



INNOVATE WITH EMPATHY



ONLINE WORKSHOP ON

KARMIC DESIGN THINKING

A BUDDHISM-INSPIRED METHOD TO HELP CREATE
HUMAN-CENTERED PRODUCTS & SERVICES



BRAINSTORM AND BREAKTHROUGH



BRING IDEAS TO LIFE



FACILITATED BY
DR. BALA RAMADURAI
NPTEL | IIT MADRAS

Team 4 - Agile Mitra



Case study Topic-

1. Students from Vernacular Medium Schools facing difficulties in job opportunity.

Team members-

1. Krishna Verma
2. Kulvir Singh
3. Neetirajsingh Chhasatia
4. Nikhil Pakhale
5. Padma Selvaraj

● User Persona-



Hari is a fresh graduated and seeking job in IT industry and facing difficulty just because of vernacular background.

Personal Details

Name -Hari

Age-23

Qualification- Graduated

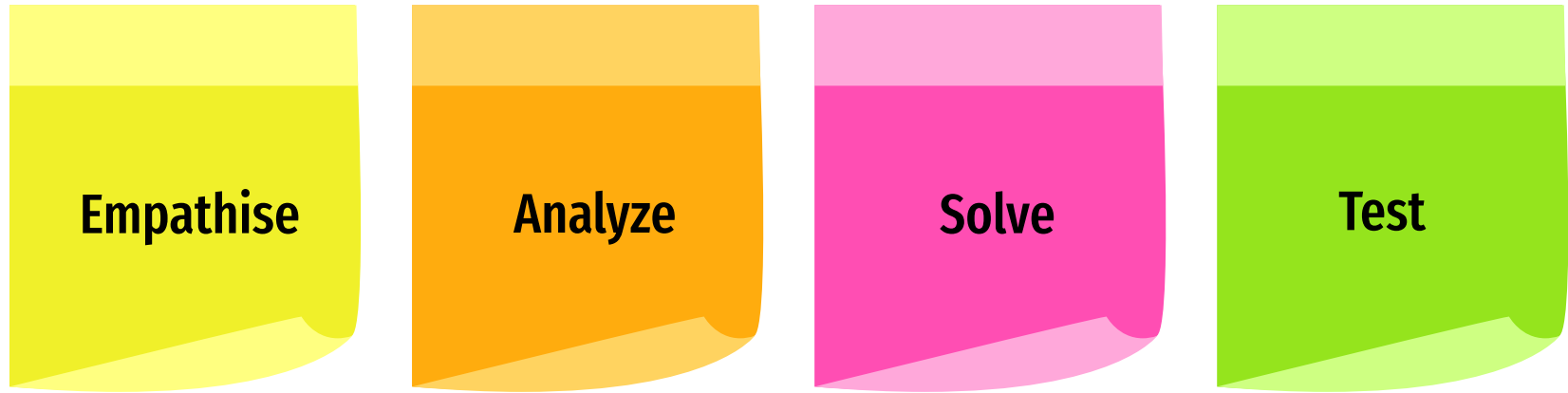
Employment Status- Unemployed

Goal - To get Job in good Organisation.

Pain Points

1. Difficult to communicate in English
2. hesitant to participate in class discussions
3. Not be aware of the different career paths available
4. Teased or bullied by his peers for speaking their vernacular language.
5. Language barrier,
6. Lack of resources,
7. Social stigma,
8. Difficulty understanding complex concepts,
9. Feeling isolated and excluded,
10. Missing out on opportunities,
11. Lack of role models

Design Thinking Workshop

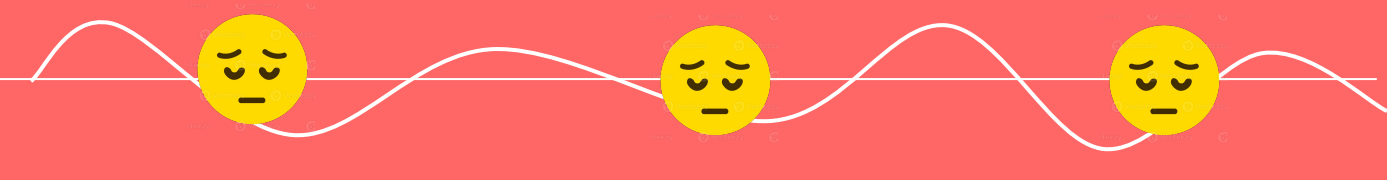


Instructions to use these slides

1. Use freely, there is no limitation to the material you can add, or a limit to the number of items you enlist.
2. Materials and prompts provided are mere guidelines so you don't miss out on important touchpoints
3. Add Slides, images, references to your research, ideas, points to remember, document all attempts
4. Use it as a collaborative tool

Customer Journey Map - Mr. Hari

Activity : Applying for a job

PROCESS	Before	During	After
Action	Graduated from university. He need job Want to apply for job - IT Sector Looking for job in his field.	Crate profile on hiring platforms. Created a resume Shared with some organisations.	Job applied for, now waiting for response. Checking mail on every day basis.
CUSTOMER THOUGHTS	I hope to get the job, any job is good	Everything is difficult to understand and navigate	Not sure if i will get selected
OVERALL CUSTOMER EXPERIENCE			
PAIN POINTS	Concepts not clear Cant see opportunities Communication issues	Language prob in job-applying No English in interviews	Cant see his results on email

Problems- Persona 1- Mr.Hari

1

English

Difficulty in understanding english and complex concepts

2

Information

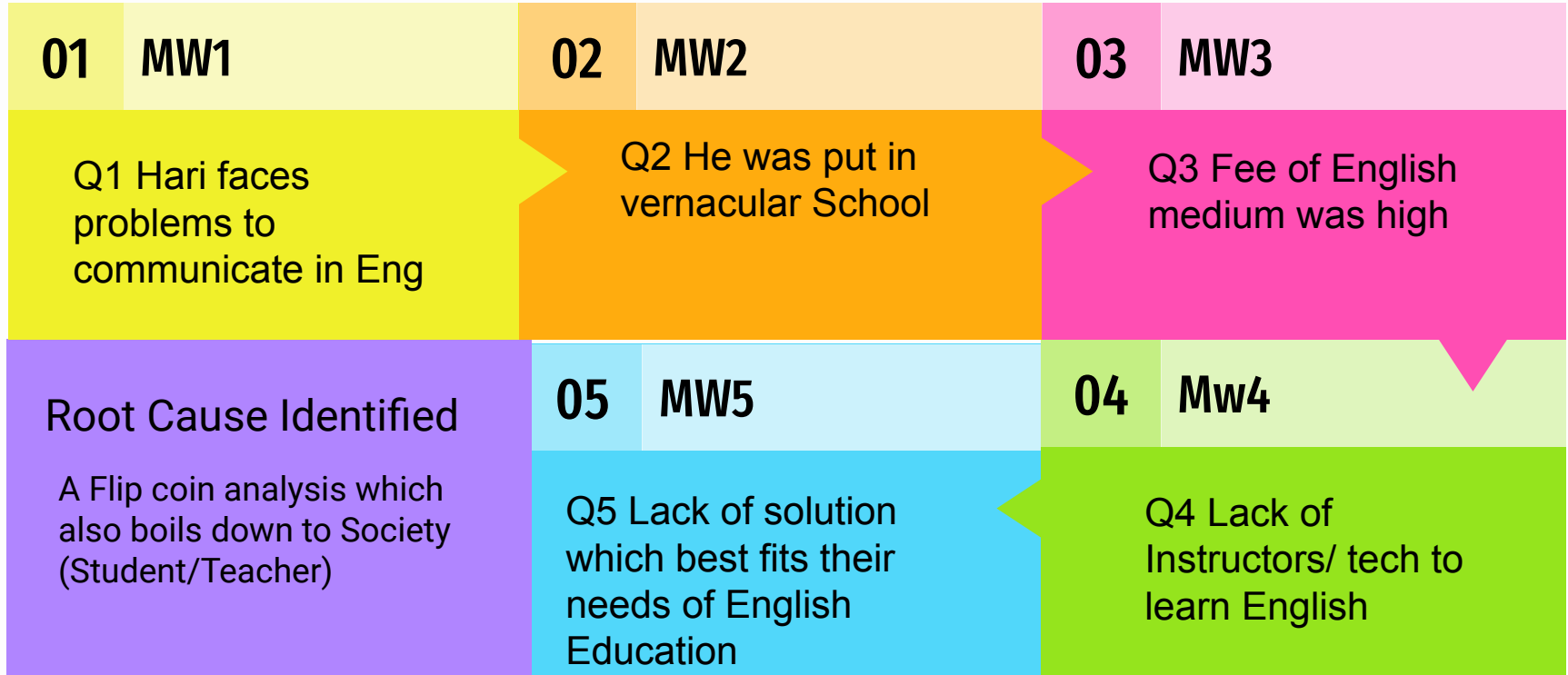
- a. Not be aware of the different career paths available
- b. Lack of resources

3

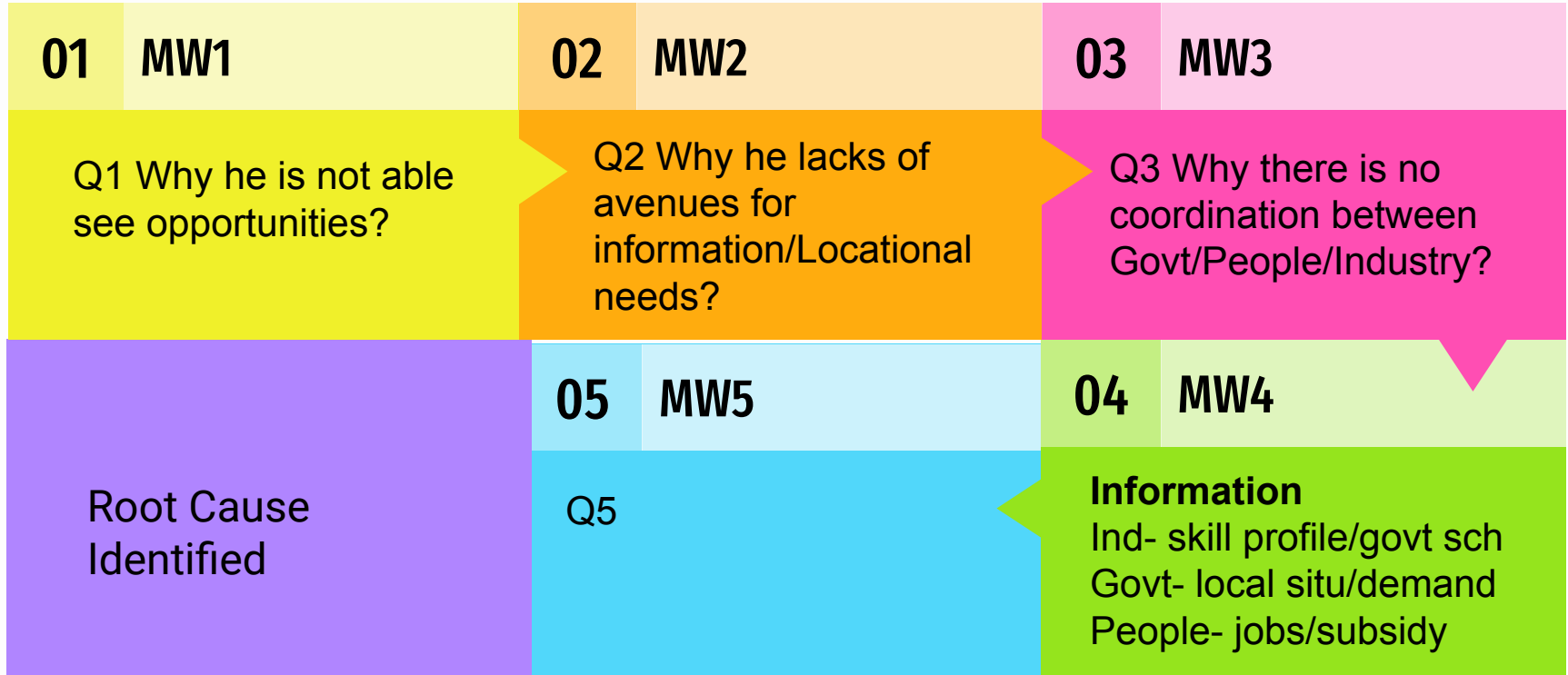
Confidence

- a. hesitant to participate in class discussions
- b. Teased or bullied by his peers for speaking their vernacular language.
- c. Social stigma,
- d. Feeling isolated and excluded,
- e. Missing out on opportunities,
- f. Lack of role models

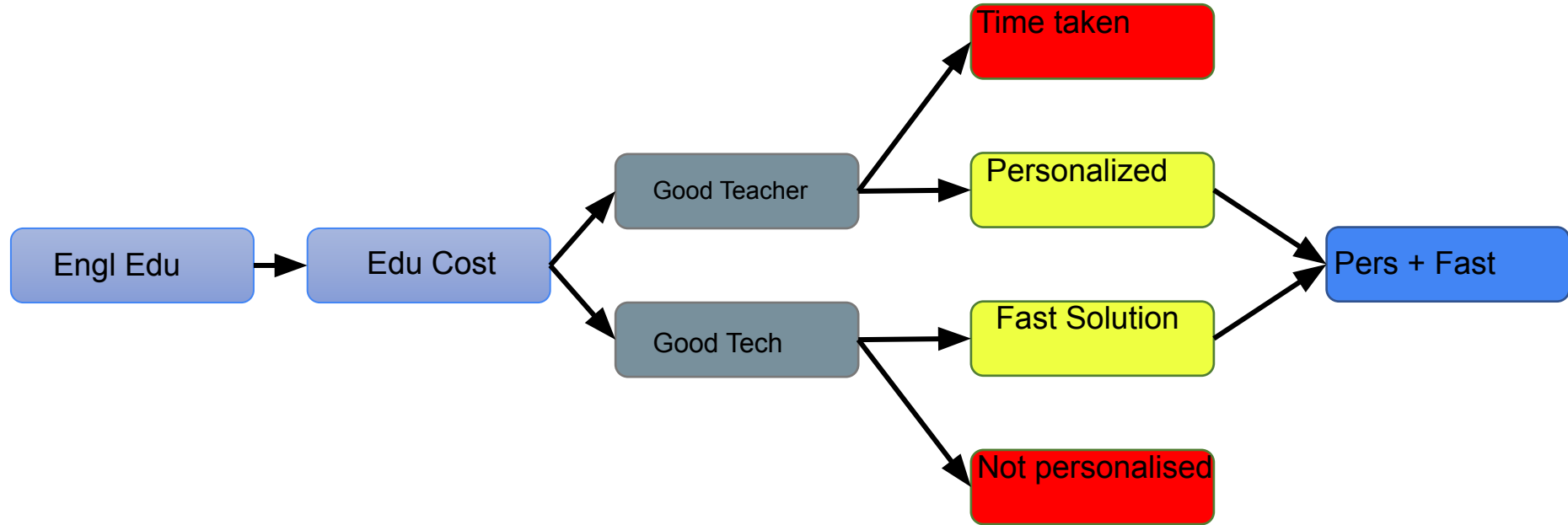
Multi-Why Analysis : English



Multi-Why Analysis : Information (To-do)



Conflict of Interest- English



Element

Name

Value

**Negative and
Positive
Consequences**

**Desired
Outcome**

How Might We

1

HMW1

How might we give
give better solution
in less time ?

2

HMW2

How might we
give personalized
edu in english?

3

HMW3

How might we
connect the
trained students
to industries ?

Brainstorm / Silent Brainstorming.

Buy/rent existing software

Reward process (Gamification)

Talk to other people who have faced similar challenges and have overcome them

Connecting from Regional to English (Duo)

TRIZ
Hari does not go to industry, they approach him through his profile

Survey First/ Peer learning

Skill enhancement by organizations TATA/Infosys/Nascom to Teacher and students

Preparing activities for teachers (On ground activities)

Teaching the teachers/students Triz

Tie up with NSDC -I PMKVY

Connect rural people with urban a platform

Split learning process in the form of sprints.

Connecting them with good teachers like Bala sir

Make an app with 2 core features
-Education
- Exploration

Learning community like Toastmaster

Brainstorm / Silent Brainstorming. (Information)

Make a community
page which connect
Local/Govt/Industry

Elect some local
Student
coordinators

Build trust among
the community
with proper
guidance and
research

Prototype : Agile Mitra Link - [Agile Mitra Link](#)

Agile मित्र

Agile Mitra



Regional to Eng

Interview

P



Introduction

The path will take you ahead



Phrases

The path will take you ahead



Grammar

The path will take you ahead



Vocabulary

The path will take you ahead



Community



Learning



Profile

Agile Mitra



Hari

Hariagritech@gmail.com

994900XXXX

||||| My Resume

727 
Points

44 
Achievements



Settings



Language



Log Entry



Help us improve



Report



Community



Learning



Profile



Post Yourself



Govt



Locals



Industry

**Tata powers**

Tata is hiring for freshers from your villages.
Click on link to know more and register.
tatapowerhires.co.in

**V Agile**

Hello, want to solve problems in your local areas come join us we are here to help you, lets navigate this path to solve the problems in our village.



Community



Learning



Profile

**Community**

Your post has got 49 likes.
2 people commented on your post.

**Jobs**

jobs that suits your profile

**Education**

Citizens have been showing their disapproval of the growing tuition culture in the city. Bring your opinion to light.

**Events**

Job fair taking near to your village, click here for more details.

**Alert**

Black spot detection: Many accidents reported near New Chowpaty roundabout. Be careful!



Your thoughts...



Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123

space

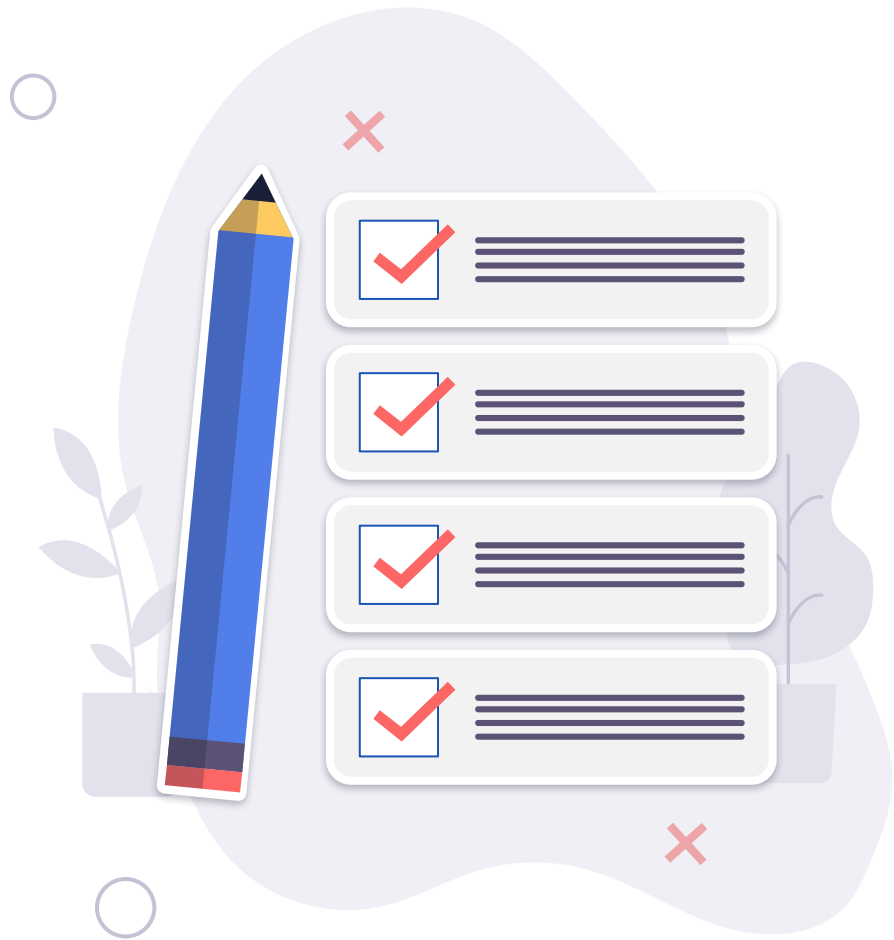
Go



Customer Journey Map - Mr. Hari

Activity : Applying for a job with **Agile Mitra**

PROCESS	Before	During	After
Action	Want to apply for job - IT Sector	<ul style="list-style-type: none"> • Logged in Agile Mitra app. • Got confidence by gaining some industry specific skills. • Skills added to resume • Start applying for jobs 	<ul style="list-style-type: none"> • Job applied for, now waiting for response • Industry can reach out to me through my profile (Other way around)
CUSTOMER THOUGHTS	I am aware of the opportunities, and my preference	Feeling comfort in navigating the job portals in submitting application	Probability of getting an offer now more.(Yeahhhh!!!)
OVERALL CUSTOMER EXPERIENCE			
PAIN POINTS	Training is available Can see opportunities Info is available/translated	Having enough skill sets to meet the job requirements	Makes himself updated to suits the job needs



Learnings & Feedback

- Text here
- Here
- Here too
- Hehehe
- Write as much
- We love it when you do that
- Go tiger!





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1. Students from Vernacular Medium Schools facing difficulties in job opportunity.
2. Women from Rural area facing difficulty in accessing the Govt.Schemes.

Team members-

1. Krishna Verma
2. Kulvir singh
3. NEETIRAJ SINH CHHASATIA
4. Nikhil Pakhale
5. Padma Selvaraj

"Breaking Barriers: Empowering Women in Rural Villages to Access Govt. Schemes"

- **User persona-**



Personal Details

(Kaveri, 43
Farmer from Maharashtra
Status- Yet to be Educate

Goal- To access and benefits
from Govt Schemes.

Personality



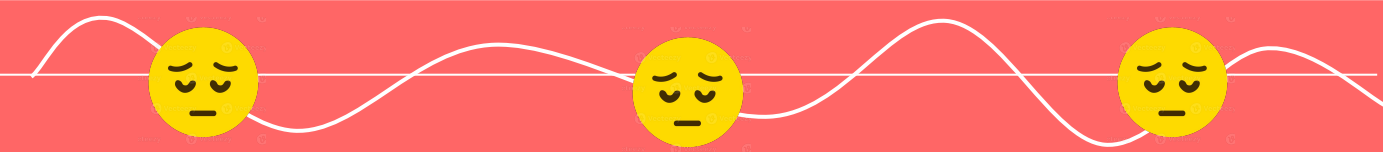
Kaveri is a small farmer from rural part of maharashtra, facing problem in accessing govt. schemes.

Pain Points

1. Not aware about the govt schemes
2. Cannot check status on govt apps
3. Duped by middle men

Customer Journey Map - Kaveri

Activity : Hump day of Kaveri trying to get relief funds from govt!!

PROCESS	Before	During	After
Action	Trying to get relief funds from Govt.	Finding suitable schemes	Checking if she got approved
CUSTOMER THOUGHTS	Hope she is applicable for the scheme	Trying to acquire the benefits	Confidence with the scheme approval
OVERALL CUSTOMER EXPERIENCE			
PAIN POINTS	Facing complications in getting Govt benefits	Not having the knowledge of the updated schemes	Finding difficult to reach the right person
IDEAS TO IMPROVE	Require the support of others to get the benefits	Direct contact to govt office	With support of NGO, Youth gain better knowledge on Govt initiatives

Problems- Persona 2- Kaveri

1

English

Difficulty in understanding english and complex concepts

2

Confidence

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- d. Feeling isolated and excluded,
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3

Information

- a. Not be aware of the different career paths available
- b. Lack of resources