

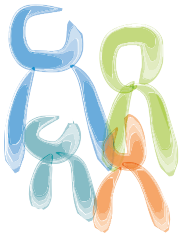
## Family

The family is a **fundamental social group** in a society. It typically consists of one or two parents and their children.

A nuclear family is the simplest unit.

A joint family system consists of two or more family systems living together.

A dispersed family consists of one or more of its' members staying in a geographically different location.





## Dispersed family

Many families are separated by distance at some point in their lives.

Families have one or more members living remotely for reasons of **employment, education and others.**

This physical distance affects human relationships.

Human isolation is beginning to surface as a social problem. A general weakening is felt in the sense of belonging between people.

# DISPERSED FAMILY

1 -2 child staying away



spouse staying away



both parents staying away



## TYPES OF DISPERSED FAMILIES

The 5 **R**'s of family that change during absence:

roles  
rules  
relationships  
routines  
recreation & celebration



A dispersed family loses out on

Spending quality time with the family together

Communicating completely with each other

Need to vent personal emotions

**DISPERSED FAMILY**

**USER STUDY**

Resources

Book Study  
Internet  
Psychologist  
Sociologists

**interview**

**activity study**

**sharing**

**Methods**

Interviewing people  
Brainstorming  
Study-

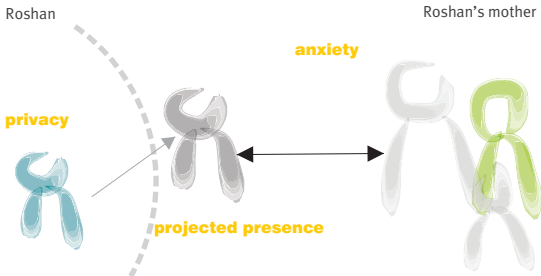
user activities  
environments  
relationship  
emotional bonding  
interactions involved within user group  
current addressing of problem  
media usage

**media**

**METHODOLOGY**

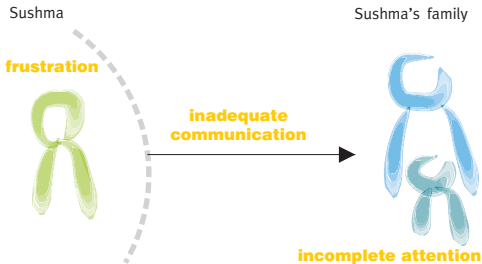
Roshan is studying in a different city and stays in a hostel.  
His mother is constantly worried about him.

Roshan understands his mothers anxiety but feels that his  
privacy is being intruded by her queries.



Sushma work requires her to stay in a different city and come back home during weekends.

Her role as a mother and wife is disturbed.





SHARING

celebrate events

jokes

**responsibility**



daily routine

**news**

**When they are away**

*Maintain the role responsibility inspite of the distance  
(as in the case of Sushma)*

Give moral, emotional & financial support

Help in decision-making

Voice opinions and concerns

Visualize the other's environment and changes taking place

**comments**

**SHARING**

# connecting

## frequency



### How do they connect

*Sushma calls up her son every night before going to bed, while Roshan calls up twice a month. He also writes a letter once in a while.*

Different people have different ways of connecting, the common medium being

phone calls, letters, mails, chat sessions on a synchronous level

for connecting, they exchange and share photographs, video and audio recordings, greetings gifts, notes etc

# SHARING

## Is the media being used effectively?

*Sushma is not satisfied with just calling up and neither does Roshan's letters or calls convey completely his state of mind to his family.*



Media is a **physical manifestation** of what we want to express or convey, in other words **externalizing of oneself**.

Media has a structure which is violated once in a while to add the personal touch.  
e.g.

filling in blank spaces in a letter,  
chat lingo etc

**media**

**SHARING**



## Media Limitations

Structure

Complete expression of information

Lacks Personal touch

Inhibition of adapting to new technology

Need to be connected anytime anywhere and also to maintain privacy (not interconnected)

media

Can existing media be extended more?

*personal scribbles, voice modulations*

Are there any other means of externalizing?

*voice and visuals .....can touch as a media help*

**SHARING**

## Cultural contexts



There is nothing in a family that is personal-it is shareable

Almost every Indian family has a native place

Respect for elders, family structure and gender

Specific duties and norms to be observed

Openness of emotions restricted with environments

Transparency of relationship- difference in parent to child and child to parent. Responsibilities do not end with the person growing up

To meet during festive occasions

Language diversity

# SHARING

DESIGN

## Redefining problem statement



To know well-being of the family members- **be connected**

Be aware of changes taking place

Contribute to a sense of **togetherness**

Relate to each other's experiences.  
Help **visualize** the other's environment

Need to **externalize** views, emotions, feelings. opinions-**make presence felt**

**Personalize** message communicated

# NEEDS ADDRESSED



## Think about



Nothing inside the family is personal

Need to remain connected but not invade into other's privacy

Usability over a varied age group- adaptability and simplicity

Use and enhance existing devices

Extend/stretch the various media to its limits

Explore other media

Give a personal touch in the media

Allow natural doodling and personalizing

# PRIORITIES