Design X Social Challenge 2020

The Sinking Handloom / Handicrafts of India

Theme: Life In Lockdown

Date and Place: *Hyderabad / 26.05.2020*

Team

Name : **Yashaswi Anand**
Design Curator
Role in the Project

Name : **Sachin Mani**
UI/ UX Designer
Role in the Project

Name : **Ramakrishna Kongalla**
Textile Designer
Role in the Project

Name : **Dhairya Anand**
Computer Engineer
Role in the Project

Profile
Photo

MENTOR's Name
Title

Lockdown Scenario

How will Amarnath Jha and many more artisans like him, who make their living by selling their craft products in Craft bazaars, exhibitions and other public gatherings survive and feed their family during the lockdown times?

Problem Identified

PROBLEM DESCRIPTION

How would the public and private organisations working with the handicraft sector handle this issue, considering every state has numerous handloom and handicrafts artisans.
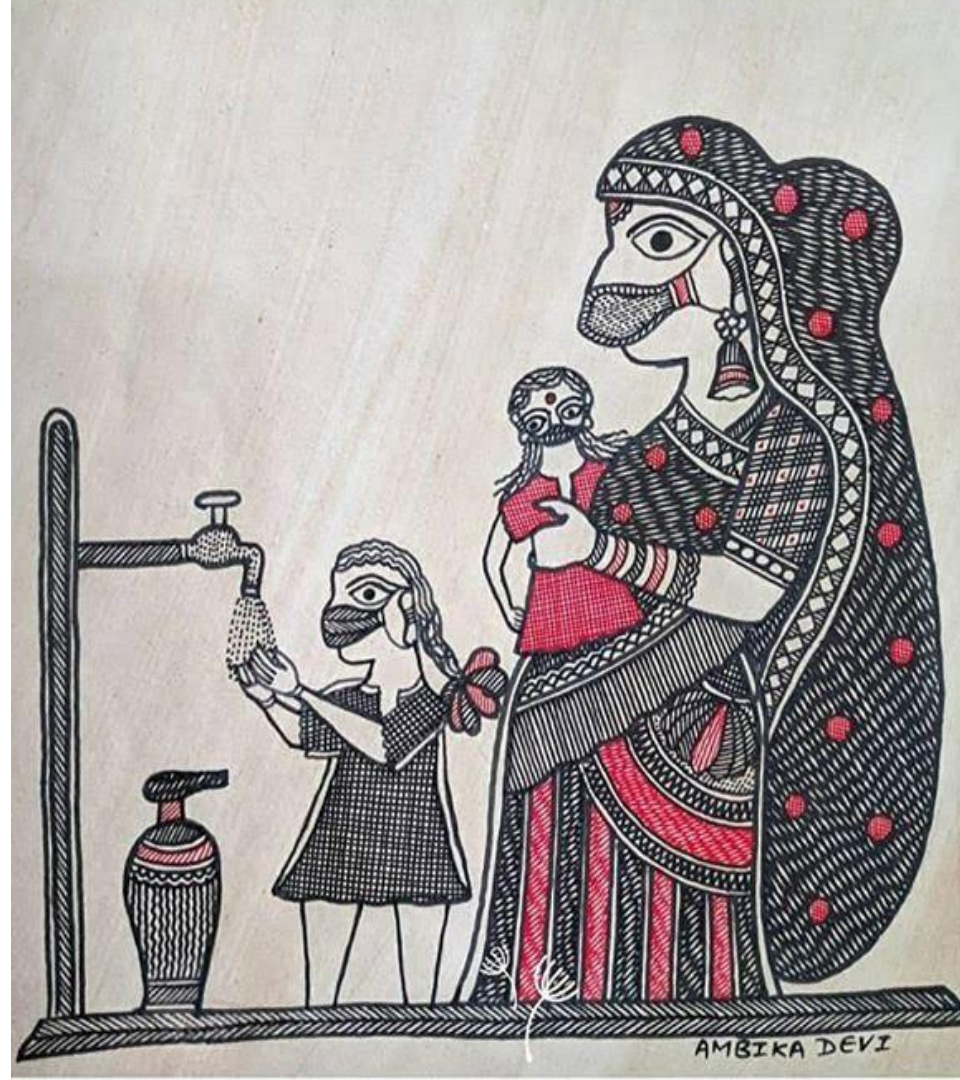
Problem Identified

- Handloom and handicraft sector constitutes an important segment of the Indian economy as it is one of the largest employment generator in the rural sector. This industry includes a large number of women and people belonging to the weaker section of the society.

- The art and craft industry is losing its grip in the market. The artisans will start losing motivation and be forced to move into other jobs due to extended break from their core work.

- If not addressed timely, the craftsmen livelihood would be endangered and the heritage crafts of India would start losing sheen.

Target User Persona 1 (the buyer)

PROFILE

Job Title: Magazine editor
Gender : Female
Age : 45 years
Family Setting: recently married.
Interests : Art collector, likes reading books and going to theatre performances.
Traits : Socially responsible, strong, believes in gender equality

DEMOGRAPHICS

Location : New Delhi
Income: INR 1.25 lacs/ month.
Education: Masters

FEELINGS

Values & Goals:
1. She believes in giving back to the society
2. Being a nature lover, she believes in eco friendly products and an ardent handicrafts lover.
Worries: The societal
Influences:

. OBJECTIONS

Cost Comes from an affluent family, having no cost issues**.**
Value She believes in sensible and sustainable purchases.
Fear of not carrying herself physically presentable in the society

Target User Persona 2   (the seller)

PROFILE

Job Title: Madhubani handicraft painter
Gender : Male
Age : 40 years
Family Setting: stays with his wife, a son and a daughter

DEMOGRAPHICS

Income: 15000 / month
Education: 9th grade

FEELINGS

Values & Goals:
He respects his art and wants to become a master craftsman someday.
Worries: No demand from the market resulting in survival issues of the whole family.
Influences:
His whole family is into the same craft and he gains good motivation from his brothers to perform better.

OBJECTIONS

Cost   Increase in the price of raw material, transportation,
Value   He does not want his kids to take up the same profession, as it is very struggle some.
Fear   Pandemic, recession, natural calamity, over supply in the market, less export, accidents. Similar crafts done digitally or by machine and the adulterated versions of the same might damage the sales.

This user persona defines the whole Indian artisan community

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:
Slides 3 - Lockdown scenario captured
Slide 4 - Identified the problem and explained why it is an urgent one
Slide 5 - 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.
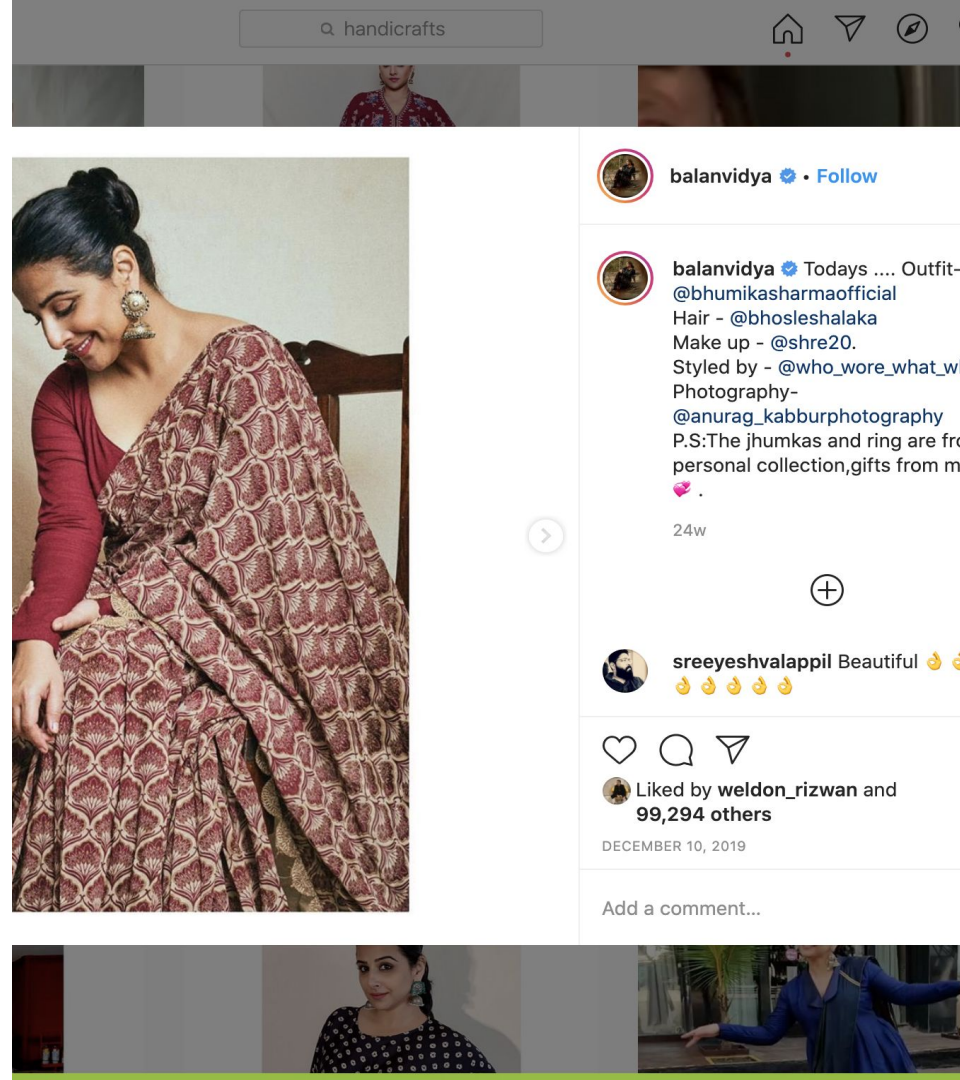

Explorations

IDEAS & SOLUTIONS 1

Social media has become a part of everyone's activity. Moreover people love to see what is happening in the lives of the celebrities they are fond of. Social media is a good way of entertainment for the people in many ways.

Influencers for celebrity:
Fan following
Competitio
Showing off

Influencers for craft sector:
Young generation following
Motivation – appreciation

A social media platform where the CRAFT, ENTERTAINMENT, CELEBRITY and MARKET can be clubbed together, where all stake holders get benefitted

Explorations

Till the lockdown the most common platform for the artisan to exhibit and sell their products was craft exhibition. The handicraft lovers are also well aware of the exhibition models and pay regular visits to these displays. Interacting directly with the artisans gives a human touch to the whole buying experience, which cannot be compared to the online purchases. The exhibition areas also have other folk and local attractions for these art lovers, e.g. regional cuisines and folk performances.

Can there be a Virtual exhibition platform where the artisan showcases his products and also gets to interact with the buyers. Can there be an opportunity for the buyer to experience the folk performances and learn about the regional cuisines.

Explorations

The lockdown allows only the essential products to be purchased and that too in restricted type of stores. Amalgamating the utility purchase and crafts together on one platform

3. Can the craft products be designed for essential category?

Explorations

The customer psychology has always proven inclination towards discounts and offers. The value of the craft products is unknown to most of the customers.

4. Using discount aspect to build a habit of craft purchase in the customers. While one buys a product of one handicraft, she also gets the discount codes of 4-5 other crafts.

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

The solution for the identified problem is in the form of a virtual exhibition app, rightly named as **"CRAFTIBITION"**. Craftibition will help the buyers to access all type of handlooms and handicrafts at one platform. Additionally the users also get to interact with the sellers for personalised queries about the product and pricing. Moreover, the app provides folk performances and regional cuisine recipes in video form. During the lockdown, the app would be a good help to the artisans as they will have a market which is open for their business. The handicraft buyers will also get an opportunity to buy these products during the pandemic situation, thereby doing their part of the social responsibility.

The most important aspect of a handicraft purchase, which involves personal touch is intact in the whole process, as the buyer gets to interact with the artisan. Also, the handcrafted feel is present in every bit of the app.

Solution

DETAILED DESCRIPTION

The handicraft lovers are aware of the exhibitions and pay regular visits to the displays. Interacting directly with the artisans gives a human touch to the whole buying experience, which cannot be compared to the online purchases. **CRAFTIBITION**, as the name suggests is a virtual exhibition platform, in the form of a mobile application where the buyer would log in and get inside the Indian handcrafted world. The home page opens with a series of short videos. (not more than 15 seconds) These videos are made by different handicraft artisans to virtually exhibit their products.

The interaction has been inspired by the Tinder application, where there is a left and right swipe for the videos, and the user can swipe it to go to the next video. If the user likes a particular video, he can press the explore button to get navigated to the e commerce option, where the particular artisan has displayed his varieties.

On a particular day of the week, the artisans are available live where the buyer can interact with the seller over a video for any additional details regarding the product or the pricing. The buyer and the seller get to see each other through an inbuilt video call.   Apart from this, the app also has two other categories- The "**Khana Khazana**" (treasure food in hindi) and the **"Naach Nautanki"** (dance and performance in hindi) where the buyers can access some great recipes done by the authentic reginal cooks and some folk music, dance and performance done by the folk performers.   The mobile application will therefore be a problem solver for two sectors of the society, providing the artisans with business, due to which the migration rate would be less, and the buyer community with a seamless flow of the products that they need.

User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

Craftibition

Login

Artisan
Craftibition

| User name |

| Password |

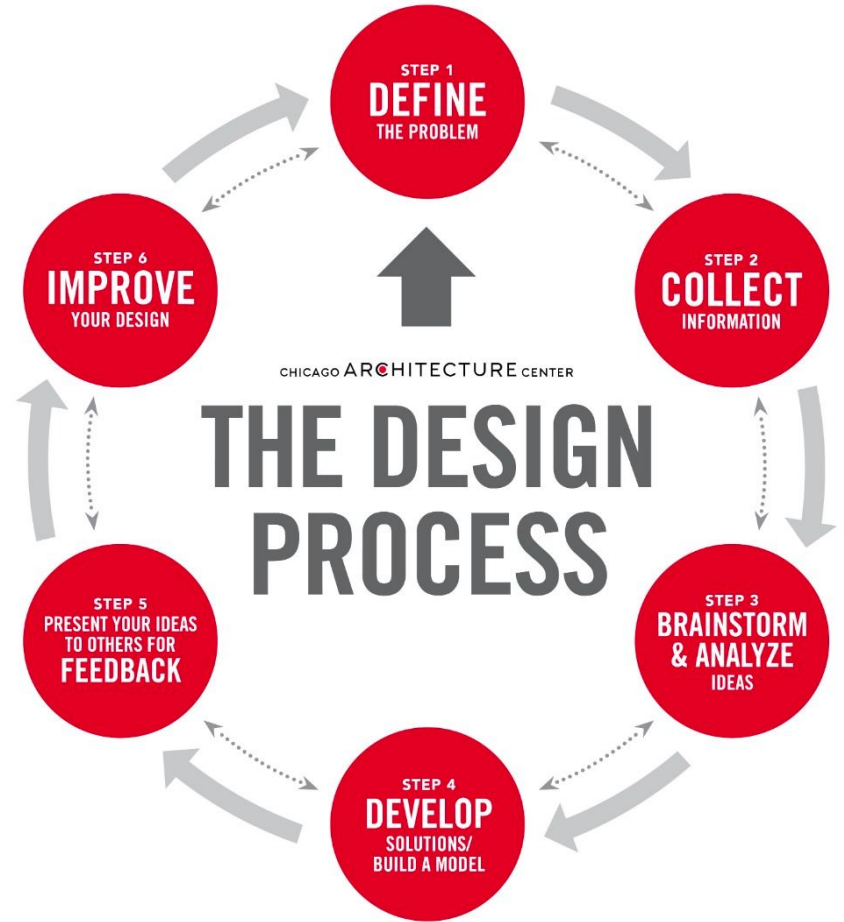Forgot Password?

Sign in

If You are not a user ?

Sign up

Process

DESIGN PROCESS - empathy

We followed the design thinking process, having started from the Empahtise step. Here we identified many challenges being faced due to the lockdown. Some of them were -

STEP 1
DEFINE
THE PROBLEM

STEP 2
COLLECT
INFORMATION

STEP 3
BRAINSTORM
& ANALYZE
IDEAS

STEP 4
DEVELOP
SOLUTIONS/
BUILD A MODEL

STEP 5
PRESENT YOUR IDEAS
TO OTHERS FOR
FEEDBACK

STEP 6
IMPROVE
YOUR DESIGN

CHICAGO ARCHITECTURE CENTER

THE DESIGN PROCESS

Work from home- a curse for the body

Local street food sellers

People with disability

What happens to single who don't cook

Artisans losing their business

Eye strain, bad posture

Painters lose jobs

INITIAL IDEAS FOR PROBLEM IDENTIFICATION

Repercussion of E- Learning in kids

Physical dating and relationships suffer

Lack of motivation

Tend to eat more

Plagarism

Isolation in kids

Kids having less physical activity

Heavy dependency on technology

Technology not supportive everywhere

Process

DESIGN PROCESS – Definition of the problem

After a thorough research in the areas, we decided to move ahead with the problem faced by the artisans. There were three revisits to the previous step before we came to this conclusion.
The problem was **how artisans, who make their living by selling their craft products in Craft bazaars, exhibitions and other public gatherings survive and feed their family during the lockdown times.**

(Knowing the user- the artisan)

- Houses

- Household

- Transport they use

- Own Chinese phones

- Work in skilled or semi skilled jobs

- Have loans

- No or little savings

- Occasionally need to borrow to pay off the rent

- Subscribing to cable/ internet is high

Need of supply

Website

whatsapp

Word of mouth

Amazon

How will Amarnath Jha who makes his living by selling craft products in craft bazaars, exhibitions and other public gatherings survive and feed his family during the lockdown times

NGO

Need of demand

Small scale organizations working with crafts

Need of supply

export

Whats app

Online websites

exhibitions

Platforms where he sells

Craft village

Apps

Public gatherings

facebook

Direct courier

Instagram

Government stores

Whats app

Online websites

All the left over options are technology friendly options

Apps

facebook

Direct courier

Instagram

How to develop/ impose the habit of handicraft purchase in the customers

How to remove the mediator from the process

How to educate them technologically

How to embed the handicrafts in the regular purchase during the lockdown? (which means product diversification or any other way)

What gives satisfaction in a business- what can stop the younger generation from moving out of the craft profession?

- Money flow

- Interest

- Knowledge and understanding

- Global Connect (connect to the global market, connect with new trend)

- Travelling and meeting new people

- Appreciation

- Competition

- Popularity

- New technology

- Benefits as a craftsman

- Ease of production

- Ease of transportation

Categorization of crafts (product wise)

- Textile (home furnishing and apparel)
- Wall decor (paintings)
- Home décor (wall hangings, dolls lamps, toran, decorative pcs)
- Accessories
- Furniture
- Utensils
- Stationary

Process

DESIGN PROCESS – Ideation

We proceeded with four ideas and discussed the viability of each to see which problem yielded a better and practical solution, which was also self sustaining and required less requirement of the third party.

Can the ==CRAFT==, ==ENTERTAINMENT==, ==CELEBRITY== and ==MARKET== be clubbed together on one platform ????

Shopinar/ Craftinar / Craftivision/ Craftibition

Ideation

Is there a way of amalgamating the utility and crafts together???

How can we use the discount aspect to build a habit of craft purchase in the customers

Impact

IMPACT OF YOUR SOLUTION
The solution engages two users at each end:

1. The buyer of handicrafts, who is getting to purchase what he/ she would be interested in, rather than purchasing any random product which doesn't satisfy the users hunt for a genuine material or technique. The e commerce has been presented in a very creative way, also educating the customers to know much more about the heritage crafts.

2. The artisan, who is getting no income from after the lockdown, as all the areas where he can exhibit his products are public places.

The overall solution would be a betterment of the craft society as the the idea has a longevity beyond COVID-19. The solution also embodies region specific folk dances and performances, which are important for the nation. The handicraft industry is the second largest for the nation, and the idea would make a huge difference.
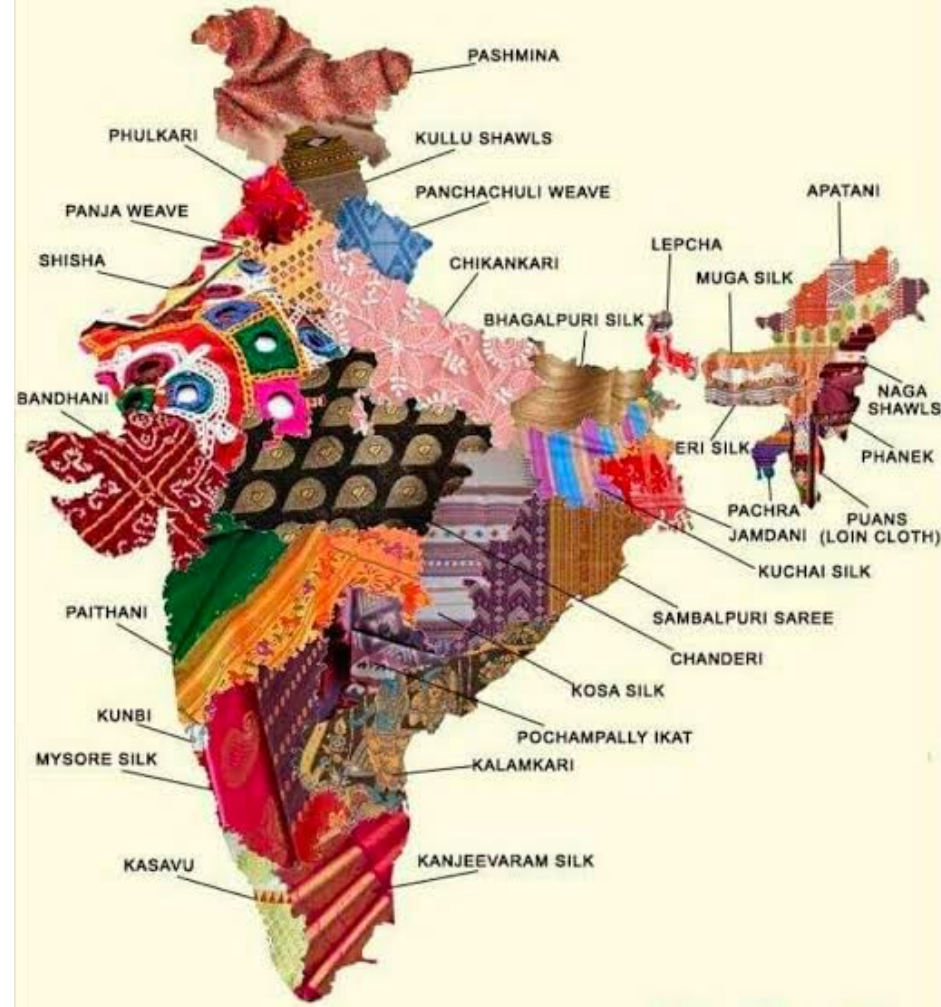
Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

The solution is very viable. The problem taken is a genuine problem which has been picked by interviewing a line of artisans. The solution has also been spoken to couple of technical heads and few investors, who have also agreed to its practicality.

The success of any design depends on a good idea backed by a robust planning. We believe the identified problem is a big issue during the pandemic, resulting is many losses for the Indian economy. The suggested solution is a practical way to help the artisans.

The government or the exhibitor society can be approached for the funding and cloud be run in a good manner.

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.

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

---

Thank you!