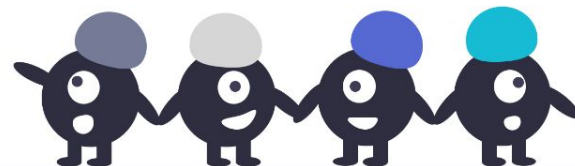Team

Stārs Aligned

Team members
Arantxa, Sriya, Aashish, Mothilal
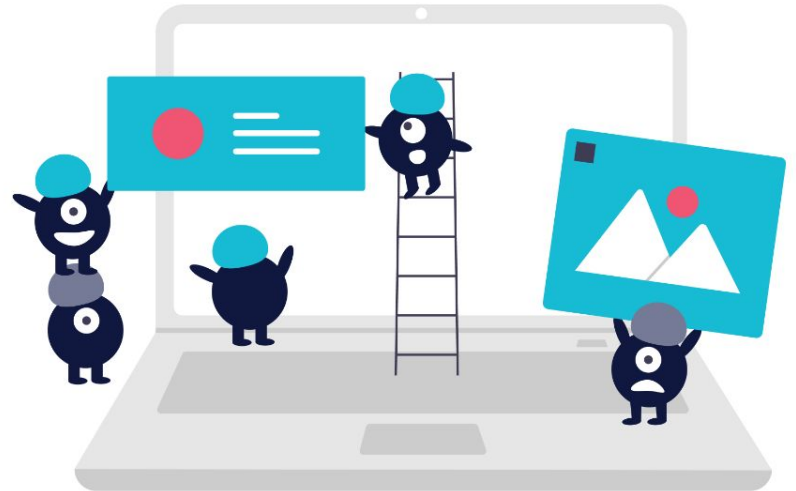
Guides
Kadambari, Prasanth, Anuja

About

We.Chār

We.Chār is an online platform that enables mentors from the academia and design industry to come together and share their ideas for the enhancement of design education.

FOCUS AREAS

Connect, collaborate, communicate, create

The **Roadmap**

| Define	Research	Analysis	Design

Design for design education: understanding & exploring the wide spectrum of design education.

Secondary: Identified personas & major players in the market
Primary: Conducted interviews to validate personas.

Key opportunity area: The gap between current design education in India & the relevance of the same in the industry.

Design intervention to create a platform that would **aid in bridging the gap** between design education & industry relevant skills.
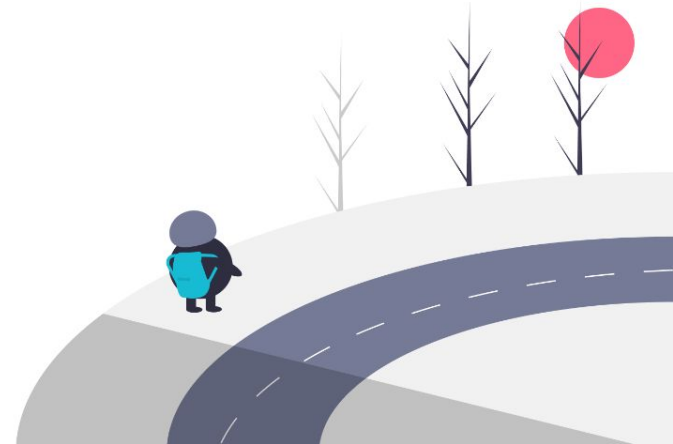
About **Design Education**

"Design education in India is a valuable asset, which must be nurtured so it can go from **strength to greater strength**. We need a sufficient number of designers to drive the industry and to devise solutions to face up to challenges. We also need the **methods of design education** to inform the pedagogies of other faculties of learning. In order to secure **intellectual leadership** of the future and to enhance the innovation capacity of the nation, we need to invest more in design education."

Pradyumna Vyas
Member Secretary, India Design Council
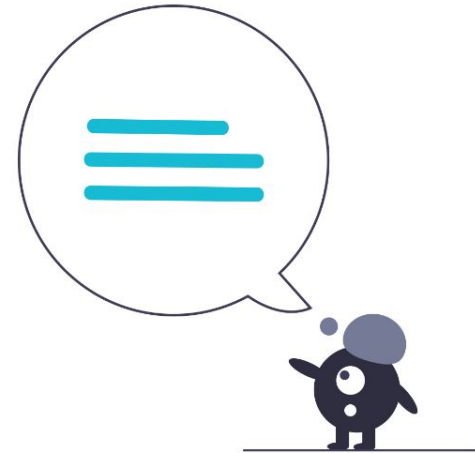
The **Statistics**

Design Institutions
2010: >10
2016: <70

Gross enrollment
2016: 23.6 %
2020 target: 30%

Recruitment of skilled faculty
Difficult: 42%
Slightly difficult: 48%

Finding qualified faculty
Problem: 68%
Not a problem: 32%

Peer feedback
Employed: 50%
Plans to start: 35%

Collaboration
Other educational institutions: 85%
Non-academic partners: 90%
Internationalization: 75%
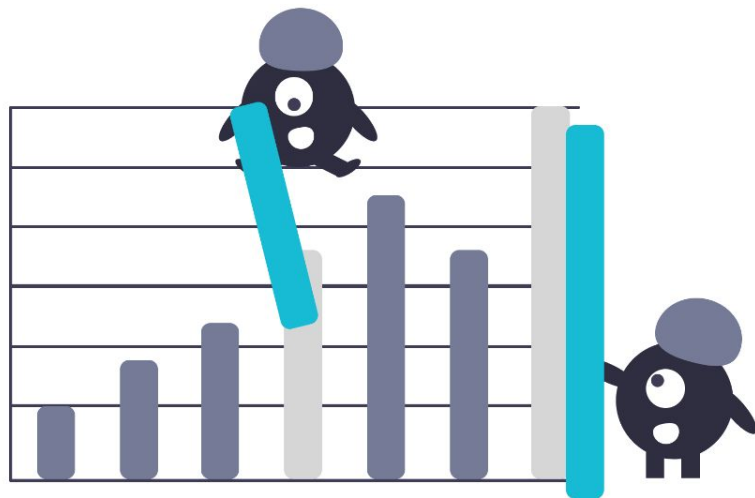
Insights

No dedicated platform for the growth of mentors

Design education & design industry not keeping pace with each other

Opportunities

Feedback from critical thinkers

Network of design enthusiasts

Syncing design education and industry practices

The **Design Brief**

" Creating a platform to build a community of **educators and mentors** in order to **enhance design learning**. "

Current Platforms

Platforms like ADPlist, Lunchclub offer one-on-one discussions.
No dedicated platform for just mentors to connect.

Drawbacks Observed

No mainstream appeal for groups within pre-existing platforms
for mentors across design industry to connect.
Little exists in terms of community usage guidelines.

Proposed Platform

In addition to creating a space for designers in the industry and
the academia, this platform will also enable users to view
curated events. Dedicated group to monitor and ensure code
of conduct is followed.

Ecosystem

Operations

IT support

UI/UX

SaaS

Product heads

Support team

Management

Sales and maketing

Customer support

Friends

Organisations

Freelance design Professionals

Government

Design Practitioners

Webinar attendies

Parents/guardians

Design enthusiast

Design students

Policy makers

Systems and machines

Philanthropist

Universities

Institutions

Design educators

Advisors

Businesses

Content creators

Consultants

Academicians

Design mentors & facilitators

Stakeholders of We.Chār

Primary Persona
- Design educators
- Design mentors and facilitators
- Academicians

Secondary Persona
- Advisors
- Content Creators

Served Persona
- Design Students
- Design Practitioners
- Webinar Attendies
- Design Professionals
- Design Enthusiasts
- Freelance Design Professionals

Anti Persona
- Fraud Academicians
- Unethical People
- Prestige Seekers

Persona: Typical users whose goals & characteristics represent the needs of a larger group of users. Includes behavior patterns, goals, skills, attitudes & background information, as well as the environment in which a persona operates.

Personas involved

I am Ms. Gonsalves,
an architect

I am Mx. Shahla,
a visual designer

I am Mr. Dewar,
a design professor

Pain Points:
- Unable to connect and discuss ideas with designers in the post pandemic scenario
- Sharing industry knowledge of 40+ years

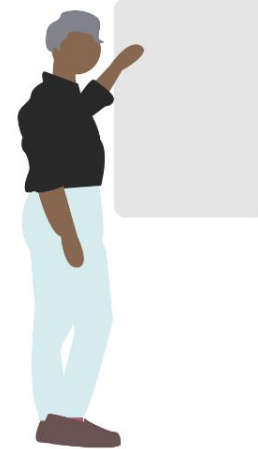**Pain points**:
- Fatigue due to crunched business timelines
- Low quality first drafts due to lack of skilled designers in their team

Pain Points:
- Coping with the latest trends in design
- Teach students industry relevant skills

Blueprint of We.Chār

Phases	Awareness		Considerations			Empanelment		
Stages	Awareness about **We.Chār**	Client showing interest	Networking involved	monetary	Content	Registering and submission	Verification process	On confirmation: Verifying the client authorisation
Touch point	Word of mouth, campaign, social media,mail, physical space, Linkedin blog, google ad	contacts through the website	Connecting with handpicked experts/ academicians/ professionals			Application form		E- mail notification
Front stage								
Primary User (Mentor, academician)	Come across the website through above touch point	Surfing **We.Chār**	Cross displinary connection	Open source website for verified users	The genre of content and events involved	Submitting the required information	Anticipation time	Application approval
Secondary User (webinar attendees, Design practioners)	Come across the website through above touch point	Surfing **We.Chār**			Event discovery			
Customer support team		Address queries of potential users	Address queries of potential users			Addressing user queries	Receive the notification of id is submitted	Addressing queries of applicants
Back stage								
Advisory Board							Verifying applicant details	Approve/ reject profile	
IT support team and AI/ML intervention		Collects data of client			Sends mails and nudges	Receiving the applicant details	Set verification lead time	
Sales and marketing	Creating/ market content	Reach out to potential market						Sending welcome message to user
Finance, Legal								
Support systems and databases	Sales and marketing database		Advisory, IT, Sales and Marketing, Customer Support					

User task flow

Sign up as member	Create content	Networking	Adding events

Task 1: Sign up as member

Open website — Find option for registering — Review guidelines — Feed basic information — Agree to terms and submit the application — Wait for confirmation e-mail

Task 2: Create content

Log into account — Navigate to upload section — Create new content — Edit content — Add tags and categories — Preview post — Upload and post content

Task 3: Networking

Log into account → Navigate to network section → Find people using filters and search bar → Send request to connect → Use direct message feature to chat → Get notified about their activity in the feed

Task 4: Attending events

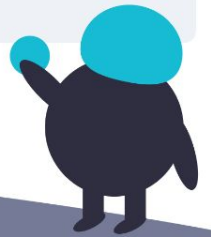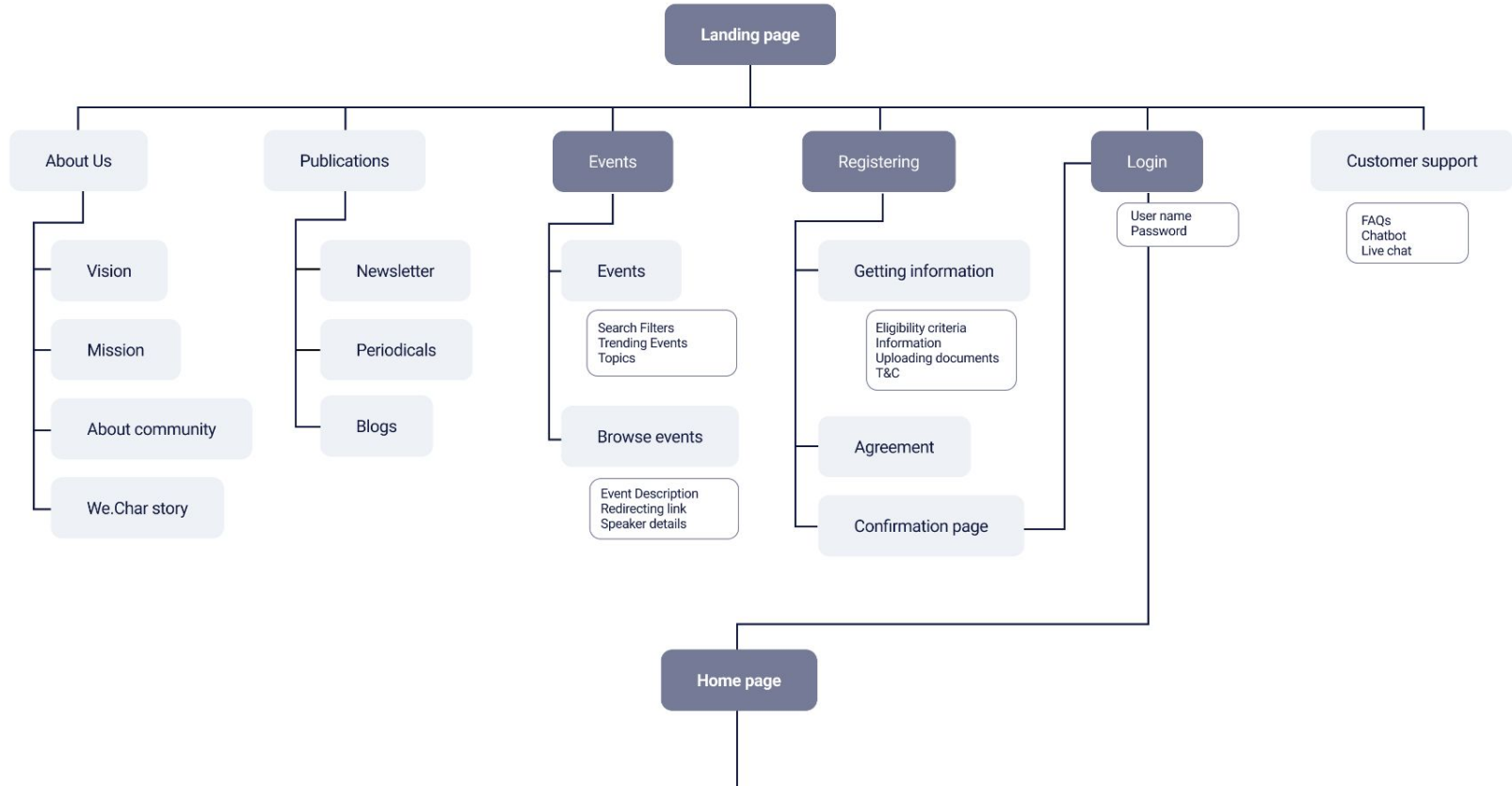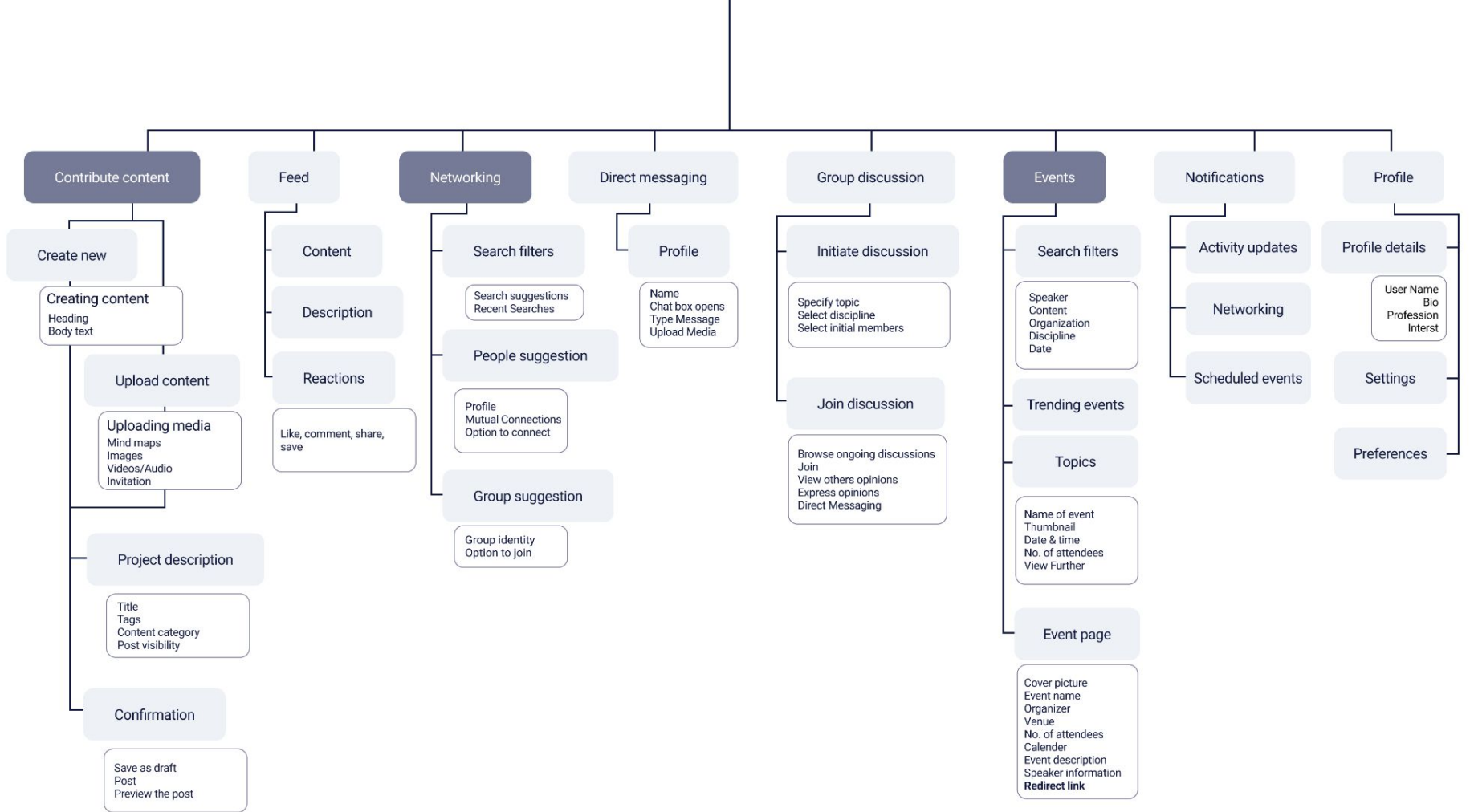Open website → Navigate to event section → Search required events using filters and search bar → Select an event to view its details → Select 3rd party website link

Information Architecture

Landing page

About Us
- Vision
- Mission
- About community
- We.Char story

Publications
- Newsletter
- Periodicals
- Blogs

Events
- Events
  - Search Filters
  - Trending Events
  - Topics
- Browse events
  - Event Description
  - Redirecting link
  - Speaker details

Registering
- Getting information
  - Eligibility criteria
  - Information
  - Uploading documents
  - T&C
- Agreement
- Confirmation page

Login
- User name
- Password

Customer support
- FAQs
- Chatbot
- Live chat

Home page

Contribute content

Create new

Creating content
Heading
Body text

Upload content

Uploading media
Mind maps
Images
Videos/Audio
Invitation

Project description
Title
Tags
Content category
Post visibility

Confirmation
Save as draft
Post
Preview the post

Feed

Content

Description

Reactions
Like, comment, share, save

Networking

Search filters
Search suggestions
Recent Searches

People suggestion
Profile
Mutual Connections
Option to connect

Group suggestion
Group identity
Option to join

Direct messaging

Profile
Name
Chat box opens
Type Message
Upload Media

Group discussion

Initiate discussion
Specify topic
Select discipline
Select initial members

Join discussion
Browse ongoing discussions
Join
View others opinions
Express opinions
Direct Messaging

Events

Search filters
Speaker
Content
Organization
Discipline
Date

Trending events

Topics
Name of event
Thumbnail
Date & time
No. of attendees
View Further

Event page
Cover picture
Event name
Organizer
Venue
No. of attendees
Calender
Event description
Speaker information
Redirect link

Notifications

Activity updates

Networking

Scheduled events

Profile

Profile details
User Name
Bio
Profession
Interst

Settings

Preferences

Persona: Mx. Shahla
40 | Visual Designer | Partnered

Pain Points:
- Fatigue due to crunched business timelines
- Low quality first drafts due to lack of skilled designers in their team

Goals:
- Developing instructional skills to better their team
- Contribute their learnings to scholars/ academics & improve design education
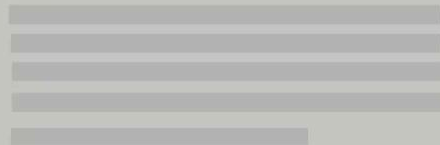
Connecting with others

Home

My network

Messages

Events

Notifications

AB

Profile

✕

Profile photo

Aaditya Arunachalam

Description

Education

Work experience

Interest

Activity

More

Message

Connect

← **Event**

Chai pe charcha

Event by Team Rooster
Online
6534 Attendies

March 2021   ‹ ›

27	28	1	2	3	4
5	6	7	8	9	10
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28
29	30	31	1	2	3

Attend this event
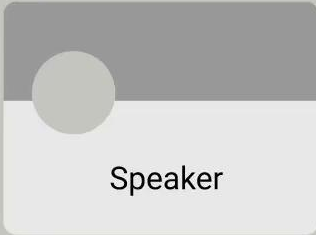
Speaker

Messaging

Adithya Arunachalam

Mindmap

Image

Video

Audio

Invitation

Write a message

Landing page

We Char

Login Register

Connect & share your thoughts

Explore Events

Publications

Landing Page

Home screen

We Char

Home · My network · Messages · Events · Notifications

Primary navigation

Search engine

Search by · People · Posts · Date · Design discipline · Events · Groups · All Filters

Create & upload content

Upload

⊕ Create new

⬆ Upload Existing

Connect with mentors

Connect with the top mentors

Join group discussions with other members

Join group discussions

Post & content feed

Home Screen

Create content

We Char

Create content

HEADING

Mindmap
Images
Videos
Audios
Invitation

AI-Promotion

Save as draft
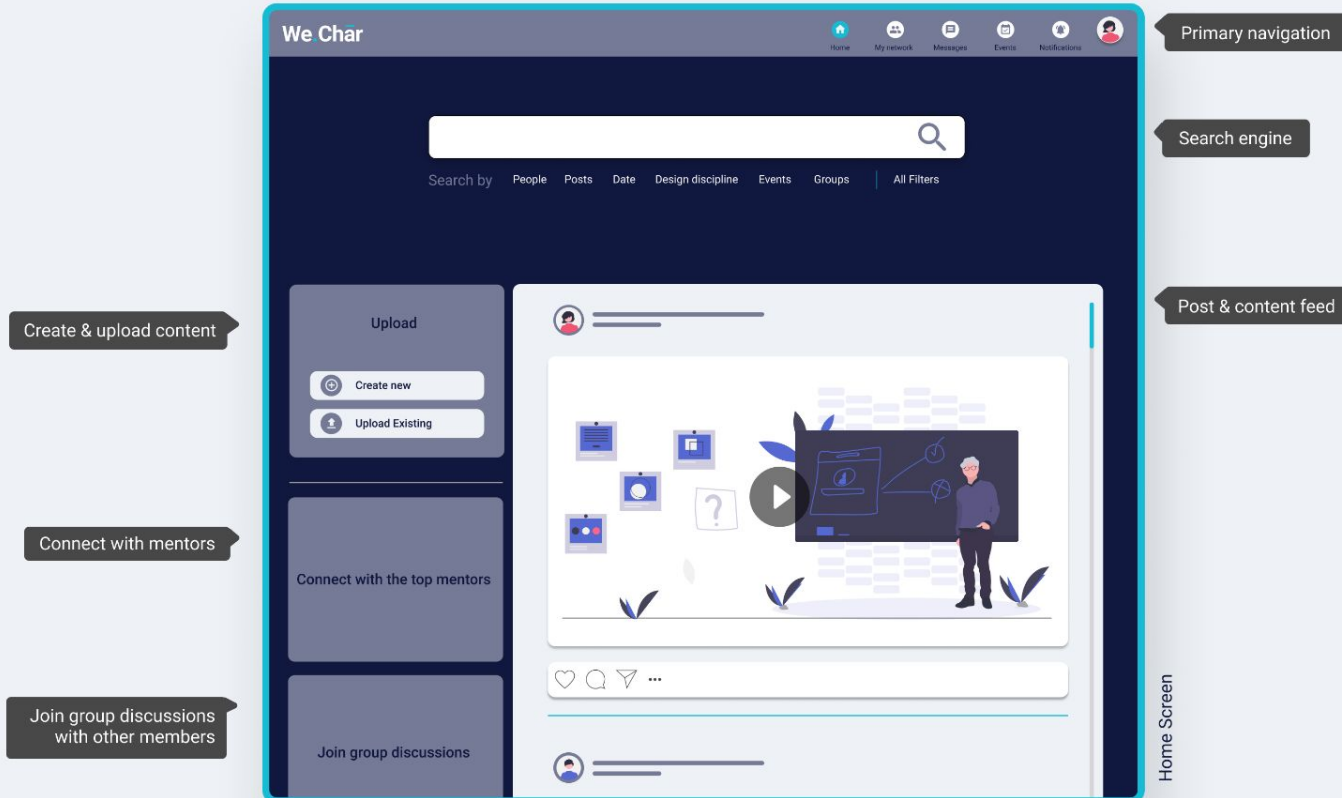
Preview

Post

Create Content
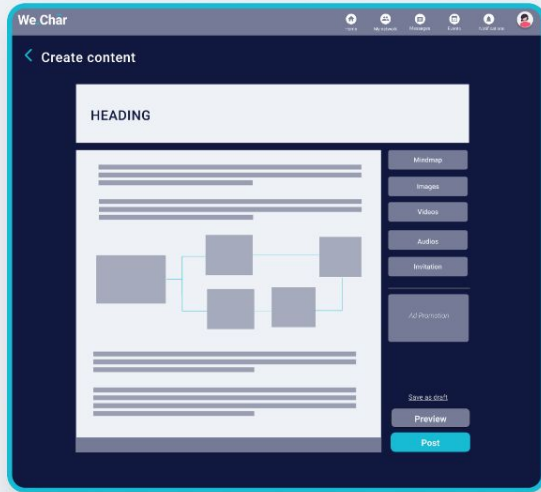
Heading & sub heading

Insert media

Post cover image

Draft feature

Post & Preview

We Char

Post cover
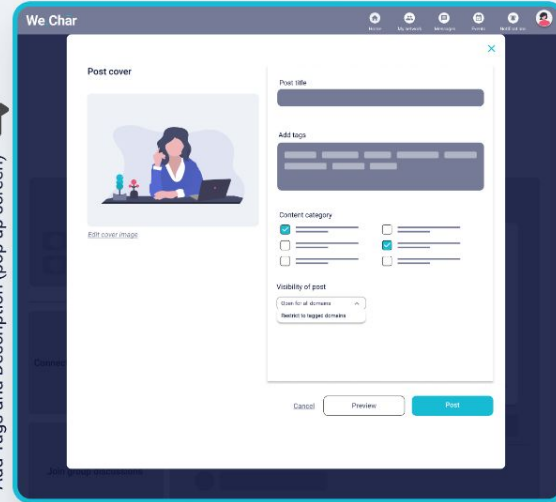
Post title

Add tags

Content category

Visibility of post

Edit cover image
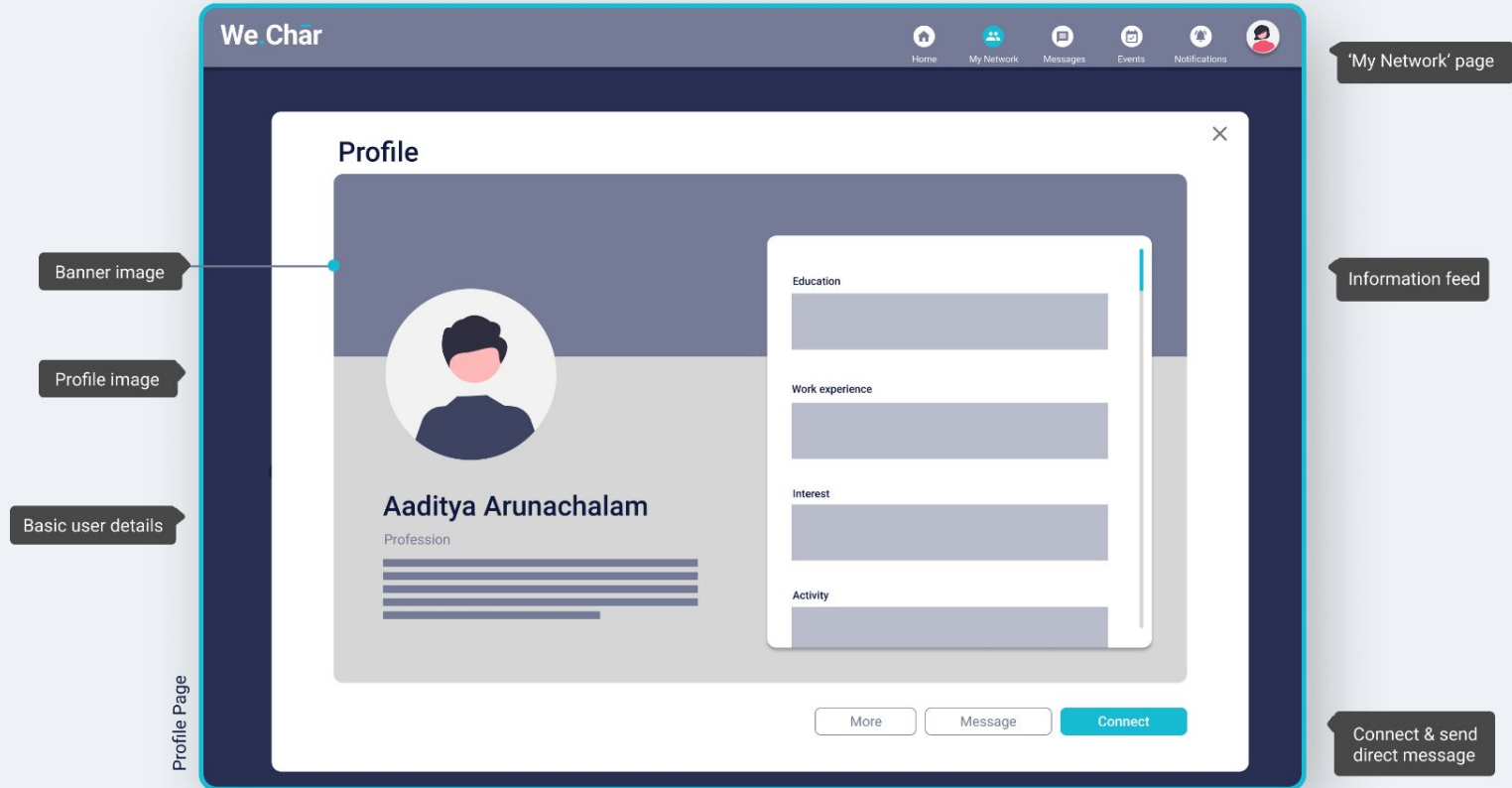
Cancel   Preview   Post

Add Tags and Description (pop up screen)

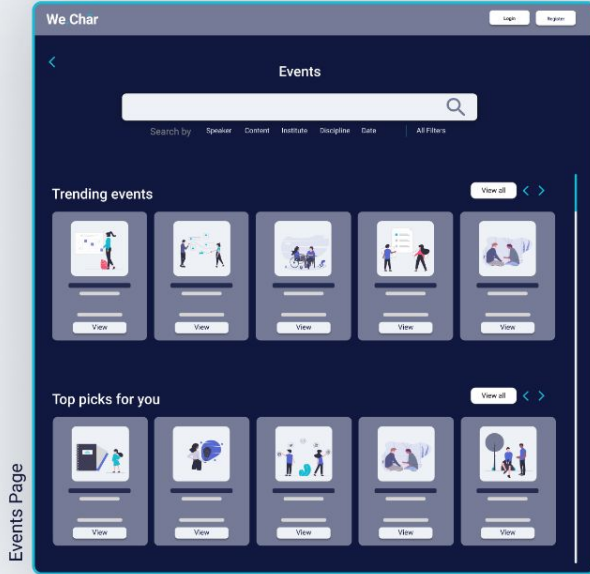Project title

Adding tags for visibility

Content category

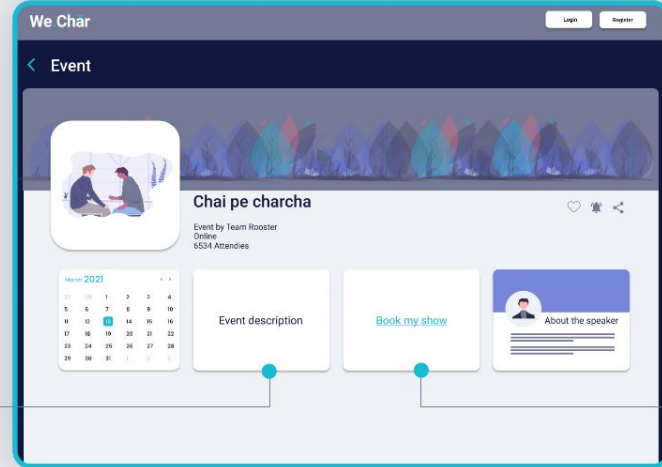Public/ private visibility of post

Preview & post

Networking

We Char

Home | My Network | Messages | Events | Notifications

Profile

Banner image

Profile image

Basic user details

Aaditya Arunachalam

Profession

Education

Work experience

Interest

Activity

Profile Page

More | Message | Connect

'My Network' page

Information feed

Connect & send direct message

Joining events

Events Page

We Char   Login   Register

< Events

[Search............] 🔍

Search by   Speaker   Content   Institute   Discipline   Date | All Filters

Trending events   View all < >

View   View   View   View   View

Top picks for you   View all < >

View   View   View   View   View

Search engine with filters for events

Event Description Page

We Char   Login   Register

< Event

Chai pe charcha

Event by Team Rooster
Online
6534 Attendies

♡ 🔔 ⤴

March 2021

Event description

Book my show

About the speaker

Profile picture & basic information

Schedule event on calendar

Description about the event

Notification, Like & Share buttons

Speaker profile and information
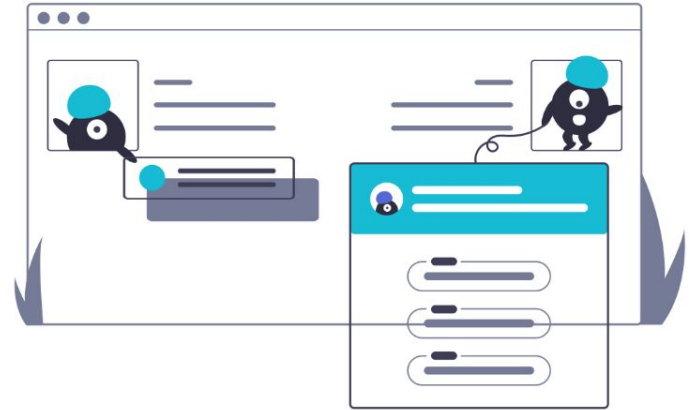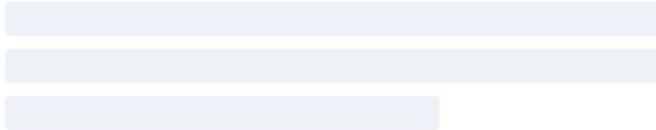
3rd party link to attend the event

Vision

Enhance design education through our community of educators and mentors.

Mission

Provide a safe space for designers across disciplines to come together and connect, collaborate, communicate, and create

Values

Thank You

We chaar are eager to hear your **vichar** about **We.Chār**!