

Design for...

**services
interactions
experiences**

*it is not about trying to find the solution immediately
it is about finding the problem first.*

Shashank Mehta National Institute of Design, Ahmedabad

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The opportunities for service innovation are endless if only we shift the focus of innovation from work to everyday life.

Service

Many of the different ways we interact with one another can be improved by design.

2

Why Should I Drive?

**comfortable
Independent
Convenience
Saves Money
saves time**

I can go to office
To pick kids from school
To take in-laws to Satsang
To go to market to shop daily items
To save driver salary
To take kids to tuition
To go to my dance class

3

Customer Dilemma B4
Joining

Should I Learn Driving?

No Time

**Responsibility
Anxiety
Embarrassment
Hesitation
Failure
Gender
LOW confidence**

Fear and Anxiety:
Safety of car,
Family should not get hurt
Scared to bump car
No confidence to drive
Not able to learn properly
Gender of the driver
No time - Laid back in free time
Public reaction causing embarrassment
Fear of public abuse
Because of little know how about car & its controls

4

Desired Service Characteristics

Customization | Flexibility
 Credibility | Authenticity
 Building Confidence
 Involve / Engage
 Convenience

5

Emotional Content

....anxiety

Emotional Content

Oh! I am out of fuel... I feel I am crippled. Some one has snatched away my power. I won't be able to catch up in the race... I am fearful and worried... I don't know what to do. # # !! ??

This is very expensive. It's beyond my affordances... I feel as if I am being held not held... I need special care and attention. I am in race of life. Where are my people??

6

Emotional Content

Emotional Content

They will squeeze all I have. I am getting die. Something has gone wrong.

I am entangled, and not able to self free. I don't trust this god. He is a cheat... should be behind bars. This whole thing is a gamble and is forced on to me...

7

STRESS AFFECTS THE BODY

WAKE UP EARLY

ASSUME THE BEST

STAY UP LATE

STRESS AFFECTS THE BODY

WAKE UP EARLY

ASSUME THE BEST

STAY UP LATE

8

Healthster.com

We are a group of NIDians who provide health care facility to the student community. We know because we are students too... It all began with few of us realizing how little we take care of our health and how our future depended on how we looked after ourselves today.

Our focus is on a community based wellness program for each student's personal growth and development.

Parameters: Health, Diet, Nutrition, Physical Activity, Mental Health, Stress Management, Sleep, Hydration, etc.

Awareness: Health, Diet, Nutrition, Physical Activity, Mental Health, Stress Management, Sleep, Hydration, etc.

Food: Healthy eating, Food safety, Food security, Food waste, etc.

Diagnosis & Suggestions: Health, Diet, Nutrition, Physical Activity, Mental Health, Stress Management, Sleep, Hydration, etc.

Well being: Health, Diet, Nutrition, Physical Activity, Mental Health, Stress Management, Sleep, Hydration, etc.

Amans S, Pragya K, Mandeeep S(2007)

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fruitful khaya kya?

The idea of the service is to introduce and incorporate a habit of eating fruits instead of medicines for mild recurring health problems. The main aim is to cure through fruits. The secondary aim is to provide exotic recipes of fruits.

Team fruitful: Dietitian, Health expert, Nutritionist, Fruit vendor.

Reach: Students, Faculty, Staff.

Communication: Email, Facebook, Messaging, Poster.

Health is the greatest gift, contentment the greatest wealth, happiness the best inheritance.

Amika Kapoor, Subhash Chandra Gupta, Vaibhav Vyas (2010)

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fruitful khaya kya?

APPLE FRUIT CUP (Yields 4 cups) - 10 min
BANANA FRUIT CUP (Yields 4 cups) - 10 min
PINEAPPLE FRUIT CUP (Yields 4 cups) - 10 min
PEACH FRUIT CUP (Yields 4 cups) - 10 min

NIDIAN design fruity solutions for snacky urges

It has now become a habit for students residing on the PIC campus to have variety of healthy - snappy, zesty or pre-prepared or freshly - between-meals.

FROM PE: We are a group of NIDians who provide health care facility to the student community. We know because we are students too... It all began with few of us realizing how little we take care of our health and how our future depended on how we looked after ourselves today.

Amika Kapoor, Subhash Chandra Gupta, Vaibhav Vyas (2010)

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CHINGARI

...Ignite your imagination

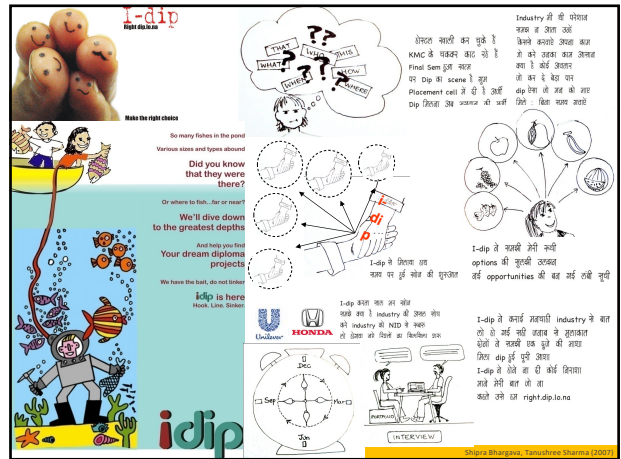
THE SERVICE: ENVIRONMENTAL SENSITIZING, PRE-REGISTERED ONLINE USERS, A NEW LOCATION EVERY-TIME, PERIODIC ACTIVITY, CAREY ALUMBARBARIA BACK HOME, EXPERIENCE SHARING WITH PEER, PAYMENT MADE ON EACH OUTING.

Service: Environmental Sensitization, Skill Development, Rejuvenation, Interaction, Prospect, Exposure, Money, Latest Ideas, Appreciation.

Know your vicinity, Know the crafts.

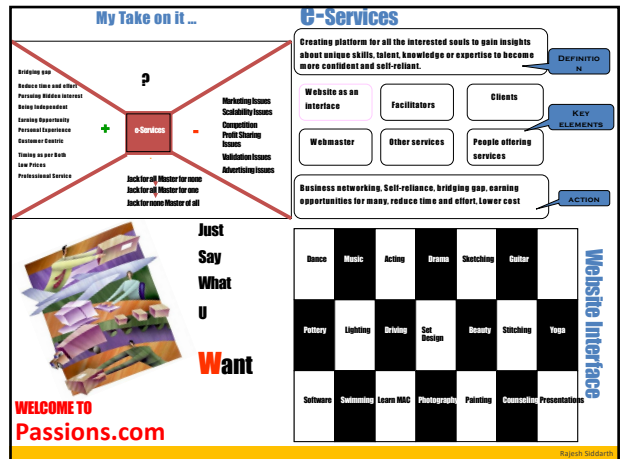
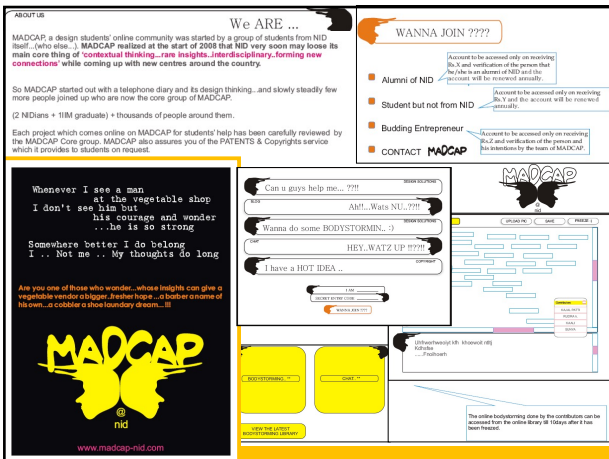
Amika Kapoor, Subhash Chandra Gupta, Vaibhav Vyas (2010)

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Business Model Canvas for Sense-Sex:

- Value Proposition:** It was dream come true for TITLI when she finally made it to NID. The garden of colours. Titi fluttered with excitement and couldn't wait to look like her season. She decided to ask somebody where she too could get the colours as by services. But unfortunately she did not get any reply. They just said her "You are a butterfly... so go find it a butterfly...". Suddenly the wind started blowing towards her and with it came the nozzzz "Hey... I found it so can you... Just go to the I-TREE the tree of information".
- Channels:** Titi suddenly felt hopeful all over again and easily fluttered to the huge I-TREE. The I-TREE: She started with information. There she discovered that just one place to get her colours but many other places and much more variety.
- Customer Relationships:** Titi started spending a lot of her time on I-TREE and trying out its recommended places and soon became popular amongst her friends in providing the genuine information on anything and everything!
- Revenue Model:**
 - Research based insights:** Lack of information exchange between people with different temperaments & region. Problems and wastage of resources while searching for information. Unavailability of crucial information on popular media. Traumatizing experiences of people.
 - Experience based insights:** Difficulty in settling down at a new place. Time consuming search of people who might know (needle in a hay stack). The repetition of search process by people looking for similar information.
- For whom?**
 - NID students/faculty/ Alumni
 - New Batch students who need information to settle down at NID.
 - Introvert/shy people who hesitate to ask for help/information.
 - People with language problems/ communication problems.
 - Internet lovers who rely on web for most of their information.
 - People for whom time is money.
- Why?**
 - A portal by the people, for the people, for the people about anything & everything.
 - Abs intent to facilitate exchange of information between people that is generally not advertised anywhere.
 - The information providers are the users to ensure "tried & tested information" of anything & everything (judged).
 - Comparison option with parameters that matter eg: auto fare, cost, locality, safety, etc.
 - A quick and easy, drag n drop format with provisions of adding photos and videos.
 - Constant up gradation of information by users themselves via feedback upon experience.
 - Timely contests for users to link places to people.

i Found it !!
finders, keepers.

Anju Gupta & Ketakee Patankar

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Business Model Canvas for Sense-Sex:

- Value Proposition:** Sexual health and awareness service.
- Channels:** Mail, Call, E-mail, Information, Appointment, Knowledge.
- Revenue Model:**
 - Sponsor: P&G, Johnson & Johnson, Events.
 - Advise: Experts, Consultants, Community Pk.
 - Customers: Organizing, Ticket Pk.
- Key Activities:** Mail, Call, E-mail, Information, Appointment, Knowledge.
- For whom?**
 - NID students/faculty/ Alumni
 - New Batch students who need information to settle down at NID.
 - Introvert/shy people who hesitate to ask for help/information.
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Sense-Sex
sexual health and awareness service

for answers to all your questions
Call us on: 077-22168742 or visit us at: www.sensesex.com

Pankaj Sahawala, Sachita Agrawala, Sujata Sarkar

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Business Model Canvas for Sense-Sex:

- Value Proposition:**
 - Expressing "Sexual Concerns is no longer a taboo. A confusion in mindsets, this is "Sense-Sex" ka Jadoo. She feels comfort with the Sense-Sex website and fixes an appointment with us on her side.
 - She comes across the "Sense-Sex" poster. Which gave a halt to her emotional roller coaster.
 - Myths busted and expert advice at disposal. Confused youths are delighted at this proposal...
 - Awareness and openness now prevail through telephone, email & website..... "Sense-Sex" service they regularly avail.
- Channels:**
 - She is not getting her period she feels it is really weird she feels shy and hesitant to talk to her emotions are inside a lock.
 - She breezes through authentic information and becomes aware. Realizing importance of sexual health she feels the need to share to her friends our website she mentions which takes care of their sexual tensions.
- Revenue Model:**
 - Take by experts at NID Audi Email, helpline, appointments... Sense for sure is a useful body.

Sense-Sex
sexual health and awareness service

Pankaj Sahawala, Sachita Agrawala, Sujata Sarkar

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Business Model Canvas for Dhan Te Nan:

- Value Proposition:**
 - Request songs
 - Be well informed
 - Be updated with news
 - Listen to your favorite host
 - Listen to the Design experts
 - Host your own shows
 - Predict songs, Discuss design
 - Rate, post messages on blog
 - Conduct Surveys on blog
 - Make your own playlist
- Channels:** LAN Operating space.
- Revenue Model:** @ 30/- monthly subscription.
- Key Activities:** Discussions, Documentaries and Design on.
- For whom?** NID's very own LAN radio station.
- Why?** DHAN TE NAN is a radio service provided by NIDians for the students within the campus. They can avail this service on a monthly subscription and get latest news and campus updates, listen to lectures and presentations happening in other NID campus and also host their own shows by just tuning on the radio.

DHAN TE NAN
NID's very own LAN radio station

Check NID mail for details. radijo

Kamika Maahotra | Sashi Bhargava | Viraj Singh (2008)

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essence consulting

Don't be a face

Installation

ASKING, SPEAKING TO KIDS

CONFUSED ABOUT THE NEXT STEP

NO ANALYSIS, NO INTERNET IN THE NEXT 2000

ENVIRONMENT

EXPECTATIONS

ESSENCE CONSULTING PROVIDES A TOTAL END-TO-END SOLUTION.

CONSULTING
CREATING
CUSTOMIZING
COLLABORATING

In ESSENCE we believe in providing you with a total portfolio solution and thus creating a full imagery of an individual helping you discover yourself by highlighting your personality style, trait and what can be capitalized in industry.

Bridge the gap between industry & designers so as to attain a better synergy between them hence attaining a two way benefit leading to more market competence to the industry and the individual.

To enable designers to look for jobs that fit them, instead of fitting them into jobs that creating customized consultation and collaboration.

Discover yourself!

Kanika Malhotra | Sall | Bhargava | Vipin Singh (2008)

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CREATIVELAND TOUR PACKAGES

Tailored tour packages for design students to mix learning with fun. The tour package gives opportunity to the student to learn about research techniques (people study, ethnographic research, etc), and also get out of the campus and use them in real life.

one fine day in the class.....

How should have a holistic approach

observe people, research on peoples behavior

Yogesh check this out trip to odisha - observation skills + expert talks ?????

not bad I will check their blog for more details

four day

Observational Research is the process of watching people in context - in their natural environment, doing routine activities.

For example you can watch how design students behave in college and what problems they face

external environment

Business model

INPUT → SERVICE → OUTPUT

EXPLORE ENGAGE OBSERVE

Ananya & Kavya SDAF (2008)

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Jas Movie theatre is a service which provides entertainment to the student and gives a common platform to get entertained, express and interact

Service attributes:

- Entertainment-movies on weekends
- Freedom of expression- walls in the theatre where students can write quotes after watching movie to share and express
- Interact- puzzles to solve in a group
- Improved- experience of watching a movie

Relax Express INTERACT

Theatre

Ashishika Malhotra, Iyoni Rajput, Sarmitra Chitra(2008)

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Pitara is an integrated service provider in NID (Gandhinagar) that provides a platform for buying and selling of goods that may not be of any use to one student but address another's need. This service also provides 100 percent disposal solution through the app with other organizations.

To buy things on **PITARA**

send product code with your room no. to pitara.nid@gmail.com

To sell things on **PITARA**

Click a picture of the product you want to sell with Product description Complete name (if any) Expected price mail it to pitara.nid@gmail.com

to donate Pitara gives you an opportunity to experience the joy of giving give away what you don't need & we ensure its proper use.

http://www.facebook.com/page/pitara/111274408981923 //192168115/pitara

New Products in **PITARA**

I Home

I Need

Buyer

TO ORDER

Put your products in **PITARA**

Check picture of your product on mobile with Product description Complete name (if any) Expected price

A word to pitara.nid@gmail.com

Akhata / Akoni / Anur / Disha (2008)

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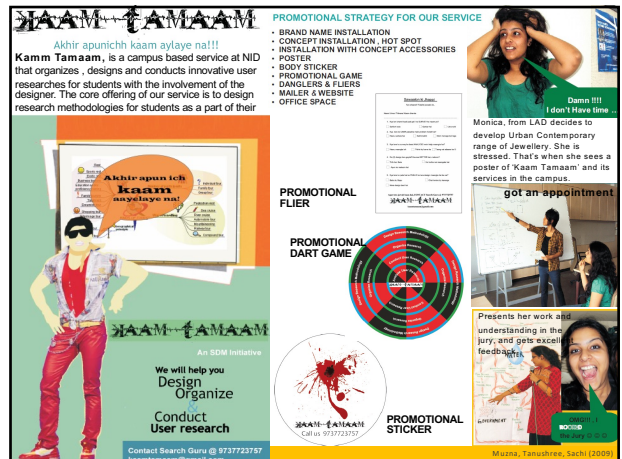
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NITE BITE
12 bajje
a footlong pie

12 bajje SHAKA DE

12 bajje BAJI DAYAS

•Tapping the human emotions through the service USP By sending messages, compliments and other such attractions with bill.
•A combination of both food n fun
•Food served with innovative combos
•The activity was a platform for students to socialize and interact among each other
•Service to help the students to be awake in the night for their work and motivated them to go back to their work with a fresh mind

Advertisement auditorium installations

Need - Food after midnight
Save Effort
Save Time
Good Experience
Relationship building
Homey Touch
Customization - control to user, change of activity

Attributes

Food
Tasty n Healthy n Light
Make it your own taste
Packets friendly

Essence

Customization
Personalization
fun element

Call 97527202
Delivery time 30 mins
Delivery charges 20000/-
Thee 32,000/- to 4,000/-

Mayakhim, Rupinder, Ruchira, Shwet (2009)

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Experience designing around the service as the USP

For Pristim, You look great in Havanam shirt!

What all you can get???

Beverages...

- Hot Tea ₹05
- Summer Tea ₹08

Food...

- Masala Par ₹10
- Shabdi Tasty ₹12
- Adhaar Par ₹10
- Thappa Wrap ₹12

How can You Order??

- Call 97527202
- Place your order

Where To Collect??

- pay & Collect
- Shwet & Reception Area

In how much time??

- within 30 minutes after placing the order

Mayakhim, Rupinder, Ruchira, Shwet (2009)

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Posters explaining the service.

STUFF HANGOVER
No more

Re-Think Re-Sell Re-Use

It's time to open your cupboard, search in your rooms, dig out your things for stuff. It can be anything left from new, unused second-hand products to your reactions!

GET YOUR TREASURE to us!!!

call us on 9824389639 reach us at SDMA studio

Pre-service

SDMA Studio

Pre-service

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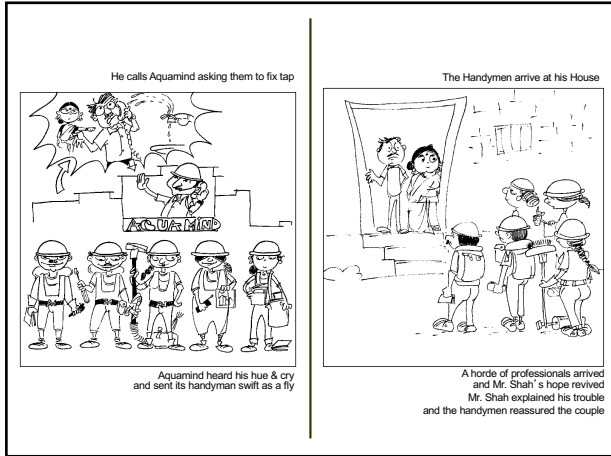
WE PROVIDE SOLUTIONS FOR ALL YOUR WATER PROBLEMS

AQUAMIND
THINK WATER

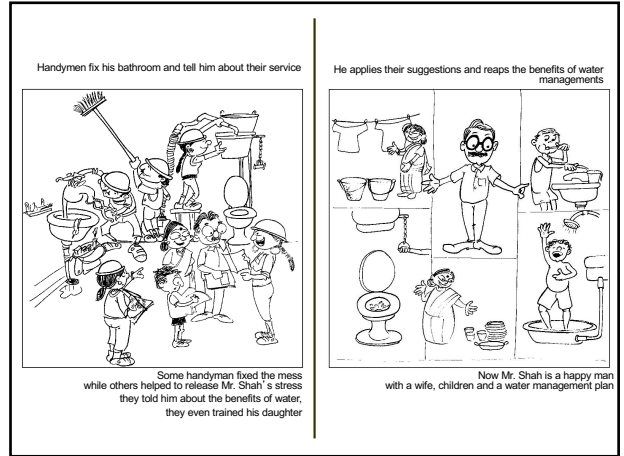
So much being wasted, how am I going to pay the bill ???

Mr. Shah could not manage his water he had one wife, two sons and a daughter

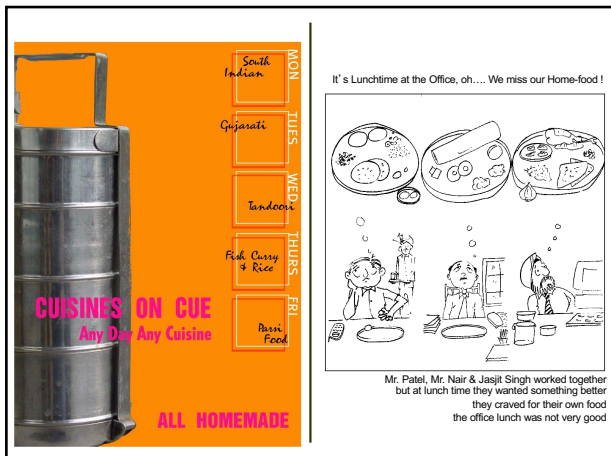
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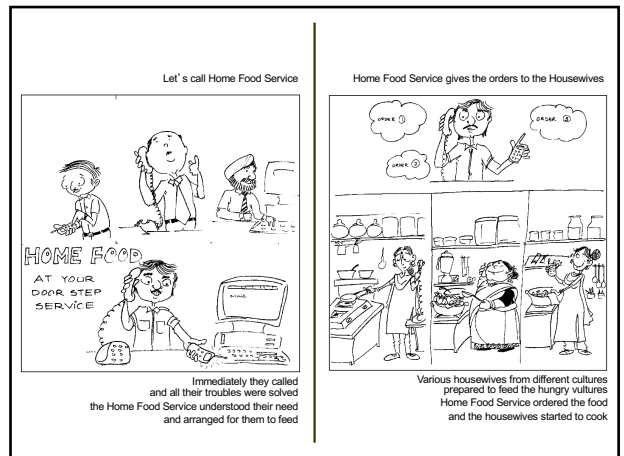
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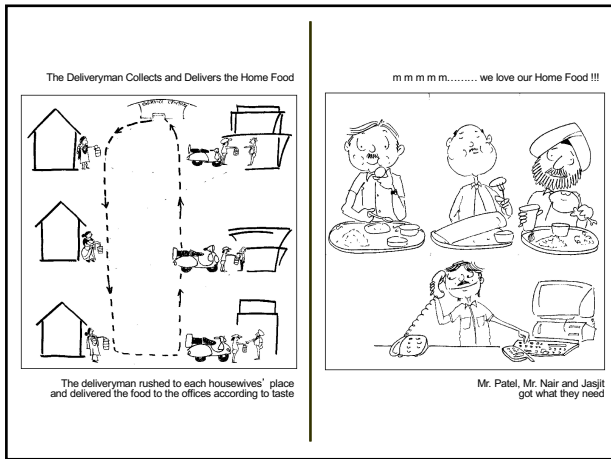
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ALL YOU NEED IS A GOOD IDEA

WE PEDAL TO PROVIDE

THE YOU-RING WE-BRING SERVICE

Visions of Possible World
A Student Workshop, NID, 2003

...encourage services

- connecting people
- improving interactions

JOURNEYS START BEFORE THE JOURNEY

"I DON'T KNOW HOW TO TAKE MY IDEA TO MARKET"

"I CARE SO MUCH WHILE WAITING FOR MY BUS!"

"I NEVER KNEW THERE WAS ... TO MY CULTURE"

ROUTES TO ROOTS
ADDING TO YOUR JOURNEY

'self-employment would empower every individual by instilling confidence, self-respect and entrepreneurial spirit in him/her.'

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fanatics
Global consequences from 1993 to 2008

consumpetition
Sociological consequences change business logic

refocus
Educational consequences: Learning to be different

local becomes global
think tank 08
A multidisciplinary think tank that brings together leading experts from various disciplines to address the most pressing issues of our time.

multiplicity
Business consequences: Multiple Roles

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What is Poverty?

There is more to it than income

Poverty is Multidimensional

Metaphor: Money Management Metaphor
Santia Jais, SCM

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The Meaning of Money

Financial Services for the Poor

Metaphor: Money Management Metaphor
Santia Jais, SCM

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The Crux of Money Management

The Common Platform

Metaphor: Money Management Metaphor
Santia Jais, SCM

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thank you !!!

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