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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Saathi- A helping hand for all

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

<16th July Mumbai-Bangalore>

Team Rational Empaths

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Role in the Project: Design
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Jitendra Ramchandani
Co-founder at Arize Digital

Problem Identified

PROBLEM DESCRIPTION

To create a support platform considering challenges faced by citizens caught in pre and post-flood crises and helping them connect with government services and support groups.

Crisis Examples: Assam Floods, Uttarakhand Flash Floods, Odisha Floods.

Narrow down: The focal point of this problem will be related to the communication systems that will help reduce the impact, rescue, and information transfer between victims and the world. It will also include, support that the citizens can provide the victims.

Position your problem at one of these levels:
Out of the two Problem levels, we position our problem on a **Personal level** creating a system considering communication, rescue, healthcare, etc.

1. **PERSONAL - Reimagine the life operating system**

Urgency/Importance

WHY IS IT AN URGENT PROBLEM?
Floods in India are a common scenario. We have floods in Monsoon as well as pre-monsoon season. This has impacted an average of 17.3 million lives. 1,500 Indians have lost their lives to floods every year between 2011 and 2020.

There hasn't been any significant change in the rescue or the planning for these floods. Post covid due to mass unemployment people have returned to their respective villages and are now dependent on agriculture as their main source of income. Due to the floods their major source of income and their remaining financial entities have been in danger. The medical issues have also increased with little or no advancement in the rescue systems.

Target User Persona (Primary Stakeholder 1)

PROFILE & DEMOGRAPHICS

Job Title: Engineer
Gender: Male
Family and Social Setting: Family of 4. Mother father himself and a brother
Income: 3 lakhs per annum
Education: B.Tech

FEELINGS

Worries: To not get any help on time, losing the major resources of survival, to lose connection with family due to adverse situations.

GOALS & VALUES

Goals: To work towards betterment of society.
Values: Caring, Helping, Hardworking, Calm, Informative
Motivations: Suffered through crisis hence he is motivated to help people in need.

PAIN POINTS

Fears: Loss of life, Loss of communication,
Frustrations: Not finding the basic survival resources on time,
Challenges: Technical drawbacks, Logistic issues, Communication gaps.

Target User Persona (Primary Stakeholder 2)

PROFILE & DEMOGRAPHICS

Job Title: Farmer
Gender: Male
Family and Social Setting: Family of 6. Mother, father himself, his wife and two kids.
Income: Above 50 Thousand per annum
Education: Secondary Education

FEELINGS

Worries: To lose all his crops during the floods, to lose his unstable house, financial instability, affordance of basic necessities and medications.

GOALS & VALUES

Goals: To provide his family with the basic necessities.
Values: Hardworking, caring, Independent, breadwinner
Motivations: To make sure his kids live a better life than he lived.

PAIN POINTS

Fears: Loss of life, Loss of communication, loss of infrastructure, loss of livelihood
Frustrations: Not getting enough help to prevent crop damage, no help in time.
Challenges: No back-up income source, no documents to provide for government care funds availment.

Target User Persona (Secondary Stakeholder)

PROFILE & DEMOGRAPHICS

Job Title: Doctor
Gender: Female
Family and Social Setting: Family of 3. Daughter, husband and herself
Income: Above 4 lakhs per annum
Education: MBBS

FEELINGS

Worries: How to help, to arrange help, contributions not going in the right direction.

GOALS & VALUES

Goals: To heal the world
Values: Caring, Helping, Knowledgeable, understanding
Motivations: Connecting with people and increasing networking.

PAIN POINTS

Fears: Donation to fraud charities, Legitimate NGOs.
Frustrations: No real time updates about contributions to needy.
Challenges: finding a legitimate source for helping the people in need.

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

1) To come up with a solution through which information reaches to the victims in a timely manner and help them in as many as ways possible. To design an application by considering the sufferings and needs of a flood victim during and after flood crisis.

2) Create a platform that will **alert people** with proper communication and prepare them during floods to **reduce panic & impact**. Offer them by **supporting with requirements before, during and after floods.** This platform will also help **support organisations and volunteers to provide a helping hand for flood victims.**

Final Solution & Innovation

Final Solution & Innovation

After a lot of research and interviewing a few people we understood the requirements and came up with a solution that will assist the victims before, during and after floods. Our final Solution is:

- To create a platform - **Saathi**, that will alert people with proper communication and prepare them during floods to reduce panic & impact.
- This platform offers them help by supporting with requirements before, during and after floods.
- This platform will also help support organisations and volunteers to provide a helping hand for flood victims.
- The **key features** are to provide updated info, live rescue services, works in offline mode, language preference, 2 step onboarding, clear categorisation, details about donation,selter homes, rescue and resource centers.
- Also provides info of nearby locations, helps in sending updates to government and connect with volunteers.
- Provides a feature which help in storing personal documents.
- Use of illustrations and icons to make the users aware about upcoming floods.

User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

Saathi - A hel]ping hand for all (Prototype)

Youtube link:

https://youtu.be/MAba6fZ3hQc

Figma link:

https://www.figma.com/proto/BfhFqEzacI1EdLc1oOxZi2/UMO-Flood-App?node-id=590%3A3926&scaling=scale-down&page-id=2%3A3&starting-point-node-id=360%3A4319

Design Process

DESIGN PROCESS FOLLOWED

The design process we followed to get to the solution was simple - Define, Ideate, Design, Test.

After deciding the base of the topic, we did **mind dump**. Then, we made an **affinity map** of the points that we recorded during the mind dump. This helped us narrow down and **put boundaries to our research**. After that, we **mapped out the Before, During, After effects & user experiences** which led us to **defining our problem statement.**

After that **interviewed the stakeholders** to **create personas and storyboards.** Combining the inputs received and **extensive desk research** we **ideated on the design and the system of our solution.**

We later **created wireframes, design system and User Interface** for the same.
We created **high-fidelity prototype** and did **usability testing with our target audience**. After their feedbacks, we **prioritized the feedbacks and implemented it to our final design.**
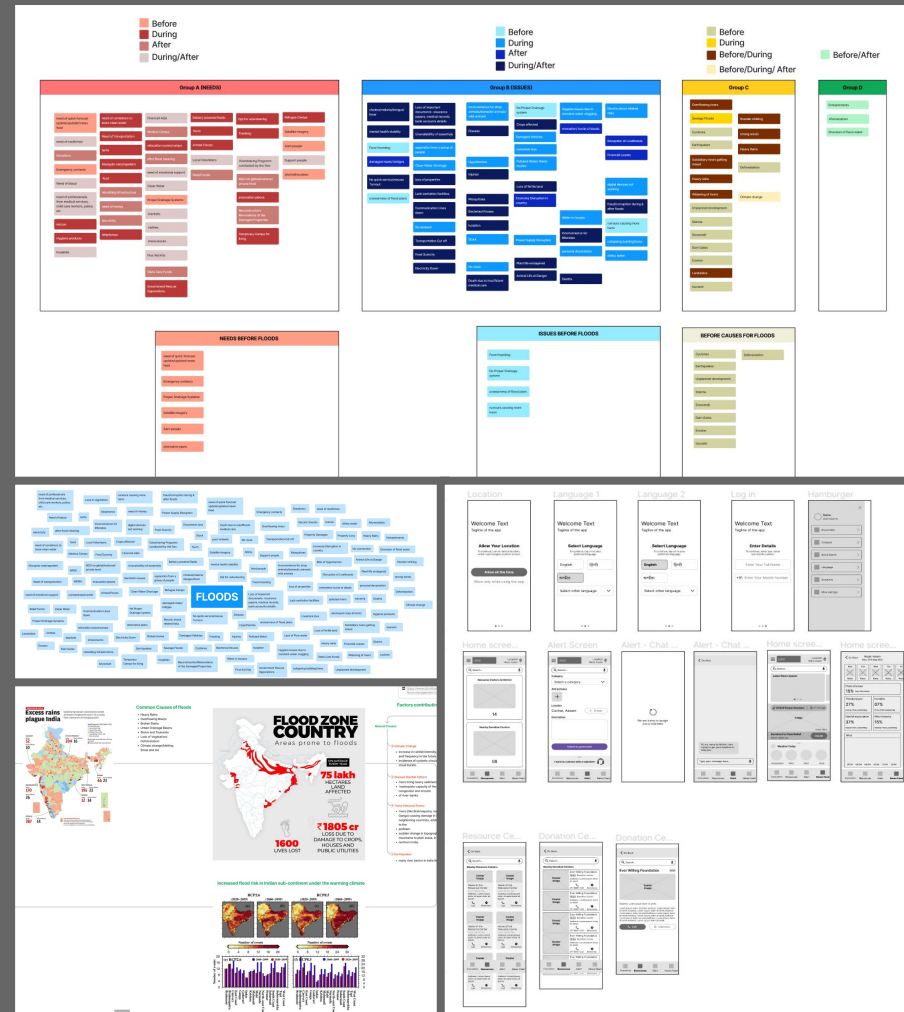
Storyboarding

1 Scenario - Nisan Bora is unable to find necessary supplies on time due to heavy rains.

1 Due to Assam's heavy rains since the past 2 days, Nisan is worried and needs help.

2 He is unable to find necessary supplies for survival.

3 He is updating himself about his surroundings through television news but he is worried about communication lines and electricity break down.

4 Through a news channel he comes across an application that might help him during the calamity.

5 The app guides Nisan with all the supplies he needs for survival. He is relieved to know that the application can help him connect with volunteers and nearby resource centers.

**6** Nisan visits the nearby resource center to collect the necessary supplies he needs.

2 Scenario - Govind is a farmer from Odisha and due to floods in his district he wants to relocate to higher grounds along with his cattle and family of 3.

1 Govind is worried that due to floods, water will log into his house. Last year Govind lost 2 goats during floods. He needs immediate help.
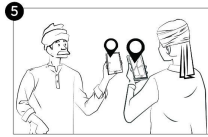
2 While talking to his neighbour who is also in the same situation he gets to know that the government has recommended a mobile application which can help them from the condition.
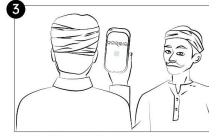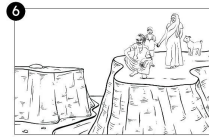
3 They install that application and select the Odia language which will help them communicate better.

4 From the evacuation section they see a list of nearby higher and safe locations.

5 They see a feature that helps them navigate to the nearest location.

6 They are glad that they could reach the higher ground with their cattle and family.

3 Scenario- Anay is 10 years old and is studying in grade 5. He hears his teacher saying that a few cities in Assam are suffering from heavy floods and school donations can help them.

1 Anay's class teacher explains to all the students about the suffering faced by flood victims. She also tells them how their donations can help flood victims' lives get better.

2 She tells them to take help from their parents and send spare clothes, necessary medicines, non-perishable food, etc for the people in need.
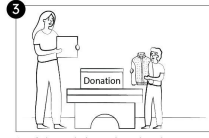
3 Anay feels empathetic towards people stuck in floods and he is wanting to help them. He tells his mother that he is willing to donate and contribute his bit.
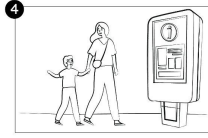
4 Anay and his mother pack necessary supplies that can be donated and visit the school to donate using the Kiosk placed by the government.
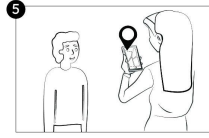
5 They are happy to know that their donation can be tracked and will reach the victims safely.

6 In a few days Anay's mother receives a notification saying that their contribution has reached the people. Anay is extremely happy that he could contribute to help victims.

Impact on the Society

IMPACT OF YOUR SOLUTION

Every year Assam receives floods, every year 100+ people die, every year properties and livelihoods of the citizens are disrupted. **This scenario hasn't changed for years.** Bringing in change that will help this situation has a lot of system level issues but we thought about what we can to make it better.

- We are providing assistance to the citizens who have been facing issues with lack of information.
- The biggest issue we planned to tackle is the communication gap, the unpredictability and the ambiguity.
- This application not only helps the citizens stuck in the floods but it also helps the government track the floods behavior everytime and create a strategy to reduce the impact on the lives of the people living in flood prone areas.

"

India's National Emergency Response Centre (NERC) reported 179,829 people have been affected by the floods across 1,274 villages in Odisha. As of 28 September 2023, 512 houses were damaged. **No fatalities were reported. A larger number of people are well prepared for the floods and the other total of 46,075 people evacuated coastal areas of in preparation for the oncoming floods due to timely alerts from the app named Saathi.**

"

-This will be Scenario after using our App.

Sustainability

There are people living in cities of India who call Monsoon or pre monsoon as Flood season. People who stay in these areas need assistance every year.

- Saathi has its use before, during and after floods.
- This can be a base application for providing assistance in other natural or man-made calamities as well.
- Later on when the awareness increases, an educational gamification can also be added to the application which will increase target audience and help the children learn more about the natural or man-made calamities in India and how to survive them.
- This application will provide data to government that will help to strategize and reduce impact on lives of the people.

"

Saathi app is being used for all kinds of Calamities in India. It has helped us strategize and plan our pre and post calamity rescues and reduce the fatality rates drastically.

This app is now helping the younger generations of India to be prepared in case of any natural or man made calamities.

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- Government of India

Practicality & Business Viability

Considering our application we thought about having different business approaches.

- **Claiming insurances using different insurance companies or Government bonds/care funds.**. Here the users can enter the details of their damages with legal proofs. Companies who help in disaster management funds and insurances can collaborate with the application to provide their services to the users.
- The second approach will be **the transportation approach**. Here private companies might provide assistance using the appropriate mode of transport such as rescue buses, boats, vans to help evacuate people. This will be free of charge for the victims. The companies will either get paid by the government or any private investors.
- The third business plan will be that the **government can give tenders** to private agencies to rebuild the city's infrastructure.
- **Online learning content** to create awareness by designing courses related to causes of flood, safety measures & interactive online training programs.

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!

We would like to thank UMO design for giving us the platform to design for Crisis. We have learned a lot of things and this has helped us broaden our vision to look beyond a small place or city and instead look and the country/ the whole world.

We also like to thank our Mentor for guiding us in the best way possible and to help us reach this solution using his experience and great mentoring skills.