



हमसे मदद लाएकर, अपनी मदद करे

samvedana

helping you, help yourself

Table of Contents

1.	Deep Hangout Session	3-7
2.	Ideating and Sketching	8-10
3.	Concept Sketches	11-15
4.	Stakeholder's Map	16-17
5.	In Class Critique	18-22
6.	Developing Ideas	23-42
7.	Service Blueprint	43-45
8.	User Testing	46-48
9.	Video Prototypes	49-55
10.	Designing the Product	56-62
11.	Execution	63-69

O1 Deep Hangout Session

I went to Chipotle in the afternoon for lunch and documented my observation for 1 hour from 2:00pm to 3:00 pm, on 23rd March 2022.

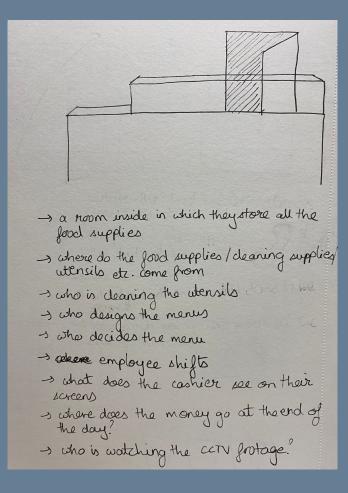


What roles do you see and what roles might support those roles ?

CUSTOMERS

standing in line ordering food interacting with the cashier entering and exiting the restaurant sitting at a table, eating

EMPLOYEES processing orders cashier refilling food containers cleaning counters



What don't you see?

IN THE RESTAURANT

room at the back which stores all the food Who cleans the utensils What does the cashier see on the computer screen

BACKSTAGE

source of food supplies who decides the menu who designs the menu screens/logo who designs the uniform who owns the restaurant where does the money go at the end of the day who is seeing the CCTV footage marketing / accounting management of the restaurant employee shifts

Where do people interact with the service and through which touchpoints, physical, digital, informational, and otherwise?

SERVICE GESTURES smiling () opening the door to enter cleaning the counter 2) looking / reading the menu greating the customer (i) walking the securer through their order (talking/pointing) (3) standing in line (3) interacting with the cashier → tapping card on card machine -> taking receipt and bag (7) saying Thank you & have a good day (cashier to customer) (2) taking their four bag (3) walking out of the restaurant. 0 ----0 TOPEN (8) (7) 6 Thank you and (5) have a good day! APPROND 000 000 000

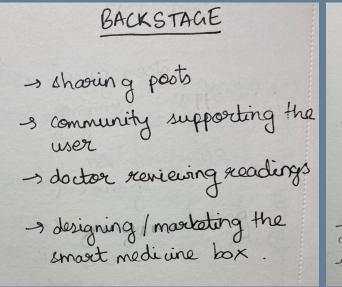
What infrastructures might be supporting these services (including ones you might not see)?

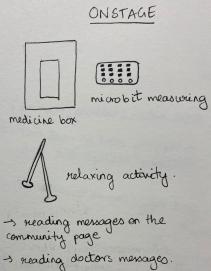
-> owner of the brand -> owner of the franchise -> the staff (managers, accountants, marketing team etz.) -> person who owns the space (shop (landlord) -> delivery app systems -s food supplier -> utensils / cleaning supplies supplier -s employees -s offices / schools

O2 Ideating and Sketching

This step included breaking up and analyzing IHelp and developing concept sketches.

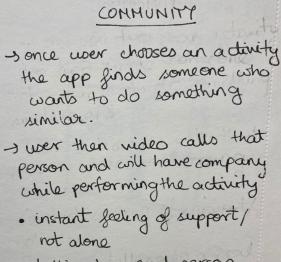
Breaking Up IHELP



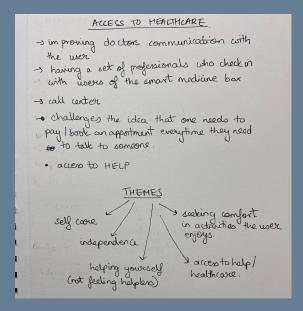


PROBLEMS -> top much use of screens -> does not feel percoonal -> in reality, doctors do not message patients (AccEss TO HEAL TH CARE) -> user may want to TALK TO A PERSON -> connecting with people (face to face)

Brainstorming



· talking to a real person



O3 Concept Sketches

I made 4 concept sketches tackling the broad idea of destigmatizing mental health.

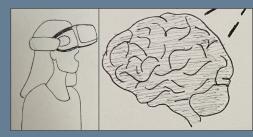


When the user starts feeling anxious that is they start biting their nails or shaking their leg, the sensor senses these motions, detecting that the user is starting to feel anxious.



A signal is then sent to an IHelp professional who immediately calls the user of this service, and talks with them, trying to prevent them from going into an anxiety spiral.

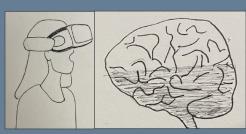
- Access to immediate help
- Can help determine the cause of the anxiety
- Talking with a person
- Challenging the inaccessible healthcare system
- Allowing user to ask for help, without really asking



When the user is anxious, they can see the stress levels/stress hormones being released by their brain, through a virtual reality technology.



Upon seeing the high level of stress, the user is prompted to perform a relaxing activity.



The user then sees the reduced stress levels. The ability of visualizing her feelings and seeing positive results after the activity motivate to continue the practice.

Through reverse psychology, on seeing the reduces levels of stress hormones, the user may even start feeling better. Showing the user what is going on in their brain and the hormones being released when they are anxious, will help them visualize their feeling. This will prompt them to perform relaxing activities. On feeling calmer, as they see a change in the visual, it will give them validation that these activities do help.

- Self Motivation
- Challenging that mental health related problems like anxiety to exist and can affect one's well being.
- Access to coping with anxiety
- Self Help



Sessions held by volunteers to educate them about mental health in an easy and relatable manner, giving examples from their daily lives. Talking in the language they understand.

- Explaining the physiological, physical, emotional and mental aspects of it.
- Demonstrating relaxing exercises
- Holding creative workshops
- Having one on one sessions/checking in



These sessions will include a food service, where in the attendees will be served food and will be given packed foods to take home. Motivates people to attend these sessions, taking away stress of earning money for that amount of time. A service which educates people living in villages, working 2-3 jobs, about the importance of mental health.

"We do not have the time to think about our health, what matters to us is getting food on the table for our family."

- Access to information about themselves
- Access to creativity
- Access to education
- Community building exercises
- Allowing them to do things other than work



Students will have access to an application in which they punch in how there mental health is, in terms of stress levels, anxiety

There will be a lamp which will light up in a particular colour, based on the average mental health of the class. This will give the teacher feedback regarding the head space of the students allowing them to modify their class accordingly.



The counselors then reach out to the student and ask them if they would like to talk/share.

In order to help those who are struggling with their mental health daily and need help, but are afraid to ask for it, the data from the app is sent to the counseling center.

R AK

A service which gives school/university counselors information about how students are doing with their mental health anonymously.

- Allowing user to ask for help, without really asking
- Access to help
- User is able to avoid judgements
- Talking with a person

O4 Stakeholder's Map

INDIRECT USERS

Healthcare system

DIRECT USERS

Counseling centers

USERS

Society in terms of acknowledging the importance of mental health

Student communities

Therapists

Doctors

Family

Students Elderly people

Those working in high stress environments People struggling with their mental health

Those afraid to ask for help because of societal judgements

Those who do not have the time to think about their mental health

Those who cannot afford healthcare

Villages

Universities

Pharmacies

Schools

Mental health support groups

05 In Class Critique

Presented my concept sketches and stakeholders map and received some feedback on the same



- Neha suggested that concept 4 would work really well in India, considering the extremely strict and hardcore education system that exists. Despite students being stressed, the curriculum is such that one cannot stop to take a break. This negatively impacts the students mental health. Having a service like this, would give them an avenue to seek help, without being judged.
- Jessica further suggested adding to this service by providing the affected students with a solution in the counseling sessions.
- Regarding concept 3, which I personally would like to pursue, Hope suggested to think about what the physical touch points would be/ what the participants would be taught/ the medium of education/ getting a group together to volunteer etc.

Initial Decisions

- While I do see a lot of potential in concept 4, I would like to use this project as an opportunity to explore design beyond apps, products and websites.
- I am more interested in exploring concept 4, as I feel strongly about making education, not in its academic sense, but basic education related to one's health (physical, emotional, mental) accessible to all, irrespective of one's socioeconomic status.

Questions to asked myself while designing the service :

- How should I make the medium of education relatable and interesting to hold their attention?
- What will be the physical touchpoints (pamphlets/posters/booklets/apps/websites)?
- How do I make sure that the participants are retaining information?
- What motivated the participants to show up?
- How do I gather a group of volunteers (social media)?

Research on Mental Health Education in Rural India

- Accessibility Rural residents often travel long distances to receive services, are less likely to be insured for mental health services, and providers are less likely to recognize a mental illness.
- **Availability** Chronic shortages of mental health professionals exist and mental health providers are more likely to practice in urban centers.
- **Affordability** Some rural residents may not be able to afford the cost of health insurance or the cost of out-of-pocket care if they lack health insurance.
- Acceptability Rural residents may be more susceptible to the stigma of needing or receiving mental healthcare in small communities where everyone knows each other and fewer choices of trained professionals can lead to a lack of faith in confidentiality, as well as a reliance on the informal care of family members, close friends, and religious leaders.

"People are mostly unaware about the mental disorders they are suffering. They take it as their fate: go to quacks or religious healers. That's why there's stigma attached to the word 'psychiatrist' and 'psychiatric disorders,'" In other words, a close-knit, family-like community, properly educated in mental health, is better equipped to take care of its own, providing prevention, treatment and well-being.

Changing Directions

- After having conducted research around education of mental health in villages, I felt quite overwhelmed by the amount there is to tackle. I was struggling to pinpoint the touch points, identifying who the real user is and breaking down the whole service.
- I also felt that since education about mental health is such a vast and broad topic, I will have to first do some thorough research on the tools used to teach about mental health and then think about how to customize them so as to make it relatable for the participants.
- \bullet
- I am keen on exploring this service since it tackles a pressing issue in rural India, however for this project I feel that it will be too much to take on.
- I am thus, **shifting towards exploring my second best concept** to do with creating an ideal education system in India when it comes to addressing and helping students struggling with mental health (concept 4).

06 Developing Ideas

Considering the feedback received, I started narrowing down on an idea.

High Tech Idea – Wireframes

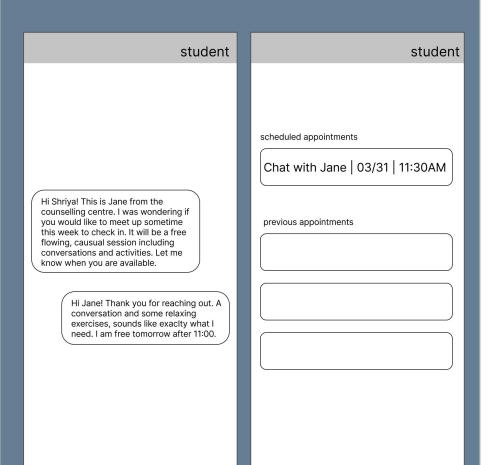
- Allows for students to remain anonymous
- Suggested modifications in teacher's schedule are accurate, allowing the teacher to simply follow the modifications, instead of deciding
- Counselor gets the data automatically and can directly connect with the student through the same app
- Counselor can set reminders and share the exercises with the student immediately
- Student can set reminders to perform the activity in the app itself

CONS:

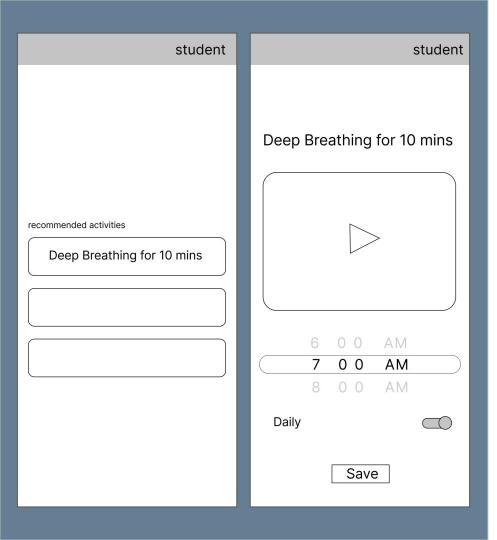
- Too much usage of screens
- Some students may not have phones
- Some school may not allow students to carry their phones

student	student
How are you feeling today?	How are you feeling today?
addition (trignometry) (calculus)	addition (trignometry) calculus
addition → great! trignometry → okayish, have been better. calculus → not good, need a break.	addition → great! trignometry → okayish, have been better. calculus → not good, need a break.

The student mentions how they are feeling on a particular day. They use the slider to do so. In order to make the interaction more interesting, the points on the slider are compared to easy, average and hard concepts in a particular subject. For example, if the user is feeling great, they place the slider on addition which is a very easy and fun concept in math.



If the student has not been feeling good for a few days in a row, they will receive a message from the counselor, who received all the data from the app. The student can then view the scheduled appointment with the counselor.



On the day of the session, the counselor shares with the student some relevant exercises the student can perform after having demonstrated them to the student. The student can also set reminders to be reminded to perform the activity daily.

teacher

Today's Schedule

classwork

• 10:00 -10:15

Introduce new trignometry chapter

• 10:15 - 11:00

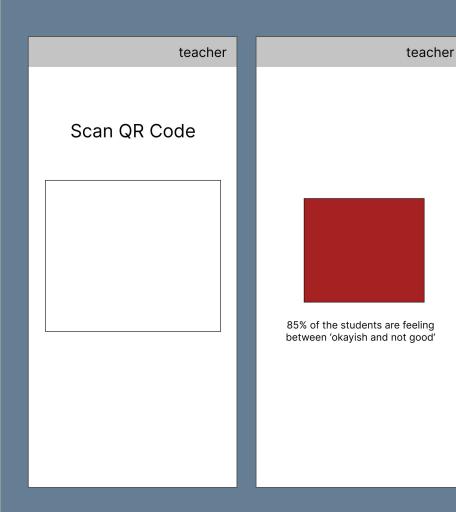
Solve questions 1-15 in class

homework

• submit on 04/01

Complete questions 16-30

The teacher inputs the schedule she has prepared for the class into the app.



Once the lamp in the teachers office emits a light, the teacher scans the QR code to know what the light represents. Upon processing, the app tells the teacher the percentage of students feeling a certain way.

teacher

classwork

• 10:00 -10:15

Move your body activity

• 10:15-10:30

Introduce new trignometry chapter

• 10:30-10:35

5 min break

• 10:35-11:00

Solve questions 1-10 in class

homework

• Go through questions 11-15 and solve those which look difficult

Apply

Complete questions 16-30

Since 85% of the students are not in a very good headspace, the app suggests the teacher an ideal schedule in a manner that gives students some flexibility and does not compromise on the work that needs to be completed.

	03/29	03/28	03/27	03/26
Shriya Maru				

The counselor receives the data in the form a spreadsheet along with a colour reference. If they see that a student has not been feeling good for a few days consistently, they will reach out to them.

counselor

Hi Shriya! This is Jane from the counselling centre. I was wondering if you would like to meet up sometime this week to check in. It will be a free flowing, causual session including conversations and activities. Let me know when you are available.

Hi Jane! Thank you for reaching out. A conversation and some relaxing exercises, sounds like exaclty what I need. I am free tomorrow after 11:00.

Counselor sends a message to the student asking them if they would like to set up a meeting.

counselor	cour	selor
 notes: overwhlemed by the course load feels like she is falling behind does not have time to do anything aprart from school work 	Check in with Shri	уа
		AM AM
recommend activities		AIVI
Deep Breathing for 10 mins	04/01 11 00	AM
Reading a book for 30 mins		
Going for a 30 min walk		
Share	Save	

After the session, the counselor makes some notes about what they discussed in the session for their reference. Further, she she shares some exercises that they practiced together during the session, which the student can perform daily.

The app selects a day for when the teacher is expected to check in with the student again.

teacher

classwork

• 10:00 -10:15

Move your body activity

• 10:15-10:30

Introduce new trignometry chapter

• 10:30-10:35

5 min break

• 10:35-11:00

Solve questions 1-10 in class

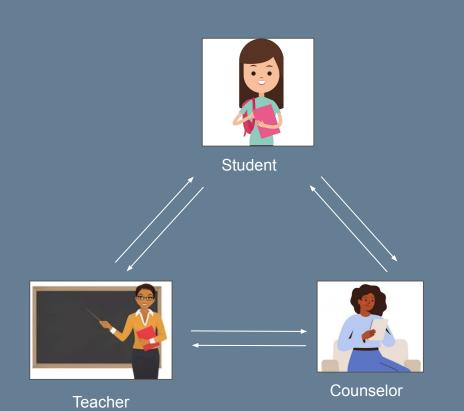
homework

• Go through questions 11-15 and solve those which look difficult

Apply

Complete questions 16-30

Since 85% of the students are not in a very good headspace, the app suggests the teacher an ideal schedule in a manner that gives students some flexibility and does not compromise on the work that needs to be completed.



Student — Teacher

While the **student and teacher interact indirectly through the app** as the students imputed data, affects the teachers schedule and the teachers modified schedule, affects the students headspace.

Student

Counselor

The **student and counselor interact directly** as the students data is received by the counselor as a result of which they may set up a session to meet.

Tecaher —> Counselor

The **teacher and counselor do not have any interaction through the app or product.** They may however consult one another to talk about a student.

Low Tech or High Tech Service Design?

After having shown Hope my user flows, she suggested that if I would like to still pursue my initial concept of de-stigmatising mental health in villages, by encouraging the same in schools, I could explore a low tech version of the idea I have developed so far.



Low Tech Idea 1

- Replacing the app with a physical activity that students perform.
- There is a large white paper in the classroom and as students enter, they make a hand imprint on it, using one of the three colours resembling how they are feeling that day.
- Interactive, fun activity

CONS:

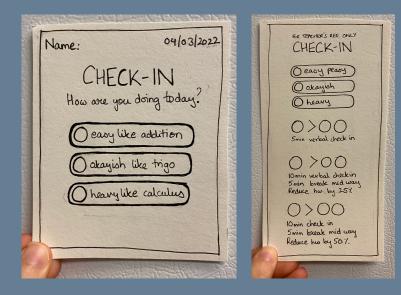
- May prevent students from being honest due to the fear of being judged.
- Does not support anonymity.

Low Tech Idea 2 – Wireframes

- Allows for students to remain anonymous
- Makes use of available resources (paper and low tech messaging app for communication)
- Fun, interactive activity

CONS:

- Time consuming : eats into class time
- Data has to be manually inputted by counselor
- Is not accurate in terms of suggesting modifications to the teacher : left up to the teacher to make the changes
- Counselor is unable to set reminders to check in with students



Students are given a check in sheet to fill out. The teacher collects the sheets and segregates them into three categories. They count the number of students in each category and then look at the guide to know how they should modify their schedule.

	03/29	03/28	03/27	03/26
Shriya Maru				

The counselor manually input the data into the system. Upon seeing that a student has not been doing well for the past few days, they reach out to the student. Hi Shriya! This is Jane from the counselling centre. I was wondering if you would like to meet up sometime this week to check in. It will be a free flowing, causual session including conversations and activities. Let me know when you are available.

Hi Jane! Thank you for reaching out. A conversation and some relaxing exercises, sounds like exaclty what I need. I am free tomorrow after 11:00.

Great! Let's meet tomorrow at 11:15AM.

The counselor sets up a meeting with the student over a messaging app/email.

Hi Shriya! Thank you for meeting me today. We had some great conversations and practiced activities like deep breathing. Like mentioned in our session, you must continue these practices daily.

Deep Breathing for 10 mins, daily

Reading a book for 30 mins, daily

(Going for a 30 min walk, daily)

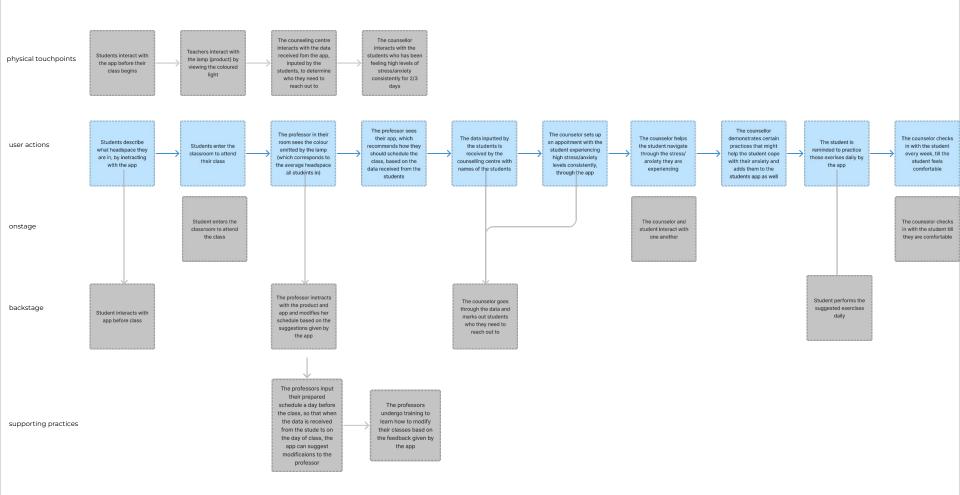
add to reminders

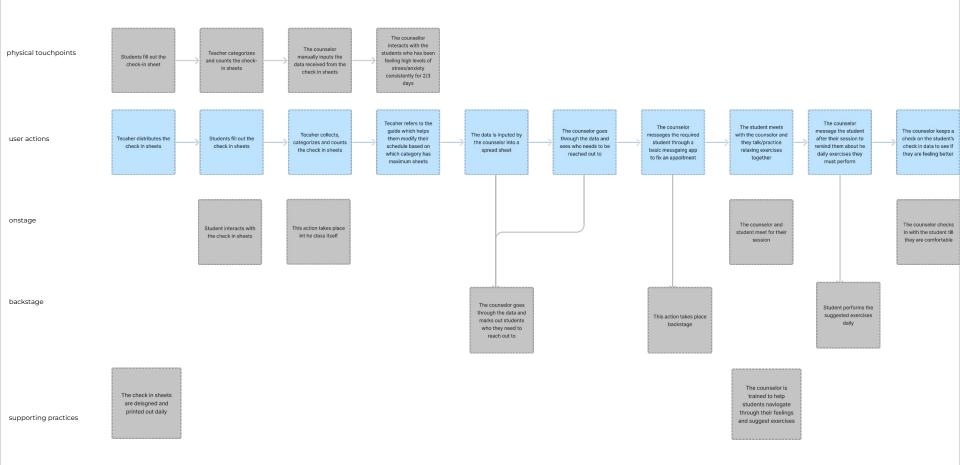
I will connect with you again, in the next 2 days to check in. Feel free to message me if you have any other questions. After the meeting, the counselor checks in with the student, reminding them of the exercises they practices and that they must try and practice these.

06 Service Blueprint

High Tech Idea / Low Tech Idea

For better viewing (Figma link): https://www.figma.com/file/buAEzM wC8YqHcceL3SGded/service-bluepr int?node-id=0%3A1





07 User testing

In order to decide which version of the idea to go with, I performed some user testing to get a third person's view.



In order to decide which version to go with, I user tested both versions with Neha. While she said that both were extremely thorough and important in their respective settings, the **low tech version felt like the need of the hour.** Big cities in India are slowly addressing mental health in schools, however villages are still very unaware.

Thus this **interaction currently would make more sense and impact in villages.**

She also suggested making the **sheets and guides on Hindi** which is the national language and more commonly spoken language in villages.

Some Decisions

Having considered Neha's input, I decided to go with the low tech version because I want to experiment with low tech, tangible interactions like the paper sheets, instead of making everything digitized.

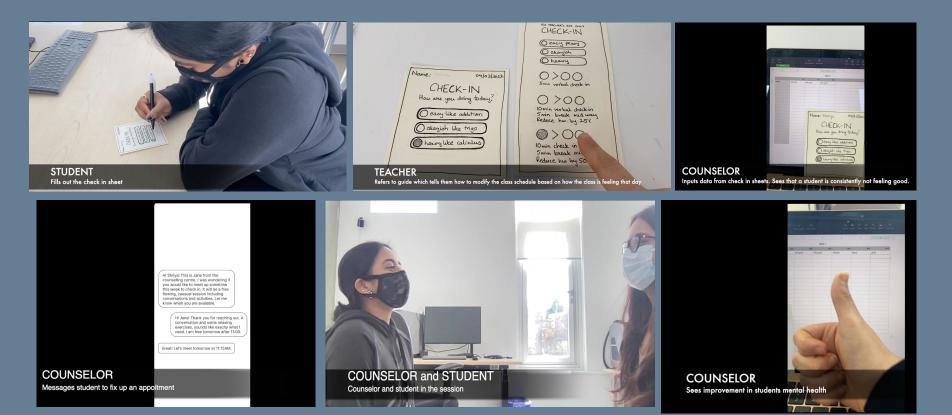
Thus, in order to bring more clarity to my service, I listed out the aims of the same:

- Destigmatizing mental health in Indian villages.
- Presenting an **ideal Indian education system** which address and helps students with mental health struggles.
- Creating a safe service, where **students do not need to worry about being judged** by their fellow peers as the sheets are disclosed only to a trained counselor.
- This service, allows students to ask for help without having to verbally ask.

08 Video Prototypes

Having decided which version I want to go with, I started video prototyping to develop the flow of the service.

Video Prototype 1



Feedback for Video Prototype 1

- A problem that could reduce the value of this service could be the interaction between the student and teacher, as the teacher is handing out the check in sheets. Further, the fact that the teacher is categorizing the sheets in front of the students, may pressure the student into faking their feelings. This may be because of the power dynamics within an educational institution between the teacher and student.
- Hope suggested that I make the **name of the service a word in Hindi** which symbolises the essence of the service, along with the check in sheets and guide.
- A question brought up was whether the interaction of filling out the **check in sheets should be mandatory**, to be done by all students everyday.
- Neha suggested maybe having a **box in the room** where in students can fill out the check in whenever required and drop it in the box.
- Hope suggested having the **check sheets not as a separate entity**.

Video Prototype 2





Student Fills out a check in sheet and puts it in a box which is then seen by the teacher.





Thoughts on Video Prototype 2

- In order to **test out the idea of having a box for the check in sheets** which would make filling out the same voluntary, I decided to make a short video for the same.
- However, the **problem of anonymity and judgement** developed in this idea. If the box is kept in the classroom, whenever a students goes to fill out a check in sheet, those not filling one out may judge the former.
- This **students will be hesitant** to fill them out and thus ask for help.

While this prototype solved the problem of the teacher not giving out the check in sheets, thus not allowing the power dynamics to come in the way, it compromised a major aspect of maintaining anonymity.

Video Prototype 3







Thoughts on Video Prototype 3

In prototype 3, I decided to keep the **check in sheet in the students notebooks** itself. So if they wanted to fill it out on a given day, they could turn to the page and do so. Since at the end of the class, they would have to submit their notebooks to the teacher for her to correct their homework, she would see the filled out sheet. If there were many she received only a particular day, **she would refer to the guide and would make modifications to her schedule for the next day**. Following this, the interaction would continue with the **interaction between the counselor and student**.

- This allows the interaction with the check in sheets to be **voluntary**.
- It allows for anonymity among peers.
- It is no longer a separate interaction with the teacher giving out the sheets,. But in fact easily accessible for the student.

09 Designing the Product

Before jumping into making the final video, I designed the check in sheet, guide and whatsapp screens required. Name :

04/02/2022

CHCEK-IN

How are you doing today?

easy peasy like addition

okayish like trigo

heavy like calculus

Everyday is a new day.

Student inputs the date and their name, so that the counselor can input the same in her spreadsheet.

To make the interaction more fun, the student is asked how they are feeling in a slightly abstract, but relatable manner.

There is a motivational quote written on each check in sheet.





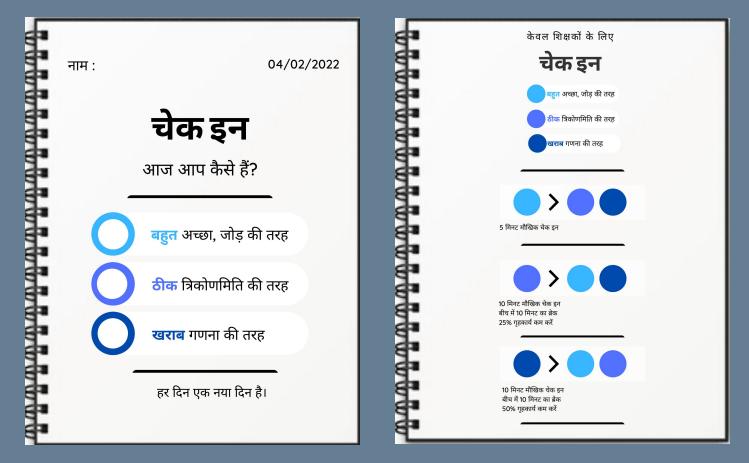
5min break mid-way Reduce homework by 25%



10min verbal check in 10min break mid-way Reduce homework by 50% If the number of students feeling **'easy peasy'** are more than the other two categories, then modifications are suggested.

If the number of students feeling **'okayish'** are more than the other two categories then modifications are made.

If the number of students feeling **'heavy'** are more than the other two categories then modifications are made.



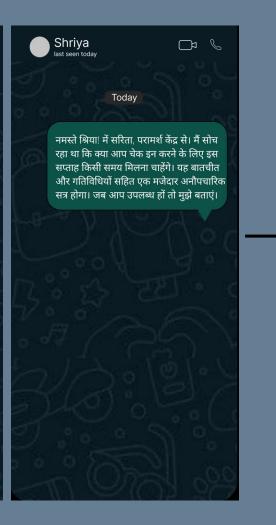
Check in sheet in students notebook, in Hindi.

Guide in teachers diary, in Hindi.



Today

Hi Shriya! This is Jane from the counselling centre. I was wondering if you would like to meet up sometime this week to check in. It will be a free flowing, causual session including conversations and activities. Let me know when you are available.



Message sent by the counselor to the -student on seeing that they are not doing great consistently.



Today

Hi Shriya! This is Jane from the counselling centre. I was wondering if you would like to meet up sometime this week to check in. It will be a free flowing, causual session including conversations and activities. Let me know when you are available.

Hi Jane! Thank you for reaching out. A conversation and some relaxing exercises, sounds like exaclty what I need. I am free tomorrow after 11:00.

Counselor Isst seen today Today नमस्ते श्रिया! में सरिता, परामर्श केंद्र से। मैं सोच

नमस्ते श्रिया! में सरिता, परामर्श केंद्र से। मैं सोच रहा था कि क्या आप चेक इन करने के लिए इस सप्ताह किसी समय मिलना चाहेंगे। यह बातचीत और गतिविधियों सहित एक मजेदार अनौपचारिक सत्र होगा। जब आप उपलब्ध हों तो मुझे बताएं।

> नमस्ते मैडम! मैं कल 11:00 बजे के बाद मिल सकती हूं।

Message sent by the student to the -counselor confirming an appointment with them.



Shriya as seen today nowing, causual session including conversations and activities. Let me know when you are available.

Hi Jane! Thank you for reaching out. A conversation and some relaxing exercises, sounds like exaclty what I need. I am free tomorrow after 11:00.

Today

Hi Shriya! Thank you for meeting me today. We had some great conversations and practiced activities like deep breathing. Like mentioned in our session, you must continue these practices daily.

Deep Breathing for 10 mins, daily

Reading a book for 30 mins, daily

Going for a 30 min walk, daily

I will connect with you again, in the next 2 days to check in. Feel free to message me if you have any other questions.



और गतिविधियों सहित एक मजेदार अनौपचारिक सत्र होगा। जब आप उपलब्ध हों तो मुझे बताएं।

नमस्ते मैडम! मैं कल 11:00 बजे के बाद मिल सकती हूं।

Today

हाय श्रिया! आज मुझसे मिलने के लिए धन्यवाद। हमने कुछ बेहतरीन बातचीत की और गतिविधियों का अभ्यास किया। जैसा कि हमारे सत्र में बताया गया है, आपको इन अभ्यासों को प्रतिदिन जारी रखना चाहिए।

प्रतिदिन 10 मिनट गहरी सांस लें प्रतिदिन 30 मिनट के लिए एक किताब पढ़ना रोजाना 30 मिनट की सैर पर जाना

मैं आपके साथ फिर से, अगले 2 दिनों में चेक इन टॉक करूंगा। यदि आपके कोई अन्य प्रश्न हैं तो बेझिझक मुझे मैसेज करें। Message sent by the counselor to the student reminding them of the exercises they must perform daily.

10 Execution

With all the material ready, I started working on my final video.

Outline of the Video

- Context (What am I designing a service for)
- Setting (Where is the service taking place)
- Problem (What is the problem that the service is going to tackle)
- Solution (Explaining the service)
- Conclusion (What change this service could bring about in villages)

Materials that will help me achieve this:

- Voiceover
- Typing animation canva
- Short videos
- Sound effects freesound.org



Filming : Having made the outline, I spent an entire day filming myself using Photo Booth, as different roles and simultaneously editing those bits in IMovies. I filmed based on the sequence of events.

When I asked my house help if the schools in her village had mental health care centres, She let out a laugh saying, didi <u>hamare</u> pass paise <u>aur</u> time nahi hai, yeh <u>sab sochne ke live</u>. Hame bas <u>kam karna</u> hai.

I asked her about her children and whether they ever struggled with mental health issues, And once again she looked at me confused, saying <u>bache</u> theek hai. <u>Unko</u> much nahi <u>hua</u>.

This short conversation gave me an insight into the lack of mental health awareness among a large portion of India's population, So I wonder, how we can contribute towards <u>destignatizing</u> mental health in rural India to provide children with the help they need, as a pat of their education.

Let me introduce you to a service that not only gives children in villages the help they need, but does so in a safe and non judgmental environment, Allowing them to ask for help without really asking.

Okay, so let's try and decode what is going an in Shriya's mind She has been feeling overwhitmed here pact acupte of days Her formily continues to tell her to focus on school and dismisses it as a bad phase She doesn't want to tell her fineds as she is scared of being judged and for this feeling to go away she prays. Now, what if things happened differently

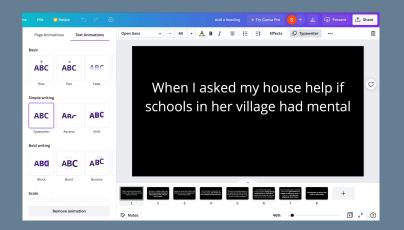
Let's pouse and go through what happened The school's <u>counseling</u> centre goes through the check in sheets and reaches out to students who have consistently not being doing well. And through the course of the session they have an open conversation and guided exercises which the student is encouraged to perform daily.

So, lets review hat happened..

Through the course of the class, Shriya was unable to focus because of how she had been feeling since morning. She then remembered that she could fill out the check in sheet in her notebook, which students can fill out if they wished <u>1</u>g. Doing so, gave her a sense of relief that someone will help her out.

As a part of Atmiya, teachers have been trained to look out for filled up check in sheets as in the students notebooks. Considering most of the students were doing <u>akayish</u> that day, the guide suggested some modifications to her class schedule for the following day.

Trues, <u>Samosdang</u> and Shriya the help she needed to break away from the anxiety that she had been experiencing Allowing her to eray with her friends and focus in class She may continue to fill out the check in sheets if she wants, or may do so as and when required As <u>Samosdang</u> is olways here to help!



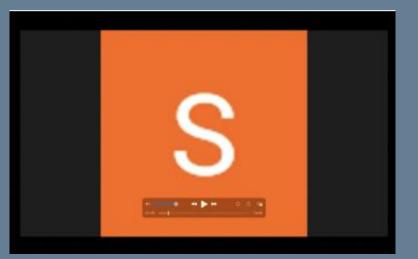
Script and Voiceover : I took the next few days to write the script and add in the voiceover. I did however feel that having the text visually present with the sudio in the back was more powerful. So I used canva and the 'typewriter' animation function to display the text.



Sound : I was easily able to find most of the sound effects I wanted from freesound.org.

Working on the Video

- I **didn't really face too many problems** while filming/editing the video as i had the sequence properly thought through.
- Once most of the video was compiled I did **realise that it is a bit long**. Thus I tried editing it to make it shorter only to realise that since my service involves a number of smaller interactions among different people, **I could not compromise on the flow** of the service as that confuse the viewer.
- Thus I **decided not to cut too much**, as I wanted the video to be able to stand alone and explain the service.



Zoom session with tester

Testing and Feedback

- I showed my video to a few people and overall they all felt it was extremely thorough and were able to understand the whole service without any background.
- They thought that first stating the problem and then the solution was a good idea to give a first tie viewer context.
- Since most of these viewers were non-designers, they were not able to give many suggestions on how to improve the service, but did make suggestions on the video as a whole, like adding a background music, some more sound effects etc.

Reflection

- I thoroughly enjoyed this project! Not only was it interesting to explore an idea from a zoomed out, wider perspective but also making the video was an enjoyable process.
- This assignment I felt really **strengthened my ability to develop a flow/story** when explaining my design, since a service has many touchpoints, including different users interacting with one another.
- Samvedana according to me, is an ideal rendition of what the service in actuality would look like. There are many aspects that still can be analysed which then goes on to challenge larger narratives about the Indian education system. However, this assignment led me to understand the importance of touching upon a topic, in order to spread awareness. Further, it exposed me to a different way of depicting an topic, that is presenting what an ideal indian education system should look like, in order to start a conversation around the topic.

Video Link

https://drive.google.com/file/d/1DwfE4J_09c-rsNp6gYgWJKcA4L6LGrKO/view?usp=sharing

Resources/Applications

- https://freesound.org
- IMovies
- Photo Booth
- Canva
- Voice Recorder
- Figma

Thank You