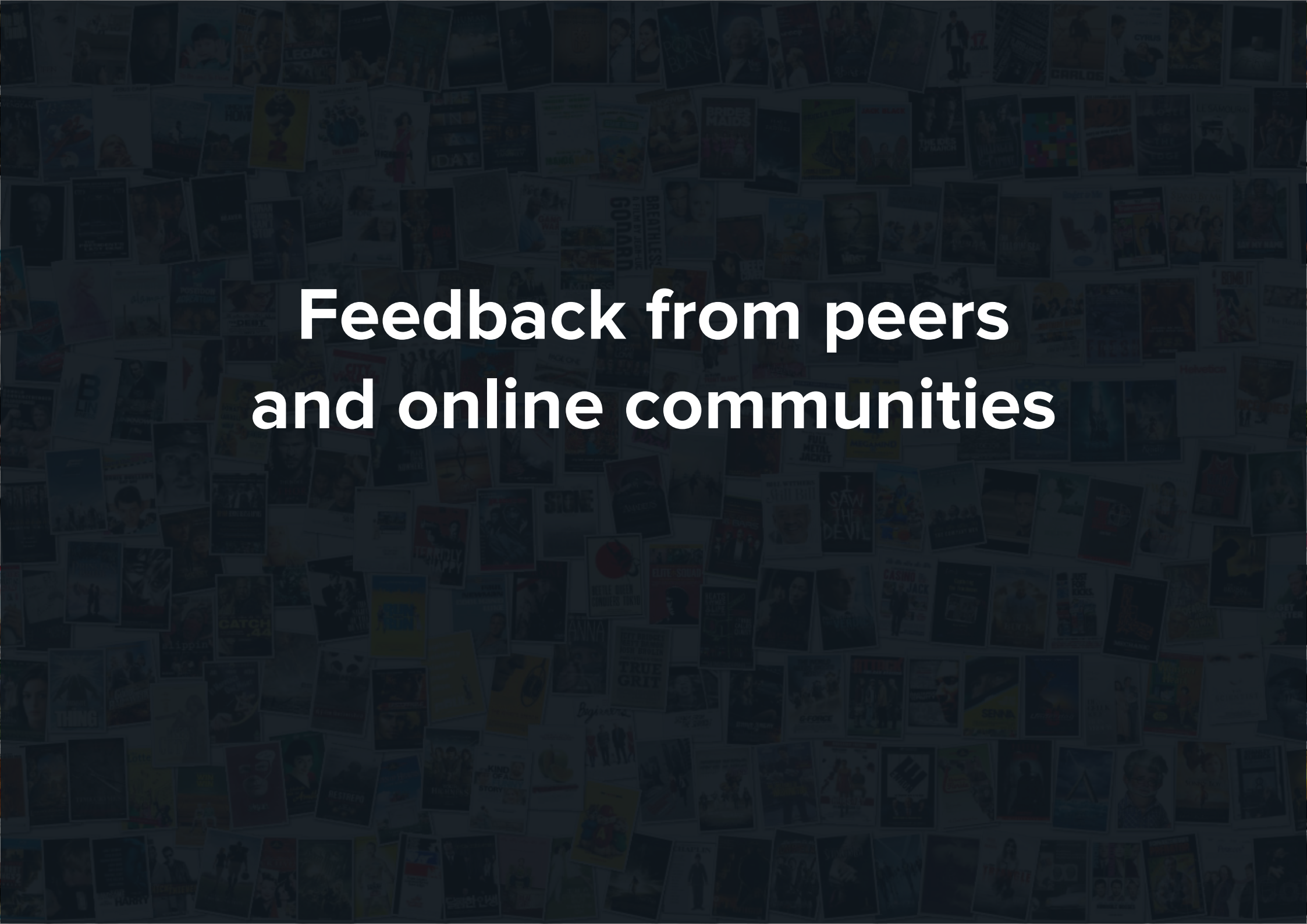


The background of the slide is a dense, dark collage of numerous movie posters. The posters are of various sizes and orientations, creating a textured, layered effect. Some visible titles include 'LEGACY', 'THE IDA', 'THE DEVIL', 'CATCH 22', 'TRUE GRIT', 'HARRY', and 'THE KID'.

# Discovery, Discussion and Networking Platform

---

abhishek chakraborty  
136330004, Interaction Design  
IDC, IIT Bombay



# Feedback from peers and online communities



# “a problem that I have experienced...”



very good illustration!, good project.

Check out my work ► <http://bit.ly/jesusrodriguezpro>



**Softcube Technologies** · About 10 hours ago

Please Check Mmy Latest work

<https://www.behance.net/galle...fographics>



**Liza Hasan** · About 18 hours ago

Awesome & Cool Concept!!!

What tool you have used???

I really Impressing

Check & Download

PSD Template: <https://www.behance.net/galle...iOS-App-UI>



**John Arends** · May 10, 2015 at 8:07am

Great collection, can't pick a favourite!



**Nowsh Parammal** · May 10, 2015 at 3:57am

love the style





**“community to enable discussion  
and actionable feedback.”**



# Why not a Social Network?

The background is a dark, semi-transparent collage of various online community platforms. Visible elements include a Twitter feed with tweets from users like Abhishek Chakrabarty and Shane Walters; a DeviantArt 'Hot' section showing various digital art pieces; a Quora page with a question about life experiences; and a LinkedIn profile for Sumit Choudhary. Overlaid on this collage is large, bold, white text that reads: DOES THE WORLD REALLY NEED YET ANOTHER COMMUNITY?

DOES  
THE  
WORLD  
REALLY NEED  
YET ANOTHER  
COMMUNITY?



The background of the slide is a dense, overlapping collage of numerous movie posters. The posters are in various colors and orientations, creating a textured, artistic backdrop. Some visible titles include 'LEGACY', 'LIKE A BOY', 'BREATHERS', 'GOING TO THE SUN', 'THE MONUMENTS MEN', 'CATCH 22', 'TRUE GRIT', 'HARRY POTTER', and 'THE MONUMENTS MEN'.

# User Interviews

# Interviews Questions

---



**Characterizing Design Feedback.**

**Types of Feedback Desired.**

**Desirability of Feedback from non-experts.**



# Findings

---

Importance of receiving feedback.

Struggle to use existing methods.

Feedback from students of other schools.

# Types of feedback desired

---

Visual appeal of a design

First impressions of a design

Whether the goal is communicated

Design guideline assessment



# Existing Platforms

---

Behance

DeviantArt

YikYak

Pinterest

Dribbble

ePals

Digg

Coroflot

FFFFound

Twitter

Tumblr

Meetup

Twidicate

Chegg

StudyBlue

Sophia

Facebook Groups

Quora

Docsity

Edmodo

LinkedIn

Graduway

Equals6

Reddit

# Community for artists

# How are they different?





**Networking is NOT the primary need.**

It is a means to fulfill a bigger necessity

# Opportunities

---

Expertise of the reviewer creates bias

Only platforms for portfolio-promotion

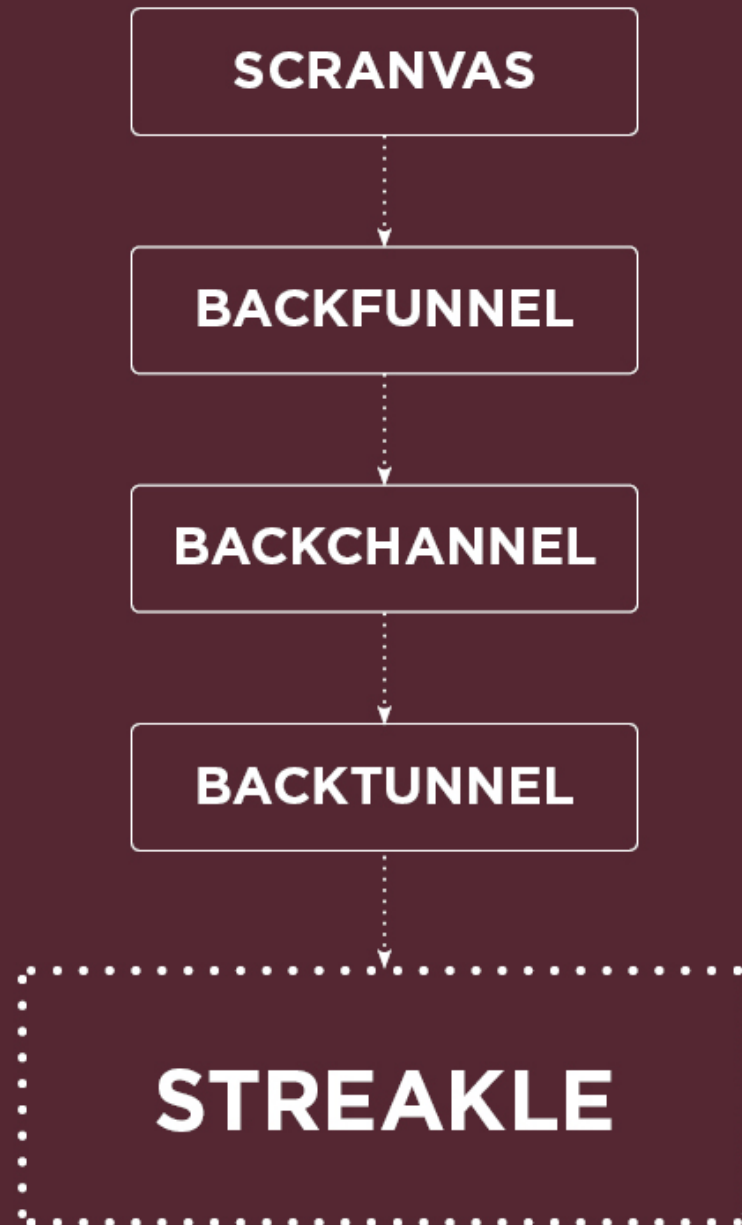
Less followers equals less feedback

Giving bad feedback is awkward

No community for learners



# Concepts



# Scranvas

Scranvas



Grunge girl Illustration

abhishek182 posted on Illustrations.

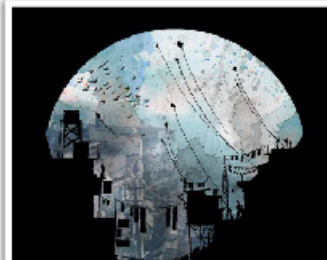
12 ♥ 4 ●



Joker Illustration done on A3 paper using pen

abhishek182 posted on Illustrations.

12 ♥ 4 ●



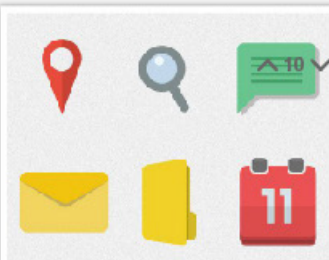
Grunge girl Illustration



Grunge girl Illustration



Grunge girl Illustration



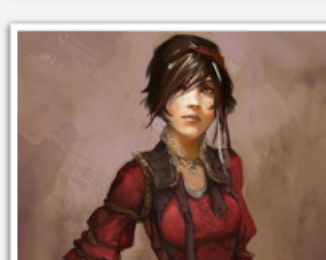
Grunge girl Illustration



Grunge girl Illustration



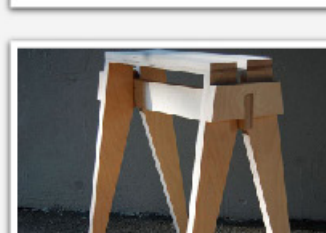
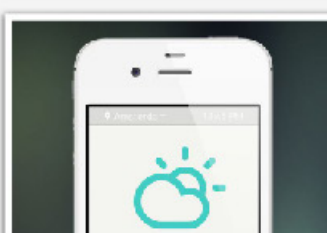
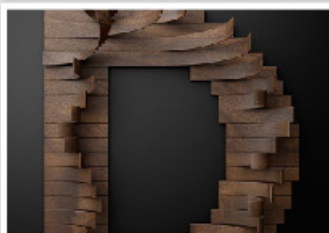
Grunge girl Illustration



Grunge girl Illustration

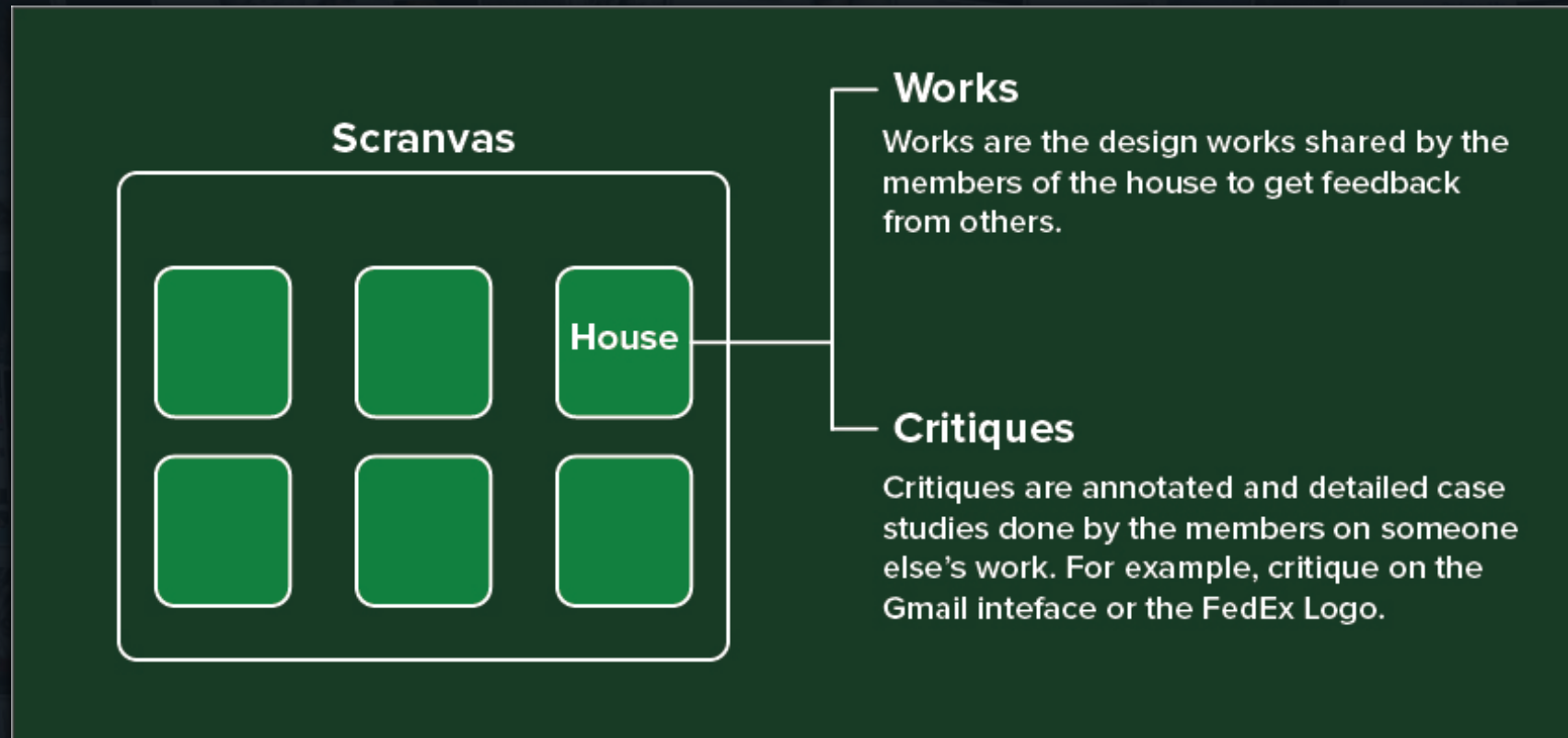


Grunge girl Illustration





# Scranvas





Features like single blind review, retake, imitate, annotations, voting system

# Scranvas contd.

Scranvas

Illustrations














Illustrations


132 Posts

25 Critiques

Work


Critique





Bars represent doors

When conceptualising, some designers get too concerned with the graphic style and image of a piece while others such as myself try to convey a deeper meaning or some sort of visual puzzle into the logo. A good example would be the arrow hidden in the FedEx logo... did you know about that one?





Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



Grunge girl illustration



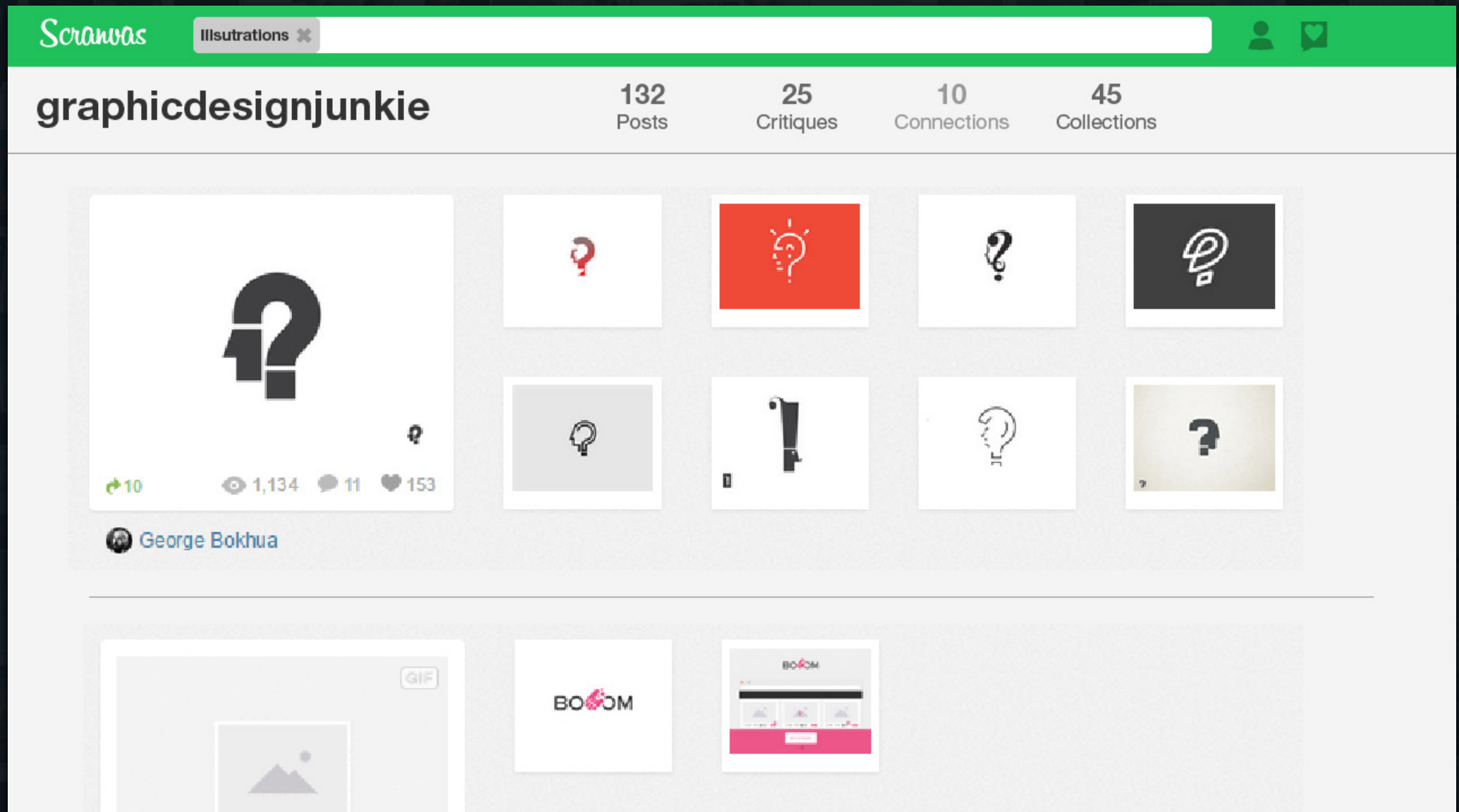
Grunge girl illustration



Grunge girl illustration



# Scranvas contd.



# Scranvas evaluation

---

Users praised retake and imitate features

Voting system is a necessary evil

Too many user groups to handle

Not much networking is happening



# Backfunnel

backfunnel

#JJ

#Typography

follow

Add Work



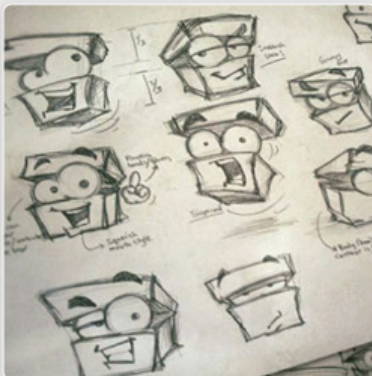
Ramesh



## The big mistake nearly every designer makes.

And quite honestly, it's not a mistake that is unique to the design profession.

I'm guilty of it myself, and I see it all the time with very talented designers...If there is one change that you could make right now that will make the world of difference in your business, it's this ...



Driving cars could be "outlawed" says Tesla founder Elon Musk: <http://www.dezeen.com/2015/03/24/driverless-vehicles-tesla-elon-musk-manual-cars-outlawed-banned-design/> #design #technology



# New features in Backfunnel

---

Users should have real names

Replaced downvote with like and collections

Replaced houses with customized feed


Resource sharing




# Backfunnel contd.

**backfunnel**

#JJ #TypographyfollowingAdd Work

 Ramesh

Create


 **Bhavish Patel**

Select a Collection

Collection:

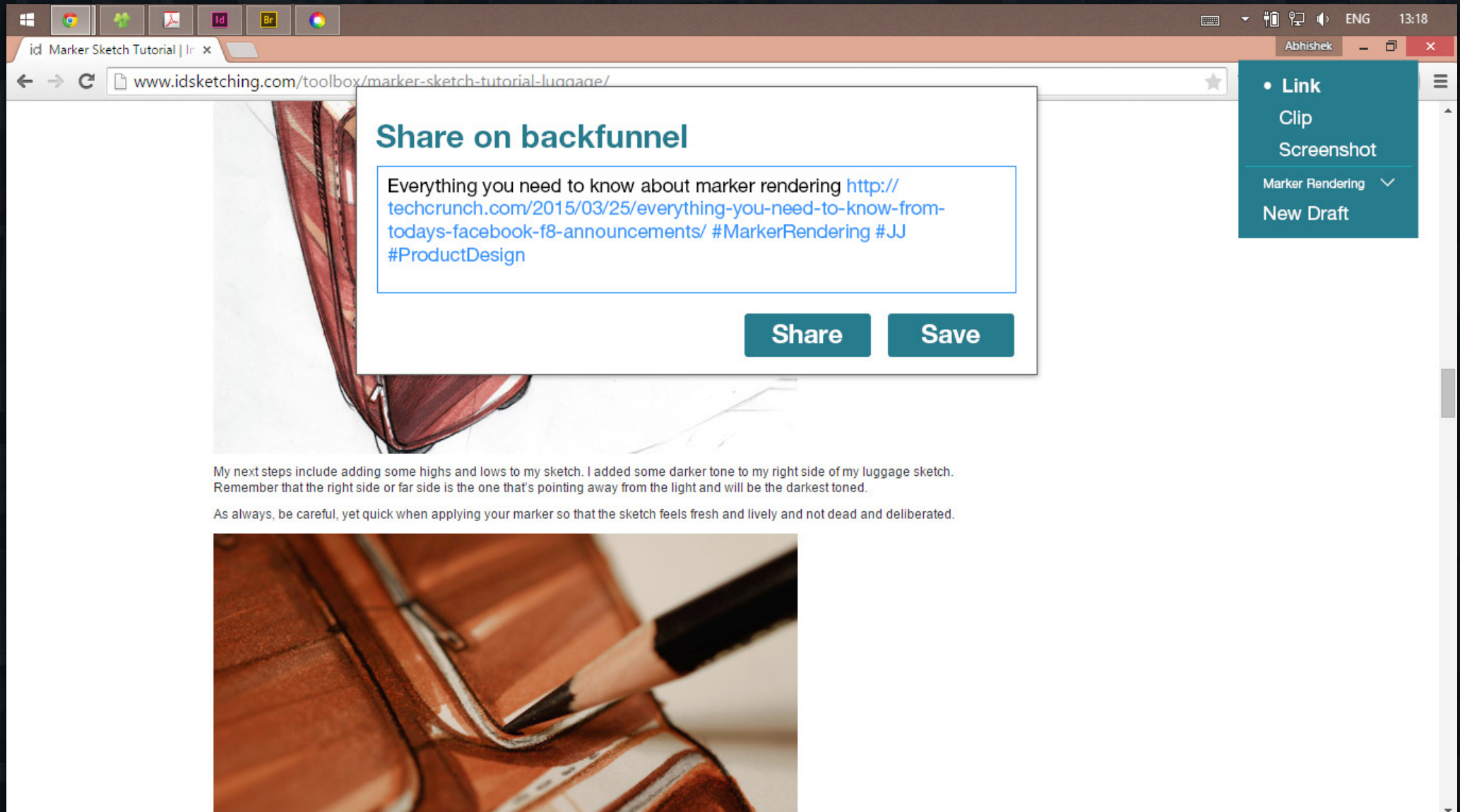
Description:

ADD



Lettering

# Backfunnel contd.



The screenshot shows a web browser window with the address bar displaying [www.idsketching.com/toolbox/marker-sketch-tutorial-luggage/](http://www.idsketching.com/toolbox/marker-sketch-tutorial-luggage/). The page content includes a large image of a red and brown luggage sketch. A modal window titled "Share on backfunnel" is overlaid on the page, containing the following text:

Everything you need to know about marker rendering <http://techcrunch.com/2015/03/25/everything-you-need-to-know-from-todays-facebook-f8-announcements/> #MarkerRendering #JJ #ProductDesign

Below the text are two buttons: "Share" and "Save".


On the right side of the browser window, a sidebar menu is visible with the following items:

- Link
- Clip
- Screenshot
- Marker Rendering ▾
- New Draft

Below the main image, the text reads:

My next steps include adding some highs and lows to my sketch. I added some darker tone to my right side of my luggage sketch. Remember that the right side or far side is the one that's pointing away from the light and will be the darkest toned.

As always, be careful, yet quick when applying your marker so that the sketch feels fresh and lively and not dead and deliberated.





# Backchannel

backchannel

#NID x

#Animation x

Follow

Add Post

Ramesh

#CharacterDesign

#StopMotion

#Claymation

#MotionGraphics

#Puppetry

## Activity

Shane Watson favourited

**Prabhat Kumar** #ITGuwahati  
How Designers Built The World Of  
"The Grand Budapest Hotel" By Hand



#SetDesign #Movies

Victor D'souza reposted

**Rajeev Ranjan** #ITKanpur  
Six of our products have been recognized by the best. We're honored, @RedDot. #design <http://logt.ly/6016N-jc0>

Kumar Yadav posted



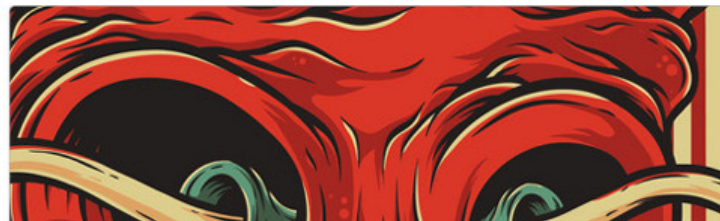
Share links, resources or what's happening around



**Swati Nayak** #NIDAhedabad  
Some good choices include clay, wire, Lego or similar building block figures. Be imaginative in the types of objects and figures that might work for your movie.



**Kuldeep Jha** #NIDBangalore  
Illustration of an evil princess



## Hot posts



**Rajesh Rakholia**  
Character design explorations for an app mascot




**The big mistake that nearly every designer makes.**  
And quite honestly, it's not a mistake that is unique to the design profession.



# Backchannel contd.

**backchannel**

Add Post


 Ramesh

Activity

Shane Watson favoured

**Prabhat Kumar** #ITGuwahati

How Designers Built The World Of "The Grand Budapest Hotel" By Hand




#SetDesign #Movies

Victor D'souza reposted

**Rajeev Ranjan** #ITKanpur

Six of our products have been recognized by the best. We're honored, @RedDot. #design <http://logt.ly/6016N-jcO>

Kumar Yadav posted



Trying out some #LogoDesigns

WorkArticleDrafts

Title of your work


Drag files here or just start typing...

ContextDesign GoalsQuestions

Set the context of your work here




#IDC, #Animation, #CharacterDesign


Post


 **Saurabh Biswas** #Shristi

How one fitness entrepreneur got his product to Kobe Bryant, LeBron James, Lindsay Vonn and other top level athletes ...



Hot posts



 **Rajesh Rakholia**  
Character design explorations for an app mascot



**The big mistake that nearly every designer makes.**  
And quite honestly, it's not a mistake that is unique to the design profession.





# Backchannel contd.

backchannel

Add Post

Ruchi

Trending

#Fabric

#Container

#GCP

#Sustainab

#BringYout

#Knowledg

#DeltarRan

#CS50Ann

#DDS2015

Feed sug

My folde

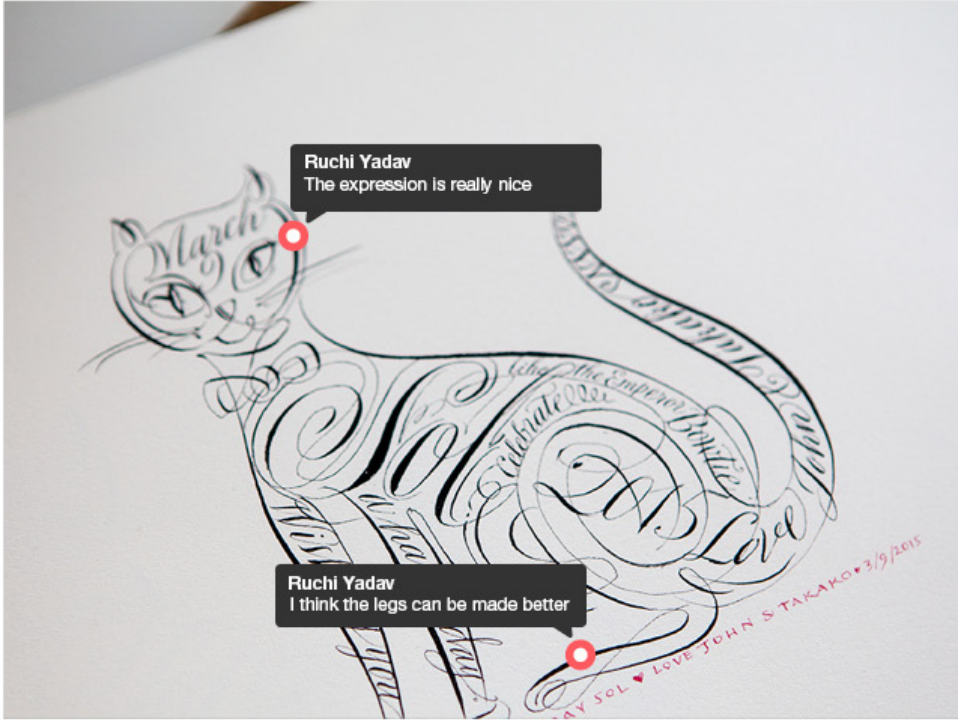
Boxy

Like

Bookmark

Comment

Repost



Ruchi Yadav  
The expression is really nice

Ruchi Yadav  
I think the legs can be made better

Character design explorations for an app mascot

Ramesh Talwar  
#IITBombay

CONTEXT

DESIGN GOALS

QUESTIONS

#IITBombay #IDC #Character Design #Animation

# Backtunnel

#backtunnel

Add work

Search newsfeed



Ramesh ▾



what's new?



How one fitness entrepreneur got his product to Kobe Bryant, LeBron James, Lindsay Vonn and other top level athletes ...



Saurabh Biswas  
#Shristi



#iitbombay ▾



Yesterday



Saurabh Biswas #Shristi

15:48

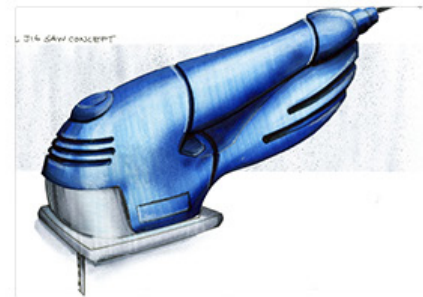
How one fitness entrepreneur got his product to Kobe Bryant, LeBron James, Lindsay Vonn and other top level athletes  
<http://www.inc.com/ben-baldwin-and-donald-cowper/this-entrepreneur-raised-70-million-by-ignoring-some-popular-startup-advice.html>



Rahul Tyagi #NIDBangalore

15:48

This is a test post



This is a piece of shit

STRINGS

#iitbombay  
#interactiondesign  
#happenings  
#u/ux  
#crafts  
#illustrations

LOCAL STRINGS

New

#dds  
#designeducation  
#designinindia  
#designcompetitions  
#craftsinmumbai  
#freelancing

MESSAGE

@abhishek  
@chlnmoy  
@akshay  
@snehl  
@aakash  
@sujoy



# Streakle

streakle

Search newsfeed



Deheeraj ▾



**Dheeraj Patel**

@DheerajPatel

NIDBangalore

Designer / Travel /  
Photographer / Evil  
Genius / Book Worm  
/ Movie Freak / Code  
Junkie



What are you working on?

**IIT Bombay**

Like

Share

Talk



I have been collecting different window designs from all over the world.  
#GraphicDesign #DigitalArt



**Saurabh Biswas**

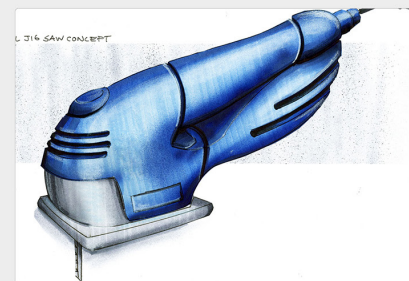
**#IITBombay** ▾

Yesterday



Rahul Tyagi #NIDBangalore  
Marker rendering of a product

15:48



This is really good

# User Group

---



**Design Students**



The background of the slide is a dense, dark collage of numerous movie posters. The posters are of various sizes and are arranged in a way that they overlap and fill the entire frame. Some titles are legible, such as 'LEGACY', 'TAKE IN THE WOODS', 'BREATHERS', '60 SECONDS', 'THE DEVIL', 'CASINO', 'TRUE GRIT', and 'HARRY'. The overall effect is a textured, cinematic backdrop.

Ideal Scenario 1

---

# Discovery leads to Networking

# Ideal Scenario 1

streakle

#NID ✕ #Animation ✕

Follow

#CharacterDesign #StopMotion #Claymation #MotionGraphics #Puppetry

What are you working on?

**Abhishek Chakraborty**  
24 Posts  
RECENT MESSAGES  
Guest User

IIT Bombay 1 Say

#InteractionDesign #Neil

#DigitalArt ▼

#UX  
8:11:13 AM

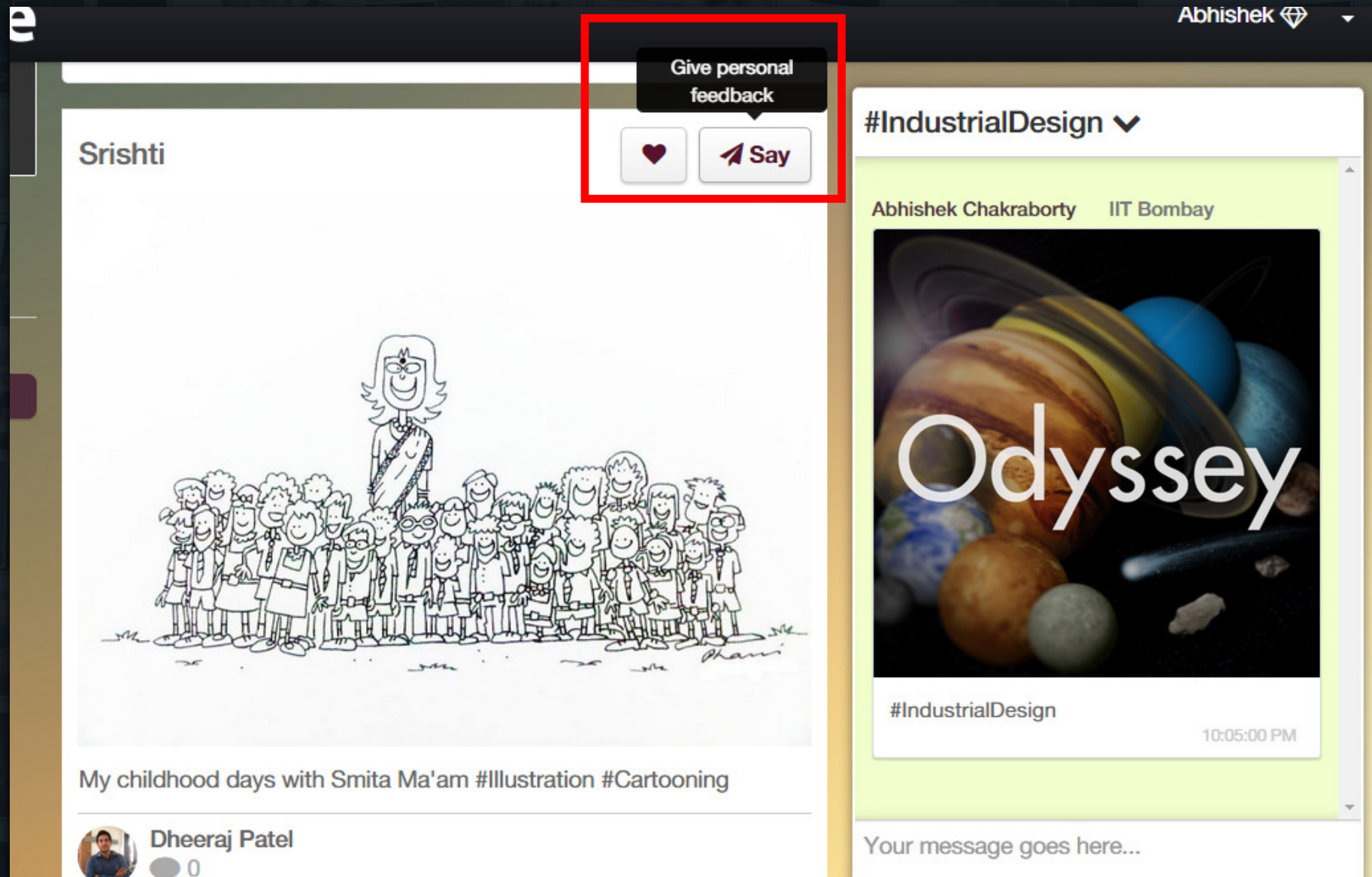
Guest User IIT Bombay

#InteractionDesign #Neil  
8:21:15 AM

Your message goes here...



# Ideal Scenario 1 contd.




# Ideal Scenario 1 contd.


**Kie** ADMINISTRATOR

**Srishti** ♥ Say

[Pin it](#)




My childhood days with Smita Ma'am #Illustration #Cartooning

 **Dheeraj Patel** 0

**IIT Bombay** ♥ Say

**Dheeraj** ▼

**Dheeraj Patel** **Srishti**



My childhood days with Smita Ma'am  
#Illustration #Cartooning

10:25:03 PM

**Abhishek Chakraborty** **IIT Bombay**

Hey can you share a few tutorials like this if you have any

10:25:34 PM

Your message goes here...




# Ideal Scenario 2

# Discussion leads to Networking

# Ideal Scenario 2

**streakle**

Abhishek




**Abhishek Chakraborty**

24 Posts

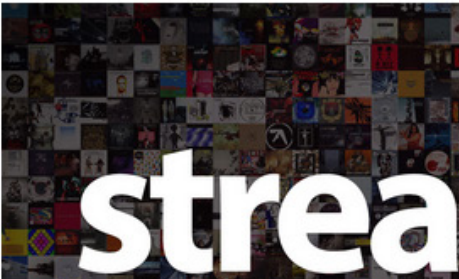
RECENT MESSAGES

Guest User

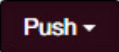


Hi guys, I'm designing a logo for a chocolate boutique. I need some feedback on the choice of colour. I've put a lion to show royalty. C&C welcome. #LogoDesign #GraphicDesign #VisualDesign

IIT Bombay




A Discovery. Discussion and Networking



- Interaction Design
- Illustration
- Graphic Design
- Digital Art
- Art
- Craft
- Typography
- Industrial Design
- Photography

**#Illustration**

Abhishek Chakraborty IIT Bombay



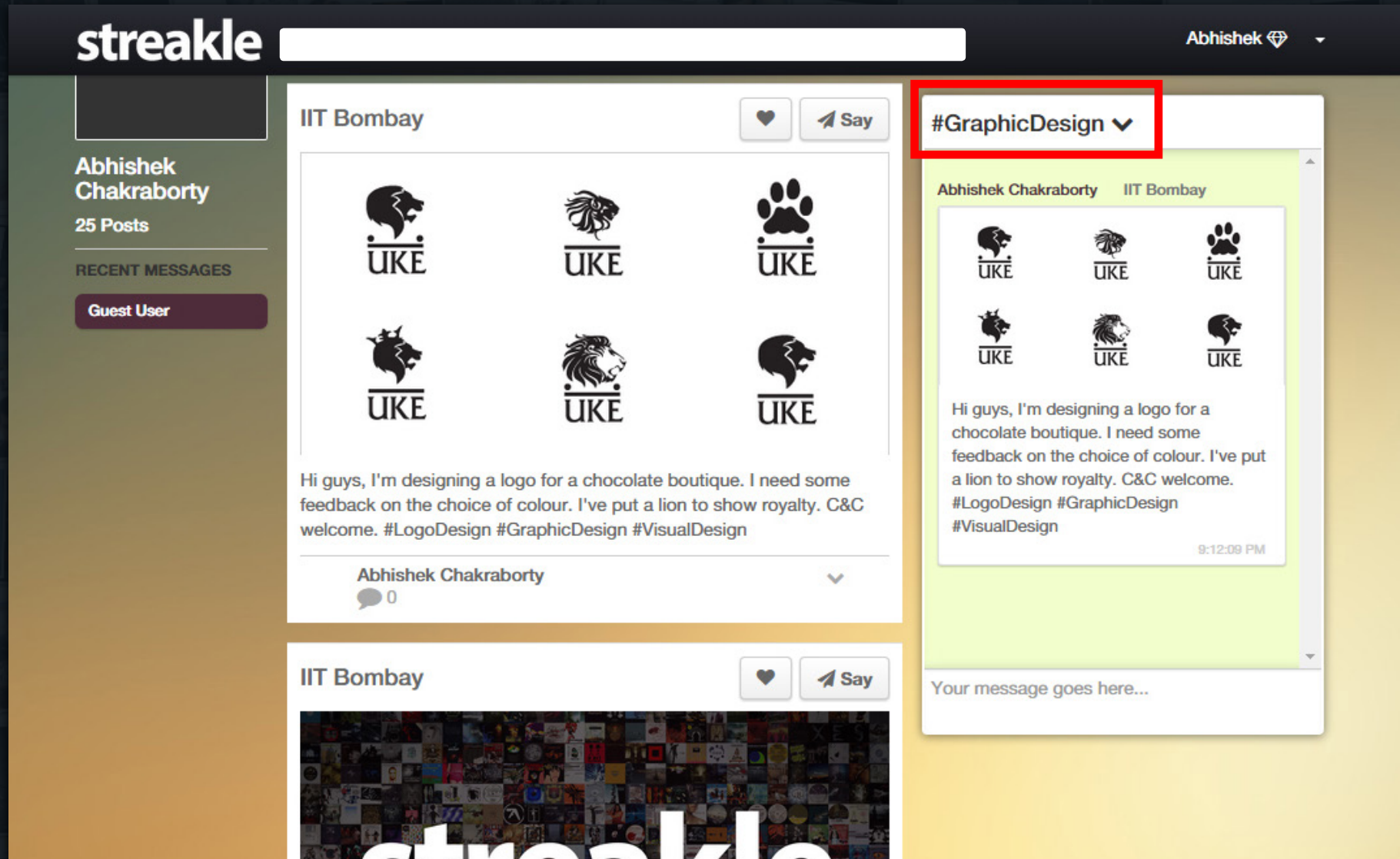
**#GameDesign**

8:58:01 PM

Your message goes here...




# Ideal Scenario 2 contd.



# Ideal Scenario 2 contd.

**streakle**







Abhishek  ▾

**Abhishek Chakraborty**  
25 Posts

RECENT MESSAGES

Guest User

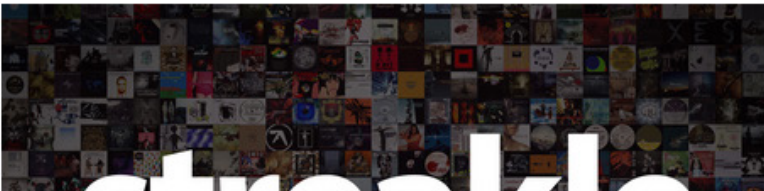
IIT Bombay

  
**UKE**  
  
**UKE**




Hi guys, I'm designing a logo for a chocolate boutique. I need some feedback on the choice of colour. I've put a lion to show royalty. C&C welcome. #LogoDesign #GraphicDesign #VisualDesign

Abhishek Chakraborty  
0

IIT Bombay



#GraphicDesign ▾

  
**UKE**  
**UKE**  
**UKE**

Hi guys, I'm designing a logo for a chocolate boutique. I need some feedback on the choice of colour. I've put a lion to show royalty. C&C welcome. #LogoDesign #GraphicDesign #VisualDesign  
9:12:09 PM

Rahul Bajaj IISC Bangalore  
Hey, I'm not very happy with the lion symbol  
9:14:03 PM

Abhishek Chakraborty IIT Bombay  
It is used to show royalty  
9:14:11 PM

Kaushik Raja MIT Pune  
Ya I get it. But I'm sure there is a better solution

Your message goes here...



# Ideal Scenario 2 contd.

IIT Bombay



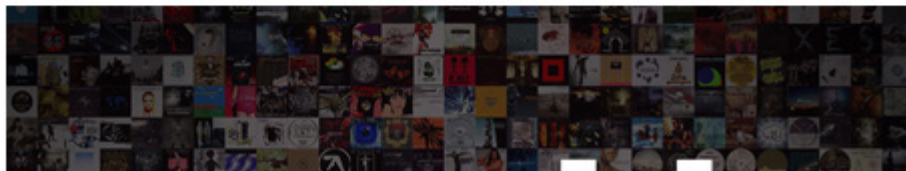
Hi guys, I'm designing a logo for a chocolate boutique. I need some feedback on the choice of colour. I've put a lion to show royalty. C&C welcome. #LogoDesign #GraphicDesign #VisualDesign

Abhishek Chakraborty



0

IIT Bombay



#GraphicDesign

Kaushik Raja MIT Pune

Ya I get it. But I'm sure there is a better solution

9:14:21 PM

Kishan Awasthi IIT Bombay

I guess you can try using purple or maroon as a color

9:14:41 PM

Kishan Awasthi IIT Bombay



This is my take on your design

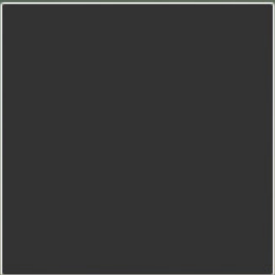
10:04:46 PM

Your message goes here...

# Ideal Scenario 2 contd.

**streakle**

Abhishek




Abhishek Chakraborty

27 Posts


RECENT MESSAGES


Guest User

What are you working on?




IIT Bombay

 Say




This is the final design of my logo on a chocolate boutique  
#GraphicDesign #LogoDesign Thanks to @Kishan for the idea


Abhishek Chakraborty

 0

IIT Bombay

 Say


#GraphicDesign



Thsi is my take on your deisgn

10:04:46 PM

Abhishek Chakraborty IIT Bombay



This is the final design of my logo on a chocolate boutique #GraphicDesign  
#LogoDesign Thanks to @Kishan for the idea

10:09:19 PM

Your message goes here...



# Ideal Scenario 2 contd.



This is the final design of my logo on a chocolate boutique #GraphicDesign #LogoDesign Thanks to [@Kishan](#) for the idea

**Abhishek Chakraborty**

IIT Bombay



**Ramesh Talwar** JJ School of Art

I prefer it this way without the lion. Although the lion shows royalty, but it didn't make much sense whatsoever. But the problem with the current design is that it doesn't feel like a chocolate boutique. The colour is nice and is the only cue to relate to it.

**Critique**

Your text here...

# User Activity

---

**Lurking**



**Semi-active contribution**



**Active contribution**





# Launch

---

“don’t worry be crappy!”



**“we are frustrated...”**



# Journey since launch

---

Initial seeding

Technical blockers

Compulsory signup

Email invitations

Notifications

# Stats

---

27 active users.

125+ works posted. **4+ posts per user.**

50+ messages exchanged through group chat.

5 critiques.



# Feedback

---

“It might significantly reduce the concept of self-promotion...”

“I was very skeptical about it in the beginning as I felt that it is just another social network...”

“I wanted the group chat to minimize like that in Facebook...”

# Feedback contd.

---

“... but feature wise it’s pretty different overall. The group chat makes it unique.”

“Usually in a class assignment we have more than one screenshot to share. Otherwise it’s hard to explain the context of the design.”

“If there is a scope to post a completed project, or to link multiple posts so that the story of how the project was completed comes alive, the viewers can learn a lot about the final design.”



# Shortcomings

---

What happens when students pass out?

The group chat might create chaos

Fear of criticism

# Contribution

---

Non-follower based community for learners

Feedback focused platform

Streakle enables serendipity





**THAT'S ALL  
THANKS**