

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.

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## 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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# Safe and Affordable Travel (ProjectSaaT)

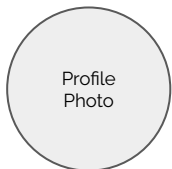
*(Name your project)*

Theme: Life In Lockdown

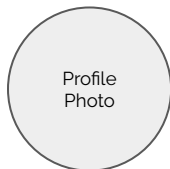
What if we are in a lockdown situation for more than a year?

# Team

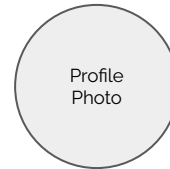
*NOTE: If you have more than 6 members, please use another slide*



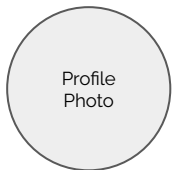
Name : **Pranavi Korrapati**  
Title : Student  
Role in the Project: Team  
Planner & Facilitator



Name : **Praneet Korrapati**  
Title : Student  
Role in the Project:: Research  
and Exploration



Name : **Rao Korrapati**  
Title : Solution Lead & Architect  
Role in the Project: Facilitator



Name : **Latha Korrapati**  
Title: Teacher  
Role in the Project: User  
Experience Design



**MENTOR's Name**  
Title



# Lockdown Scenario

## CAPTURE A SCENARIO

*What is the lockdown scenario you have identified and are interested to work on?*

People not able to commute long distances due to shutting down mass transportation systems.



# Problem Identified

## PROBLEM DESCRIPTION

*What exact problem from your lockdown scenario are you going to solve? Keep it succinct*

How might travel and transportation systems (i.e. Airlines, Buses, Trains etc.) continue to operate profitably and provide services at affordable prices for low income and middle class people or are there any alternate solutions?

## WHY IS IT AN URGENT PROBLEM?

*Describe why your problem is urgent/ important to solve? Think of impact (financial, emotional, etc., and scale.)*

Travel and transportation companies go out of business if services are not restored on time resulting in massive permanent job losses. Even if services are restored, sustainability is at risk without running buses, trains, flights at full capacity. Quality of life (financial, emotional) is at risk



# Target User Persona

*NOTE: Create another slide if your problem/use case has more than one target user*

## PROFILE

Job Title: All low and middle class citizens

Gender: All

Family Setting: All categories

## DEMOGRAPHICS

Income: Low and Middle income

Education: All levels

## FEELINGS

Values & Goals: Ability to travel long distances safely at affordable prices without the fear of contracting virus

Worries: High cost of travel due to potential increase in prices due to operating the fleet at suboptimal capacity

Influences: social influence / unrest , voting power

## OBJECTIONS

Cost - It is the primary factor driving the need for affordable long distance mass transportation

Value: Though perceived value is high, cost is prohibitively high

Fear : Fear of contracting virus, Not able to meet near and dear as frequently as they would normally.

Fear of being left out in final disposition

## STAGE 1

# SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to [team@umo.design](mailto: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)

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### 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.
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# Explorations

## SOLUTIONS & IDEAS

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

1. Instant Virus Scanning Device for identifying people with virus as part of security check at airport
2. Reusable Virus Protective suit and use smaller planes to split travellers

REPRESENTATIVE IMAGES OF  
OTHER ALTERNATIVE  
SOLUTIONS



# Solution

HOW DOES YOUR SOLUTION  
ADDRESS THE IDENTIFIED  
PROBLEM?

*Describe your solution and how it benefits  
your user(s) and the experience it offers.*

People afraid to travel due to the fear of potential infection. With proposed solution , since people can be quickly scanned and infected people be isolated as part of security checks at airports, train stations, bus stations etc., more and more people will strat travelling and airlines, buses, trains can operate at optimal capacity without increase in prices,

REPRESENTATIVE PICTURE OF  
YOUR SOLUTION

# User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

*Please use any medium to communicate/  
demo the UX of your solution.*

**NOTE:**

*You could post a max of 5 mockups or sketches to clearly demonstrate your solution.*

*AND \OR*

*Insert a video demo link (Highly encouraged)*

Please find the link below to video

<https://youtu.be/x2m55lZdAhA>

SOLUTION  
5 SCREEN SHOTS (MOCKUPS /  
SKETCHES)

AND /OR

A VIDEO  
(Youtube Link)

<https://youtu.be/x2m55lZdAhA>

# Process

## DESIGN PROCESS

*Describe the process you have followed.*

We used design thinking and Agile methodology for identifying problem , ideas and solutions

REPRESENTATIVE IMAGE TO  
HIGHLIGHT THE PROCESS  
FOLLOWED

# Impact

## IMPACT OF YOUR SOLUTION

*Describe how your solution changes/  
enriches your target user(s)' Life in the  
Lockdown*

People can travel at affordable  
prices without the fear of  
contacting virus

Post a representative pic to  
capture the impact of your  
solution on your target user's  
Life in Lockdown

# Execution & Viability

HOW CAN YOUR SOLUTION BE  
IMPLEMENTED AND SUCCESSFUL?

*Describe briefly how your solution can be  
implemented effectively and efficiently.*

Solution implementation requires further research in terms of identifying the right scanners, machine learning models and right material for protective suit

REPRESENTATIVE IMAGE  
INDICATING HOW YOU  
WOULD EXECUTE YOUR  
IDEA/SOLUTION



## 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.

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### IMPORTANT FINAL SUBMISSION INSTRUCTIONS:

Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
  - **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria [here](#)
  - **Submission form** - Complete a final submission form and embed a video link and the presentation link [here](#)
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# Thank you!

*Use this slide to add any final words, credits, etc.,*