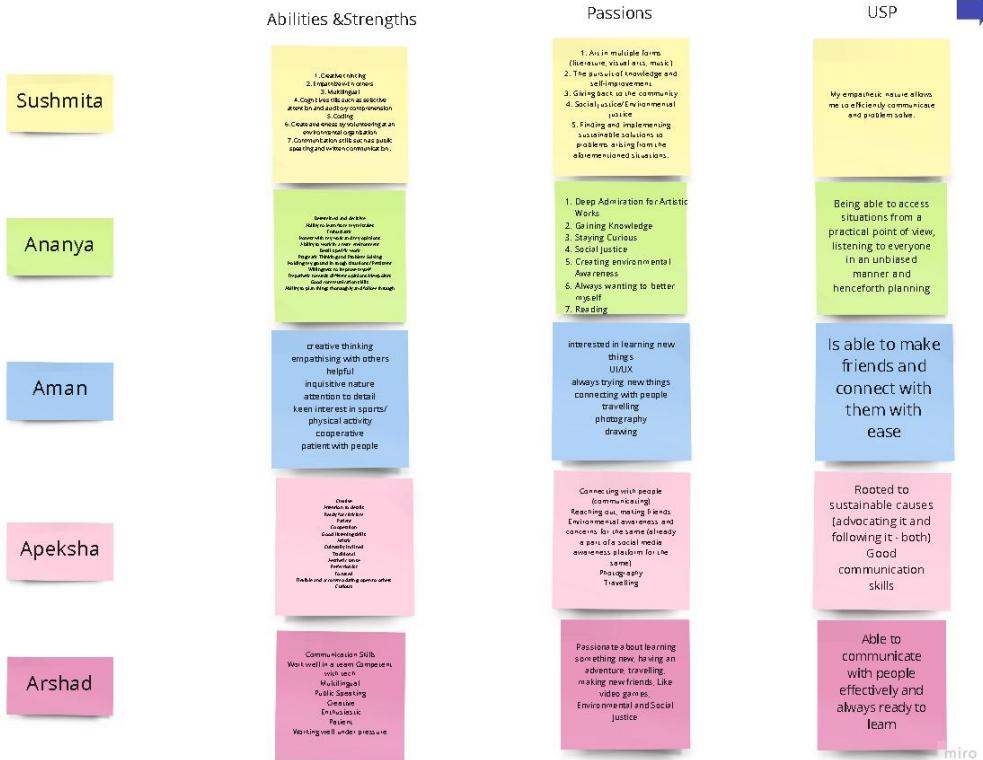
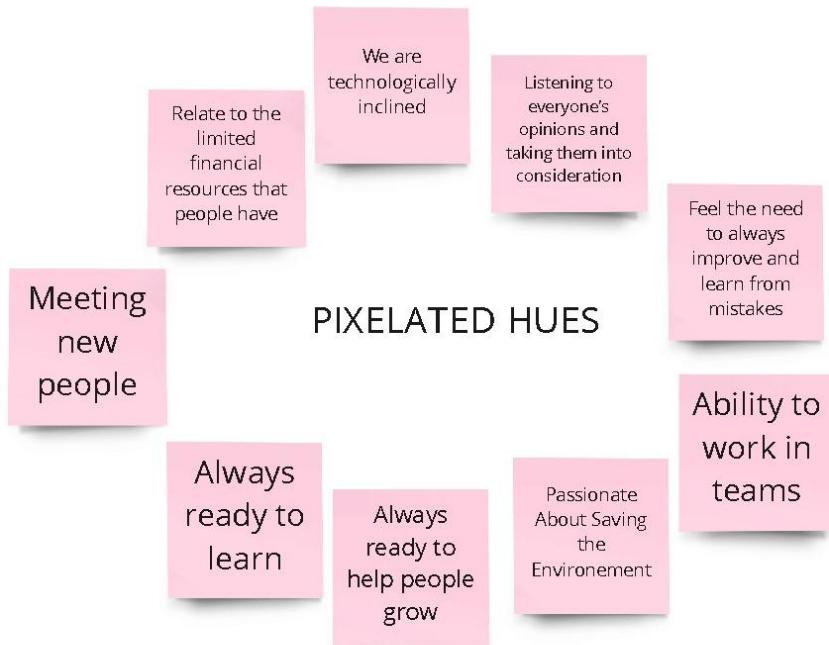


**PIXELATED HUES**

# Personal Attributes



# Group Attributes



# Problem Areas



# Problem statement

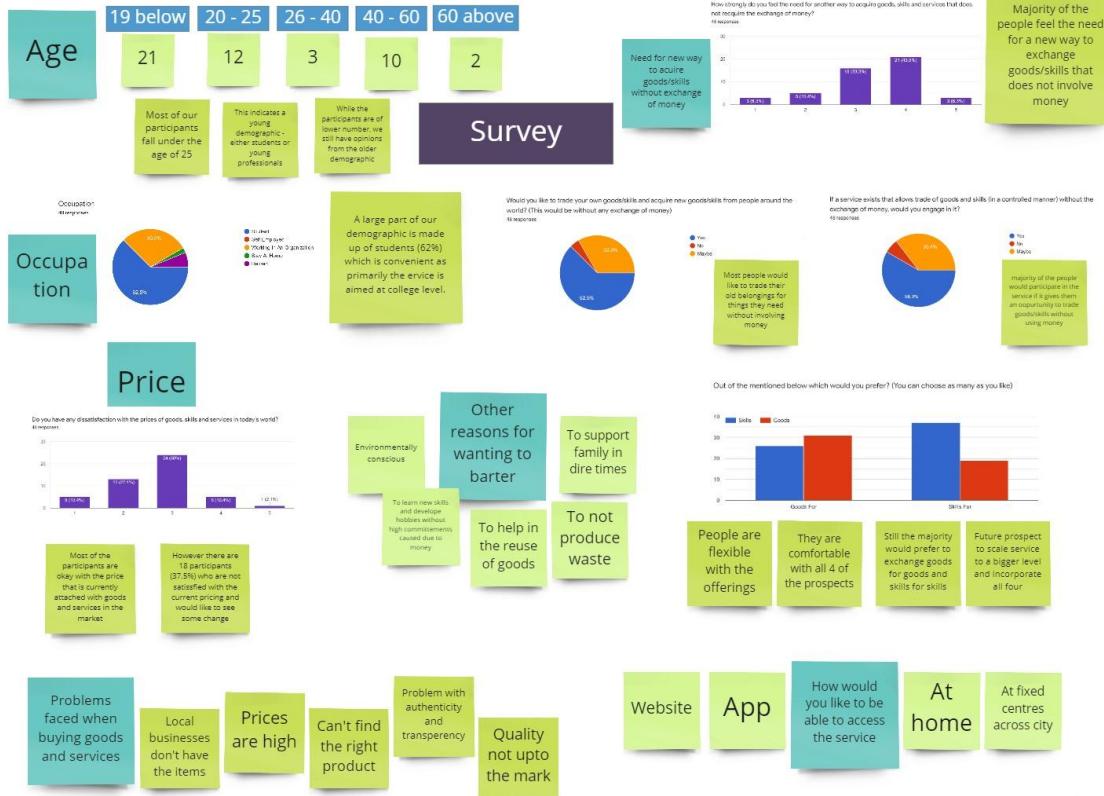
Due to the ongoing climate crisis, the idea of excessive consumerism and the capitalist nature of the market are being questioned, it is the need of the hour to look for new ways to promote learning, skills and exchange of goods in an otherwise efficient manner. (This is also applicable to our current situation wherein the economy has been affected as a consequence of the pandemic)

Our service, **Bartners**, aims to solve the above problem at hand.

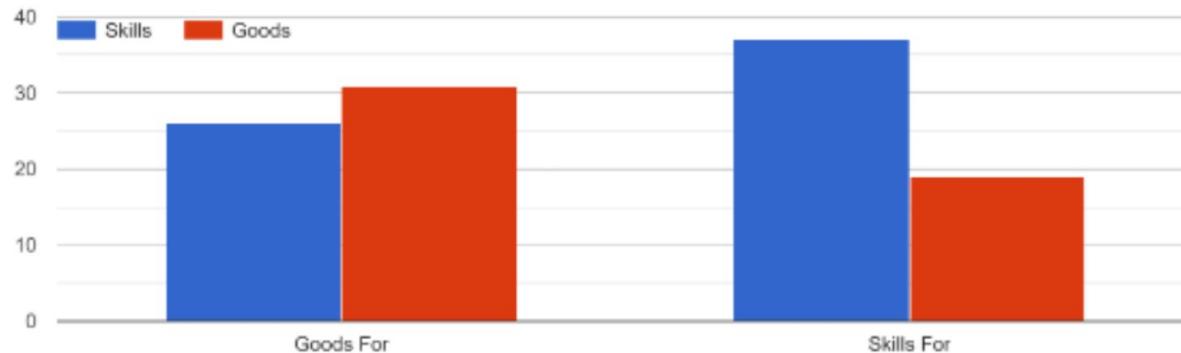
# Context



# Survey Analysis



Out of the mentioned below which would you prefer? (You can choose as many as you like)



People are flexible with the offerings

They are comfortable with all 4 of the prospects

Still the majority would prefer to exchange goods for goods and skills for skills

Future prospect to scale service to a bigger level and incorporate all four

# Website App

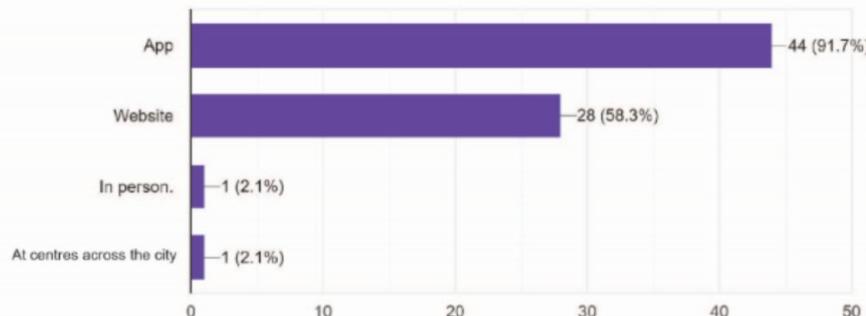
How would  
you like to be  
able to access  
the service

# At home

# At fixed centres across city

What all ways would you like to access the people with whom you'd exchange goods/services?

48 responses



# Synthesis

Barter of Goods & Services	History of the System	Was used before money was invented	Gained popularity during Great Depression due to the economic crisis and value of money dropping	Moved away from barter as the value of money was universally acknowledged	money became more efficient and simple to use
	Need for Revival	Promoting reusability of products	Ability to share knowledge without any monetary involvement	Getting rid of things that are no longer needed while giving them a second life	Economic uncertainty faced by many households
	Involve-ment	Anyone with skills and curiosity to learn more	Anyone who wants to get new items in exchange of items no longer needed by them	COLLEGE LEVEL Students Professors Administration Staff Research Individuals	BROADER LEVEL - People who need to learn a new skill for job - People who need some good but are unable to buy from usual means - People who want to learn a new skill out of curiosity
	Benefits	Promotes sharing of skills and goods without involvement of money	Is not affected by the normal economic situation	With our new technology safe deliveries and real time interactions are possible	Beneficial for the environment
	Cons of the Service Provided	Problem arises if people wish to convert skill points to money	Finding the right match up in terms of goods may prove to be difficult		Skills Points available in case necessary skill requirements are not met

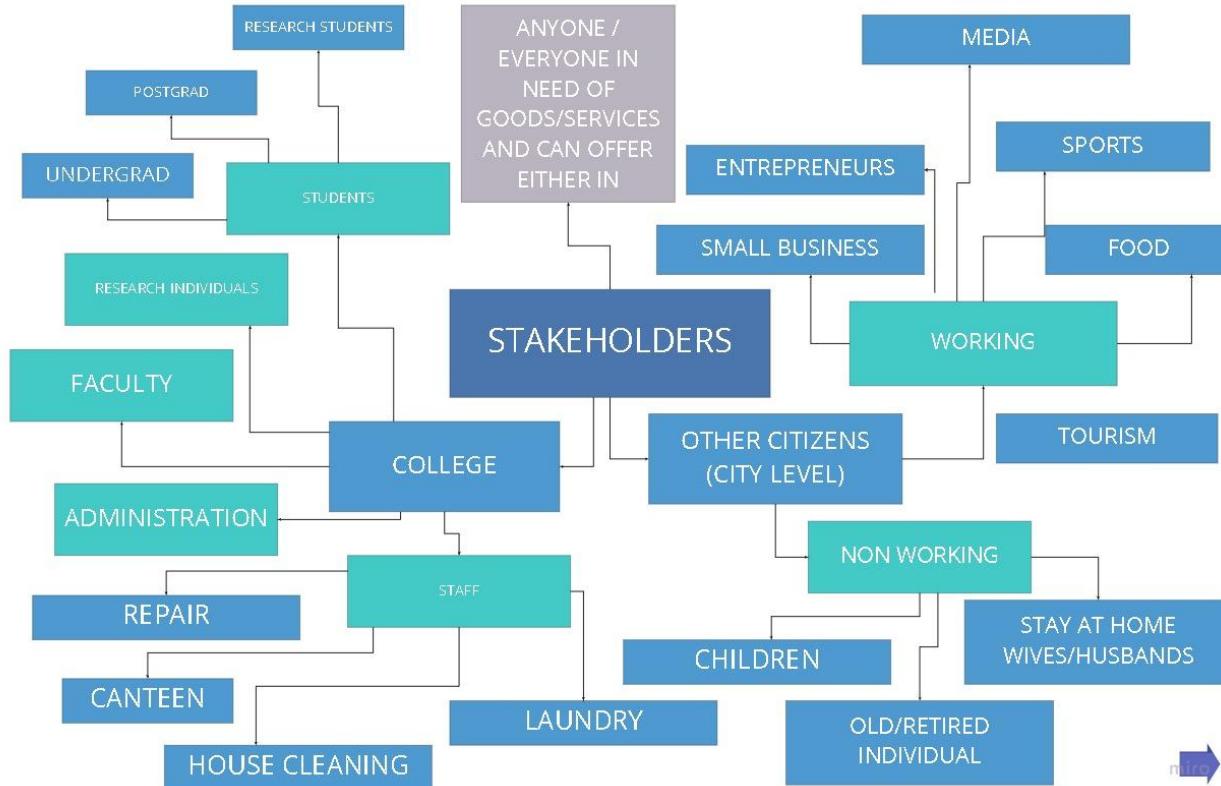
# What is our service - Video

[Click Here](#)



BARTNERS

# Stakeholders



# Persona mapping

## PERSONAS



Aditya Singh



Dr. Salonee Priya  
Maithani



Ali Akbar Shahabuddin



Hiranmayi Vavilala

# Persona mapping



**Aditya Singh**

Age: **18**

Location: **New Delhi**

Occupation: **Student**

#### Pain Points

Feels that there might not be a lot of people willing to learn the skills in his skillset

#### Skills to offer

Swimming

Hiking

**Photography** (Completed certificated course from Stanford University)

#### Goals

Become proficient in competitive programming

Travel photography and blogging

#### Personality



#### Why would our service help him?

Aditya will be joining university next year, to pursue a bachelors degree in Computer Science. He wants to learn programming language but he want to learn it from his seniors. Our service would help him by finding the correct partner, in this case which would be a person preferably from his university in Delhi, who is proficient in programing languages and who wants to learn photography.

# Persona mapping



**Dr. Salonee Priya Maithani**

Age: **47**  
Location: **New Delhi**  
Occupation: **Teaching**

## Pain Points

Want more options to choose from for the same skill

## Skills to Offer:

Writing  
Poetry  
Saree Collection

## Goals

Financial security



## Why would our service help her?

Showcasing skills  
Establishing network  
Popularity  
of help to others  
more opportunity to explore own self

The skills that are lacking would be inculcated  
Free of cost  
At home - no travel  
de cluttering  
more variety  
sustainability

# Persona mapping



**Ali Akbar Shahabuddin**

Age - **23**  
Location - **Bangalore**  
Occupation - **Software Engineer**

#### Pain Points

Has a lot to offer and is sure that he could offer his skills but is worried if the others offering the skills would be upto the mark

#### Skills to Offer:

Well versed with the English Language  
Good at Coding  
General Engineering Topics  
Building a Computer

#### Goals

To try and learn new talents pertaining to Software Engineering to get a better grasp at what field he is already in. He also wants to maybe do a Master Degree.

#### Personality



#### Why would our service help him?

Showcase his skills and help him learn what he wants to learn from others.

While he could help people by teaching them the skills that he has to offer, they could help him prepare for his Master Degree

Prep-Work without actually spending extra money.  
Also help him communicate and establish a network with the people around him

# Persona mapping



**Hiranmayi Vavilala**

Age: **48**

Location: **Dubai**

Occupation: **Homemaker**

## Pain Points

The mode of delivery might be a little too technologically advanced to use  
Difference in quality of skills being bartered

## Skills to offer:

Cooking  
Jewelry making  
Experiencing new things  
Teaching kids

## Goals

Wishes to venture in a home-based business

## Personality

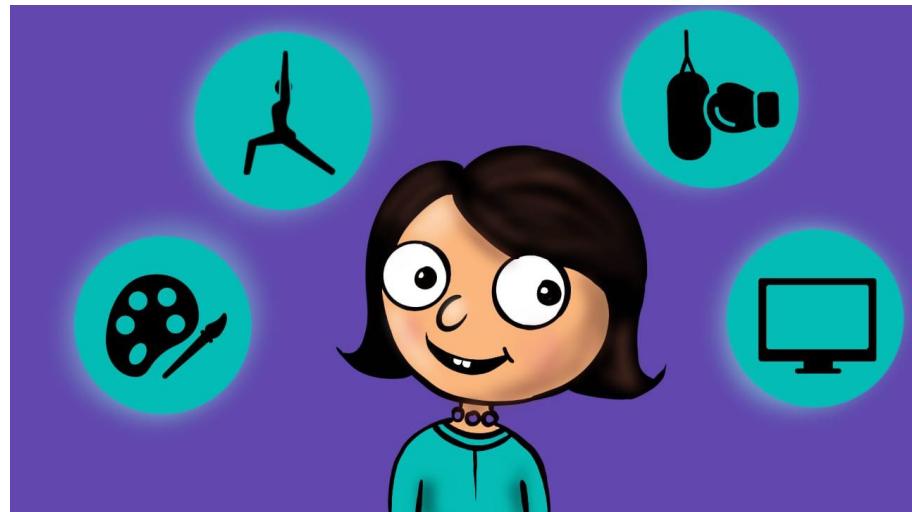
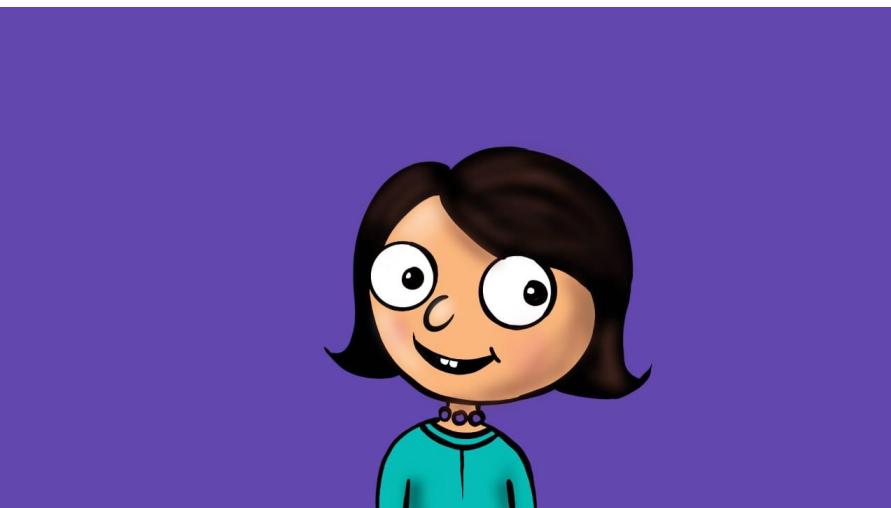


## Why would our service help her?

Able to access various other skills by learning new things while she gets to showcase her skills and this is in favour of her reaching her goal. Alongside, in her recent free time she can keep herself pre-occupied and meet new people using the same

# Stakeholders - Story (Illustration)

When I was young, I wanted to try everything I possibly could, whether it be singing, dancing, painting, or instruments. But apart from the obvious time constraint imposed on me, there were many other factors that stopped me from learning these skills. I stopped going to my dance classes when I shifted to a new city. I stopped playing on the basketball team when we moved further away from school. And I couldn't learn any instruments because well... it was too expensive. That's why after hearing about Bartner, I feel very excited about the prospects it offers me.



# Stakeholders - Story (Illustration)

I'm already thinking of learning pottery in exchange for teaching people how to cook or knit. I also hope that within this service I can find someone willing to exchange my old sewing machine for their guitar. And then I can even learn how to play it using the service itself! Holographic video calls will allow me to learn these skills from wherever I am and the fast shipment via airlines and drone delivery service means that I wouldn't have to wait for long before getting my hands on things that I want. While I am worried that I might get ripped off for some bad quality product, it's not too worrying as I can check the quality via pictures, videos and reviews available on the platform. All in all, the positives of having this service will greatly outweigh the negatives and I hope people see this as an opportunity to share knowledge, skills and goods at an interpersonal level.



# Service Blueprint

BEFORE

—1-2 days—

-----1-2 days-----

-----1 - 2 months-----

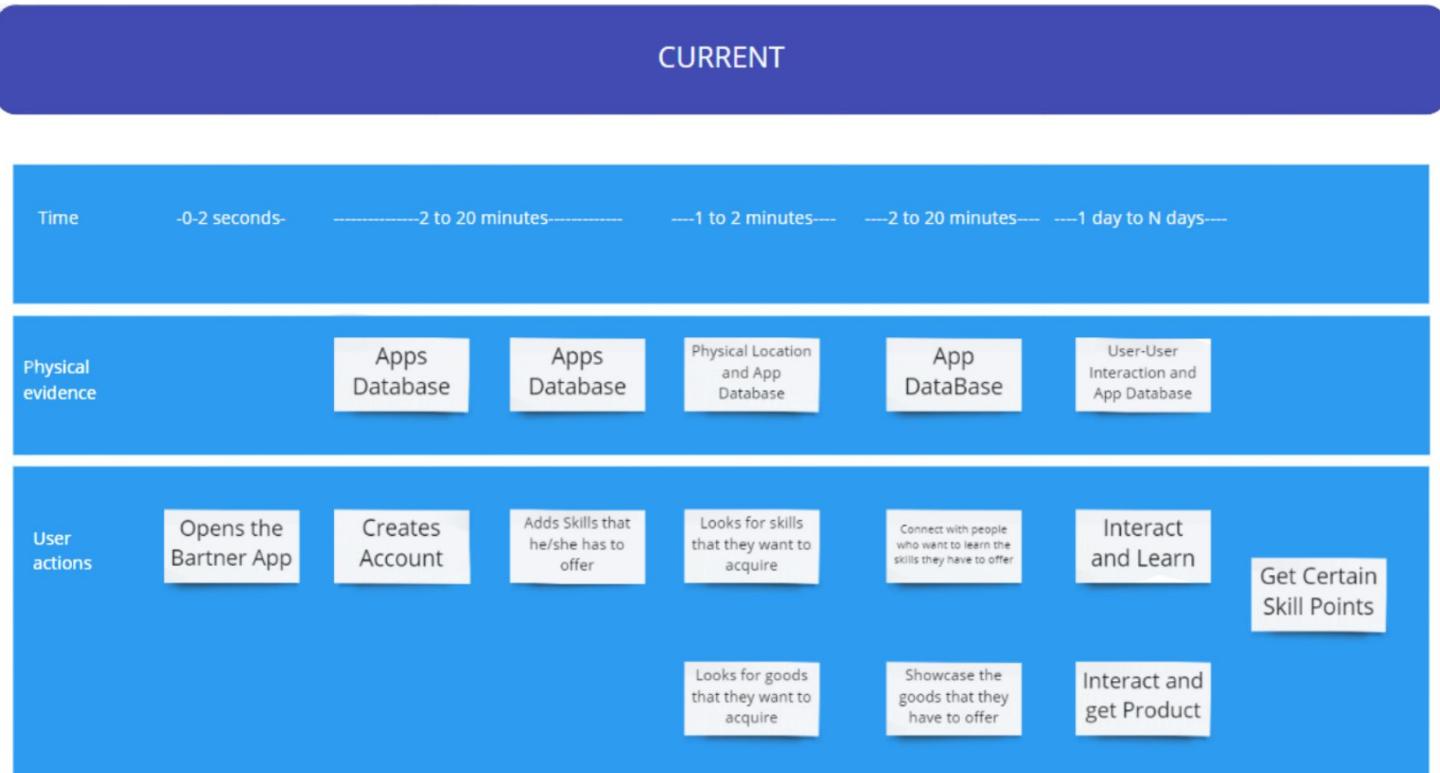
Conducting  
a survey

Gathering  
information  
from the internet

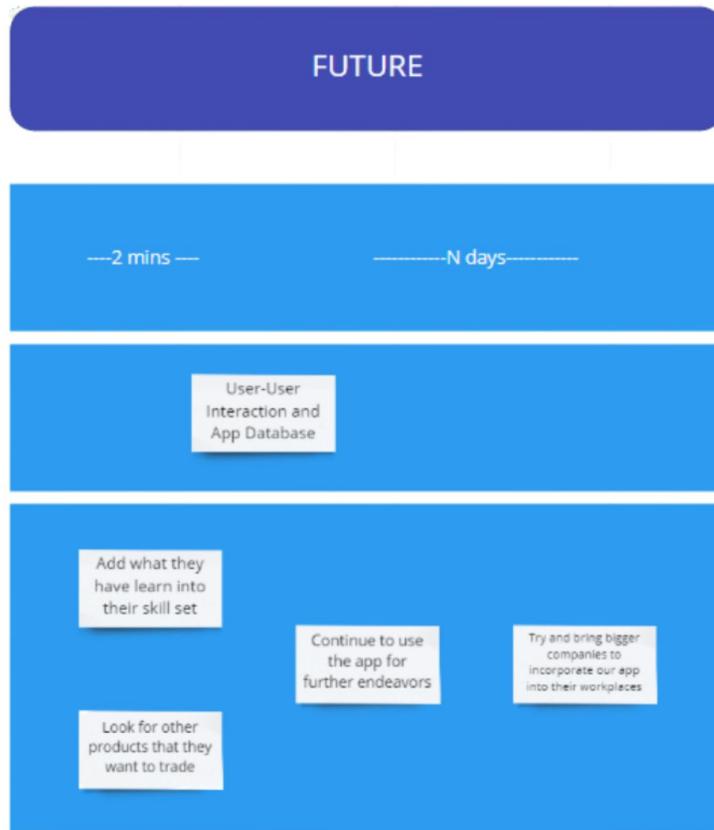
Gathering Insights  
from the information  
gathered

Using this information  
to gain a userbase to  
start off the app

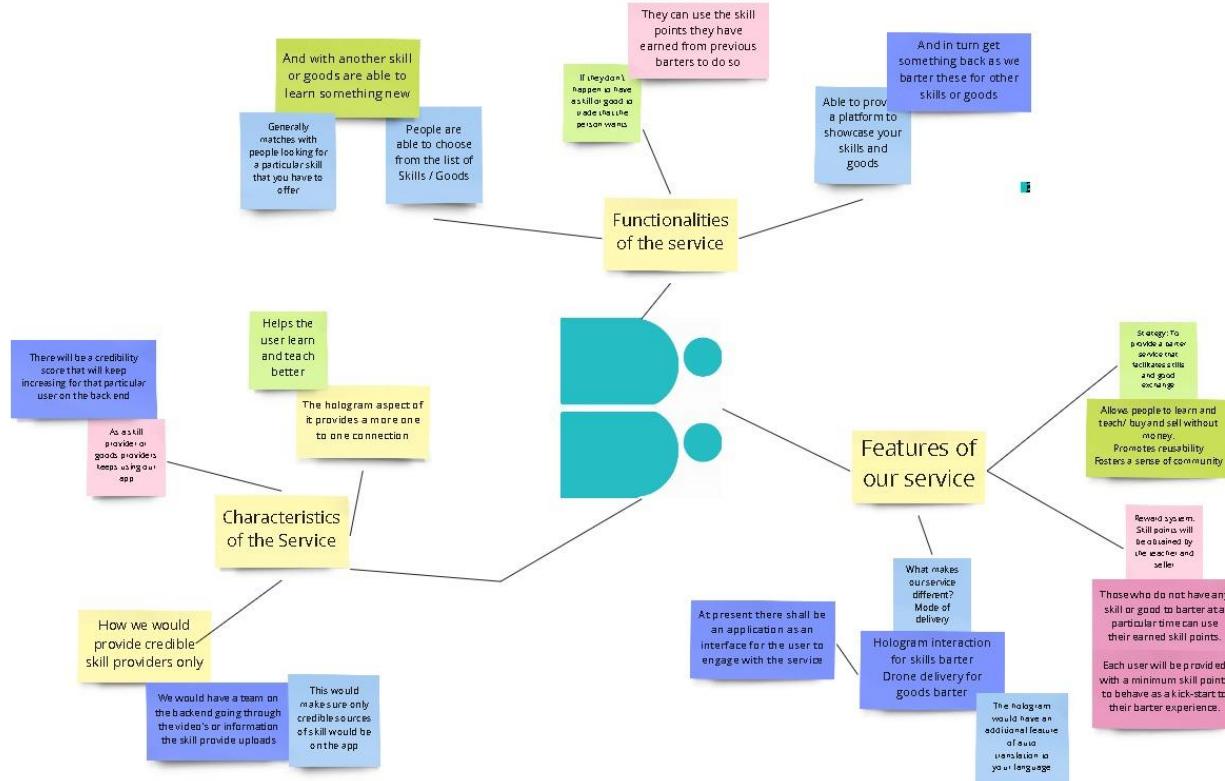
# Service Blueprint

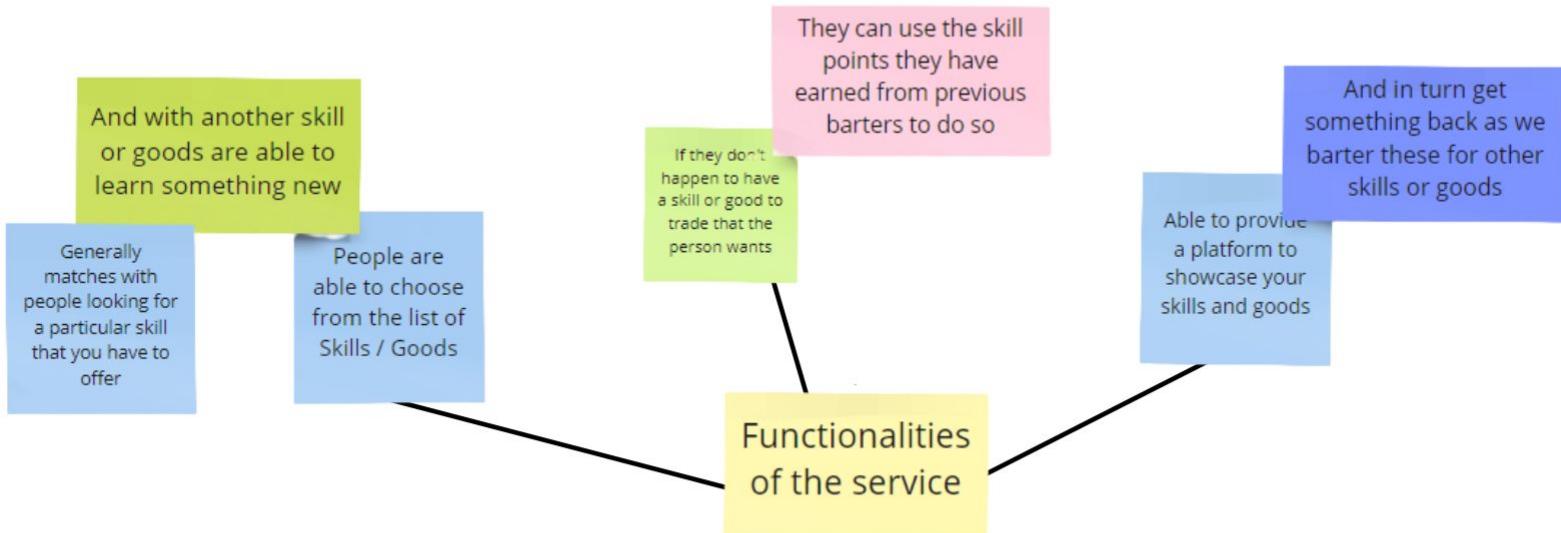


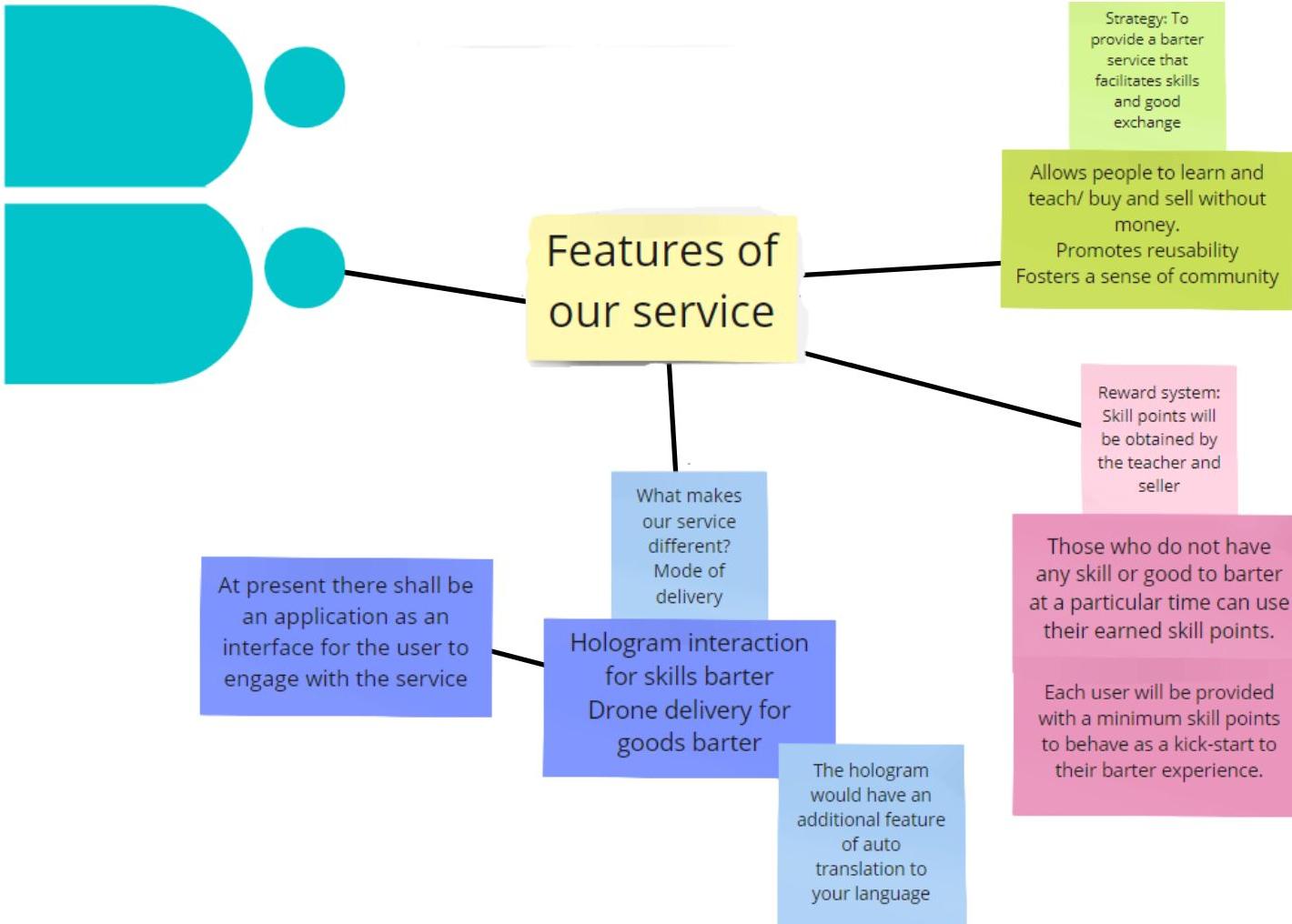
# Service Blueprint



# Features, Characteristics and Functionalities







## Characteristics of the Service

There will be a credibility score that will keep increasing for that particular user on the back end

As a skill provider or goods providers keeps using our app

Helps the user learn and teach better

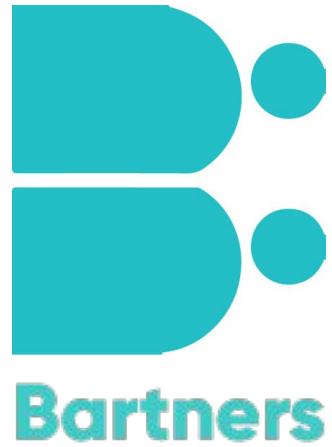
The hologram aspect of it provides a more one to one connection

How we would provide credible skill providers only

We would have a team on the backend going through the video's or information the skill provider uploads

This would make sure only credible sources of skill would be on the app

# Final Iteration - Logo and Tagline



Give a little, Get a little

# Video



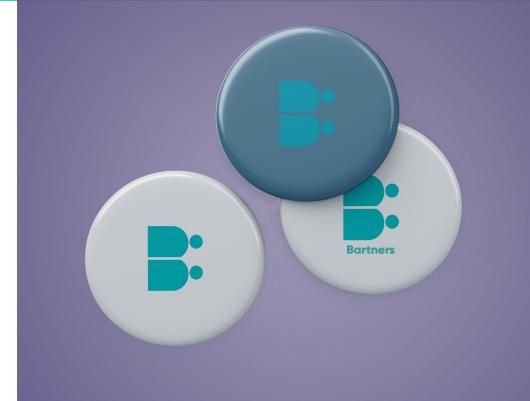
**REKHA**  
Homemaker

[Click Here](#)

# Merchandise



T-Shirt



Badges



Mugs



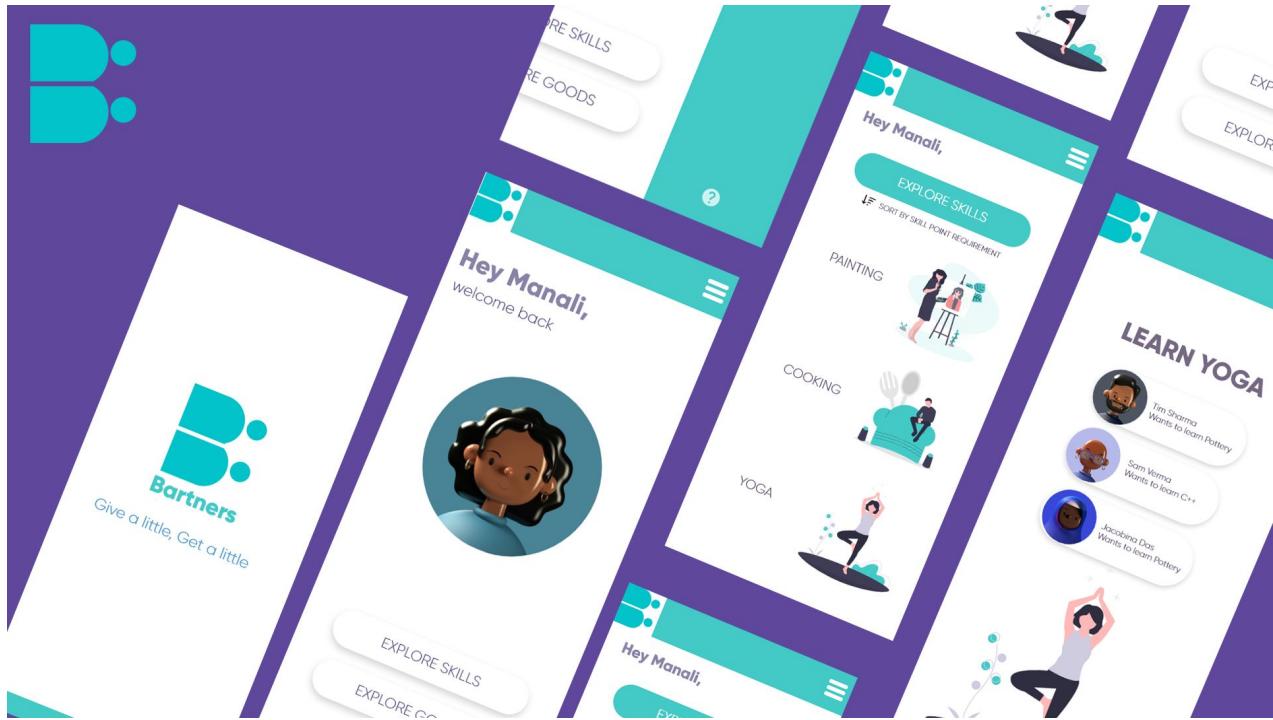
Visiting Card

# Merchandise



Bags

# Interface

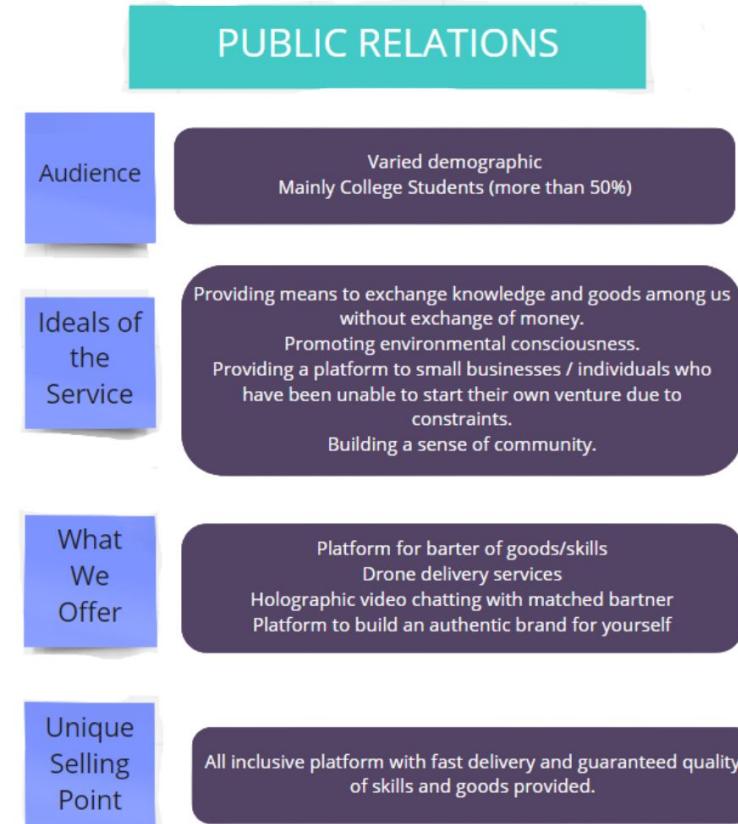


User Interface

# INTERFACE

[Click Here](#)

# Social Media/ PR planning



# Social Media/ PR planning

Create Content regularly for Instagram

Use customer stories as advertisement to provide legitimacy

Promote the page using comments, stories and instagram spons

Contact small media companies and pages that run on insta about our services

Hold giveaways and share personalised merchandise

Contacting Radio Companies, Newspapers, and Ad Agency to advertise our service

Hold online and offline contests to gain attention

Ocassionally post "relatable" content a little different than our service related to gain traction

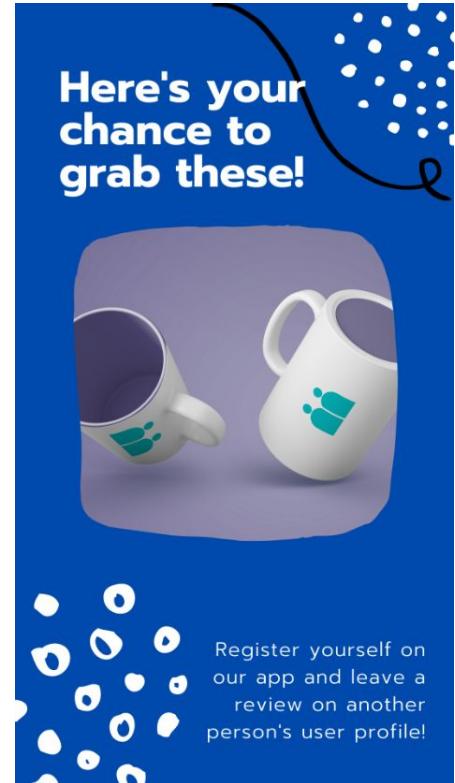
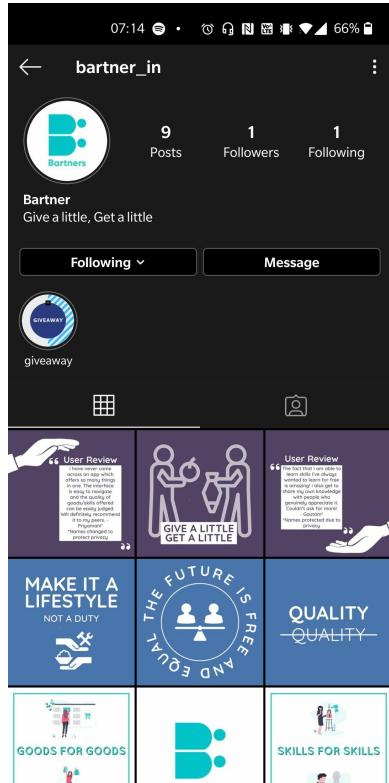
Hold a press conference regarding the launch

Push the company ideals while also relating it to current times

Utilise holiday period to offer special offers and gain attention

Partner with small businesses and individuals

# Social Media/ PR planning



# **THANK YOU**

**Presentation By -**

## **PIXELATED HUES**

1. Aman Priyadarshi
2. Ananya Singh (295)
3. Apeksha Maithani
4. Arshad Abbas Shahabuddin
5. Sushmita Vavilala