Design X Social Challenge 2022

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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Zen

Theme: **Design for Crisis**
Rebuild and heal the world with design

July 22, 2022 | New Delhi, India

Team

Name : **Keshav Chauhan**
Title : Student
Role : UX Researcher

Name : **Manav Saspal**
Title : Student
Role : Visual Designer

Name : **Mehak Singhal**
Title : Student
Role : UX Strategist

Name : **Kavya Singhal**
Title : Citizen
Role in the Project : User Psychology

Akhil Namboothiri
Title - Lead Product Designer
at KeyValue Software Systems

Problem Identified

We have witnessed it unfold right in front of us -
The Ukraine War, **the Israeli-Palestinian conflict,
and the Taliban takeover in Afghanistan, Sri
Lankan economic crisis.**

*Post-crisis catastrophe negatively takes hold of
millions (or in some cases billions) of people. Out of
those, some end up being significantly more
traumatised by the events. Having dealt traumatic
incidents with feelings of loss, disgust and regret,
most of them now have to deal with another enemy -
PTSD. And they need help fighting it to regain control
of their lives and move past.*

With this problem, we are initiating change at the
Personal Level.

Urgency/Importance

*"Your eyes can still see with the same acuity and sharpness, but it is as if the world had put on a **reddish-brown hue** that makes the objects and the situation still more scary…I had the impression that everything was being **consumed by this fire"**.*

- **John Wolfgang Goethe** (a veteran) after fighting in the **Battle of Valmy** [1]

About **6 out of every 100** people (or 6% of the population) will have PTSD at some point in their lives, which was revealed in a major survey [2], the problem is **highly critical**.

In situations like these when the citizens feel washed out by the waves of PTSD, **they deserve help to move past their trauma**. They deserve to live at their full potential.

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: Soldier
Gender: Male
Family and Social Setting: Elementary Family
Income: $39,800/month
Education: Hetman Petro Sahaidachnyi National Ground Forces Academy, Lviv, Ukraine

FEELINGS

Worries: Dealing with PTSD induced anxiety frequently.
Influences: Wartime situations, the memories of fellow soldiers and post-war trauma.

GOALS & VALUES

Goals: To lead a fulfilled and disciplined life.
Values: Loyalty, Discipline and Patriotism.
Motivations: Nation and Family.

PAIN POINTS

Fears: Flashbacks of serious stress trauma.
Frustrations: Hard to be at peace with change.
Challenges: Dealing with the loss of loved ones, high-stress and apprehension.

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: Housewife
Gender: Female
Family and Social Setting: Elementary Family
Income: -
Education: A rural school in Israel

FEELINGS

Worries: Dealing with PTSD induced anxiety frequently, Frequent flashback of her husband dying
Influences: Wartime situations, the memories of his husband's strong figure and his demise during the war

GOALS & VALUES

Goals: Nourish the
Values: Loyalty, Discipline, Family, Helping
Motivations: Family, .

PAIN POINTS

Fears: Flashbacks of serious stress trauma.
Frustrations: Hard to be at peace with change.
Challenges: Dealing with the loss of husband, moving past the phase of denial

Target User Persona

PROFILE & DEMOGRAPHICS

Job Title: Bricklayer
Gender: Male
Family and Social Setting: Elementary Family
Income: $1,800/annum
Education: -

FEELINGS

Worries: His lost home, how to sustain his family
Influences: Wartime situations, the memories of the lost home, the memories of the day they had to evacuate their home

GOALS & VALUES

Goals: To nourish a healthy family
Values: Drive, Hard Work, Money, Family
Motivations: Family, Money

PAIN POINTS

Fears: Flashbacks of serious stress trauma.
Frustrations: Building back his home and assets from scratch
Challenges: Nourishing a family after the crisis, keeping a positive mindset

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.
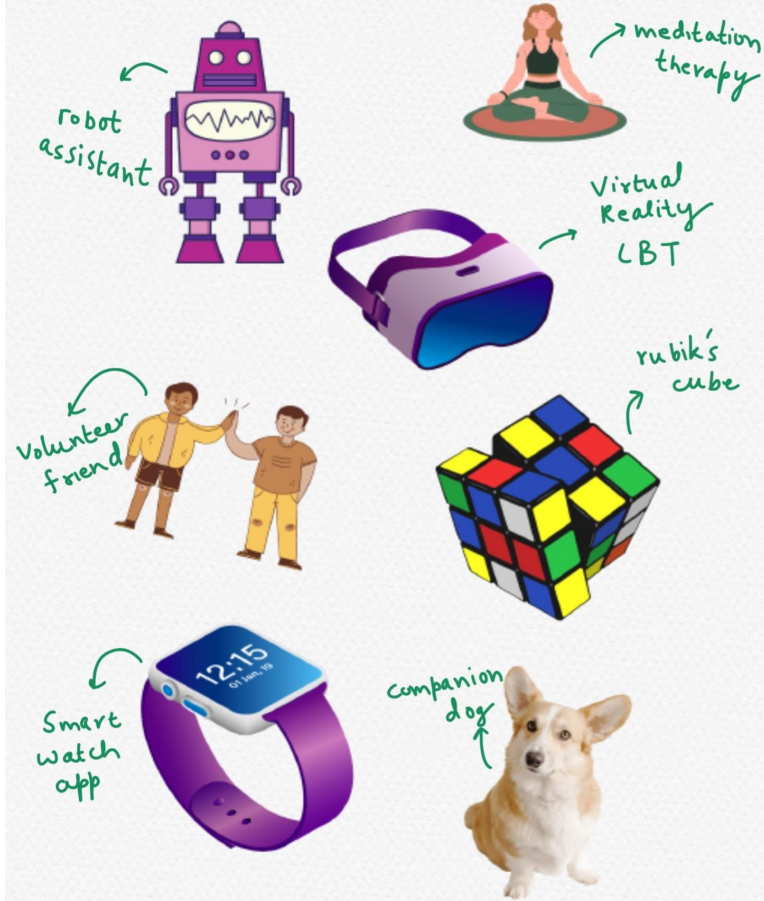

Explorations

SOLUTIONS & IDEAS

Initially, we brainstormed some abstract ideas without referencing any research. As we considered various possibilities, we weighed the pros and cons of each one. Finally, referring back to our white paper research, user pain points, market analysis and personas helped us develop three primary goals for our solution:

- Improve symptoms
- Teach skills to deal with it
- Restore self-esteem

Because PTSD is such a broad and sensitive topic, it was very important for us to consider every possibility as we developed ideas. Defining these three goals allowed us to develop effective solutions for any situation users might encounter

Some wild ideas we had: A companion to support (volunteer friends, robot assistant, dog), focused therapies (meditation therapy service, VR CBT), and all-in-one concepts (smart watch app and rubik's cube).

Final Solution & Innovation

After all this exploration we came up with, **Zen Ring**. A smart ring, more of a companion, that helps you **track your essentials like sleep, heart rate, fitness metrics and temperature**. The aim is to help the person track their essentials and get insights, in an app, which are relevant to assess and take practical actions for one's mental wellness.

Our ring caters to people affected by PTSD by offering a smart ring that has options to let the person fidget on the go and give their anxiety an outlet. It also has an **Emergency SOS button** which is very important for a person with a condition like PTSD. They can send off a signal to their *caregiver* (family, friend or their therapist) in case of urgent help during a panic attack or uncomfortable situation.

We bring in this product not just for the person with PTSD but also the **caregiver**, anyone who wants to join and support the person on their journey of being better.

We aim to keep this app as a one stop solution for any kind of PTSD support; be it organising sessions with your therapist, tracking sleep and movement and most importantly, a companionship for one's journey towards better version of themselves.
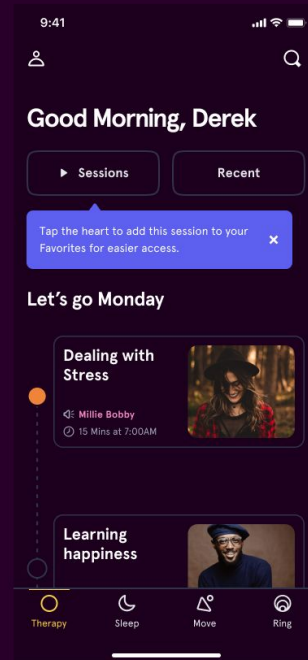
User Experience

What if there was a ring that tracks your heart rate, temperature and body movement?

That's what we came up with - "Zen", a ring that keeps patients in check by tracking their activity 24/7 and displays the data in an app. It also offers an emergency SOS button to help people access to PTSD support from loved ones or professionals.

Interestingly, the ring can rotate around its axis, giving you something to fidget around with - like a fidget spinner but without the three lobes making it more compact while serving the same purpose.

# Design Process

DESIGN PROCESS FOLLOWED

To tackle this enormous challenge in such a short time, the design process we used was built on a foundation of research and allowed us to brainstorm ideas while taking into account the needs of our users.

We started our secondary **research** by studying literature reviews and government data. We then read about social, economic and technical factors into account. Lastly did some market research and competitor analysis to understand our competition.

In order to further elaborate our understanding of the insights, we conducted a card sort and an affinity map **analysis**.

We brainstormed and **defined our solutions** based on the three goals, which we then tried to associate with a system map. Then, we did a card sorting exercise to group the data points into categories and subcategories, which we used for our information architecture.

Lastly, we created wireframes for our app, and 3D explorations of the ring as part of our **final solution**.
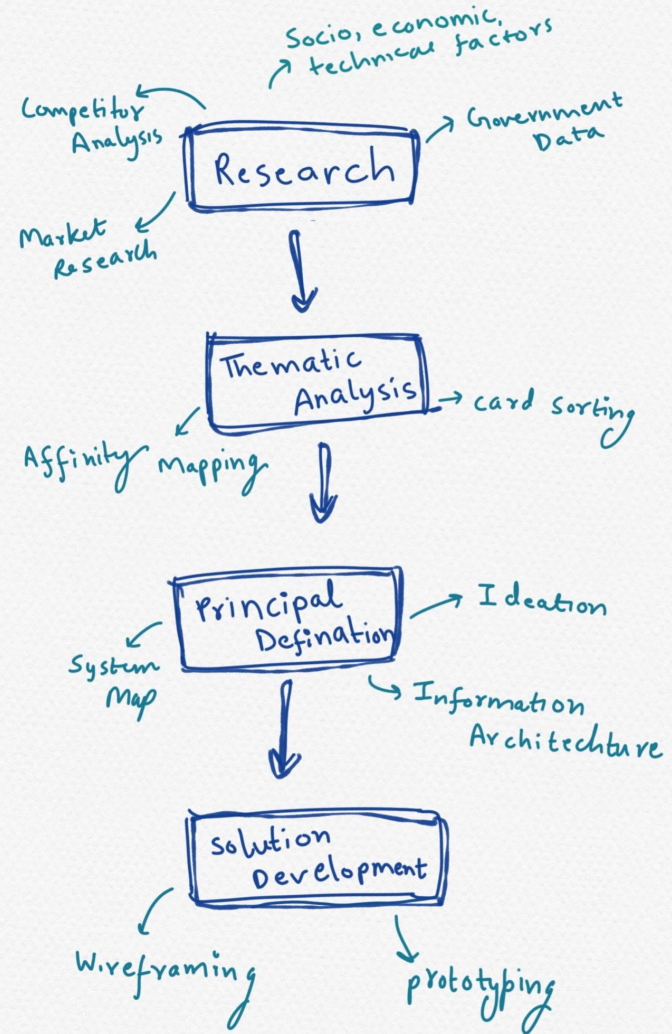
Impact on the Society

The Zen ring is a promising piece of technology that can change the course of remote patient monitoring. It greatly impacts the life of a person suffering from PTSD as it prevents unnecessary trips to the hospital and also in case of emergency it alerts the patient's caretaker and the medical practitioner.

The meditation and relaxation feature of the Zen app can help the patient during a panic attack by helping users focus on breathing with a grounding experience like tapping on screen. Doing this distracts the mind and brings attention back to the present.

The Zen ring revolutionizes patient care by providing mobile, perpetual healthcare and decreasing the risk of long term effects of PTSD and anxiety attacks such as memory problems, frequent migraines, heart problems and risk of heart disease, various illnesses from a lowered immune system and gastrointestinal problems.

Sustainability

To make our product sustainable, we are focusing on the areas that can make the biggest difference for our planet:

1. **Using Safer Material:** Our product incorporates recycled and responsibly sourced materials, thus eliminating single- use plastics.
2. **Conserving Important Resources:** Unlike smartphones and watches, smart rings do not need constant charging. They can last for a few days without users worrying about draining the batteries. We are also targeting improving the repairability of the product to prevent any wastage.
3. **Reducing our impact on climate change:** Use of renewable energy by our suppliers as well as continued use of recycled aluminum helped reduce emissions and carbon footprints associated with manufacturing of Zen Smart Ring.

As even small adjustments can have a meaningful impact, we will be focused on constantly rethinking the manufacturing process and its customer's consumption.

Practicality & Business Viability

We seek inspiration about practicality from the other smart rings available on the market. We just aim to elevate their functionality and make them cater to an audience seeking PTSD support. We are fairly confident about being able to add tangible functionalities like Emergency SOS button and fidgeting in the ring.

Though, it's only after a long process of testing and working with the engineers, that we'll be able to deduce the best design to pull this off, keeping technical constraints in mind.

Smart wearables are in the trend and people like to buy these, track their life and be mindful. We are not entering a particularly experimental market but in the same market we are aiming to offer something highly personalised for a new niche group of people. We are confident of this product being a profitable one, in the long run.

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

Thank you!

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