Design X Social Challenge 2020

Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and make a copy of this deck before you add your content.
- If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
- You will be provided with a clear instructions deck for more details on how to submit, etc.,

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Helping Hands

Build a community to help each other

Theme: Life In Lockdown
What if we are in a lockdown situation for more than a year?

Date and Place: 17 may 2020 -*Banglore*

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Lockdown Scenario

Dibakar, an elderly living in a small community with wife where they need to go out to local shops for medication or other necessities, due to the lockdown they are warned not to go out, as the kids have moved out. They know people from the community go out for their necessities but feel awkward to ask for help often.

EXAMPLES:

1. Need help from neighbours with technical assistance when dealing with the doctor for daily check ups via video conferencing

2. A couple having 2 kids where one is feeling sick, they want to visit a doctor but don't want to take the other kid out. So they ask for help in the community. An elderly couple can offer support to them.

Root Cause Analysis

An elderly couple are facing problems to get essential things as they are unable to go out to local shops during the lockdown

Why — They are more vulnerable to catch infection when out

Why — There are longer cues in shops and no home delivery services available

Why not ask the neighbors — Most shops are asking for online payment and they are not much use online banking apps

Why They don't know the neighbors — Hesitate to communicate with the neighbors due to age/privacy/language barriers

Why Final Problem — The elderly and people with low immunity are unable to get daily essentials because of the government advised stay at home order

Pain Points

➔ No one to go and ask for help

➔ As house help is not allowed disabled and elderly facing problems to cook & clean

➔ They are not able to get essentials on their own

➔ Online deliveries are not very active and not allowed in many places

➔ Communication / Language barrier

➔ Lack of social responsibilities in neighbourhood

➔ Technical barriers: hardly use online B2C platforms. Or online banking platforms.

➔ For many elders they need to go to banks to take their pension monthly or visit doctor regularly is essential activity.

➔ Special cases of illness needs regular doctor visit for health checkup and avtivities like dilasys etc…

➔ Increased incidence of stress, depression and loneliness due to limited movement and limited recreational activities

Problem Identified

PROBLEM DESCRIPTION

The elderly and people more susceptible are unable to get daily essentials because of COVID pandemic.
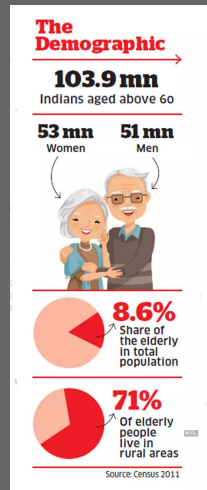
WHY IS IT AN URGENT PROBLEM?

There are huge number nuclear families living in cities who don't have much support in this critical time. And need to be supported by community around when in need.

https://www.worldometers.info/demographics/india-demographics/

Based on research and Analysis, Most of elderly across the Cities are suffering due to Lockdown, and most of them are trying to seek help from Localities and Government Sector But still yet problem Exists ,So it's quite urgent how soon we can fulfill their needs during such crisis so they start living normal life back again and give them some support .

https://economictimes.indiatimes.com/news/politics-and-nation/covi-19-why-social-distancing-is-a-big-worry-for-senior-citizens/articleshow/74866566.cms?from=mdr

The Demographic
103.9 mn
Indians aged above 60

53 mn Women   **51 mn** Men

8.6% Share of the elderly in total population

71% Of elderly people live in rural areas

Source: Census 2011

Worried Dibakar
Retired Elder

> " I feel helpless without getting the groceries and medication myself. With the kids moved out, it's become more difficult.

About Dibakar

Staying with my wife in a containment zone has proved difficult for us. With my diabetes and my wife having knee surgery recently, both of us are stuck at home and cant go out for buy essentials outside. We spend our time in gardening, pooja, chanting mantra, yoga & meditation.

Frustrations

- They are not able to get essentials on their own due to ailments
- No one to go or ask for help

Challenges

- Communication / Language barrier
- Technical barriers: Logistics and supply chain shortage.

Demographics

Age: 69 year old

Income: Mutual Funds, Fixed Deposit, and Support from kids

Location: Bangalore

Goals

- Easy & secure way to get essentials
- Quick way to ask nearby neighbors to help if possible.

Personality Trait

- Consistent/Cautious
- Solitary/Reserved
- Analytical/Detached
- Secured/Confident

Tech Savvy

Calls & Texting	■■■■□
Social Apps	■■■□□
Delivery Apps	■□□□□
Banking Apps	■□□□□

Maslow's Pyramid stage

Love & Belonging

Helping Hari

IT developer

"If we don't help during these trying times, when are we going to help out ?"

About Hari

Knowing Dibakar family for many years, I check in with them since the kids have moved out. Making sure that I don't spread the virus, I make sure to sanitise myself thoroughly and get what is needed for them whenever possible.

Goals

- Easy way to give essentials to neighbors when he volunteers to help

Frustrations

- Needs to juggle office work, housework, and helping neighbors.
- Getting other people to help when he is not available.
- He has a nuclear family with 2 kids worries about who will help, when his time of need.

Tech Savvy

Calls & Texting	■ ■ ■ ■ ■
Social Apps	■ ■ ■ ■ □
Delivery Apps	■ ■ ■ ■ ■
Banking Apps	■ ■ ■ ■ ■

Personality Traits

- Inventive/Curious
- Outgoing/Energetic
- Friendly/Compassionate
- Secured/Confident

Challenges

- Risk of infecting other people and infecting himself
- **Not free all the time to help.**

Demographics

Age : 45 year old
Income: Private Job
Location : Bangalore

Maslow's Pyramid stage

Love & Belonging

Interview Notes

PROFILE: Aunty Annie

Job Title: Retired
Gender: Female
Family Setting: settled in bangalore with 1 son 2 daughters. Daughters in australia, sons is working remotely at home. A neighbor comes and visits family sometimes brings supplies and talks to family when neighbor has time.

DEMOGRAPHICS

Income: Pensions, FDs and mutual funds
Education: Higher secondary

FEELINGS

Values & Goals: •Needs help with essentials
•Will make food or volunteer time if needed.
Worries: •More exhausted due to no maid helping. Until completely exhausted, will not ask for help.
•Low mental health due to social distancing.
•Both husband & wife have arthritis makes her depend on son & neighbor.
Influences: •Cooking new dishes, and social media keeps her busy
• talking to other people via whatsapp. Would love meeting them in person.

OBJECTIONS

Cost: Is not tech savvy and watches news for the updates. Cost and scarcity of certain essential have made her change the food and lifestyle choices
Value: • Will need to save money during the pandemic limited options on travelling to see loved ones
Fear: • The lockdown will continue for more than a year
Unable to meet other people due to social distancing
Hoping family members are safe during the lockdown

Interview Notes

PROFILE: Mr & Mrs Divakar

Job Title: Retired 62/65 years old
Gender: Male /female
Family Setting: settled in Pune staying in standalone building in city with mixed area for residential and offices. Son stays in city's other part visits occasionally, Daughter lives nearby with her family visits once a week.

DEMOGRAPHICS

Income: pension, FD's, Mutual funds
Education: Engineer & B.com

FEELINGS

Values & Goals: Self content, don't like to ask for help until it's emergency. Would like to help someone financially or physically in case of need. God loving and keeps hopes high that everything will be good soon. And reads spiritual books, chant mantras ,
Worries: Fears for challenges that will arise in future •More exhausted due to no maid helping •miss to meet their friends and family and socializing •Not much interaction with neighbors so
Influences: Keep themselves engaged in Yoga, reading, spiritual chanting etc.. Daughter comes once a week to visit and brings if anything required.

OBJECTIONS

Cost : Everything is costlier than before, groceries, fruits, daily needs things are scars and with higher prices sometimes
Value : this might have higher impacts than we are imagining now .. so was keeping his expenses low
Fear : Fears as conditions are worsen and many are getting infected daily, worries if any of them get covid+ then …

If they get sick, its higher risk for their families,

Insights

Hard to remain inside all the time, alone, not knowing when things will get back to normal live alone and usually depend on networks of fellow senior citizens for emotional support, with whom they used to socialise with in local parks and recreation centres for senior citizens.

"This morning, I went to buy fruits but the shop had run out of stock, and I was asked to return and try my luck a couple of hours later. I did and stood in a queue and got some fruits," he says.

Depending upon neighbours and Good Samaritans to procure medicines and essential items for them. Amar Chand, 80,As my domestic help is unable to make tried cooking myself but found it physically draining. So for now I have bought ready-to-cook meals, including chapattis, but they are not good for my stomach,

The bigger problem, though, is loneliness;all I can do these days is talk on the phone with my son and my friends, but that does not always help when you live alone something wrong goes with me, my son would not be able to come immediately,

78-year-old Lakhi Ram Garg However, I cannot go out anymore, and the lack of exercise has worsened my diabetes. In addition,we had to bar our household help from coming, and my wife and I now have to do all household chores ourselves, which is not easy at our age. long with my wife, used to participate in several social and spiritual activities, helped keep boredom at bay," says Garg. "The fact is that most senior citizens in south Delhi are lonely, as the children of most of them live abroad."

Ashok Prakhabar, 80, who lives alone in Malviya Nagar His son lives in the US, and with his domestic help on leave due to the lockdown, he has to cook and clean the house by himself.tech-savvy than others, he says, has helped him cope better. "I remain in touch with my son and daughter via Facetime. Besides , I search for information on the internet for Covid-19 and relay it on our WhatsApp group," says Prabhakar.Though I am used to living alone, at times I find the eerie silence on the roads outside quite disturbing."One of the biggest problems, says 77-year-old JR Gupta seniors are facing a lot of problems in getting essential items. "Delhi government should ensure home delivery of essential commodities and medicines to senior citizens," says Gupta.

Aruna Broota , 77, a well- known psychologist, are feeling physically and emotionally weak Many of them are reflecting on the choices they made in life – whether they should have encouraged all of their children to move abroad Goa has left several senior citizens, who live alone, feeling helpless and dejected as many of them are unable to get essential supplies and medicines for themselves.

Insights

Mafalda Almeida, 70, a cancer survivor and mother of three daughters, has been living alone on the island since her husband died six months back.The advisory mentions that senior citizens should not move out of their homes as they are most vulnerable, but there is no help coming in,No one has come to enquire about me. Nobody is moving out of their houses. How will I get help?" she wondered.

Jerry DSouza, a wheelchair bound differently-abled man,said he was stuck at home without essential items for das senior citizens are struggling to cope up with the uncertainty, anxiety and fear that comes with the isolation, he said.many senior citizens "live on fixed pensions with undiagnosed depression:, and the lockdown may end up amplifying their existing problems. Elderly people get along well with children, who can really help the senior citizens stay active and in good spirits during the lockdown, he added.Problems faced by the elderly during the lockdown include difficulty in purchasing medicine, ordering blood tests at home, attending doctor consultations, non-critical surgeries, etc

Sen and Dutta. "(There is an) Increased incidence of stress, depression and loneliness due to limited movement and limited recreational activities available outside the home - including exercising and social interaction." Limited usage of ATMs and online banking affects seniors very badly as they often end up in long queues at local branches

Hardev Singh Malhotra (90) and Motia Rani Malhotra (80) -While neighbours and the Punjab government are helping senior citizens and other vulnerable groups with essential items… what worries me is how I will reach them if they fall sick."

60-year-old Anil Sinha's order for diabetes and blood pressure medicines was stopped at the gate — he got them only after a few days. "We can't go outside, so we rely on delivery services. But RWAs are creating problems… hope it's resolved soon," he said.

STAGE 1
SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to team@umo.design

Make sure you have completed:
Slides 3 - Lockdown scenario captured
Slide 4 - Identified the problem and explained why it is an urgent one
Slide 5 - Target user persona(s)

IMPORTANT INSTRUCTIONS:

- Share a link to your Google Slides document or your Microsoft Powerpoint which ever you are working with, to
  team@umo.design
- For sharing a Google Slide deck properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.

Explorations ideas

SOLUTIONS & IDEAS

Capture and describe one or two alternative solutions you've considered

- *To create a helping community to help each other in time of need without any expenses. To build trust and empathy towards each other.*
- *To add a feature of ' Helping hands in a popular social platform'*
- ***Create a call based service to create a social platform. (IVR ?)***
- *Method to assure both the elder and volunteer are safe from the virus*
- *Feature to provide daily essentials and not weekly, to make volunteer work easier*

- *Campaign - Creating Community Campaigns so we can get volunteers and all safety precautions can be considered with all sanitization facilities at entrance and regularly checking temperature and sanitizing and can go out help. And we can create a feature for community members were they can raise a request and it will be accepted by head based on urgency level and then its visible to volunteers to accept and there will be limited set of requests will be accepted and essintial got will be sanitized and kept at doo step and message will be conveyed through Application.*
- *There will be head of community member and will provide helpline numbers elderly people cannot rise ticket through app they can do by calling and sharing details and what sort of help they are looking for and (**like Assistance**) if elderly people are not tech savvy) . then once ticket is raised volunteers can accept it following all the precautions safety checks - mask , hand gloves and sanitization*
- *We can check with essential vendors since they are serving in most of communities. If any help required we volunteers can able to connect with vendors and check for availability and stock or if they coming towards so on so area instead volunteers going out . only for (groceries medicine and vegetables and fruits vendors)Time will saved for volunteers can be managed properly)*
- *we connect volunteers from different localities or whom ever willing join they join and create a group among and take a leadership and start building the helping hands by support with all precautions in app itself).*

Explorations

SOLUTIONS & IDEAS

A simple mobile app *based service for **users** to register their request for help for essentials to volunteer. a*

*To request through App, they have to register themselves with*

- *Mobile / landline number,*
- *Name*
- *Address*
- *language preferences*
- *Valid Government document*

*A person who is volunteering to help out will have a app '**Helping Hand'** with registered account to take a request raised by anyone.*

*With a pre-registered account in app we allocate request to nearest volunteers who can help and built community of '**Helping Hands'***

Create a call based service to create a social platform. (IVR)
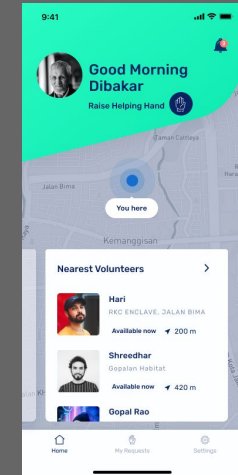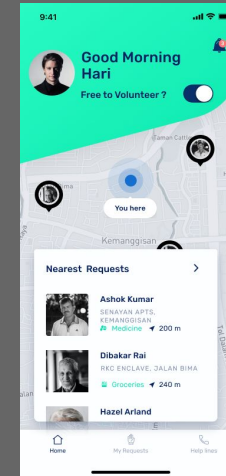
Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

At this trying time everyone is at risk to go out and seeking help at some point of time. For elderly,disabled, people with special needs, high risk ailments are in need of help from good willing people who offer help volunteeringly. It will also give people chance to built community nearby to be of each other's help in time of need.
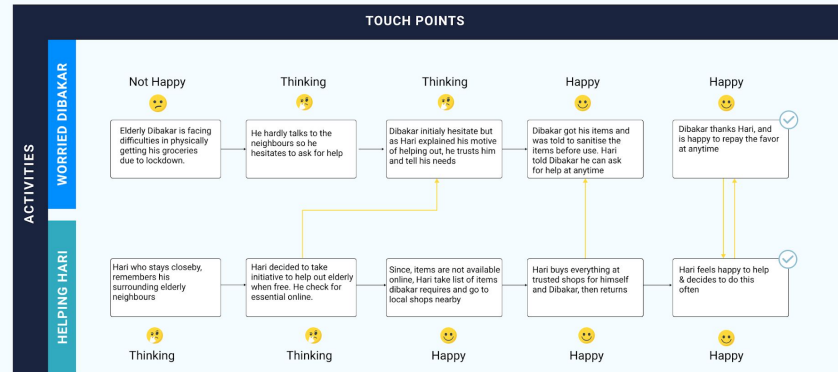
*Our app **offers helping hand** to the needy ones in nearby areas where they can offer help to get daily essentials, medicines, get them to doctor / pathlabs for their required regular visits.*

*For people who are **willing to help** but don't know how they can offer help could know **the needy** and be helpful in time of need in this **Lockdown** scenario.*

*This experience will **give opportunity** to people to get **each other's help** and **built a community** when someone in need and can offer **help voluntarily.***

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User Journey Map

User journey map shows the actions that our persona take throughout the process. We broke down the volunteering process and their interaction with elders to identify gaps that caused the most 'friction'. A journey map was created to visualize the entire flow. In doing so, we were able to zoom in on the problems that really matter.

TOUCH POINTS

ACTIVITIES

WORRIED DIBAKAR

Not Happy	Thinking	Thinking	Happy	Happy
Elderly Dibakar is facing difficulties in physically getting his groceries due to lockdown.	He hardly talks to the neighbours so he hesitates to ask for help	Dibakar initialy hesitate but as Hari explained his motive of helping out, he trusts him and tell his needs	Dibakar got his items and was told to sanitise the items before use. Hari told Dibakar he can ask for help at anytime	Dibakar thanks Hari, and is happy to repay the favor at anytime

HELPING HARI

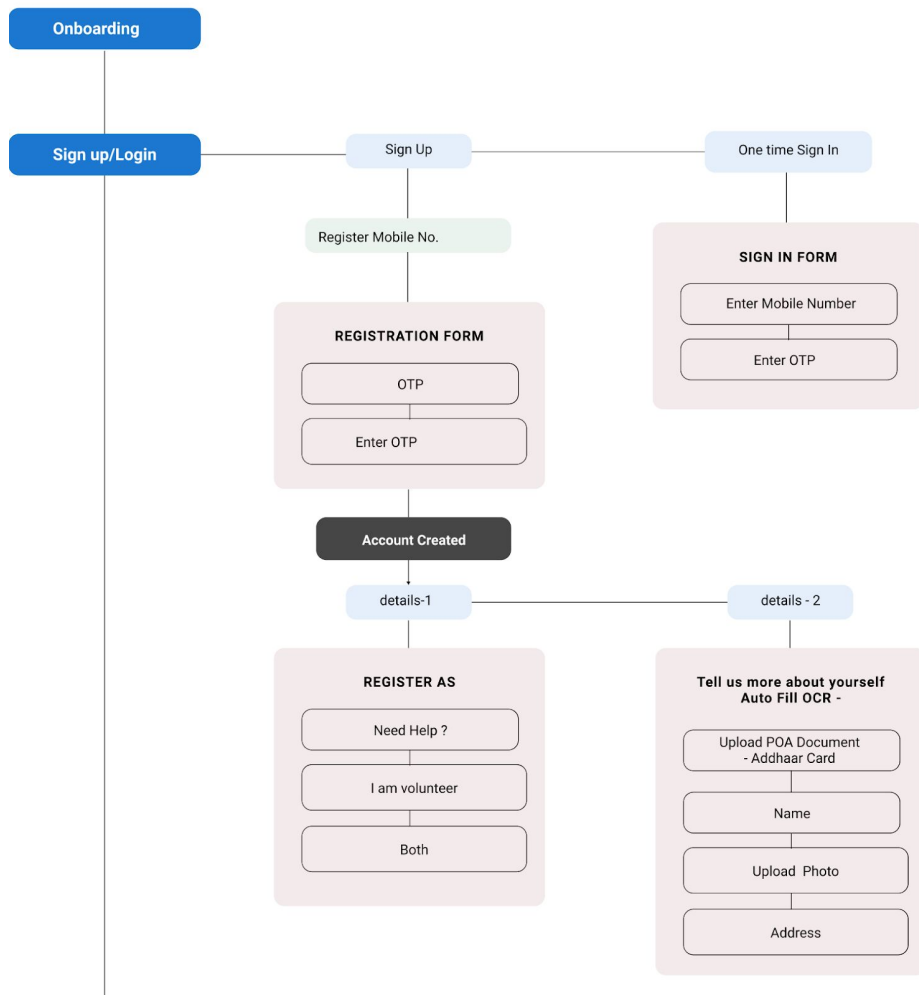| Hari who stays closeby, remembers his surrounding elderly neighbours	Hari decided to take initiative to help out elderly when free. He check for essential online.	Since, items are not available online, Hari take list of items dibakar requires and go to local shops nearby	Hari buys everything at trusted shops for himself and Dibakar, then returns	Hari feels happy to help & decides to do this often
Thinking	Thinking	Happy	Happy	Happy

CHALLENGES

1. Communication / Language barrier
2. Technical barriers: Logistics and supply chain shortage.
3. Risk of infecting other people and infecting himself
4. Not free all the time to help.

DESIGN OPPORTUNITY

1. A app based service to raise a hand for help in community
2. Helping Hari has a 'Helping hand' app and he finds that Dibaker need help
3. Hari connect to dibakar and enquire about his needs, and he then order things online / vendors nearby
4. Dibakar is happy with help & offers Hari his help in his time of need.
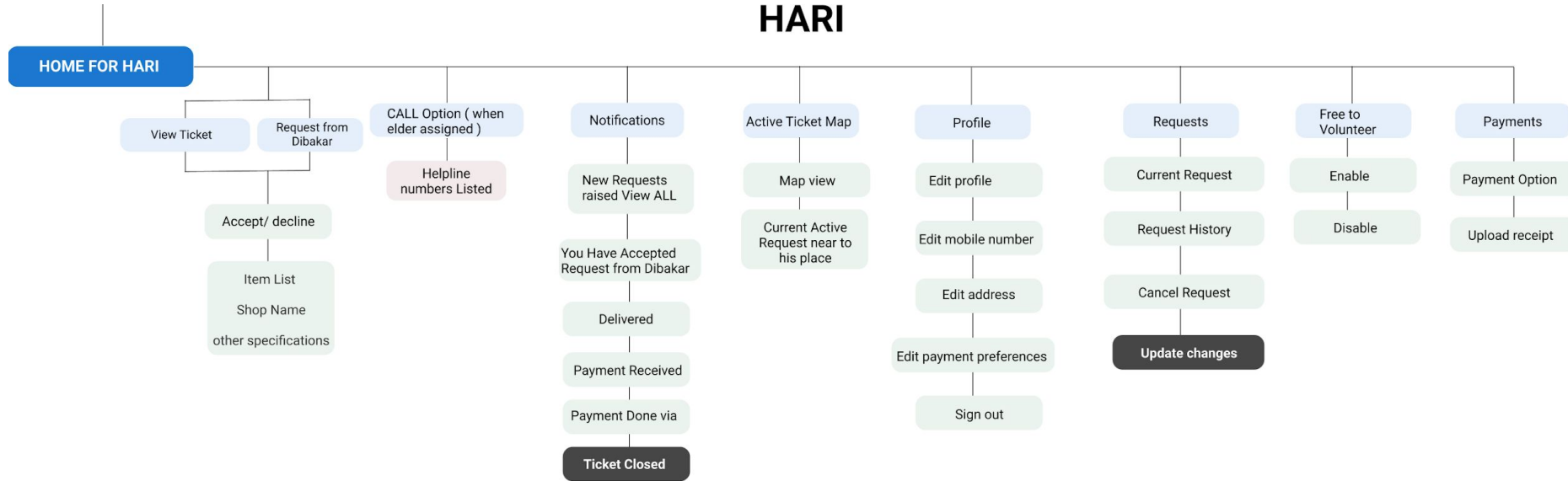
Task Flow

Onboarding and Signup / Login

Onboarding

Sign up/Login

Sign Up

One time Sign In

Register Mobile No.

SIGN IN FORM

Enter Mobile Number

Enter OTP

REGISTRATION FORM

OTP

Enter OTP

Account Created

details-1

details - 2

REGISTER AS

Need Help ?

I am volunteer

Both

Tell us more about yourself
Auto Fill OCR -

Upload POA Document
- Addhaar Card

Name

Upload Photo

Address

Task Flow

Volunteer

HARI

HOME FOR HARI

- View Ticket
- Request from Dibakar

  - Accept/ decline
    - Item List
    - Shop Name
    - other specifications

- CALL Option (when elder assigned)
  - Helpline numbers Listed

- Notifications
  - New Requests raised View ALL
  - You Have Accepted Request from Dibakar
  - Delivered
  - Payment Received
  - Payment Done via
  - **Ticket Closed**

- Active Ticket Map
  - Map view
  - Current Active Request near to his place

- Profile
  - Edit profile
  - Edit mobile number
  - Edit address
  - Edit payment preferences
  - Sign out

- Requests
  - Current Request
  - Request History
  - Cancel Request
  - **Update changes**

- Free to Volunteer
  - Enable
  - Disable

- Payments
  - Payment Option
  - Upload receipt

Task Flow

DIBAKAR

HOME FOR DIBAKAR

Raise Hand	Language settings	CALL Option (when volunteer assigned)	What are you looking for?	Notifications	Active Volunteer (Map View)	Profile	Payments

Raise Hand
- Ask Help?

CALL Option (when volunteer assigned)
- Helpline numbers Listed

What are you looking for?
- List options -Tag Groceries / Medicine/ Veggies Fruits / Others

Notifications
- Status of ticket
- Accepted request Vouleenter name
- Delivered Essential
- Payment DOne via
- Request Created Successfully
- **Ticket Closed**

Profile
- Edit profile
- Edit mobile number
- Edit address
- Edit payment preferences
- Sign out

Payments
- Payment Option
- View receipt

I just need to talk with someone :)
- Give list of options he can talk to

Medical Essential
- Upload Prescription and mention some specifications in text are

If Groceries -
Upload the list photo or type in text area If any requierments

- Create request
- Add Another request
- Cancel Request

User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

After all our research and brainstorming to create design solution for our defined problem, we did these screen designs mockup to help our users to solve their problem in this lockdown scenario.

Please check our clickable prototype for screens flows here :

https://bit.ly/2TRuwik
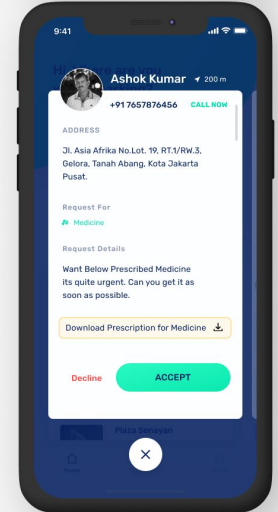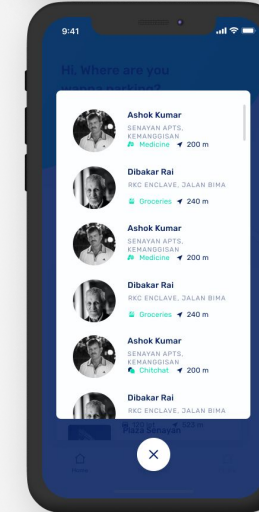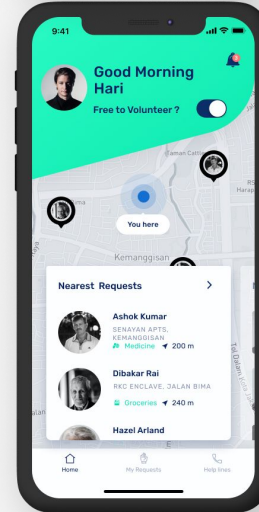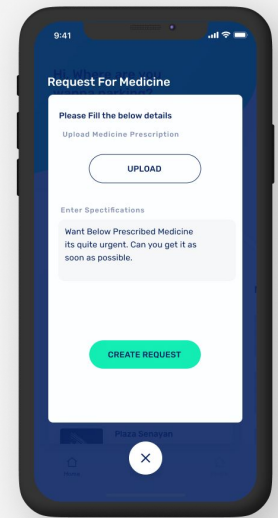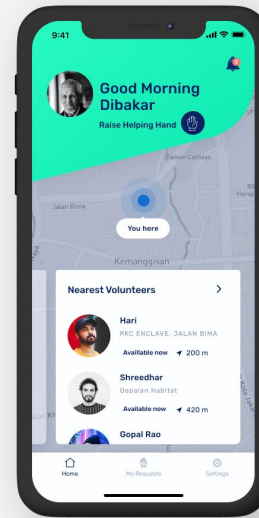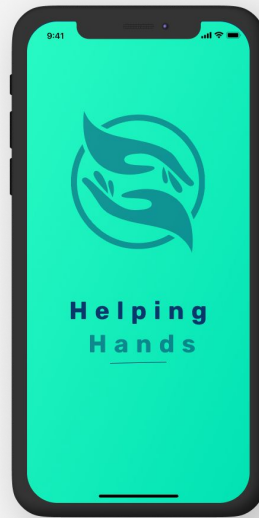
Process

DESIGN PROCESS

As we started working on this project we tried to follow design process for UX design thinking.

1. Empathise *: We connected and taken interviews of elderly people from different cities in india to understand their situation in COVID lockdown scenario.*


6 **Elderly People**   *4* **Volunteers**

Observation Study : **Inside Community and localities**

Online Research : **Economic times and Videos and market study**

2. Define *: After talking to different people,and observing around when we are going out to get essentials for ourselves we define the problem statement and connected to Zainab with all our insights and R&D.*

We as a group brainstorm about defining the problem statements and possible solutions considering different barriers people are facing in their everyday life.
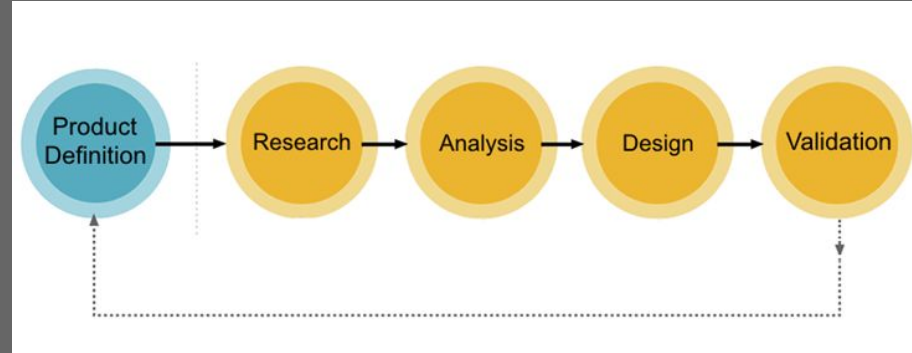
Process

DESIGN PROCESS

3. Ideate : Based on The pain points and the barriers we did a brainstorming session as a team came up with solutions that solve the user pain points and able to achieve their goal with considering the barriers they facing, and
We have created Journey Map' defining scenarios from our interviews. And Found design opportunities and task flows that are required to create a simple app which can help users to onboard and use step by step.

From the defined Design opportunities, we tried to create ' Task flow' for both user persona's which can elaborate features required for app

4. Design : Based on the outcome of ideation process we created the flow architecture with (Card Sorting technique based on urgency and frequent use of feature and started with rapid wireframing from which we considered user goal in context how quickly and efficiently user will able to achieve it and did then drafted in high fidelity wireframes. screens

5. Iterate : we have shared the prototyping with few of user we targeted and did a usability testing based on the report we have take the feedbacks from users and iterated with the designs As designing is a iterative process we are trying to connect to more people and trying to understand feedback from User testing in future..

And we have taken a few UX related issues from our mentor assigned and iterated the design outcome.

Impact

IMPACT OF YOUR SOLUTION

With this **COVID Pandemic**, In india and many countries in world government implement **lockdown** Due to which most of the elderly couple feel stuck and tired and sometimes not even to protect and prevent people's health is countries.

In India with our huge population it is important to restrict movement but it put many specially elderly, disabled, people with vulnerable health conditions who can be easily affected by infections from virus in risk to go out to buy essentials items for daily needs like grocery, veggies/ fruits, medicines,visit to doctor, or just catching up on another human.

They locked down with no or very limited help. Because of barriers like nuclear family, age, health problems , technology ,or restricted access to house help they are facing many difficulties. And it is happening for everyone.

There are few who are willing to help out to such needy ones but because of their busy schedules otherwise they hardly know their neighbors or people in community which need help or they can get help from them.

With our Application 'Helping Hands' people with very limited knowledge of technology & smart phones they can connect with each other and built a community where they can build trust and be helpful to each other in time of need.

Execution & Viability

**HOW CAN YOUR SOLUTION BE
IMPLEMENTED AND SUCCESSFUL**

*Elderly people who staying alone (as based on research
71 % of elderly people staying alone which might need
Help someday ,people might need someone who they rely on
Trust on during tough time so its not only for COVID but also
Building community in india for people in need*

*The Features can be added later to give more options to request help
like babysitting, escorting to doctor for appointment, a friendly visit to
improve mental health etc.
We can connect with NGO's , OLD age home for advertising and
promotions to make it a complete business model.*

*As it a voluntary based service its non-profit model to offer help for small
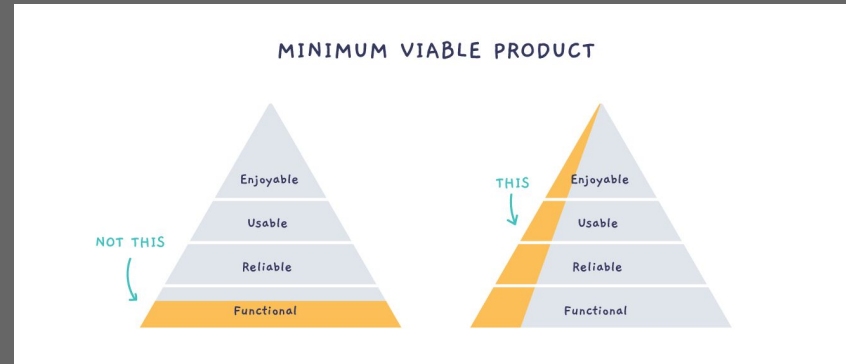things in community and build trust.*

Viability - we have Defined MVP -

People in need or seeking for help able to connect and achieve their goals

Elderly people get satisfied with their task been done easily by connecting with volunteers it is reliable

Very simplified and able to use it and during difficult times elderly can also interact (if they feel like to express and talk) connecting emotionally

Elderly people are much relaxed as they able to get their essential during difficult time they will not be much stressed out

Functionality wise user able to achieve the task goal he is looking for - as mentioned in journey map

MINIMUM VIABLE PRODUCT

Enjoyable
Usable
Reliable
Functional

NOT THIS

THIS

Enjoyable
Usable
Reliable
Functional

STAGE 2

Submission | Final

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:
Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
- **Video** - Create a video (not exceeding 3 mins) for jury with all instructions followed from the video section in the instructions deck
- **Submission form** - Complete a final submission form and embed a video link and the presentation link here

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Thank you!

Thank you UMO team for the opportunity, and thanks for assigning mentor which was really helpful during the journey

*Thank you **Zeinab Aghdassi** for guidance and support during the journey and we were able to learn new methodologies in UX, had a great time connecting with you.*

This gave us a vision to look into problems facing by people around and be more empathetic towards each other and be of help to someone who is in need.

As a team Mintian we had a great creative time to engage ourselves to find problems around and creating solutions with our limited UX knowledge. It was a great learning experience.