



YOUNG PROFESSIONALS



Our Team

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- Introduction
- Media study
- User study
- Analysis on Trust
- User feedbacks
- Design Goals
- Preliminary concepts
- Scenario
- Final concept
- Acknowledgements



Study of Personal Interactive Devices

Products will become more “personalized”.

We will interact with them in more natural human ways.

Trends that will be important:
Design for feeling, Design for the senses.

Miniaturization will result in tiny objects that become a part of us.



Hot Badgets



When two people with hot badgets meet and their interests overlap, the badgets will signal to each other.



Enhanced Jewellery

Small cordless earphones which discreetly receive and relay messages.



Emotion Containers

Designed to be given as special presents. They have a screen, loudspeakers and a scent compartment.

Carriers of messages of special significance.



Interactive Picture Frames

Enhances communication between loved ones.

One user touches his frame, the other picture frame lights up.

Touch is translated to light.

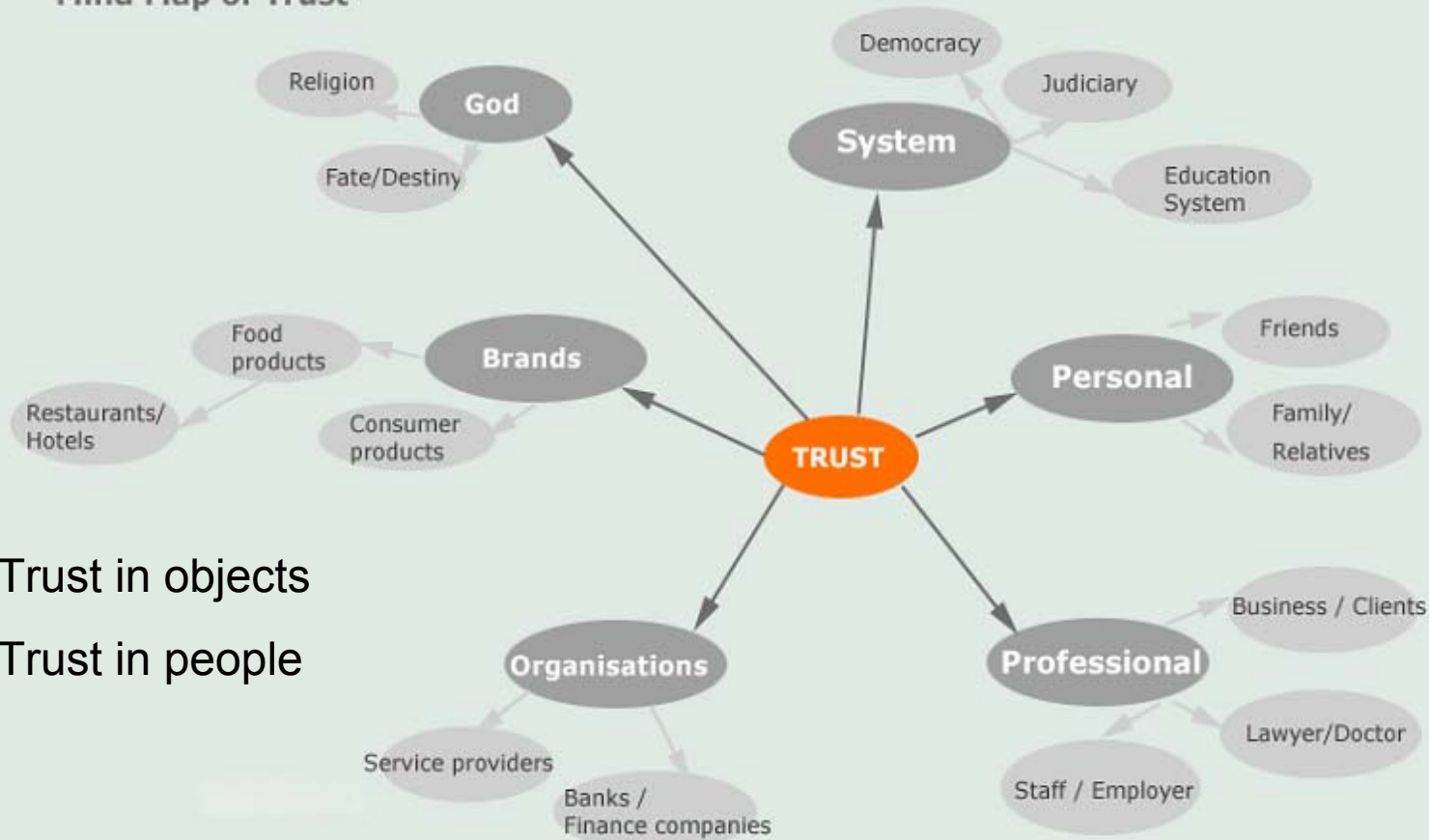
Color displays varies depending on touch/squeeze attributes.





Analysis of trust

Mind Map of Trust



Trust in objects

Trust in people



General Characteristics

- Age group - 22-28 Yrs.
- Income - 1.8 - 3.6 lakhs annually
- Mode of transport - 2 wheeler or 4 wheeler
- Accommodation - Rented Apartment
- Marital status - Single



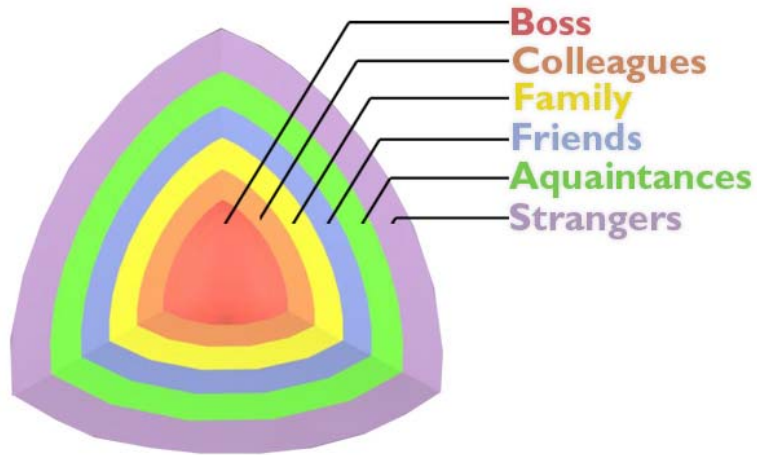


Their Social World

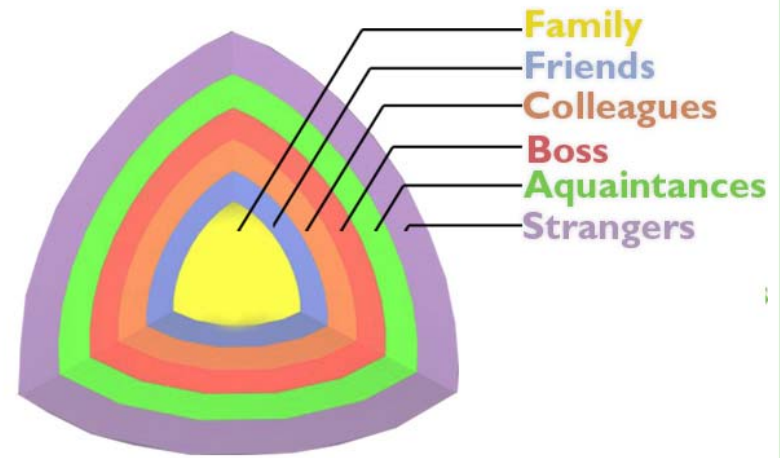
- Family - In station / out station
- Friends - School or childhood friends, college friends.
- Professional - Colleagues/ superiors/ clients
- Acquaintances - Shopkeeper, watchman, postman.



Their Social World



During work



Off work



Their Environment

Office



Restaurants



Meetings

Pubs

Office canteens

Discs



Work sites

Tea / Coffee shops



Their Activities

Professional

Social

Dinner with clients
Office parties,
launch parties.

Work

Interaction with
superiors &
colleagues/ clients.

Business tours or
site visits.

Personal

Social

Family outings
outing with friends,
picnics

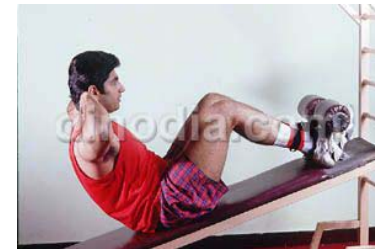
Work

paying bills
(telephone,
credit card)
house rent
house, car
maintenance.
financial
investments.



Their Activities

- Daily activities - Office, traveling,
- Weekly activities - shopping, pubs,
going to church/temples
- Monthly activities - maintenance, rents, bills
- Annual activities - holidays





Objects they carry along with them

Pen, planner, diary, credit card, wallet,
Visiting card
Key, key chain
Transportation modes
Laptop, PDA
Cell phone, pagers
Briefcase
Watch
Profession related gadgetry and formal attire



Behavioral Characteristics

Brand conscious

Very conscious of own behavior (diplomatic)

Split personality

Project contribution (expected to perform)

Career conscious

Still have a lot of the teenage energy in them

A lot of serious relationships develop in this age group



Their Interactions...

Professional

Physical

handshakes

Visual

gestures, facial

expressions

eye contact

Verbal

language

Personal

Physical

handshakes

hugs and kisses

Visual

gestures, facial

expressions

eye contact

Verbal

language



Our Users say...

"I would like to send messages to my girlfriend, without my colleagues in office knowing about it."

Sumeet Jain, 24
Marketing Executive



"I wish to transfer data through my device"

Vikas Dutt, 26
Software Professional



"I would like a device that will lip read what I say, so that I don't have to speak aloud."

Radhika Chopra, 23
Working at a call center



"I love to have great looking devices, that's my style"

Sameer Bhatnagar, 24
Architect



Design Goals

Personalized

Subtle messaging

Data transfer & storage

Attractive form and looks