

NUKKAD (means a meeting corner) Interactive Community Device for Teenagers



TEAM

Jayanti Shetty
Kireeti Bolleddu
Nishant Ghadge
Gajendra Agrawal

USER GROUP

The Target User Group that we selected is "Teenagers" between the age group of 15 to 19 years. Our main focus is on Pre-University and University students.

UNIQUE FEATURES OF SELECTED USER GROUP

This particular age group is the most happening age groups of all. These are the most Energetic, Enthusiastic, Colorful, Techno savvy, Adoptive, Imitating people. Very open and full of life. They are mainly seen in Groups, hanging out, chilling, into big time affairs, and doing what not!

PROBLEM IDENTIFICATION

The problems that we realized when we met our USERGROUP are:

- Teenagers don't have their own specific space that they can call their own.
- They have a difficult time keeping in touch with each other and with their respective groups in a fast paced lifestyle.
- They have difficulty in expressing themselves openly.
- They usually have money crisis and affording personal devices is not easy.
- There is a communication gap between the two sexes group.
- The "FUN" element is decreasing with the increasing pace of life.

LET'S HAVE A LOOK AT OUR DEVICE

The device is meant to be a community device. Abstracted from metaphors like Nukkad(common meeting place), Dahi Handi(an Indian festival), Ganesh Utsav(an Indian festival), Antakshari(a game of songs), Fish Pond(a game) to give the features that are prominently of an Indian Context.

The features can be explained as follows:

- The Device would be a community device.
- It would have levels of spaces (for communication) from social to personal.
- You can drop in messages to any one anytime.
- Messages are doodles, scribbles, voice messages.
- Voice messages to be represented in a tangible form.
- You can take away messages with the help of a personal plug in attachment provided with the device for the users.
- Tangible messages to interact with.

WHAT WE ARE LOOKING FORWARD TO IMPROVE WITH OUR FINAL CONCEPT

The scenarios that we are trying to improve on with the help of our Final concept are

- Giving Teenagers a space that they can call their own
- Freedom of expression
- Bridging the gap between the two sexes groups
- Striving towards better and economical communication solutions
- "ADDING FUN TO LIFE"