

SUMMER INTERNSHIP: Project-1

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Sai Baba and Ma always and forever without acknowledging whom this work is forever incomplete. Always humbled that you are always there by my side to make me stand when I am about to fall.

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Abstract:

'Learning always begins at home', so it won't be wrong to say that during my last one year in IDC, I got a pretty clear understanding upon the kind of work i would like to involve myself in and was therefore looking for an opportunity to experiment with the same.

Choosing Samsung Design Delhi (SDD), for my internship was moving one step ahead in this learning process, as i wanted to see the practical implementation of the design process and to use my understanding of the same to generate something of high potential.

At SDD, the opportunity to design "Mobile Applications For Indian Youth in 2010" helped me in developing my own understanding and skills within a given time constraint. The whole project was a kind of different learning experience, ranging from primary and secondary research, conceptualization, ideation, user inputs and iteration.

Also, I learned the intricacies of the corporate environment, as there were always a deadline to take care of within a given time constraint but the open atmosphere and time to time group discussions and inputs from the highly qualified and learned design team never lead the design ideas to suppress or go waste.

For me, Design is about exploring and experimenting. The more we explore and experiment, better the design is. SDD not only helped me in developing my design thinking but also exposed me to the new range of possibilities and opportunities a designer can get into.

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1-Introduction

1.1 About Samsung:

The Samsung Group is the world's largest conglomerate. It is South Korea's largest chaebol and composed of numerous international businesses, most of them united under the Samsung brand, including Samsung Electronics, the world's largest electronics company, Samsung Heavy Industries, one of the world's largest shipbuilders and Samsung Engineering & Construction, a major global construction company. These three multinationals form the core of Samsung Group and reflect its name - the meaning of the Korean word Samsung is "tristar" or "three stars"

In 1938, Lee Byung-Chull founded Samsung, a small trading company with forty employees located in Seoul. The company prospered until the Communist invasion in 1950 when he was forced to leave Seoul and start over in Suwon. During the war, Samsung's businesses flourish and its assets grew twenty-fold. In 1953, Lee started a sugar refinery—South Korea's first manufacturing facility after the Korean War. The company diversified into many areas and Lee sought to establish Samsung as an industry leader in a wide range of enterprises (Samsung Electronics). The company started moving into businesses such as insurance, securities, and retail. In the early 1970s, Lee borrowed heavily from foreign interests and launched a radio and television station (Samsung Electronics).

South Korean President Park Chung-hee's regime during the 1960s and 1970s would prove a boon for Samsung. Park placed great importance on industrialization, and focused his economic development strategy on a handful of large domestic conglomerates, protecting them from competition and assisting them financially.

Samsung was one of these companies. Park banned several foreign companies from selling consumer electronics in South Korea in order to protect Samsung from foreign competition and nurture an electronics manufacturing sector that was in its infancy. "To make up for a lack of technological expertise in South Korea, the South Korean government effectively required foreign telecommunications equipment manufacturers to hand over advanced semiconductor technology in return for access to the Korean market" (Samsung Electronics).

Samsung, which is a dominant player in the colour and camera phone market is aiming to fuel its growth in the Indian market through new feature rich handset introductions, strategic operator tie ups as well as by enhancing its penetration in the Indian market. In the first half of this year itself, Samsung has introduced 14 new advanced, innovative colour phones in the Indian market. Last month, Samsung India gave a boost to its mobile distribution network by appointing the Bangalore based, United Telelinks as its National Distributor for Mobile Phones in the country.

1.2 About Samsung Design Delhi:

Considering the rising demand in technology and high potential market in India, Samsung thought of starting an offshore design department from the design headquarters in Seoul, South Korea.

The main aim of this division is to develop a firm design research and development base in India. SDD targets to understand the Indian market, its users and their design preferences. SDD is an interdisciplinary design studio composed of Interaction Designers, Industrial Designers, Graphic Designers, Design Researchers and Design Interns. All work in

1-Introduction

a holistic creative environment to understand Indian needs.

The idea behind setting up this R&D was to capture the promising Indian market by understanding the Indian User and their Needs and thereby locating the need gaps to design something which they can feel connected to.

1.3 Design Team:

The design team at SDD comprises of young designers with expertise in various fields. SDD demands fresh minds with fresh and innovative ideas to develop new and fresh designs. Design team is a mix of Product Designers, UX Designers, Visual Designers, Interior Designers, Graphic Designers and management people to take care of the marketing policies and strategies.

1.4 Why Samsung Design Delhi (SDD):

I always wanted to experiment and use my skills to generate some ideas which would come out of proper research, analysis and user inputs and validation. SDD offered me the entire project to work on and that also in my own way without and constraints from their side. This was the thing i was looking for and working for samsung in itself created a sensation and excitement which made me decide on joining samsung as intern.

The internship proved more of a learning experience for me and gave me an opportunity to experiment with the required design objective in my own ways and to come up with my own design process and ideas.

Also the context of taking Indian Youth as the subject and design mobile application to meet their needs was something that made me decide upon going for the project as it was something, i felt connected to and was able to see lot of potential and possibilities in it.

1.5 What at Samsung Design Delhi (SDD):

The project on which i was suppose to work upon was revealed to me from the very begining and it was also made clear that the design process to be followed will be totally our own and there won't be any constraints to work with. I had a very open mind when I approached my internship.

I was always interested to work in the context of Indian Users, where I could interact and understand the need gaps and can cater to the design problem in my own possible way. Although this was my first exposure in the practical field as an Interaction Designer but I was clear with my intentions.

The project i.e. "Mobile Applications for the Indian Youth" was something which excited me from the very beginning, as I could identify myself as one of the user and can see the immense possibilities and potential in the project.

My scope of work varied from strategy planning for the complete project, understanding the Indian and global youth through brainstorming and primary and secondary research, analysing the findings and categories and finding the need gaps and opportunity areas, concept generation, idea funneling, mapping on the time graph, selecting the ideas with high potential and finally prototyping the selected ones.

2-Mobile Application for Indian Youth

2.1 Project Brief:

The project aimed at making mobile applications, taking Indian Youth as the user segment. The idea was to find how Indian Youth is different from that of Global Youth and what are the things which are specifically make them Indian.

So the process started with the brainstorming with the focus of understanding the youth in general. Several questions and facts came up in the mind as the starting point.

What it means to be young ?

What really matters ?

Youth lifetime value?

Teen 12-17

Student 18-22

Young adults 23-27

Youth is a mindset?

Indian & Global Youth?

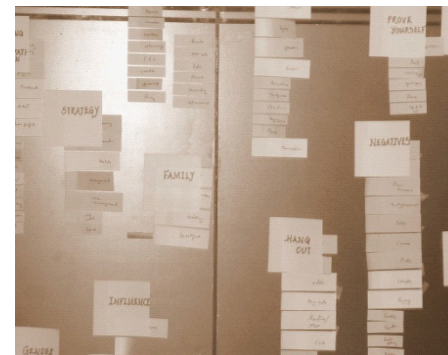
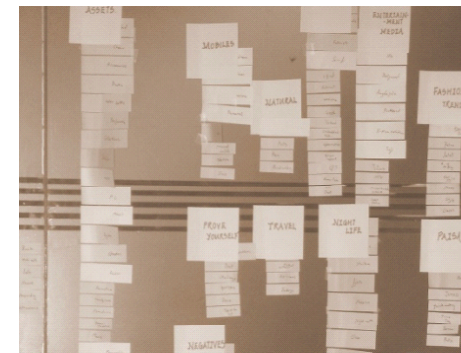
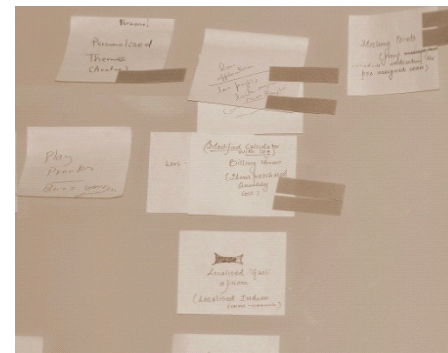
Addictions and needs?



2.2 Primary Brainstorming:

To understand the Youth in general we started with a general brainstorming to picture out what exactly a youth is. Listing down everything related to the youth segment. This brainstorming helped in finding out several categories to take as the starting point and move ahead in the direction of understanding the youth segment.

The categories evolved were listed down to further use for the secondary research



2-Mobile Application for Indian Youth

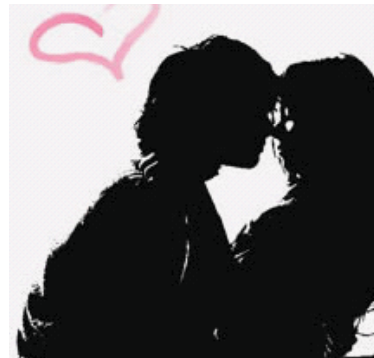
2.3 Secondary Research:

The findings from the primary research was not complete enough to identify and distinguish Indian youth from Global. Therefore another desktop based research was done to identify the global youth and identify the overlapping characteristics which can help in identifying the youth traits.

The overall research process lead to 1132 findings, 75 categories and 3 domains:

a)- Youth

Youth Characteristics
Youth Behaviors
Gender
Emotions
Contemporary Youth Trends
Lingo
Changing Traditions
Personal Relationships
Love
Family and Youth
Friends
Interests
Media
Assets
Youth Awareness
Impact
Youth Attention
Social Currencies



Digital Youth
Youth Segment

b)- Mobile

Mobile Demographics
Mobile
Mobile Attachments
Applications & Widgets
SMS subscriptions
Mobile ads
Misuse
Privacy Settings
Mobile in Emergency
PC vs. Mobile
Upcoming Technologies

c)- Opportunity Areas

Social Networking
Sharing and Participation
Communication
Gestures in Communication
Strategy
Organizer
Lifestyle Scheduling
Messenger
Stealth Settings
E mail
Search
Data
Education
Employment



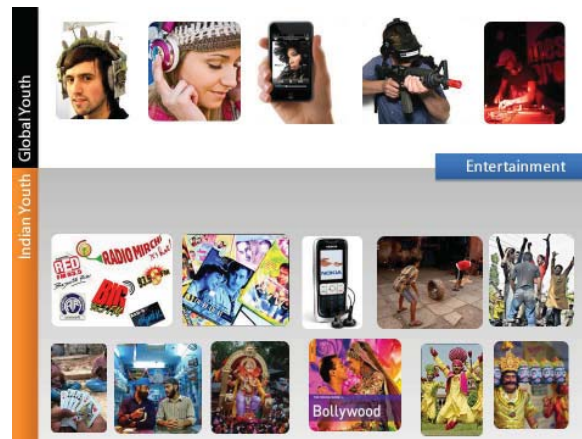
2-Mobile Application for Indian Youth

Profession
 Paisa
 Billing
 Shopping
 Sports
 Nature
 Information
 Immediacy
 Help and Assistance
 Emerging Markets
 Govt. and Internet



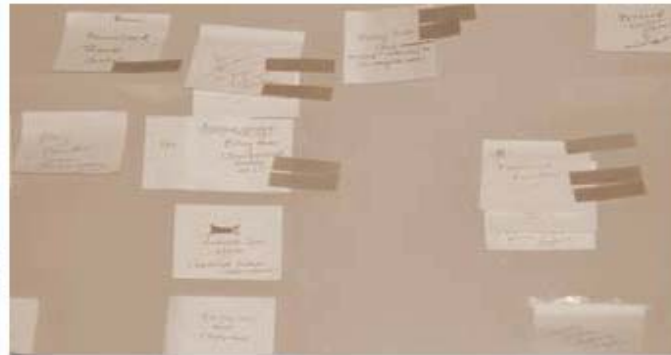
2.4 Indian Vs. Global Youth:

After studying the youth in general there was a need to identify and distinguish Indian Youth from the global youth based on the major opportunity areas where several need gaps were identified to work upon.



2-Mobile Application for Indian Youth

BRAINSTORMING PROCESS



DESIGN IDEATION PROCESS

2-Mobile Application for Indian Youth

2.5 Opportunity Areas:

With the help of primary and secondary research several opportunity areas were identified keeping in mind, specifically the Indian user and their requirements and needs. The opportunity areas were based on the ways of personalization and customization of the things by the Indian youth.

a)-Entertainment

- Audio
- Video
- Reading
- Sports
- Gaming

b)-Communication

- Personal
- Public
- Business
- SNS
- P2P

c)-Information

- Search
- Navigation
- Immediacy
- Privacy

d)-Paixa

- M-Banking
- M-Shopping

e)-Education

- Course Exposure
- Career Management
- Self Interest
- Social Awareness
- Organizer

f)-Health-care

- Health Records
- Sex Education
- Physical Grooming (Exercises)
- Health Awareness

g)-Location Specific

- Regional
- Private Location
- Public Location

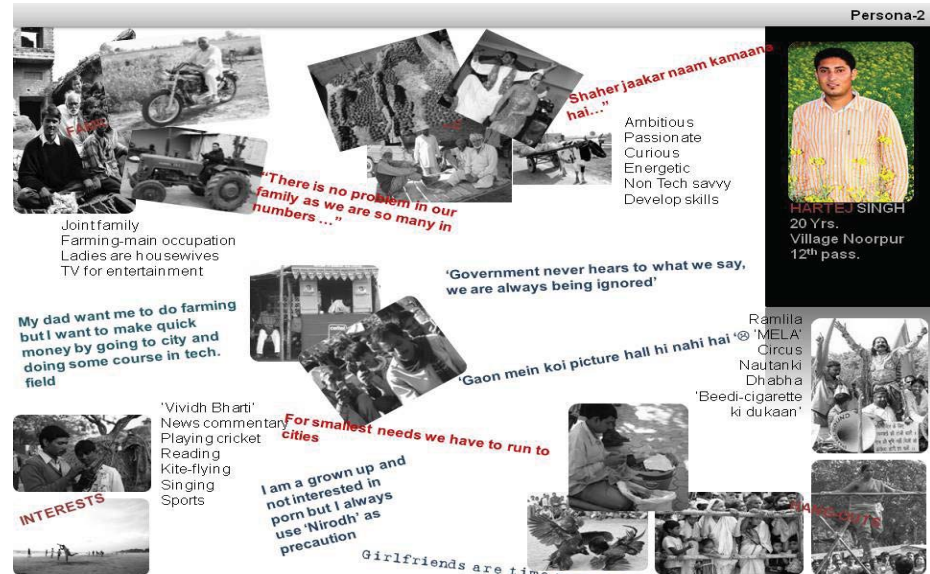


2-Mobile Application for Indian Youth

2.6 Persona Development:

To further identify the Indian youth, 5 personas were developed based on different user segments- Urban Youth, Mid-Town Youth and Rural Youth. These personas were further detailed on the basis of relationships, tech savvyness, activities, lifestyles and aspirations.

For each persona, mode of Entertainment, Communication, Education, Healthcare and Monetary aspects were defined, which lead to the identification of the opportunity areas for final ideation on the basis of the above classifications.



2-Mobile Application for Indian Youth

2.7 Design Ideation:

Process of Design Ideation started once the persona development was complete and several need gaps and opportunity areas were identified based on the Indian Youth's needs and requirements.

Several interesting findings were made which resulted in opening up a wider platform for ideation. several ideas were thought of and were sorted out on the basis of feasibility and expected time for implementation of the same.

all the ideas were plotted on a time line which helped in figuring out the priorities of the design ideas, based on the expected time and potential within it.



2-Mobile Application for Indian Youth

2.7 Design Ideas:

Several Design Ideas were selected after being plotted on the time line. Further these ideas were prototyped to get a clear understanding of the way with which it would work in the phone.

the ideas were divided on based on the priority of time and the idea with more potential.

1)- MMS/ CAMERA INDICATION (6 months – 1 year)

Problem: Often people misuse mobile camera to shoot unwanted situations, e.g. mms scandals.

User: Urban Female, college girl, 21 yrs.

Context: Private moments captured by her BF on his cell phone without her even knowing it.

Solution: Camera On mode – Mobile will display a light, Embedded Watermarks on image/video.

Handset: Camera phone



2-Mobile Application for Indian Youth

2)- MOVEMENT TRACKER (1 year-2 year)

Problem: People tend to forget their daily movement patterns and activities associated with location.

User: Mid-town female, 19 yrs .

Context: Went for shopping, as she needs to replace the dress, but couldn't locate the shop again.

Solution: Mobile detects your location and asks you to add details about it, then save a log in phone memory.

Handset: VGA Phone with JAVA compatibility



2-Mobile Application for Indian Youth

3)-FESTIVE CARDS (6 months – 1 year)

Problem: Maintain and continuing relationships with relatives and friends through Indian festivals by automatic reminders on the phone on festive occasions.

User: Urban youth migrated from small town, 25 yrs, male.

Context: Indian Festivals, distant wishing and greeting.

Solution: Merging reminders and Indian festival mobile cards with Indian calendar in phone.

Handset: Basic



2-Mobile Application for Indian Youth

4)-GROUP MISSED CALLS (1 year– 2 years)

Problem: We need to pay for conveying even the smallest information, Indians youth usually give missed calls.

User: Rural Girl, 19 yrs.

Context: Networking with friends and parents

Solution: Different missed call patterns represented on phone as iconic interface.

Handset: Basic



2-Mobile Application for Indian Youth

5)-LOVE APPLICATION (1 year– 2 years)

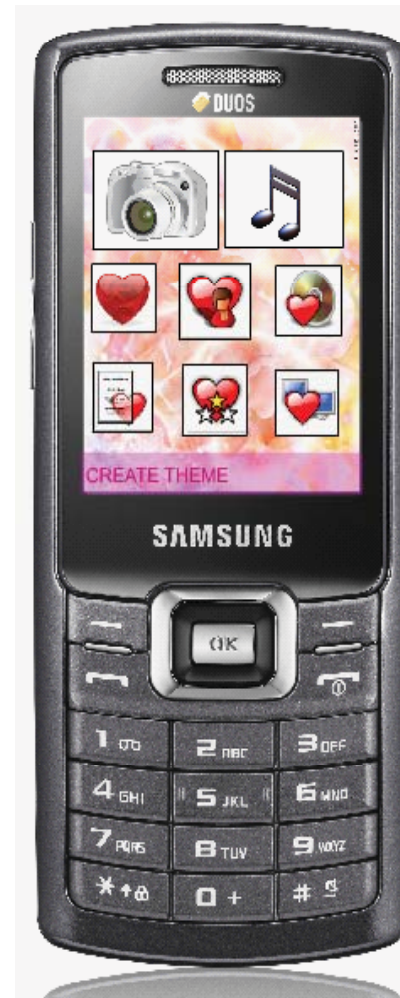
Problem: Difficult for a couple to communicate feelings in a busy lifestyle and distance also.

User: Couple, 22-23 yrs.

Context: Boy is in City hostel and Girl is in midtown.

Solution: Change and communicate love profiles on each others mobile phone through a shared settings folder.

Handset: Enhanced Multimedia



DESIGN IDEA

2-Mobile Application for Indian Youth

6)-PHONEBOOK SOCIAL NETWORKING (2 years & above)

Problem: To extend phonebook usage in enhanced ways.

User: Elite Urban youth, 24 yrs.

Context: Rich Boy, connected to friends on SNS.

Solution: Proximity alerts, sharing and participation information, internet widgets.

Handset: High End



2-Mobile Application for Indian Youth

7)-POWER PROFILE (KHATTA MEETHA) (0-6 months)

Problem: Indian youth behaves in different manner in front of parents and friends.

User: Mid-town boy, 21 years.

Context: At home, In college.

Solution: Phone profile changes from place to place, easing communication and representation, (Hidden folders).

Handset: VGA



DESIGN IDEA

2-Mobile Application for Indian Youth

8)-MESSAGE TO 'GOD' (6 months-1year)

Problem: Communication to GOD is a deep woven faith in all Indian Youth, they hesitate showing that in open.

User: Rural Girl, 20 years.

Context: Prays to God for her exams.

Solution: create text/image prayers, wish lists and pay gratitude to GOD on mobile, when request is granted, message disappears from phone.

Handset: Basic



2-Mobile Application for Indian Youth

9)-DELAYED MESSAGES (0-6 months)

Problem: Often tend to forget sending messages at right time.

User: Urban boy, 20 years.

Context: Forgets to wish mother on her birthday.

Solution: Delayed message sending options.

Handset: Basic



DESIGN IDEA

2-Mobile Application for Indian Youth

10)-BILLING CALCULATOR WITH LOG (1year-2years)

Problem: Difficult to maintain bills and calculation logs.

User: Urban Girl, 24 years.

Context: Visits a restaurant with friends. Shares money pays Rs 200 extra for a friend.

Solution: Merge a billing mode with existing calculator and save the logs.

Handset: Basic



2-Mobile Application for Indian Youth

11)-PERSONAL DETAILS (6months-1year)

Problem: We often tend to forget basic personal details like pin no, account no, roll no, pan no etc.

User: Rural Boy, 22 years.

Context: Filling his examination form, but forgets course nos., past grades (class 10th n 12th marks).

Solution: Interactive Memo application with iconic interface.

Handset: Basic



2-Mobile Application for Indian Youth

12)-Personalized Themes (1year-2years)

Problem: Phone personalization is not very Indian contextual with limited controls.

User: Mid-town boy, 18 years.

Context: show off within friends on basis of his self interest.

Solution: Create, participate and share on respective modes.

Handset: Multimedia and Style Phones



3-Branding Survey

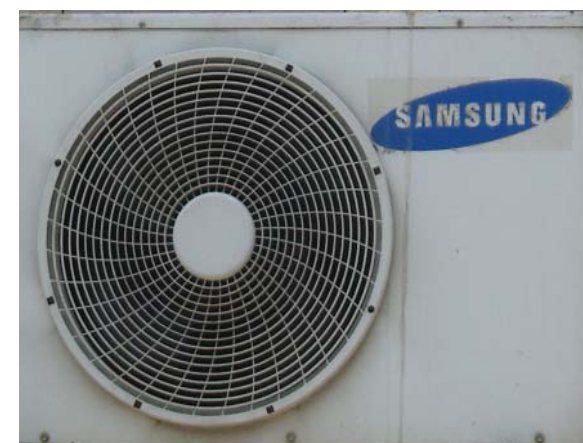
Branding Survey

Apart from working on the project of developing mobile application for the Indian youth, i also did a small survey which was about the branding of samsung.

the purpose of the survey was to identify and capture samsung logos from wherever possible and to study whether they are meeting the guideline framed for the samsung logo.

And to my surprise the survey gave very interesting results. As at more than 65% places, logo was designed and printed in a wrong way.

the survey was conducted in the busy streets of New Delhi, Gaffar Market, New Friends Colony, Malviya Nagar, KArOl Bagh, Patel Nagar, Noida and many other places.



4- Conclusion

The immense design exposure in the field of mobile application and user experience has improved my skills and also added on to my design thinking.

Working on these projects made me learn, how to work in the given time constraint without compromising on the design quality and delivering the best possible solutions.

A great learning experience which will definitely help me in the longer run.