learn words that explain the concept

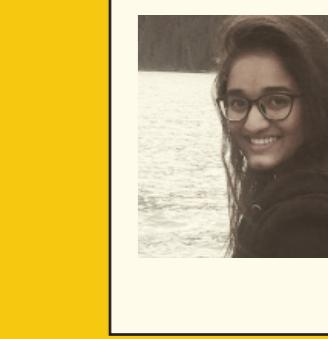


Deep Insight

Looks for emotional support as balance

A Support system ensures you have someone to fall back to

Habit forming engagement



ex-CAT Student

Durga Shirsat

Obvious

MBA student at IIM-B

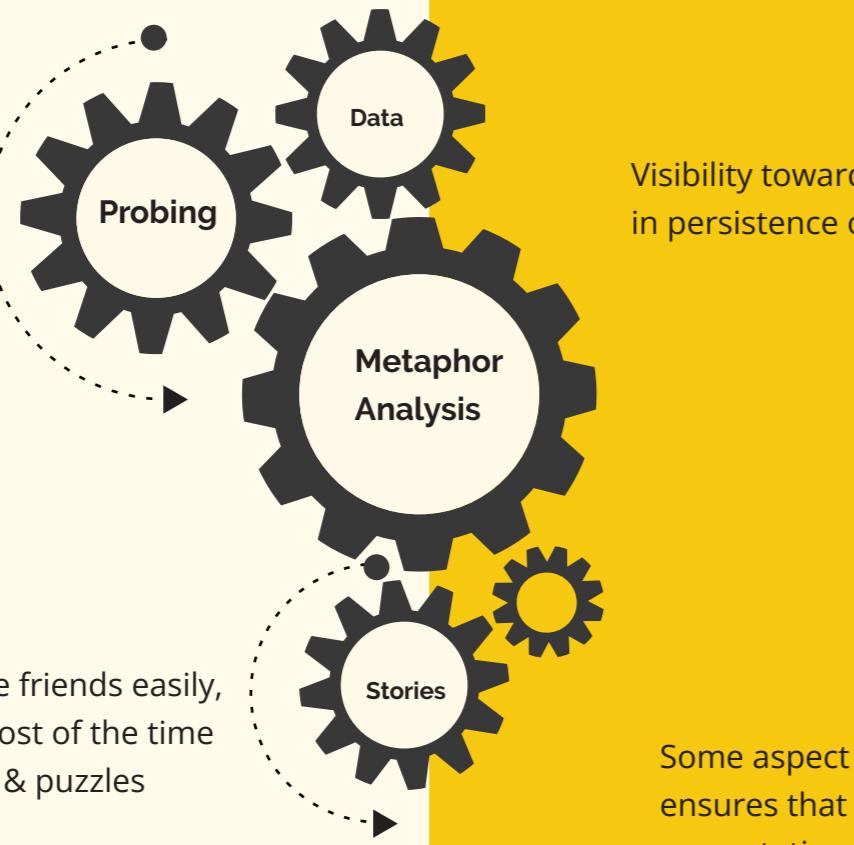
Age:22

Thrill of getting the right answer motivates to persist

Read diverse topics, hence never needed to learn vocabulary

Didn't make friends easily, so spent most of the time with books & puzzles

English section in CAT is easy, hence played to strength by giving it



Deep Insight



ex-SAT Student

Dhruv Desai

Obvious

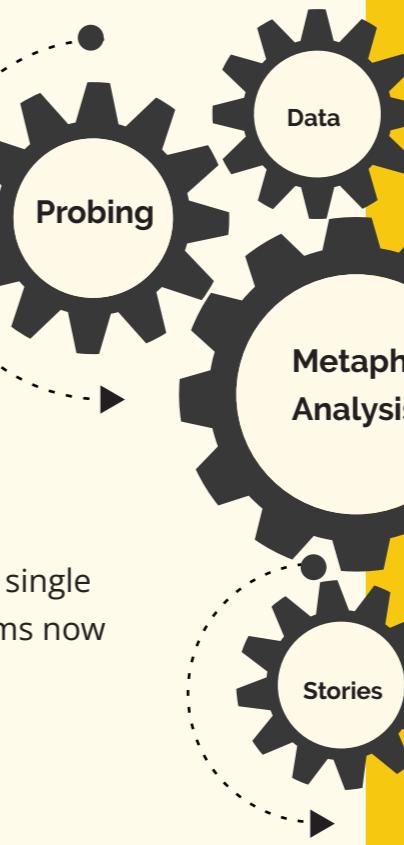
Out of around 600 words, can only remember some

Infer meanings for words from sentences

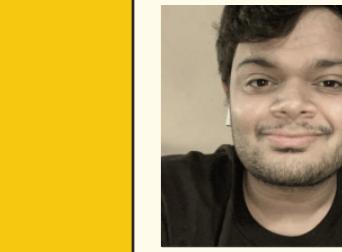
Couldn't recollect a single word from the exams now

Faced problems in writing research papers, faced difficulty due to vocabulary

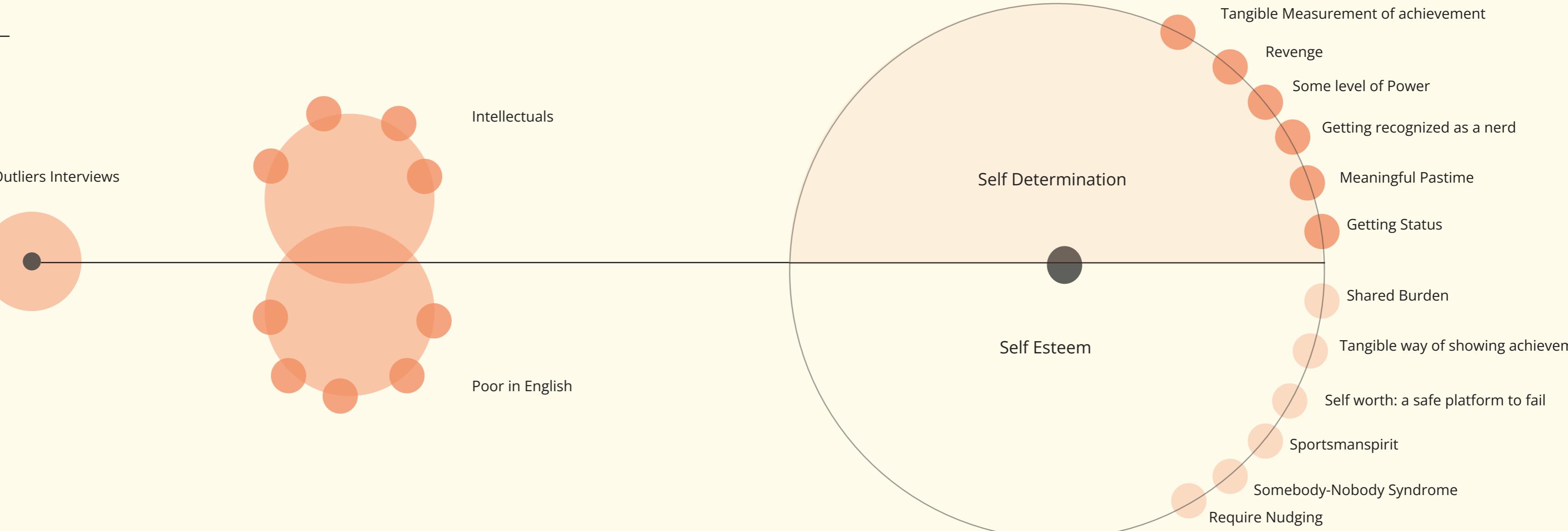
Never tried to memorize the words from the vocabulary list.



Deep Insight



Insights



PHASE II

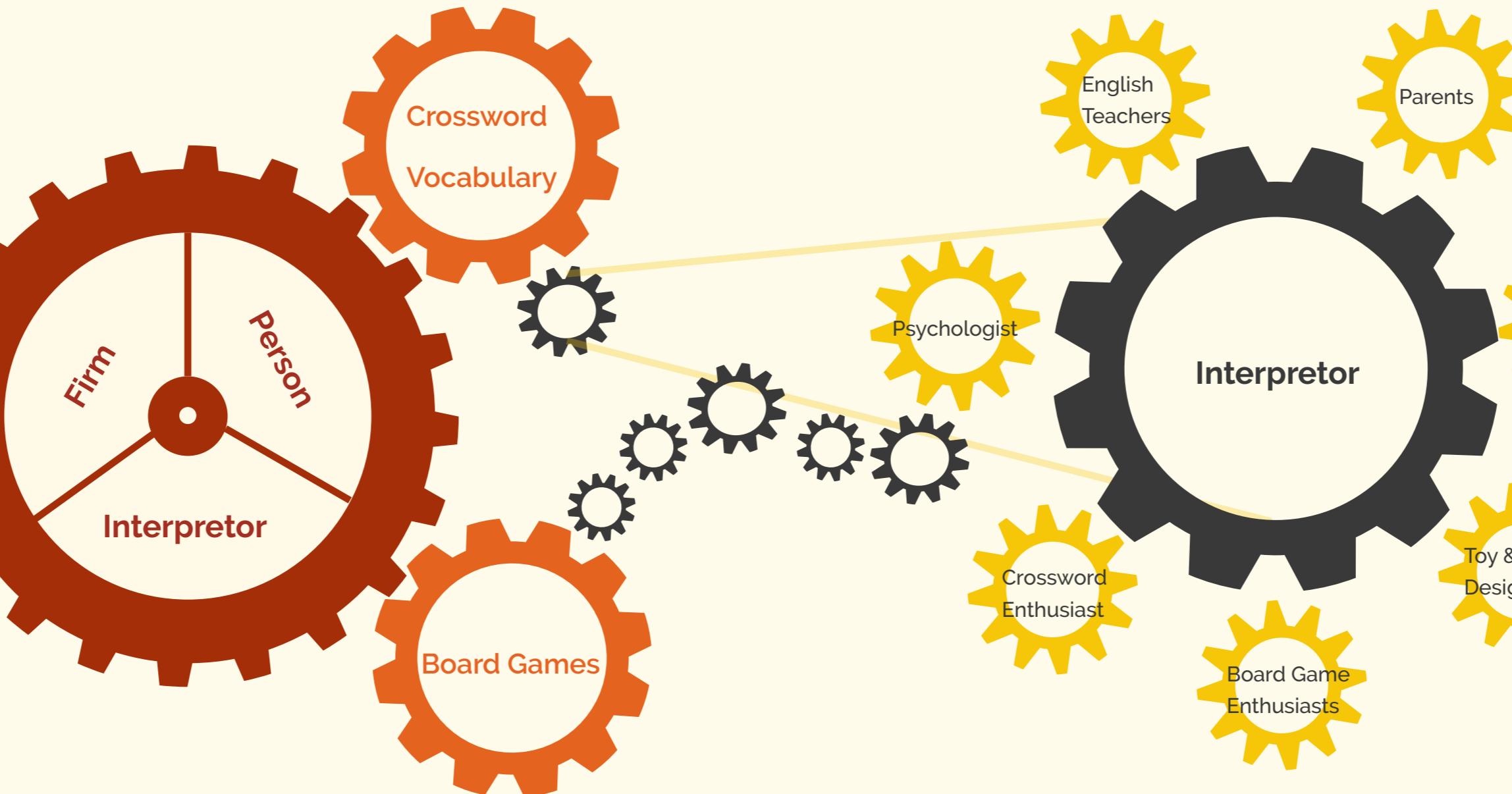
Interpreters

Every company is surrounded by several people or agents who share the same interests as their purpose of the product research.

These people are the interpreters who continuously are in the context of the environment and pursue their own investigations while being engaged in continuous mutual dialogue

Advantages of consulting an interpreter

Provides with true validated data whilst adding value to the already collected data.



Importance of Interpreters

Interpreters provide valuable insight into the subject matter of research. While user research has its own value, interpreters serve their own purpose, a culmination of both leading to innovative breakthroughs.

Understanding the difference between the purpose and way of conduct of user interviews and one with experts



Interpreters

- Conducted with subject matter experts
- Interpreters give more deeper insights into the context and validate the data
- Interpreters stay in the context of environment and have been constantly conducting research themselves over years. Hence they can provide insights faster even if we conduct ethnography

- **English Teachers**
Teaching Vocabulary Expert
- **Parents**
Holistic Teaching Expert
- **Game Enthusiasts**
Board Gameplay Expert
- **Toy & Game Designer**
Gameplay Design Expert
- **Crossword Enthusiast**
Puzzle Expert
- **Psychologist**
People Decoding Expert

INTERVIEWS

11 Interviews



English Teachers

Context Enquiry

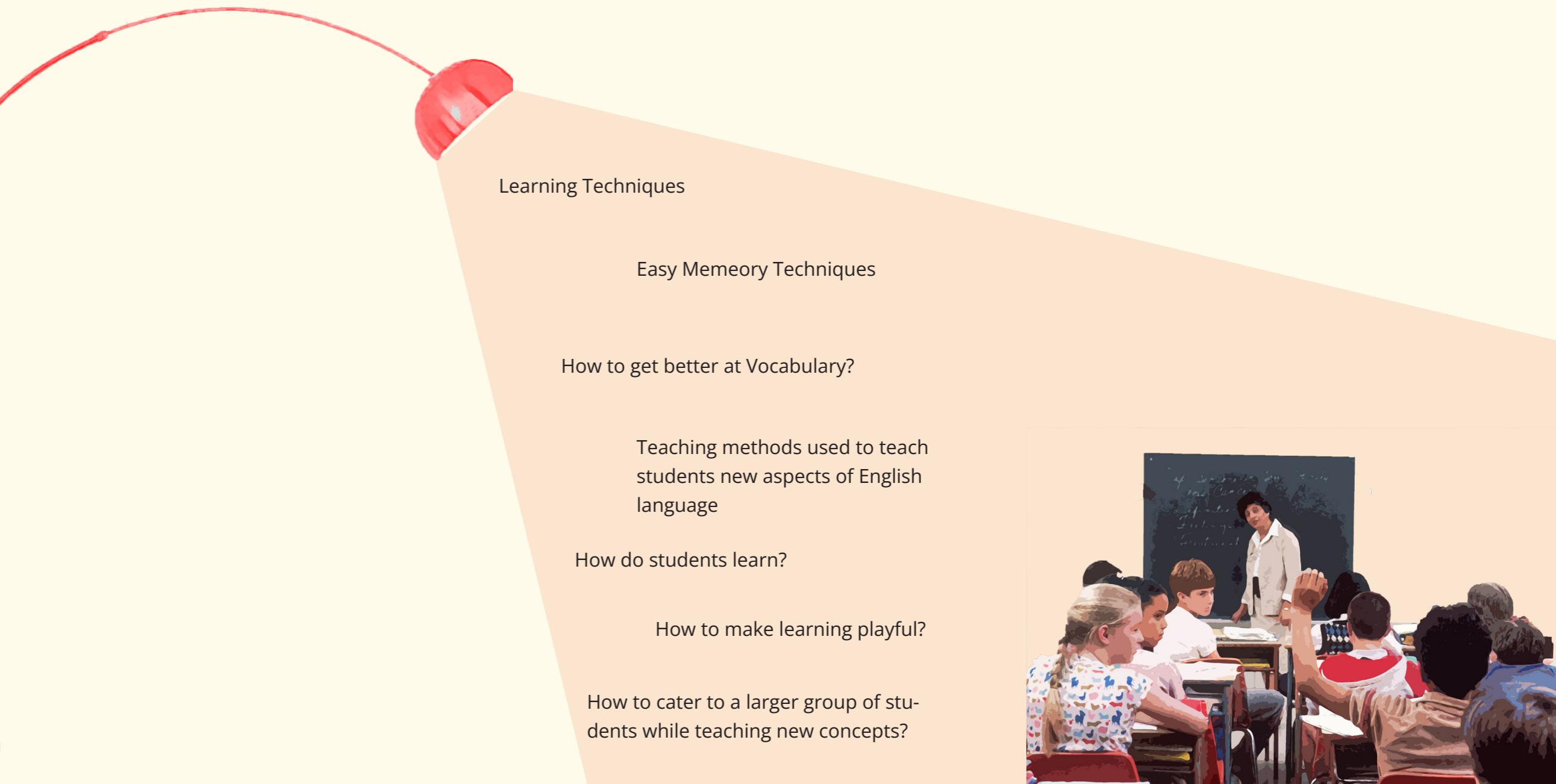
Crossword is a game that includes use of prior vocabulary to decode clues. Since it involves language learning and memory of the words in the language, an English Teacher is the right expert to be consulted in this area of domain.

■ Why English Teachers

English Teachers have been teaching students for a really long time and have also had prolonged exposure to how students learn, from the most brightest to a dull one.

The question line up for the English teachers was in the context of how the theory of language learning and memory is applied by them in actual scenario and what response they get from the students.

2 interviews of English teachers was conducted from different board of education for a more holistic outlook.



English Teacher, CBSE Board

Renin Martin is the best book to refer to for developing English Language Grammar

The CBSE curriculum was designed in such a way that the people from the vernacular background could access it.



Gayatri

By giving a context always the students brain connects very easily

For her if the crossword becomes contextual then it will be great help

Nowdays the only context is facebook. The words they see on facebook and instagram is what they use in their daily vocabulary.

The major issue is that students don't have the right words to use.

Use movies as a medium to make them understand the context
Eg. Applied the same techniques when asked the students to read Pride and Prejudice

English Teacher, IG Board

Recommends Renin Martin as it provides fine details of structure of grammar

Likes grammar because it tends to a pre-defined structure

Ask students to make presentations/comic strips for engaging them in learning language

A combination of short stories and poems become the basis of clue for the crossword words she designs for students

When making Crossword from the same chapters that were taught, reinforcement helps them with enrichment of vocabulary through repetition

Stories provide context for use of grammar & its structure

Reader's digest provides different perspectives and students can atleast get interested to some topic and learn vocabulary from the context



Maya

Parents

Context Enquiry

Home is the second school where a person's learning takes place. People pick up on language and learning techniques based on what they see around their house. Since Crossword requires prior hold of vocabulary, learning is vital to it. As a game is to be designed, understanding how families engage in playing games at home.

■ Why Parents

Parents play a key role in teaching their kids while in the early age of school to shape up their motivations. As elders in family, they introduce their kids to different games and their purposes and how they can be fun together.

The question line up for parents was in the context of teaching and playing games at home to understand how it's application works in real life.
2 interviews of parents with kids in different education boards was conducted to get different perspectives of how different families work.



Parent of an IG Board student

Would play scrabble with kids so that they learn vocabulary.

**Even as parents, they would never loose for kids.
Believe that you always have to 'play to win'**



Pradnya

For every course material, she would share her personal experiences to explain topics better & ensure better retention.

She heard English stories from Phantom comics hence she told her children stories when they were young as well.

Being from State Board herself, when her daughter came to IG Board and got comprehension papers, as a mother she would draw extra lines to try write as much lengthy answers as possible.

Since she studied in State Board, she had to only rote learn & never think beyond books.

The concept of IG curriclem make you use your analytica lthinking which was quite new to adjust to because she has a different curriculum of education

Parent of CBSE Board Student

Play wordscapes game together with her daughter on the same mobile.

Relates Wordscapes with Crossword and especially fond of it because time flies while playing it

Ludo is the favorite game as a family as it gets completed in one sitting unlike monopoly & encourages you to keep on winning while you are playing.

Even if its a boring game, as long as the daughter gets time to spend with her mother, the game is a great way to bond.

**Relationship (mother-daughter) improves with 'positive game'
playing puzzles helps in improving mental health.**

There is physical togetherness when they play the game together

As a mother-daughter their love deepens more through playing of games together



Manju

Game Enthusiast & Toy and Game Designer

Context Enquiry

Crossword is a puzzle played by individuals but is to be designed into a board game. Hence people who are board game enthusiasts, puzzle solving enthusiasts and game designers are the experts to consult to get.

■ Why Game Enthusiasts

Game Enthusiasts have tried and experimented with playing most of the types of games and know what makes each one more engaging or not in real gameplay.

■ Why Toy & Game Designers

Toy and Game Designers while designing have had experience of designing the gameplay to the smallest building blocks that make it the best one.

The question line up for the game enthusiasts was in the context of engagement value in the games. For the Toy & Game designer, it was in the context of designing an engaging gameplay. Whereas for the Crossword enthusiast it was in the context of engagement in Crossword. 4 interviews in total were conducted in this domain.



Game Enthusiasts

Solving a puzzle gives a sense of purpose, intellectually stimulating in the middle of a dull day

With around 20 minutes between meetings, rather than mindlessly scrolling through Instagram solving a small challenge makes one 'feel the best'

Reading is a meditative exercise.
When reading fast, you just skip over & only interested in how the story unfolds.



Shubhankar

Shreshth

Toy & Game Designer

Stories like Scooby Doo, mystery and science fiction are interesting to read because things slowly unravel in them.

Competitive better than collaborative as others are neither equally competent as you nor so interested in the game as you.

'Oh Ya' moments important in a game as they make you feel accomplished

Gamification to rating gives you motivation & engages you to try & achieve higher goal ('you want to win' feeling)

Games need pace a stimulant. They also should give you a different experience everytime so that it has high replayable value.

Games should not be monotonous-introduce variety (different possibilities to play like chess)

Uncertainty of not knowing the outcome (curiosity) creates excitement and engagement; Eg Ludo

Exploring how collaborative games are engaging and why do people play them in comparison to competitive games

Puzzles force you to 'fight to find the an-

When a single person is playing the crossword there is no other interaction (because just thinking in the brain). Hence some of interaction can be introduced to make it more engaging

People have an innate need to achieve mastery in a task or challenge.

Need reward at the end of any game so that people are engaged in 'want of reward'



Mahesh

Crossword Enthusiast



Amrita Korwar

Crossword Puzzle Solver

Has beeen solving Crossword diligently for the past 16 years

Enjoy the process of playing crossword. It gives her a sense of pride when she solves it physically on paper.

Process of solving clears up her thinking. Its meditative & therapeutic for her.

Solving crossword helps to Kick start your day

More the challenge in playing the puzzle, more the gratification you get.

Helps in organizing & prioritizing her thoughts. Brings her energy together & help in concentrating on one thing.

The knowledge from crossword helps in participating in conversations. People perceive you as knowledgeable & aware.

Crossword is not dependent on luck, hence feels that she has made an achievement with her hardwork.

Everytime you revisit crossword, the brain processes same info differently everytime.

Eg: Capital of India- Rupee instead of New Delhi (Lateral Thinking)

Loosing to myself is alright in Crossword, but can't loose to others

100 days of mindfullness (play crossword in parts)

Psychologist

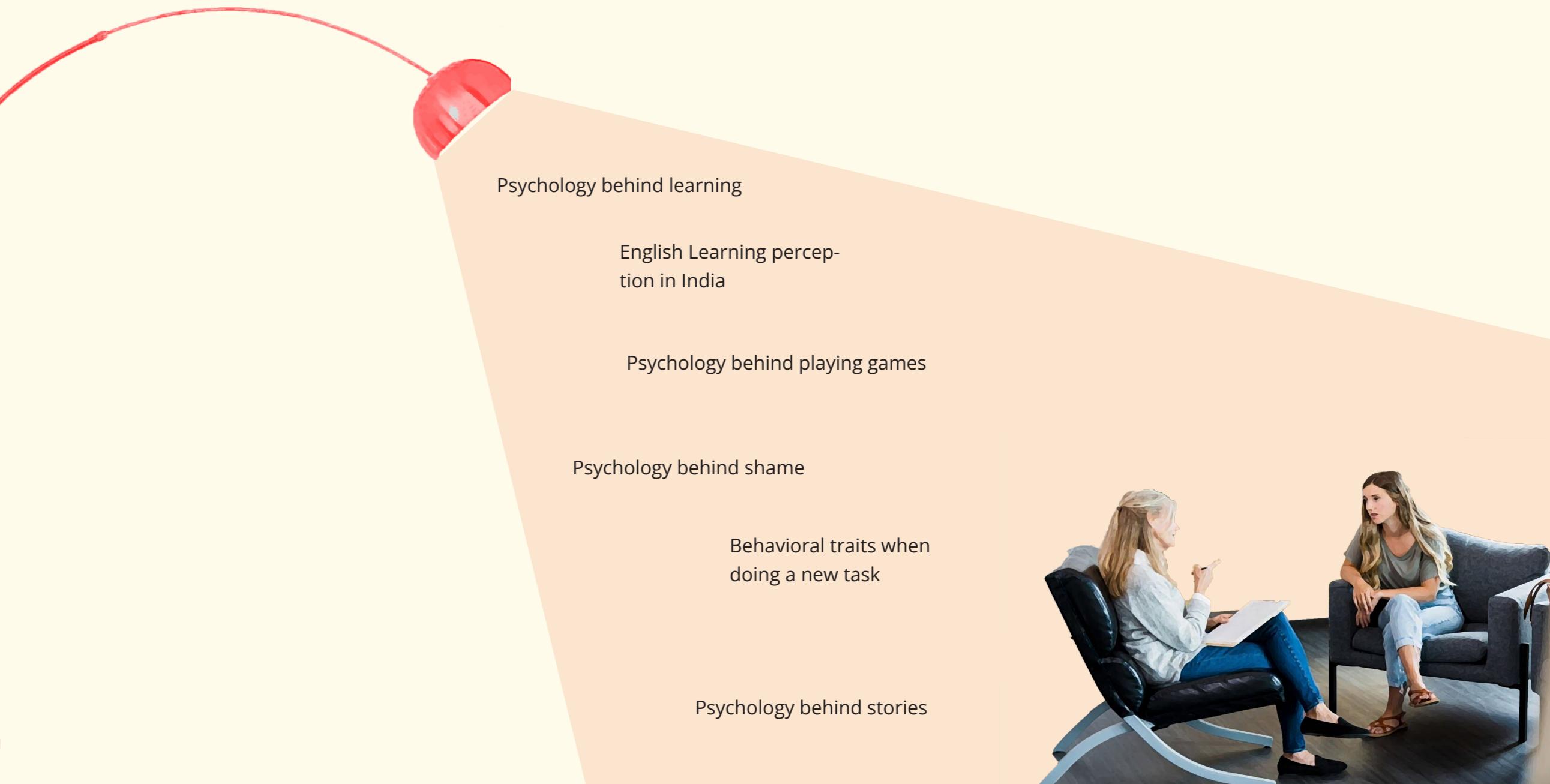
Context Enquiry

Crossword is a game that includes prior vocabulary learning and decoding of clues. Most of the times because of the magnanimity, people are seldom seen playing it. A psychologist is the expert to consult in the domain who has knowledge of a person's subconscious.

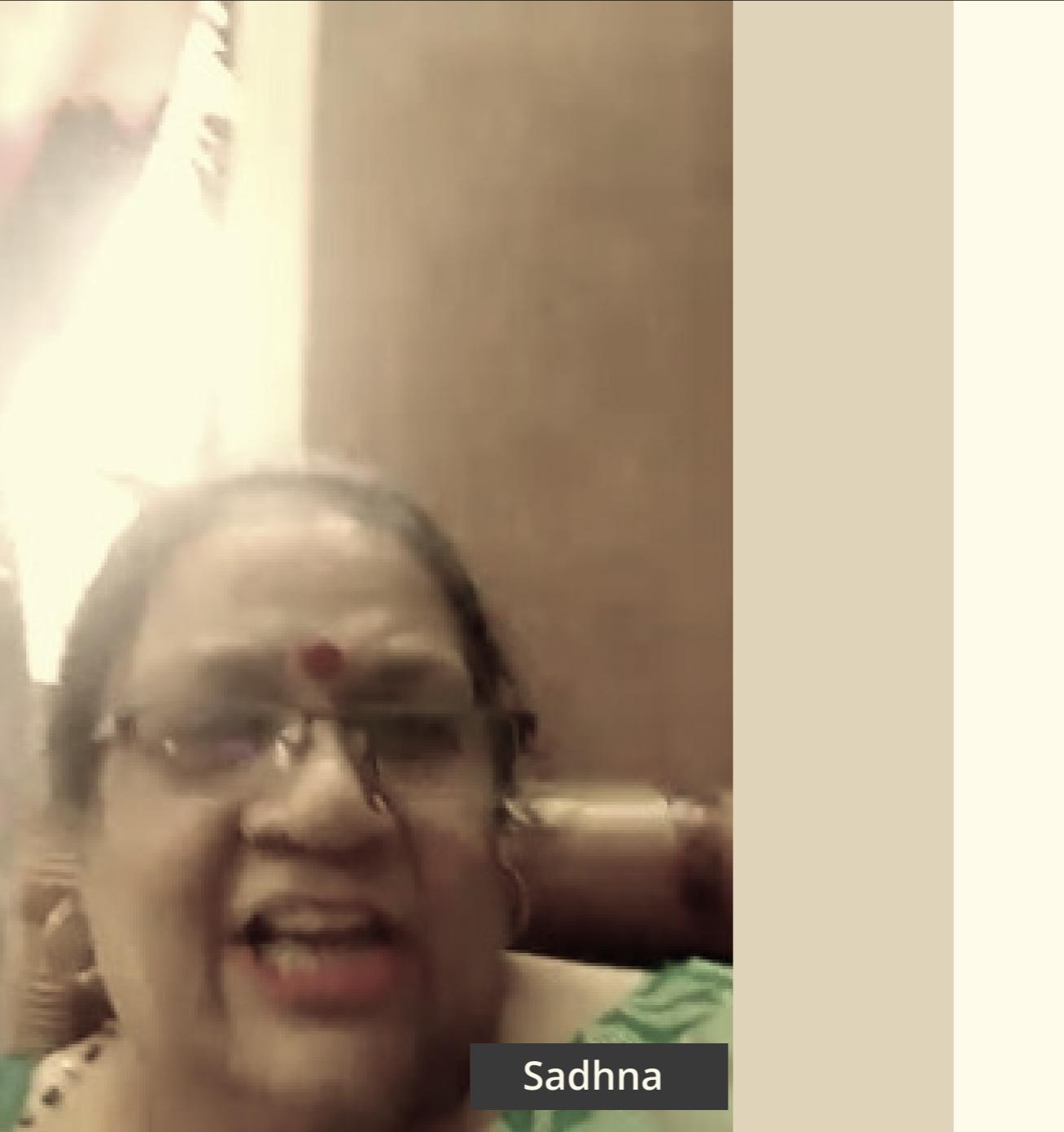
■ Why Psychologist

Psychologists hear a lot of stories while conducting counselling sessions of what are the underlying motivations of a person while attempting any task.

The question line up for the Psychologist was in the context of people's behaviour when attempting a task or learning a language.
2 interviews of Psychologists were conducted to gather different stories about people's reaction in different situations.



Psychologist



Sadhna

Combination of humour & play works for learning something

Grandparents inculcate values in children through stories

Games and educational curriculum should promote life skills

Game is fun in failure and continuous motivation

Individual's fear of shamefulness comes in the way when they are attempting a new task the first time

Adults have Inferiority complexes which makes them more insecure to new things

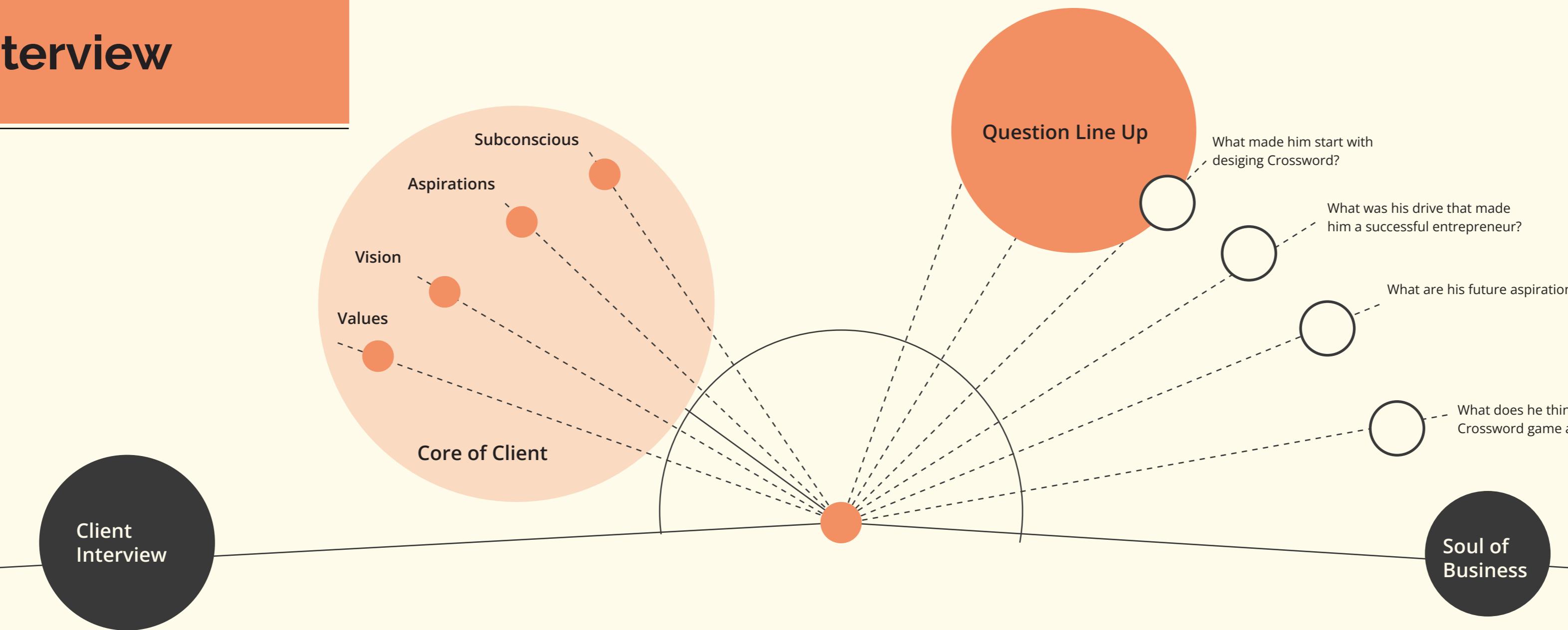
There is always the fear of being laughed upon, hence end up escaping from situations most of the time in life

Indian education system doesn't promote failing gracefully. It rather always forces you to look good in front of others

People require social validation while in front of their peers

PHASE II

Client Interview



Interview

Most of the times designers end up persuading the client to forcefully accept their ideas without taking the client into consideration.

But they fail to realize that eventually the client is the one who would run the business. It is hence necessary that he is passionate about the same without which the collapse of the company is not quite far.

The client interview was conducted with the motive to get a more detailed understanding of his journey of designing Crossword and his future aspirations with respect to the game as a business.



About

- Cruciverbalist
- Thrill Person, always willing to experiment
- Very bold in terms of self expression

Experience of Learning English

- While preparing for GRE, realised it's only a mug up exercise
- Solving Crossword was a great activity for English Language development

Interest in Crossword

- Solved Crossword to kill time
- Crossword a means of self growth and self satisfaction
- Want people to find transformational growth through Crossword games

Designing Crossword

- Most of the words in the design of Crossword are GRE
- To make navigation through Crossword easy, divided it into white and grey boxes
- Holds Limca Book of Records, 2018

Business

- Wants Crossword as a game to be played as an activity at malls or public places
- Crossword enthusiast enjoy the challenge of solving India's Largest Crossword

PHASE II

Workshop

Crossword is a game played individually by people as a way of intellectual engagement for stimulation. Consequently, board games are played in groups of people whether they gameplay is competitive or cooperative.

As a part of generative design research, to understand how Crossword would be played by people in a group, workshop is the best way to do so by being on the field. It gives insights as to how people perceive the game as a group and go about designing their own gameplay for fun.

A careful choosing of locations and people was done to conduct 10+ workshops physically with people.

Workshop Plan

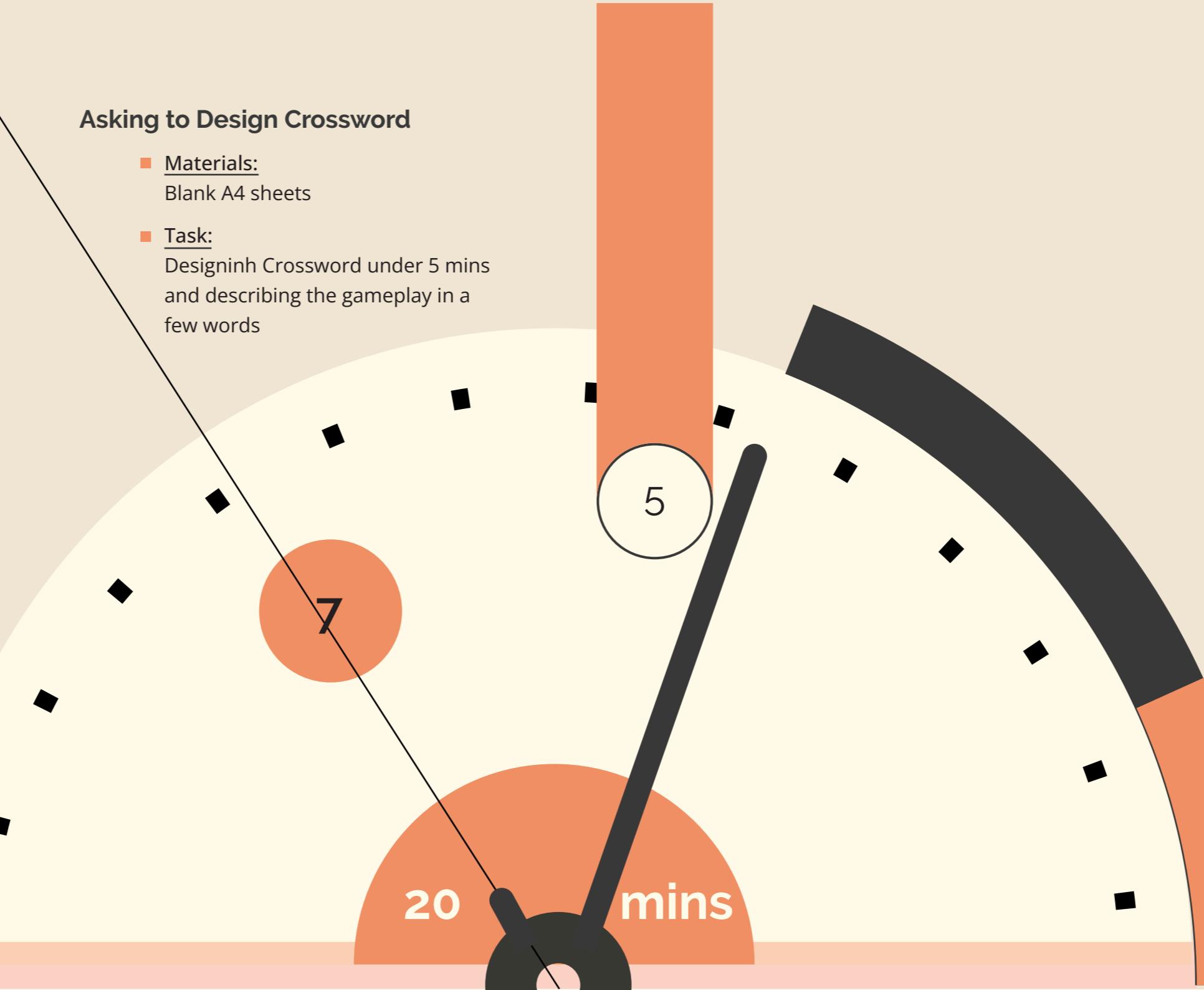
Playing Crossword in a group

- Materials:
1 Crossword grid of 12" x 12", Clue sheets, dice, colored pens, rough sheets of paper
- To choose team members:
With a roll of dice and highest no. or unanimous decision, team members are chosen
- Timer of 7 mins:
All the teams are to solve as many clues they can in under 7 mins
- The rules:
All the teams are given separate clue sheets but only one single Crossword sheet so that they can compete against each other.
Each team is given a different color of pen to be able to distinguish them on the board
- Reward:
The winner gets a token of reward.



Asking to Design Crossword

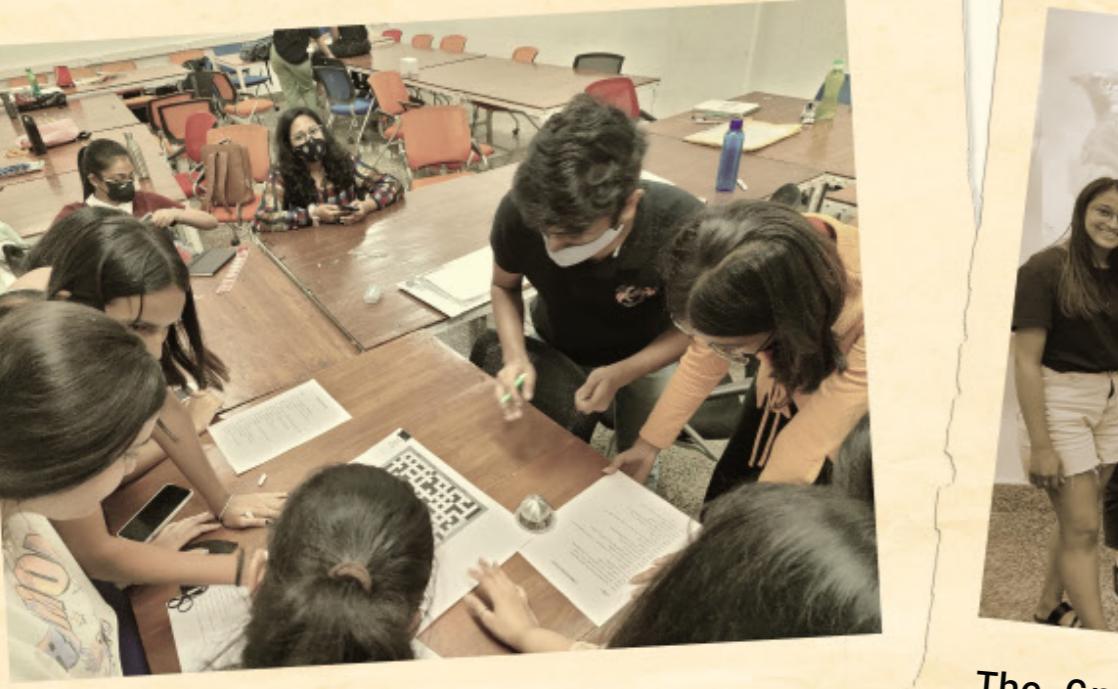
- Materials:
Blank A4 sheets
- Task:
Designing Crossword under 5 mins and describing the gameplay in a few words



Quick Question Round

- Deep Question:
What is Intellectual Play for you?
- Gameplay Experience:
How being in a team affects the game?
Does collaboration have an effect on gameplay?
- Engagement:
How long can you play? What would be the ideal no. of players that would keep you engaged in the game
- Thought Process:
How did you approach playing the game as a team?
Why did you choose these only as your team mates?

Workshop 1



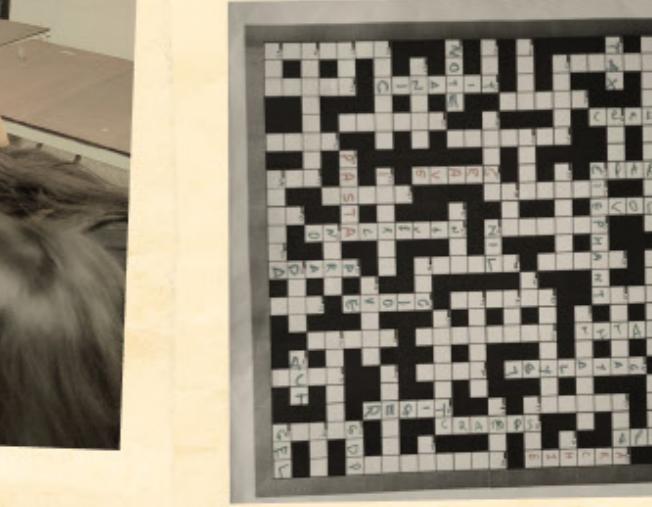
Groups playing Crossword



The Group



Workshop underway

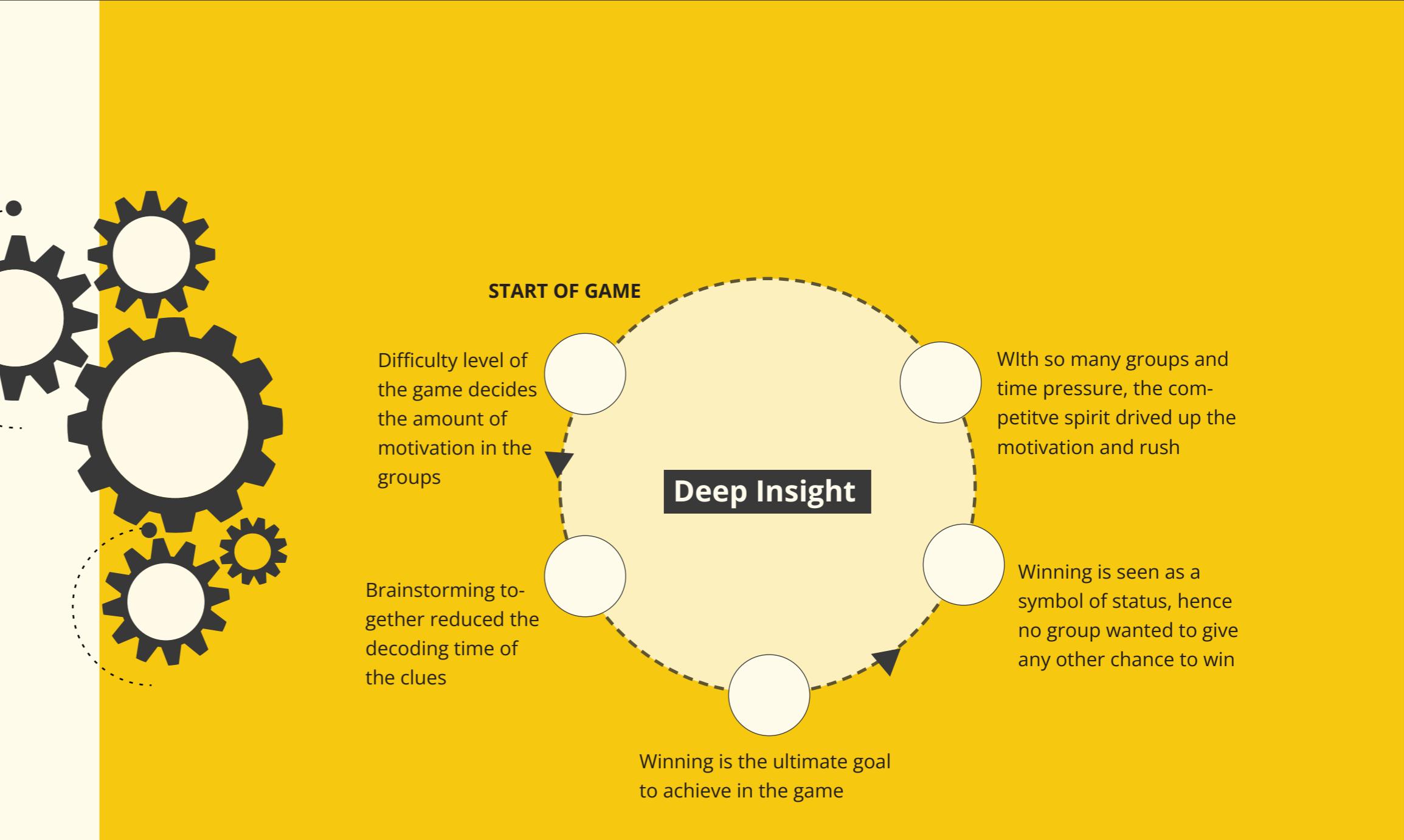
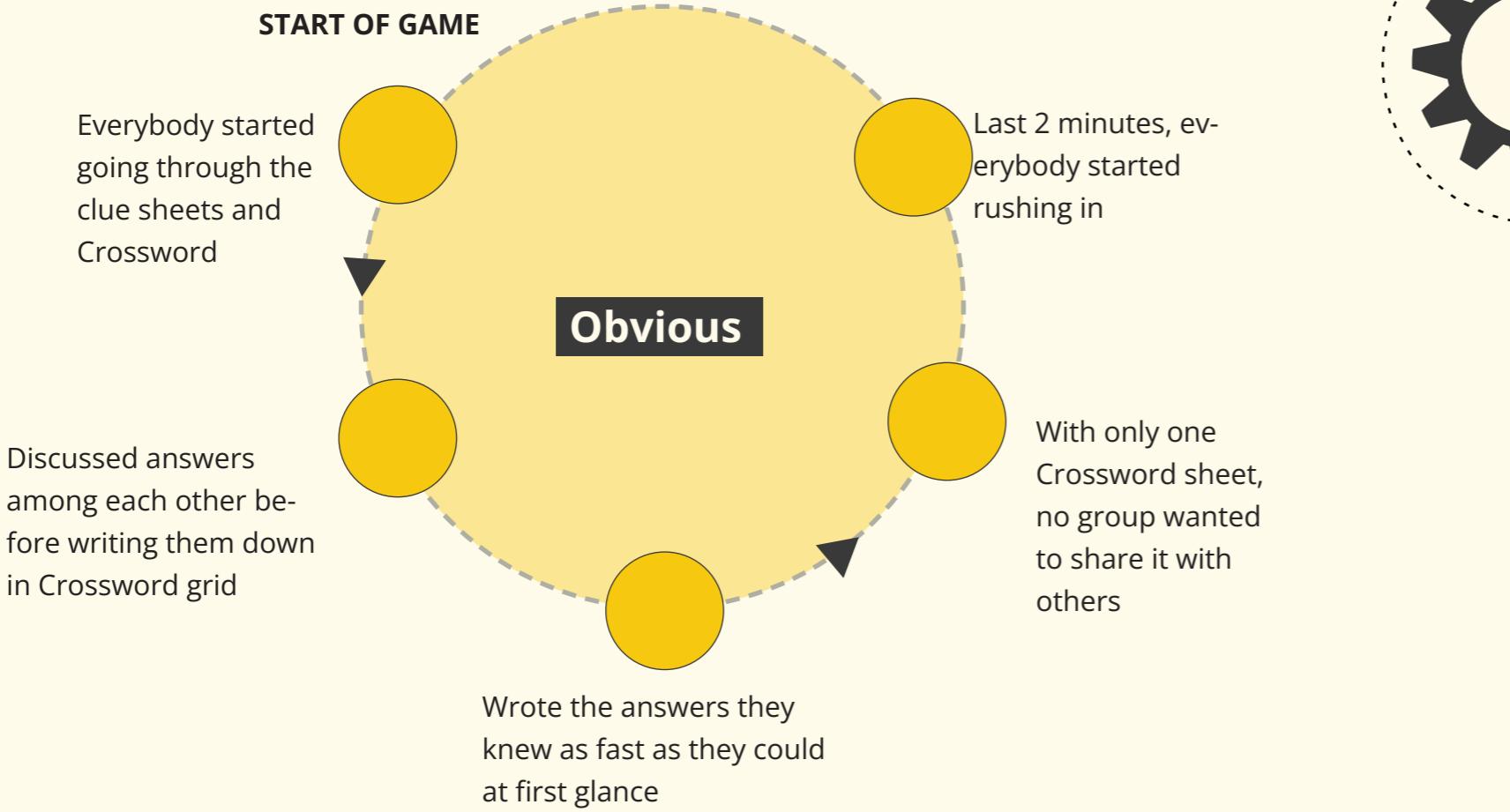


Cross-word sheet

Workshop 1

4 Groups of 4 Each

A group of design students of age 20 were given individual clue sheets while only one Crossword sheet to write answers in



Workshop 2



Groups playing Crossword



Conducting Workshop



Playing Cross-word in a group



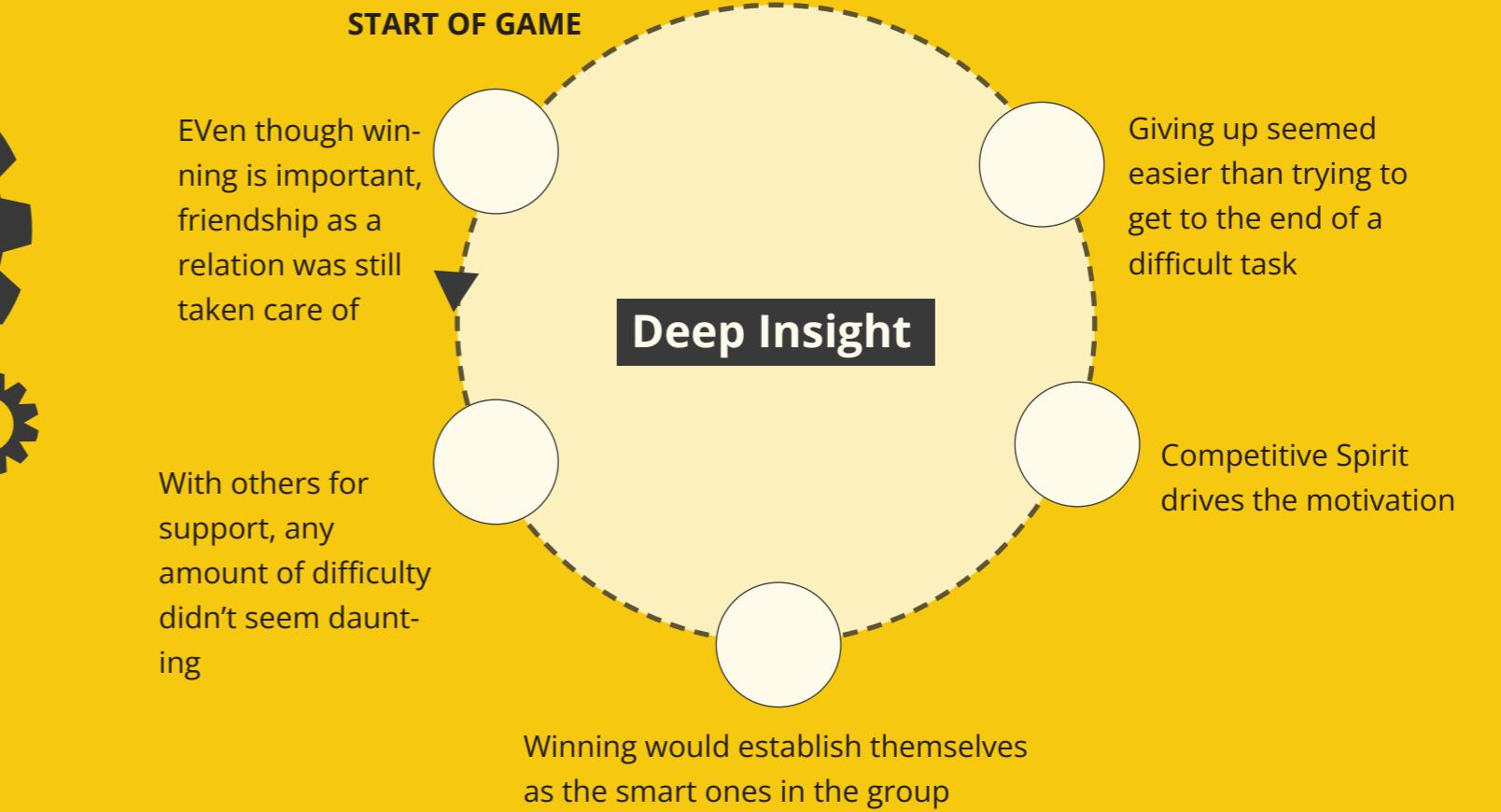
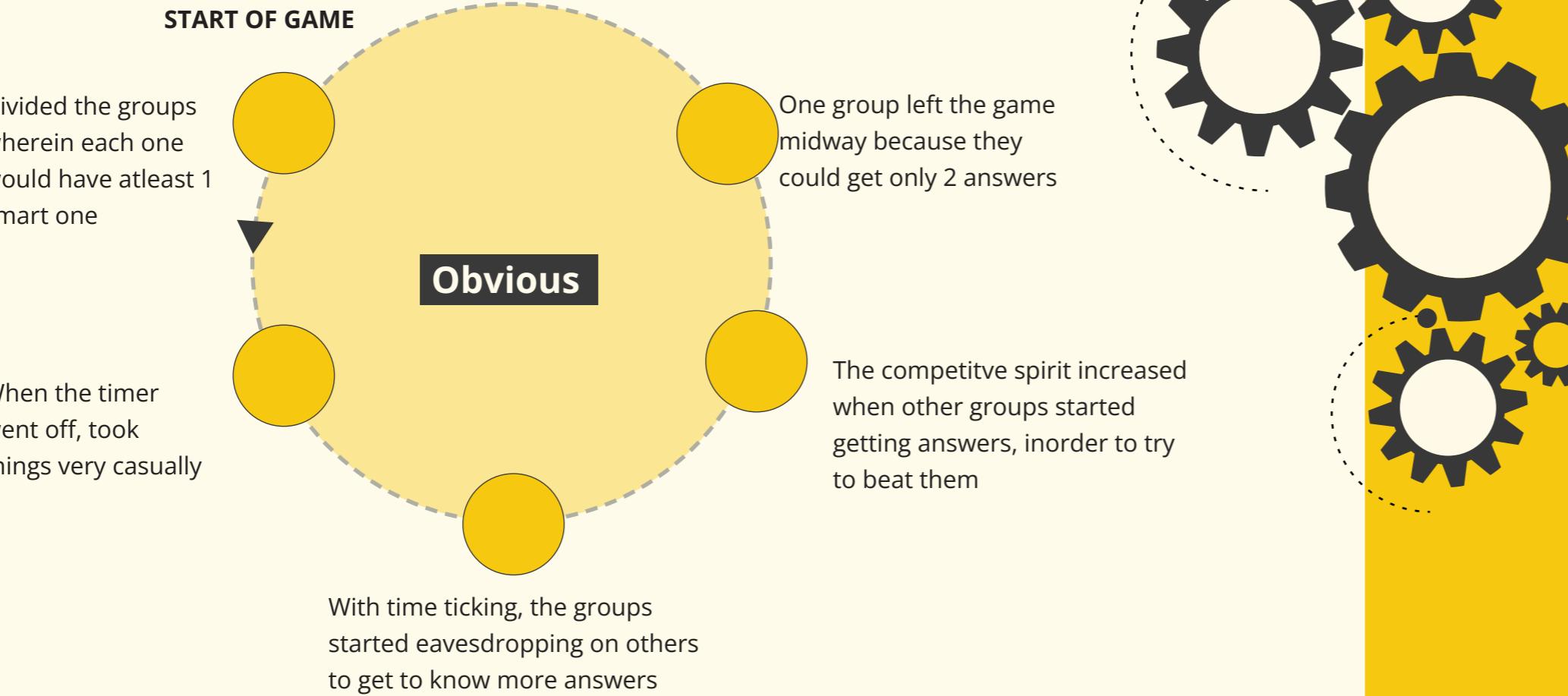
Group figuring out answers



Workshop 2

4 Groups of 3 Each

A group of students of age 22-26 were given individual clue sheets and Crossword sheet to write answers in



Workshop 3



Group playing Crossword



Conducting Workshop



Competing aganist each other



Group playing Crossword

Workshop 3

2 Groups of 2 Each

A group of BBA students of age 22 were given individual sheets of clue as well as crossword to solve answers in

START OF GAME

The difficulty of task initially almost made them leave the game

Obvious

Distracted each other to waste their time

Seeing what others are solving to know how many they've solved

Gave up before the timer went out because couldn't figure out answers

Eventually left competition and started helping each other out



START OF GAME

Fear of failure makes one scared of attempting the task

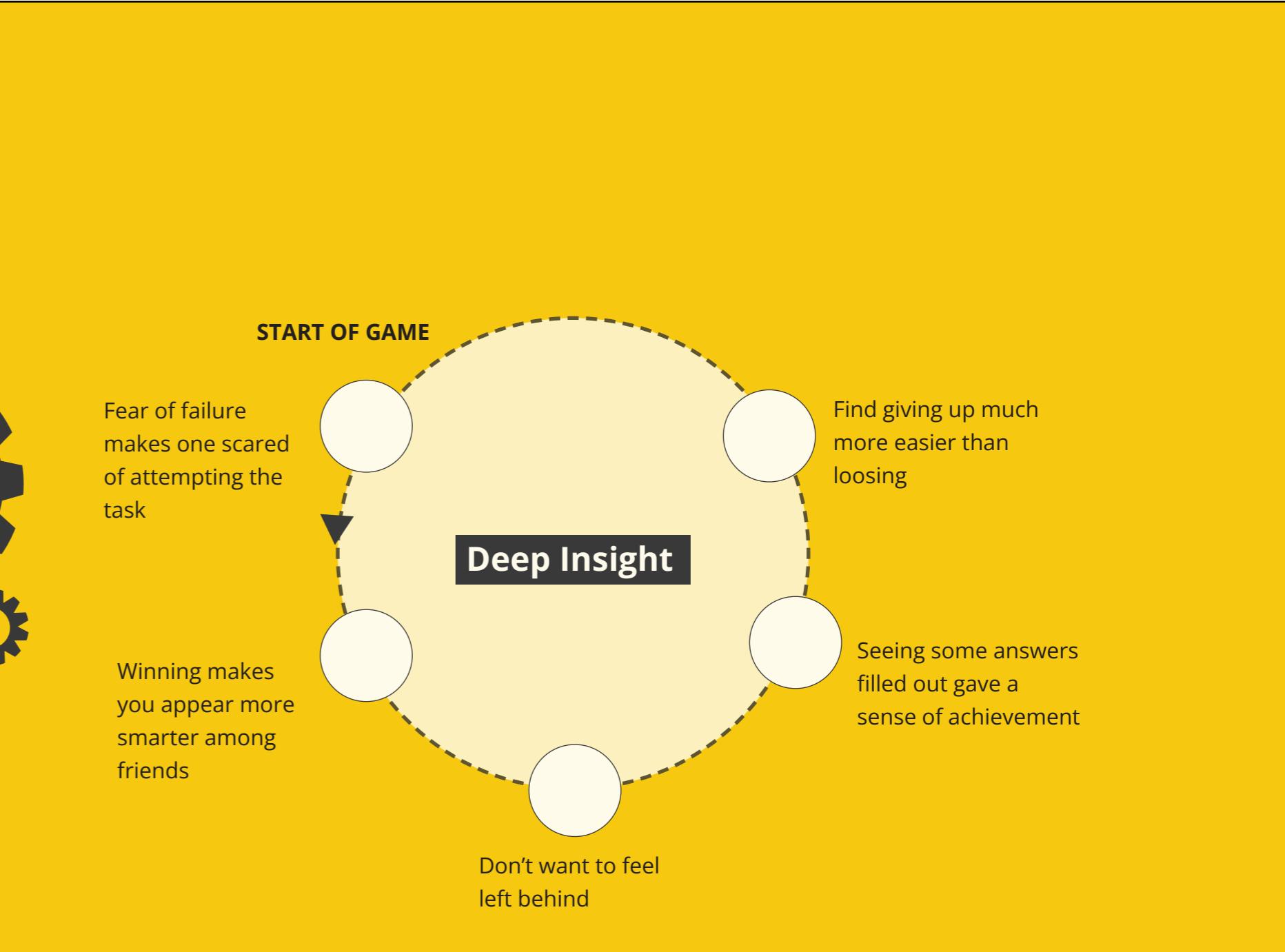
Deep Insight

Winning makes you appear more smarter among friends

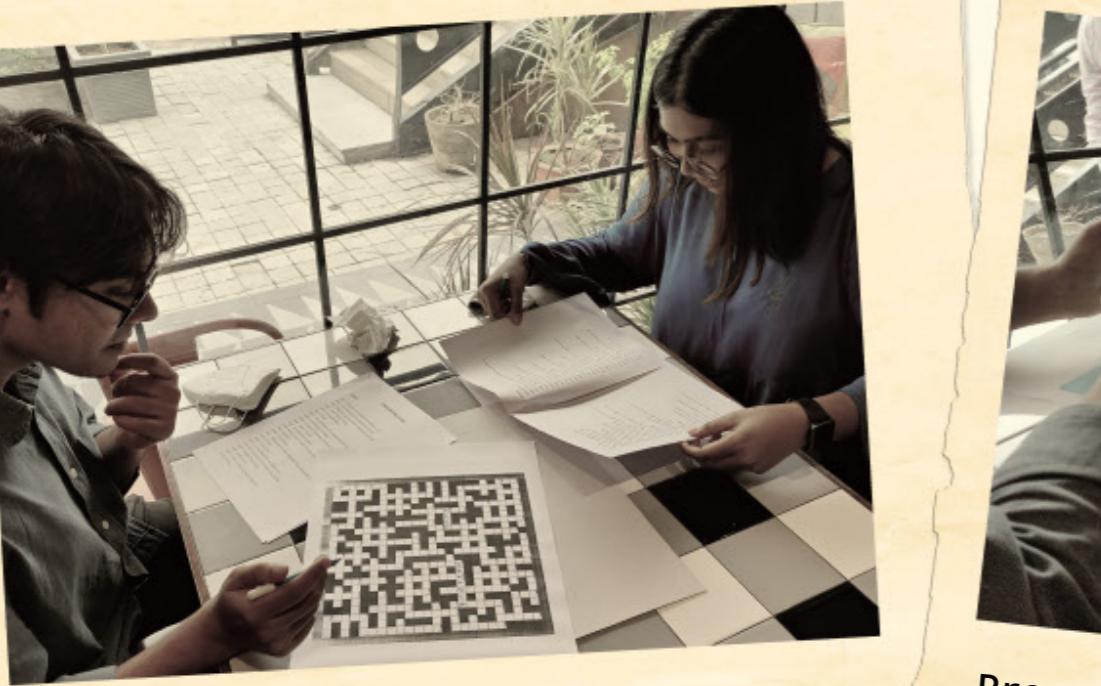
Don't want to feel left behind

Find giving up much more easier than loosing

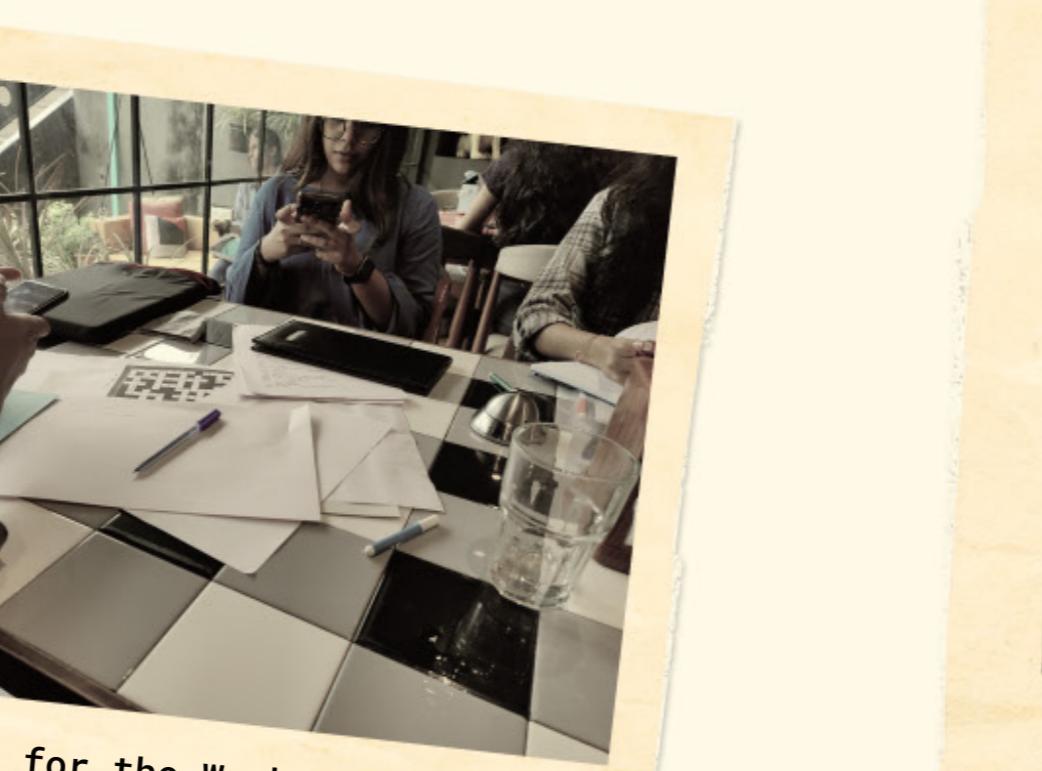
Seeing some answers filled out gave a sense of achievement



Workshop 4



Group playing Crossword



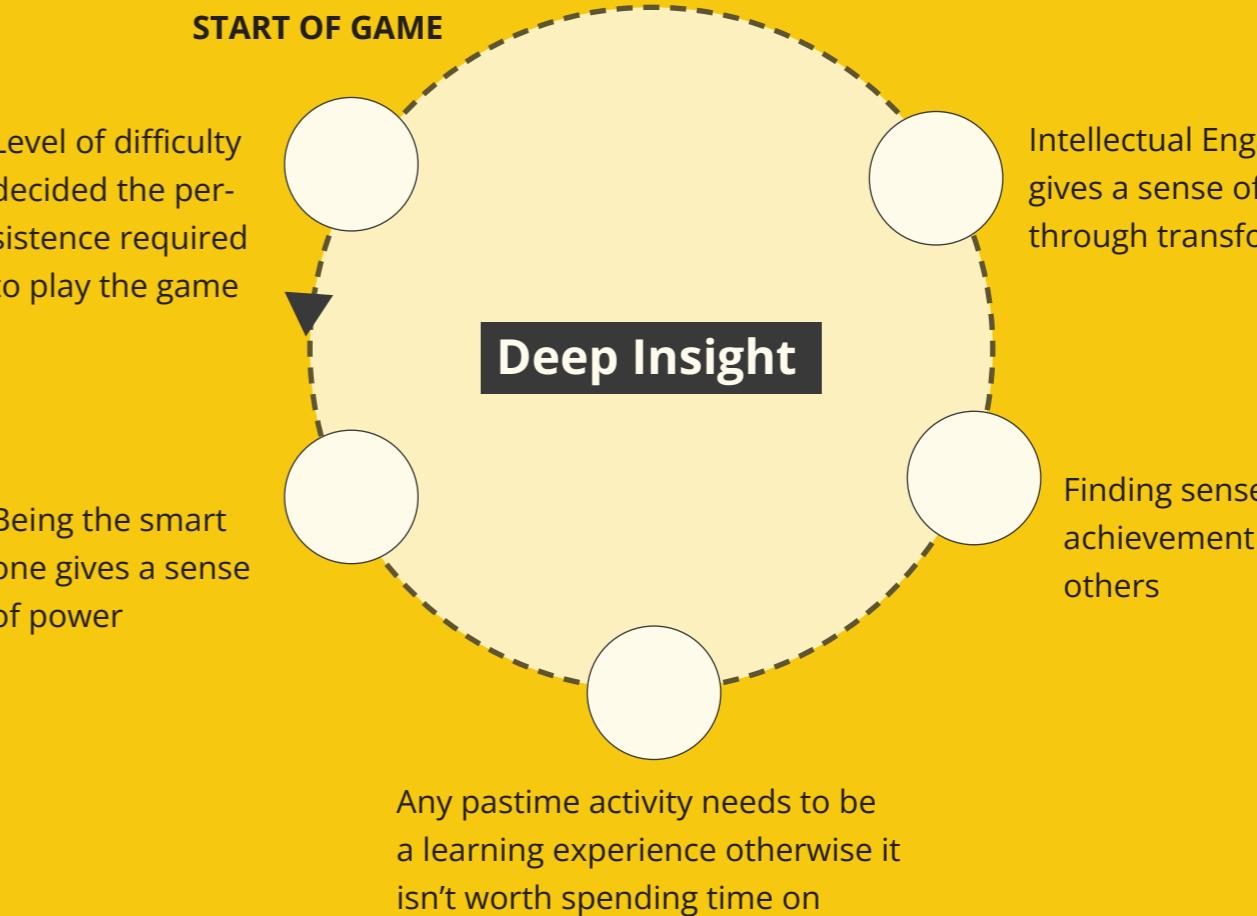
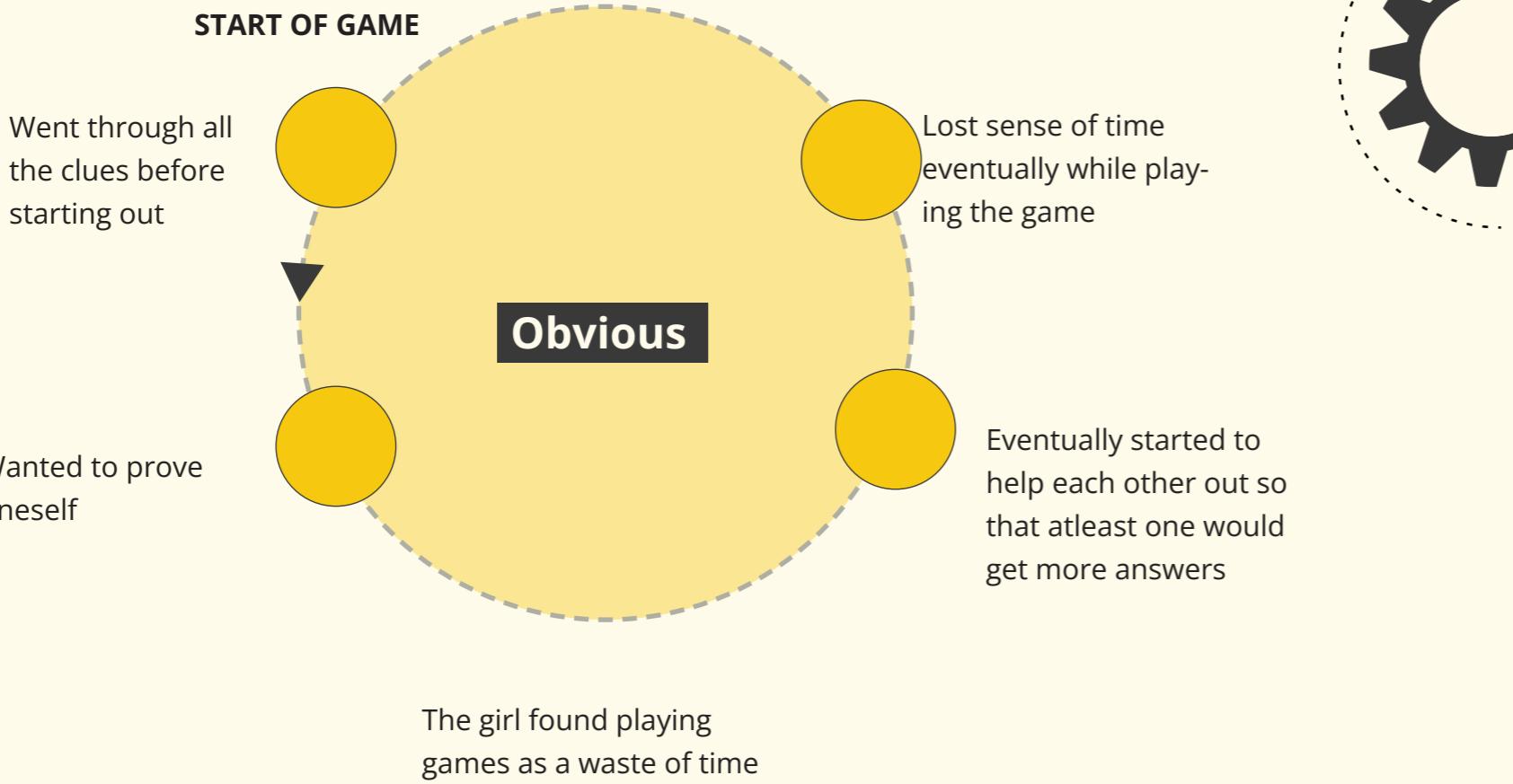
Preparing for the Workshop



Conducting the Workshop

1 Against 1

2 Couples in a cafe were given individual clue sheets and Crossword sheet to solve answers in



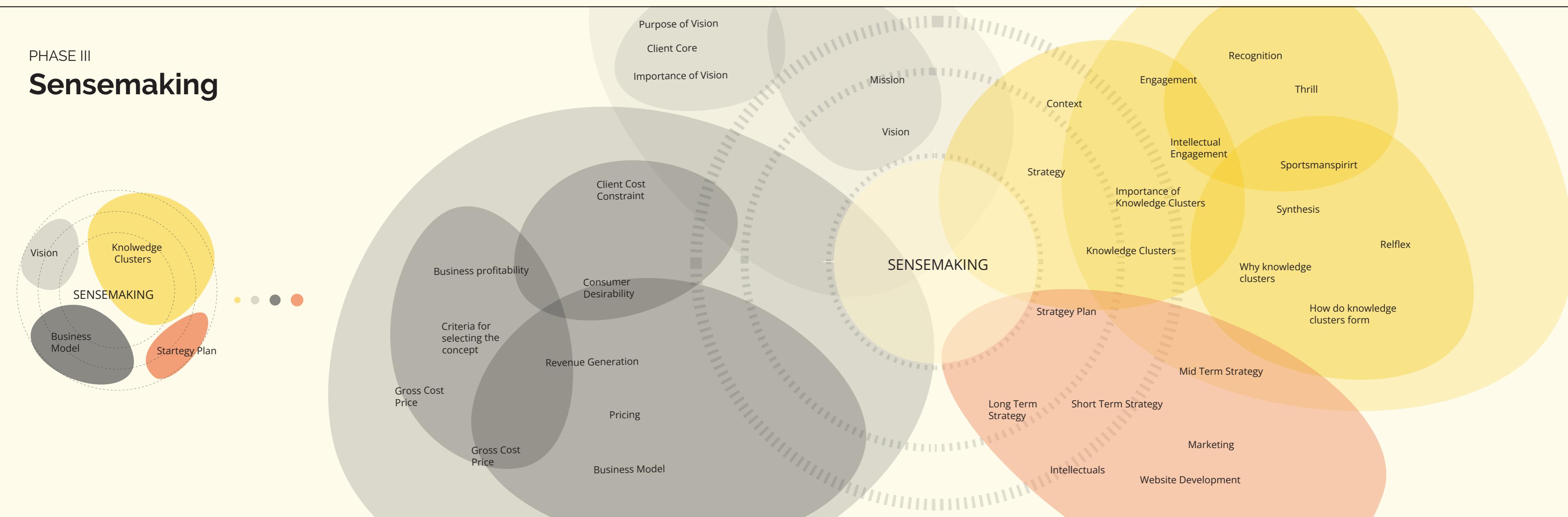
Phase III

About Phase III

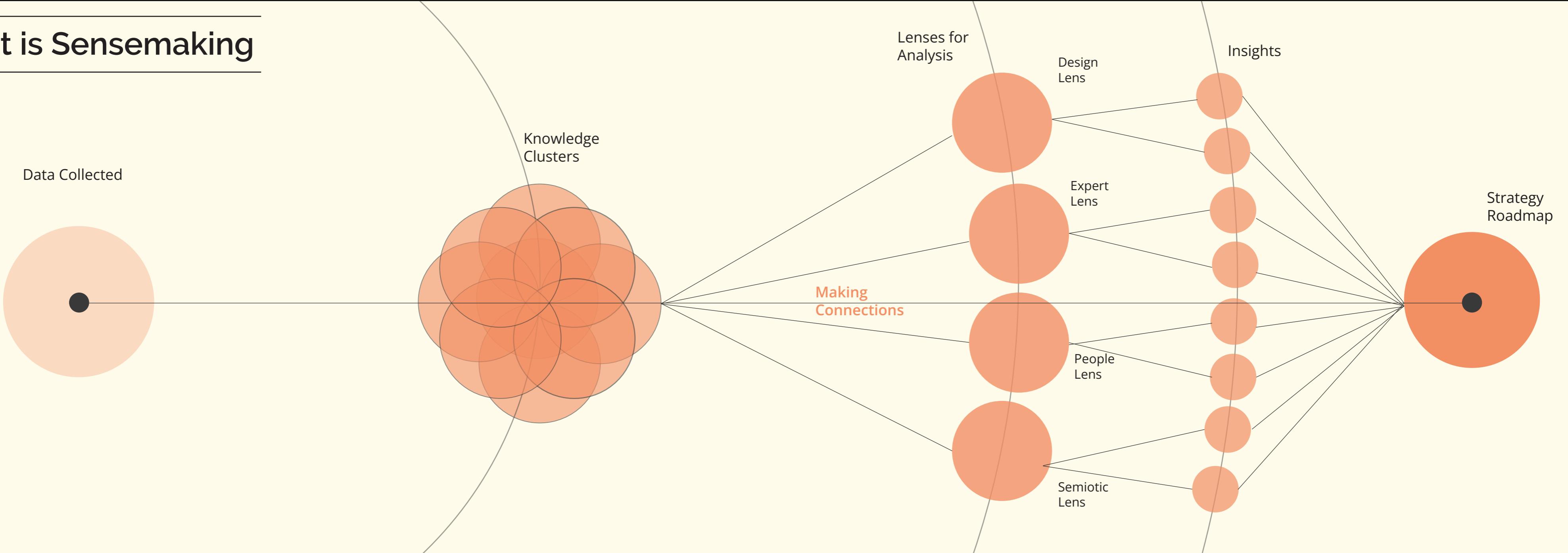
The Phase II covers the User Research part of the Innovation Process. Through techniques like ethnography, we understand about the user behaviour in their own context in order to identify their hidden needs and desires.

PHASE III

Sensemaking



What is Sensemaking



PHASE III

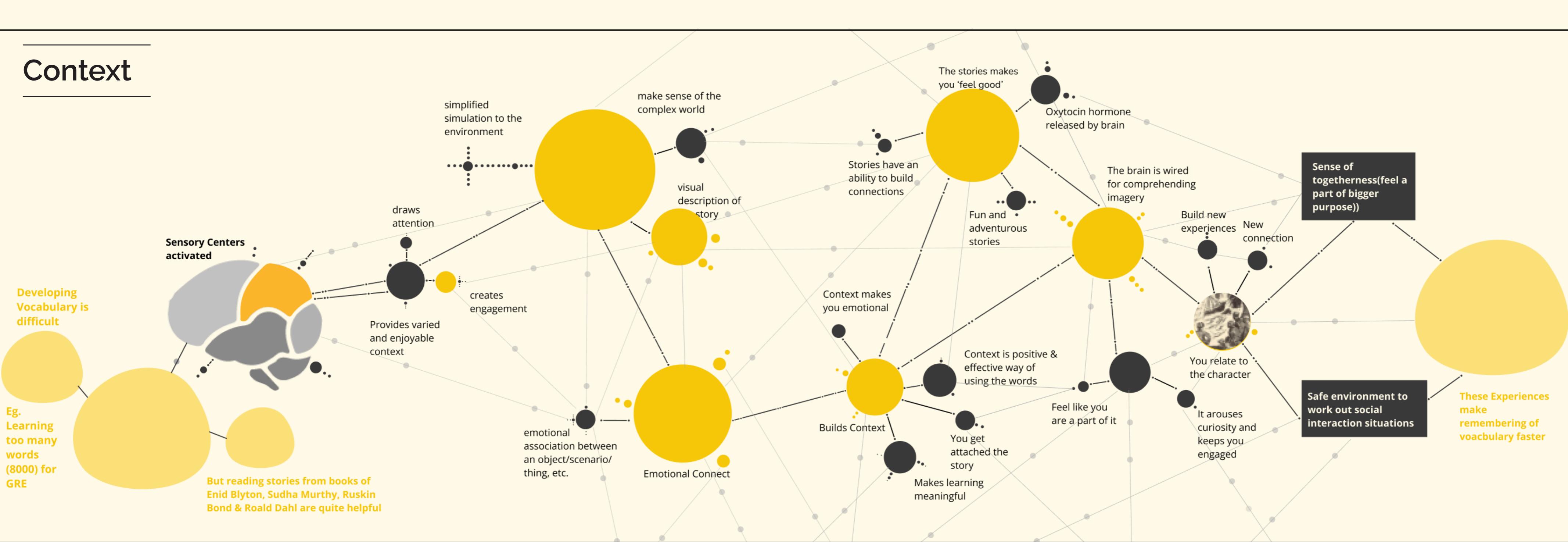
Knowledge Clusters

With tremendous amount of data collected from the research phase, it then requires synthesis so that some sense could be made out of the same to further produce insights.

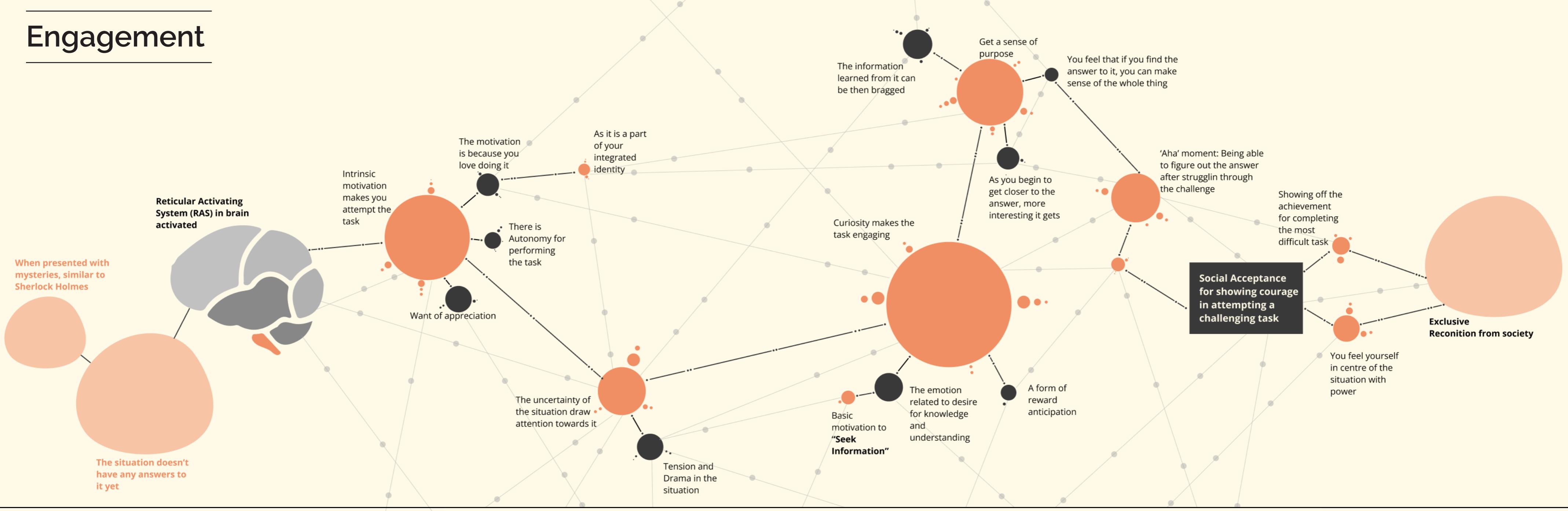
Knowledge clusters are patterns that emerge in the research which when observed through various lens of semiotics, people and design lead to deeper insights.

These knowledge clusters are formed of stories that people in the interview talk about, the field research and the secondary research as well. From the insights gained, further development of the product ensues

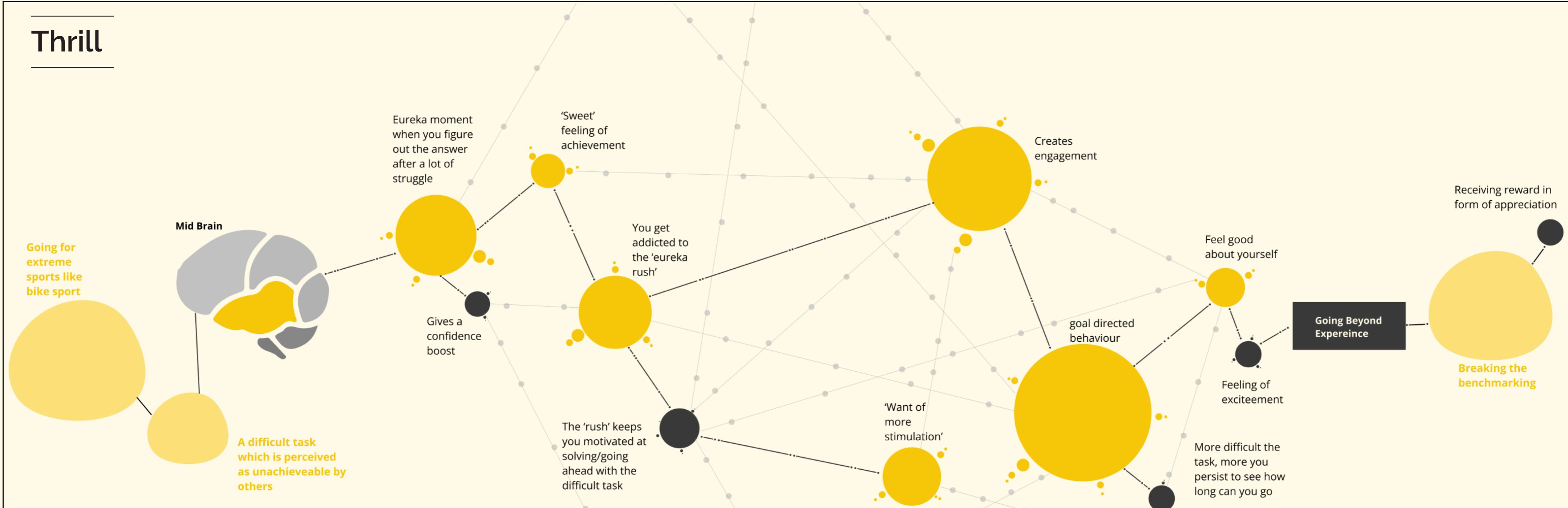
Context



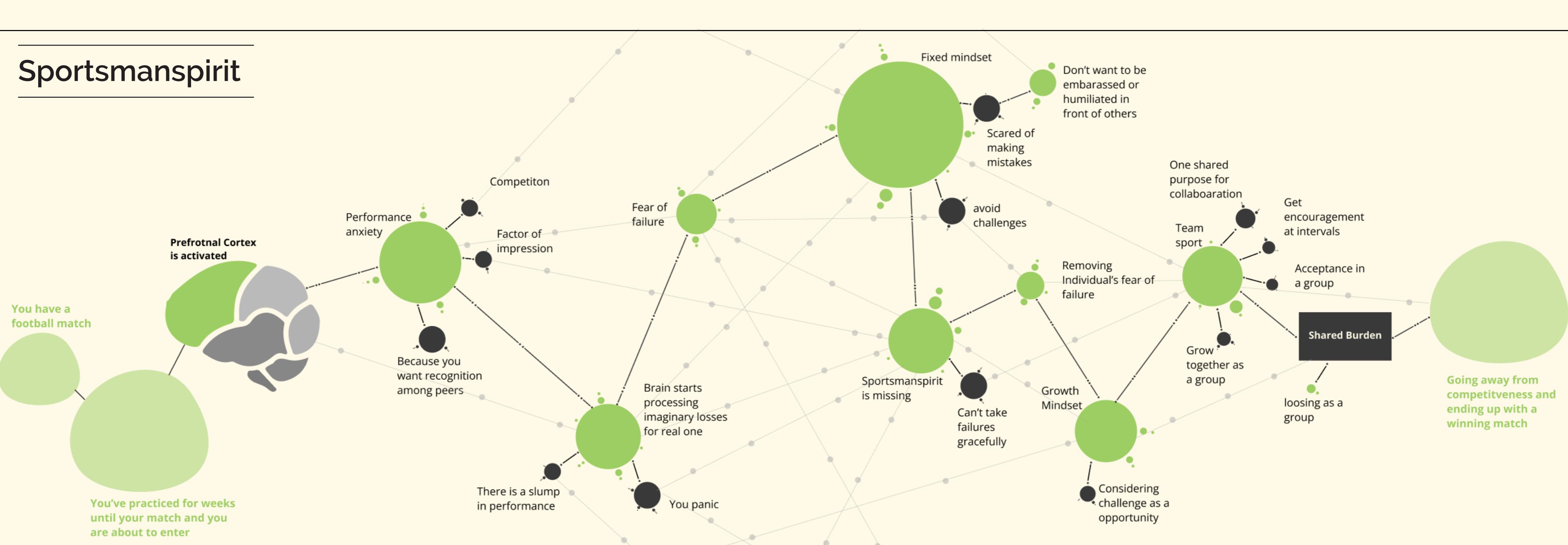
Engagement



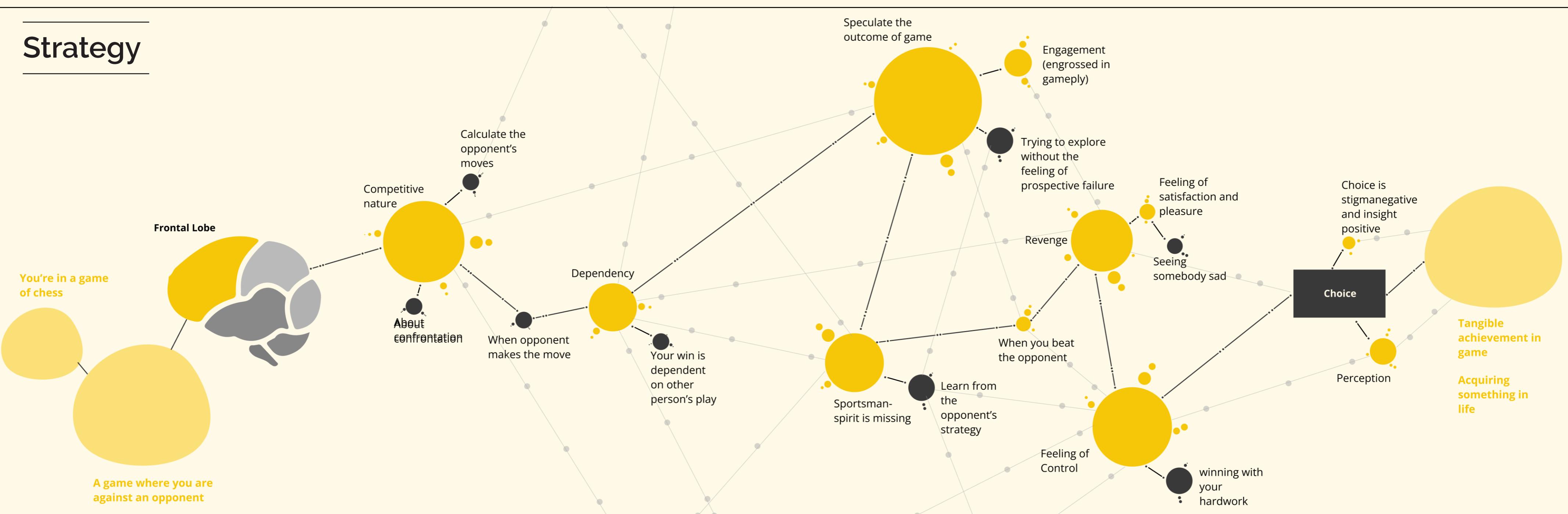
Thrill



Sportsmanspirit

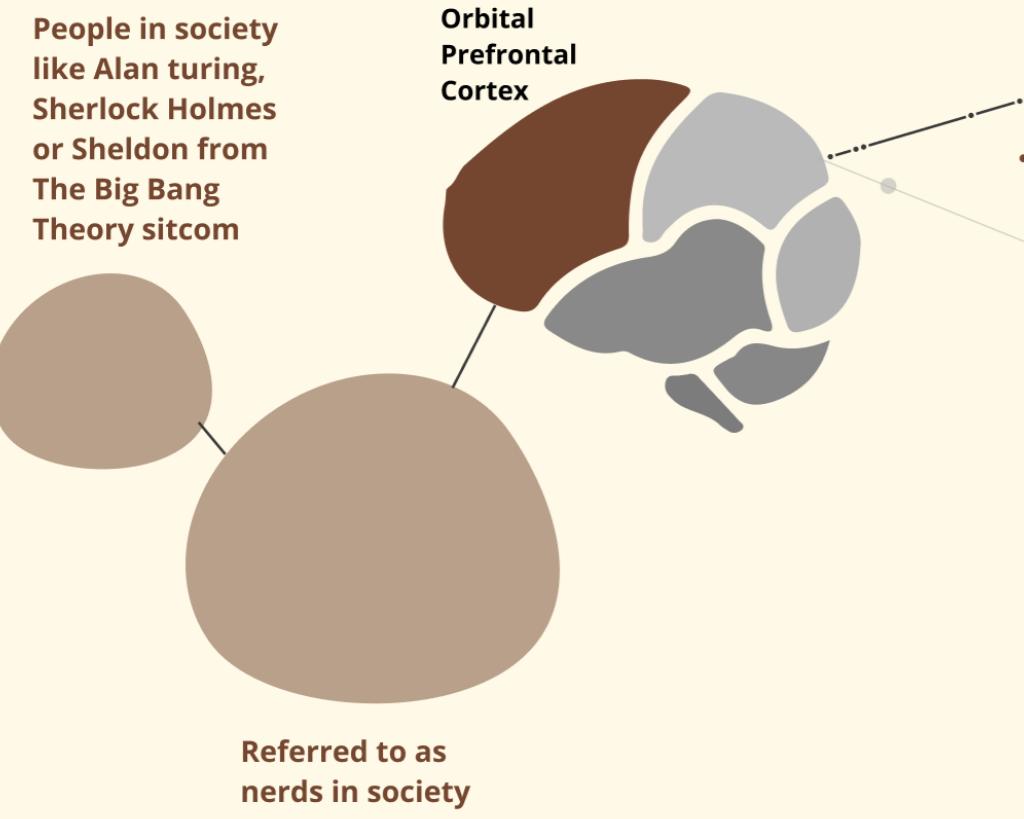


Strategy



Recognition

People in society like Alan turing, Sherlock Holmes or Sheldon from The Big Bang Theory sitcom



Orbital
Prefrontal
Cortex

Innate
Competitiveness

Aristotle
Complex

Think thy
are always right

Illusionary
Superiority

To prove they
are the most
intellectual &
Smart ones

Usually
ignored for
their peculiar
behaviour

Socially
Awkward

Different from
others

Want acceptance
in social groups

Gives a sense of
approval that they
are the smartest

Feeling of
Control

Social
Validation

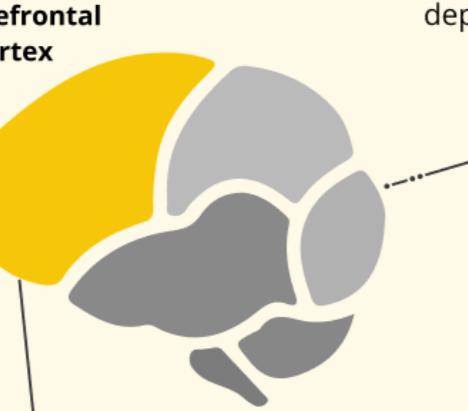
Sense of
Self worth

Power in
situation

Getting Exclusive
recognition &
acceptance as a
nerd

Support

Mother Alone for days at home while husband is very busy at work (A businessman)



Trys different activities to spend time with her daughter

When facing a difficult task, motivation depletes

Look for a helping hand

Seek support

The other might help you get through any challenge

Companion

One who is not affected by the challenge

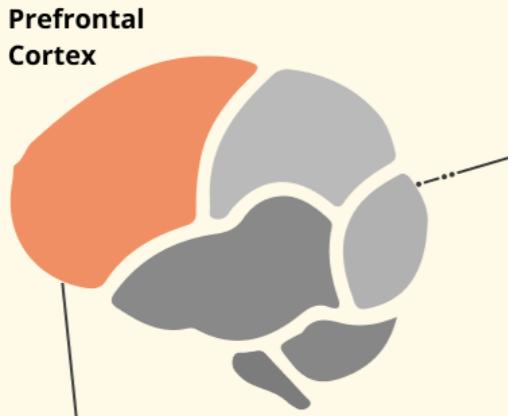
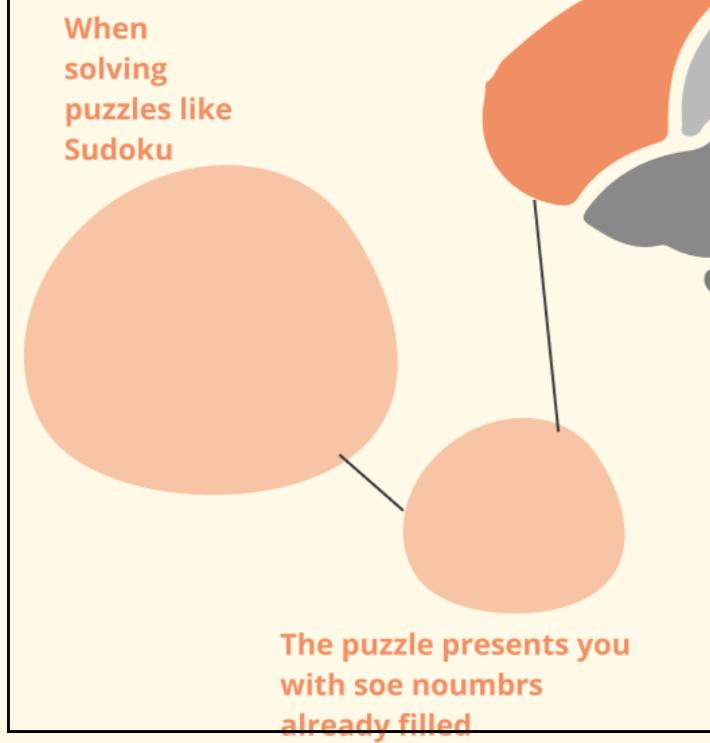
Look for validation outside since don't have any support

Something to rely on

Creating Support by increasing power

Measurability in a quantifies manner that guides you

Visuals



Logical reasoning centers of the brain triggered

Some aspects of it are visible and filled

Perception that the task is easy to solve

The situation is not completely uncertain

Gestalt law of closure

Hence attempt the task

Tendency to fill in the empty boxes

Aspect of predictability present

Filled boxes provide with nudges in form of encouragement

Some form of permutation and combination could be used to arrive at the answer

Visual affirmation that you are making progress

Tangible form of progression

Already filled boxes provide validation

Easier to validate the solution

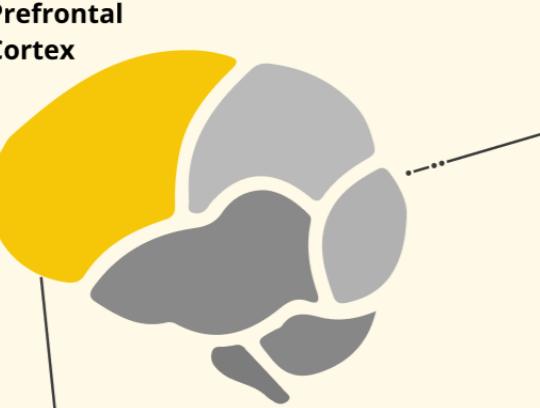
Puzzle solved

Visibility towards the end goal

Getting recognition and appreciation for attempting and accomplishing such an intellectual task

Stand Out

Participant
in MUN
(Model
United
Nations)



A debate competition

You don't know
what
unexecpeted
question might
come up

Prepare with as
much material
as possible

Fear of being
judged

Fear of
shamfulness

Read
voraciously

When
attempting
a new task

Will go for all
the lenght to
know more
than everything
about it

Want people to
know that you
know everything

Want to
contribute to
everything

Want recognition
for the same

Show your
good image

Showing hardwork for
your
achievement of
winning the
debate

If knows that
can't be the
only person
great at it

Task
Avoidance

Standing out
among others
for winning

PHASE III

Vision

Vision is about evaluating present conditions, identifying proble areas, and bringing about a community wide census on how the change can be brought about.

Vision ensures that your strategy is aligned towards a bigger prupose as a brand and a company. Having a vision helps you give focus and direction and to make sure that the aim is at some purpose.

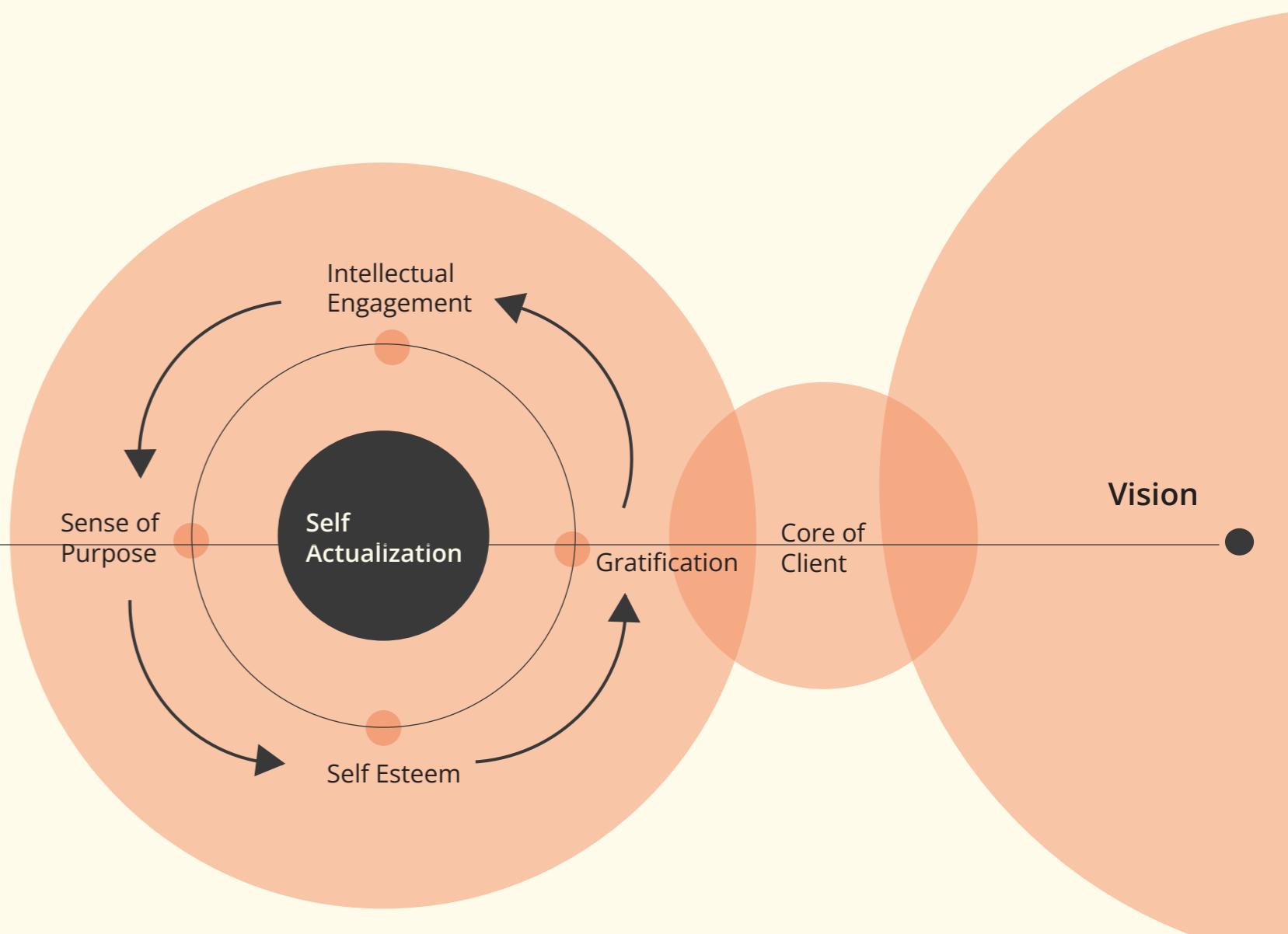
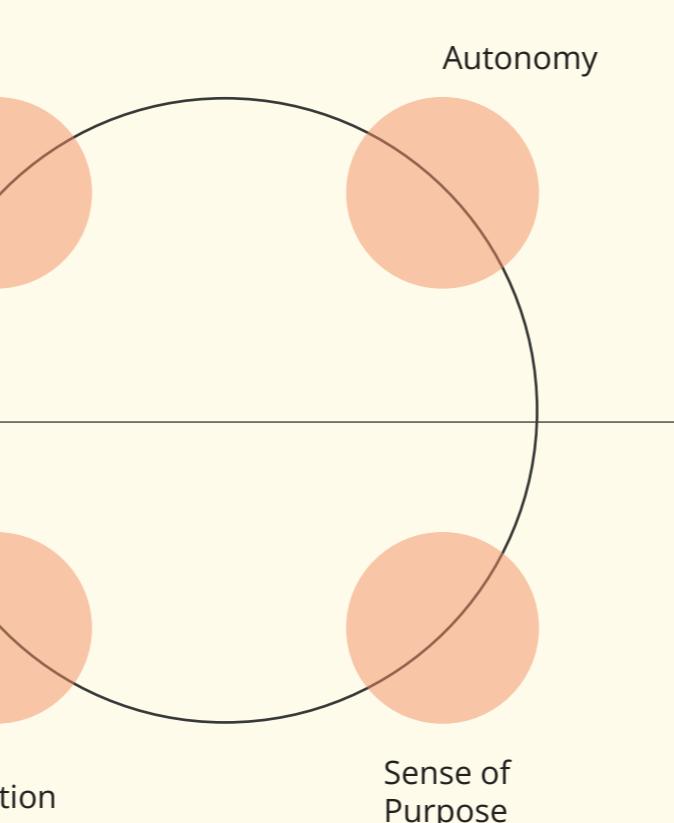
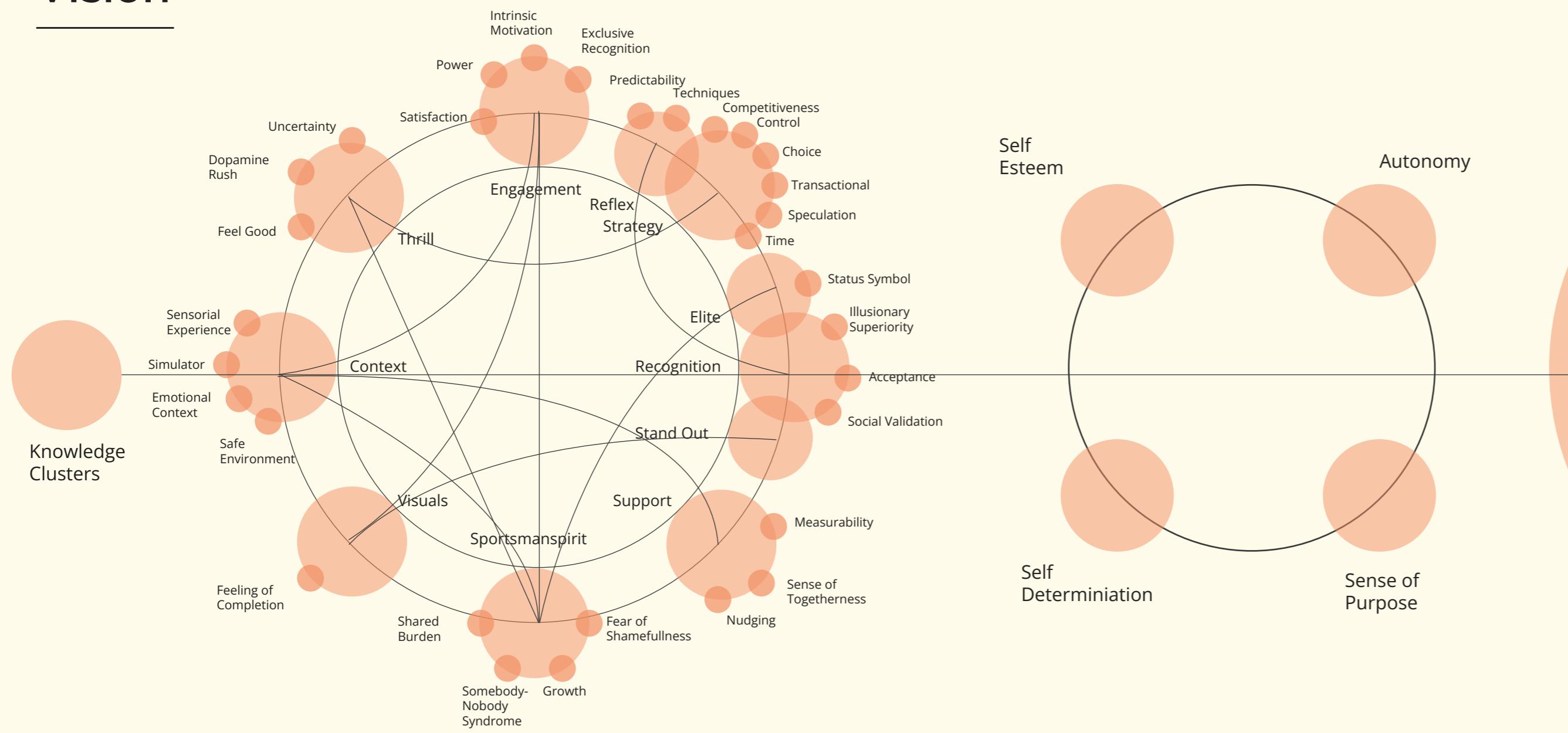
An amalgamation of the user research, secondary research and the knowledge clusters along with the core of the client leads to the vision.

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An amalgamation of the user research, secondary research and the knowledge clusters along with the core of the client leads to the vision.

Vision



Vision

“

Curating Platform for collaborative
intellectual engagement by fostering
creative autonomy for gratification.

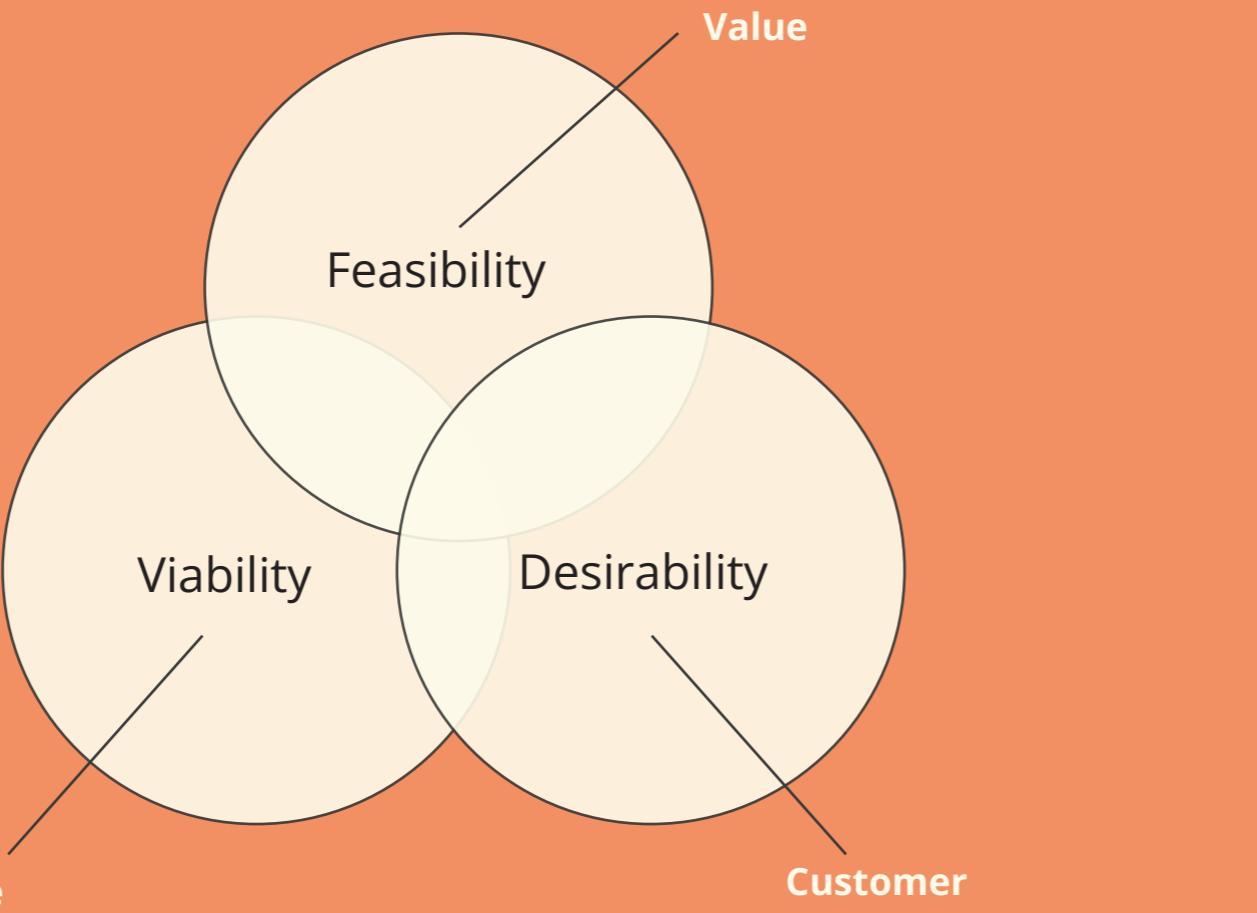
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Business Model

Purpose for Business Model

For any product to work in the market, an adequate business model needs to be designed.

The model ensures that the customer's true value needs and desires are considered while also the revenue generation of the business is a profitable one.



Implementing the Business Model

- Pricing and Revenue is one of the most critical aspects when creating and launching new products.
- The business needs to be successful as well as profitable while catering to the consumers.
- To launch Crossword as a board game which also positions itself in the market, it's best to penetrate with consumers who are most likely to buy it i.e in this case Crossword and game enthusiasts and intellectuals.

Redefined Brief

Designing India's Largest Crossword into an engaging Board Game for Intellectuals, that caters to their innate needs and desires.

A brand's vision and mission establish the foundation of the brand and what it'll be delivering to its customers.

The extension of brand identity takes place through its audience and offerings. It's about how the brand is perceived within a competitive context. This eventually manifests into the form of product or service.

In order to manifest it, a strategy roadmap is devised that sets the path for further development as a guide.

PHASE III

Strategy Plan

The vision is now clear and defined. The next step is to convert this vision into a strategy plan.

With the vision in place, it now needs to be converted into tangible form of actions through missions and a strategy plan.

The strategy plan ensures that you are pursuant towards the purpose of your vision. The plan consists of a short term, mid term and a long term plan detailing out steps that need to be carried out.

The short term plan in this case would be to develop the game for the intellectuals with a seamlessly stitched gameplay. This would be followed by a mid term and a long term strategy of launching variations or themes of the product.

Strategy Plan

Short Term

Intellectuals:
Physical Game for Individuals

- Product Development
- Website Development
 - Registration
 - Captcha
 - Algorithm
 - Progress Leader Board
 - Feedback Mechanism
- Marketing

Mid Term

Feedback to strengthen the Backend

- Marketing
 - Launch of Facilitator's Game
 - Interactions of customers with the owner
 - Trying Crossword game in a group by inviting customers
 - Marketing & Sales

Long Term

Designing Phygital Game

- Marketing
- Launch of Digital Game

Development of Group Crossword

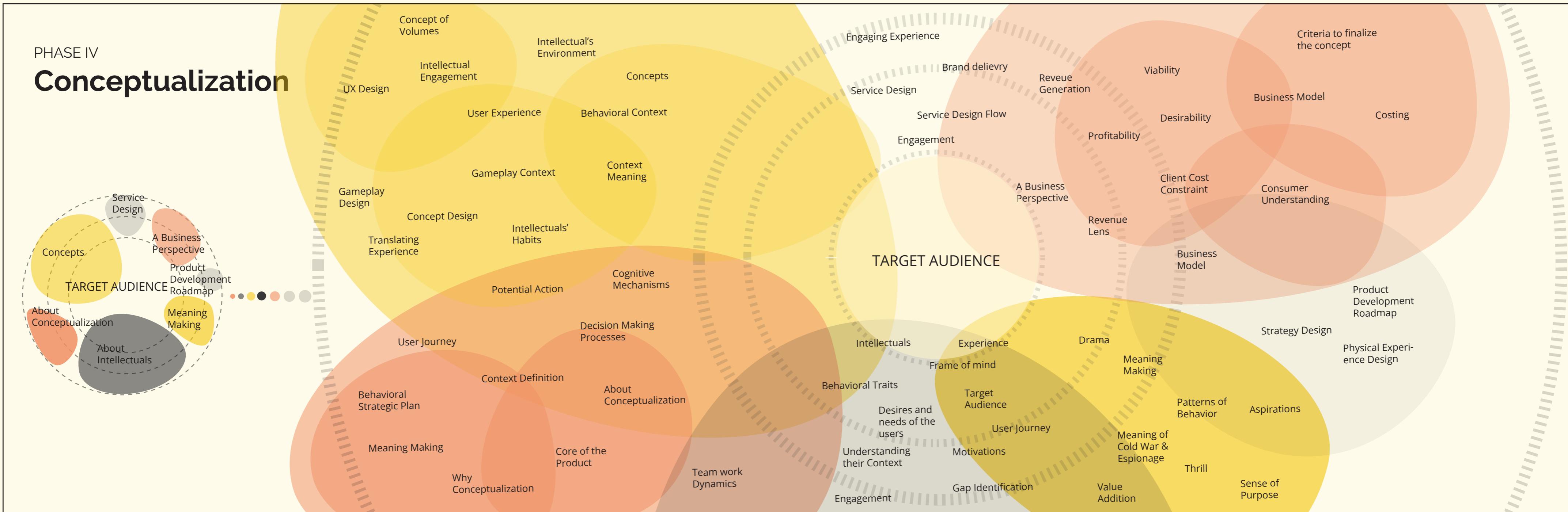
Phase IV

About Phase IV

The Phase IV covers the conceptualization part of the project that sets the base for further product development. It does so by taking a deep dive into the behavioral of the prospective target audience and their environment.

PHASE IV

Conceptualization



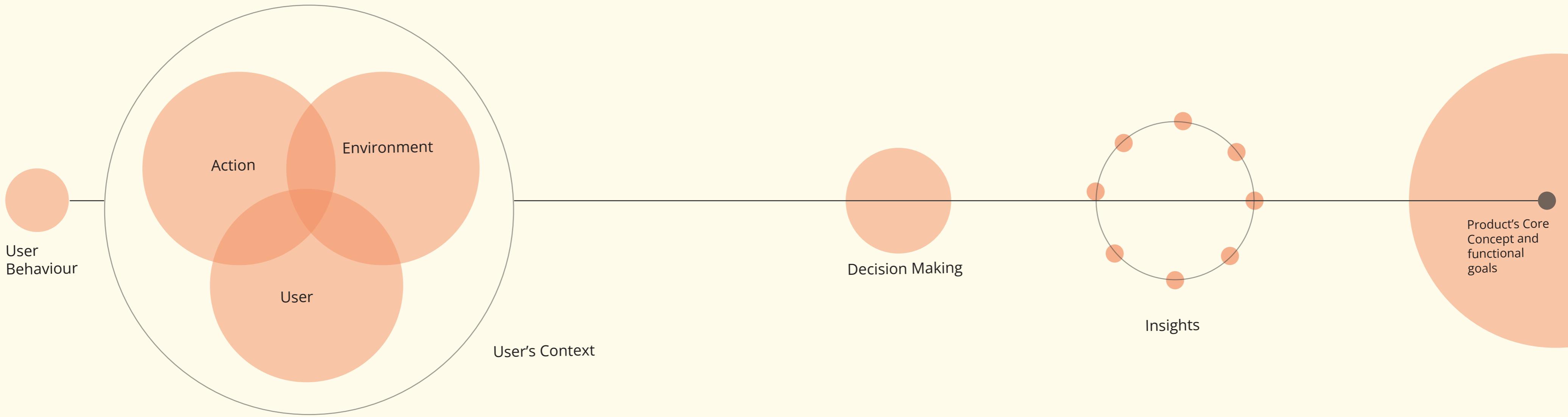
About Conceptualization

Conceptualization is the process of defining the product's purpose, target audience, and key features. It involves creating a clear vision of the product and its intended use. This phase is crucial for setting the foundation for the entire product development process.

Any product when designed concerns hundreds of cognitive mechanisms at work that belong to the potential users. It's about what the product would look and act for those people. Each decision to act occurs within a particular context made up of the user, the environment, and the potential action.

The purpose of conceptualization is to create a context that drives action. Developing the conceptual design of the product provides the team with the product's core concepts and functional goals. Towards the end of conceptualization, a behavioral strategic plan is drawn out that specifies the sequence of steps users should take in and out of the product.

Why Conceptualization



PHASE IV

Understanding the Target Audience

A product is designed with a prospective user base so that it tailors into their life seamlessly. But to do so requires a detailed understanding of the underlying desires and needs of the users, their motivations that drive them and what context frame makes meaning for them.

A product is designed with a prospective user base so that it tailors into their life seamlessly. But to do so requires a detailed understanding of the underlying desires and needs of the users, their motivations that drive them and what context frame makes meaning for them.

A behavioral lens on the target audience reveals how the users would envision using the product and make sense out of it in their context. The lens would also lead to an understanding of the experience that can be designed for the users that would keep them engaged with the product while benefitting them.

About Intellectuals

- SELF DETERMINATION
- PRIDE

SOME LEVEL OF POWER

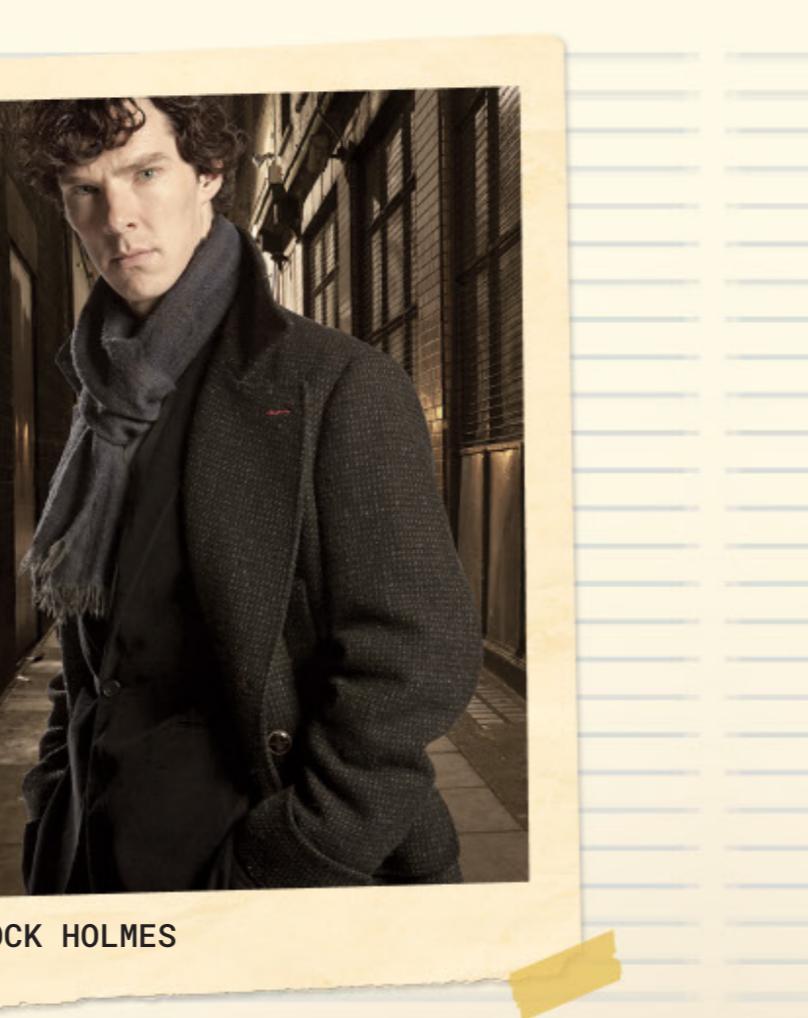
Intellectuals always seek to be the centre of their social group. Through whatever activity they perform, they intend to gain some sort of power to control situations or conversations in order to establish their selves.

MEANINGFUL PASTIME

For the intellectuals, no time should be wasted in doing something that does teach you something new or adds value to your life. Even if they are not engaged with a particular task, they would find some which would make them progress ahead.

GETTING STATUS

By trying to attempt tasks that haven't been done, Intellectuals tend to cross the benchmark in order to get themselves a status of the only person being able to do it.



SHERLOCK HOLMES

Intellectuals are mostly those people who have a great command over English as a language and go towards extreme lengths into getting themselves recognised as someone who 'knows-it-all'.



SHELDON COOPER



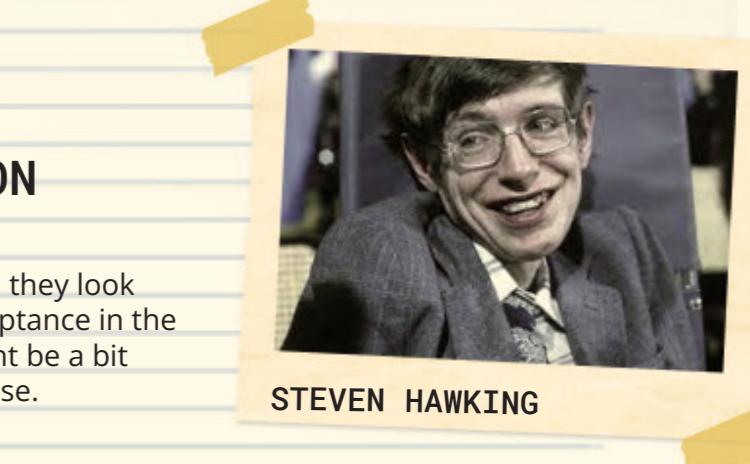
NEIL DEGRASSE TYSON

REVENGE

Intellectuals have an innate desire to beat everyone at every task to get the feeling of satisfaction of having taken revenge, especially from their frenemies.

GETTING RECOGNITION

With intellectuals mostly being nerds, they look towards getting appreciation and acceptance in the society for the same even if they might be a bit eccentric or socially awkward otherwise.



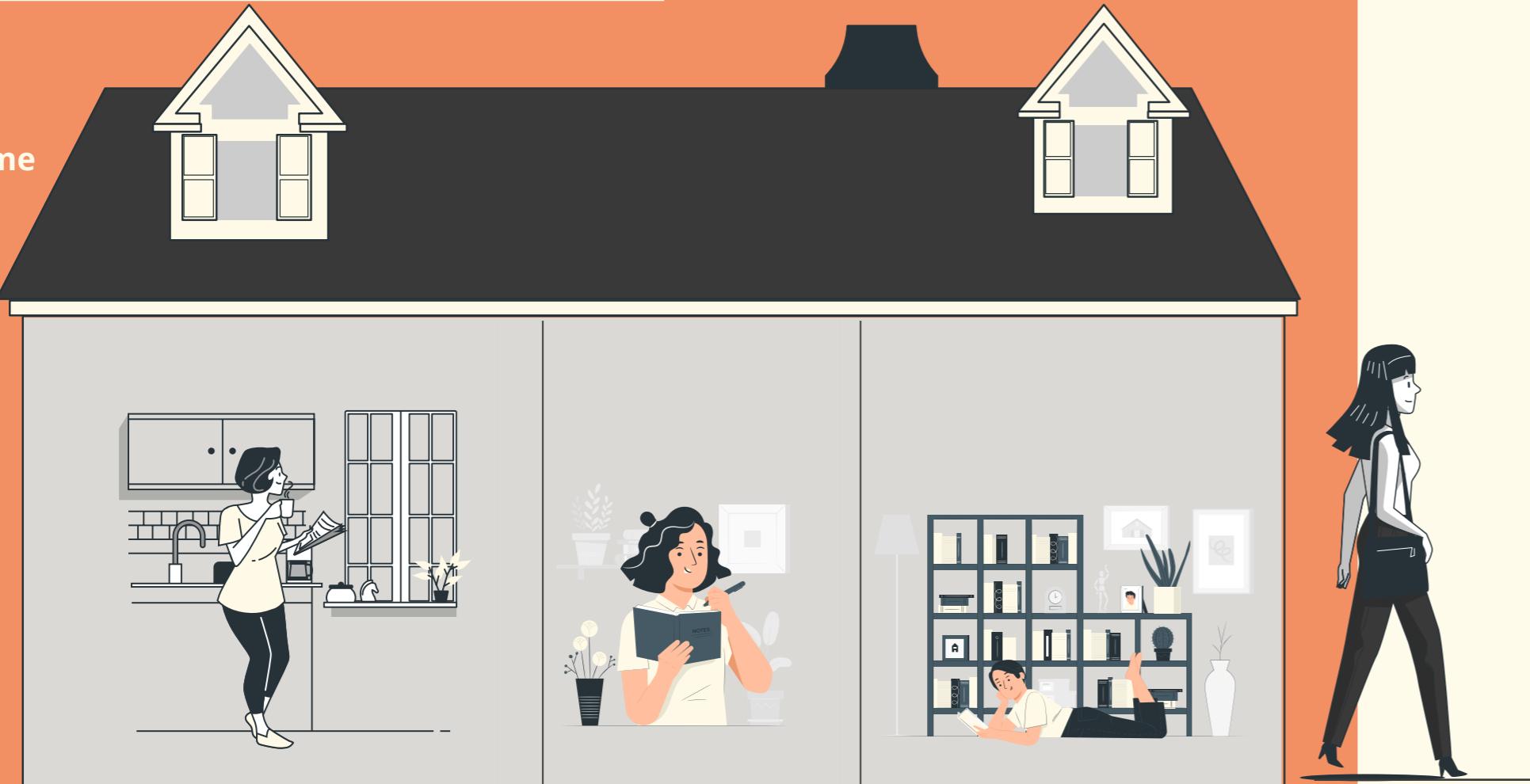
STEPHEN HAWKING

TANGIBLE MEASURE OF ACHIEVEMENT

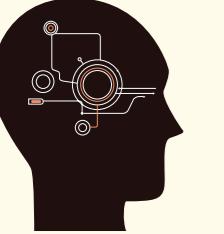
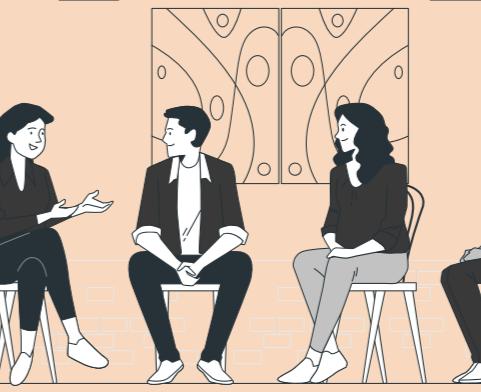
With all the amount of hardwork intellectuals put in, they always look for tangible measures of achievement so that they can show off their hardwork to others.

A Day in life of an Intellectual

At Home



Outside House



Reading Newspaper

Preparing for anything that can come up in a conversation with people to come off as smart

Diary Keeping

Taking down notes and analyzing events

Bookshelves

Been a voracious reader, books establish their identity as intellectual

When going outside

Meaningful Pastime

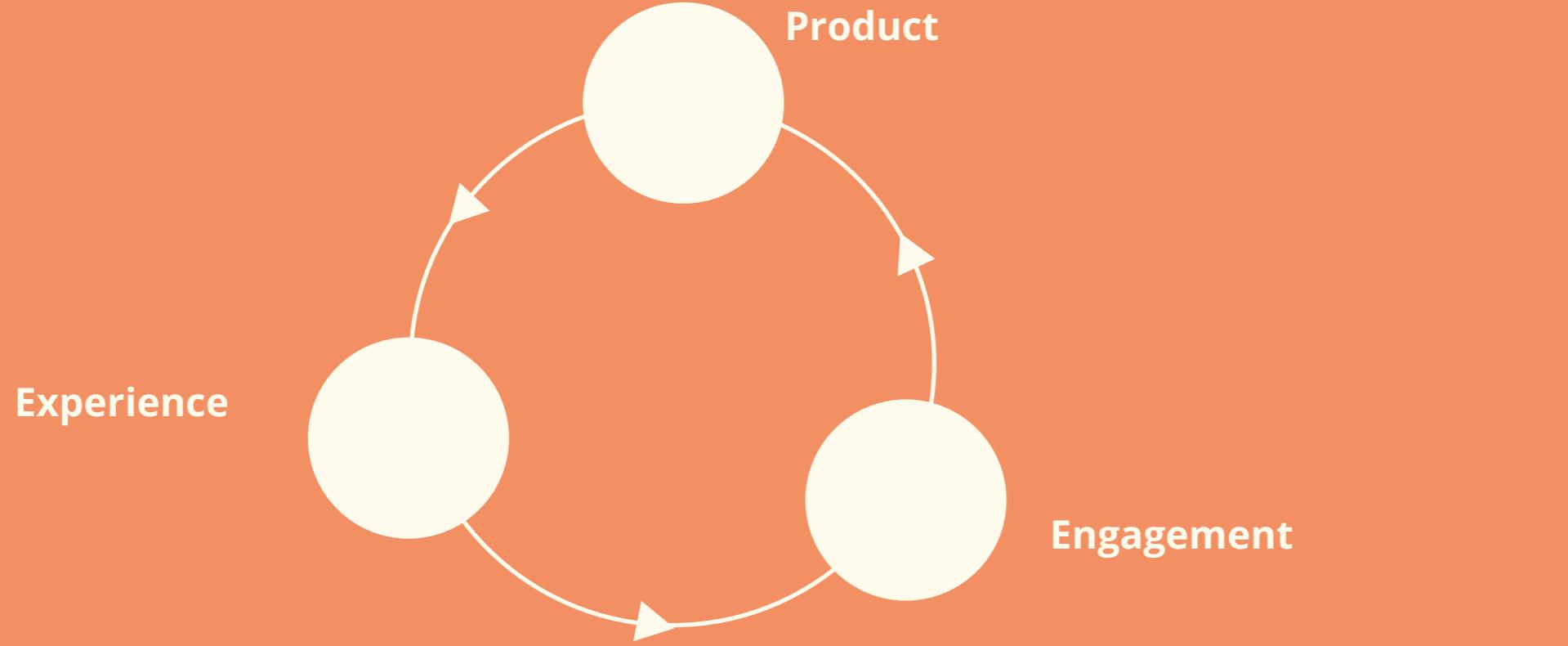
Want all activity they perform to aid them in progressing ahead and learning

Conversations

Having intellectual conversations with peers & colleagues to show how much knowledge they consume

Visiting Library

To know about something that came up in a conversation so that they can contribute to it



What experience would
be hooking for them?

PHASE IV

Meaning Making

People want to make sense of the world on almost every level of experience and the brain actively constructs one as we go about our lives. Meaning making is a continuous mental activity that tries to interpret everything we have already experienced in a way easy for us to accept or believe. It gives rise to meaning and structures by forming patterns in our brain.

Any new product innovation is to be used by a user, hence it's vital to understand how they make sense of the world. Through identification of patterns in meaning making, the product gives a sense of purpose and cultivates hope for the users.



Meaning of Cold War and Espionage



India's Largest Crossword

As Thriller

As War Suspense

As War Drama

Interaction Board

Significance

Interaction Board sets the context for experiences and emotions the user would experience while interacting with the product. For every interaction , the user would form a meaning in it's context that would get them more engaged and inclined towards using it again in the future



DECODING



ALERT



DECODING FOR CLOSURE



MYSTERY



SUSPENSE



STRATEGY, FIND PATTERNS



POWER



FRENEMIES



URGENCY

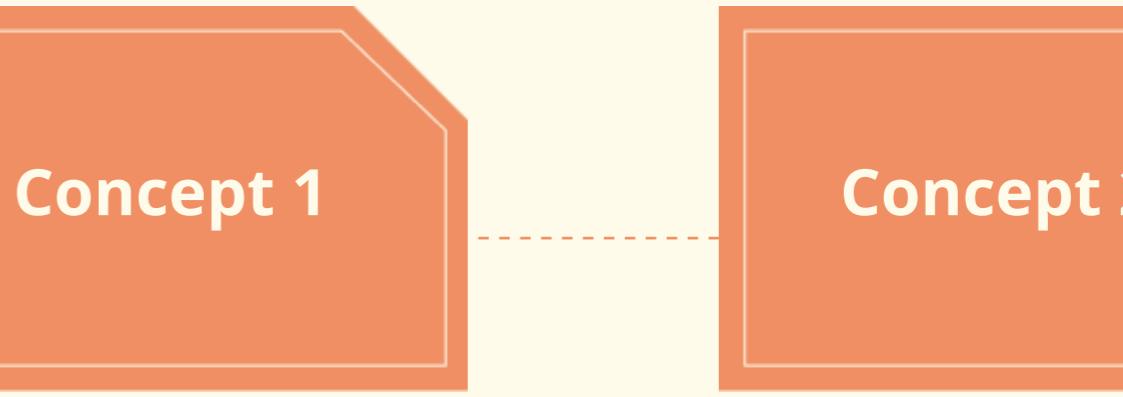


BELONGINGNESS TO AN ORGANIZATION

Concepts

Basis the understanding of the user behavioral and the experience that would make sense to them in their context, the insights are translated into concepts so that they can be turned into a physical product experience.

The two concepts details out the context of insight from the user's daily life, based on which the gameplay of the concept and its design are thought of



Concept 1

The Context

Intellectuals always look for some kind of intellectual engagement that gives them a meaningful way to pass their time. They are always out there to prove their competence through any platform they can channel their competitive spirit. Crossword provides with the same intellectual engagement and also give you that 'feel good' feeling.

Different volumes of dictionaries on the bookshelf

The thick hardbound books show how much of a voracious reader you are

With so many books, it creates a perception that you are very intellectual

Picking up a volume off the bookshelf whenever want some light activity to do

Look and feel of a rustic library like Oxford

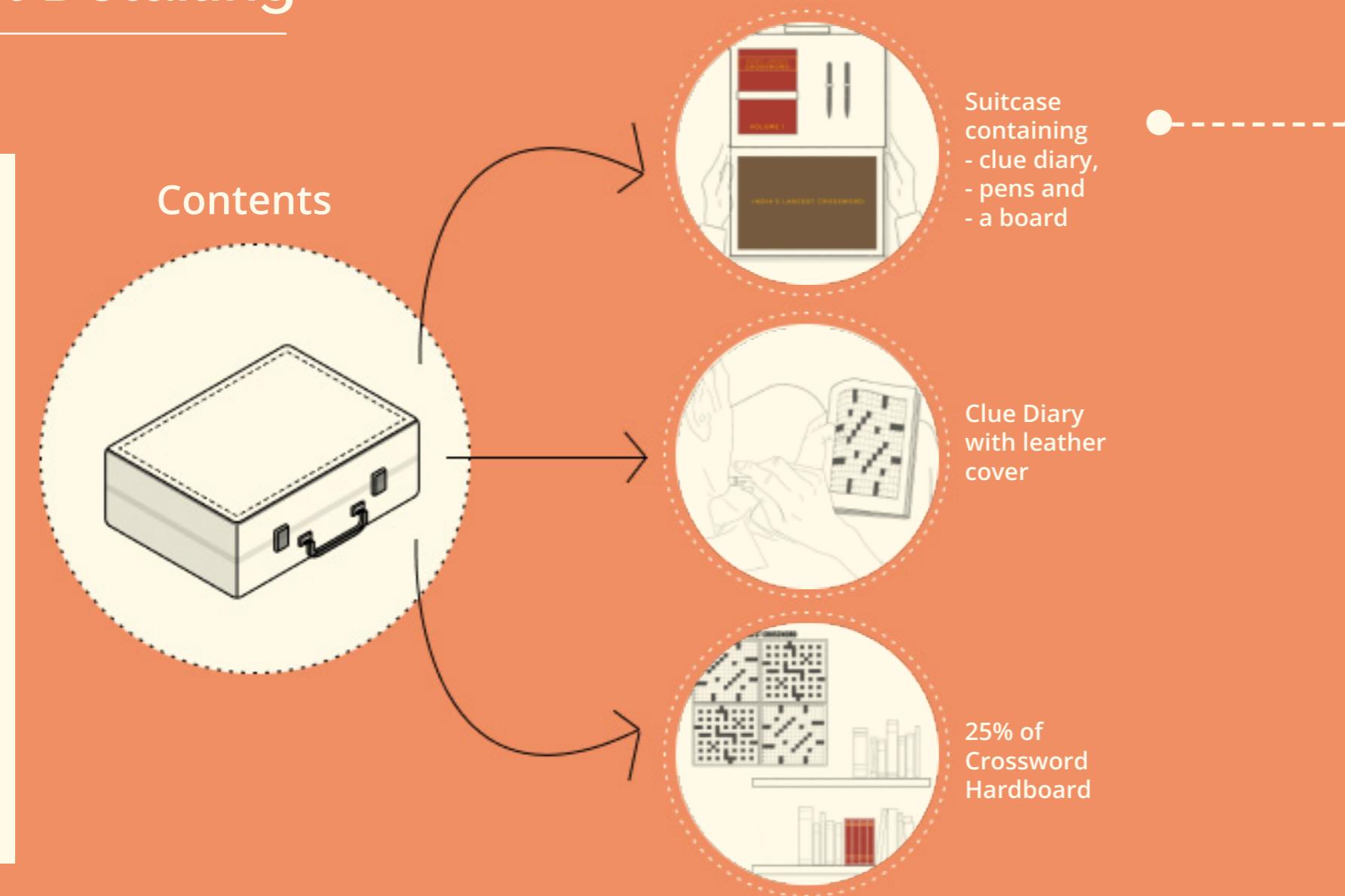


Concept Detailing

Volumes

Volumes (Product Name here) is India's Largest crossword puzzle game that will keep you engaged for hours. India's Largest Crossword is divided into 4 major parts which we call Volumes.

Contents



How to Play



Get India's Largest Crossword in a briefcase in 4 volumes.

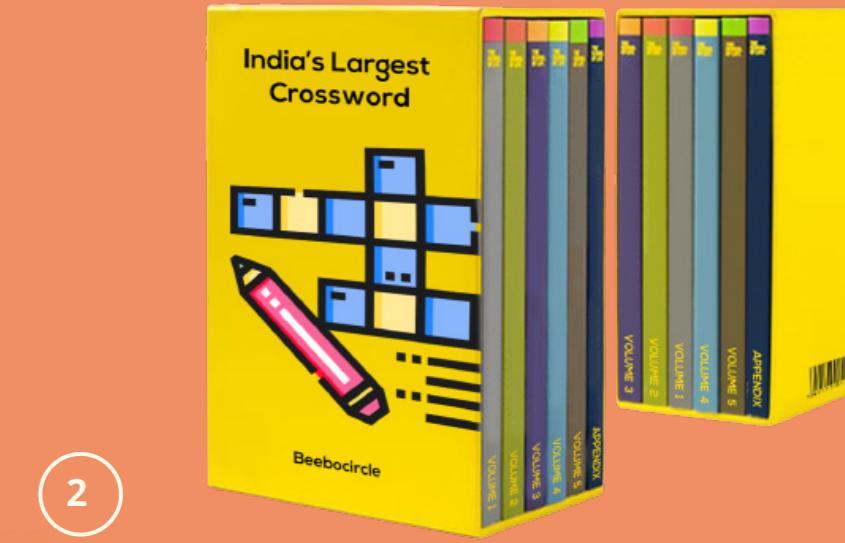
Take aid from the 'Clue Diary' which contains clues for the same board. The form of a diary for clues makes it easier to carry with you or sit comfortably on your sofa while you're at your Crossword. The Diary gives you space to work out your clues



Reach the first milestone by filling in the entire blank grid of 25% of Crossword board available with you, making you the master of Volume One.



Enjoy keeping these volumes on your shelf while you're not playing it.



Concept 2

The Context

The intellectuals are always looking for ways of intellectual engagement to ensure a meaningful way to pastime. Solving crossword give the same stimulation especially when you are looking to pass time. Whether you are commuting by train, flight or taxi, lying on your bed or on a break from office, crossword keeps you occupied and gives you that 'feel good' feeling.

With text-heavy newspapers, reading them is perceived as a very serious task

The economist, a UK base magazine has a Victorian style of presentation

Tabloid newspaper is the best combination of a book and newspaper

A perception that Crossword comes only in newspapers

Read newspaper cover to cover to ensure they don't miss anything out

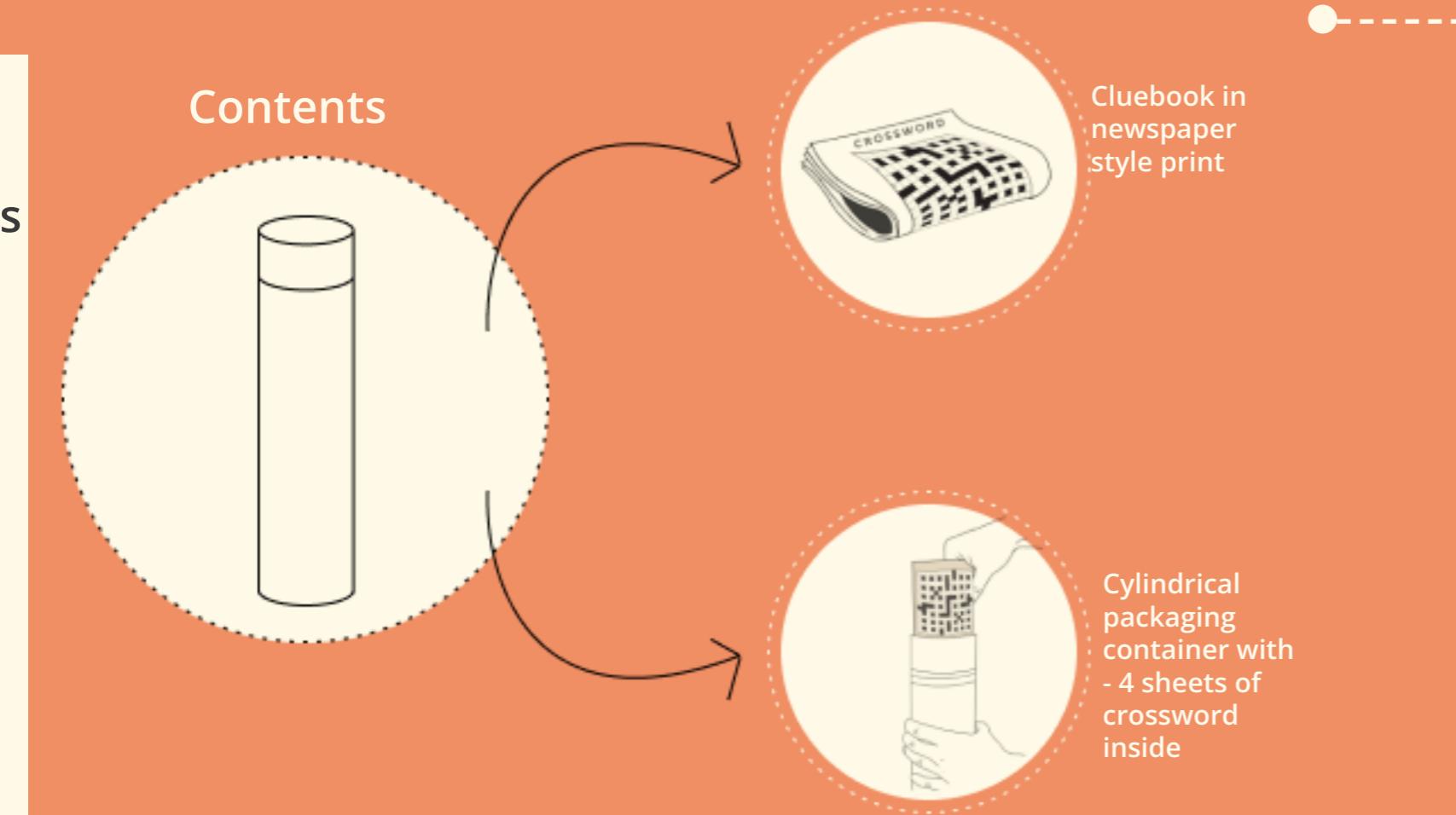


Concept Detailing

News-paper & Magazines

Newspapers & Magazines (Product Name here) is India's Largest crossword puzzle game that will keep you engaged for hours. India's Largest Crossword is divided into 4 major parts for easy accessibility providing you with quite the fun.

Contents



How to Play



An Iteration to the newspaper look and feel is its resemblance to the magazine The Economist since the persona is an avid reader of the said magazine. This would make solving the puzzle game more relatable and meaningful to them.

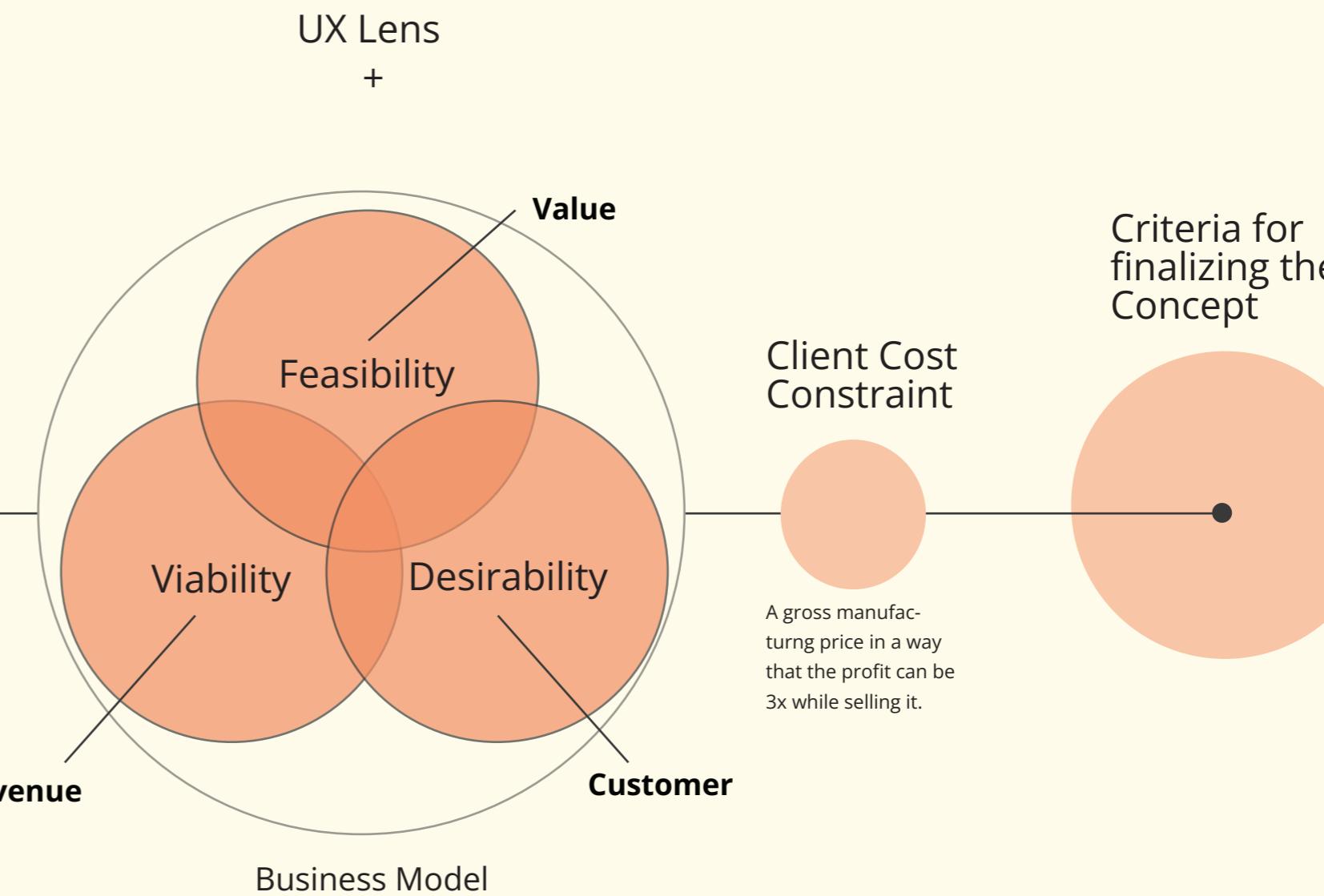
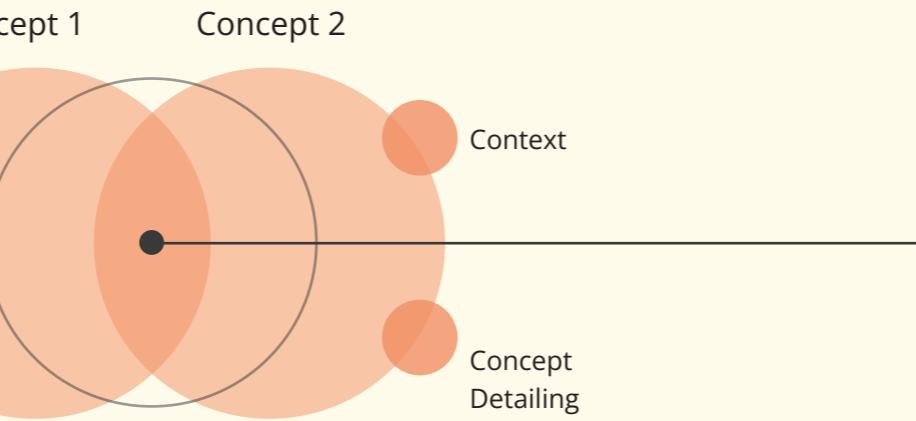
PHASE IV

A Business Perspective

A Revenue Lens

Gauging broad adoption takes a balance of price, benefits, ease of use and ease of purchase. If there are strengths in all these areas, the percentage of adoption will be much greater.

Among these, pricing is one of the most critical aspects of creating a new product. The price should neither be too low nor too high, rather just the right one. The right price is the amalgamation of both the business and the consumer.



Criteria for finalizing the Concept

Costing

An approximate costing for both the concepts was detailed out. It contained the material and manufacturing prices of all the elements in the game in consideration with the ux of the product.

Two types of pricing were detailed out. One wherein the product uses very premium material and looks like a collectible. Second, the product still looks premium, but trying to explore cost effective materials that create a perception of premiumness.

Costing for Concept 1

Cost for concept 1		
Category	Material	Total Cost
Cost (Rs)		
Base cost of the product	1000	1000
Manufacturing cost	500	500
Delivery cost	100	100
Marketing cost	100	100
Total estimated cost	1650	1400

Costing for Concept 2

Cost for concept 2		
Category	Material	Total Cost
Cost (Rs)		
Base cost of the product	1000	1000
Manufacturing cost	500	500
Delivery cost	100	100
Marketing cost	100	100
Total estimated cost	1650	1100

Final Concept

Considering the factors ideal for a revenue model, Concept 1 is finalised and would be worked upon for the product development

PHASE IV

Service Design

Service design is about creating optimal and engaging experiences for both the consumers in their context and the service providers. Designing a service takes into consideration the entire ecosystem of the consumer and the business to ensure that the brand delivers its meaning.

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For end-to-end engaging experience of playing the Crossword game, a combination of both physical and digital mediums have been introduced. The service starts all the way from the first time you see the product before buying it, till you finish the 100% of Crossword game. The service maps out various touchpoints to design interactions for, to have an immersive gameplay.

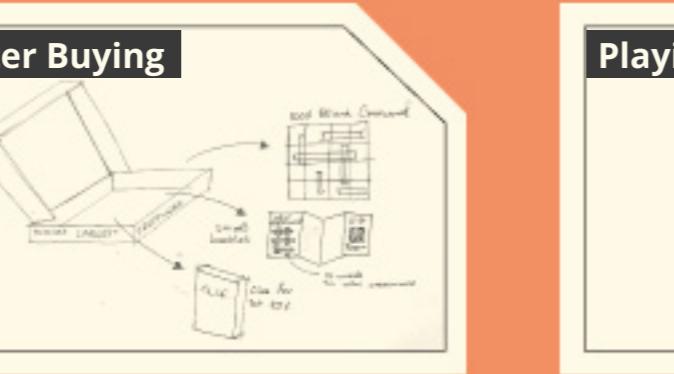
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Service Design Flow

STAGE 1



Buy In-Store



After Buying



Playing Crossword

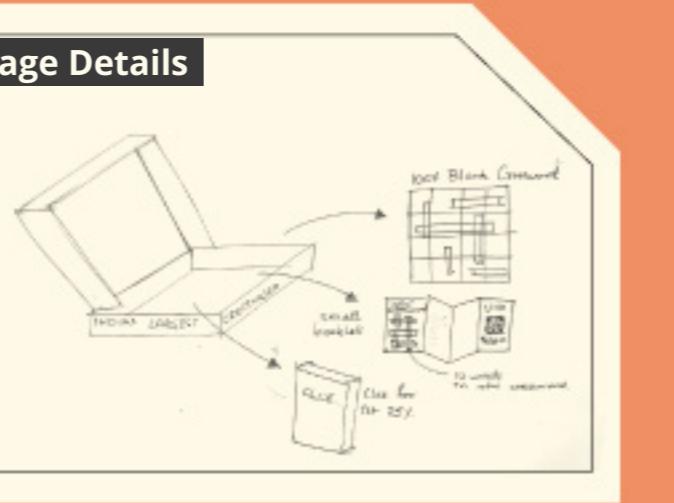


1. Buying India's Largest Crossword from stores or Online

2. Unbox India's Largest Crossword and set up the game

3. Begin playing the game as per the gameplay

STAGE 2



Package Details



Registration

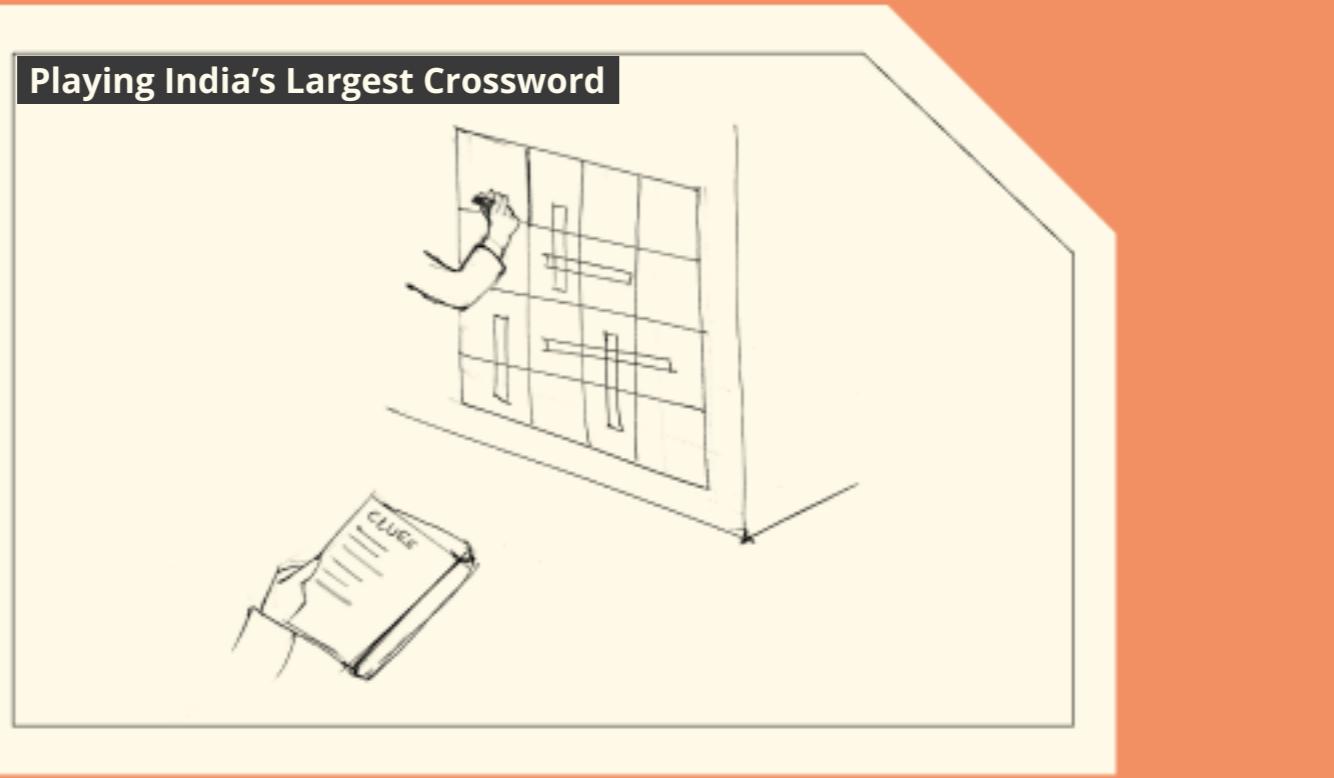


The Crossword Game contains:

1. Blank Crossword Board
2. Clues for 25% of crossword
3. A small booklet containing a mini crossword and unique barcode

Register on India's Largest Crossword Website using the barcode

STAGE 3

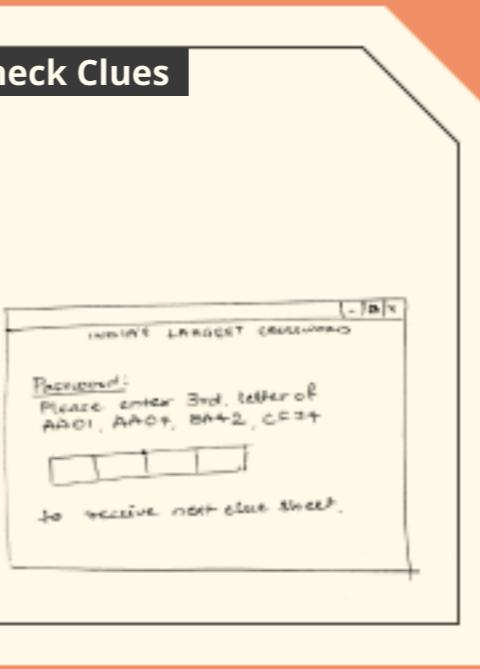


Playing India's Largest Crossword

Playing India's Largest Crossword at home or while travelling. Rewards and nudges provide for continuous motivation through keys for every color coded box.

Color coding the most difficult word red and providing a barcode for the same which can be scanned. It then takes you to the website where you can buy extra hints to solve a clue.

STAGE 4



Check Clues

After solving the 1st 25% of crossword, fill in the password on the website, to ensure it's you who solved it. Once accepted, the clues for the next 25% of the board will be delivered to you.



Email Interactions

Email interaction every Saturday. They can also send emails to get their crossword checked.

PHASE IV

Product Development Roadmap

A strategic product development roadmap is a plan of actions that outlines the vision, milestones and the innovations of the design that the company is trying to bring in. A roadmap sets forth touchpoints for which solutions need to be derived and delivered for short as well as long term benefits.

The product development roadmap outlines the major aspects to be touched upon in the next phase of product development. This would be the guide that translates the concept into a physical experience for the user and what factors to consider for while designing them.

Roadmap

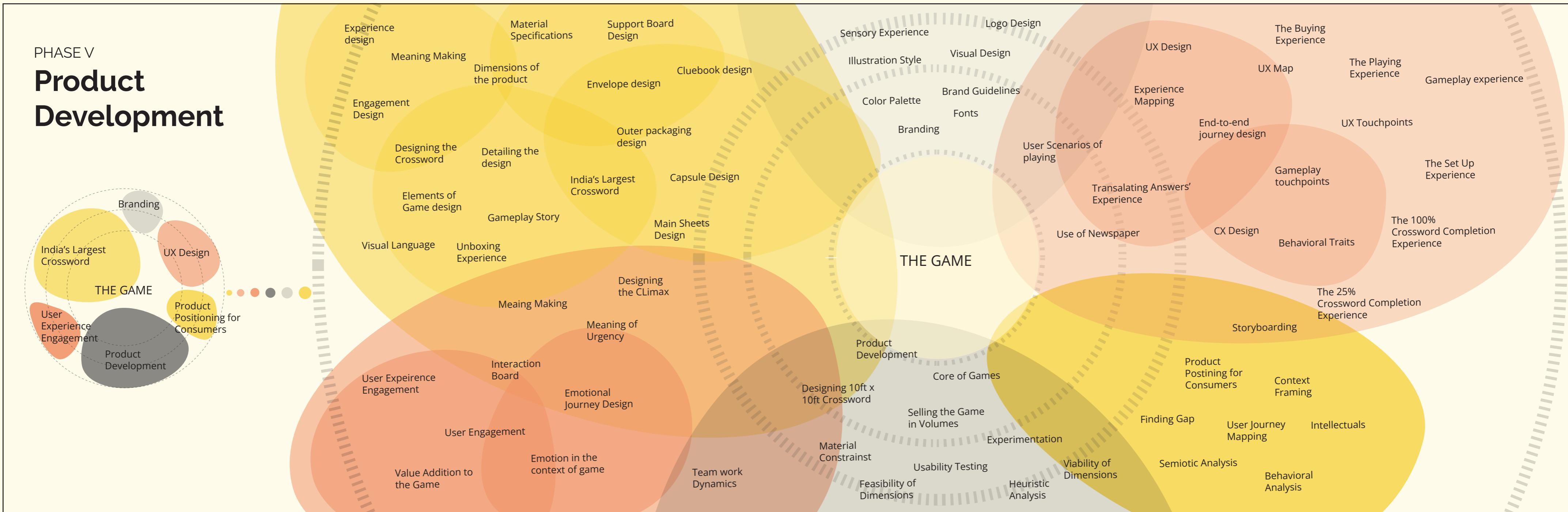


Phase V

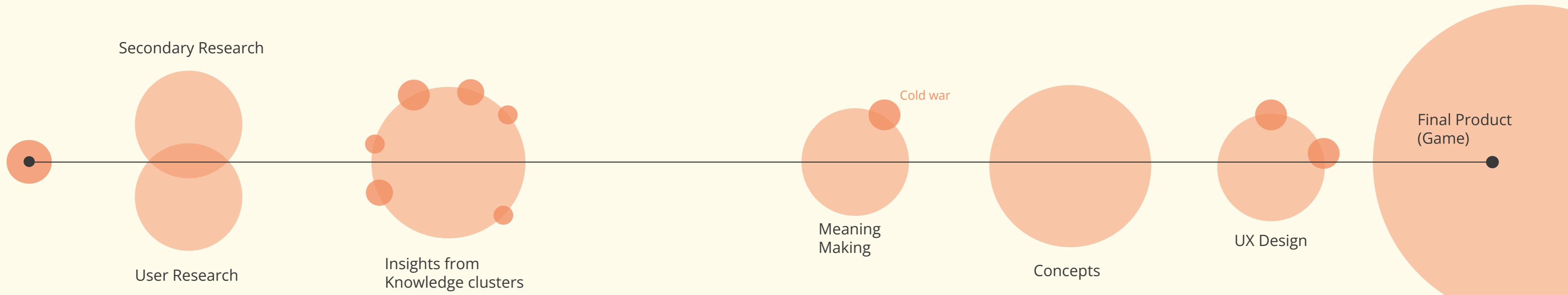
About Phase V

The Phase II covers the Product Development part of the Innovation Process. It covers various methods to translate the experience of meaning into the product to deliver the same through the game. It includes prototyping and experimenting with various materials to develop the game.

PHASE V
**Product
Development**



Designing the Product



Product Positioning for Consumers

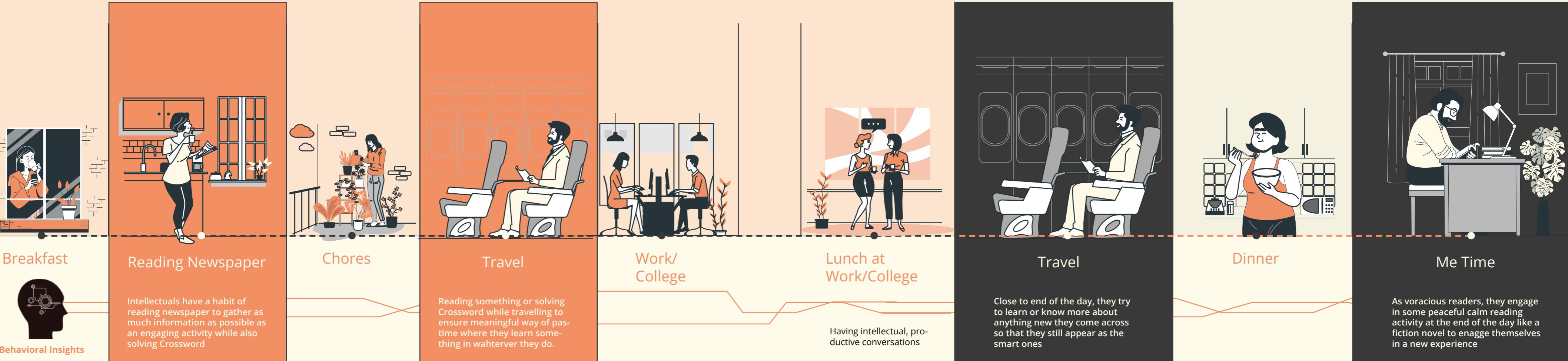
When consumers are about to use a new product, they shouldn't have to take too much efforts to acquire it, use it or remove time specifically for it. An adequately designed product seamlessly blends into their daily routine in such a way that it seems like a regular task for them yet something which is adding tremendous value to it.

When consumers are about to use a new product, they shouldn't have to take too much efforts to acquire it, use it or remove time specifically for it. An adequately designed product seamlessly blends into their daily routine in such a way that it seems like a regular task for them yet something which is adding tremendous value to it.

To identify the most ideal positioning for the product, it's vital to understand about their daily routine and their habits and what context they set in. This when seen from a semiotic and behavioral lens would provide with the gaps where the product can intervene.

User Journey

Understanding the deep behavioral aspects of the user's journey to introduce the product in that context since it's already a part of their daily schedule.



PHASE V

UX Design

An experience map maps out the entire consumer's experience with your product across all channels and mediums. It involves anywhere the user interacts with the brand in any way. The experience includes designing all the way from pre-purchase till the post purchase contract.

In the context of designing a game, a UX map becomes even more vital as it sets the tone for the gameplay of the product and what experience will the user go through while at each stage is very important. The touchpoints map out all the possible interactions a user can have or should definitely have to be inside an immersive game.

UX Touchpoints of the Game

The customer experience design is an interaction of the brand, the Business, Product and the User (while considering their behavioral traits)

The first Volume of Crossword will only contain clues for only 25% of the entire India's Largest Crossword

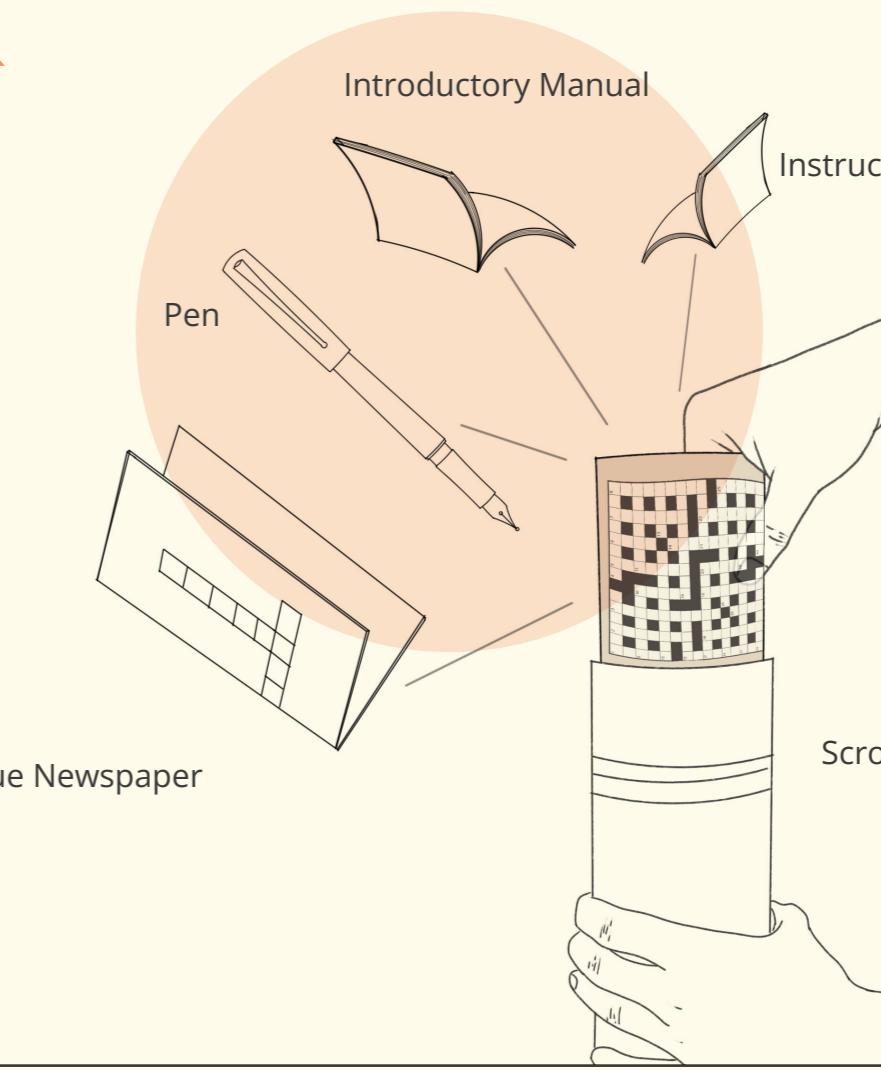


1. Buying the Game



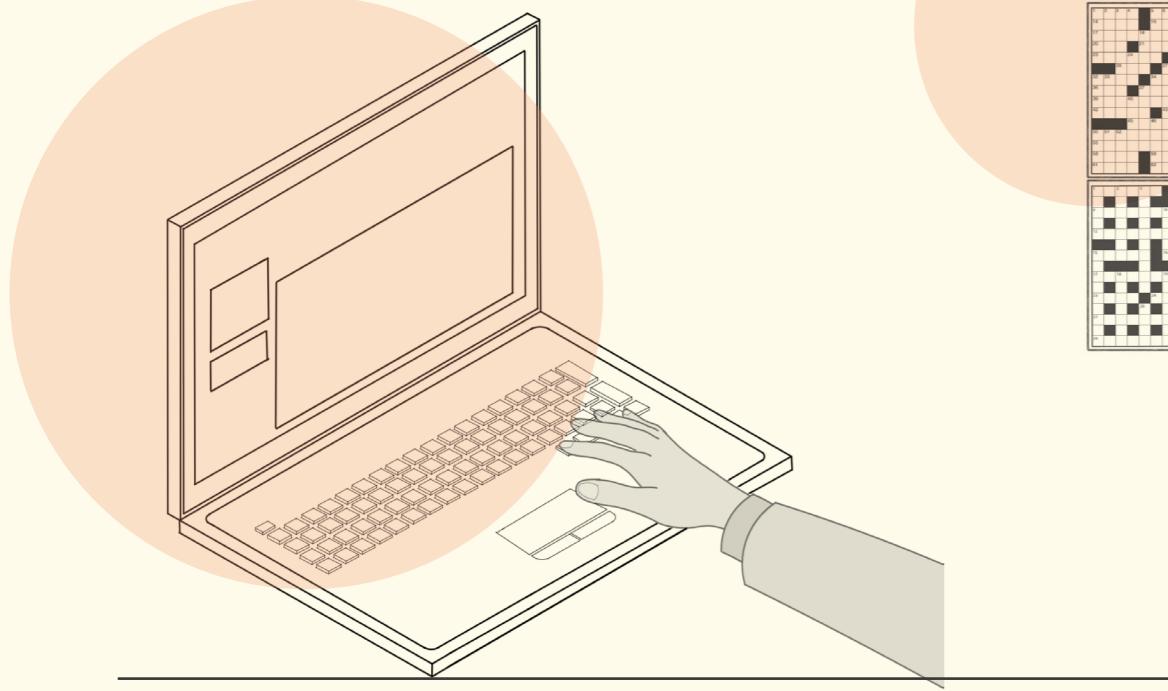
Getting the Game delivered

2. Unboxing & Reboxing



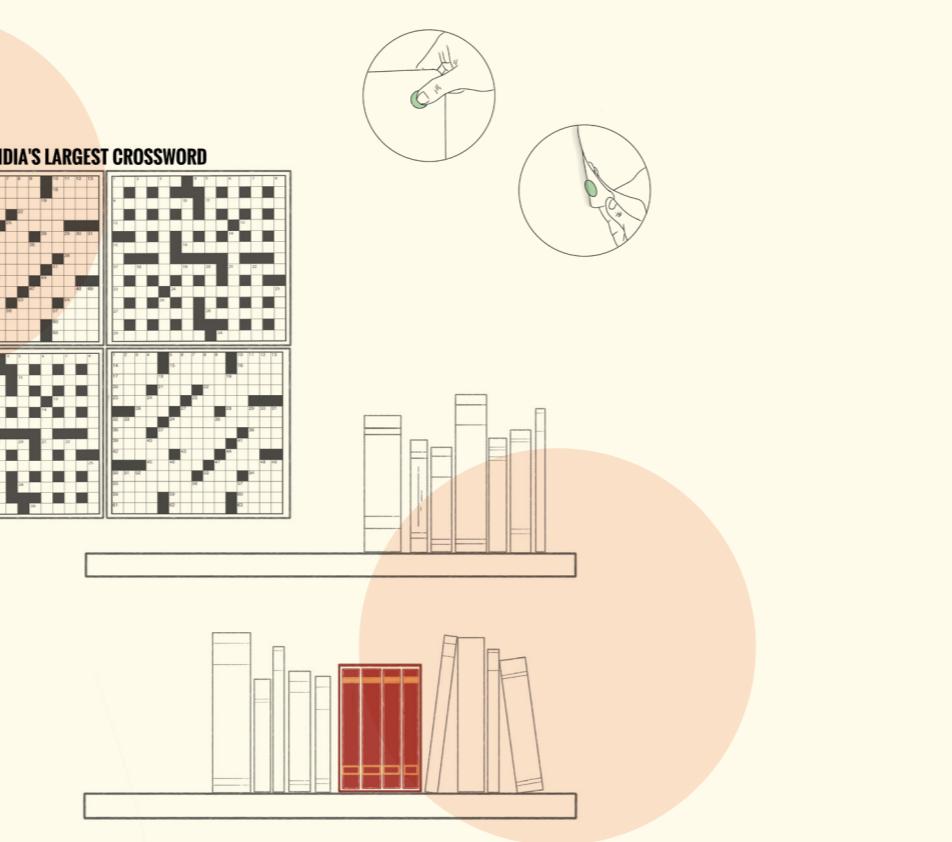
Storing when not in use

3. Registration



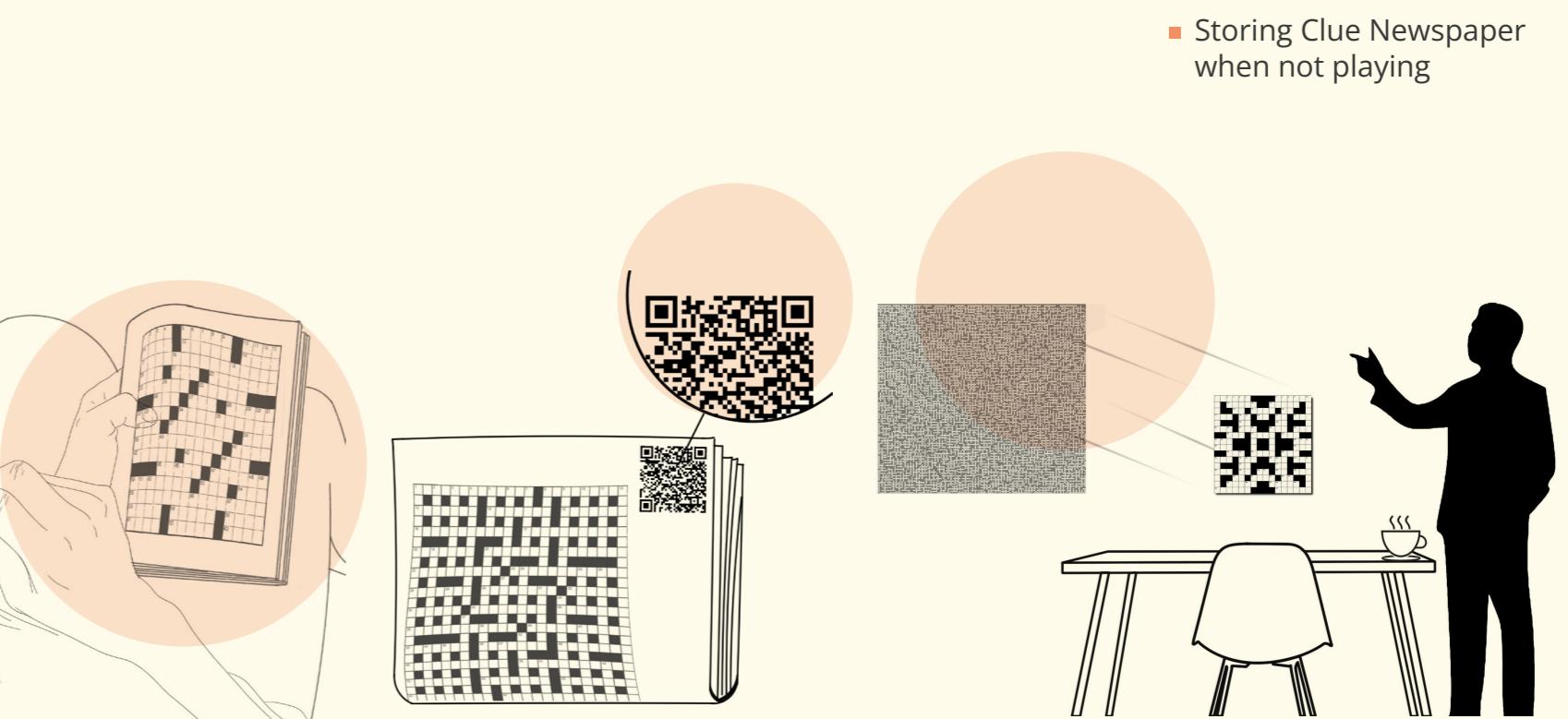
Scan Barcode & Register on Website

4. Set Up



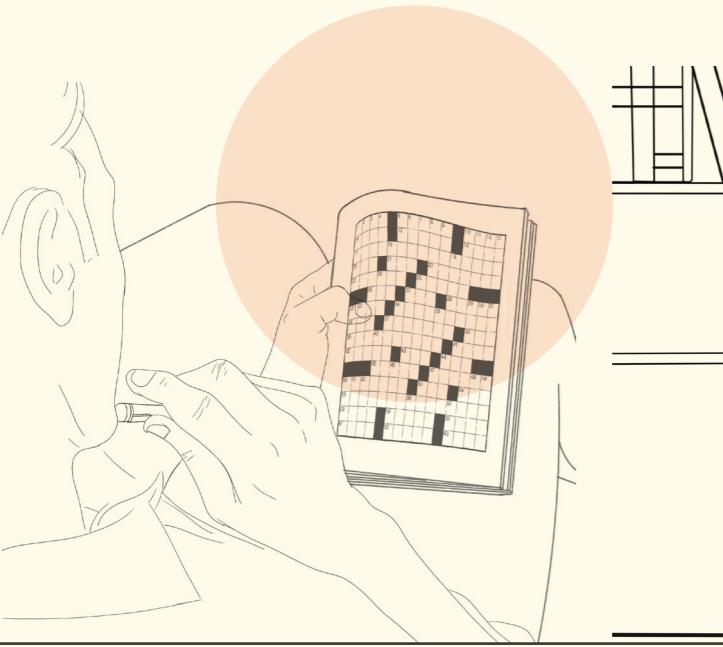
Stick the Board on the Wall

5. Playing

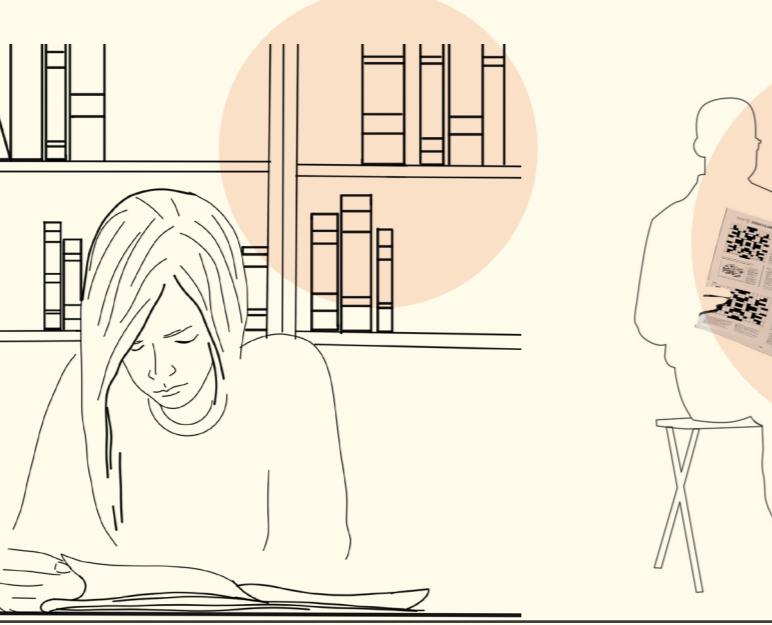


Solve in Clue Newspaper

Use Case Scenarios



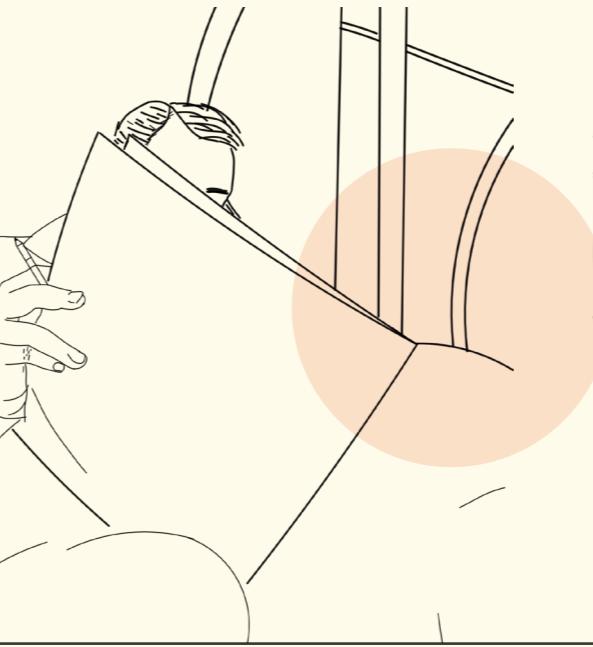
Home (Morning/Night)



Library



Cafe



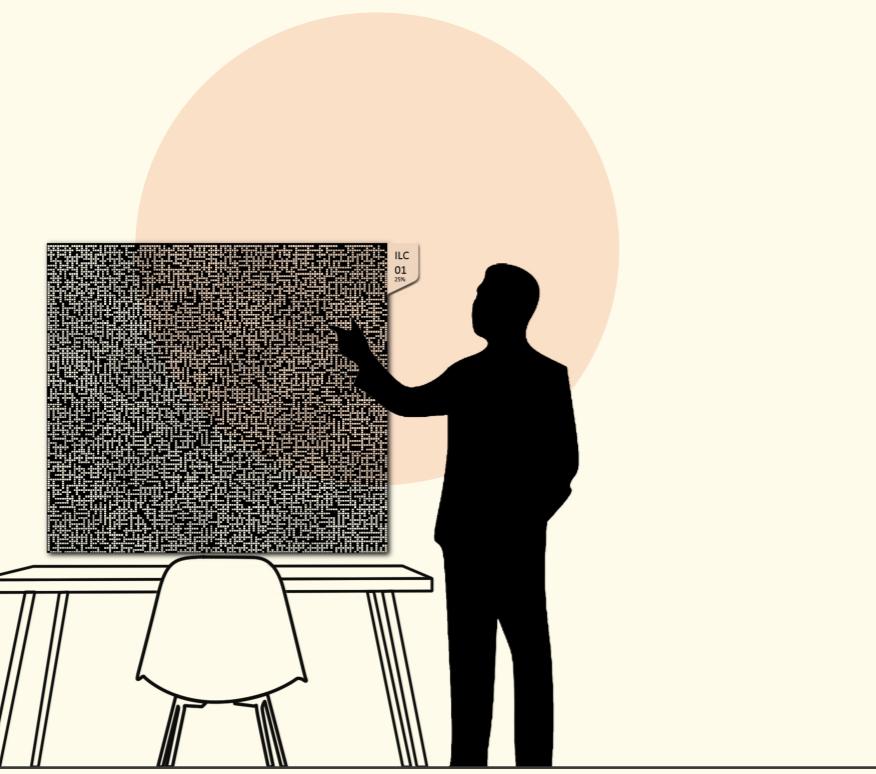
Metro/Train



Flight

Travelling

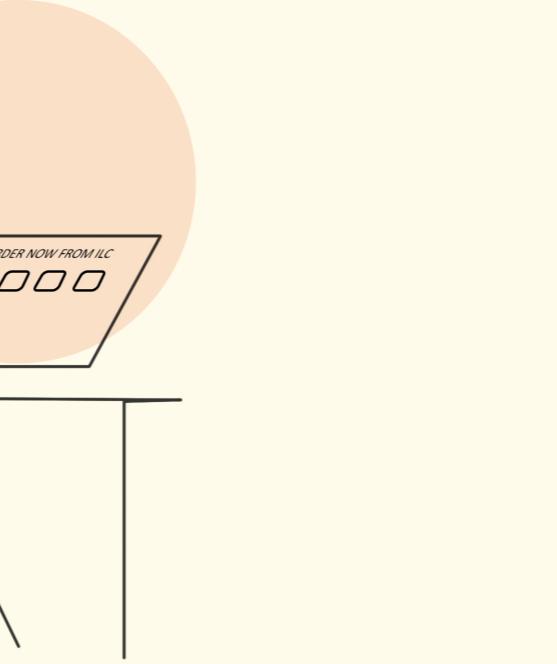
6. Translation Answers



Completing 25% Crossword

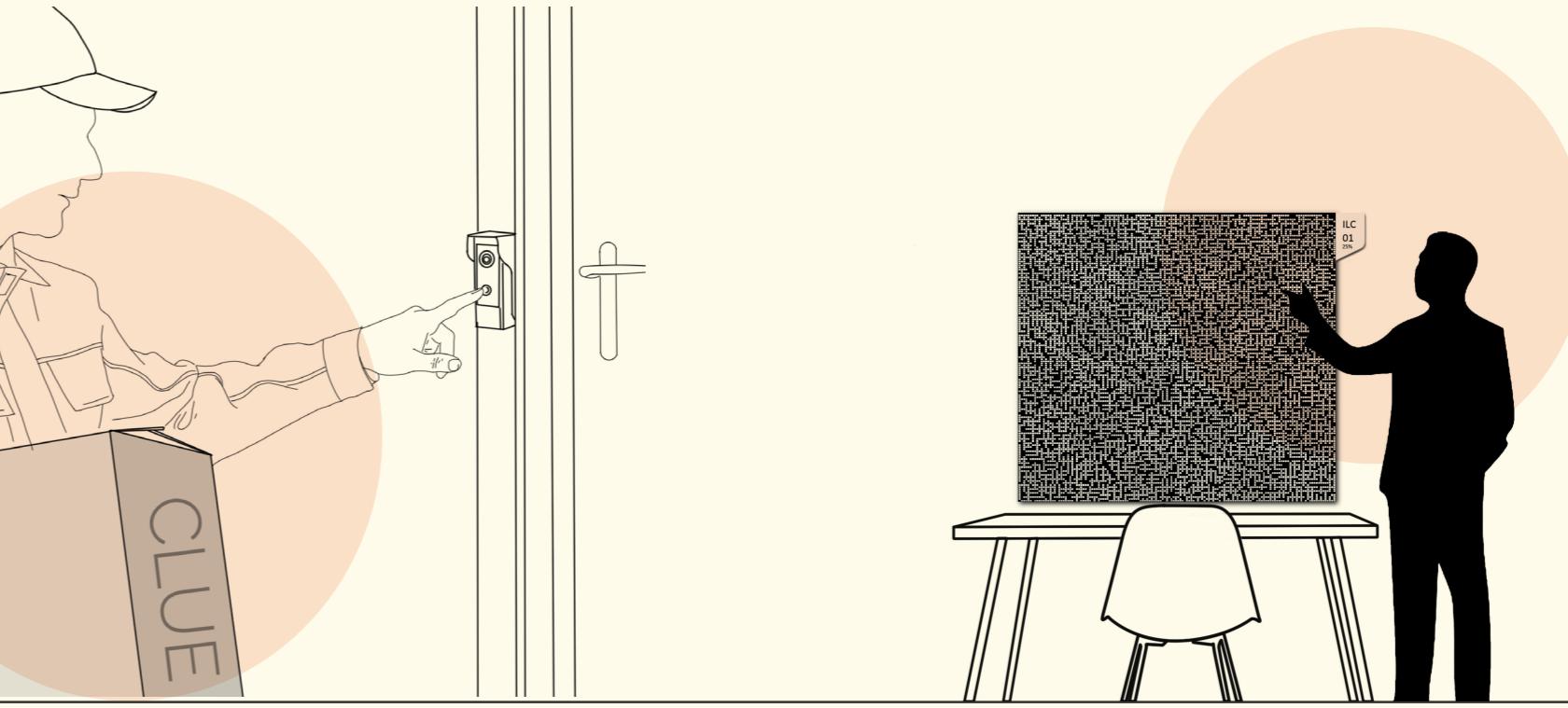
7. Completion

- Login to Website
- Enter Passcode
- Leaderboard
- Reward



Crosscheck Answers

8. Clue Delivery for Next Volume



Clue for next 25%

Solving next 3 Quarters

Solving 100% Crossword

PHASE V

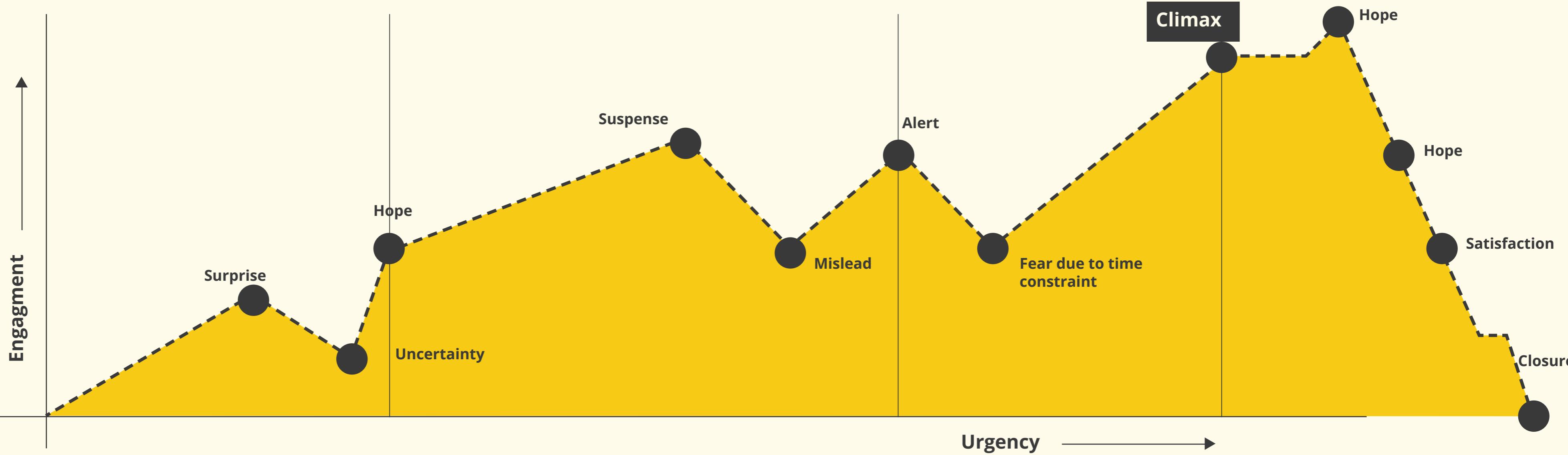
User Experience Engagement

Any game when played must be engaging enough that the users come back to playing it and hence giving the product a high replayability value. It becomes even more vital when the game requires intellectual engagement and is also one that would take quite a few weeks.

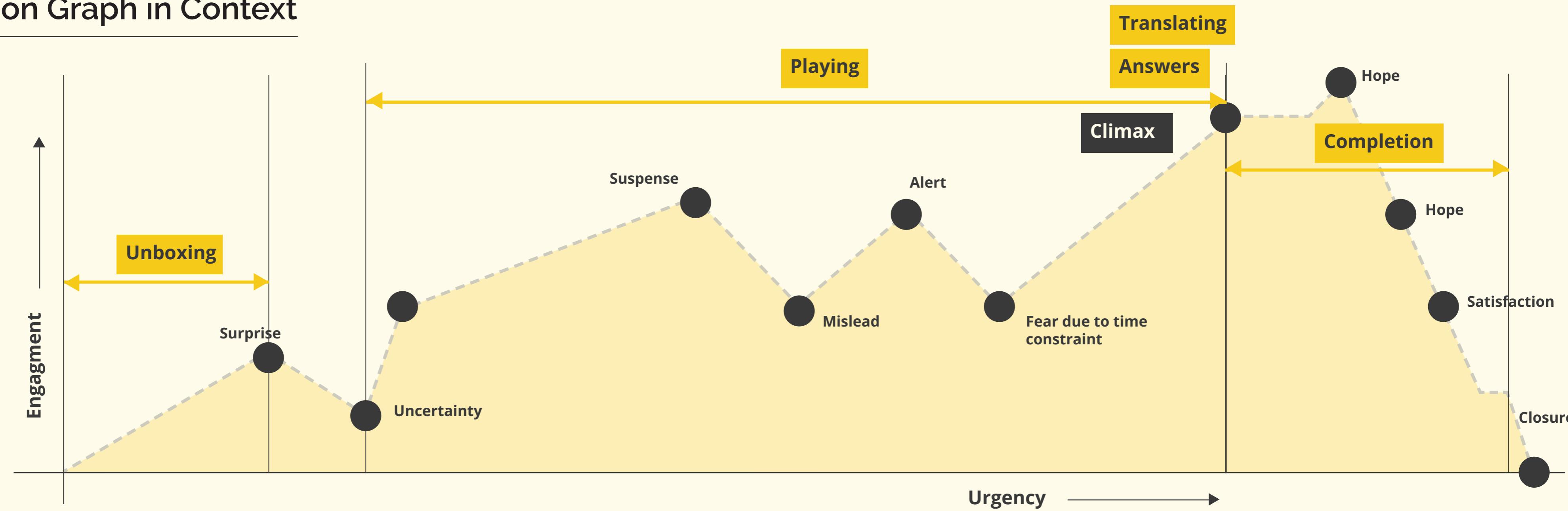
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User experience is about engaging the user to a journey that involves a lot of ups and downs of emotions in the journey in a loop so that they get hooked to it while providing a sensorial experience. The engagement would be the value providing aspect of the game derived from the meaning making and the interaction board.

Emotion Graph



Emotion Graph in Context



PHASE V

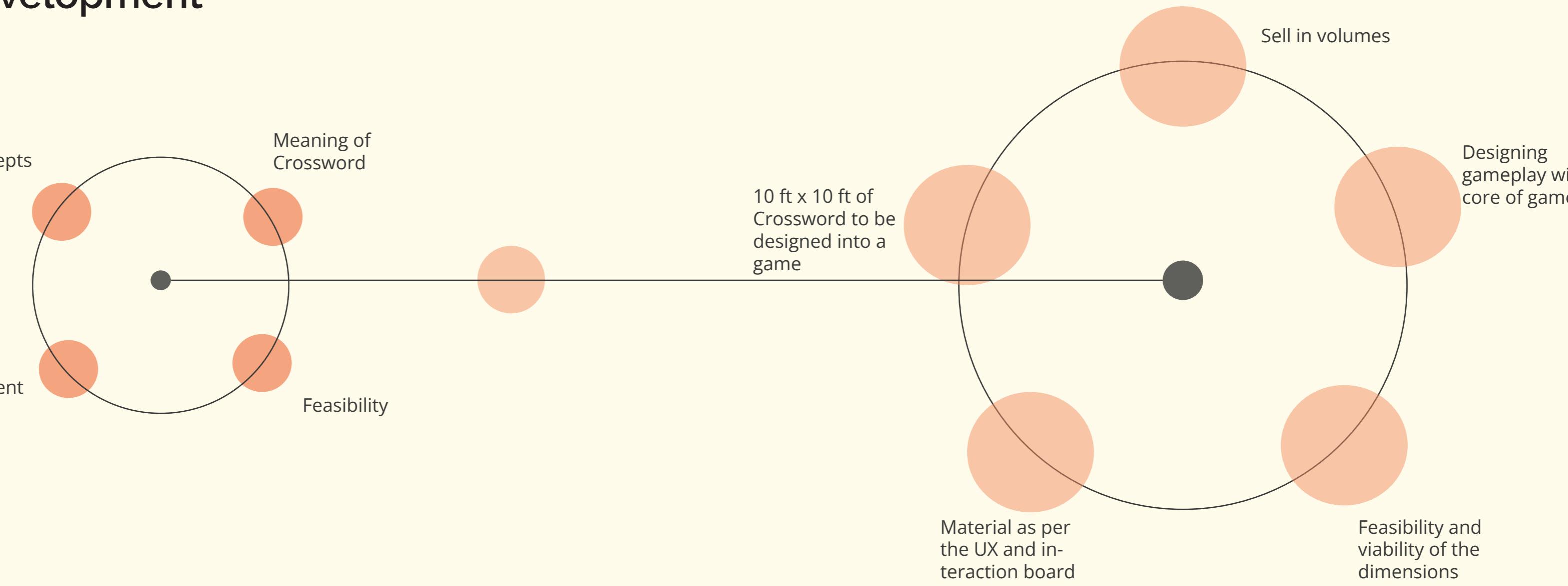
Product Development

Through all the research conducted and insights being drawn upon, it's in the product development phase that things finally begin to take shape in a physical form.

The development of a product is done under various lens of behaviour, semiotics and business to land with the desired output.

With all the touchpoints in place in accordance with the meaning of cold war, all the elements and aspects of the service were designed to create an engaging game of Crossword.

Factors for Product Development



Prototyping





248 India's Largest Crossword



Product Development 249



250 India's Largest Crossword



Product Development 251

PHASE V

Branding

Branding is a deliberate differentiation of our product than the one's already existing in the market. For a game development, branding is a crucial aspect for designing it's visuals in accordance with it's meaning.

Emotional branding is a dynamic amalgamation of sensory experiences, behvaioral research and the context of placing the product. With the meaning of Crossword as cold war, the branding guidelines were designed accordngly to ensure that the physical product's features are accentuated through the additon of visuals.

Brand Guidelines



Logo

Context: A logo for a fictional spy organization

Brand Guidelines for the India's Largest Crossword Game

Color Palette



Illustration Style

PHASE V

India's Largest Crossword

Product
Development

Phase
V

India's
Largest
Crossword

Gameplay
Experience

Unboxing
Experience

Conclusion

Introducing India's Largest Crossword game with an engaging gameplay to immerse you in hours of intellectual engagement.

The game contains multiple elements packed in the box so that you can get the experience of the story. The elements' material and dimensions have been developed keeping in mind the meaning making and experience design for the intellectuals.

The unboxing experience of the product too has been designed carefully so that you don't feel as if it's opening just a box.



Gameplay Story

The Story

Tension is high in the twilight hours of the cold war, the world is about to end.

ILC as an intelligence agency was established 4 decades ago but has remained reclusive. Tasked with gathering intelligence during the war, their field agents have been compromised or apprehended. As their forces dwindle they decide to open up to the public.

You have been selected to be a part of ILC, but not yet. You need to prove your worth undergoing 5 series of tests before you are recruited as a spy in the organization. The gameplay will take you through 4 stages - recruitment, training to become top agent and mission 1 and mission 2.

India's Largest Crossword

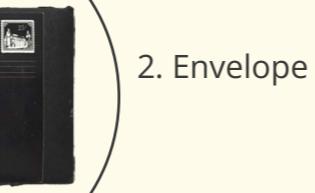


Elements of the Game

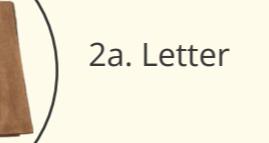


1. Outside Box

Unfolding
the Mystery



2. Envelope



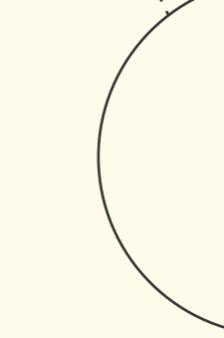
2a. Letter



2b. Instruction Book



2c. ID



3. Capsule



3a. Pens



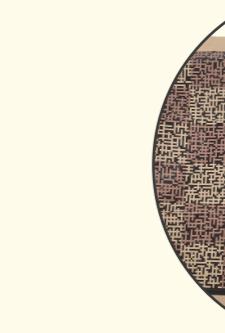
3b. Tackits



3c. Magnets



4. Clue
Newspaper



5. Main Sheets



6. Support Board

1. Outside Box

The outside box is the packaging of the game. The outer box is what contains all the elements inside as a toolkit.

The meaning for the product is cold war and espionage. Hence the users must feel that they are in the era of 1940's and a part of espionage themselves.

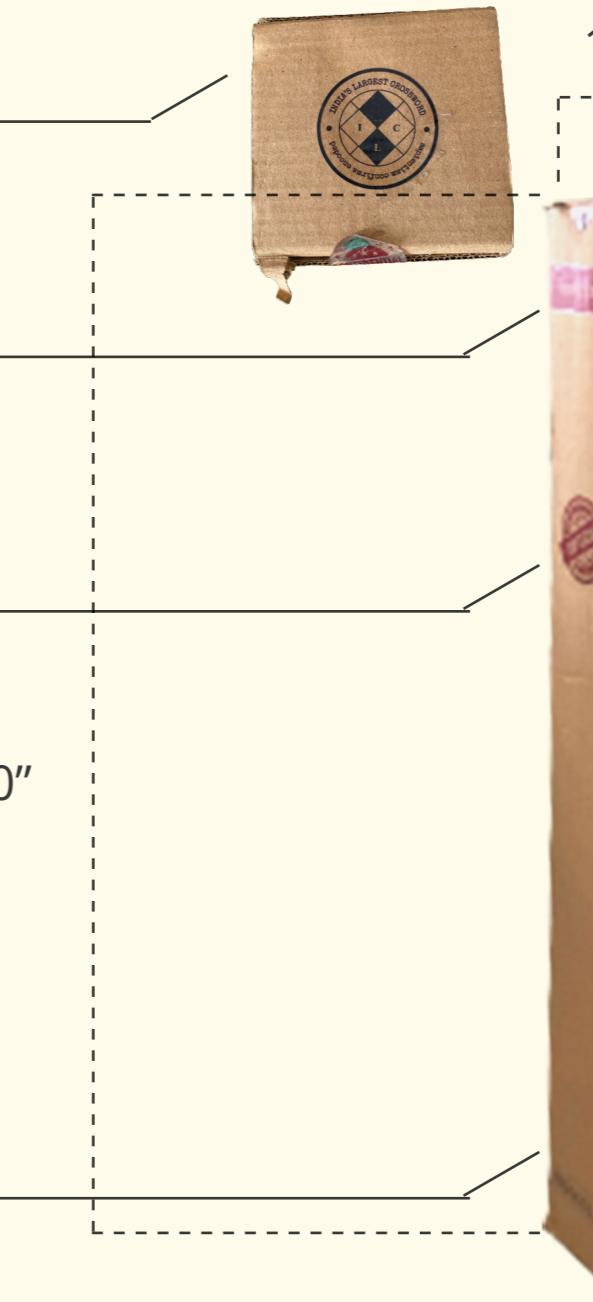
Hence the outer packaging box is made of brown cardboard so that when it's delivered it feels as if an important confidential package has been sent to you and needs to be taken utmost care of.

ILC Logo on the top of the box

Confidential Tape that marks 36" to aid in set up of sheets

Confidential stickers on sides to mark the package containing crucial information

Label of India's Largest Crossword



2. Envelope

With the meaning of cold war and espionage, an envelope symbolizes a channel of message. A black colored paper envelope with white establishes the mystery of the game.

As the box opens, the envelope is the first thing that is visible. The envelop has a red sticker symbolizing a seal.

When opened, it contains 3 major components of the game, the letter, the instruction book and the ID card.

ILC logo like a stamp

A stamp of ILC organization

Confidential Stamp



2. Envelope

2a. Letter

The first component that is visible in the envelope is the letter. The letter is an introduction to the game for you as a prospective spy agent.

An A4 sized brown colored letter gives the experience of an old letter containing message. The letter when unfolded reveals a mini crossword as a challenge to begin with playing Crossword. As it unfolds, it also contains a welcome letter and a QR code that can be used to register yourself on the website. And lastly a personal address by the maker of ILC himself.

ILC Logo on the 0th fold of letter



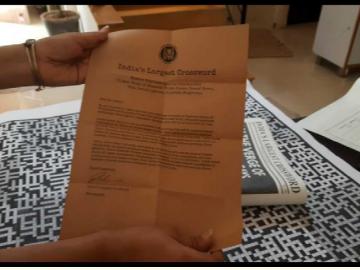
Mini Crossword on the 1st fold



A welcome letter on 2nd fold to acknowledge you as a spy



A personal address by the maker of ILC



A4



India's Largest Crossword

Master Representative: Siddhartha
(Limca Book of Records First Class, Grand
Sorc., Chf. Intelligence, Supreme Mugwump,

Dear ___(CANDIDATE ID)___,

- I am pleased to see you've reached till here and accepted participation as a candidate in ILC.
- Hope the offer letter did cause curiosity around your tasks and responsibilities
- You might be wondering what ILC is though. Well you'll have to wait a little longer to know that. Not just yet.
- I challenge you to commit to and solve the India's Largest Crossword. It is no easy feat. required high level of determination and dedication. Do you have it you to take up the challenge?

lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit

voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem

Yours Sincerely,

India's Largest Crossword
THE MASTER

A4

2. Envelope

2b. Instruction Book

For any game to be played with, it's set of instructions are it's backbone that form the structure of engagement. Since it is one of the most vital aspects of the game, it's been provided in a black envelope.

The instruction book is made of offwhite textured paper like a small booklet that can be carried around and referred to anytime you want.

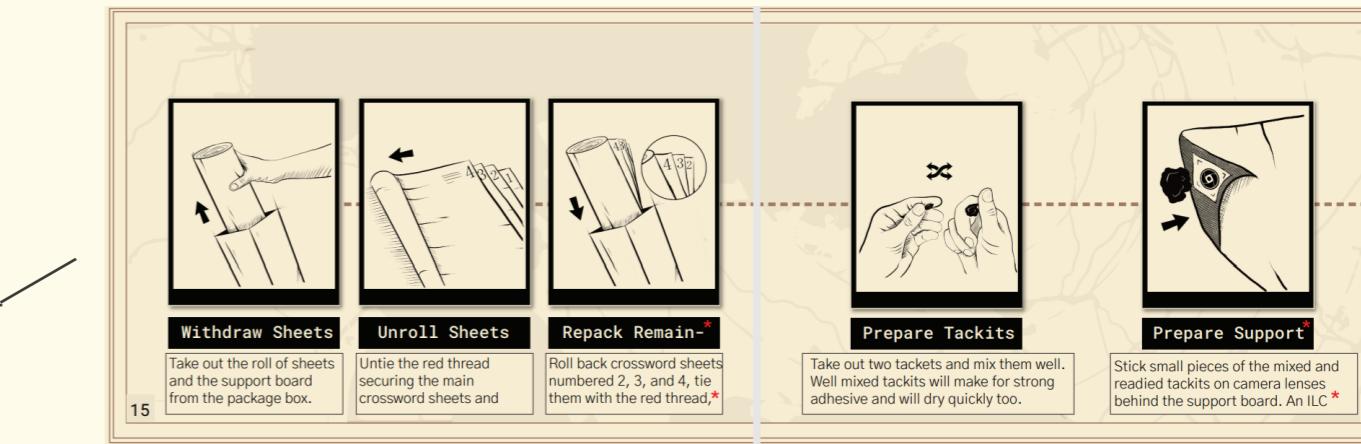
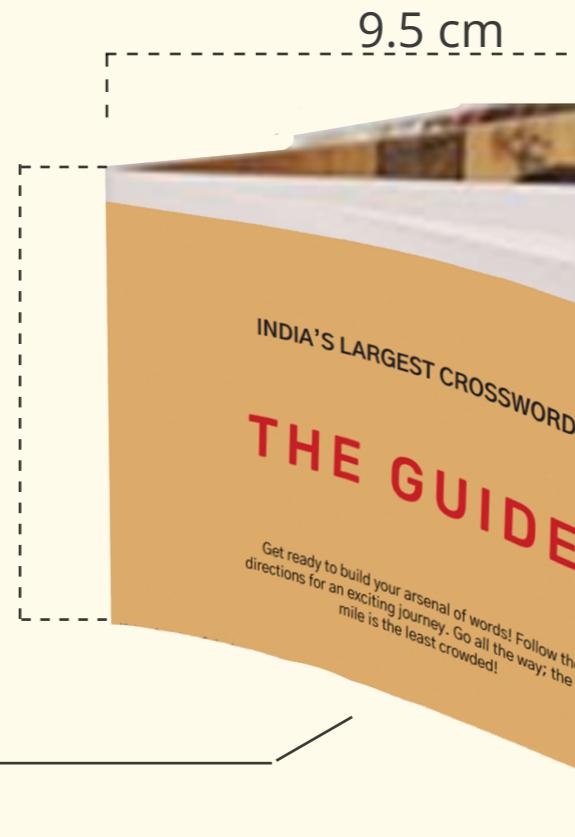
It contains specific detailed illustrated instructions so that the user is clear about the game and enjoys playing with it.

In addition to it, it also contains a set of stickers for the players everytime they clear a level like a badge that can be pasted on their ID card.

'The Guide' as title for the instruction book since it's literally the guide for the gameplay

It contains an overall plot of the story line with specific instructions for set up

Visuals like a map since it's a navigation guide through gameplay



2. Envelope

2c. ID Card

For a spy agent, as much as the identity revelation is a threat, their entry into the organization must however be authorized.

This ID card provided to the players is confirmation of their belongingness to the community. When carried around, it would also advertise the game since the people would be curious to know why the ID card has such a vintage look and feel.

To keep with the experience of the timeline, the ID card is made of thick off white paper printed on both sides.

A logo and a spy's illustration on the ID card

The year of 1947 in which the game is set

A space for 'ranks' with emoty spaces which can be filled with stickers provide when the player levels up

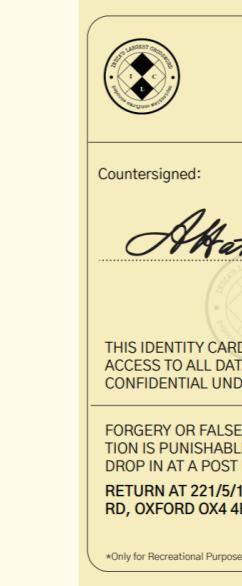
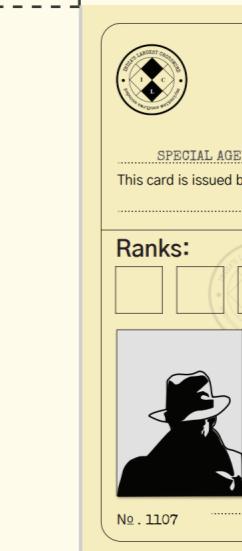


5.4 cm

8.6 cm

5.4 cm

8.6 cm



3. Capsule

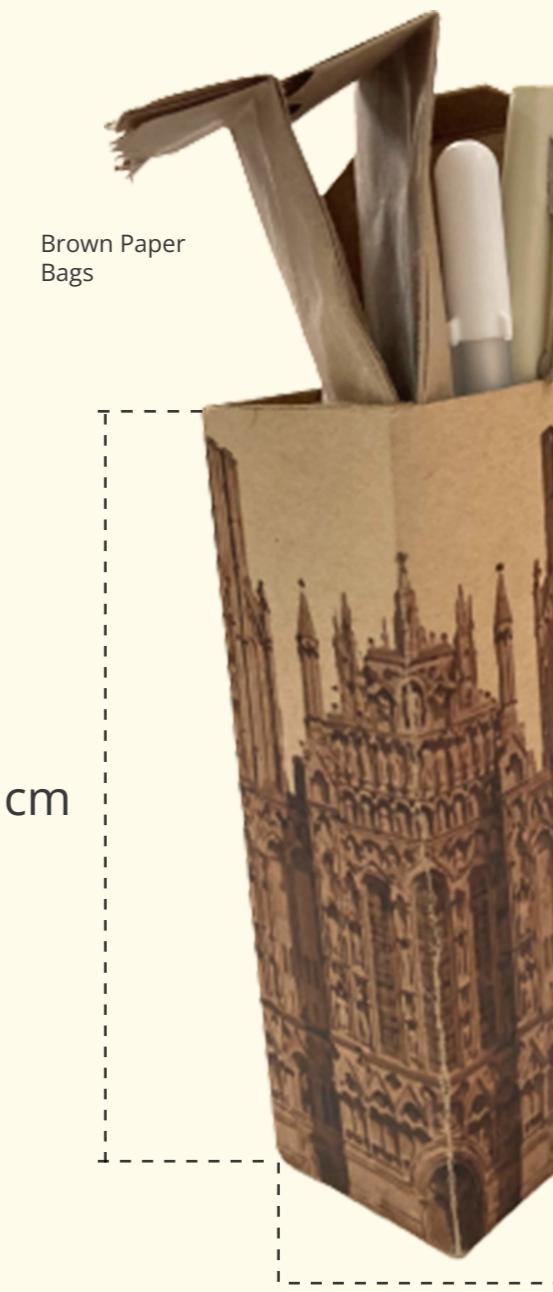
Since Crossword is a puzzle that needs to be solved, it requires a set of equipment to write with while also setting up the game.

The capsule, a square shaped box of cardboard serves just the purpose. It's named for its sleek and portable size and its importance in the gameplay.

It also has an illustration print of the ILC organization from the outside as a constant reminder of your time spent playing the game and also as a pretty looking souvenir on the table as it would look like a beautiful pencil case.

A printed illustration of the ILC organization so that it looks like a souvenir when placed on the table

Sleek in design so that easily fits inside a bag



3. Capsule Components

The capsule contains components to be used as a toolkit in the game. The capsule contains two brown paper bags, 2 pens- one black and one white.

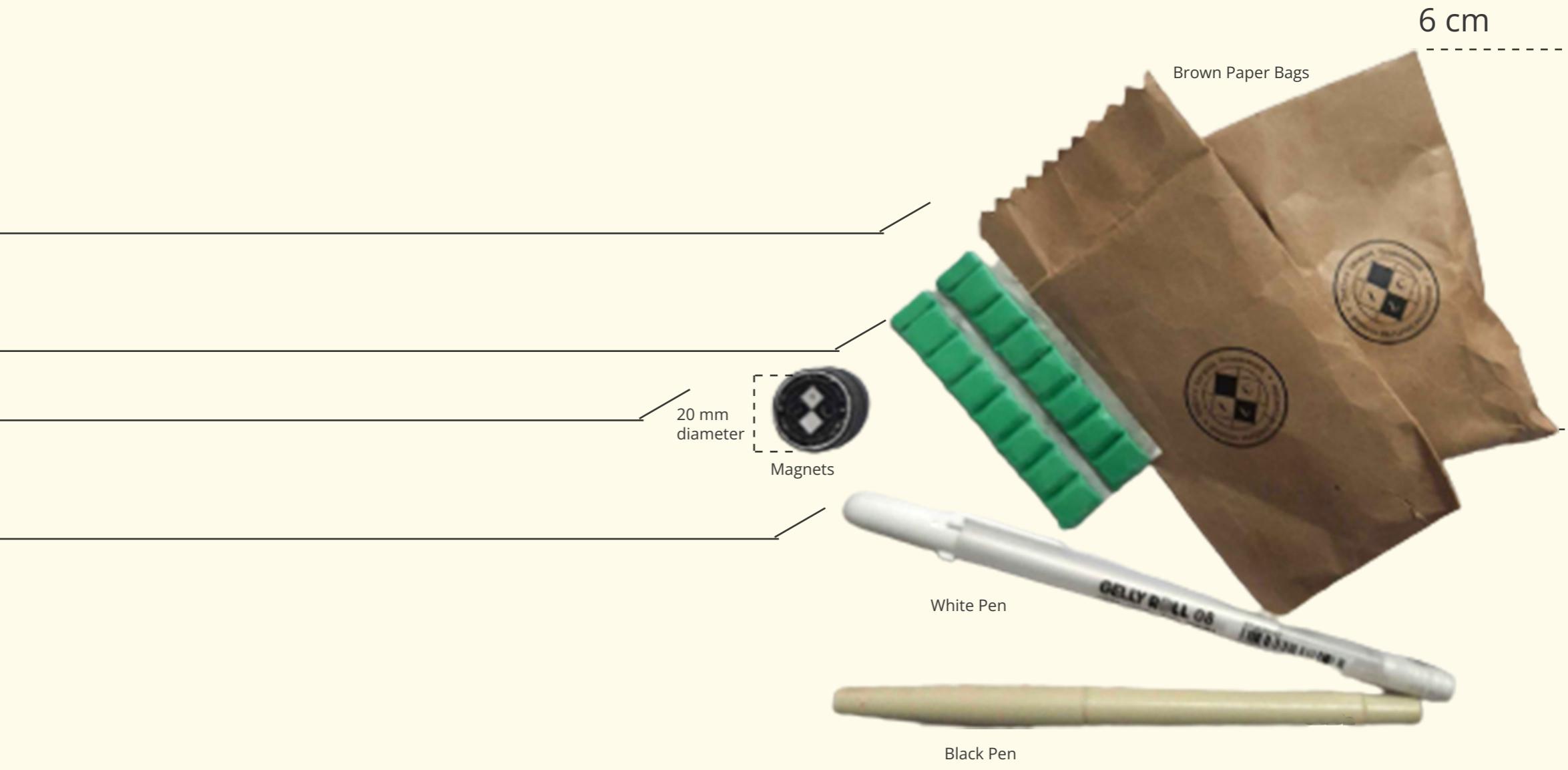
The brown paper bags are marked with ILC logo as a branded merchandise. Each contains 4 magnets branded with the logo and tackits from Faber Castell. Both the pens are also branded with the logo of ILC and the name itself to set it apart.

Brown paper bags with logo containing magnets and tackits

Tackits for setting up the support board on the wall

Magnets branded with ILC logo

A black pen for solving crossword in cluebook and white pen for writing answers in the main sheets



4. Clue Newspaper

The Clue book is the most important part of playing Crossword since without the clues there would be no Crossword to solve.

The Cluebook is designed to look like a tabloid newspaper since people relate to seeing Crosswords in newspapers as a part of making sense of the context around them.

The cluebook is made with offwhite paper having some texture that feels like a newspaper. The tabloid size makes it easy to carry around anywhere, fold like a newspaper and solve Crossword on the go.

Play India's Largest Crossword in small chunks with difficult clues marked red

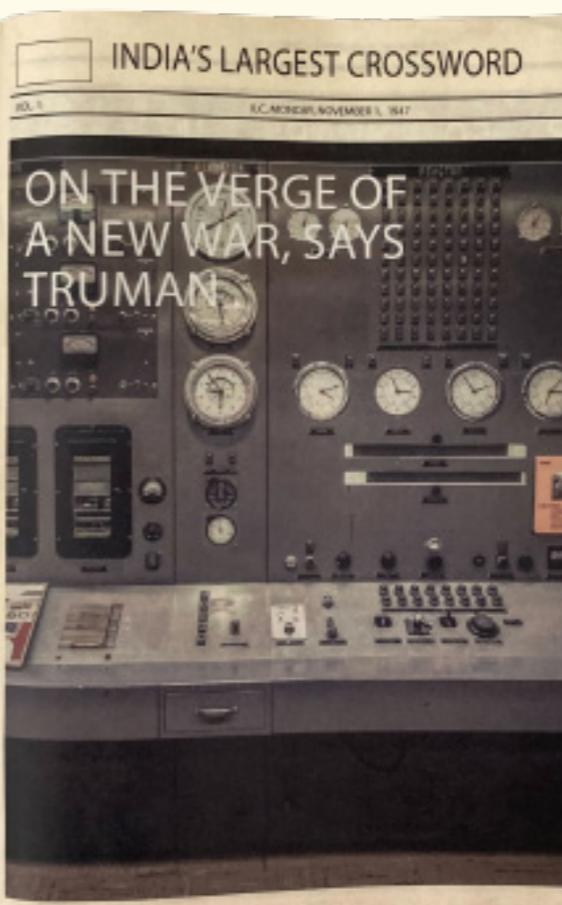
The Clue Newspaper is titled 'India's Largest Crossword'

The cluebook looks like a tabloid newspaper from the 40s giving a vintage look

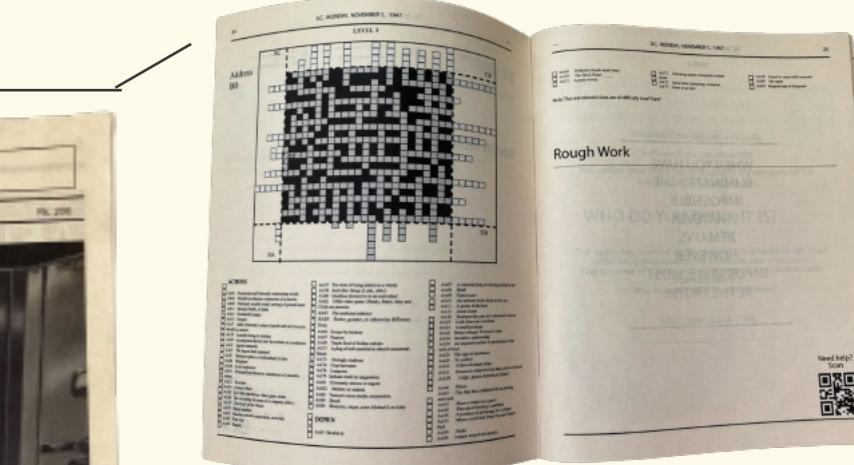
The image treatment is also such that it looks like it's from the 1940's while supporting the theme of cold war

A fiction story of ILC illustrated like a comic style to keep users engaged as breaks between intellectual crossword solving

8.5 "



10 "



5. Main Sheets

The once 10 ft x ft sized sheets, for convenience of users have been divided into 4 parts of 2.5 feet each.

Main Sheets are the magnanimous elements of the game which emphasize themselves as been a part of India's Largest Crossword. These brown colored paper sheets need to be put up on the wall on the support board as a part of set up.

Once you're done solving clues in t the clue newspaper and have gotten it checked, go ahead and translate them on the main sheets using the white pen.

It's a constant reminder for you as to how much you are progressing on this huge board and for other who see it as a sense of pride to have seen someone achieve so much.

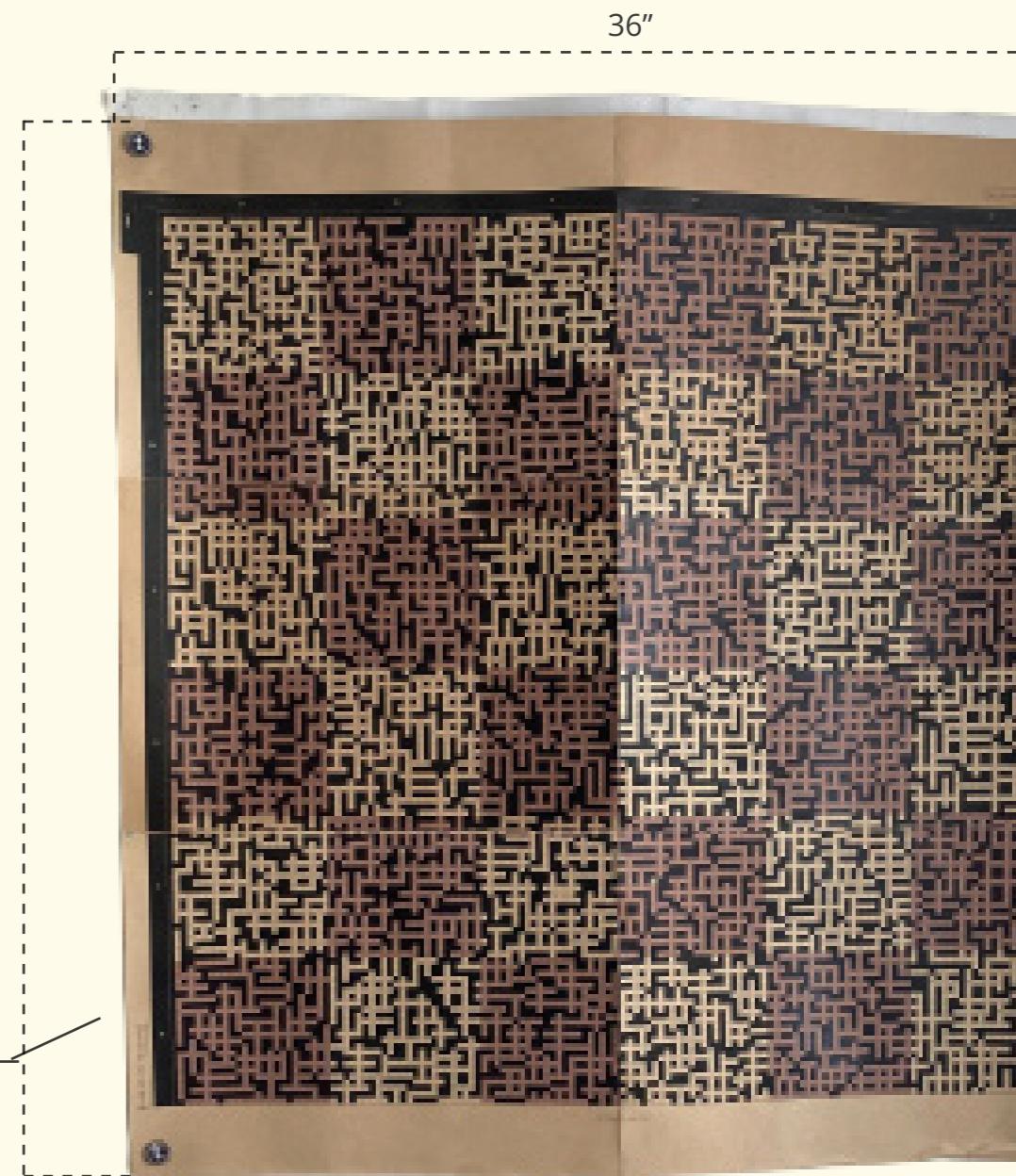
Tabs that mark the no. of sheet of Crossword on the left hand side

The sheets has boxes in two color variations for easy navigation

4 Brown colored main sheets to be put on the wall

A broken ILC tape that completes when the other sheet joins as an indication of the placement of the next sheet

Spaces with fingerprints where the magnets need to be put as a part of the set up



6. Support Board

Support Board is the thirs most important element of the Crossowrd gameplay to ensure least resistive experience while you are immersed in the game-play.

A corrugated sheet, it comes with 4 Main sheets in the box as a part of the game. More can be bought from the website when a user requires more.

The white color gives the board a premium feel. While also providing adequate support to the sheet from wear and tear while it's up for minths or simply just translating answers.

White colored support board to be stuck on the wall using tackits

The support board ensures you are comfortable while writing the answers down since they need to be written in a vertical manner

An ILC logo stamp on the Support Board to brand the product and remind you of the owner of ILC even when you are not playing it.

Brown colored corrugated sheet used to make support board



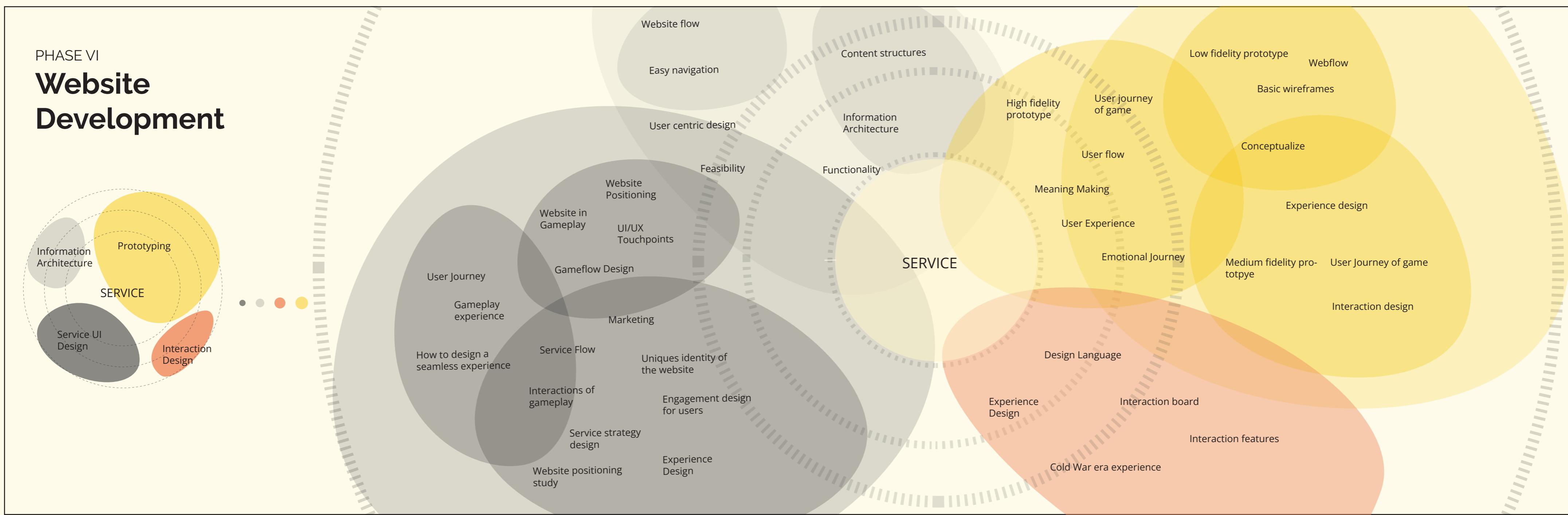
Phase VI

About Phase VI

The Phase II covers the User Research part of the Innovation Process. Through techniques like ethnography, we understand about the user behaviour in their own context in order to identify their hidden needs and desires.

PHASE VI

Website Development



PHASE VI

Service UI Design

The website is the digital extension of the physical game. It serves as a platform to sell the game while establishing its identity as India's Largest Crossword. Through mapping of major experience touchpoints and the user journey, the gaps provide for the positioning of the website.

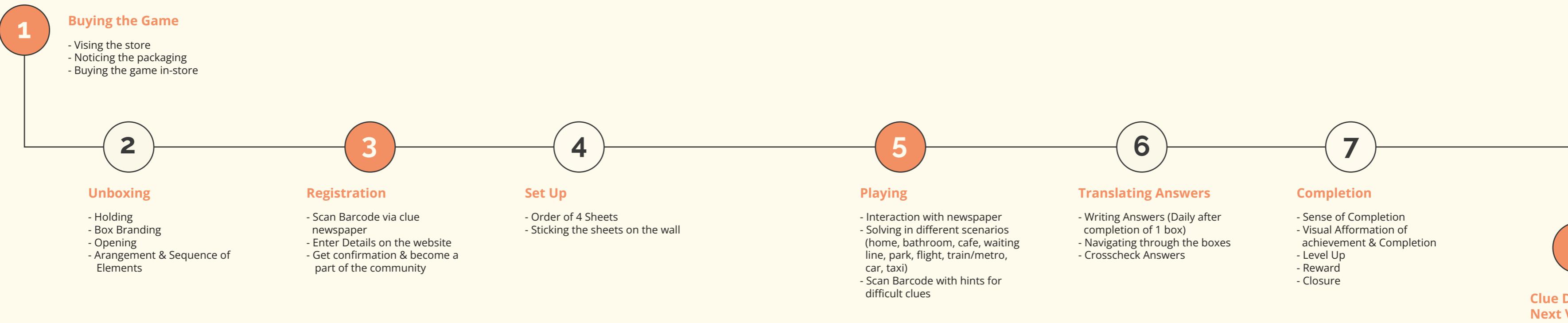
For a new product, it's experience needs to be seamless. For the Crossword game, the gameplay is a culmination of physical gameplay and part of it on the website.

As a new game in the market, website serves multiple purpose besides completing the game experience. It serves as a platform to sell as well as market the game while establishing its identity as India's Largest Crossword. Through mapping of major experience touchpoints and the user journey, the gaps provide for the positioning of the website.

Website in Gameplay

The entire gameplay experience comes in together with the combination of website/app of India's Largest Crossword

Use QR Codes from cluebook to seamlessly reach the website while you are engaged in the game



Service Flow of Website

The service flow is an end-to-end journey map for use of website, from buying the product to delivering the next volume

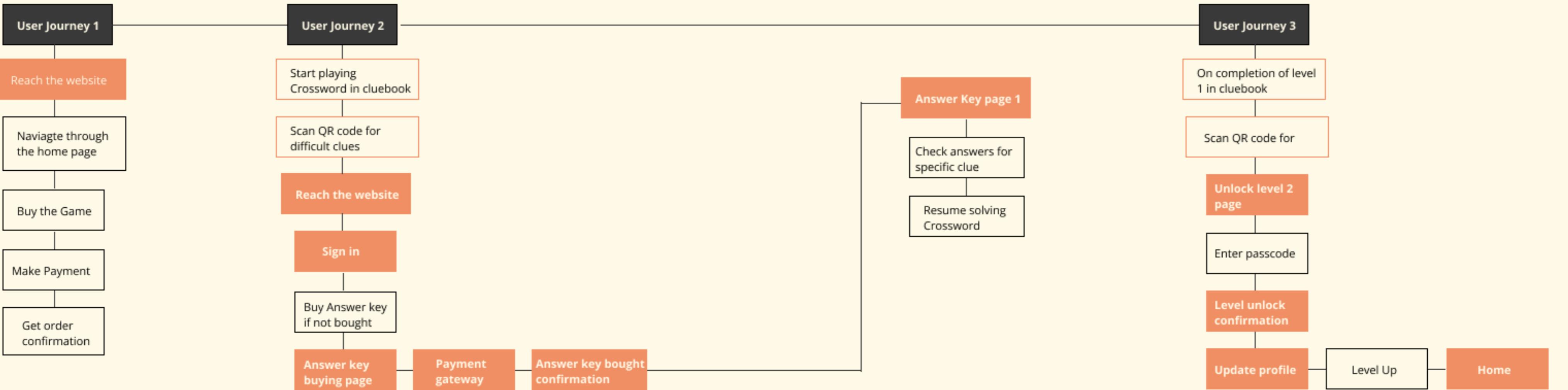
Website Service flow for the first 25% of India's Largest Crossword outlining the use of website platform by users



User Journey of the Game

User Journey details out the touch-points of when the user comes to the website and on what page

3 User Journey flows details out the different time the user would come on the website while playing the Crossword game



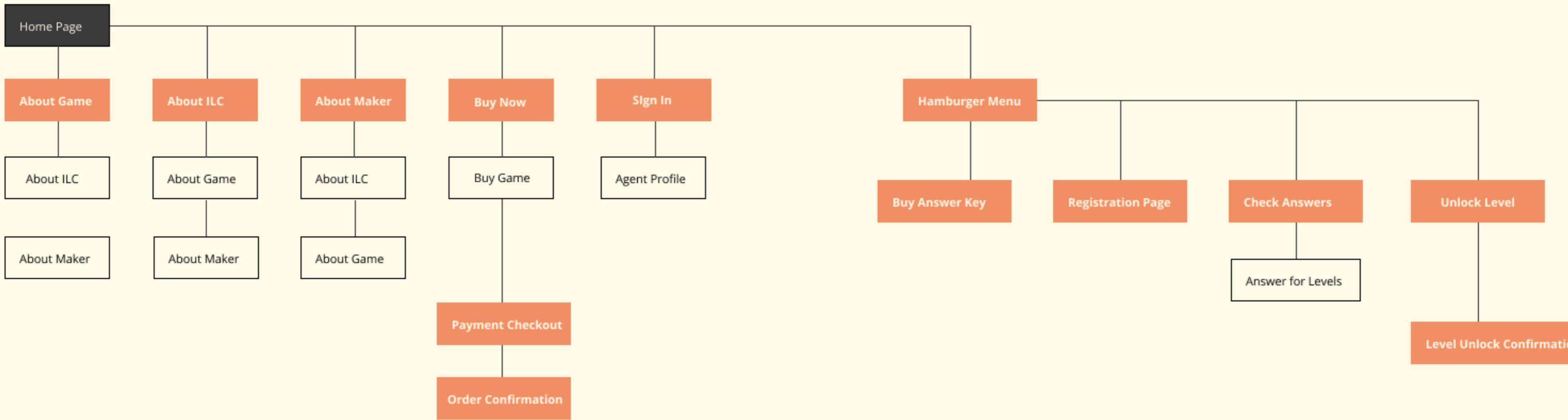
PHASE VI

Information Architecture

Information architecture sets the structure for the navigation of the websites for the users. It is important that the flow of the website be as least resistant as possible so that it doesn't seem a different part than the game itself.

An adequate information architecture integrates the UX along with the product strategy that meets the goals set forth during product development. Through visual hierarchy, the content becomes easier for the user's to perceive and navigate through while playing the game.

Information Architecture



PHASE V

Interaction Design

The website of India's Largest Crossword serves its primary purpose as a part of the gameplay. Hence the look and feel of the website is as equally important as the product so that the switch between mediums doesn't seem like it's from a different game altogether.

India's Largest Crossword is a game set during 1940's Cold War in a place inspired from Britain. and Victorian era. Hence the website also requires to fall under the same visual language.

Since the website contains very crucial information like answer keys, something that had similar meaning of storing confidential information associated like the newspaper and confidential government files were the basis for designing the experience of the website.

The players would feel that they are about to uncover very important information from the website.

Interaction Board

With too much of information, reading it is seen as performing a serious activity. Newspapers are also perceived as something that contains valuable and important information.



PHASE V

Prototyping

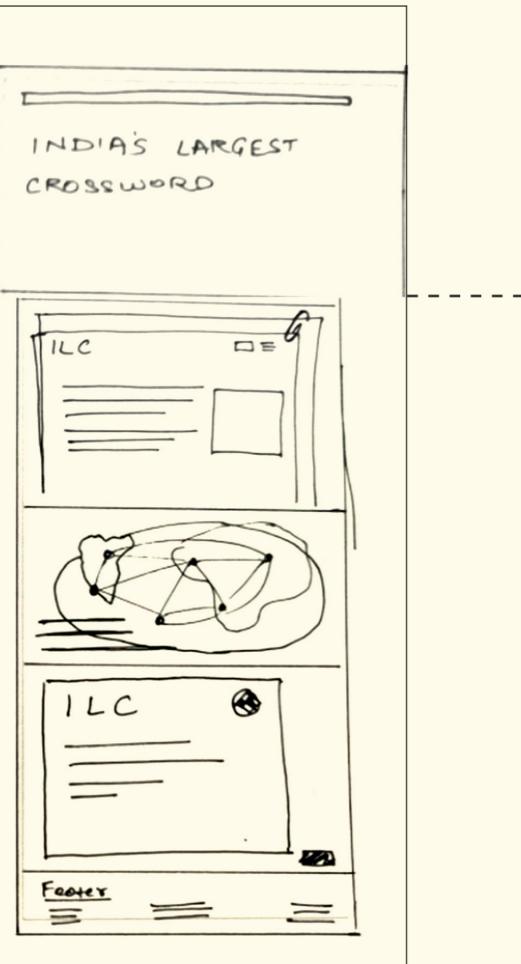
With the user journey and the visual experience in place, it's time to translate them into the UI/UX experience. Prototyping helps to identify and formulate the main direction of the design. It lays out the process in a clear way so that their interaction is adequately tied up with the service.

Prototyping begins with hand-drawn black and white wireframe sketches on a paper, to streamline the elements. Post the low fidelity prototype, a digital medium fidelity with basic interactions is designed to be able to conduct a basic usability test. High fidelity prototype proceeds this phase where all the final visual experience comes together with all the final photographs of the product.

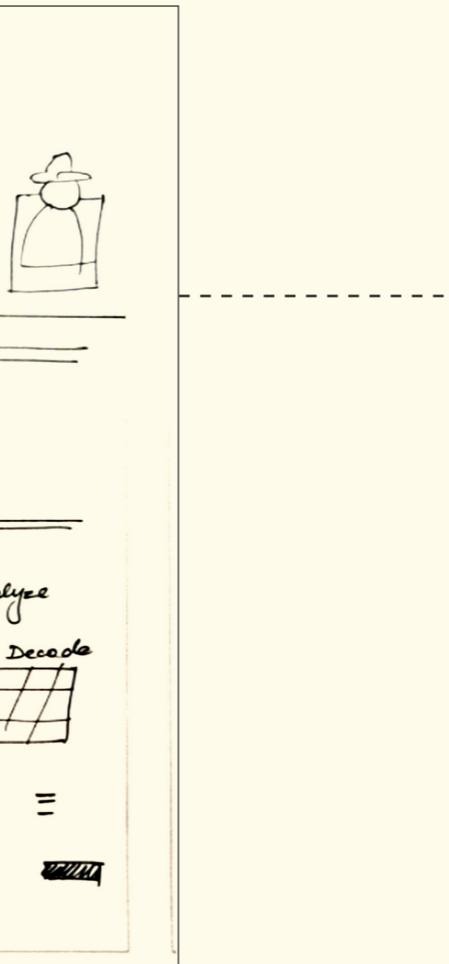
Low Fidelity Prototype

Low Fidelity Prototype

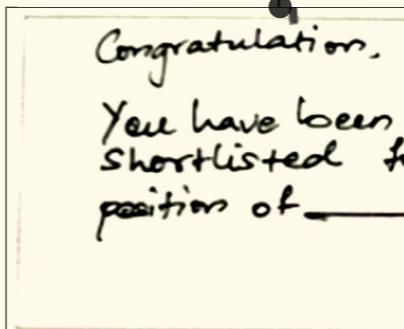
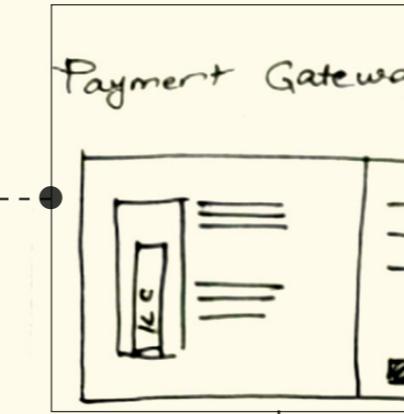
Home Page



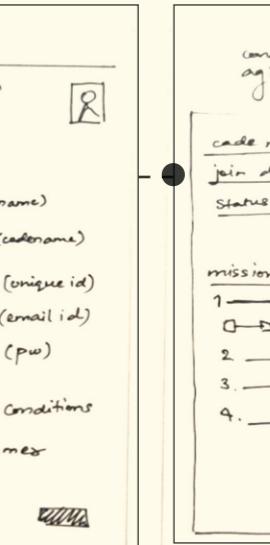
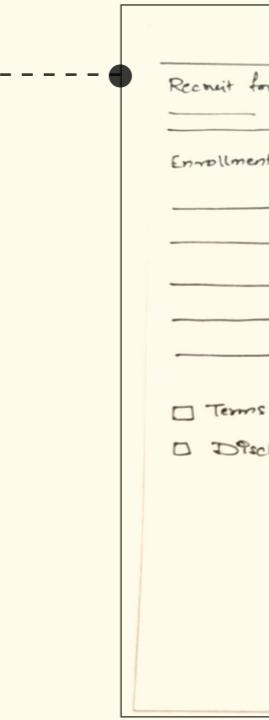
Buy Now Page



Payment Gateway Page



Registration Page



Medium Fidelity Prototype

Medium Fidelity Prototype

Buying the Game

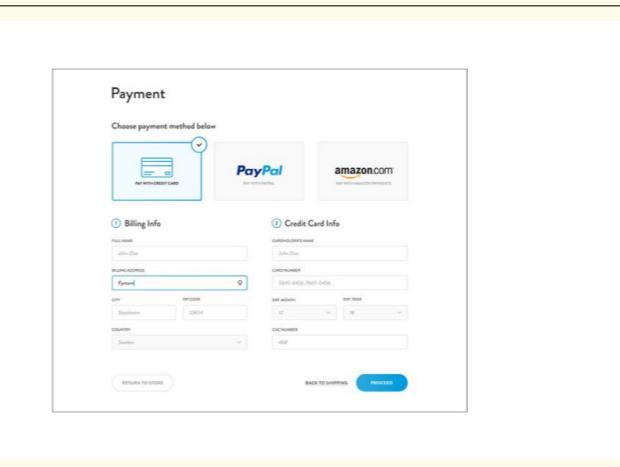
Home Page



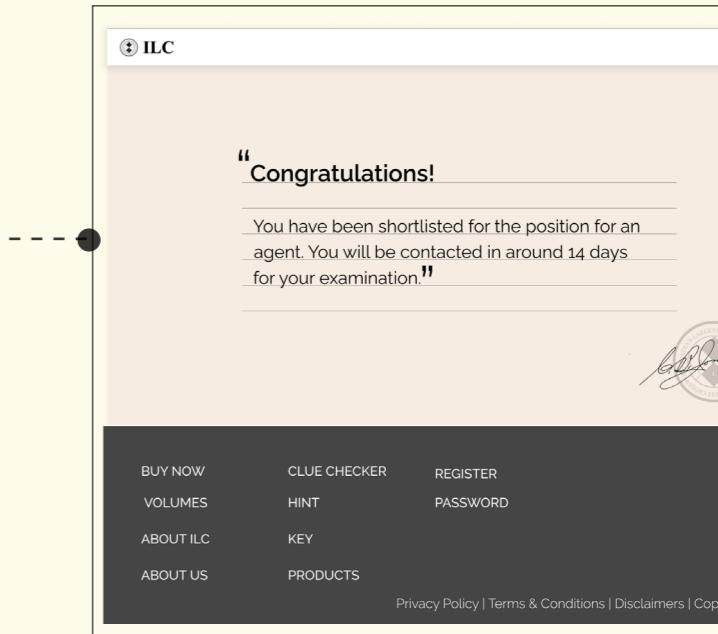
Buy Now Page



Payment Gateway Page

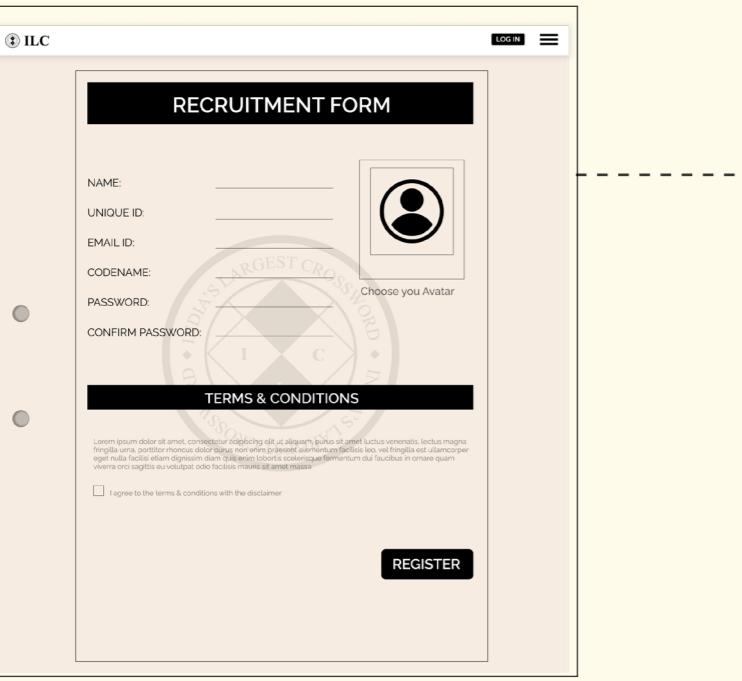


Order Confirmation Page



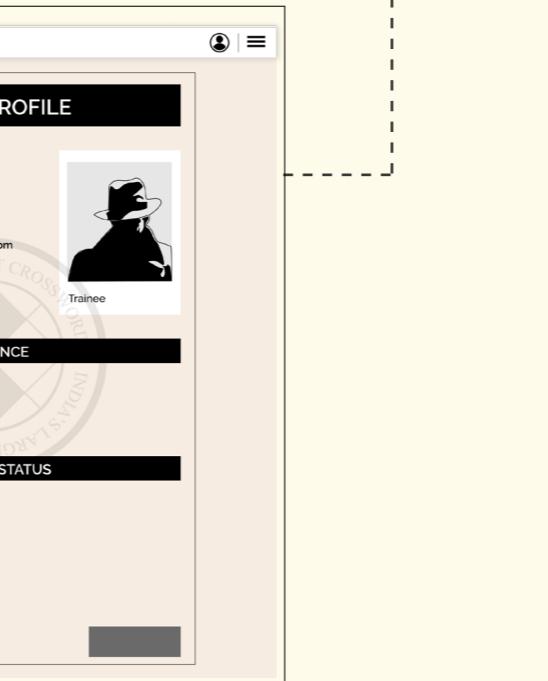
While Playing

Registration Page



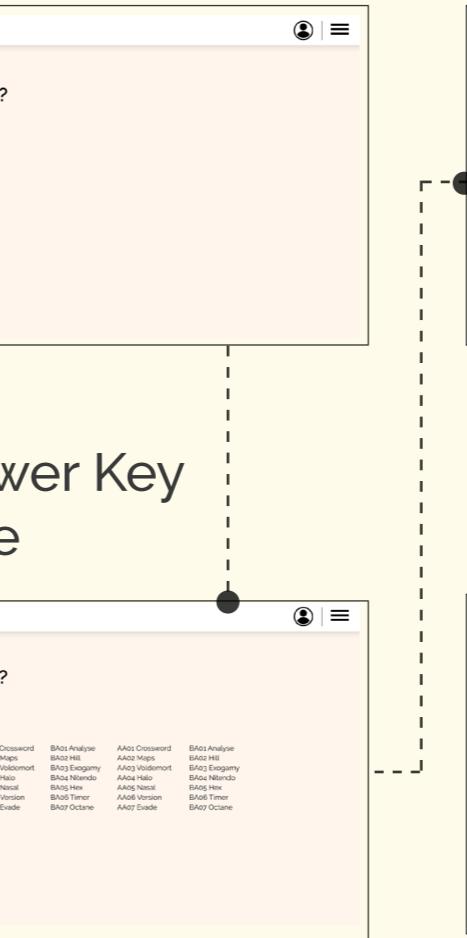
The screenshot shows the 'RECRUITMENT FORM' section of the registration page. It includes fields for NAME, UNIQUE ID, EMAIL ID, CODENAME, and two PASSWORD fields. A 'Choose your Avatar' button is present. Below the form is a circular watermark for 'INDIA'S LARGEST CROSSWORD'. At the bottom are 'TERMS & CONDITIONS' and a checkbox for agreeing to them, followed by a 'REGISTER' button.

Profile Page



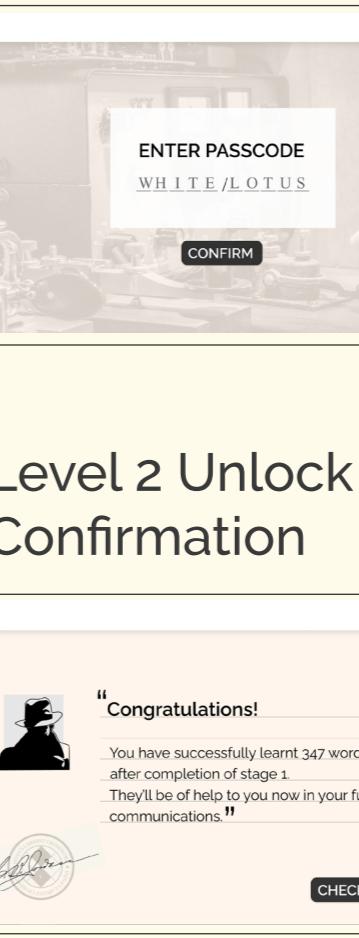
The screenshot shows the 'AGENT PROFILE' page for 'LANCELOT'. It displays basic information: ORIGINAL NAME (Naman Singh), UNIQUE ID (Agent378), EMAIL ID (lanceloto8@gmail.com), JOINING (04 January, 1947), and STATUS (Trainee). Below this are sections for 'APPEARANCE' (Black hair, Blue eyes, 5'3" height) and 'MISSION STATUS'. A small profile picture of the agent is shown.

Answer Key Page



The screenshot shows a 'Need Help Agent?' section with dropdown menus for Volume 1 Key, Volume 2 Key, Volume 3 Key, and Volume 4 Key. Below it is a 'CONFIRM' button.

Unlock Level 2 Page

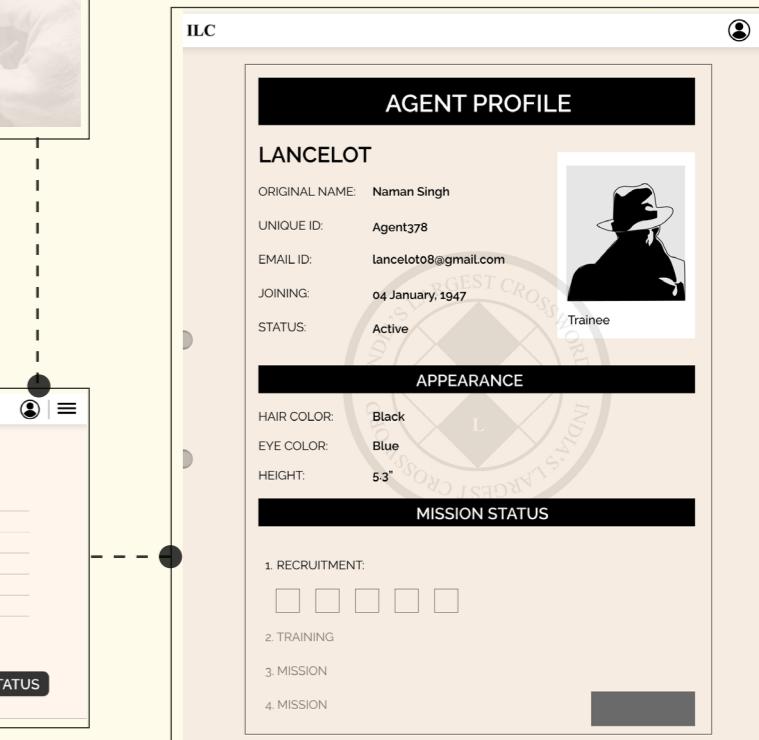


Answer Key Page



The screenshot shows a 'Need Help Agent?' section with dropdown menus for Volume 1 Key, Volume 2 Key, Volume 3 Key, and Volume 4 Key. Below it is a 'CHECK YOUR STATUS' button.

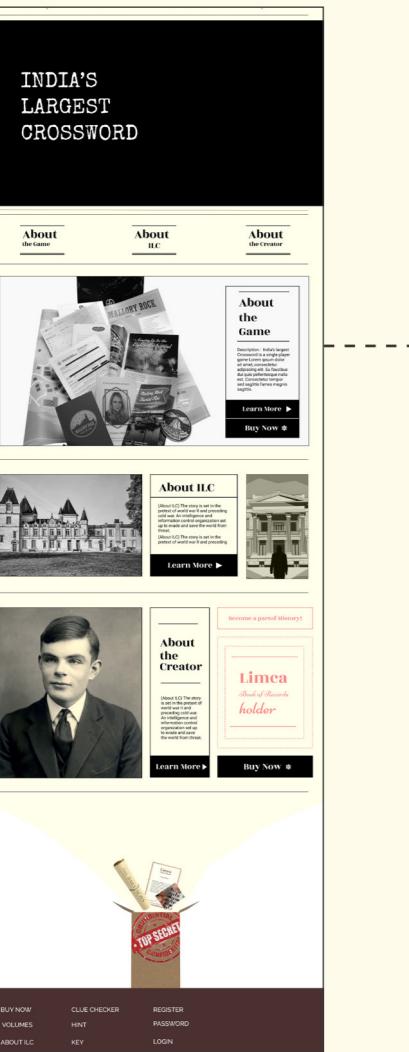
Updated Profile Page



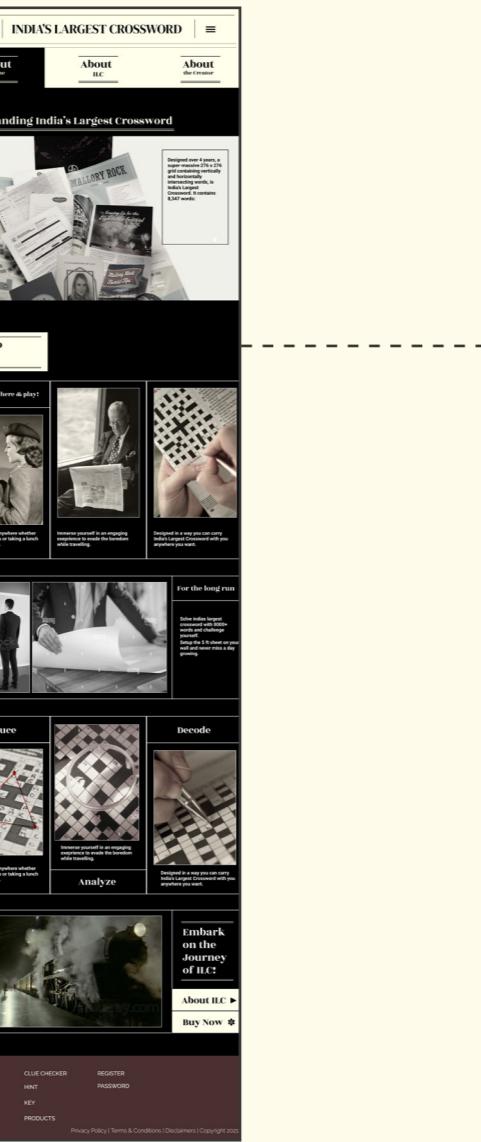
The screenshot shows the 'AGENT PROFILE' page for 'LANCELOT' after completing Level 2. The STATUS has been updated to 'Active'. The 'MISSION STATUS' section now includes a 'Congratulation!' message: 'You have successfully learnt 347 words after completion of stage 1. They'll be of help to you now in your further communications.' A signature icon is also present.

High Fidelity Prototype

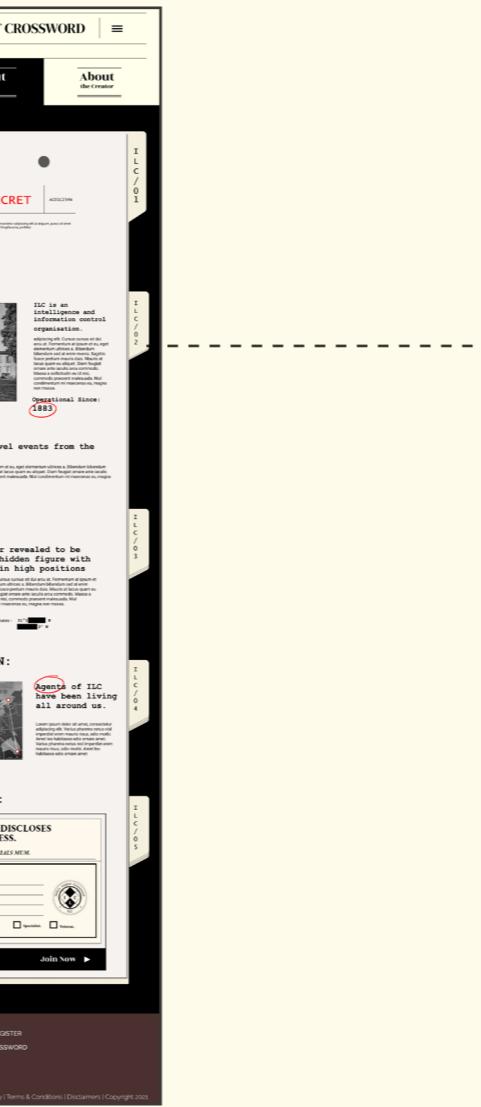
Home Page



About Game Page



About ILC Page



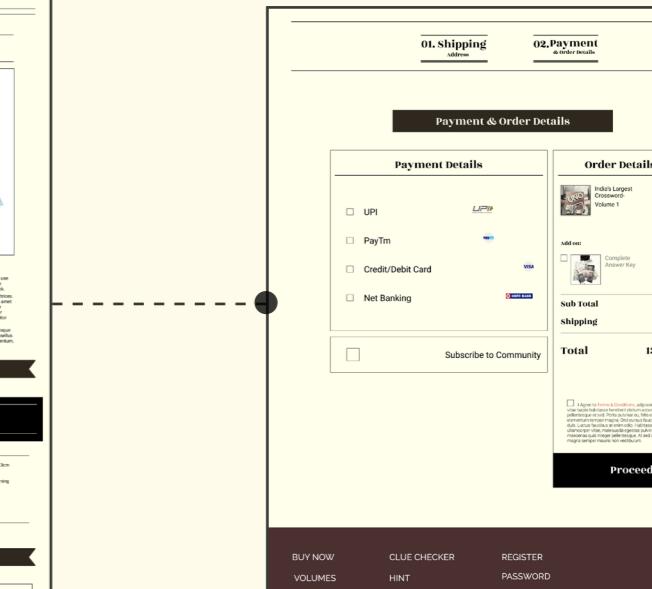
About Maker Page



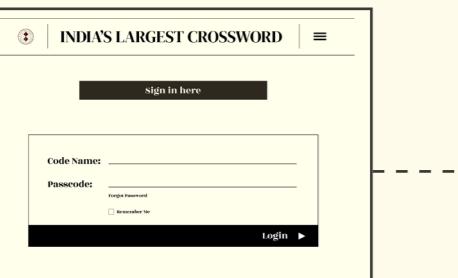
Buy Game Page



Payment Details Page



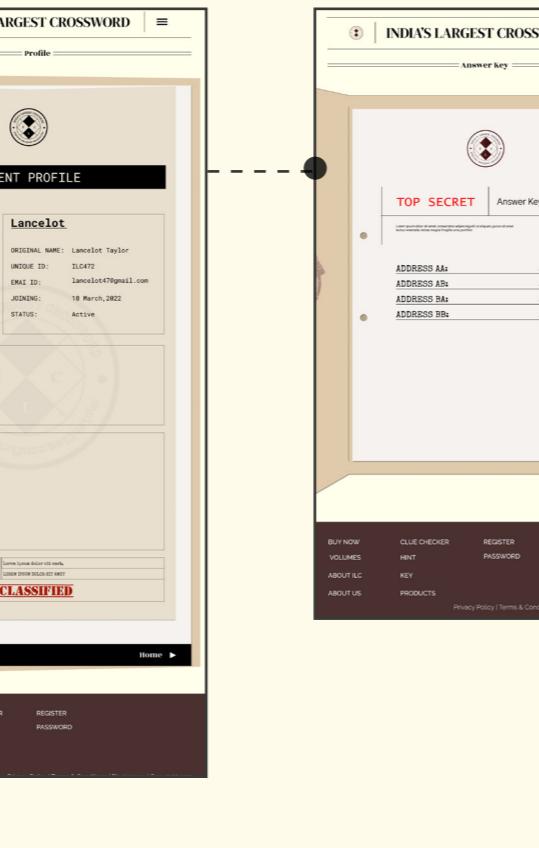
Sign In Page



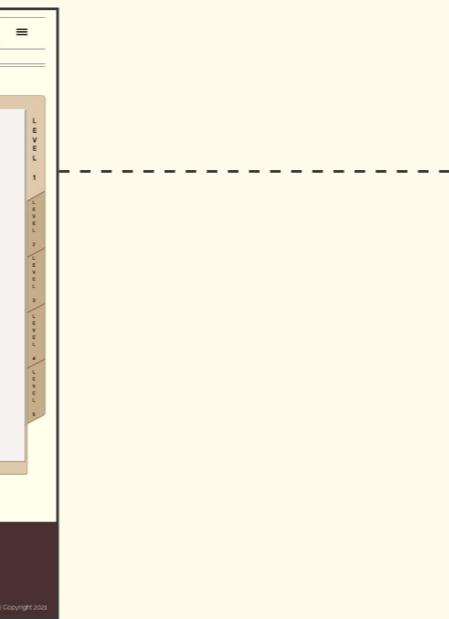
Registration Page



Agent Profile Page



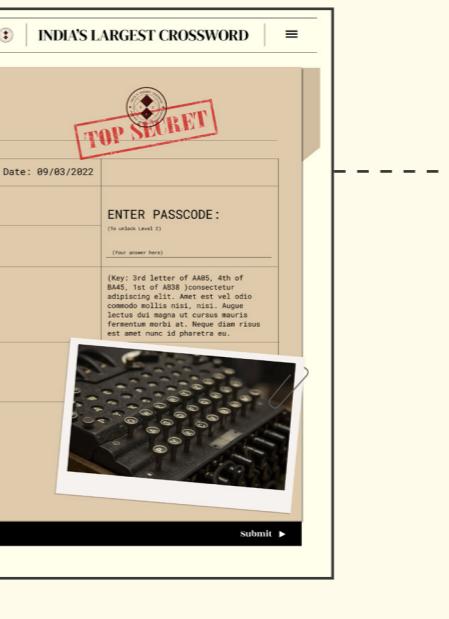
Answer Key Page



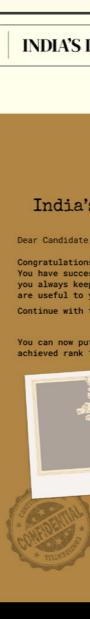
Answer Key Page



Unlock Level 2 Page



Level 2 Unlock Confirmation Page



Agent Profile Updated Page



Home Page

INDIA'S LARGEST CROSSWORD

[About
the Game](#)

[About
ILC](#)

[About
the Creator](#)

About the Game

Description : India's largest Crossword is a single player game. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Eu faucibus duis pellentesque nulla est. Consectetur tempor sed sagittis fames magnis sagittis.

[Learn More ▶](#)

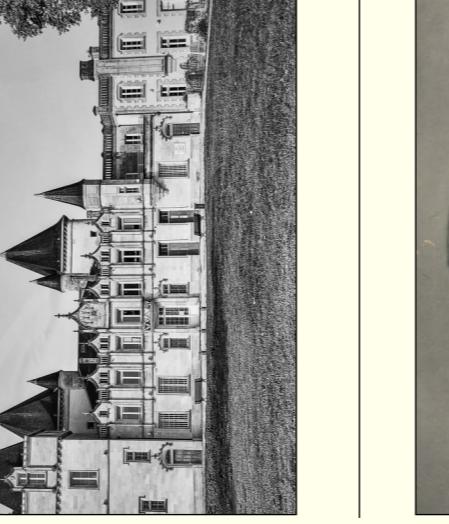
[Buy Now *](#)



About ILC

(About ILC) The story is set in the pretext of world war II and preceding cold war. An intelligence and information control organization set up to evade and save the world from threat.
(About ILC) The story is set in the pretext of world war II and preceding cold war. An intelligence and information control organization set up to evade and save the world from threat.

[Learn More ▶](#)



About the Creator

(About the Creator) The story is set in the pretext of world war II and preceding cold war. An intelligence and information control organization set up to evade and save the world from threat.

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[ABOUT ILC](#) [KEY](#) [LOGIN](#)

About the Game Page

 | INDIA'S LARGEST CROSSWORD | ≡

[About the Game](#) [About ILC](#)

Understanding India's Largest Crossword



How to Play

Take it anywhere & play!



Carry it with you anywhere whether standing in queues or taking a lunch break at the office.



Immerse yourself in an engaging experience to evade the boredom while travelling.

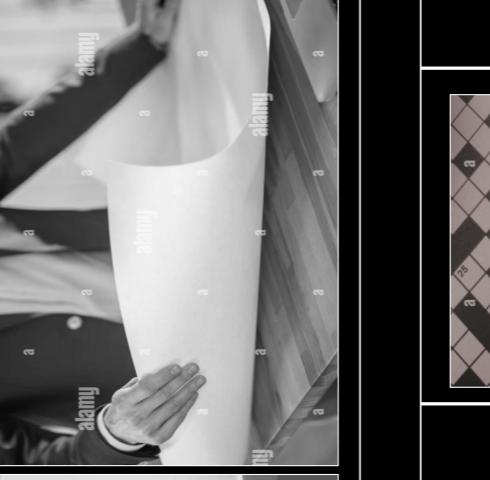


Designed in a way you can carry India's Largest Crossword with you anywhere you want.

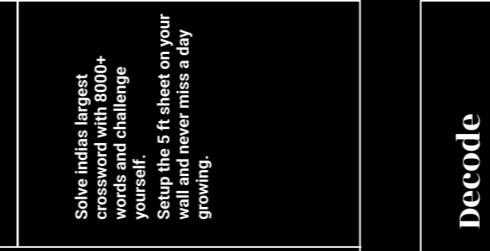
Deduce



Carry it with you anywhere whether standing in queues or taking a lunch break at the office.



Immerse yourself in an engrossing experience to evade the boredom while travelling.



Solve India's largest crossword with 8000+ words and challenge yourself. Setup the 5 ft sheet on your wall and never miss a day growing.



Designed in a way you can carry India's Largest Crossword with you anywhere you want.



[About ILC](#) ▶

[Buy Now](#) *



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BUY NOW VOLUMES ABOUT ILC ABOUT US

CLUE CHECKER HINT KEY PRODUCTS

REGISTER PASSWORD

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 **INDIA'S LARGEST CROSSWORD**

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[About ILC](#)

[About the Creator](#)

THE HISTORY:



TOP SECRET

AC01C234N

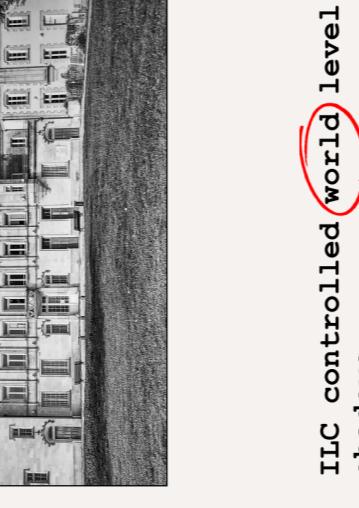
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ILC is an intelligence and information control organisation.

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operational Since:

1883



THE MASTERMIND:



ILC controlled world level events from the shadows

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THE ORGANISATION:



Founders revealed to be the a hidden figure with links in high positions

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Location co-ordinates - 51°1' **N** 3° **W**

ILC GOES PUBLIC:

IN NEED FOR AGENTS, DISCLOSES RECRUITEMENT PROCESS.

PUBLIC SHOWS EXCITEMENT, BUT OFFICIALS MUM.

FILL THIS FORM.

Full name.	_____
Code name.	_____
Candidate ID	_____
Telephone no.	_____
Rank.	<input type="checkbox"/> Regular <input type="checkbox"/> Specialist <input type="checkbox"/> Veteran.

Click a picture of the form and send it on our website.

Agents of ILC have been living all around us.



Location co-ordinates - 51°1' **N** 3° **W**

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About the Maker Page



INDIA'S LARGEST CROSSWORD

≡

About the Creator



About Siddhartha Kathpalia

Maker of India's Largest Crossword

About

the Game

About

ILC

About

the Creator

Journey to Crossword

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[About ILC ▶](#)

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Buy Game Page

INDIA'S LARGEST CROSSWORD

- OVERVIEW
- DETAILS



OVERVIEW

India's Largest Crossword is a crossword game to be played individually. You can also compete with your friends who have India's Largest Crossword.

For better experience the game has been divided into 4 volumes where you need to progress from one to another as a part of gameplay.

Based on 4 themes spanning across recruitment, training and missions that come in a life of spy, experience the immersive gameplay of crossword through it's clue newspaper.

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Diam ut id amet sed non vitae scelerisque mauris ut. Ornare velit bibendum phasellus vel enim tortor. Scelerisque nis fermentum, ultrices et.

ABOUT THE GAME:

- 1 Main outside box
- 1 Small box (capsule) containing Tacklets
- 2 pen
- 6 magnets
- A cluebook for volume 1 of Crossword
- India's Largest Crossword divided in 4 main sheets i.e. 4 volumes
- An Envelope containing a letter
- An Identity Card
- An instruction booklet

MAIN ELEMENTS



AGE & PLAYERS

- Age: 5+
- No. of Players: 1
(but can be played as a competitive game with someone who also possesses the game)

OTHER DETAILS

- Size of the Package: 38* h x 13cm
- Weight: 257 gm
- Language: English
- Genre: Strategy & English Learning
- Item No.: 123DAH79
- Batteries Required: No
- Batteries Included: No

RECEIVE THESE ELEMENTS OF THE GAME:

India's Largest Crossword Game
(100% Crossword Sheets+Clues for Volume 1)

Entire Answer Key for Volume 1
(Answer key will be a digital version)

Buy Answer Key Later*
(answer key will be a digital version)

₹1200/-

₹300/-

₹500/-

Buy Now *

BUY NOW

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INDIA'S LARGEST CROSSWORD																					
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Proceed ►																					

Sign In Page



INDIA'S LARGEST CROSSWORD



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Code Name: _____

Passcode: _____

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Registration Page

INDIA'S LARGEST CROSSWORD

≡

Registration

RECRUITMENT FORM

Department of Intelligence
Recruit Service

CLASSIFIED

Register ▶

Appearance

NAME: _____

UNIQUE ID: _____

EMAIL ID: _____

CODENAME: (To be used as username further)
facilis mauris sit amet massa

PASSWORD: _____

CONFIRM PASSWORD: _____

I agree to the terms & conditions with the disclaimer

PAGE: 1 of 1

Terms & Conditions

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Agent Profile Page

INDIA'S LARGEST CROSSWORD

≡

Profile



AGENT PROFILE

Lancelot

ORIGINAL NAME:	Lancelot Taylor
UNIQUE ID:	ILC472
EMAIL ID:	lancelot47@gmail.com
JOINING:	18 March, 2022
STATUS:	Active



Appearance

HAIR COLOR:	Black
EYE COLOR:	Brown
HEIGHT:	5'3"

Mission Status

- RECRUITMENT:
- TRAINING:
- MISSION 1:
- MISSION 2:

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Answer Key Page

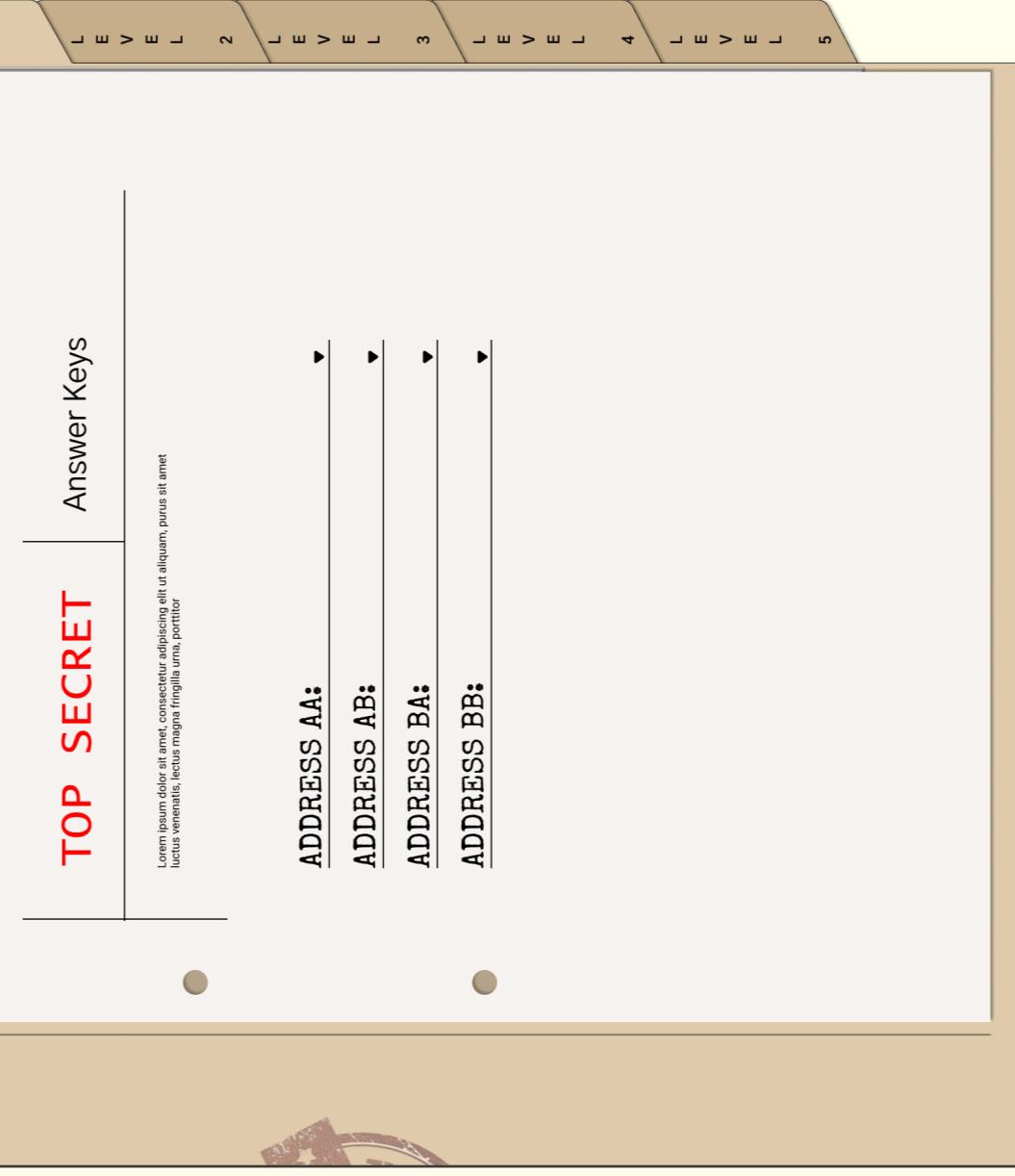
 | **INDIA'S LARGEST CROSSWORD** | 

Answer Key

TOP SECRET

Answer Keys


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Answer Key Page

INDIA'S LARGEST CROSSWORD |  | 

Answer Key

TOP SECRET | **Answer Keys**

1. L E V E L 2. L E V E L 3. L E V E L 4. L E V E L 5. L E V E L

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ADDRESS AA: Reveal All

AA01	AA02	AA03	AA04	AA05	AA06	AA07
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				

ADDRESS BA: Reveal All

BA01	BA02	BA03	BA04	BA05	BA06	BA07
<input type="checkbox"/>						

ADDRESS BB: Reveal All

BB01	BB02	BB03	BB04	BB05	BB06	BB07
<input type="checkbox"/>						

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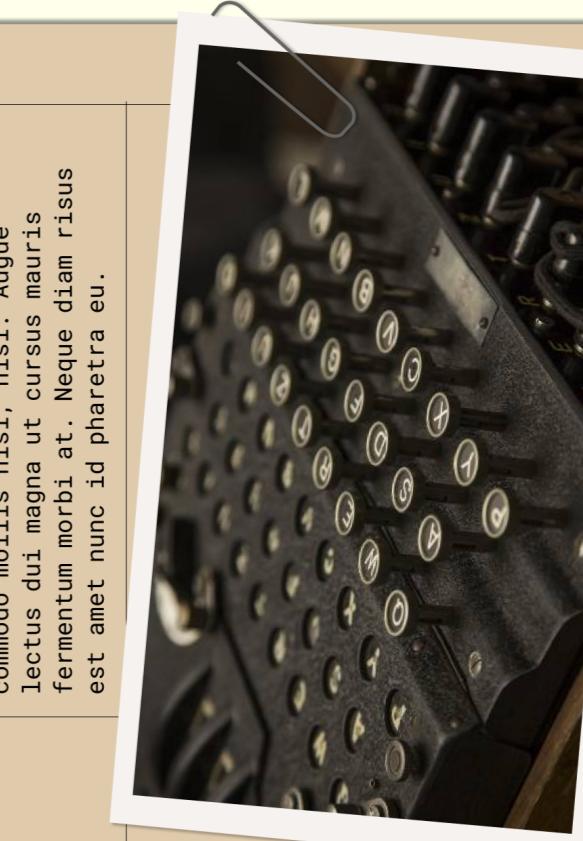
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Unlock Level 2 Page

 INDIA'S LARGEST CROSSWORD ≡


TOP SECRET

ENTER PASSCODE :	(To unlock Level 2)
Date: 09/03/2022	(Your answer here)
	

Submit ▶

Level Unlock Confirmation Page

INDIA'S LARGEST CROSSWORD

≡

≡



Dear Candidate,

Congratulations on successful completion of LEVEL 1
You have successfully decoded 465 words. Make sure
you always keep them with you so that the techniques
are useful to you in difficult times.

Continue with the same persistence.

You can now put a sticker on your ID. You've
achieved rank 1.



Update Profile ▲

Updated Profile Page

INDIA'S LARGEST CROSSWORD

≡

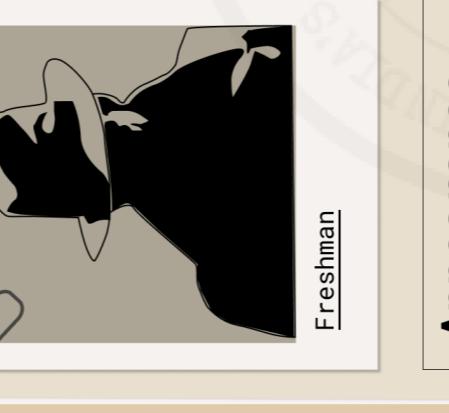
Profile



AGENT PROFILE

Lancelot

ORIGINAL NAME:	Lancelot Taylor
UNIQUE ID:	ILC472
EMAIL ID:	lancelot47@gmail.com
JOINING:	18 March, 2022
STATUS:	Active



Freshman

Appearance

HAIR COLOR:	Black
EYE COLOR:	Brown
HEIGHT:	5'3"

Mission Status

1. RECRUITMENT:

2. TRAINING:

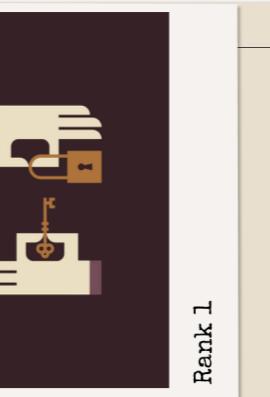
3. MISSION 1:

4. MISSION 2:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis

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India's Largest Crossword Game

About

Embark on the journey of solving India's Largest Crossword with ILC. Based on 4 themes spanning across recruitment, training and missions that come in a life of spy, experience the immersive gameplay of crossword through it's clue newspaper.

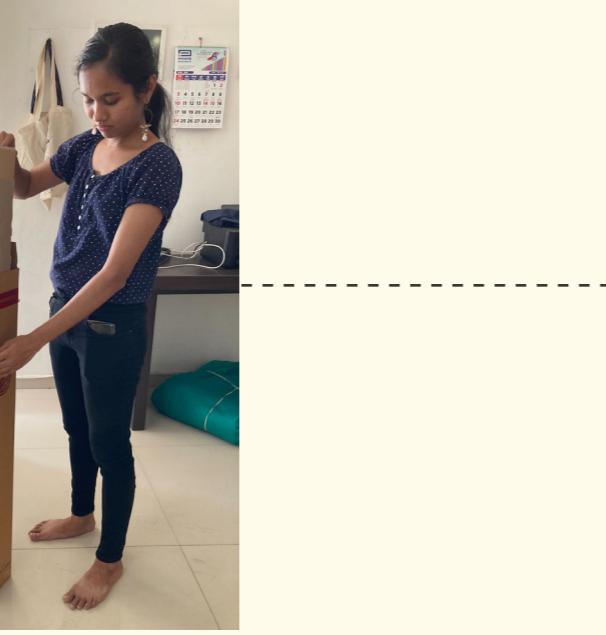
You have been chosen, but can you prove your worth? Join this journey with ILC to know

Unboxing

Receive Package

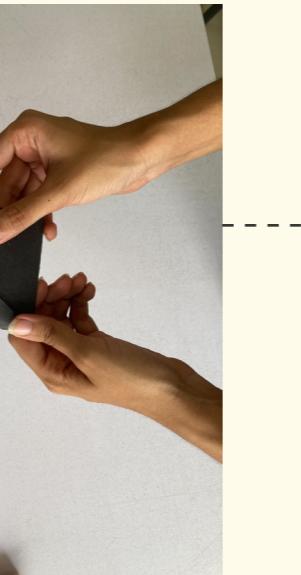


Unbox the Game



Registration

Open Envelope



Remove letter and register yourself on the ILC Website

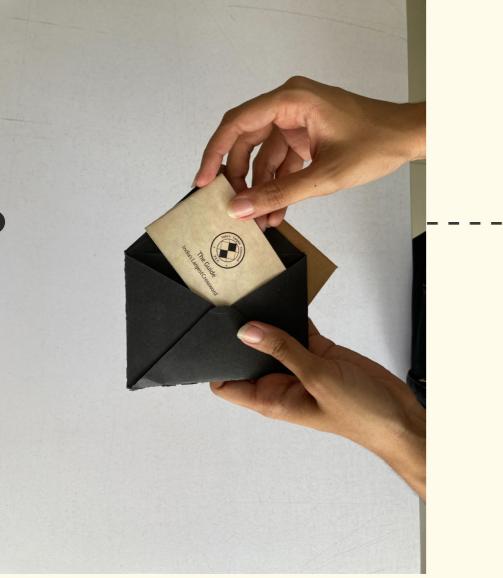


Registration form on the Websiter

A screenshot of a website registration page. The title "RECRUITMENT FORM" is at the top. Below it, there are fields for "NAME", "EMAIL ID", "COURSE", "PASSWORD", and "CONFIRM PASSWORD". There is also a section for "TERMS & CONDITIONS" with a checkbox. A red stamp that says "CLASSIFIED" is overlaid on the bottom right of the form area.

Set Up

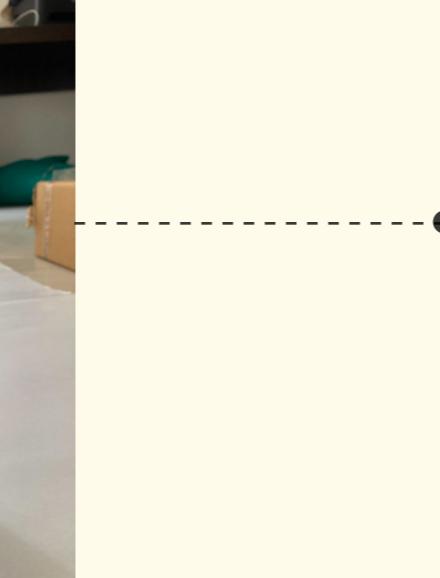
Remove the Instruction
booklet Containing all the
instructions for set up



Remove all the
elements



Take the tackits from the
capsule



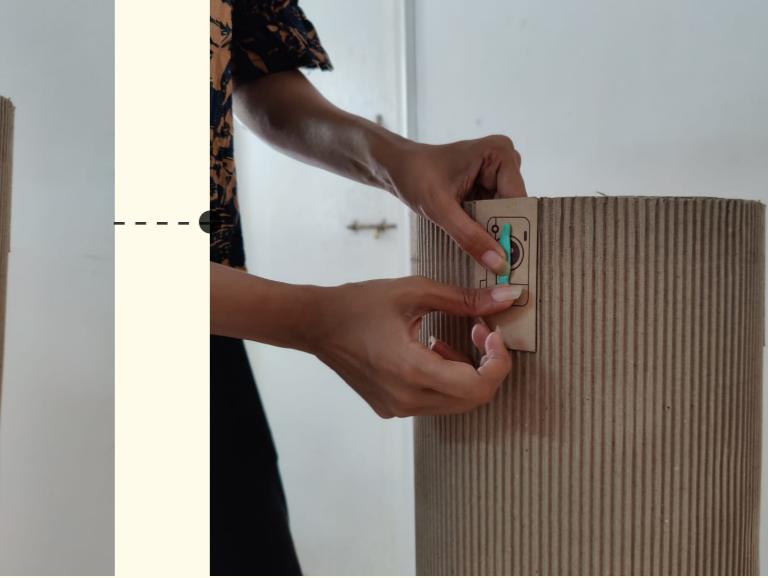
Put the tackits on the back
of the SupportBoard



But the Tackits in 10 places
to hide the camera

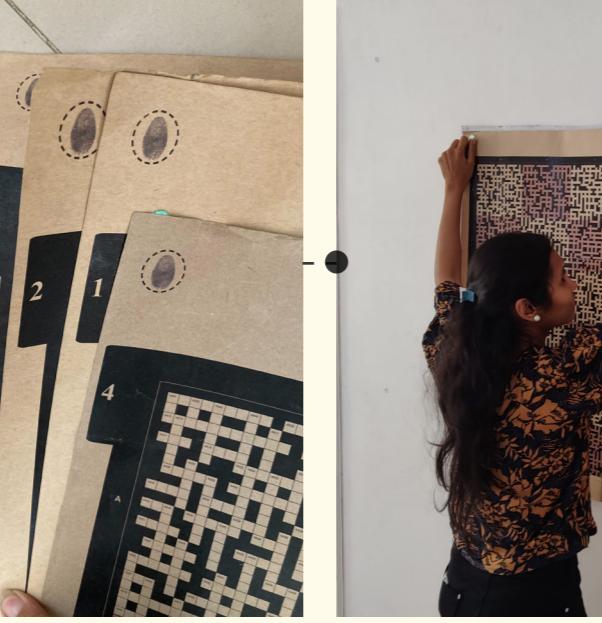


By hiding the camera,
you ensure no one can see you
working on the field as a
spy





Stick the Support Board on
the Wall



Take the sheet marked '1' from
the other sheets



Put the main sheet on the
Support Board with the help of
4 magnets on 4 corners



Place the magnet on the place
of a finger print



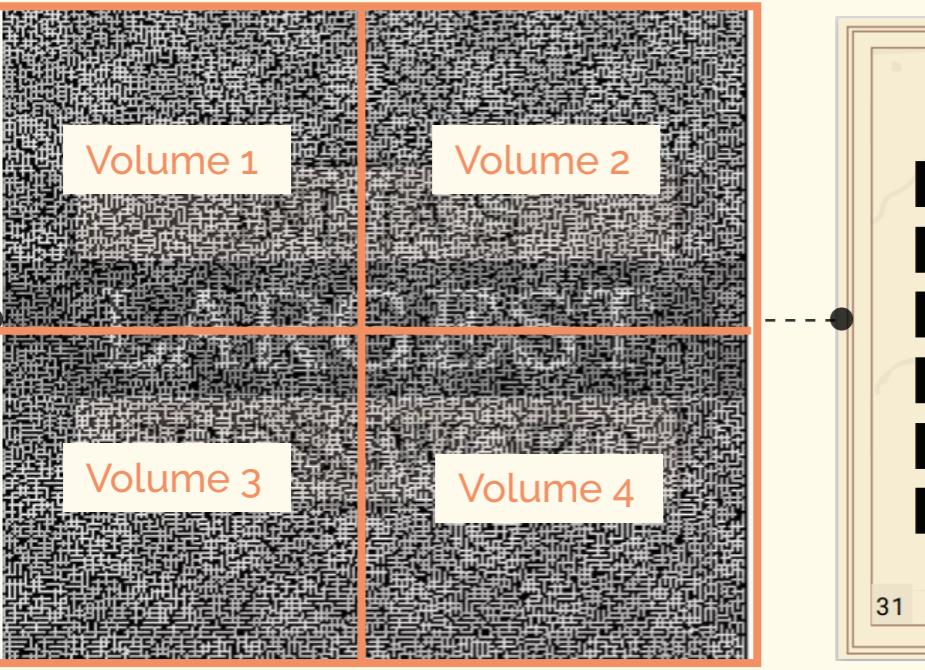
This would ensure no marks of
identity are left behind



The Set up is done and you
are all set to begin playing

Playing

For Ease of Convenience, India's Largest Crossword is divided into 4 parts, with each part containing 36 boxes of crossword inside them



For Volume 1 of recruitment, the first sheet has been divided into 5 levels wherein the difficulty increases as you progress

05. Levels

India's Largest Crossword is available in 4 Volumes. For easy navigation, the crossword is divided into 36 boxes.

100% Crossword
↓
4 Volumes
↓
Volume 1
↓
5 Levels
↓
9 Clusters
↓
36 Boxes

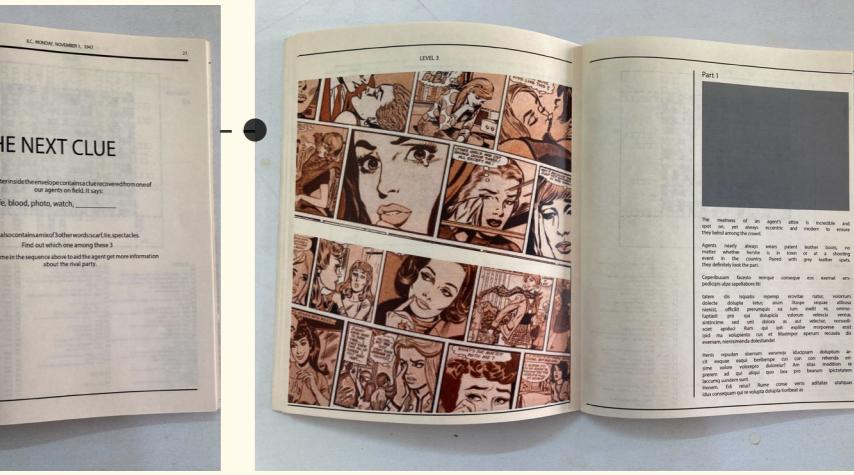
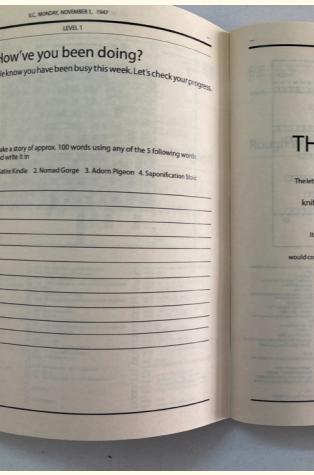
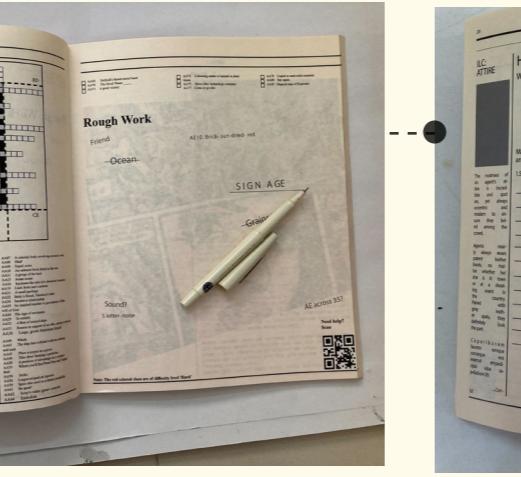
9 clusters comprising multiples of 4 boxes come together to form 5 levels. Each level has increasing difficulty with respect to clues to be cracked and allotted time.

The 5 levels represent the ranks a candidate needs to pass to successfully get recruited into ILC.

31

Start solving the boxes in the Clue Newspaper

To keep you engaged on this thrilling journey, there are puzzles in between Crosswords



It also contains a gripping fiction spy story about ILC itself with 2 agents trying for recruitment themselves

Translating

On completion of the box, check the answers from the website



Translate these answers on the Main Sheet



Use the White color pen to translate the answers

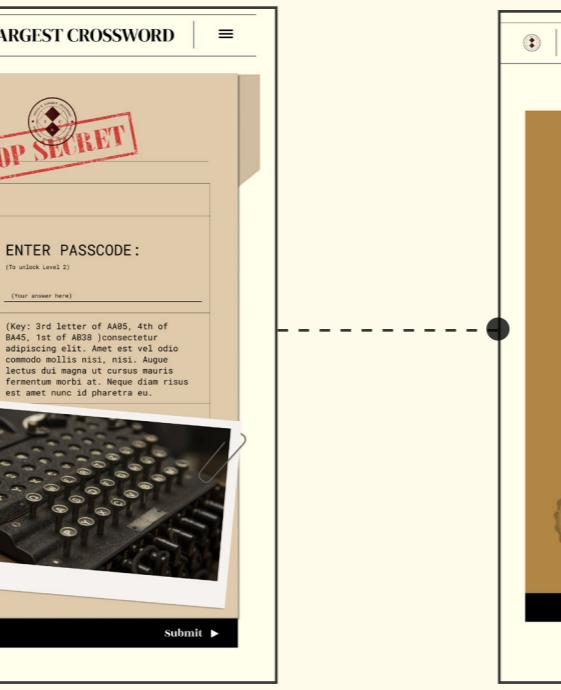


Completion

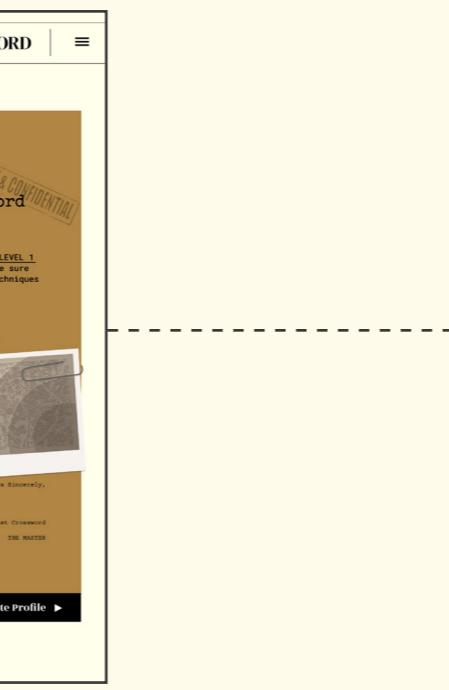
On completion of the level, check the answers from the website



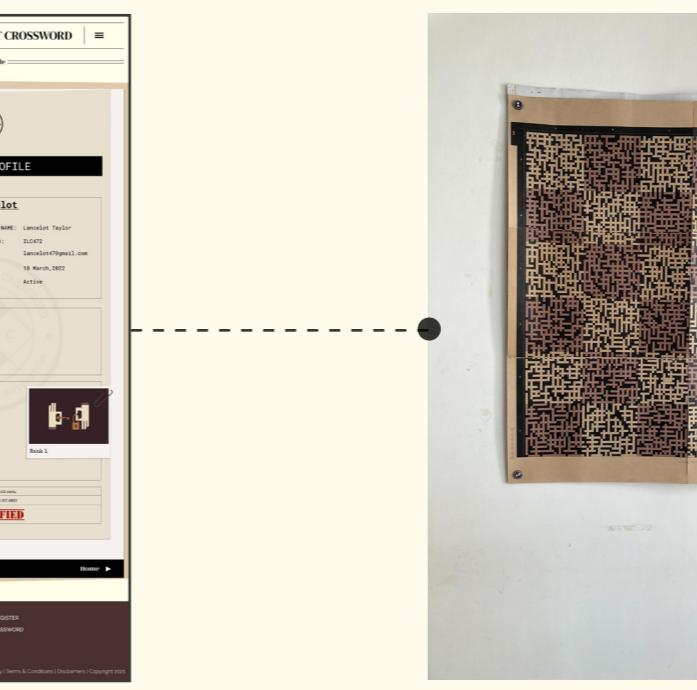
Enter Passcode to unlock level 2



Level 2 Unlock Confirmation



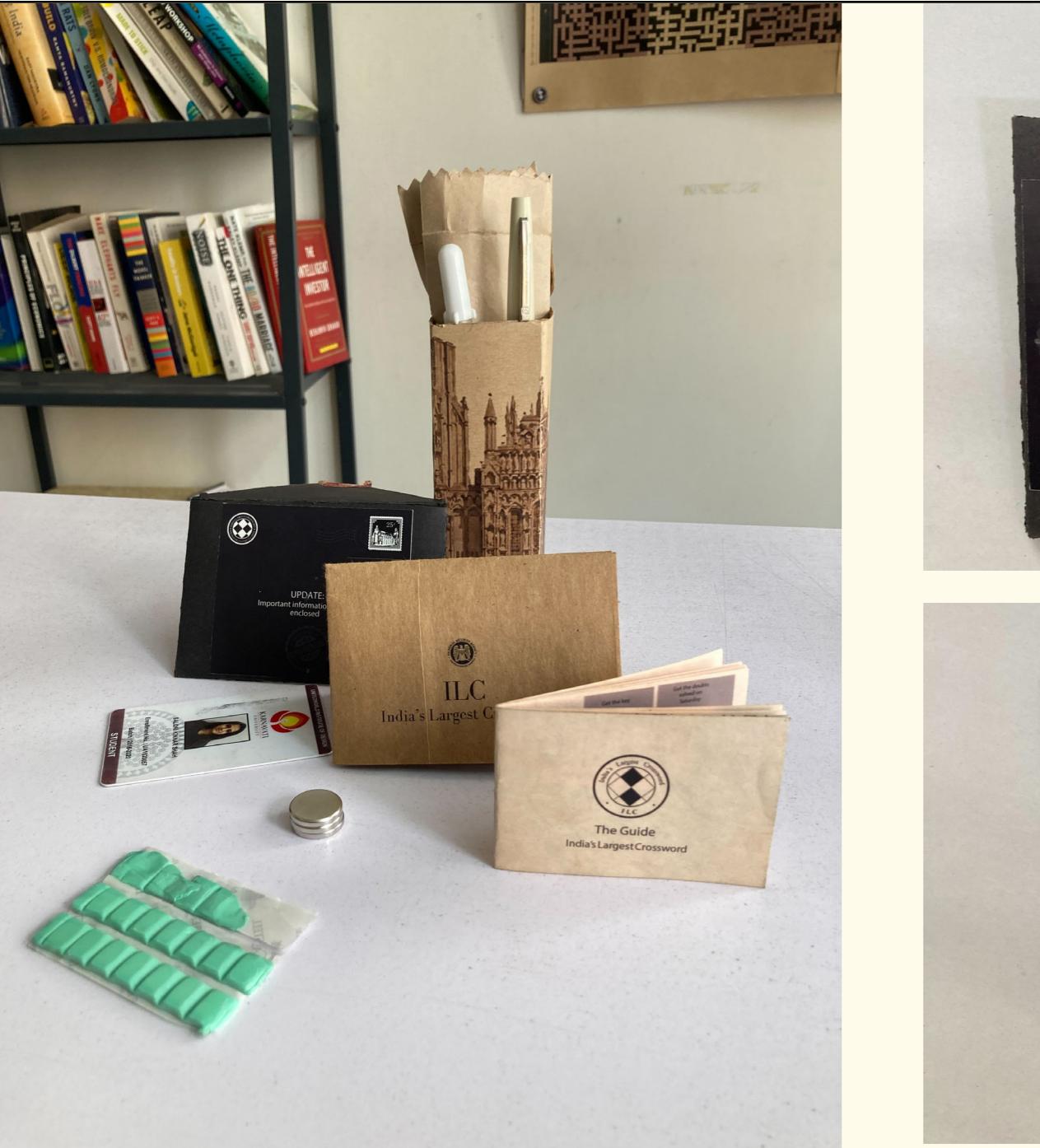
Your Agent Profile is updated.
You can now put the sticker for level 1 completion on your ID Card



Continue ahead to finish the first Volume



Complete 4 volumes to finish India's Largest Crossword



364 India's Largest Crossword



365



India's Largest Crossword Game 365

