Spaces in crisis

Theme: **Design for Crisis**

Rebuild and heal the world with design

06-08-2022 | *India*

Image Source: Foreign Policy

Team: WEvolve

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Problem Identified

PROBLEM DESCRIPTION

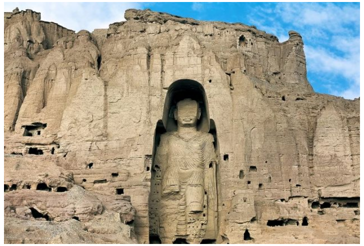
People don't realise how much Heritage spaces mean to them, until there is a threat to these spaces. They add character and distinctiveness to an area and is instrumental in creating a 'sense of place & unity' for a community. Crisis on a place of heritage (potent driver for community action) equals crisis on community values and greater social inclusion.

Crisis ranging from damage through natural disasters, political upheaval to vandalism or even the act of spitting can lead to cultural impairment. This can eradicate fundamental pieces of one's culture leading to social and mental distress in citizens. Affected heritage places can also snatch away many a times the economy (through tourism) of many communities.

UNESCO*: At least 53 cultural sites in Ukraine are damaged*

CRISIS EXAMPLES:

1. **Bamiyan Buddhas :** The Buddhas of Bamiyan were the world's two largest Buddhas, standing well over 150 feet high. The Taliban used tank and anti-aircraft fire to destroy the 1,700-year-old sandstone structures, .Additionally, and in response to an edict from the then Taliban leader Mullah Mohammed Omar, holes were drilled into the torsos and dynamite inserted in order to complete the destruction.
2. **Kathmandu Valley (Earthquake) :** Monuments were shaken to the ground in the capital and beyond, including the 60m-high Dharahara minaret and the Kasthamandap temple, along with shrines and much medieval housing.
3. **Destruction of Indian Cultural Spaces during Mughal Era :** Plenty of temples were destroyed during this time.
4. **Florence :** In 1996, a flash flood that swelled the river Arno hit the Renaissance capital. The libraries, churches and art galleries were inundated with water rising up to 22 ft (6.7m high), mixed with heating oil, mud and sewage.
5. **Paris :** A blaze which broke out in Notre Dame which destroyed the cathedral's roof and toppled its spire.
6. **Ancient Mayan Pyramid:** They got destroyed in Belize by a construction company which got destroyed it overnight with backhoes and bulldozers to extract crushed rock for a road-building project.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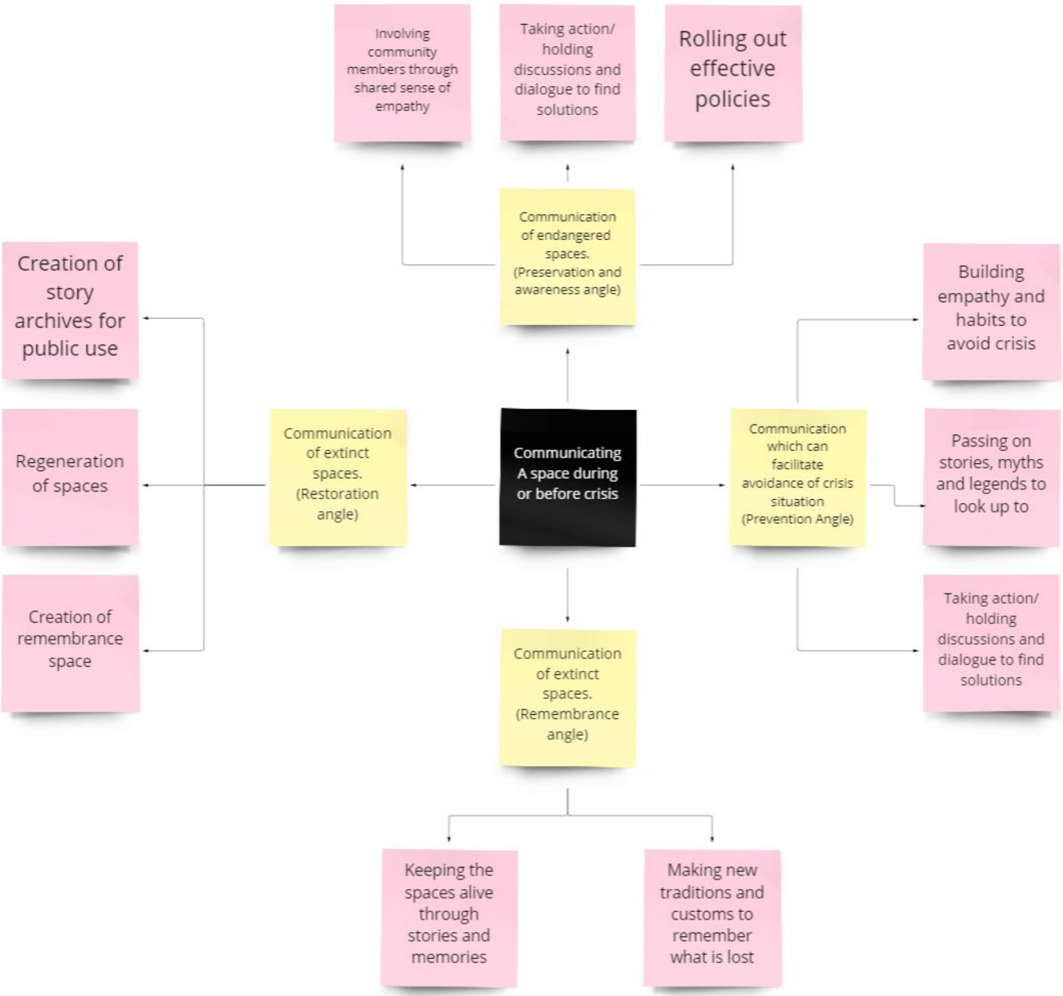


Communicating A space during or before crisis

Communication of endangered spaces. (Preservation and awareness angle)

- Involving community members through shared sense of empathy
- Taking action/ holding discussions and dialogue to find solutions
- Rolling out effective policies

Communication of extinct spaces. (Restoration angle)

- Creation of story archives for public use
- Regeneration of spaces
- Creation of remembrance space

Communication which can facilitate avoidance of crisis situation (Prevention Angle)

- Building empathy and habits to avoid crisis
- Passing on stories, myths and legends to look up to
- Taking action/ holding discussions and dialogue to find solutions

Communication of extinct spaces. (Remembrance angle)

- Keeping the spaces alive through stories and memories
- Making new traditions and customs to remember what is lost

NARROW DOWN:

How can an effective communication platform be harnessed to create awareness and potentially protect spaces of cultural significance and heritage from crises of both natural and manmade origin?

Stories, joint communication and systems of interlinking can help preserve spaces of heritage that are currently under or have the potential to be under crisis in the near future whilst the cultural significance of spaces that have already been lost can also be protected in the minds of the community

POSITIONALITY

1. PERSONAL-> NATIONAL-> GLOBAL

Conservation of spaces of cultural importance can be directly correlated with the social and mental peace of a citizen. Afterall it is the culture and identity of oneself that is in question.

This peace can be greatly influenced by the decisions, policies and the approach that the policymakers of a region take. Global mood and flavour on the idea of heritage protection can also influence what one thinks at the personal level.

2. SYSTEMS/GOVERNANCE

Can there be addition of some intervention by AIS or similar bodies which can protect the heritage spaces and their legacy and aid in remembrance of extinct spaces to fill in the gaps in the knowledge of one's cultural identity.

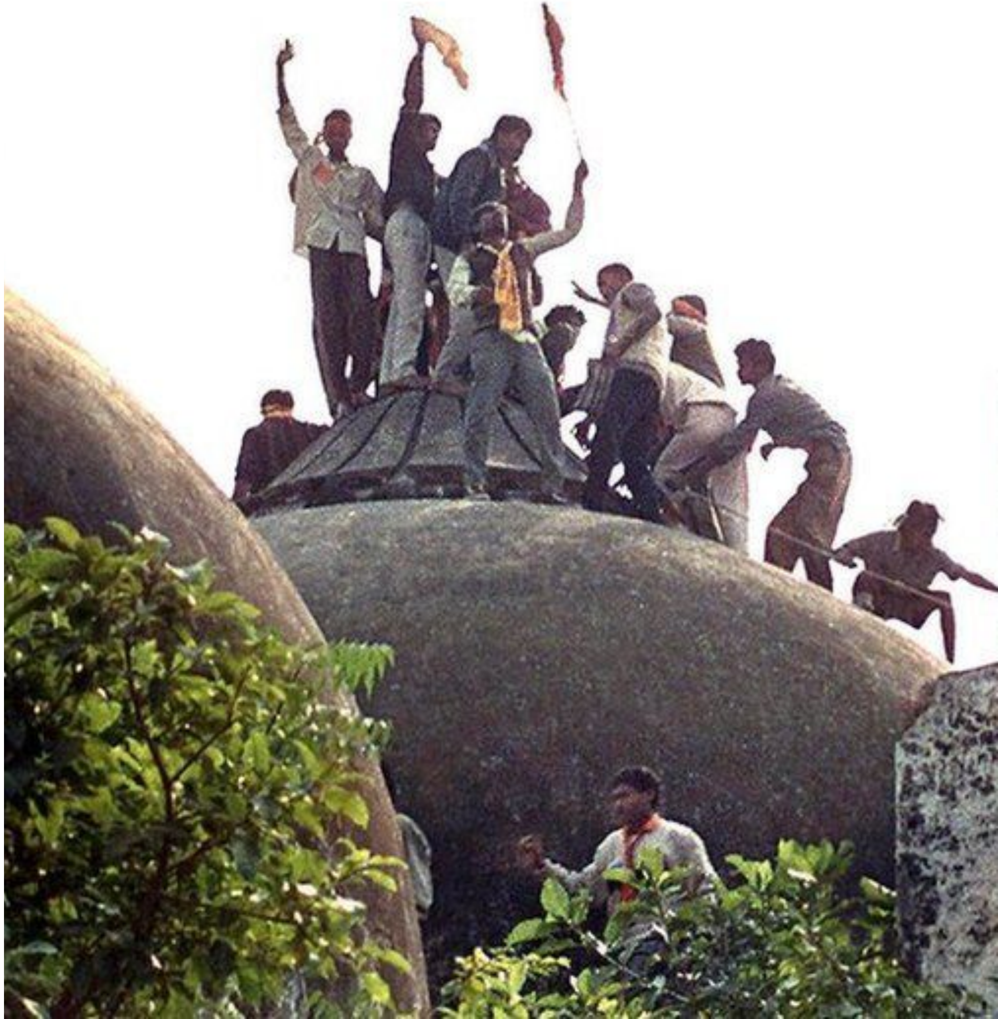
Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

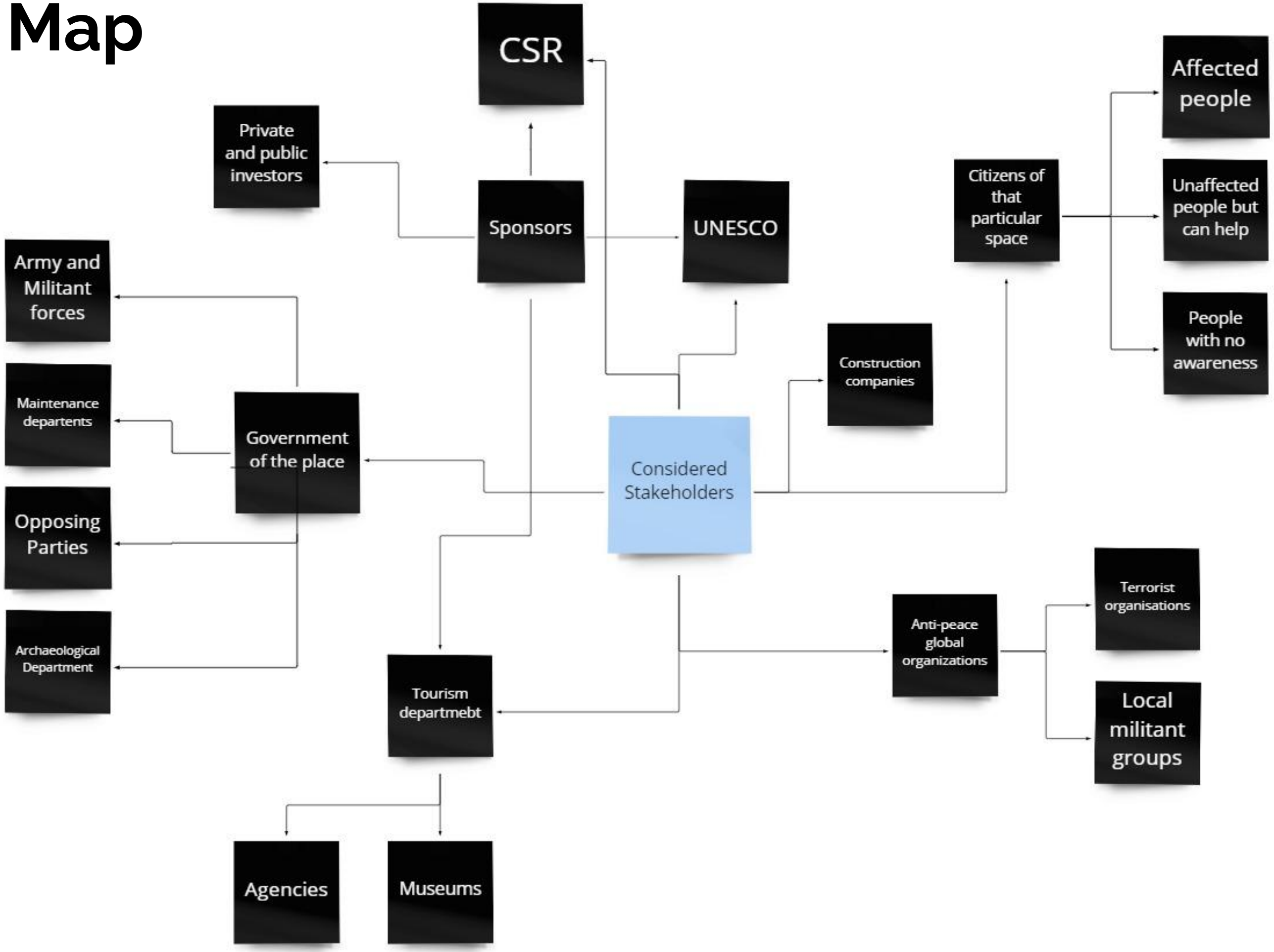
Other than the 40 UNESCO world heritage sites, India has lakhs of heritage spaces of cultural importance which are ignored by the Govt. agencies or ASI. These spaces are hotspots of cultural values, heritage and for many in the various communities that reside nearby, they hold a sentimental significance as well. They represent communal history, values and traditions. Moreover, these spaces influence the livelihood of many communities through tourism.

However, the lack of respect and importance given to these spaces not just by the govt, but those in the upcoming generation due to the lack of awareness of the cultural and sentimental significance that they share with these spaces further escalates the situation and endangers their preservation.

While there may be applicable solutions present for this crisis in other parts of the globe, the lack of a specialised platform of communication which can be used to effectively share and apply these solutions and allow individuals and communities the power to preserve these spaces and apply solutions through mutual corporation is yet to exist.



Actors Map



CSR

Private and public investors

Sponsors

UNESCO

Citizens of that particular space

Affected people

Unaffected people but can help

People with no awareness

Army and Militant forces

Maintenance departents

Government of the place

Opposing Parties

Archaeological Department

Construction companies

Considered Stakeholders

Anti-peace global organizations

Terrorist organisations

Local militant groups

Tourism departmebt

Agencies

Museums

Target User Persona: **Ignorant Locals**

Demographic:
16-40 years Mainly Adolescents and Young Adults

Characters:

- Highly influenced by western culture
- Unknown stories and information about space around or culture
- Smaller attention span
- Technological geeks who spend most of their time on gadgets.

Pain Points:

- **Fears:** Unemployment, changing climate, political climate, pademics etc.
- **Frustrations:** Lockdown and related measures which curtail freedom of movement. Fights based on faith. Poor action on social evils like rape.
- **Challenges:** Getting jobs after pandemic, lack of source material to know about culture and thus to connect with the space. Balance western influence and home culture.

Goals

- Social & Mental wellbeing
- Eager and curious about history and geography of the space
- Healthy data consumption

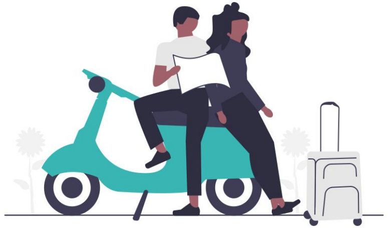
Values.

- Cultural Inheritance
- Embrace Diversity
- Support the Indigenous Communities

Motivations

- Aesthetic of a place.
- Cultural wellbeing.
- Money
- Stories/legends
- Space for gathering/social cause.

Target User Persona: **Travellers (Local/Inter**



Demographic:

18-60 years Mainly regular travellers and bagpackers

Characters:

- Highly influenced by motivation to explore new places.
- Unknown stories and information about space around or culture
- Curious and misunderstood
- Depend on technological solutions for bookings and trip management.

Pain Points:

- **Fears:** Perishing spaces, loot from the locals, fooling and frauds
- **Frustrations:** Lack of information about uncommon places and stories, language barrier
- **Challenges:** Language, transport, not very well maintained places which diminishes value for money

Goals

- Eager and curious about history and geography of the space
- Healthy data consumption

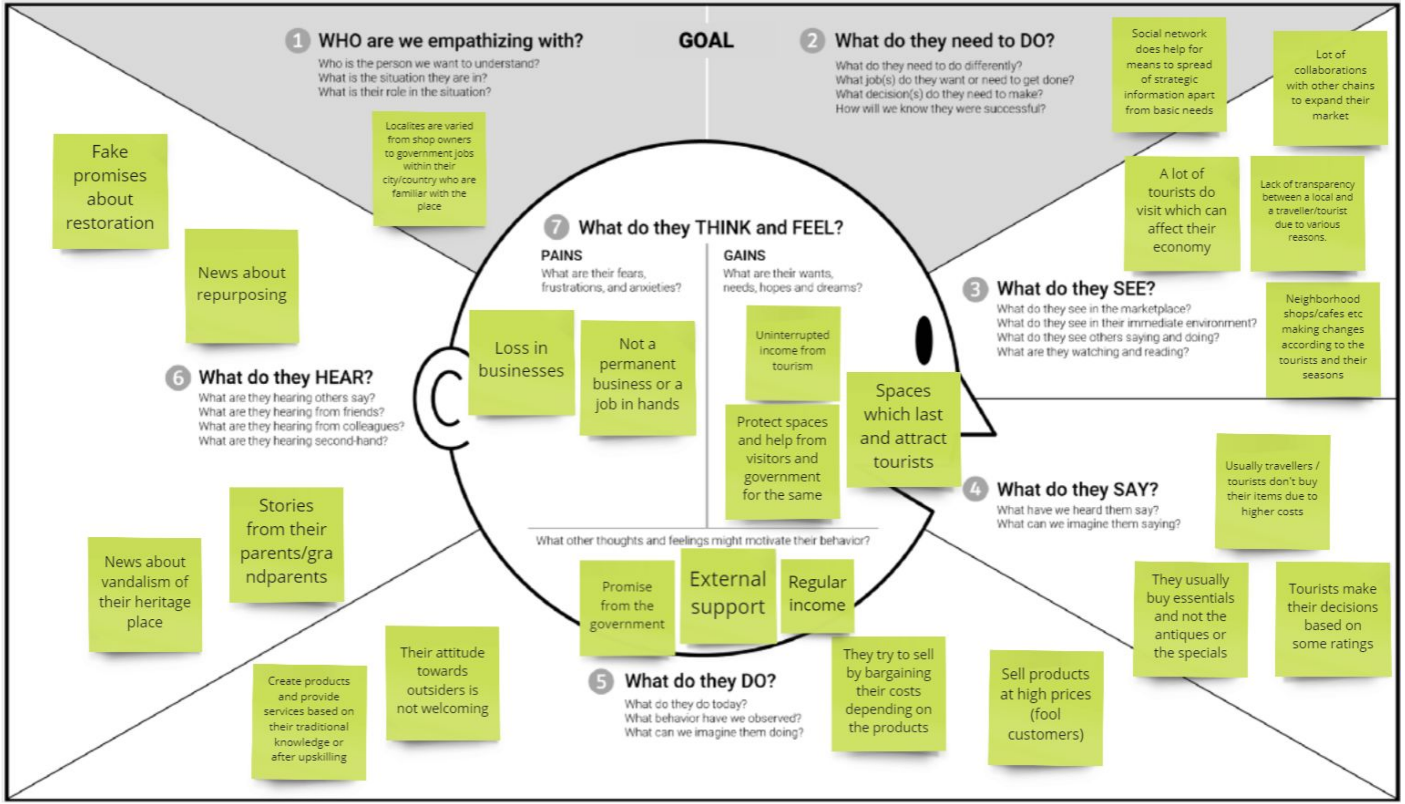
Values.

- Cultural Inheritance
- Embrace Diversity
- Support the Indigenous Communities
- Spirit of travel and leaving a footmark in places

Motivations

- Aesthetic of a place.
- Events happening
- Value for Money
- Stories/legends
- Connection with own homeland

Empathy Map: **Locals connected to a space**



GOAL

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

- Localites are varied from shop owners to government jobs within their city/country who are familiar with the place

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

- Social network does help for means to spread of strategic information apart from basic needs
- Lot of collaborations with other chains to expand their market

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

- A lot of tourists do visit which can affect their economy
- Lack of transparency between a local and a traveller/tourist due to various reasons.
- Neighborhood shops/cafes etc making changes according to the tourists and their seasons

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

- Usually travellers / tourists don't buy their items due to higher costs
- They usually buy essentials and not the antiques or the specials
- Tourists make their decisions based on some ratings

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

- They try to sell by bargaining their costs depending on the products
- Sell products at high prices (fool customers)
- Create products and provide services based on their traditional knowledge or after upskilling
- Their attitude towards outsiders is not welcoming

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

- Fake promises about restoration
- News about repurposing
- Stories from their parents/grandparents
- News about vandalism of their heritage place

7 What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

- Loss in businesses
- Not a permanent business or a job in hands

GAINS

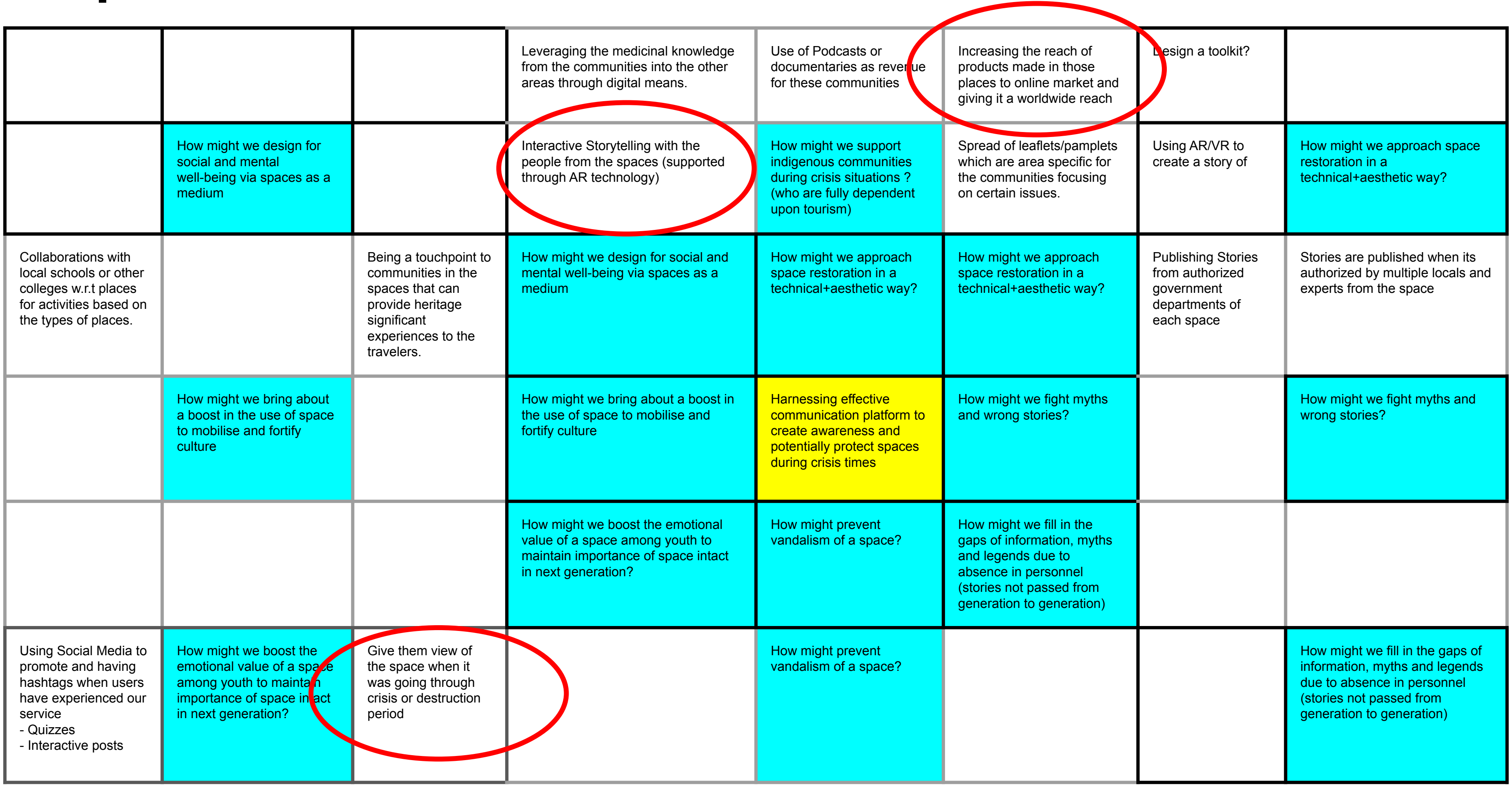
What are their wants, needs, hopes and dreams?

- Uninterrupted income from tourism
- Protect spaces and help from visitors and government for the same
- Spaces which last and attract tourists

What other thoughts and feelings might motivate their behavior?

- Promise from the government
- External support
- Regular income

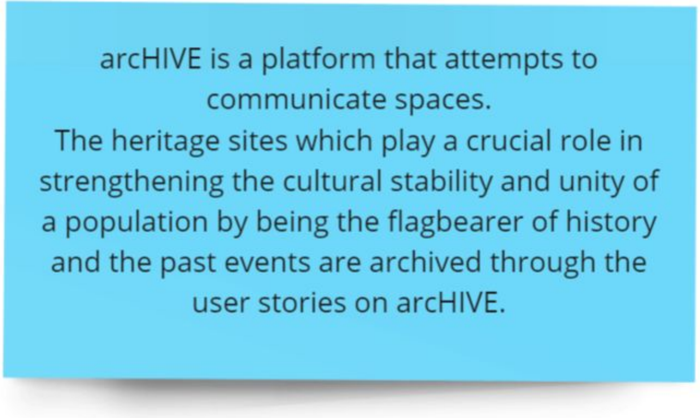
Explorations: Lotus blossom ideation



			Leveraging the medicinal knowledge from the communities into the other areas through digital means.	Use of Podcasts or documentaries as revenue for these communities	Increasing the reach of products made in those places to online market and giving it a worldwide reach	Design a toolkit?	
	How might we design for social and mental well-being via spaces as a medium		Interactive Storytelling with the people from the spaces (supported through AR technology)	How might we support indigenous communities during crisis situations ? (who are fully dependent upon tourism)	Spread of leaflets/pamplets which are area specific for the communities focusing on certain issues.	Using AR/VR to create a story of	How might we approach space restoration in a technical+aesthetic way?
Collaborations with local schools or other colleges w.r.t places for activities based on the types of places.		Being a touchpoint to communities in the spaces that can provide heritage significant experiences to the travelers.	How might we design for social and mental well-being via spaces as a medium	How might we approach space restoration in a technical+aesthetic way?	How might we approach space restoration in a technical+aesthetic way?	Publishing Stories from authorized government departments of each space	Stories are published when its authorized by multiple locals and experts from the space
	How might we bring about a boost in the use of space to mobilise and fortify culture		How might we bring about a boost in the use of space to mobilise and fortify culture	Harnessing effective communication platform to create awareness and potentially protect spaces during crisis times	How might we fight myths and wrong stories?		How might we fight myths and wrong stories?
			How might we boost the emotional value of a space among youth to maintain importance of space intact in next generation?	How might prevent vandalism of a space?	How might we fill in the gaps of information, myths and legends due to absence in personnel (stories not passed from generation to generation)		
Using Social Media to promote and having hashtags when users have experienced our service - Quizzes - Interactive posts	How might we boost the emotional value of a space among youth to maintain importance of space intact in next generation?	Give them view of the space when it was going through crisis or destruction period		How might prevent vandalism of a space?			How might we fill in the gaps of information, myths and legends due to absence in personnel (stories not passed from generation to generation)

Final Solution & Innovation

arcHIVE



arcHIVE is a platform that attempts to communicate spaces.
The heritage sites which play a crucial role in strengthening the cultural stability and unity of a population by being the flagbearer of history and the past events are archived through the user stories on arcHIVE.

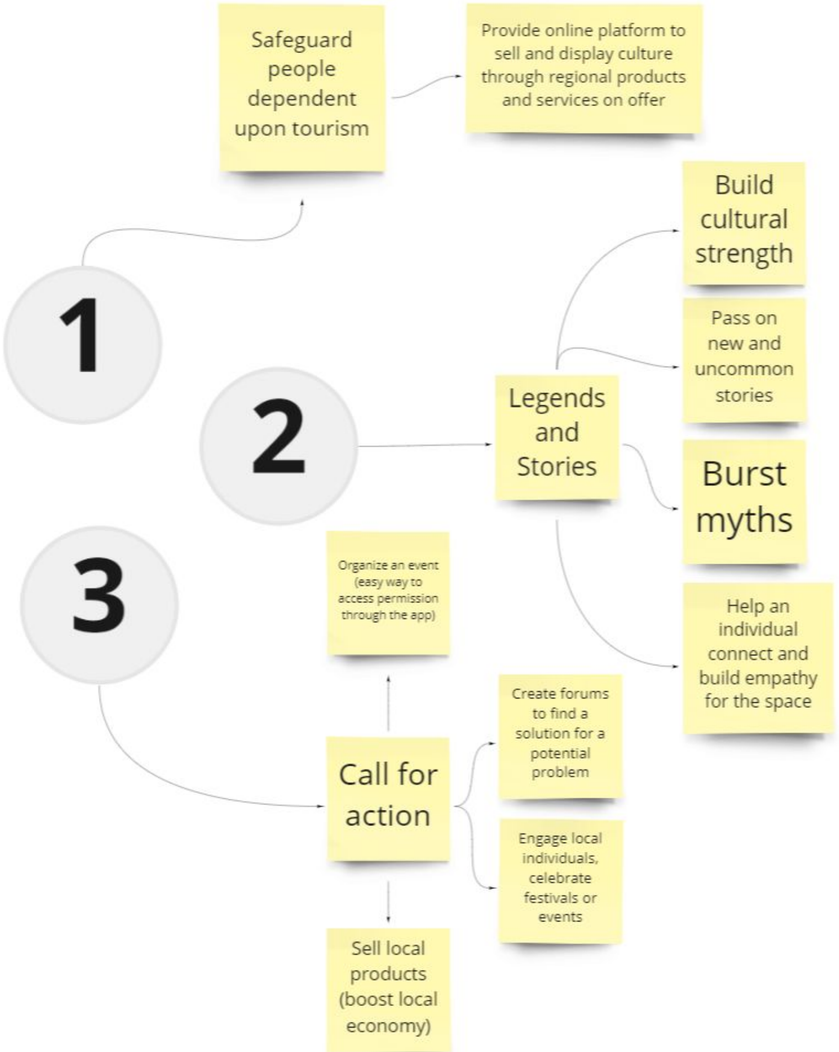
arcHIVE is more than...

A rating and review app → We provide space for deliberations and discussions which can lead to locally implementable solution → Envisioned scenario: Miramar beach is affected with coal debris and local people are panicking. arcHIVE's miramar forum will share the news. People in the Goldcoast know how to deal with this crisis situation. They ping the Miramar hive and share the next immediate steps

More than a photo sharing app → AR/VR facilities on offer. Photos divided into before, now and after sections. Each photo has elaborate captioning process which increases value of the photo with the added story

More than a forum → Other than the forums app also has articles and storytelling options which add a personal touch. People who just want to archive their memories with the space can do it by keeping their profiles private or share anonymously.

More than an encyclopedia → Personal stories from the locals are added along with both globally significant events as well as lesser known news which adds a local flavour for the visitor making the place more special and retain its importance in the time of crisis



1

Safeguard people dependent upon tourism

Provide online platform to sell and display culture through regional products and services on offer

2

Legends and Stories

Build cultural strength

Pass on new and uncommon stories

Burst myths

Help an individual connect and build empathy for the space

3

Call for action

Organize an event (easy way to access permission through the app)

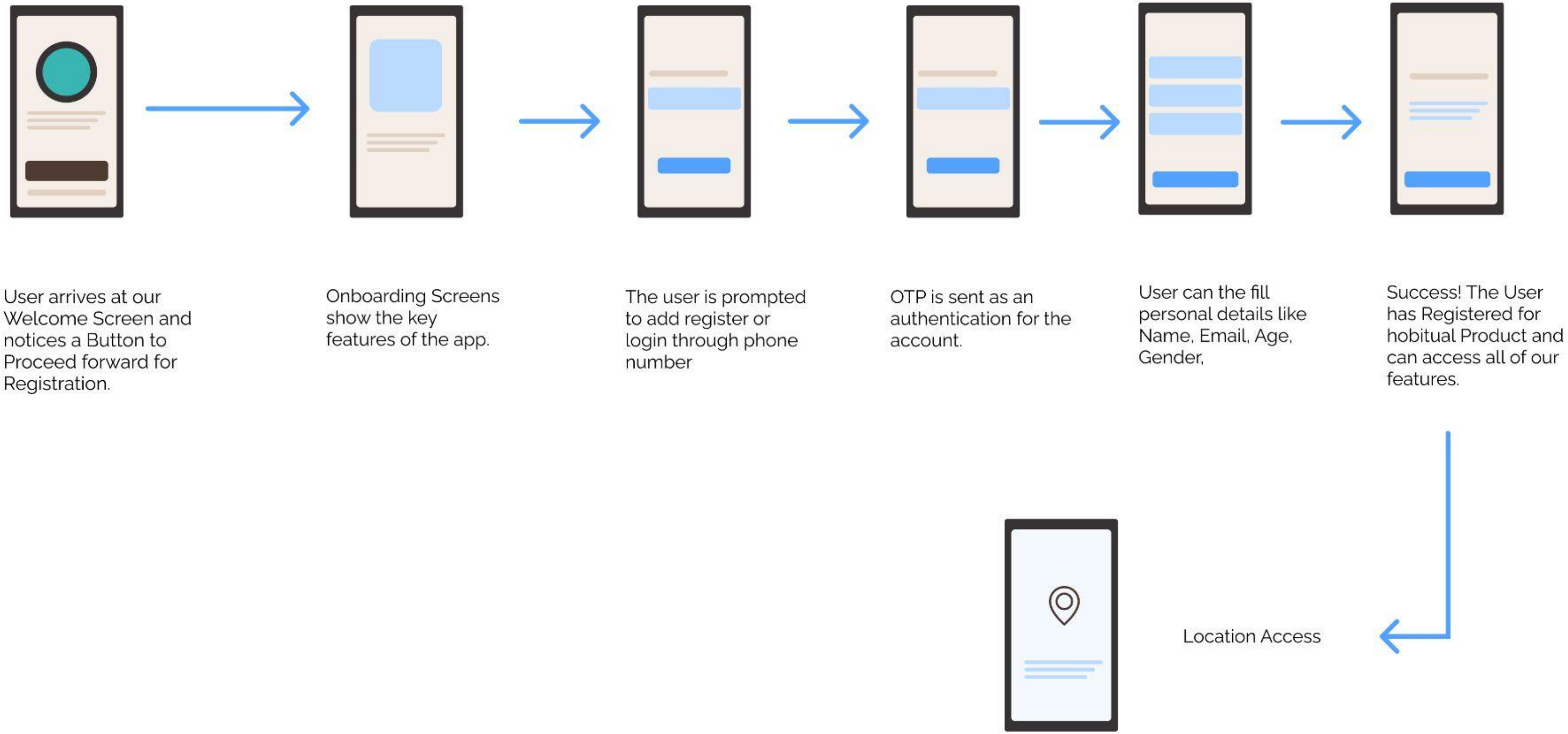
Create forums to find a solution for a potential problem

Engage local individuals, celebrate festivals or events

Sell local products (boost local economy)

User Flow

Registeration



User arrives at our Welcome Screen and notices a Button to Proceed forward for Registration.

Onboarding Screens show the key features of the app.

The user is prompted to add register or login through phone number

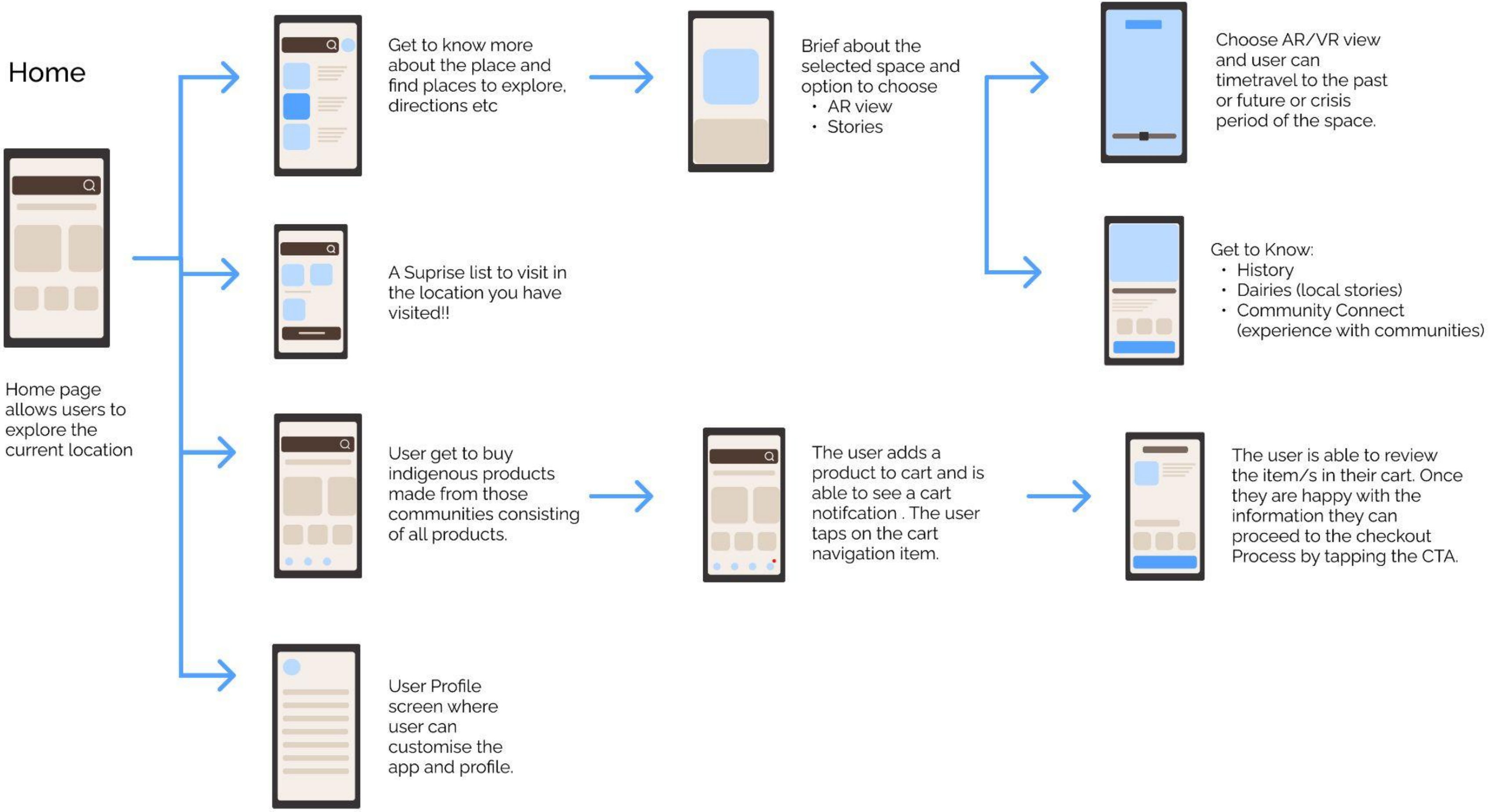
OTP is sent as an authentication for the account.

User can the fill personal details like Name, Email, Age, Gender,

Success! The User has Registered for hobitual Product and can access all of our features.

Location Access

User Flow



Home

Home page allows users to explore the current location

Get to know more about the place and find places to explore, directions etc

Brief about the selected space and option to choose
- AR view
- Stories

Choose AR/VR view and user can timetravel to the past or future or crisis period of the space.

Get to Know:
- History
- Dairies (local stories)
- Community Connect (experience with communities)

A Suprise list to visit in the location you have visited!!

User get to buy indigenous products made from those communities consisting of all products.

The user adds a product to cart and is able to see a cart notifcation . The user taps on the cart navigation item.

The user is able to review the item/s in their cart. Once they are happy with the information they can proceed to the checkout Process by tapping the CTA.

User Profile screen where user can customise the app and profile.

Flow (Backend)

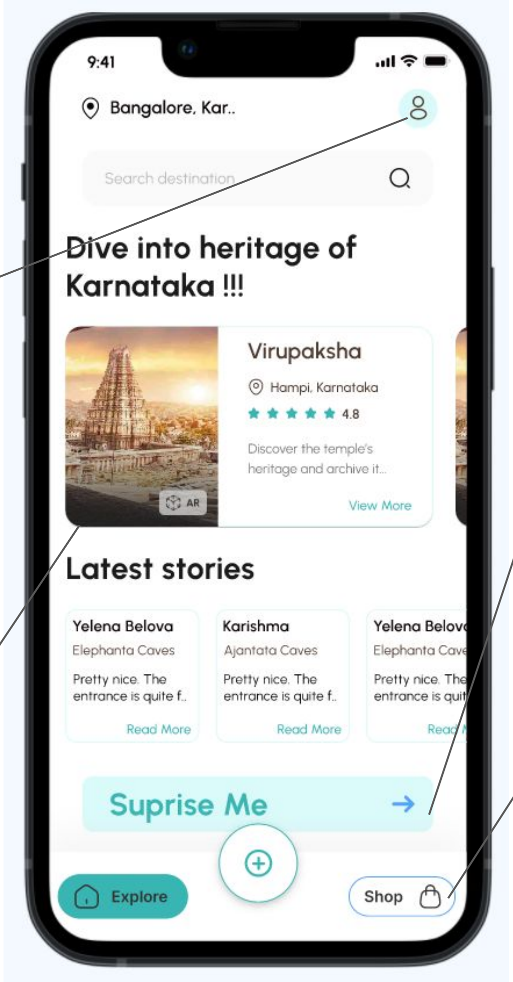
A backend app is used by these personas :

- Indigenious Community Dwellers to add products they have made as retailers and price them
- Write their personal stories
- Creators who can add their AR or VR content on
- A service handler who is incharge of app and the content added ,

User Experience

User Profile screen where user can customise the app and profile.

Get to know more about the place and find places to explore, directions etc


9:41
Bangalore, Kar..
Search destination
AR
View More
Read More
Read More
Suprise Me
Explore
Shop

Dive into heritage of Karnataka !!!

Virupaksha
Hampi, Karnataka
★★★★★ 4.8
Discover the temple's heritage and archive it...

Latest stories

Yelena Belova
Elephanta Caves
Pretty nice. The entrance is quite f..

Karishma
Ajantata Caves
Pretty nice. The entrance is quite f..

Yelena Belova
Elephanta Cave
Pretty nice. The entrance is quit

Home Screen

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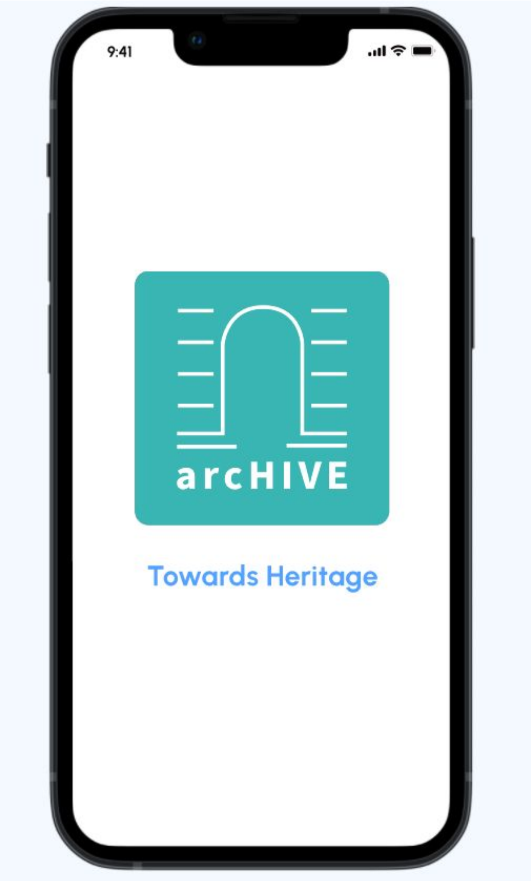
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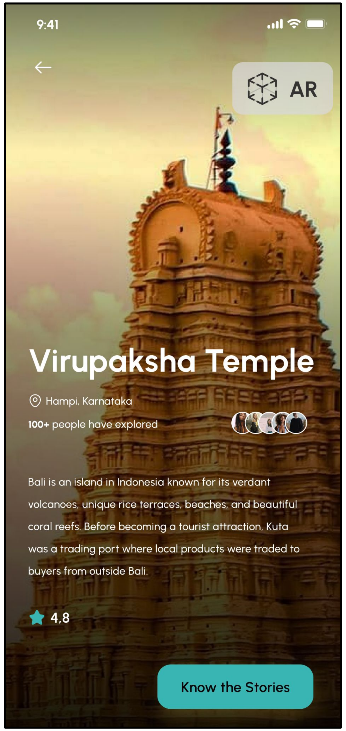
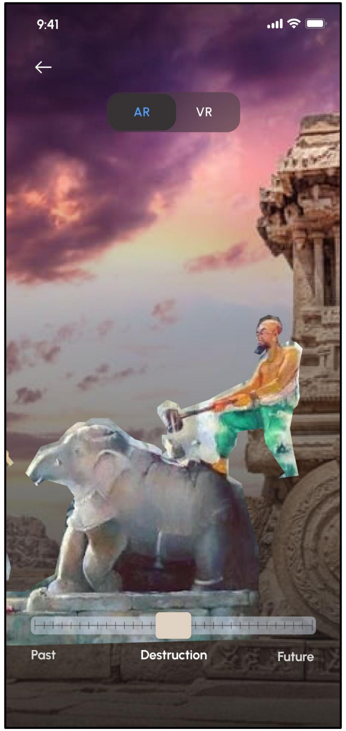
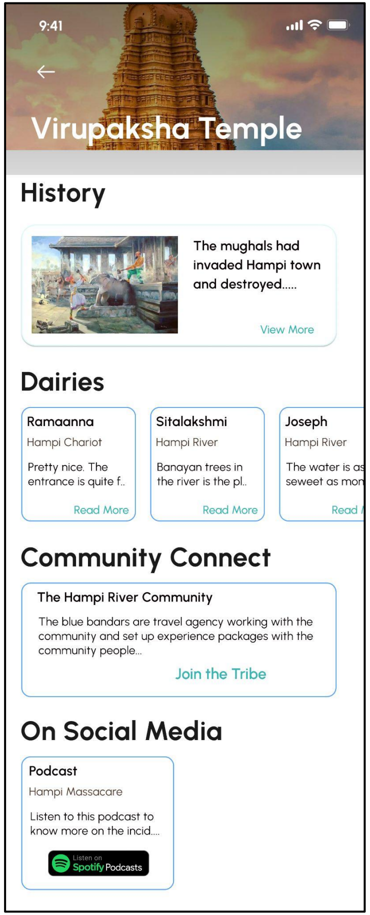
arcHIVE
Towards Heritage


9:41
AR
Virupaksha Temple
Hampi, Karnataka
100+ people have explored

Bali is an island in Indonesia known for its verdant volcanoes, unique rice terraces, beaches, and beautiful coral reefs. Before becoming a tourist attraction, Kuta was a trading port where local products were traded to buyers from outside Bali.

4,8
Know the Stories


9:41
AR
VR
Past
Destruction
Future


9:41
Virupaksha Temple
History

The mughals had invaded Hampi town and destroyed.....

View More
Dairies

Ramaanna
Hampi Chariot
Pretty nice. The entrance is quite f..
Read More

Sitalakshmi
Hampi River
Banayan trees in the river is the pl..
Read More

Joseph
Hampi River
The water is as seweet as mon
Read

Community Connect

The Hampi River Community
The blue bandars are travel agency working with the community and set up experience packages with the community people...
Join the Tribe

On Social Media

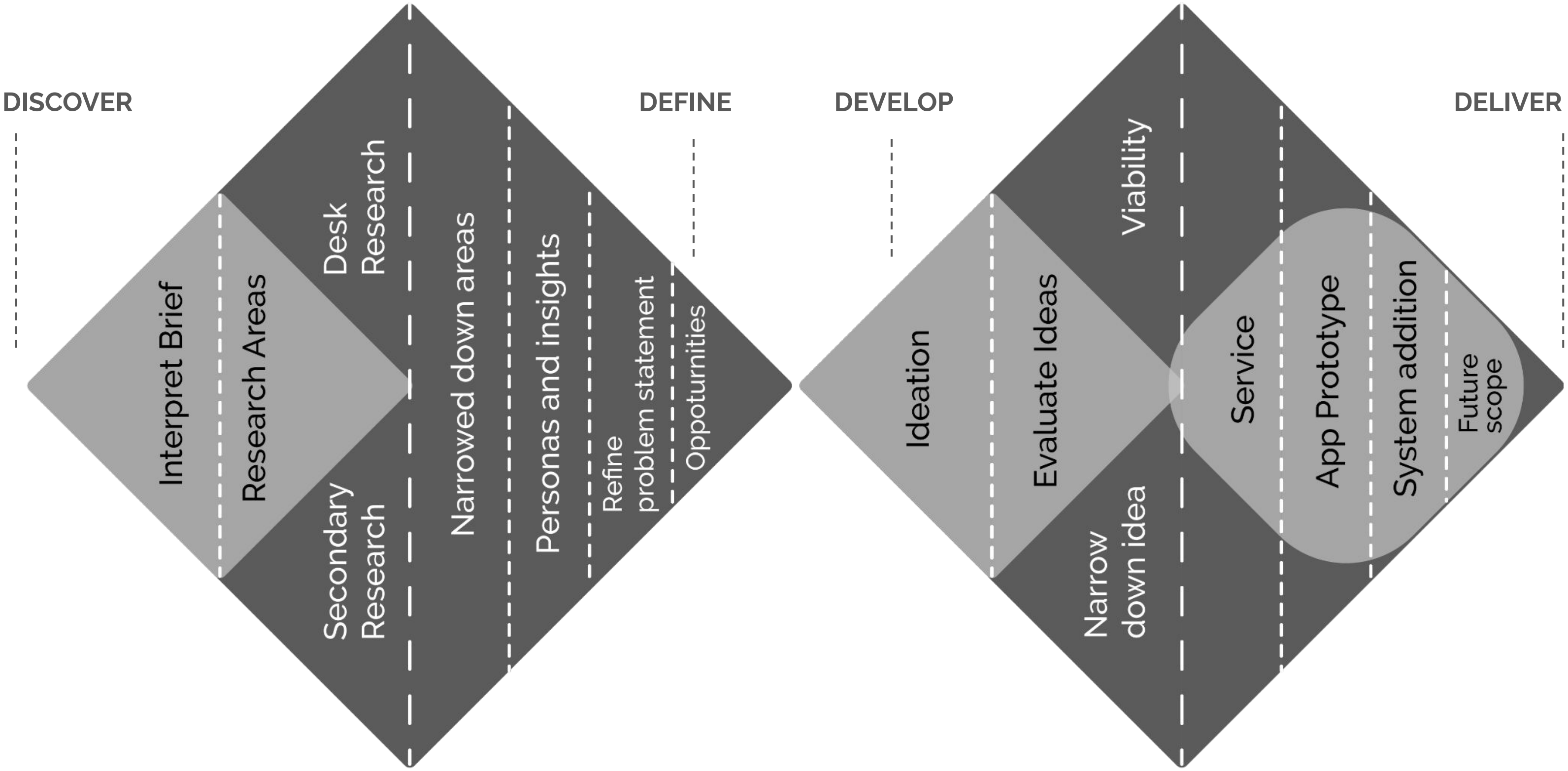
Podcast
Hampi Massacare
Listen to this podcast to know more on the incid....

Listen on Spotify Podcasts

Prototype link

https://www.figma.com/proto/2PbmsMC2zwGlkWI57ZiaJf/UMO-Design?page-id=44%3A1223&node-id=69%3A2805&viewport=-208%2C331%2C0.27&scaling=scale-down&starting-point-node-id=69%3A2805

Design Process



DISCOVER

DEFINE

DEVELOP

DELIVER

Interpret Brief

Research Areas

Desk Research

Secondary Research

Narrowed down areas

Personas and insights

Refine problem statement

Opportunities

Ideation

Evaluate Ideas

Viability

Narrow down idea

Service

App Prototype

System addition

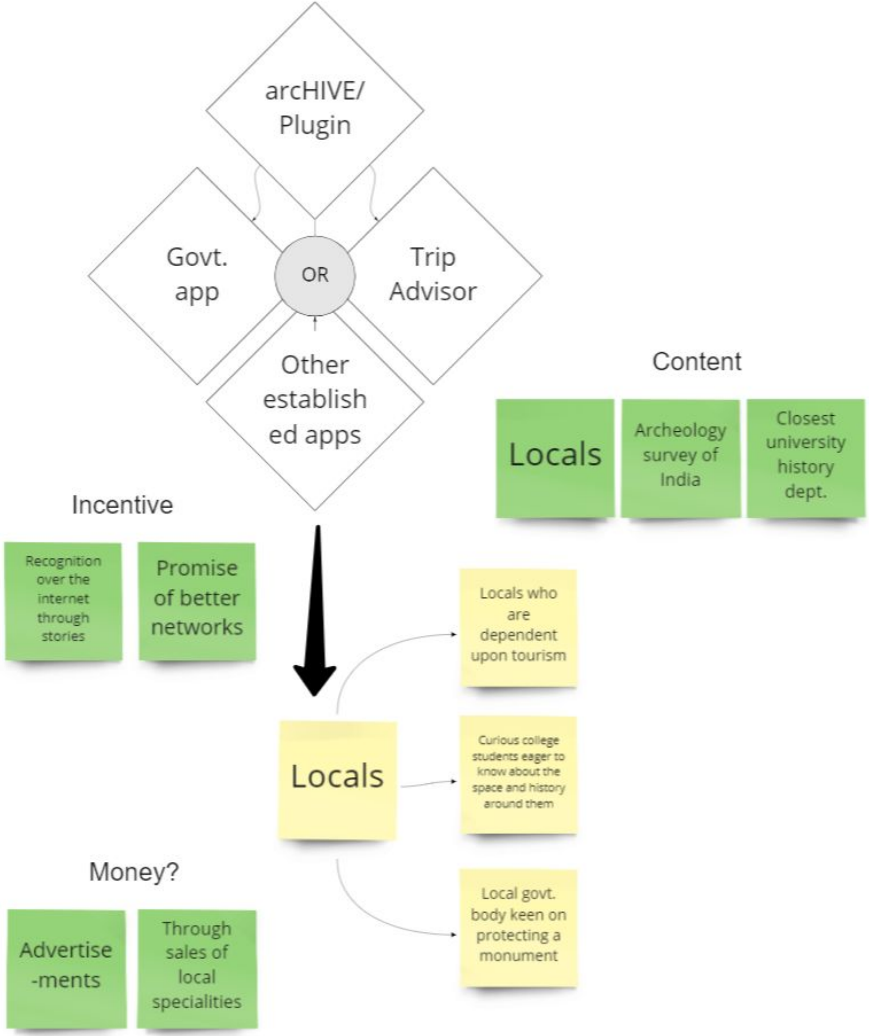
Future scope

Impact on the Society

Major goal of the app is to archive spaces through their effective communication. Clear communication and communication with the right stakeholders can potentially protect a place in crisis, provide mental and social empowerment to the locals who are connected with a given space through the strong memories. The spaces already been affected can be archived and kept alive through arcHIVE thereby protecting the spirit of the place. Though the downside could be that the heritage places with negative connotations can also survive through the platform which needs attention and filtration from time to time. Following table can be used to assess the projected impact:

Scenario (hypothetical)	**Termites have affected a wooden monument in Krantiwadi. This monument belonged to a great local teacher who transformed the education system in that geographical region.**	**Geet is travelling in Trinkat in North-East India. She attends a forest festival there which is celebrating the last bloom of a local holy bamboo.**	**COVID wave 5 has approached and with the nth lockdown in Lakshadweep, the only source of income for them (tourism) is affected again.**
Without arcHIVE	The monument eventually gets fully destroyed. There is no memory of the space and eventually next generation have no clue about the great teacher who once resided in Krantiwadi	Geet attends the festival. Eats the food as soon as she is served in the forest temple. The notion here is to sing a prayer before food, otherwise is considered a bad omen. Geet is caught red handed. Elders in the temple are furious. The forest community is scared about the potential drought because of Geet's act and gets into fight with her. Crisis is declared in the forest community,	They wait for government grants or support through donations.There is absolutely no money made. After the wave, these people cannot even go back to their old tourism business because they have lost everything during pandemic.
With arcHIVE	Locals from Krantiwadi archive and jot down stories about this space. App boosts this story on its in-app forum, Garry from South Africa gets to know about this issue and he has dealt with such issues on regular basis. He gets in contact with the locals and informs them about the right steps to take.	Trinkat is listed in arcHIVE and Geet can read about the little intricacies through the page on bamboo blossom festival. Forest community and Geet can both enjoy the festival in peace and live the heritage of the place.	Online presence through arcHIVE helps in sustaining their business. They are provided extra boost on the platform and supported through an apparent online presence.

Sustainability



arcHIVE/ Plugin

Govt. app

OR

Trip Advisor

Other established apps

Content

Locals

Archeology survey of India

Closest university history dept.

Incentive

Recognition over the internet through stories

Promise of better networks

Locals

Locals who are dependent upon tourism

Curious college students eager to know about the space and history around them

Local govt. body keen on protecting a monument

Money?

Advertise-ments

Through sales of local specialities

Practicality & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

arcHIVE aims to bring the key players together on a single platform. People who have stories to tell, curious individuals aiming to strengthen their connection with the society and the space around them and finally the key players in the market in the field of archeological survey of India, Indian tourism or even private players like TripAdvisor can integrate this service into their existing platforms or portfolios.

arcHive acts as a one stop solution to provide past, present and future context of a heritage location. The facts about an area, list of events that have occurred,, photographs of a place and a space to review a location is provided an additional boost in three sectors:
*1. **Safeguard tourism:** An online platform for the locals to display their talents and earn money by selling local specialities to online travel enthusiasts during a crisis situation like pandemic thereby keeping their major source of income intact.*

*2 **Legends for tomorrow:** The platform provides a space for jotting down personal stories making it a special place for the users. This option strives to build an impeccable personal connect and potentially brew new legends for the gen next*

*3. **Call for Action:** Provides an option to connect and use the space or conduct activities in the space.*

Thank you!