



Flood Relief

Alert today, alive tomorrow.

23/07/2022 - Mumbai

FLOOD RELIEF

Team



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Problem Identified

PROBLEM DESCRIPTION

During the floods human life is lost and property is damaged, and we can have destruction of crops and deteriorating health conditions owing to waterborne diseases.

PERSONAL - Reimagine the life operating system

1. Define flood notification to the people
2. Convert school bag to swimming bag for kids
3. Bring vertical farming technology with cheap prize
4. Store rainwater for drinking purpose and purify the same for later use.
5. Power outage during flood
6. Create rescue boats in advance.
7. During floods, the height of house to be elevated
8. Reconstruction of house in a rapid manner of 2 days.
9. Reproduce mud into dry soil
10. Provide machine to produce brick from dry soil.



Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

People face a lot of problems during floods. Some of them are:

1. There is shortage of food.
2. They cannot get fresh water to drink.
3. Floods overflow the farms due to which they lose their crops.
4. Children stranded by floods need immediate assistance to be brought to safe place.
5. Government not intimating flood warning to the people at the right time to evacuate to safer destination.
6. People lose their belongings which are washed away with the water or get spoiled because they get soaked in water.
7. They can fall sick due to infectious diseases
8. They lose their money and incur a great deal of economic loss.

Floods have a negative impact on the economy:

1. Floods damage the roads, bridges and public property.
2. The government must spend a lot of money on the relief operations.

Impact of floods on the environment:

1. The water bodies become contaminated.
2. Many animals and insects are killed which disturbs the natural balance of the ecosystem.



Target User Persona



PROFILE & DEMOGRAPHICS

Name : **Dhondiba Tanaji Kharit**

Job Title: **Farmer**

Location : **Gadchiroli**

Gender: **Male**

Family and Social Setting: **Living with Family having lost his yields to a flood last year.**

Income: **23440**

Education: **10th pass**

Technology Awareness : **Access to cheaper android phone and install app and use YouTube**

FEELINGS

Worries: **Always worried about unexpected rain and flood which is harmful for farm crop**

Influences: **He regularly watches YouTube videos better crops yields**

GOALS & VALUES

Goals: **Take all precaution prior to flood**

Values: **To save life of family and crops**

Motivations: **To support other also in flood**

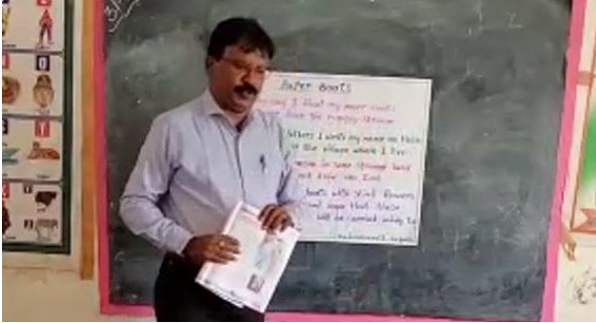
PAIN POINTS

Fears : **Destroy everything because of lack of precaution**

Frustrations : **Become helpless during the situation**

Challenges : **No source to inform us before floods come and not sufficient help**

Target User Persona



PROFILE & DEMOGRAPHICS

Name : **Sawant**

Job Title: **Principle**

Location : **Sangli**

Gender: **Male**

Family and Social Setting: **Living with Family having lost his yields to a flood last year.**

Income: **30000**

Education: **BA Pass**

Technology Awareness : **Access to cheaper android phone and install app and use YouTube**

FEELINGS

Worries: **Always worried about unexpected flood which is harmful for school children life**

Influences: **He regularly watches YouTube videos for better education to children**

GOALS & VALUES

Goals: **Take all precaution prior to flood**

Values: **To save life of school children**

Motivations: **To support other also in flood**

PAIN POINTS

Fears : **Destroy everything because of lack of precaution**

Frustrations : **Become helpless during the situation**

Challenges : **No source to help us before floods come**

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:

Slide 4 - Problem Identified

Slide 5 - Why the identified problem is an urgent one

Slide 6 - 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.
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Explorations

- We are proposing an ecosystem of mobile app and sms communication for farmers and schools
- It would help in providing timely notifications and important information to both the personas to take necessary precautions

SOLUTIONS & IDEAS

Problems that we identified

1. **Flood notification to the farmer**
2. **School bag convert to swimming bag for children**
3. Rescue Boat
4. Elevate house height
5. Reconstruct the house
6. reproduce mud into dry soil
7. produce brick from dry soil
8. store the rainwater for drink
9. vertical farming



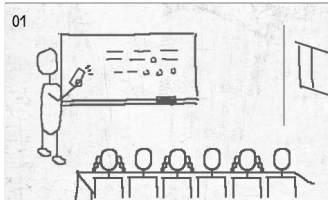
User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?



Link - Flood Alerts

<https://www.loom.com/share/d11092d55e1540eb9afee96277c00d70>



Link - Flood School Bag

<https://www.loom.com/share/208ebd802b814dd99ba58fcc8bfe7bbf>

Flood notification to the farmer

01

Date - 06/06/2022
Mr. Krishna is habitual farmer, who has passed 10th grad, has a basic android phone with which he uses the YouTube to view the information regarding farming which will help him to conduct his daily farming duties.



02

Date - 06/06/2022
While he was working in the farm he got an sms alert from the government on his mobile about the flood situation. It informed him that the situation was grim and he needs to evacuate within 4 hours



03

ये गवर्नमेंट ऑफ इंडिया से सूचित किया जाता है की हमारी विसर्ग टीम के अनुसार आपके गांव में बाढ़ आने वाली है, इसलिए कृपया बाढ़ से बचने के लिए अपने परिवार को और जरूरी सामान को नियंत्रण करने में और सभी लोगों को गवर्नमेंट बाढ़ को नियंत्रण करने में अपने और से पूरी कोशिश पूरी तरह से सहायता करने में अपने और से पूरी कोशिश कर रही है और जानकारी के लिए निचे दिए गए लिंक पर क्लिक करें. <https://tinyurl.com/ybeun8xt>

Message will send in regional language

04



Mr Krishna ensured that he moved all his immediate family members to the safer place. He ensured he carried all the documents and all materials to ensure minimal loss



05

Mr Krishna was thankful to the Indian government for providing the information on flood situation so that he could move to a safer location

The alert message informed him to move a safer place so that he can safeguard his life. He could visit the below link for more information <https://tinyurl.com/ybeun8xt>

Flood notification to the farmer

Prior to the floods

Flood Tracking [Notification] [Menu]

Weather Forecast | Latest News | IVRS

Search other floods [Search] [Filter]

Kolhapur (Sawant wadi)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id viverra **More..**

Water Level : 17ft Electricity : No
Rain : Heavy Dam : Overflow
Transportation : No People stuck : 500

[Warning] | Need help | Live | Safe Places

[Donate Now]

Nearest floods

[Home] [Alert] [Help]

Flood Tracking [Notification] [Menu]

Weather Forecast | Latest News | IVRS

[Warning] **Tips** _____

Before Flood

[Placeholder] [Placeholder] [Placeholder]

[Placeholder] [Placeholder]

During Flood

[Placeholder] [Placeholder] [Placeholder]

[Placeholder] [Placeholder]

After Flood

[Placeholder] [Placeholder] [Placeholder]

[Home] [Alert] [Help]

Flood Tracking [Notification] [Menu]

Weather Forecast | Latest News | IVRS

Safe place _____

List of Places

Name of place 1 : 50km [Location]

Name of place 2 : 66 km [Location]

Name of place 3 : 32 km [Location]

Name of place 4 : 60 km [Location]

Name of place 5 : 48 km [Location]

Name of place 6 : 50km [Location]

Name of place 7 : 66 km [Location]

[Home] [Alert] [Help]

Flood notification to the farmer

Post Floods

Flood Tracking [Notification] [Menu]

Weather Forecast | Latest News | IVRS

Search other floods [Search] [Filter]


Kolhapur (Sawant wadi)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id viverra **More..**

Water Level : 17ft Electricity : No
Rain : Heavy Dam : Overflow
Transportation : No People stuck : 500

[Shield] | Need help | Live | Safe Places

Donate Now

Nearest floods



Home | Alert | Help

Flood Tracking [Notification] [Menu]

Weather Forecast | Latest News | IVRS

Need Help

Kolhapur (Sawant wadi)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ncn viverra. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ncn viverra

Urgent Need

Food Packets	: 5000 people
Water Boats	: 20
water Bottle	: 500 ltr
Cloths	: 1000
Damage home	: 200
School bag	: 400

Donate Now

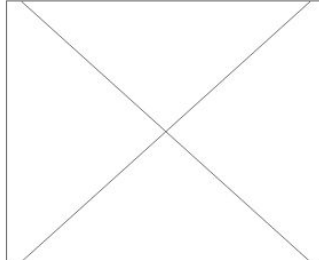
Home | Alert | Help

Flood Tracking [Notification] [Menu]


Weather Forecast | Latest News | IVRS

Search other floods [Search] [Filter]

Live
Kolhapur (Sawant wadi)

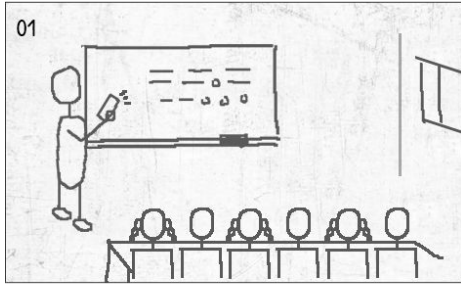


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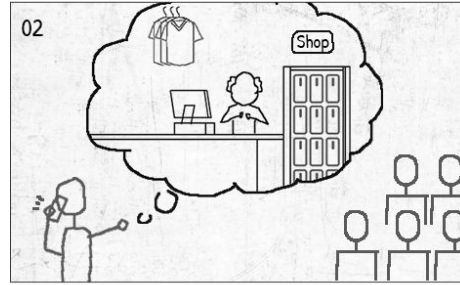
Home | Alert | Help

School bag convert to swimming bag for children



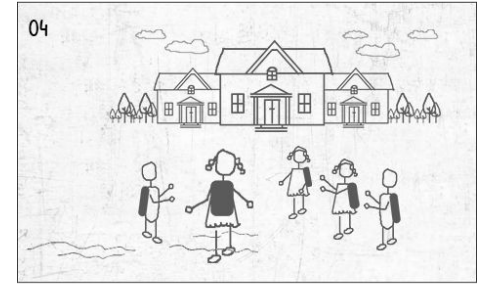
Date - 01/06/2022

Mr. Sawant was teaching in the classroom, and he got an message from vendor to remind him regarding the purchase of a new convertible school bag to swimming bag for children's safety due to rainy season will start soon in their village.



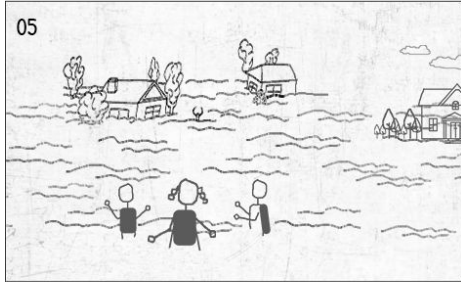
Date - 03/06/2022

Mr. Sawant discussed with the management regarding the number of bags to be purchased from the vendor. He called the vendor and discussed regarding the number of bags along with the discounted rate for the bulk orders which would be ordered by the app. He requested it to be delivered on time.



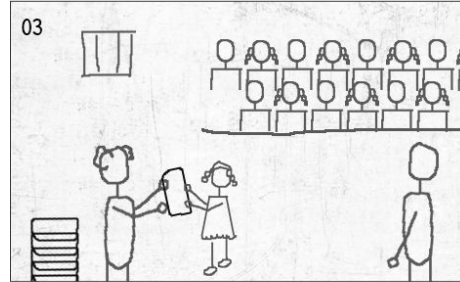
Date - 22/06/2022

After 20 days there was a flood situation that occurred in their village. Hence all children converted the school bag to swimming bag and swam to the safer location.



Date - 22/06/2022

Reena, Sunny, and Ravi are staying on same street, so they walk together in the water to reach their destination. Since they are using the swimming bags they are confident to reach their destination.



Date - 05/06/2022

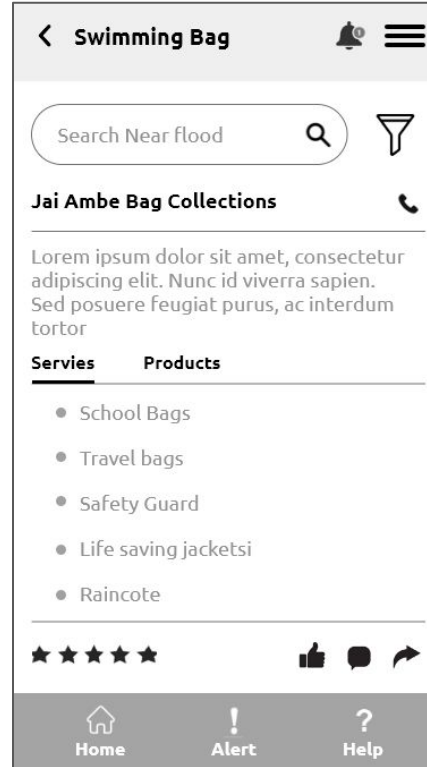
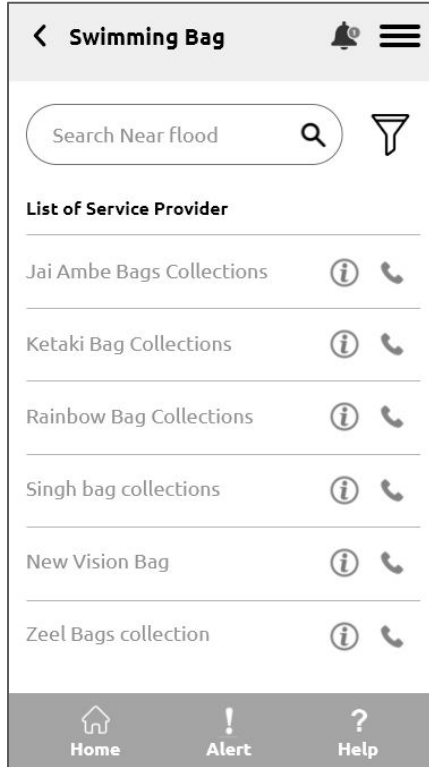
Mr. Thakur (Vendor) got the order from "Vidya Mandir (Pune)". He delivered all the orders within the stipulated time to the school children with the assistance of the school management. The school management asked all the children to bring their bag every day.



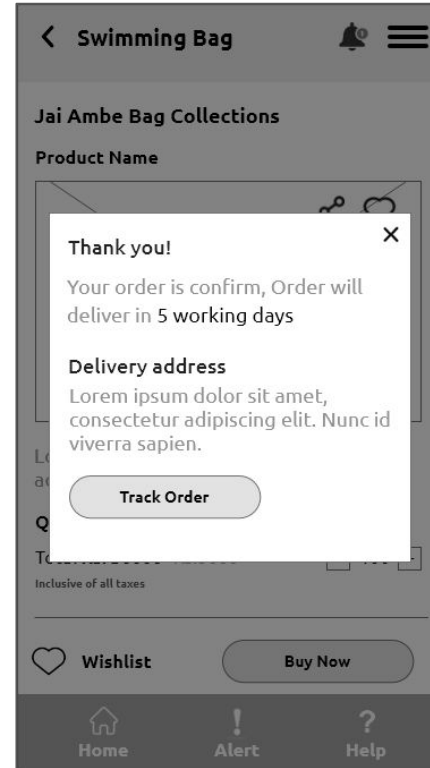
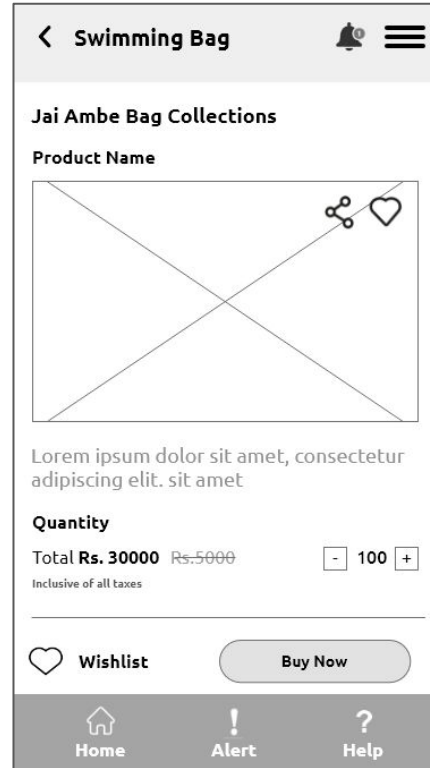
Date - 25/06/2022

Mr. Sawant sends message to vendor thanking him for on time delivery and he also thanked the Indian government for providing fund assistance. He sent the message through chat.

School bag convert to swimming bag for children



School bag convert to swimming bag for children



Design Process

DESIGN PROCESS FOLLOWED

we studied the historical data of flood in india, who, what how it affects the people, land, property etc.

We discovered 9 problems that we can solve.

- ❖ **Flood notification to the farmer**
- ❖ **School bag convert to swimming bag for children**
- ❖ Rescue Boat
- ❖ Elevate house height
- ❖ Reconstruct the house
- ❖ reproduce mud into dry soil
- ❖ produce brick from dry soil
- ❖ store the rainwater for drink
- ❖ vertical farming

PROCESS



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

- Prioritization of tasks & scenarios
- User journeys
- workshops with stakeholders

- Workflows study
- Understand business & user goals
- Workflows study
- Understand business & user goals

Impact on the Society

IMPACT OF YOUR SOLUTION

- ❖ Saving of life of the people
- ❖ School kids are moved to safer destination
- ❖ Farmer can save their crops
- ❖ Cattles and lands space are saved from destruction
- ❖ Creating channel for service provider to have a business, providing employment opportunities.



Sustainability

HOW IS YOUR SOLUTION SUSTAINABLE?

We have planned to introduce the solutions for all the nine problems that we have identified (mentioned in slide#3). This will give opportunity to broaden the ecosystem for more business and also broadening the impact of saving life as well land.

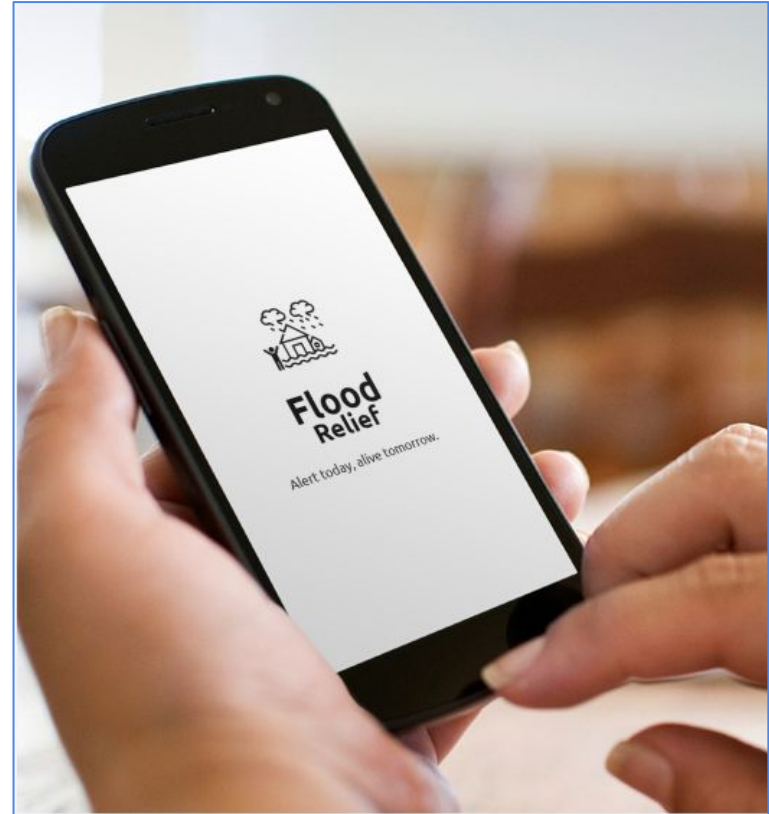
We plan to introduce this ecosystem in each state starting with highest risk areas to the lowest. This will help in sustaining the ecosystem for a longer period of time.



Practicality & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

- ❖ NDRF Team will develop this system(app). Under the Central Govt. Outsourced to a tech company for the management.
- ❖ NDRF will ensure all the vendors are registered in this app and follow the quality standards set by the central govt.
- ❖ All the delivery and logistic will be handled by the vendors and overseen by the QA team from the govt.
- ❖ Prior to registering the vendors they need to share and sign the documents about their services and products.



Thank you



STAGE 2

Final Submission

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 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](#)
-

Final Submission form
link

To be published