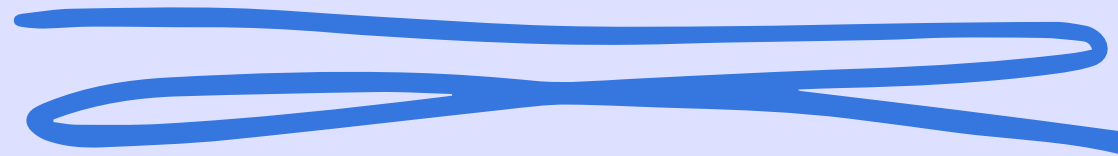**Unoffended 2.0**

DigiDunia

Innovation Lab and Grand Challenge Studio II
Spring Semester 2022

Section 02

> "Digital Competence is both a requirement and a right of citizens, if they are to be functional in today's society."

Motivation

From the smallest of ages, we're in contact with the digital world without any way to manage this. Phones and Computers are as common as food and water but the proper know-how to go through this digital space evades not only young kids but even people of age who might not have had access to these technologies before.
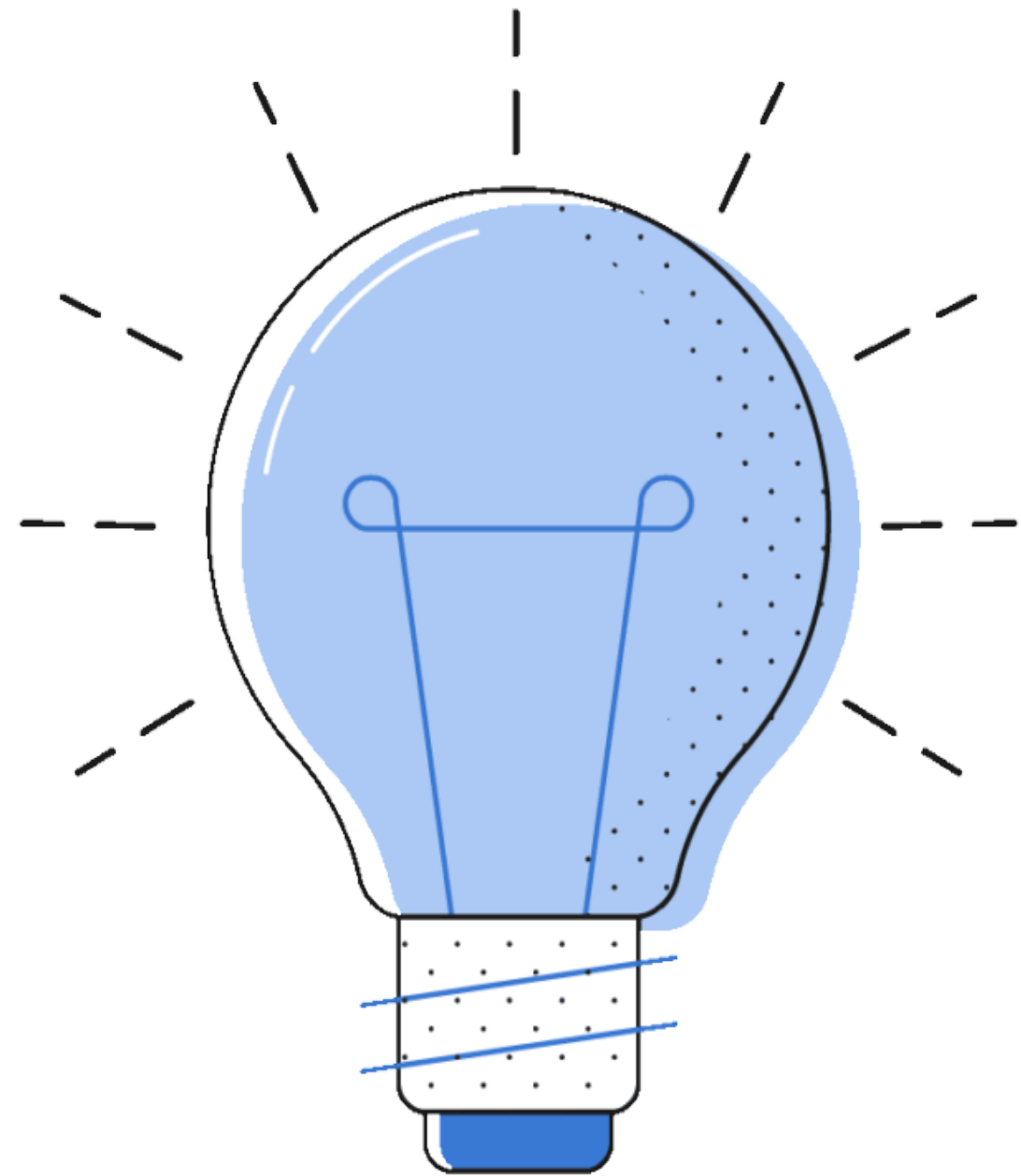
Market Survey

Ability	Rural		Urban	
	Male	Female	Male	Female
Able to operate a computer	12.6%	7%	37.5%	26.9%
Able to use internet	17.1%	8.5%	43.5%	30.1%

Problem Statement

"The ability to use information and communication technologies to find, evaluate, create, andcommunicate information, requiring both cognitive and technical skills"

Stakeholders

Common Businesses

will use it to attract new customers and help improve their sales.

Communities

benefit from this as it promotes economic growth and civic engagement.

Government Bodies

who might be interested to promote digital initiatives in the country.

Ideal Users

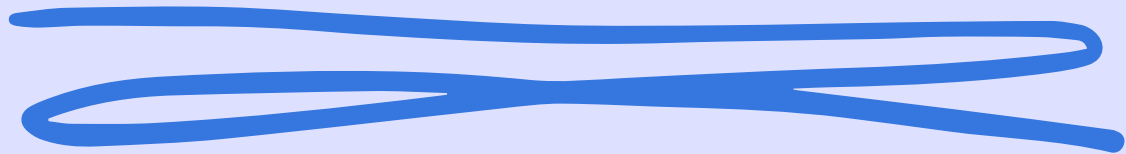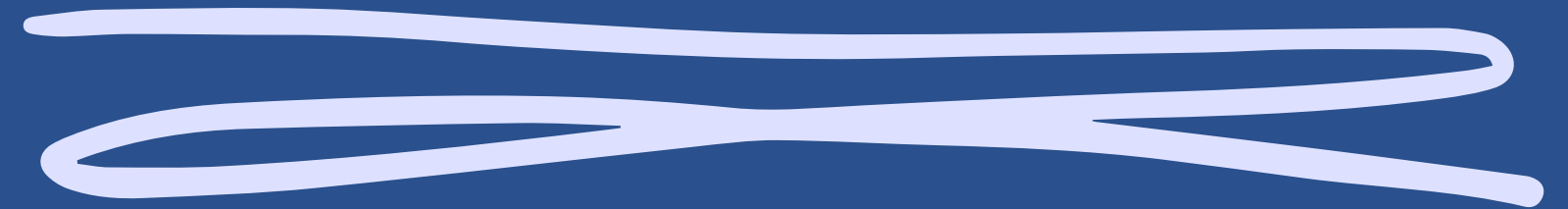of all age, who might be interested in getting digitally literate.

Specifications

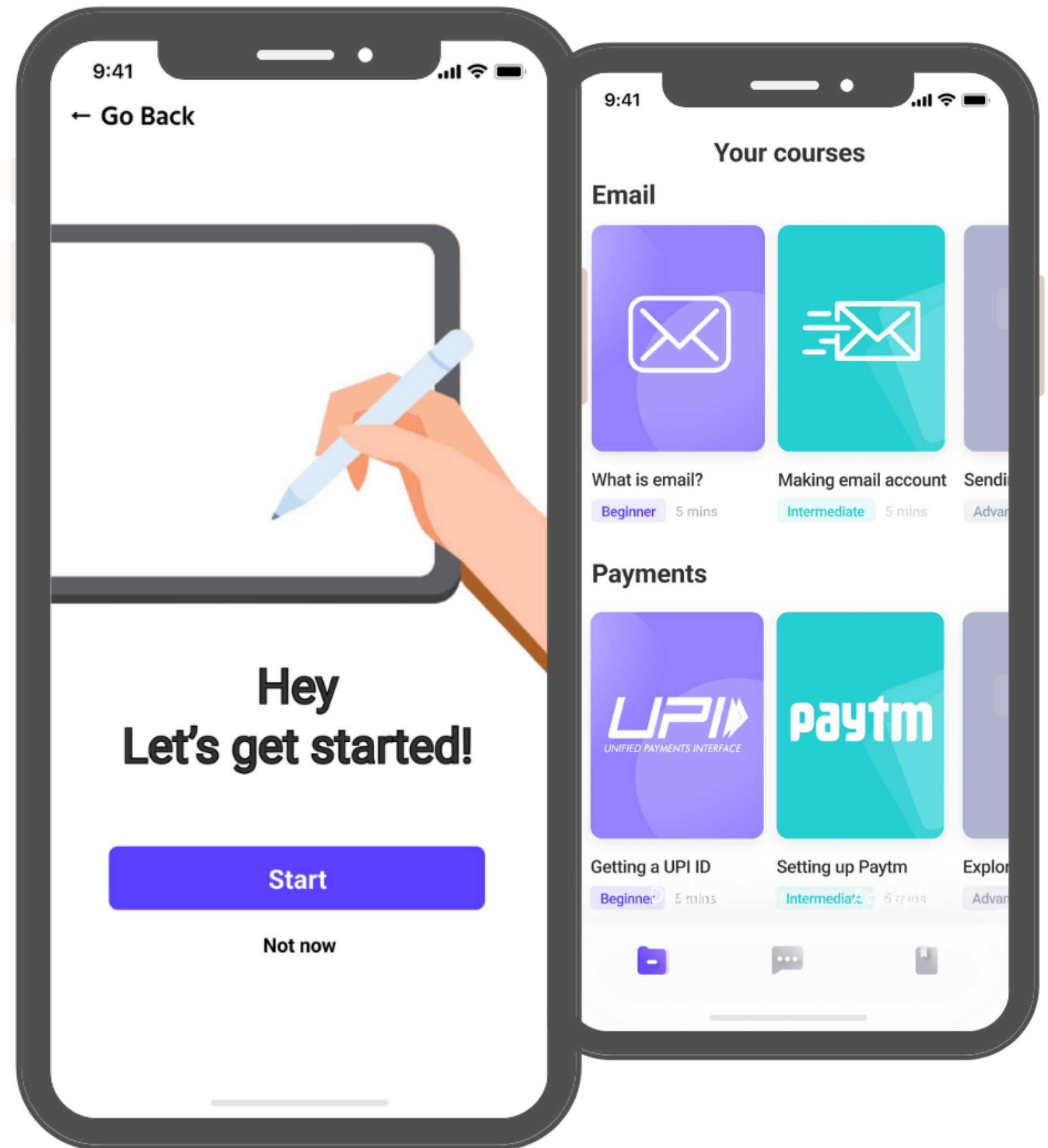| Need	User Need	Specification
1	The UI should be intuitive with more animation representation	Must have Easy Layout & Navigation
2	Clear demarcations of topics and the ease of navigation between them	Must be compiled with Animated Representation
3	More concise information for all age groups	Must be accessible for members from all age groups
4	Increasing awareness about the government initiatives to promote digital inclusivity and the application of it in the Indian context	Must help government to spread awareness regarding digital literacy
5	The ability to promote businesses and increase outreach as well as the user base	Must help businesses and local entrepreneurs to promote their sales

OKRs and KPIs

	OKRs	KPIs	Performance Indicators
Engineering:	Build the Mobile Application DigiDuniya	Construct the Structure of the Application	Build the Front Page and the Module on Email
User Experience:	Making content available in more languages	Application Bilingual – English and Hindi Supported	Average daily users for each language (Hindi and English). 50%
	Easy to use UI and engaging UX	Make the application non-intimidating and minimalistic	Average time spent on the application (user): half an hour.
Customer Acquisition:	Effective Product Landing	Create a basic website educating the user about the app	Conversion rates from websites to app is 3%
	Create good advertising content which will explain the benefits of digital literacy.	Create short videos which will be advertised on platforms such as Instagram	Conversion rates from videos to Landing page on website. 2%

# Prototype: Live Demo

Prototype Renderings

Verification

| Need	User Need	Specification	Verfiy
1	The UI should be intuitive with more animation representation	Must have Easy Layout & Navigation	✓
2	Clear demarcations of topics and the ease of navigation between them	Must be compiled with Animated Representation	✓
3	More concise information for all age groups	Must be accessible for members from all age groups	✓
4	Increasing awareness about the government initiatives to promote digital inclusivity and the application of it in the Indian context	Must help government to spread awareness regarding digital literacy	✓
5	The ability to promote businesses and increase outreach as well as the user base	Must help businesses and local entrepreneurs to promote their sales	✓

PRODUCT SURVEY

Features & Competitors	Learn My Way	GCF LearnFree.org	webwise	NIE IT	Digital Unite	DIGIDUNIYA
User Interactive	Middle	✗	✗	✗	✗	✓
Structure & Organization	✗	✗	✗	✓	✗	✓
Diversified or Single Focus	✓	✓	✓	✓	✗	✓
Country Centric	Diversified	Diversified	Diversified	Single Focused	Diversified	Diversified
More Theory, Less Practical	✓	✓	✓	✓	✓	✗

Introducing **DigiDunia's**

Waitlist Program
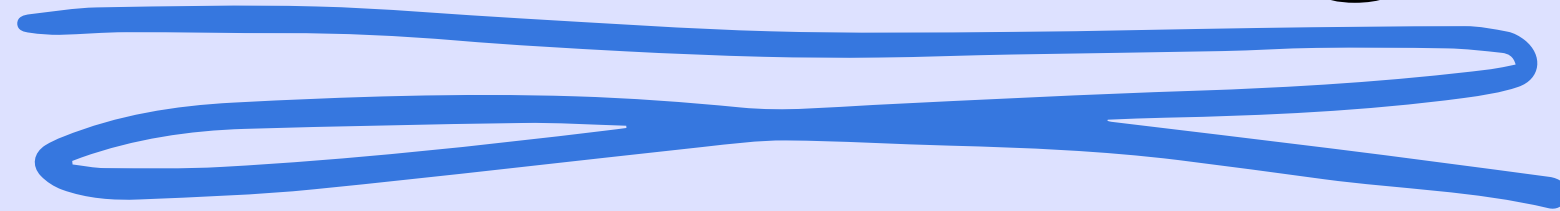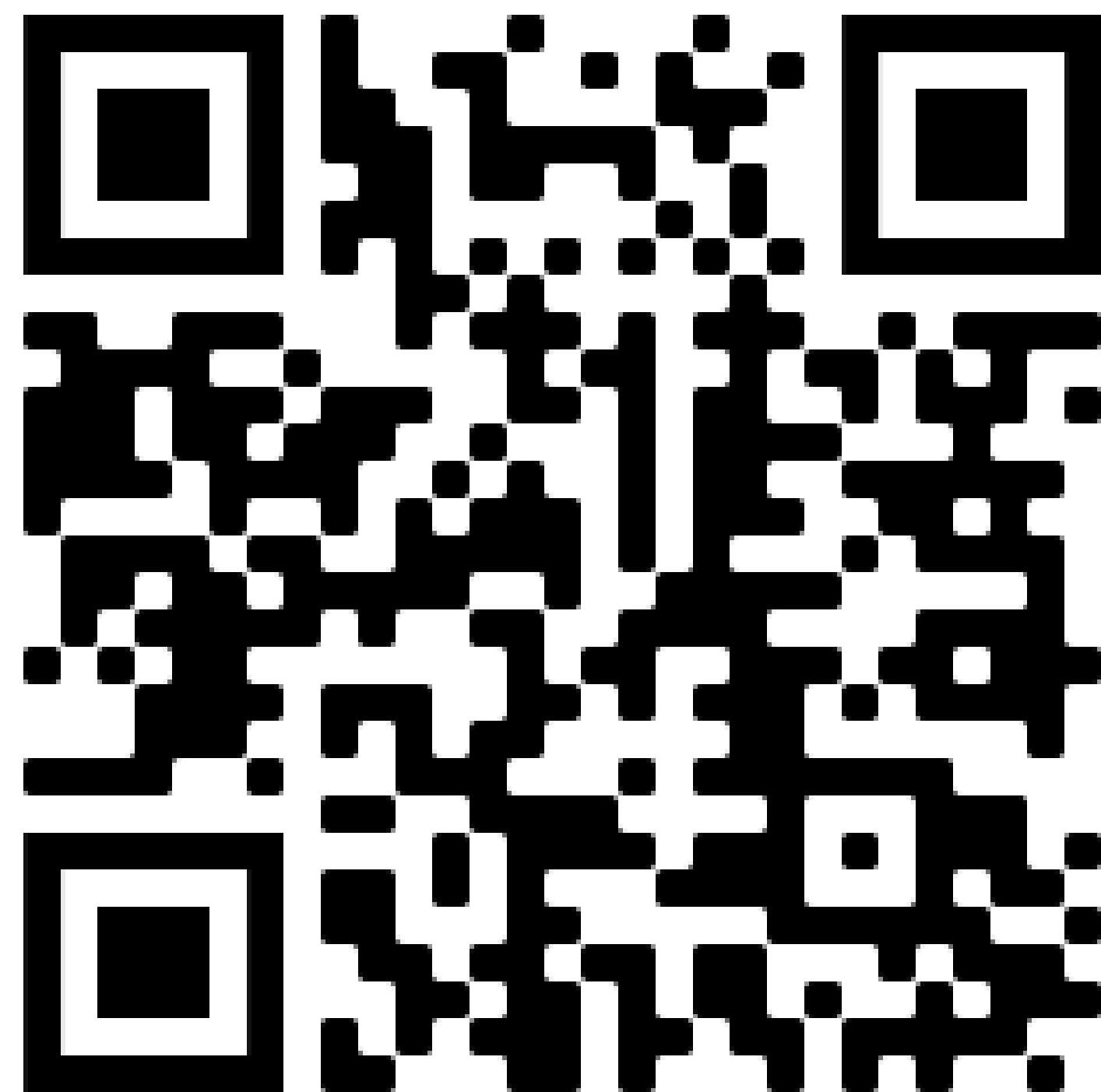
Timeline

March 2022

Explore multiple domains, devised problem statement, and conducted a diverse research study

June 2022 - Present

Developed OKRs and KPIs with a first sneak peek of prototype

October 2022

Application UI Refinement & Addition of Content with First Alpha-Testing Rollout and few new features

December 2022

Input Analyzing + According UI Refinement from First Alpha-Testing Rollout and Second Alpha-Testing Rollout

OUR TEAM

Suhani Agarwal

Atharva Sawant

Yash Srivastava

Tushar Goyal

Abhigyan Mehnotra

Thank You.