

Design 360°

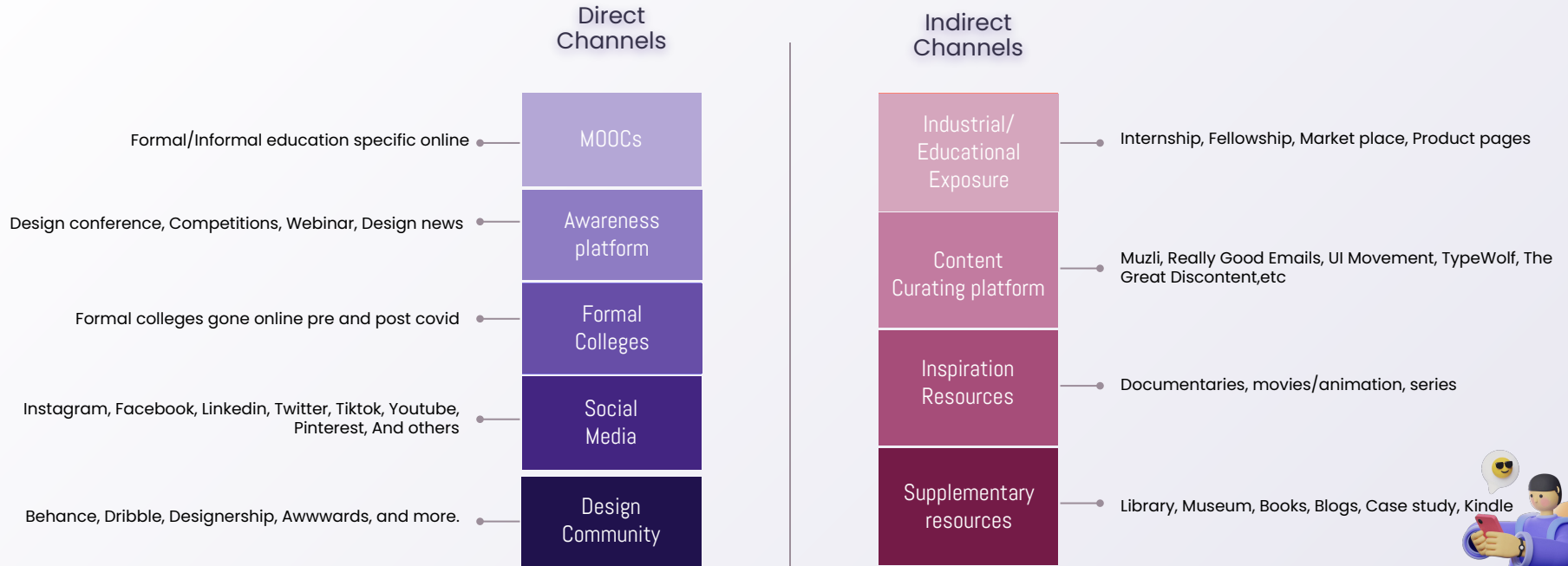
a gamified design charade
for early design sensitization



It started with a
Big Dive into
online design education scenario



Secondary Research- A Competitor Analysis



Secondary Research Insights

1 Online Education is enabling
Upskilling

2 Encouragement of a “being
selective’ mindset in curating their
journey

3 Dilution of quality content

4 Vast array of offerings causing an
“Analysis Paralysis”

5 Risk Taking in the form of a Career
Switch in design is becoming easier

6 Experimenting with different
domains

Understanding Ecosystem

Emergence of newer Mindset, different Behaviour and unusual concerns led to understanding ecosystem of all the actors involved in the system.



Impacted
by design
education

- Learner
- Potential recruiters
- Employers

Impacting
education
content

- Instructor
- Educator
- Content Creator
- Curriculum Designer
- Guest Lecturers
- Interviewees ,etc

ENABLERS
of design
education

- Influencers
- Mentors
- Parents
- Alumni
- Institutes
- Experts/Pioneers In
Specialised Fields etc

MANAGING
education
infrastructure

- IT Support
- Front End & back end.
- Organisations
- Design Team
- Finance Team
- Project Managers
- Admin Team

Persona Ecology Map

Defining The Design Brief

From the persona ecology map we were able to identify potential user areas to target with potential pain points to hypothesise a narrower brief for ourselves





Identifying areas of Intervention

How does the learner choose to pursue design as a career in the first place?

- We understood that online education is the next step of starting/enhancing or broadening design education
- However, we wanted to start at the beginning of the learner's journey- that is making the career decision.

For a learner to choose a career in Design, it has to be perceived as an acceptable career choice by them as well as other actors who influence their decision.

Defined Brief



How might we make a
career in design a more
acceptable choice.

To support our hypothesis, we sought out to collect more data through primary research.

Primary Research

2 Interviews Conducted

Interview 1

Pinki Mehta

Occupation: Lawyer

Persona: a mid-career non designer

Interview 2

Abhishek

Role: Doing masters at IIT-H

Persona: a transitioned designer



Primary Research Insights

1 Early exposure is a key decision making factor

2 Relationship between resources and career choices

3 Underconfidence in talking about design as a career choice

4 Question of Intellectual Engagement

5 Popularity of the “apparent”

Direction: to explore how to introduce a ‘design mindset’ at an early stage to increase awareness and appreciation for the field, to generate greater interest into exploring it as a career choice.

Early Design Sensitization

through greater visibility about the value and contribution of design in everyday life.

Instilling
appreciation for
design

Bringing the
design process
closer to their
contextual
understanding

Highlighting
intentional
thought
processes
behind
everyday design

Expressing
relevance of the
field through
connections in
everyday life

Solution building process

- Brainstorming multiple solutions
- Refining selected solution
- Service blueprinting
- Information Architecture
- User scenarios
- Task Flow Mapping
- Wireframing

Selected direction: Design charades

what?

**Thoughtfully
crafted
interactive
walkthroughs.**

for?



Primary user
Student



Secondary User
School Teacher



Customer
School
administration

designed to?

**Facilitate
meaningful
engagement with
designed objects
found around
them and
inculcate
appreciation of
design**



Brainstorming Design Solutions

Methodology

- Divergent thinking
- Vast Mediums and formats such as print media (comics), AR and VR based technology, gamification, educational platforms, content curation, packaging, infotainment, course formats etc
- Narrowing down and refining

Service Blueprint

PHASES	Pre Service					Service				
STAGES	Awareness	Communication	Demo	Contract & Legalities	Transaction	Integration	Onboarding/Orientation	Classes Start - login phase	Walk through phase	
ACTORS										
FRONT STAGE										
Students	Come across the platform through social media ads (IG, FB etc)					Recieve email with information	recieve communication on how to best use the platform for learning	Initiate design appreciation walkthroughs	Walkthrough begin discussions are prompted	
Teachers	Recieve email communication from the service providers		Recieve demo				recieve communication on how to best use the platform as a teaching tool	Teachers login on the teacher's portal	Teachers are moderating the discussions	
							Orient students about the platform		They clear student doubts	
							service providers conduct workshop for training teachers			
School Admin	Recieve email communication from the service providers/ forwarded by teachers/parents	reaches out to the service provider to know more	Recieve demo		carry out the Online transaction and recieve confirmation		coordinating communication with students, teachers and parents	Overlook conduction of activity and classes occasionally		
Parents	Come across the platform through social media ads (IG, FB etc)	reaches out to the service provider to know more	Recieve information about the platform		carry out the Online transaction and recieve confirmation		recieve communication from school about this new platform being used for design awareness			
BACK STAGE SUPPORTING										

Information architecture: Landing page



Scenarios

Scenario 1:
school admin
pays for
subscription

Scenario 2:
School
onboards the
tool

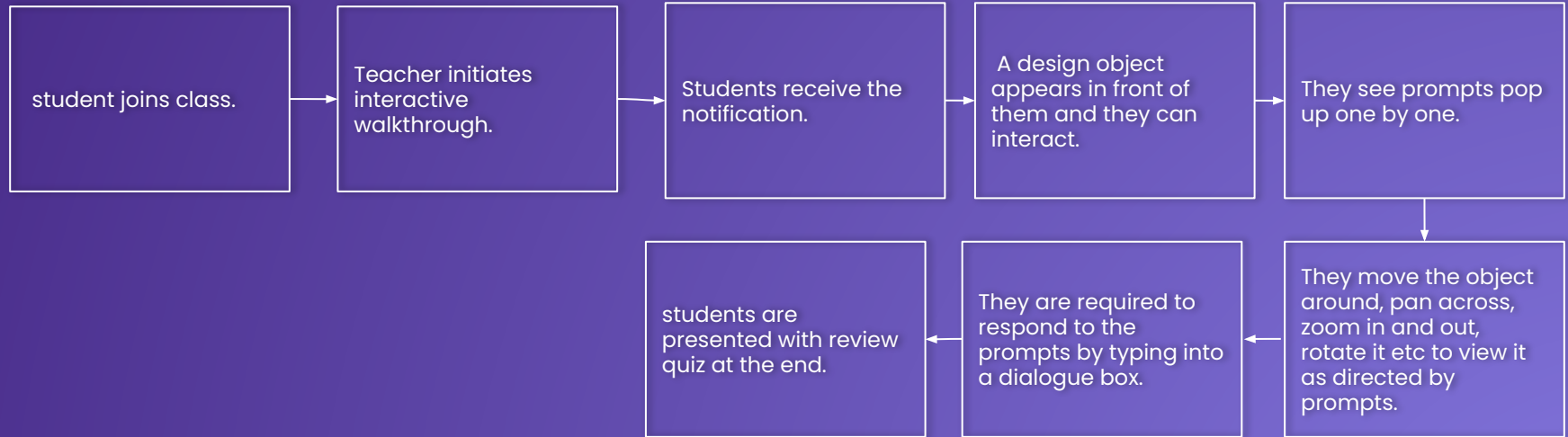
Scenario 3:
student
generates
credentials for
using the
platform

**Scenario 4:
Completing
interactive
walkthroughs in
classes**

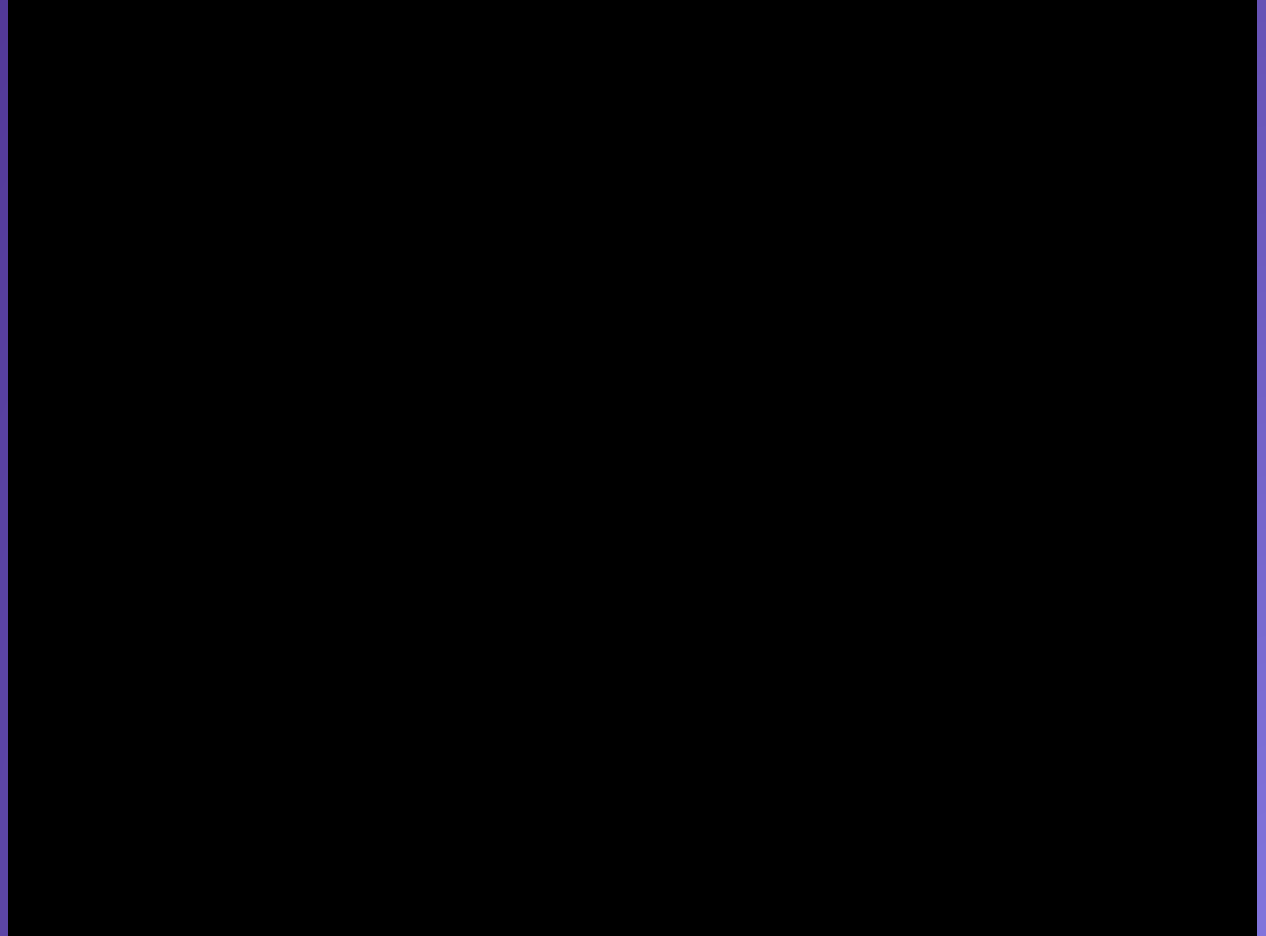
Scenario 5:
clearing doubt
& request to
change the
content

Scenario 6:
Teachers track
student
progress

Task Flow Mapping: Completing interactive walkthroughs in classes



Walkthrough



Potential Impact

spreading awareness

suitable career option

critical lens

design in everyday life



Thank you