

Brand – Aid Problem Statement

Dvorak Simplified Keyboard

The **Dvorak Simplified Keyboard** is a keyboard layout patented in 1936 by Dr. August Dvorak and Dr. William Dealey. Dvorak proponents claim the Dvorak layout uses less finger motion, increases typing rate, and reduces errors compared to the standard QWERTY keyboard. The Dvorak layout was designed to replace QWERTY keyboard layout (the de-facto standard keyboard layout, so named for the starting letters in the top row), in which keys are arranged to avoid mechanical jams on the first generation of economically successful typewriters. The original QWERTY keyboard suffers from many problems that Dvorak himself identified:

- Many common letter combinations require awkward finger motions.
- Many common letter combinations are typed with the same finger.
- Many common letter combinations require a finger to jump over the home row.
- Many common letter combinations are typed with one hand while the other sits idle.
- Most typing is done with the left hand, which for most people is the weaker hand.
- About 30% of typing is done on the lower row, which is the slowest and most difficult row to reach.
- About 52% of keyboard strokes are done in the top row, requiring the fingers to travel away from the home row most of the time.

Dvorak studied letter frequencies and physiology of people's hands and created a layout to alleviate the problems he identified with the QWERTY layout. The layout he created adheres to these principles:

- Letters should be typed by alternating between hands (which makes typing more rhythmic, increases speed, reduces error, and reduces fatigue).
- For maximum speed and efficiency, the most common letters and digraphs should be the easiest to type. This means that they should be on the home row, which is where the fingers rest, and under the strongest fingers (Thus, about 70% of keyboard strokes on the Dvorak Simplified Keyboard are done on the home row).
- The least common letters should be on the bottom row, which is the hardest row to reach.
- The right hand should do more of the typing, because most people are right-handed.
- Digraphs should not be typed with adjacent fingers.
- Stroking should generally move from the edges of the board to the middle. An observation of this principle is that, for many people, when tapping fingers on a table, it is easier going from little finger to index than vice-versa. This motion on a keyboard is called *inboard stroke flow*.

This keyboard design never took off and has only a tiny fraction of users compared to the QWERTY keyboard. Now, Atria, one of the world's largest computer hardware

manufacturers has decided to popularize this design extensively and put it's support behind it.

Your Task

Your team has to design the **detailed marketing plan** for this keyboard.
You also have to do the **market analysis and scope** this product's growth.

Judgement Criteria

Innovation and Out-of-the-Box thinking.
Overall marketing strategy and its soundness.
Solidity of assumptions, and veracity of facts and figures.
Attention to detail.

Event Format

Prelims

You are required to submit a Report containing the following:

- a. Executive Summary – Explain the major points of your plan, and what, why and how of what you are going to do in a nutshell
 - b. Market Analysis - Analysis of the market and opportunities for growth.
 - c. Marketing Strategy – Describing the four P's of your marketing plan.
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- Last date for submission: 22 December, 2011
 - Submit your report to: chirag.garg.cer09[at]itbhu.ac.in
Subject Line : Brand Aid_yourteamname
Cover Page of Report: Details of team members, etc.
Max 6 Pages, Times New Roman size 12, Spacing 1.5
 - Results for the prelims will be declared by 31st December, 2011

Finals

The format of the finals will be uploaded soon on the website. Watch this space.