

Project III

Cultural Mapping

Guide : Prof Ravi Poovaiah

Ridhima Tapia
176330012



Introduction

Background

India is one of the **ancient civilisations** of the world and has a **rich diversified cultural** heritage. Unlike most other countries of the world that have homogenous communities across, India is a **mixture of many cultures**.

- **Cultural artefacts** like languages, crafts, beliefs etc. are **dying** .
- Many of them are on the verge of extinction.
- Many of the **existing ones** are still not known to the world outside the community.

So, there is a **strong need** to preserve our **dying culture** and make our existing culture **more visible** to people in the country.

My Intent

Identifying Intangible dying crafts in India, documenting them and making them more visible to society via **cultural mapping**.



Cultural mapping

Cultural mapping is a systematic tool to involve communities in the **identification** and recording of **local cultural assets**, with the implication that this knowledge will then be used to inform **collective strategies, planning processes**, or other initiatives.



Cultural mapping

Community Chosen : **Thatheras**



Thatheras

Who are Thatheras ?

Thatheras are metal craftsmen who make utensils out of brass-an alloy of copper and zinc- using traditional techniques.

What do they do?

They make brass utensils from scratch, polish utensils with traditional material like sand and tamarind juice manually and carve designs by skilfully hammering a series of tiny dents into the heated metal.



Need

Entities of Thathera culture

WHO

Community

Thatheras

Entities of Thathera culture

WHO

Community

Thatheras

WHAT

**Tangible
aspect**
(visible entity)

Brass utensil

Entities of Thathera culture

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(visible entity)

Brass utensil

HOW

**Intangible
aspect**
(Invisible entity)

Process of making an
utensil by using hand in a
certain way

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At stake

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Goal

The **goal** of the project is to make **Dying cultures** and their crafts more **visible** to society through **cultural mapping**

My intended goal is to concentrate on **Thatheras**



Primary Research

Research Protocol

What

do I want know?

- Why is the community of Thatheras dying ?
- Why are they leaving this culture of making utensils?
- What is their work culture? Who all are the stakeholders ?
- What are their concerns, strengths, beliefs ?
- Whats makes them unique?

Why

do I want know?

- To reach the core problem why the culture is dying.

How

Will I get to know what I want to know?

- By Conducting contextual enquiries with thathera communities in Punjab

Questionnaire

- Since when are they doing this work ?
- What are the motivations behind continuing the work ?
- How has the type of work changed with time?
- Background about place, generations.
- Major challenges faced while working?
- How has the challenges faced changed with time?
- What do they think are the benefits of doing this work?
- Any health issues because of work?

Observations

- Expressions while talking, emotions, clothes, environment

Primary Research

Method

How ?

- In depth Interviews with 14 Thathera groups
- Watching the live process of making utensils from scrap to polish.
- Observing the behaviour of Thatheras with the clients



Primary Research

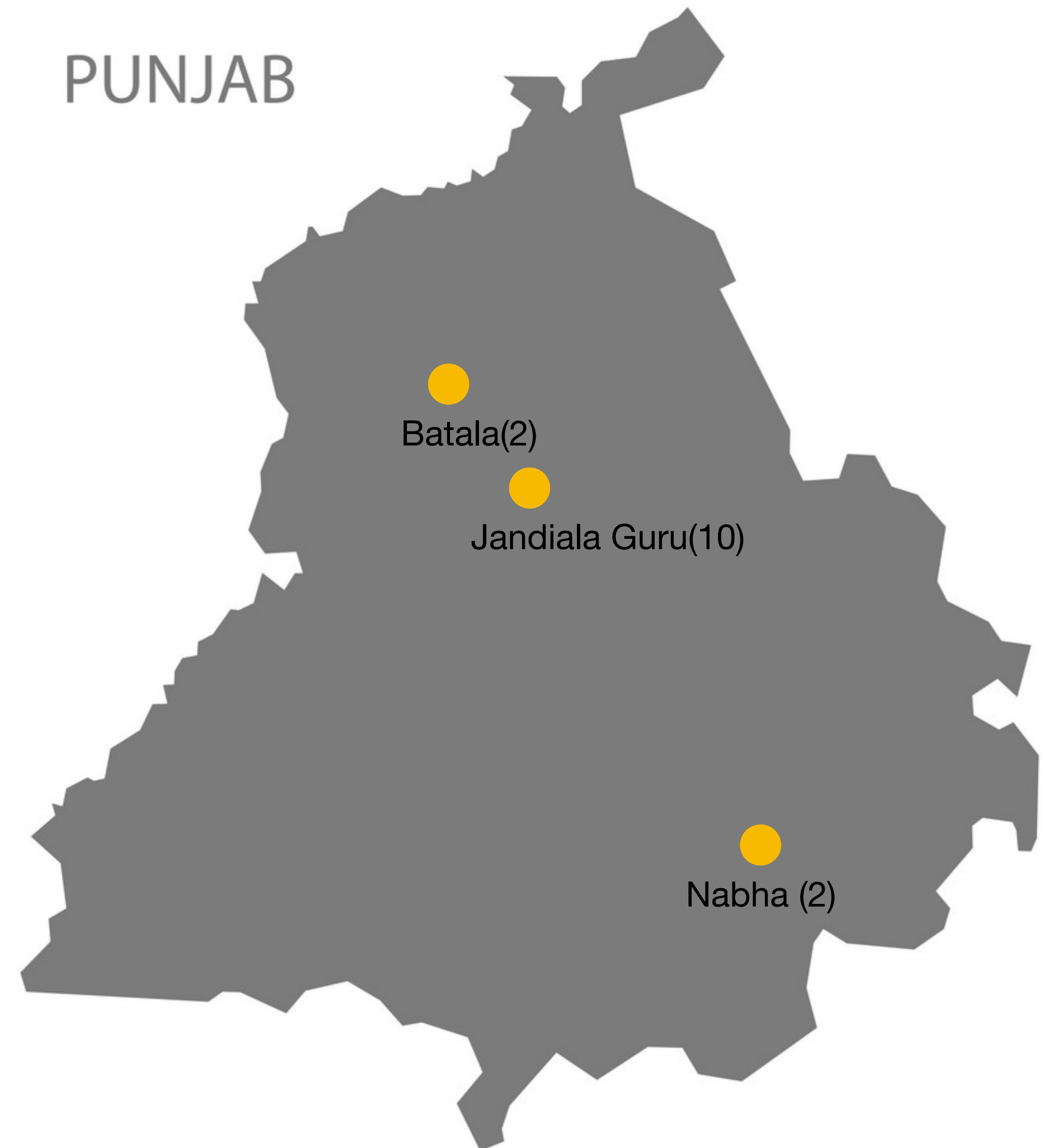
Method

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Where ?

- Jandiala Guru - a village near Amritsar
- Nabha
- Batala





Affinity mapping

Why are the future generations not continuing?

- No money after fuel days of hard work
- people don't see farmers their good eye. (No respect)
- Bimaria zada hai - sa di bimari, kuni keli hata jharab - Tejab
- Secara kuni paise na dhinde after weeks men who will go?
- Mehnat bhut zada, paisa nai milta jagueta ghat hai
- There is no respect in this work.
- de kuch ton kam chaddeya.

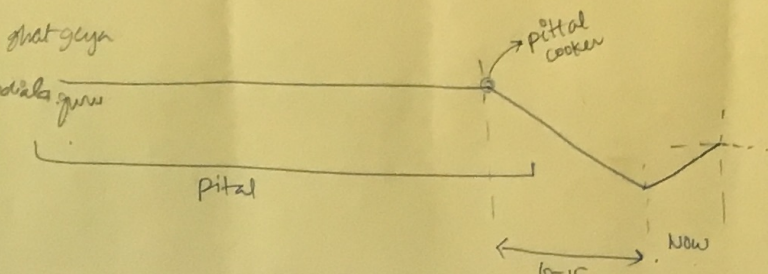
de kuch ton kam chaddeya.

Why brass utensils?

- Pital, copper - fayda kardo.
- Silver - dangerous.
- Taste is different in Pital.
- Silver khurda hai
- Deri dawaain ch paimdi kalli fayda hnd - malani di kalli
- Cher nu strong rakhi aa.
- Silver khurdi hai
- Thaka maal - 3 din silver de cooker ch pani - dangerous.
- Bit te dimag
- silver waal ghat - keli
- menis de utra fayde hnd
- Copper + zinc - brass - benefits body.

Batala

- 250-300 pitalan - 4-5 ghur
- 4-5 ghur
- The whole market is closed nu
- bit, kadhai, kandi
- Mehnat
- gauri - 10-15
- 15 bad pehle ton kam ghat gya
- They take circles from Jondala gura



Demand Now

- Kam vadn gya coz people have started using brass utensils again
- More Demand in Diwali days
- Order Aunde aa.
- kahe like lag kyaan lag paye aa.
- brass nu pasand kardi aa.
- Karigar ghat gya demand vadh gya
- kadi fer kam lag paye
- steel de sare item band aa
- people don't go for regular keli.

Work Now

- 50k kg they sale (dehadibani)
- Tanka ladka - 45 kg kilo
- Tejab maal hata khela
- Kapde de pani pa dai da.
- pani paake ure kardi (Takat kati jandi)
- Karigar ghat gya aa.
- Bachay di sinte kam chadde.
- Demand kam JJK, HP.
- Silver / steel utensils don't require keli

de kuch ton kam chaddeya.

- kahe time or keli ch aange
- Demand vadh gya

- Jad ayi da bache sutt hnd
- Tuni da adun v niche bnde
- Maal apna nai lai sakte
- lebon vyang hona chaida
- paise nai dhinde karere 2-3 months tak.

- kahe time or keli ch aange
- Kei chad ton anda, ko nepal
- Kei US ton
- Samu ki milaya respond
- Roz ko ne kai anda hai
- Mud ko ko nai anda.
- Five brande bra ke dikhaye exhibition ke.
- photo kichko bechdo ho (laughing)
- Sada bache hi bra deo jagad
- E pte kapre pauda si hum ani paude aa.
- 20-30 aa - 70k.
- Malak litdo aa samu.
- Dady da kam ha, huna baal
- Continue - wish hope
- Majburi dardo - o fayda chak
- Madam v pait - vad ghat
- 10k keli - 100k bahe
- Net te payin - cooker vala Pradhan samjhdas Apne app. nu.
- Mam came v said - mehnat inni par kamai hai nai
- pradity showed main kitchen utensils
- Doctor quere ticket to eat daily midie 3 am to me business
- Jatt - sine half Tomka + half keli kadhai
- diwali te me bnde laike ayide.
- aktan maal purna
- Kali nai pithi ton zeharban jande Kali imp.
- Nagg te haige par bhaa ghat gyaan.
- Their frustrations (politics, talks)
- Apna kam nai kar sakte, ohra de mutable nai kade ho sakte ani
- 6 karere ann agge nai vadhan dinde.
- Sint vachdo da kam band hnd
- 5 ghare ne jede Thathre de pair ni lagam dhinde (They dhinde ne) par jande ne
- Only 1 ghur bina danda (Sethu)
- No problem in the work.
- Tomka samu kamaya

Types of Utensils

- Tabla - kadhai - Gagger
- Deq - kadhi - Ghada
- Jug - glass - Plat
- Laisi chatti - Dabra Roti uala
- Tomda - Duggian - Batti
- hondi - Dumroo
- Sipi - Saus pan
- glan - Cup - Batti
- Quj - Vishul
- Thaal - Pa Patela

50,000 to establish a shop

- Fears
- Drawbacks of brass vte
- Strengths
- hopes

Vakhe Vakhe Karigan

- Patle
- reg
- Tabla
- Awareness about market

Phagnara
huniapur
batala

Kasera de buk ton kam chaddeya.

- Only 1 ghur bina danda (Sethu)
- No problem in the work.
- Tomka samu kamaya

Pattern (History)

- Father veki kam kardi si grand father veki kam kardi si phela bhla v ch kam kardi si hum kalla main kam kardi hoo chache da munda Naal kam kardi.
- Is kam muhunge nai samkha lokan ne bacheyan de vial nu hunde v e Thathre he. Cast - Khahi par kam.
- Main reason hai lok samu parind nai kardi, karne Tam ani pad dayiye bacheyan de vial ch problems Anand ne.
- 20 saal ton e kam kardi
- Appat
- 6 malin hunde kam - asi mekam nai bso dithai
- Dukaan vale no help kardi aa opre employees di.

Why lost in market?

- steel market ch aa gya aa kam kharaab ho gya.
- ajkal loki steel nu pasind kardi aa
- Kali Jaluni hai bimely price me color kati
- Shank naal marina paide al - Shani vial churvak silver de faridose
- Kali nai karandi koi

Demographics

- working since bachpan.
- Backpan from some place di purjat
- Lahore - 1
- father kam de kam (o kam ca)

Social Problem

Livelihood Issue

Jette dhelaigi kardi o inde

Strengths

frustrations

- me are golan of kamam
- Gout ne sachay v sadde kar
- Jad mehmat nai puninidi
- 12 ghate kam kardi je 500-700k aare Tamni bacheyan nu kalu kuch kamaya va.
- Labida hi kach nai te kache kahu paye is kam ch.
- me are stuck hnd ne other work to do
- I got paralysed but nobody helped.
- dehadi mili par kate nai hile
- Jagal lai dawaye kuch nai mile.
- Sidhu promised.
- tax alag la dete (value kardi neel lab)
- purana rule - mau te kam band di sappraintment
- Sahillet milje je Tam vadiys
- Chutiyon agge machon nai dindon
- dehadi ni bnde 10-15 chutiyon 1 month.
- Kei benefit ni haige.
- Chuti bh hndi
- Kei deatn hoje Tam chuti (Boradai ch)
- all festival closed.
- Sare pathe 2 din maetri
- Jede kam kam kran vale bnde hai dhng nu ka (are nai sadi)
- 45T frustration
- perba gaggan, dag, gnda, ducyan nu dinde size
- hnd parind nai kardi bache (gaggy)
- 10 ghur vch gya hum.

Then Now

(About Market)

Previous Times Comparison

- 400-500 ghur kam kardi
- hnd 25-30 ghur vch gya
- 40-50 bnde pure pind ch
- Amaz nahi di sandhron kamam si.
- Ruling marina chaldi se
- perba 6-7 machina vch chaldi se hum 3-4 machina haft ch 1 bar chalo aa.
- Bin kat chadde aa.
- Batala chadde aa si hum 9 nai chaldi
- Amaz nai mudi si
- Raat tak kam kardi si
- hnd 25-30 ghur vch gya
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left work

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Visit Kathnala

- hale tak ghan ni paye
- Koi un dil kardi chadd diye sab
- asi te fassa hoje a kam
- ero picho maal ni haige v
- hum maade malta keli ka lag paye aa fer nu kam aa kam.
- Sadi Kadar nahi, fayde munda sado.
- Amatni Kharedan di
- value ni haige sadi
- Refused for photography madam.
- Sade ton 500k kilo form - 1250 for on.
- Mehmat zads te paisa ghat kardi aa.
- Gadi te bala ke sadi kardi aa.
- Se koi madad nai kardi je bimar nu jayig
- ladki de vial te v help nai

Kids

- bacheyan ne padhai pise aa CA ya MBA ne kache.
- bahe dukkan k
- CA, MBA.

Scenarios Back then

- padhe nai si te sehra karan 3-10 man padhe si
- ma paye kol paise nai hunde.
- adu te kamanda si sare khanda si hum sare kamanda ton chadde aa kam
- Kharoni kimo a padhai de ajkal.
- perba kam vghat si khanda v ghat ajkal vashile khanda de.
- Tension bh vad gya.
- Paise nahi si hunde Ma bap te
- Zamka ghat si.
- Trek Amde si maal lain
- Ode kharche khatt si.

Findings

Strengths ↳ Proud

- Every utensil has minute work and it's all handcrafted
- They can customize the utensils as per user's demand
- They have all brass utensils in their kitchens
- People from worldwide keep visiting them.
- Proud of their skill, don't even need to draw before carving ^{design}

Customization + hard work

Rich imagery

- Chayapatra - vessel filled with oil
- 'Jagannathi' - tap emerging teeth
- 'Vijayakanthi' - sacred song

Brass Utensils Benefits

- Different taste
- Kali is good for health.
- Good for heart & brain & liver.

Maintenance

- Kali to be done every six months.
- To be washed with ash.

Frustrations

Work culture

- Lot of holidays in a month.
- On national holidays, if on somebody's death - they are not allowed to work on that day

Social problems

- People don't see them with respect. / don't value their skill.
- Nobody wants to marry their child in their family.
- Nobody is bothered when some mishap happens

Financial issues

- Labour pay they get is still the same what they used to get back then.
- No savings till now as the pay just serves daily needs.
- Not paid equivalent to the hardwork they do.
- They have to pay tax ^{for shop} and for all the raw material to set up the shop.

Kasera (middleman)

- Don't pay on time so that they are bound to their work.
- Don't let them grow by threatening them.
- No help in health or financial issues. (raw material also)

Fears

- Insecurity that the outside people would bring their business down or use them.
- Fear of ~~say~~ getting out of the kaseera circle as it might lead to fall of the orders.

Expectations

- Intervention by government to promote them.
- Get appropriate value for the skill.
- Monetary expectations.

Health Issues

- Acid damages skin, clothes (specially hands)
- Kali is ^{also} dangerous, it might lead to breathing problems

Customs

- If somebody in the community dies then nobody in the community works that day.
- Everybody uses only brass utensils in their kitchen (from spoon to pan to containers)

Market Awareness

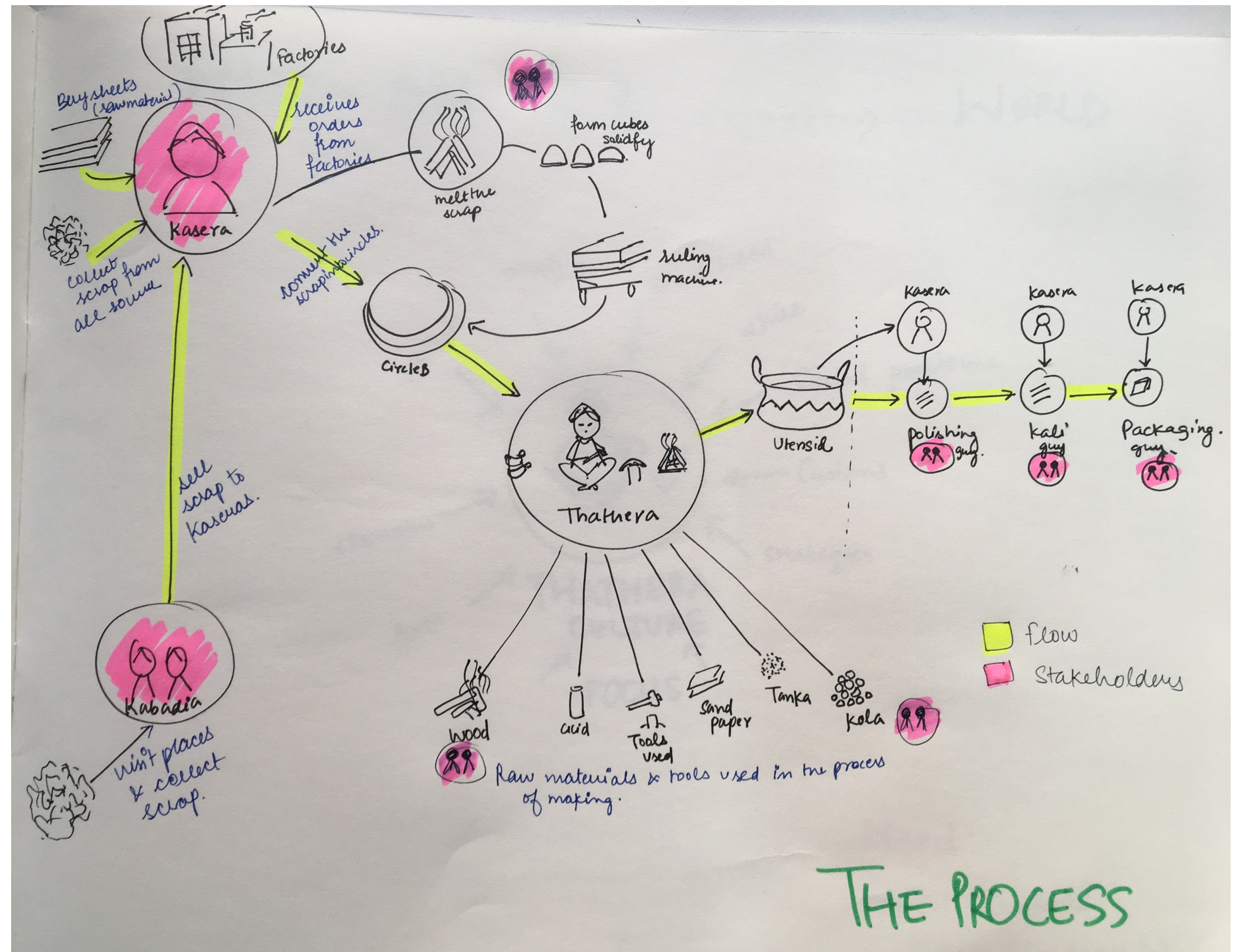
- They know the real price at which the utensil is sold.
- Aware that demand is increasing again.

Strategies

- Using acid by mixing with water.

Research synthesis

Concept map



Secondary Research

Secondary Research

- Mapping of Indigenous Cultural Resources by Unesco.
- "Written in the sand – Auditing and Managing Cultural Resources with Displaced Indigenous Peoples".
- The Cultural mapping project - Kochi
- Cultural Ministry of India - 'Mission document'.
- Case studies on cultural mapping.

Objective

Objective

- To **create** a platform that
- **Maps** the intangible(invisible) & tangible(visible) aspects of Thathera community



Implications

- Making the **intangible visible**.
- **Recognition** to the makers
- **Preserve** this intangible culture for **future generations**.
- **Encourage dialogues** with other communities in country that practice traditional metal craftsmanship

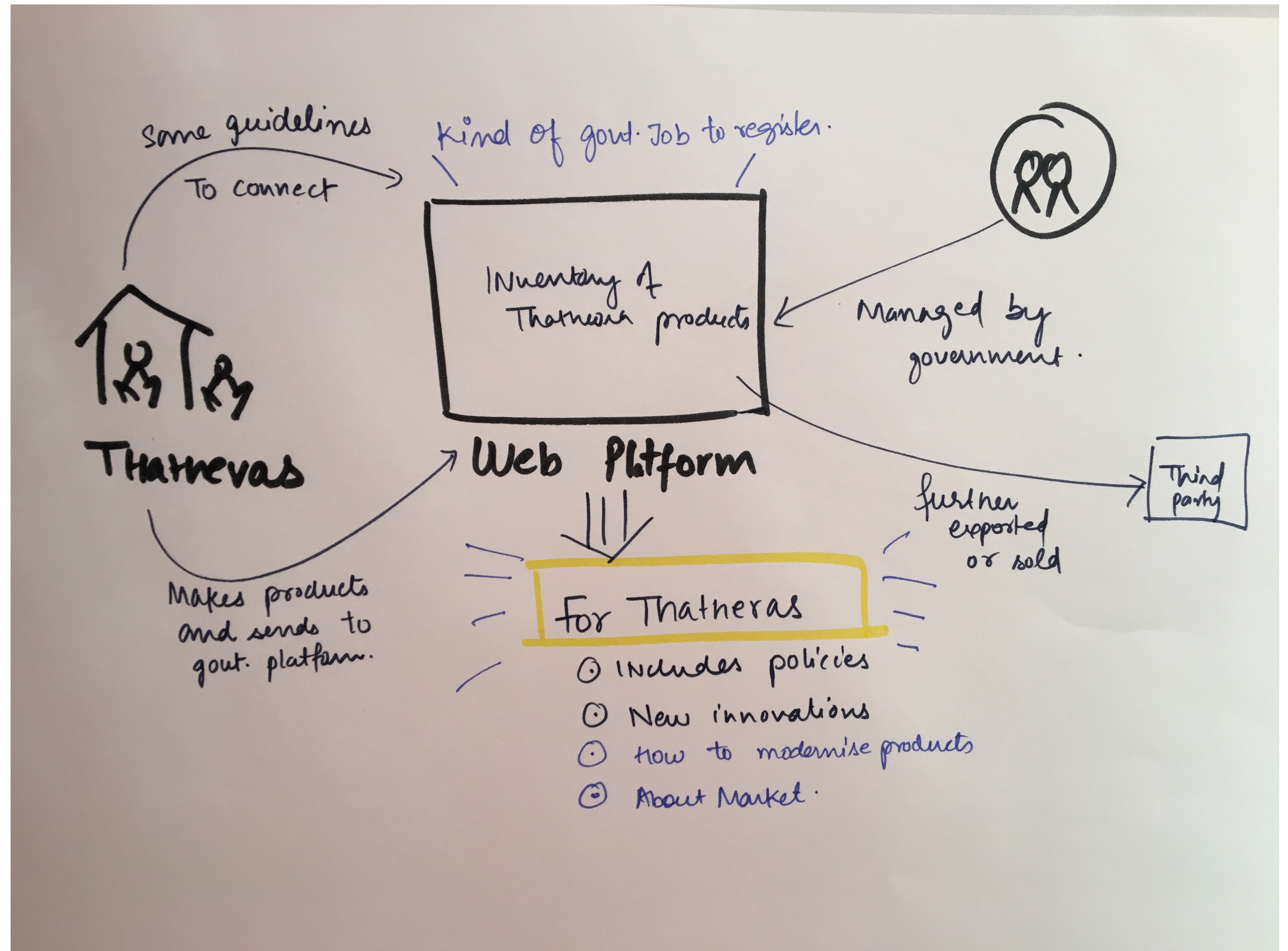


Ideation

Design idea 1

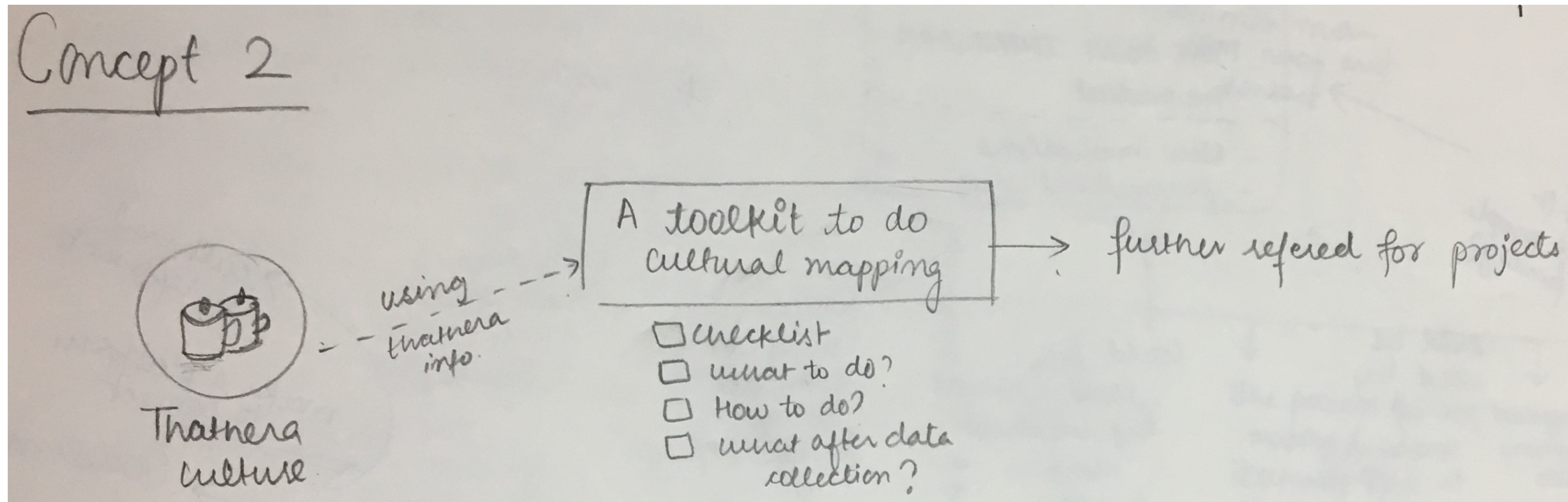
A platform for the Thatheras

- Help them reach the market.
- Make them aware about the policies and schemes.
- Create an online inventory for them.



Design idea 2

A toolkit to perform cultural mapping.

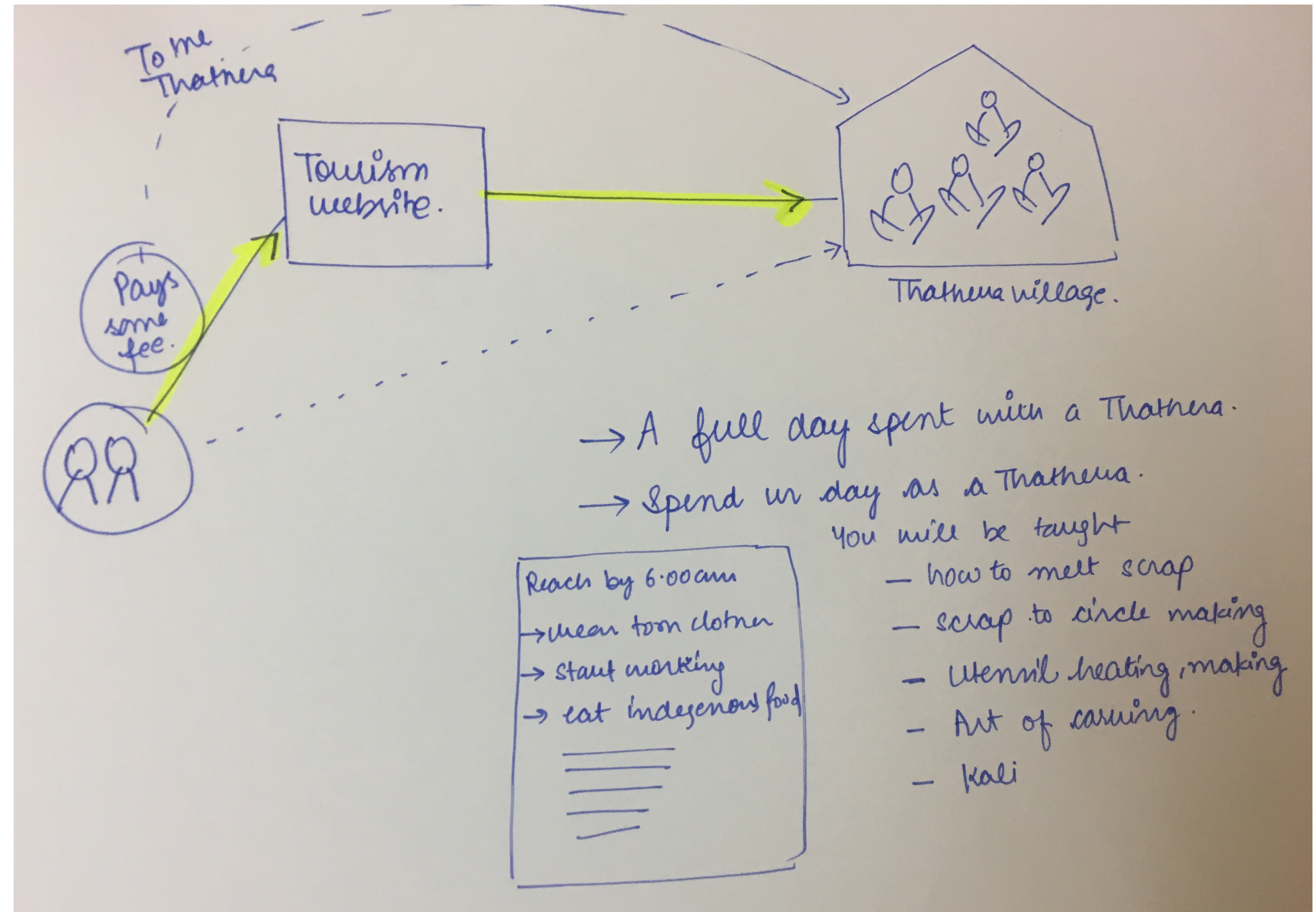


- Checklist of tasks what needs to be done for cultural mapping.
- A scalable project that could be used further for other projects as well

Design idea 3

A cultural trip to thathera community

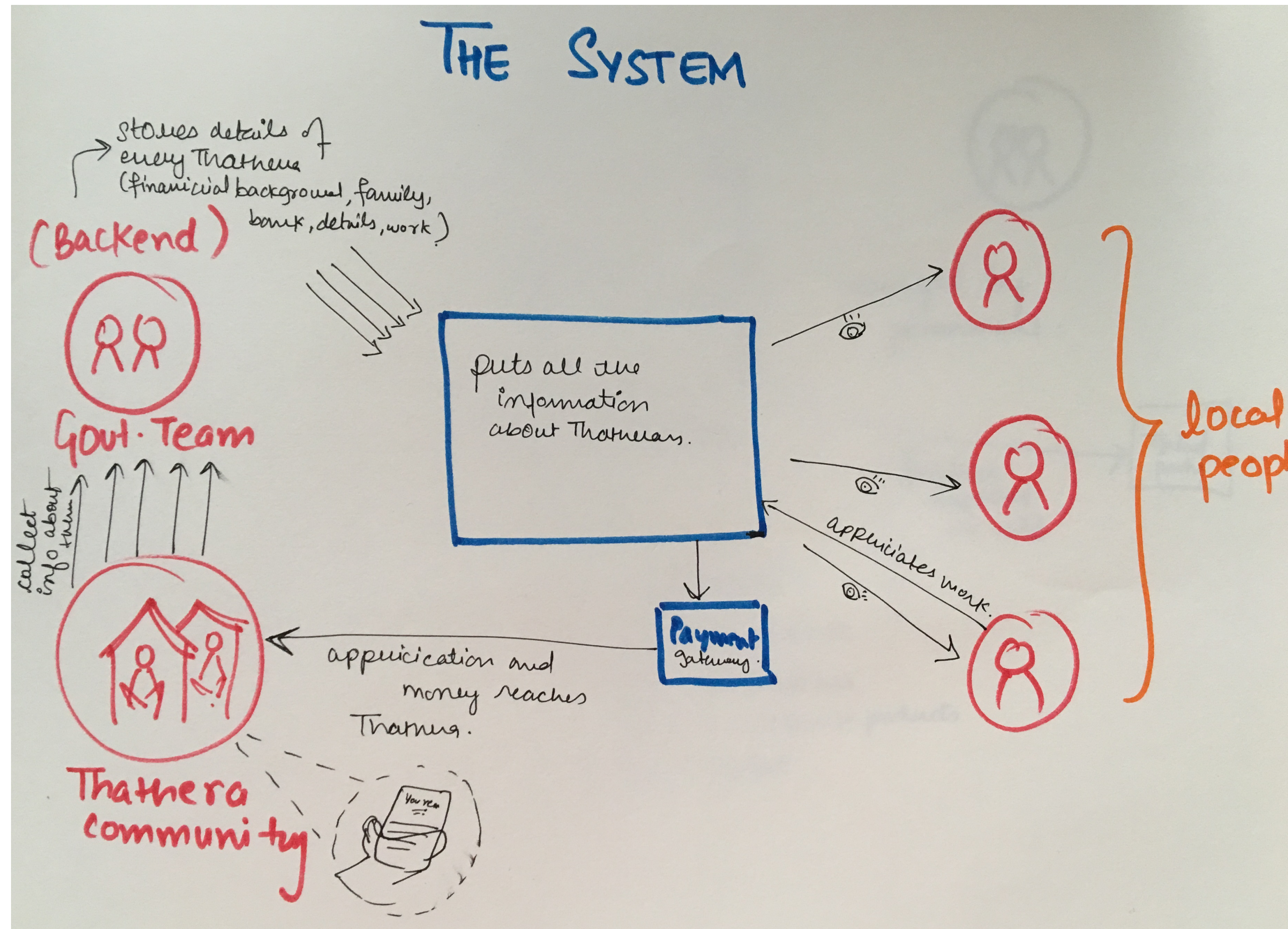
- Experiential trip.
- A day as a thathera.
- Incorporation through tourism website



Design idea 4

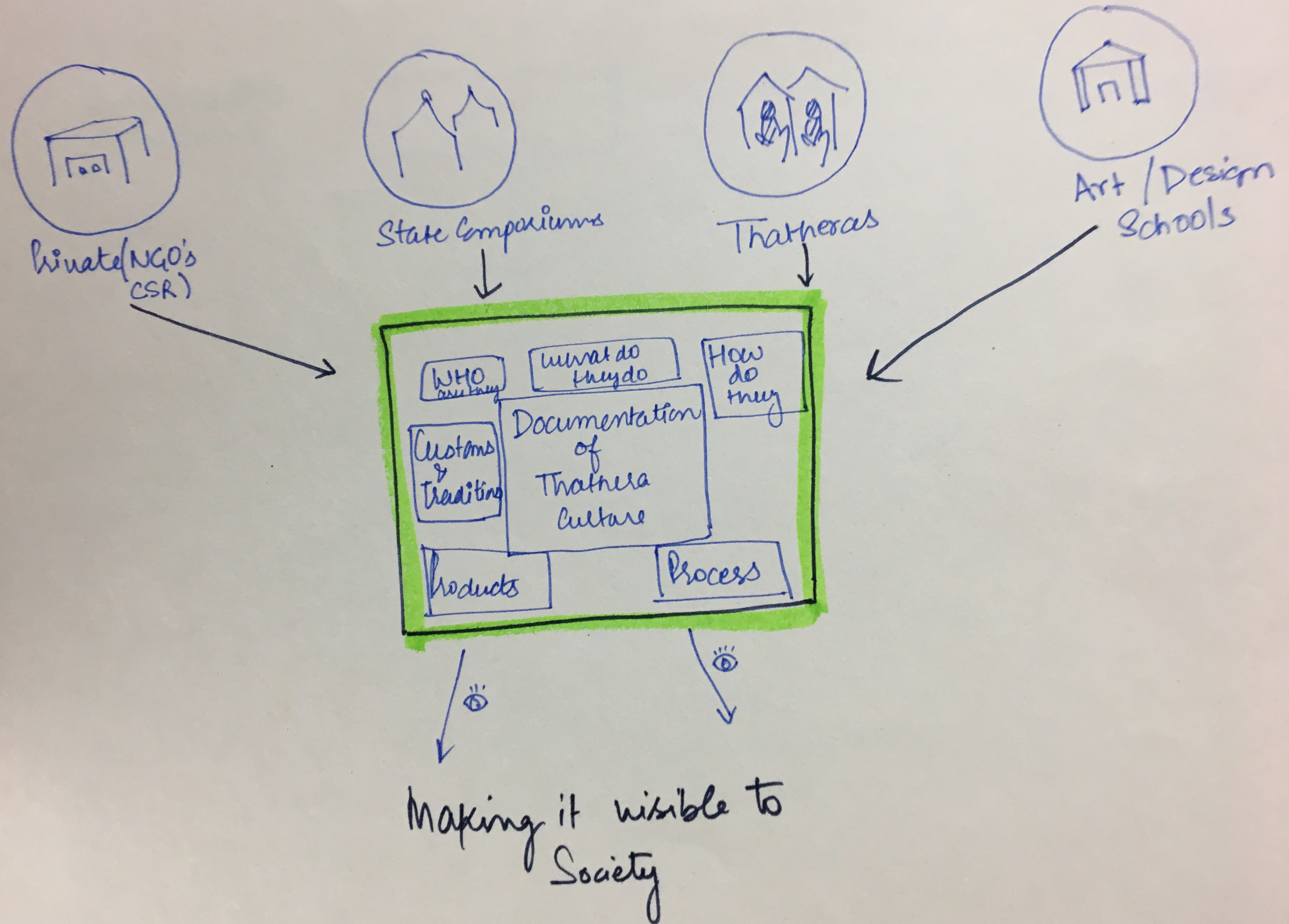
A thathera culture centric ecosystem

- A ecosystem which will map all the elements of thathera culture
- Keep the thathera culture alive

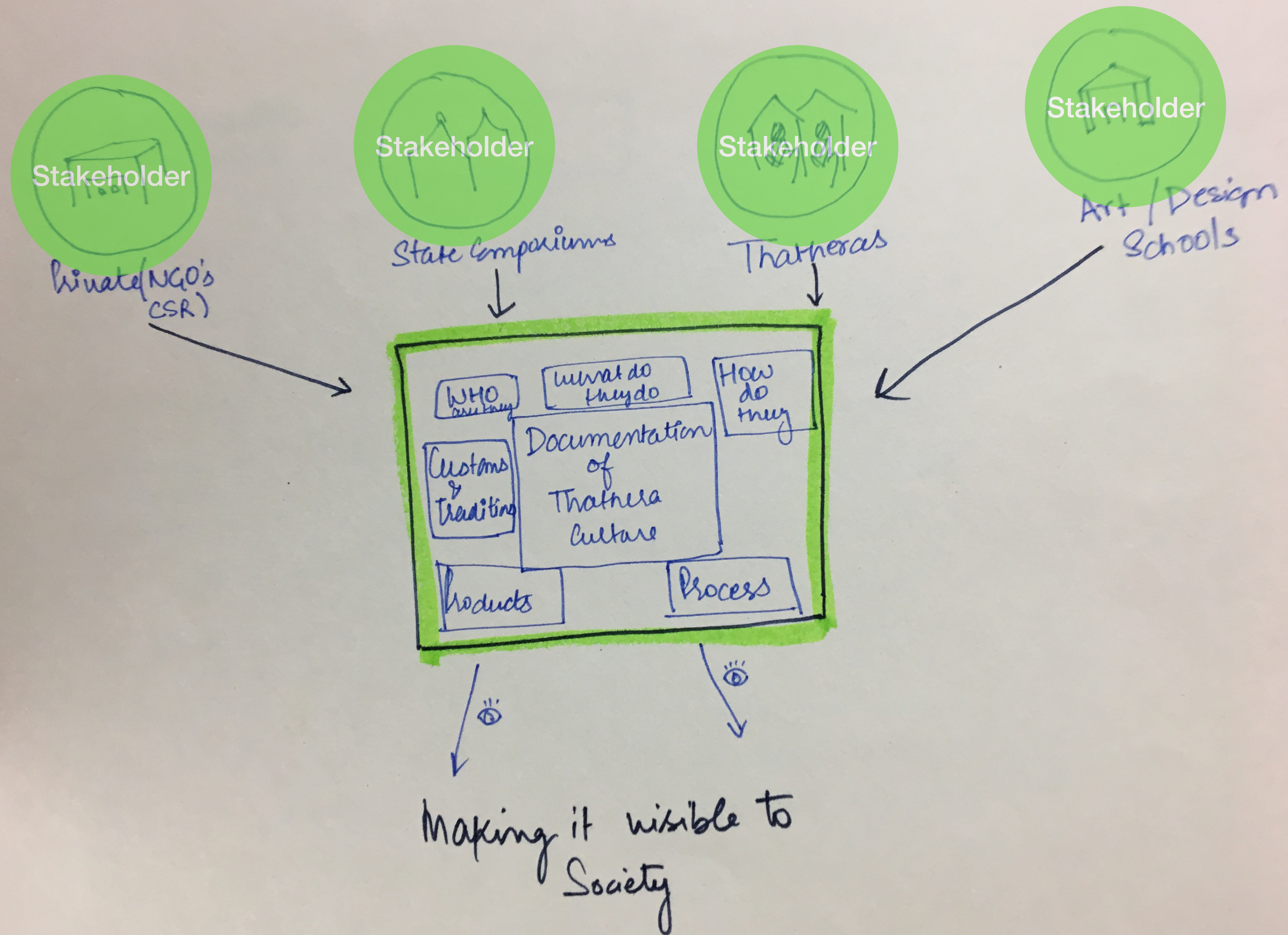


Final Concept

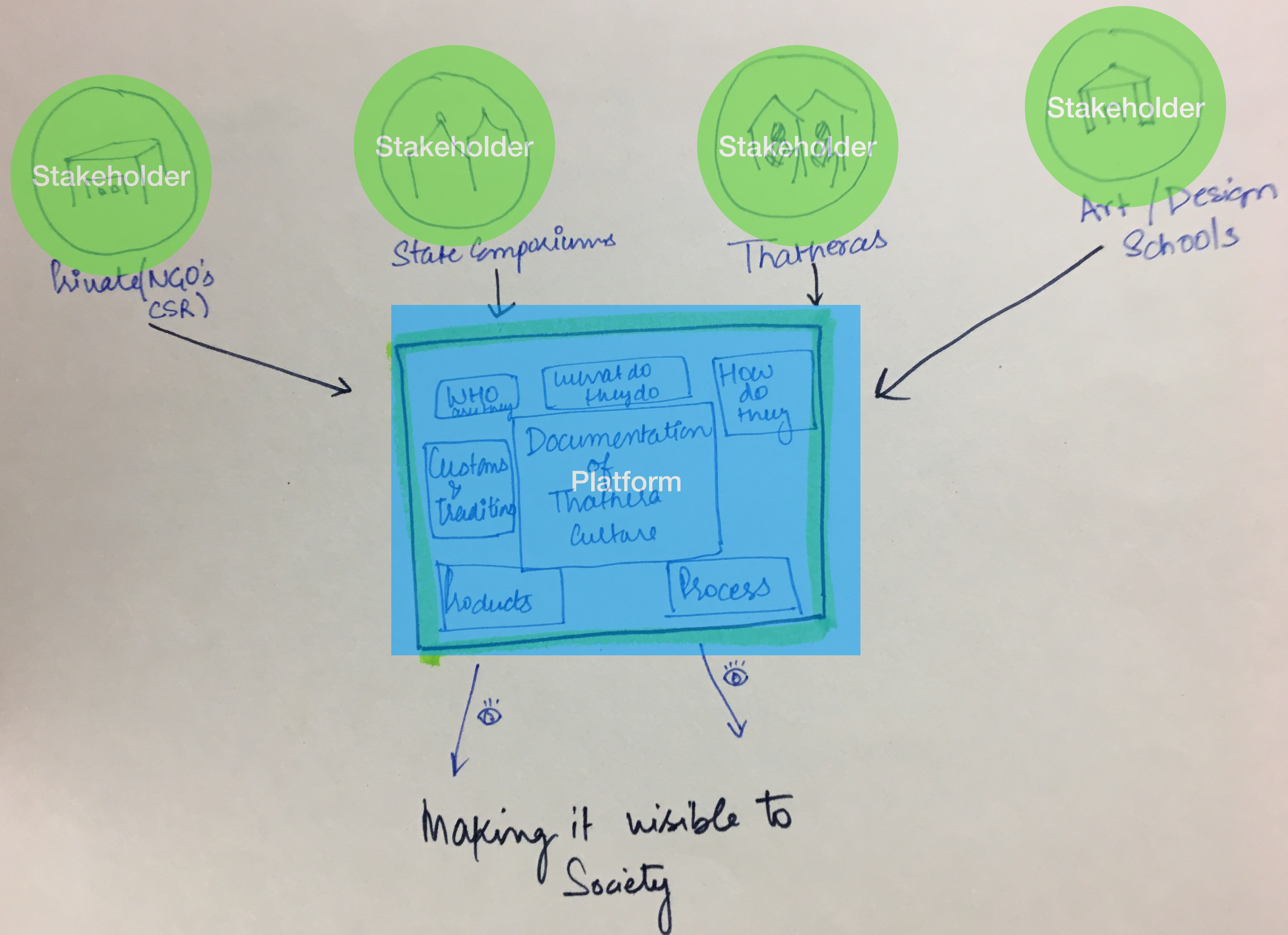
The system



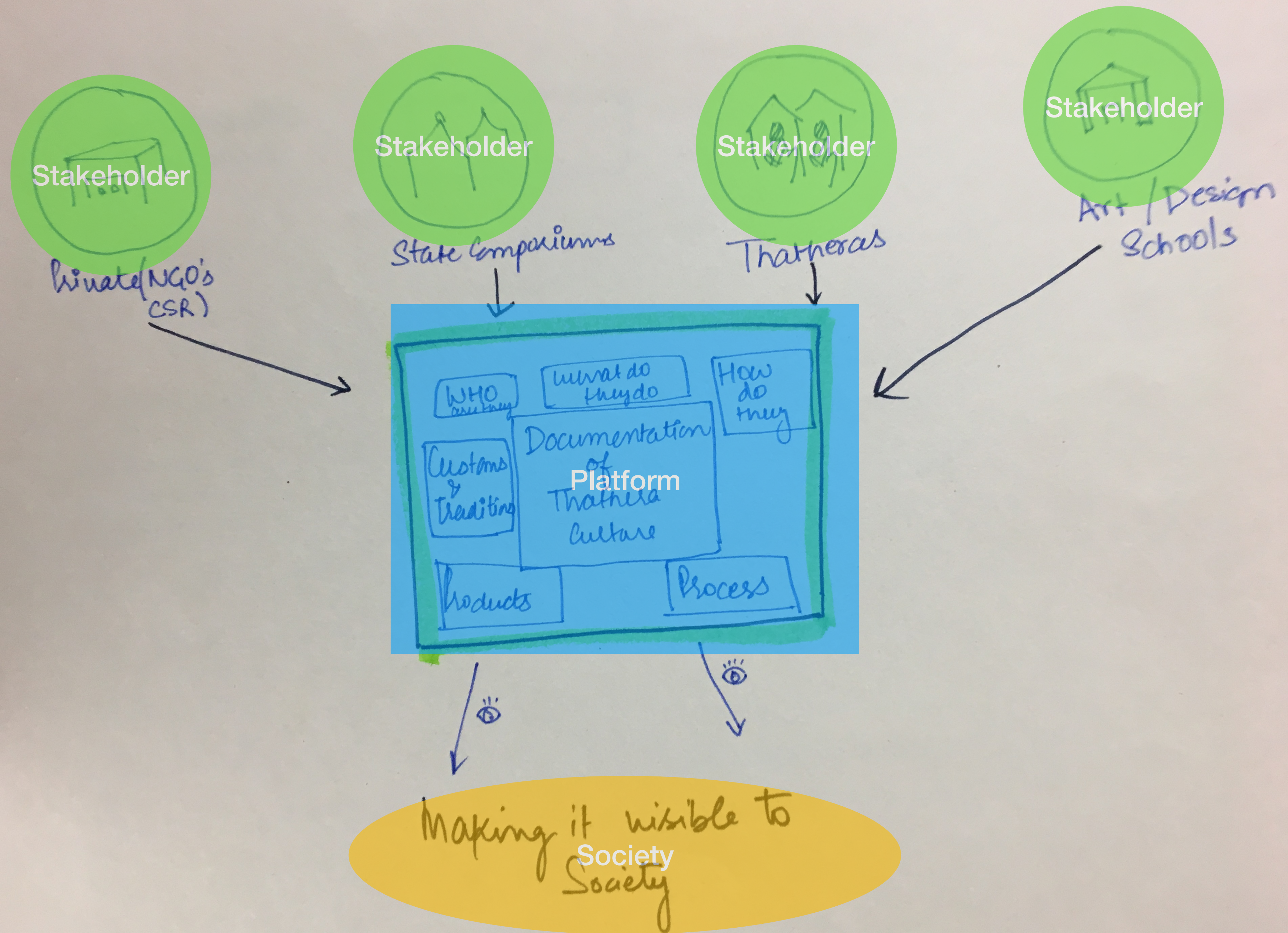
The system



The system



The system



Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- With its direct contact with the craft and community, it can help generate a database of information that is authentic and empathetic

Why will they do it?

- Get a platform where culture is mapped
- An assurance that with the increased visibility on the community and its crafts, people get attracted to it
- This creates direct access for public to these crafts
- It reduces the role of middleman by creating the possibility of direct marketing

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- CSR funds for empowering a social cause
- Offer possible internships to students studying these communities

Why will they do it?

- Gets tax benefits for funding
- Gets respect for showing social concern

Stakeholders

Who?

Govt participation
(state emporiums)

Industry

Thathera Community

Schools/colleges

How will they do it ?

- Map themselves on to the platform and tag their products

Why will they do it?

- Get recognition for their work
- Connection to the world

Stakeholders

Who?

Govt participation
(state emporiums)

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Thathera Community

Schools/colleges

How will they do it ?

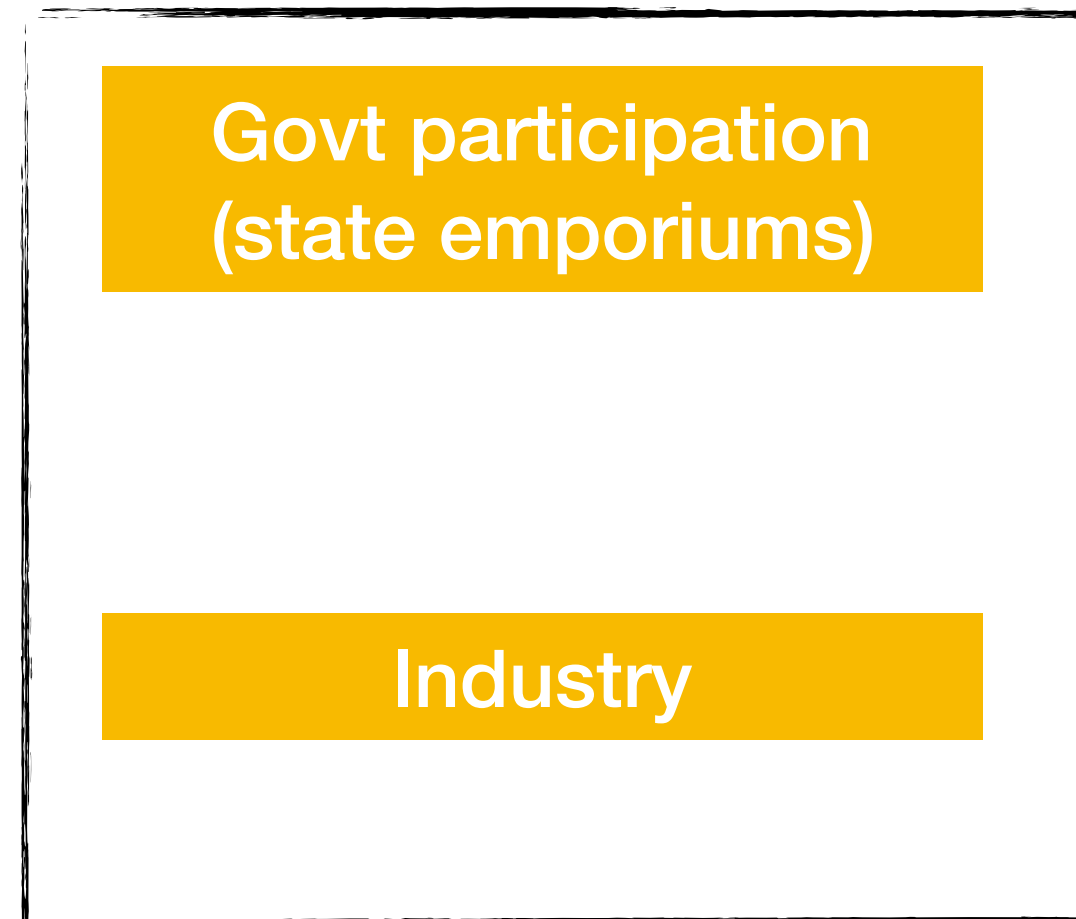
- Create information bases about the communities by visiting and documenting the communities
- Help mapping through student projects

Why will they do it?

- Recognition for information creation
- Possible internships with industry/NGO's

Stakeholders

Who?



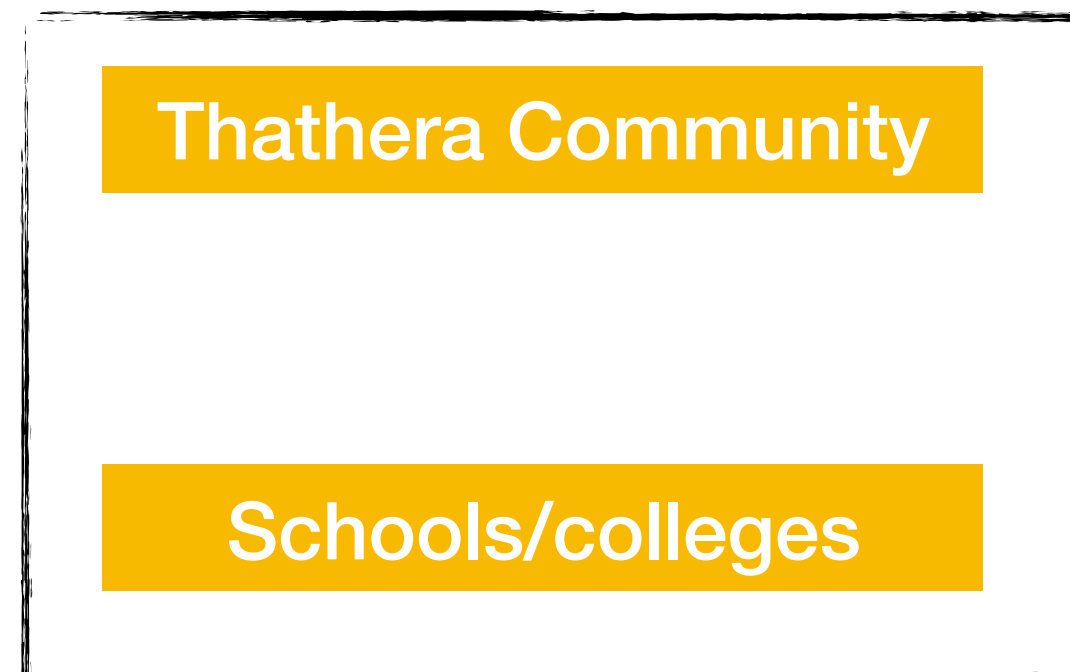
To initiate the project

Thathera Community

Schools/colleges

Stakeholders

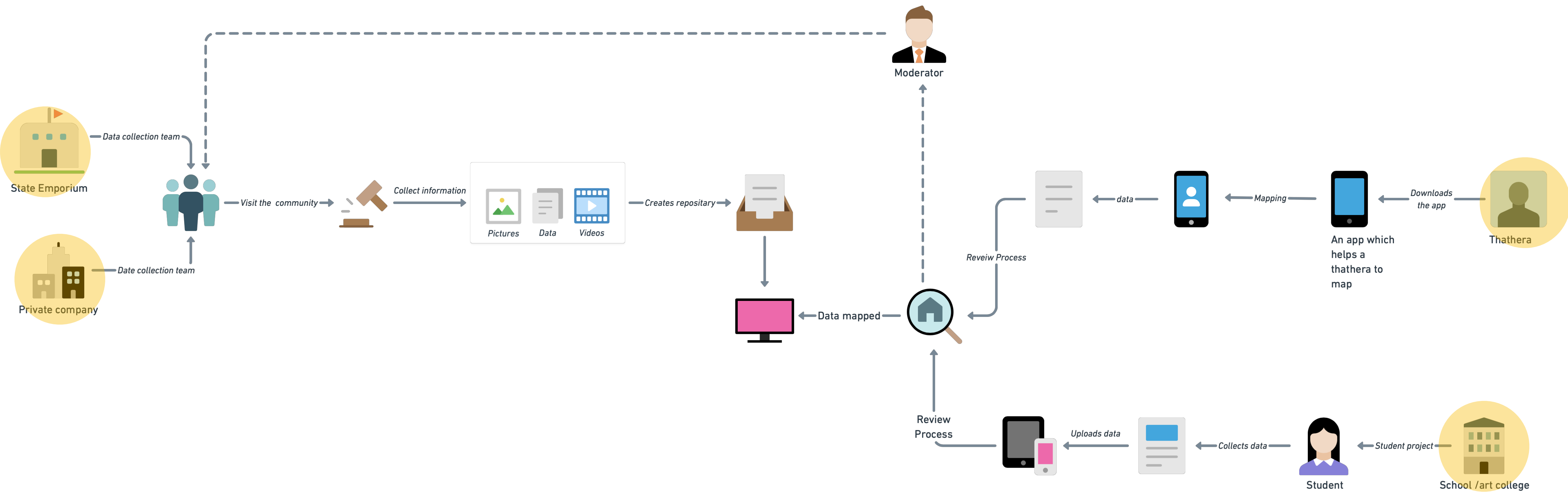
Who?



To initiate the project

Carry out cultural mapping

The detailed system



Content

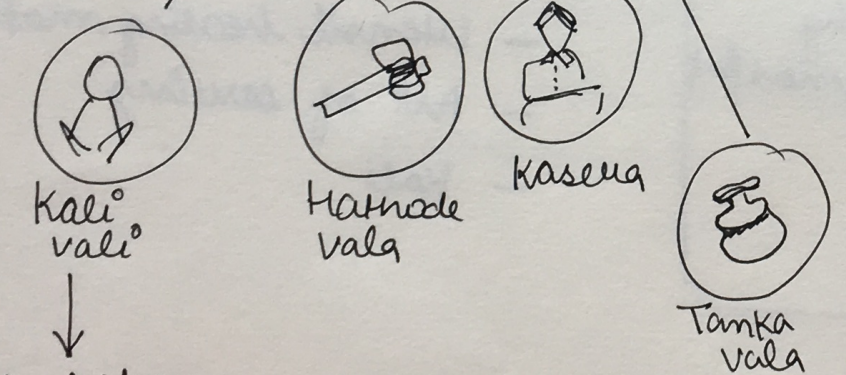
THATHERA CULTURE

WHO are we?

Another Introduction about Thatheras, their past, work etc. about their history.

WHAT do we do?

Covering all the different types of Thatheras

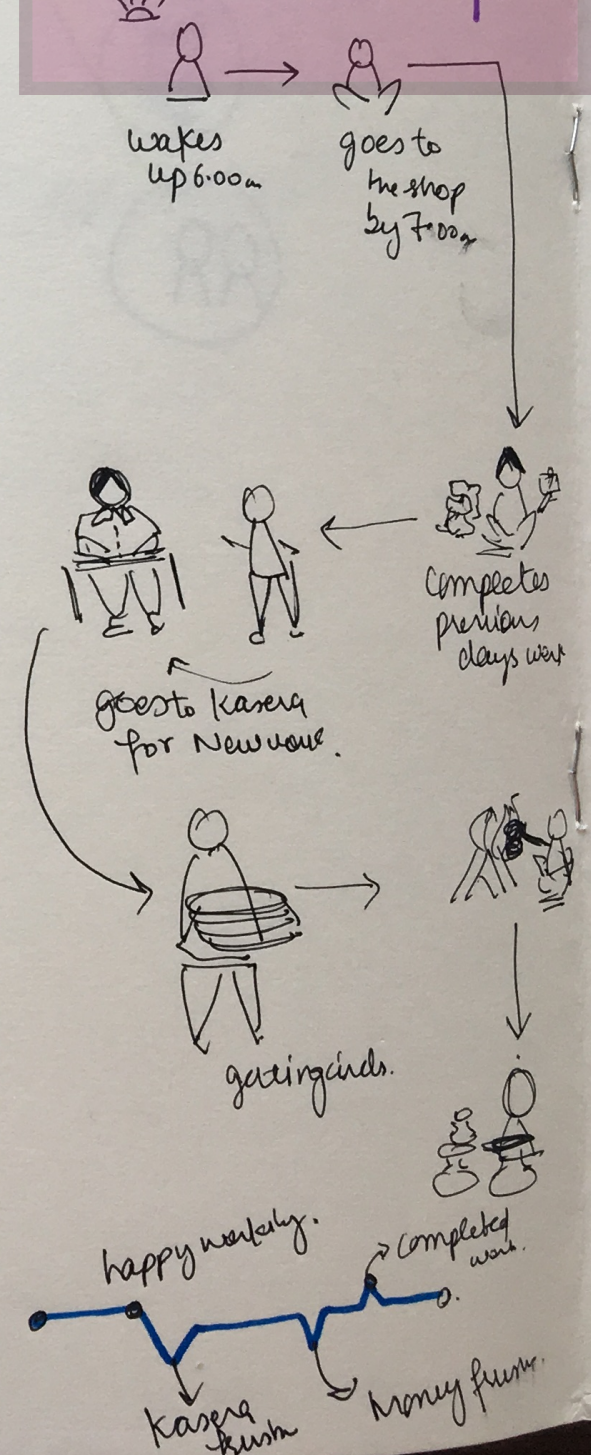


real story from the mouth of the Thatheras.

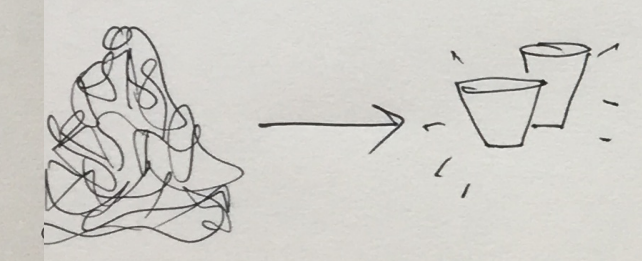
About Our Customs / Traditions

- We don't work ^{for one day} if somebody in our community dies
- Madhupurka - used to feed a mixture of curd+honey to the newborn.

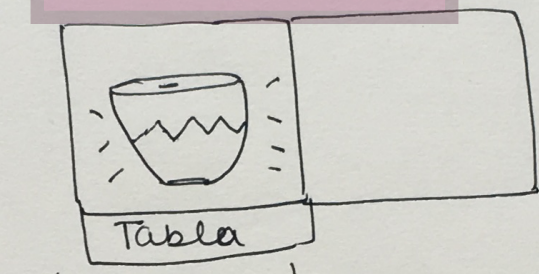
A day in Thathera's life



Journey of Utensil making
from scrap to utensil



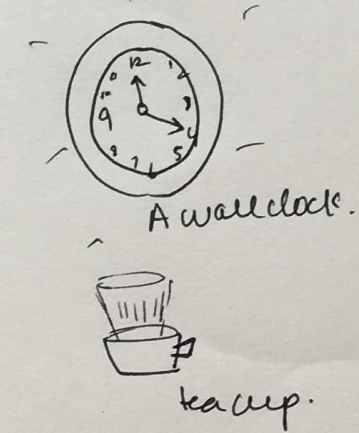
Our Products



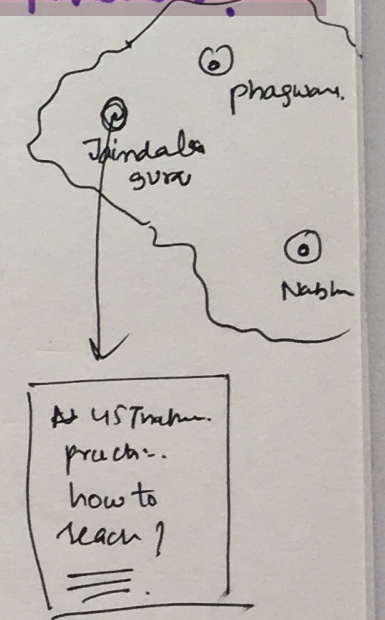
Made by Santosh Kumar.
No. of hours: 7
Raw material used: ---
specialty/unique: handcraft
Know about Santosh Kumar

Santosh Kumar: 47
Monthly Income: 5000
family: 2 daughters wife.
Job: hathodi Thathera
Want to be his partner?

New Innovations



Where can you find us?



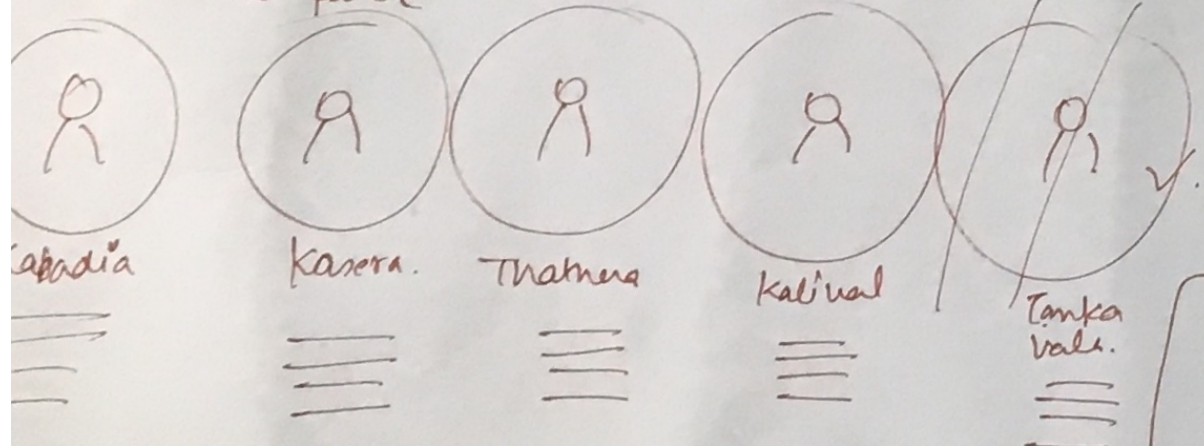
As US Thathera practice... how to reach?

Content

WHO are Thatheras?

Thatheras are the metal craftsmen who fashion utensils out of brass, copper and Kanva. They were spread in some villages widely in Punjab but now they are mostly concentrated in a village 'Jandialaganj' near Amritsar. Typical in process. manufacturing process requires melting scrap metal and moulding into nuggets, which are then rolled into plates. These plates are then shaped into vessels using delicate welding & riveting techniques, gentle heating by hand operated bellows and skilled hammering. They are men. They shape a metal plate into different utensils by using welding, gentle heating by hand and skilled hammering.

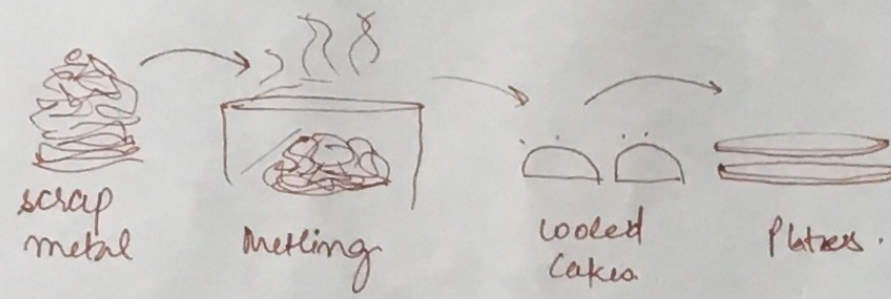
Basically, Thatheras have different roles in this process. There are Khabadi's who collect the scrap metal & sell it to Kaseras. Kaseras convert this scrap into plates with the machines. These plates are then distributed to the Thatheras (usually called Thatheras) to make utensils out of. Kala Tanka wala will do shikri if required and last there will be a Koli wala who will paint the utensil with color.



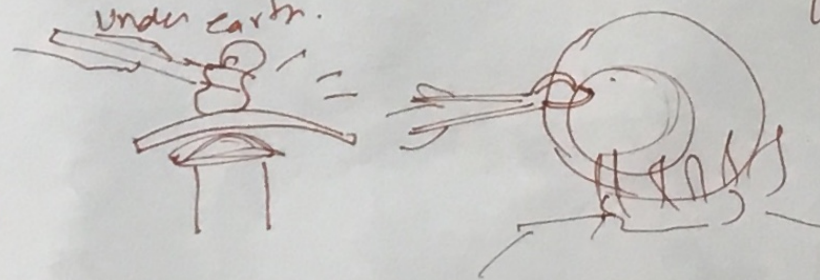
Content collection application.
why?
what?
why?

Making of a Utensil (process)

The process begins when cooled cakes of metal that are flattened into thin plates with the help of a machine. melting scrap metal and then moulding it into



These plates are then hammered into curved shapes, creating bowls, plates, large pots for milk, and huge cooking vessels and other artefacts. Heating the plate and curving them into different shapes require careful temperature control, which is achieved by using wood-fired stoves buried under earth.



Even the utensils are manually finished by if the utensil needs shikri. Then it's done. Otherwise it's polished by polishing with traditional material such as sand and tamarind juice. Later designs are made by skillfully hammering a series of tiny dents into the heated metals.

Ideas Story - Luchu - Thathera.

- Pressing the button 10 times to hammer it.
- A graph showing Thatheras' frustration, happiness.
- Stories derived from Thatheras.
- facts: Did you know it takes a Thathera to hammer 100 times to come this design.

→

THATHERAS OF PUNJAB

Direct from Thatheras

(their frustrations, fears, strengths in stories??)

Story of the Day.
Thathera of the day

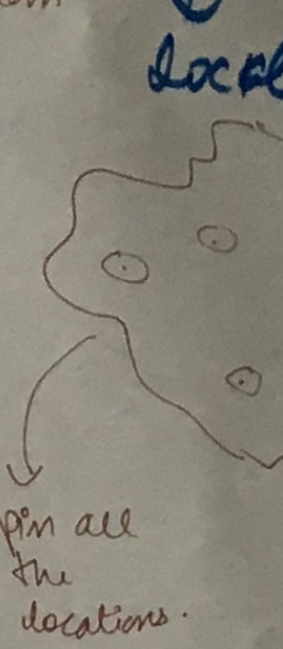
Unique things about their culture/ Customs/ Tradition.

- Madhupurka used for newborn baby. It's to give honey to the new born.
- The whole kitchen set was given to the girl by her family during her wedding.
- The whole community doesn't work if somebody in the community dies.
- Chaypaha is a shallow vessel used by newlyweds to see their face.
- Vajray Kauri is a sacred song used during special temple ceremonies.
- Jaganath is a bowl used to tap the emerging teeth of a newly born.

Want to help a Thathera grow?

Be a patron to them

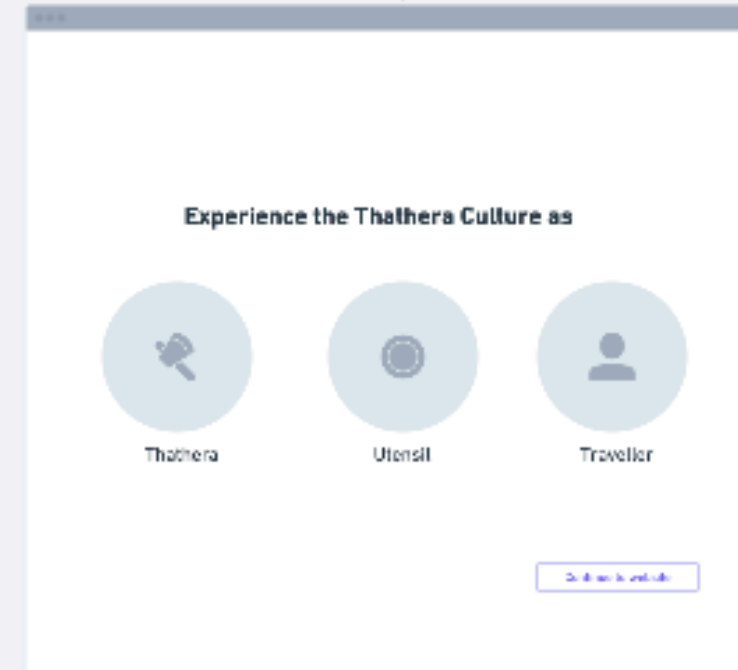
Their Products



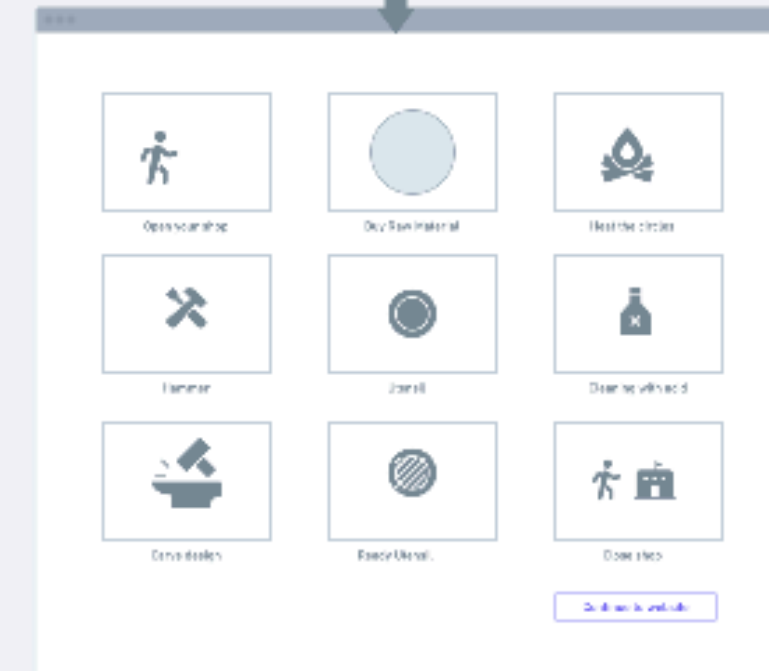
Iteration 1



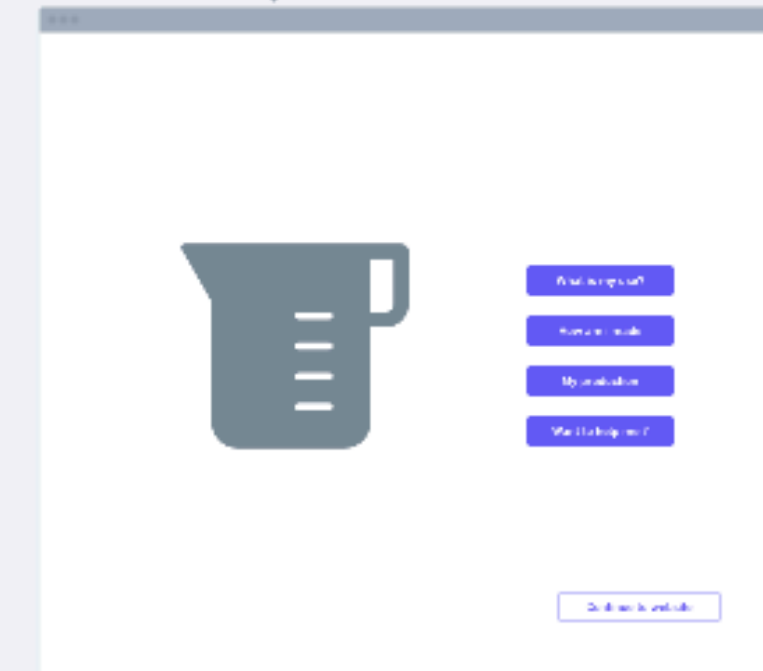
Choose Role



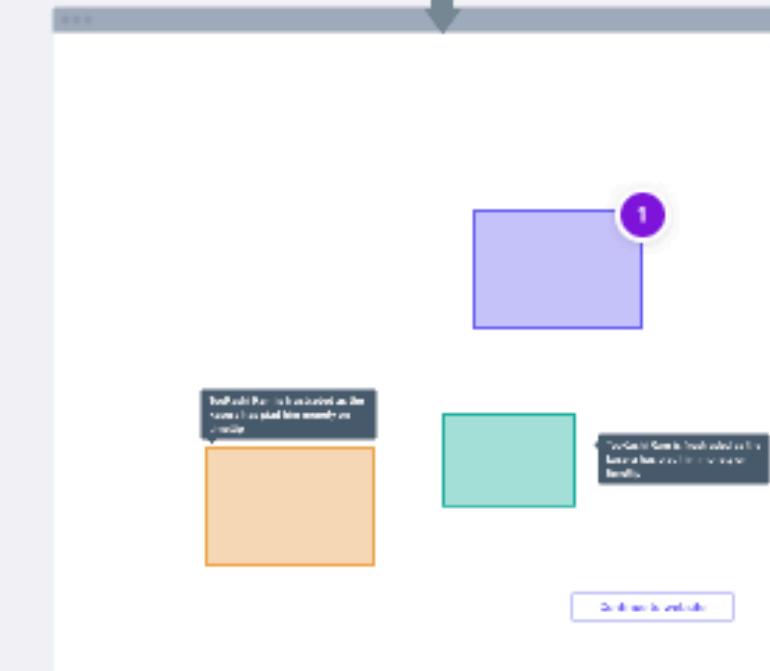
Thathera



Utensil



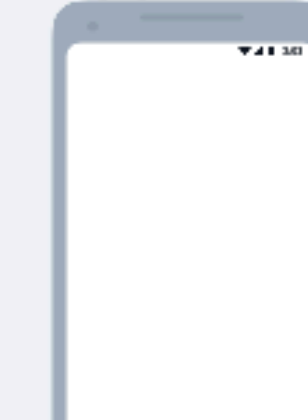
Traveller



Website



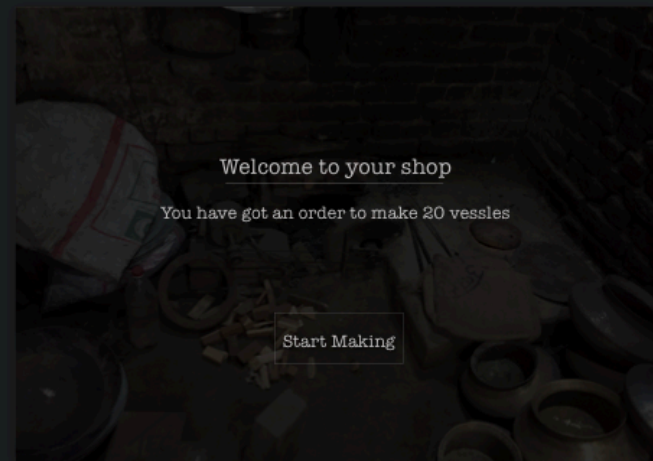
App



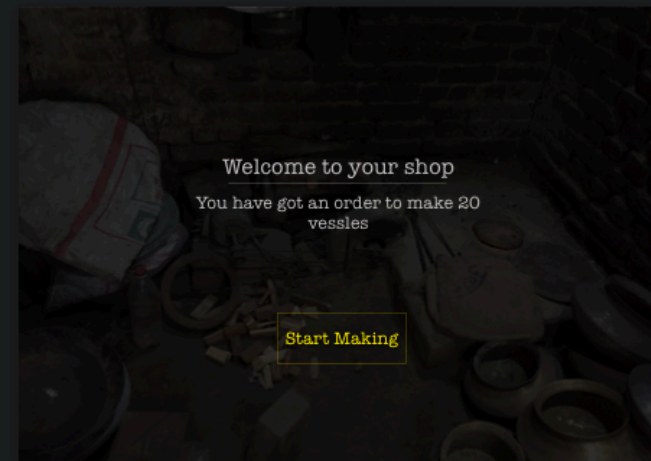
App will be used to ap the data and locations on to the website



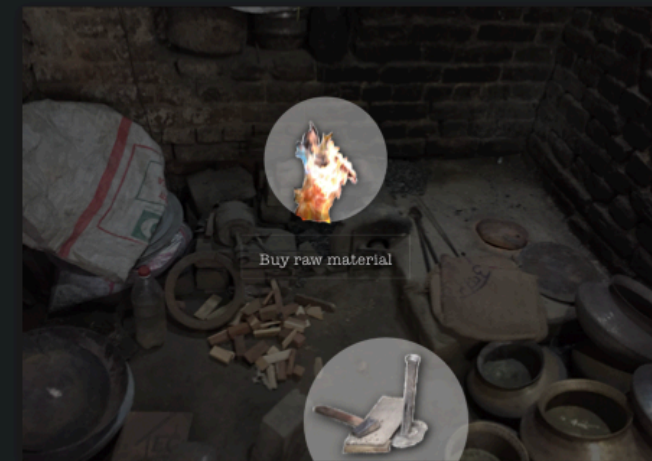
Shop



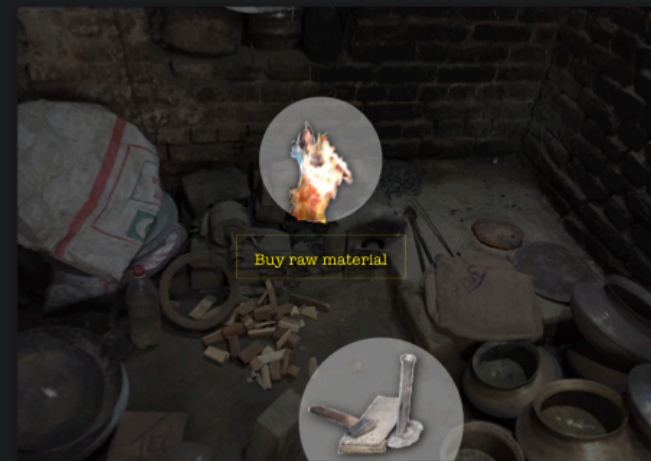
Shop



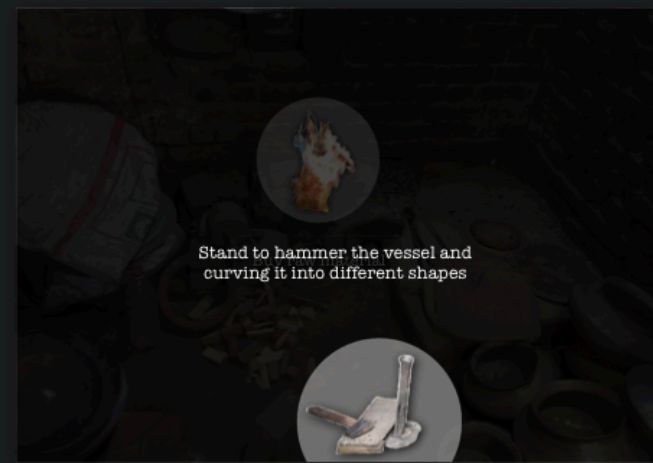
Shop Intro



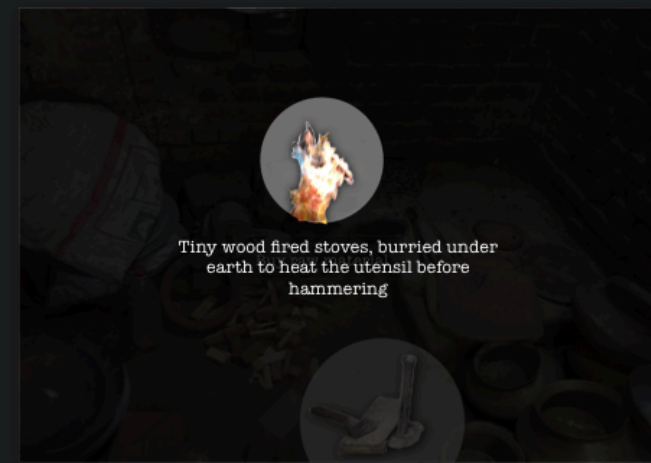
Shop Intro



Shop Intro 1



Shop Intro 2



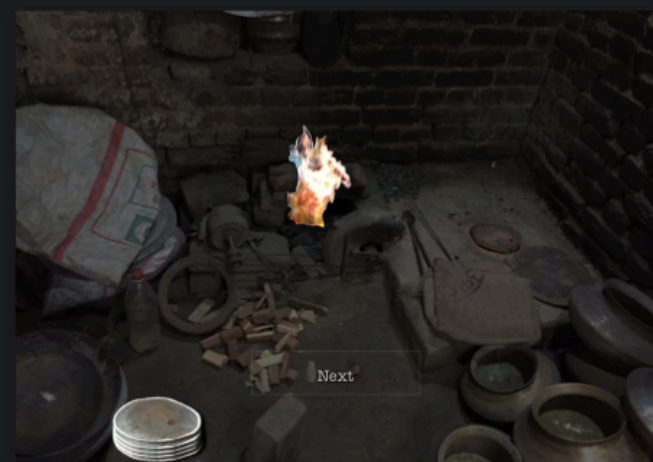
Raw material



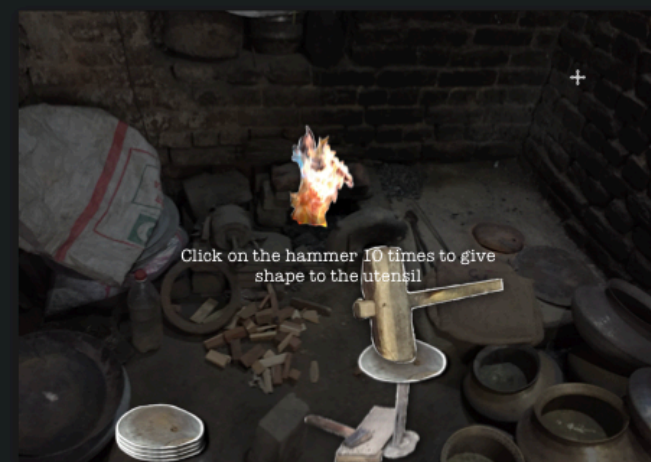
First copy of utensil



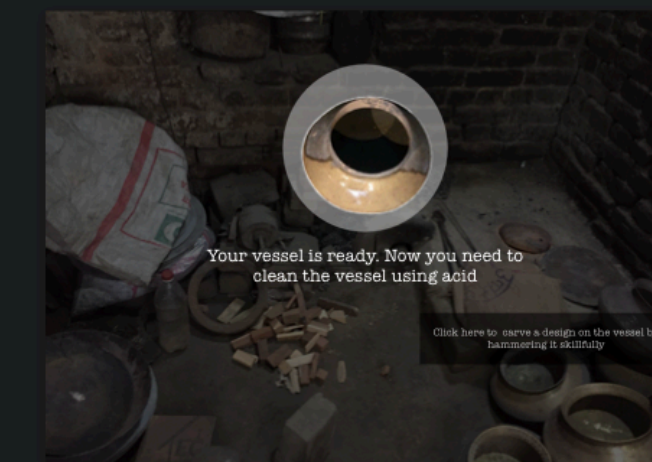
Heat



Hammer 1



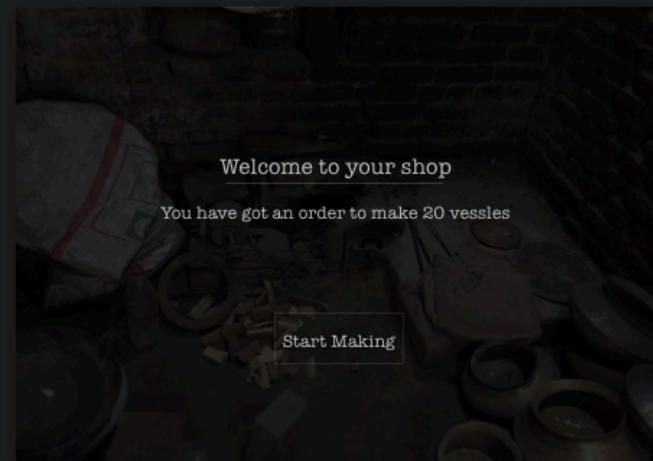
Acid 2



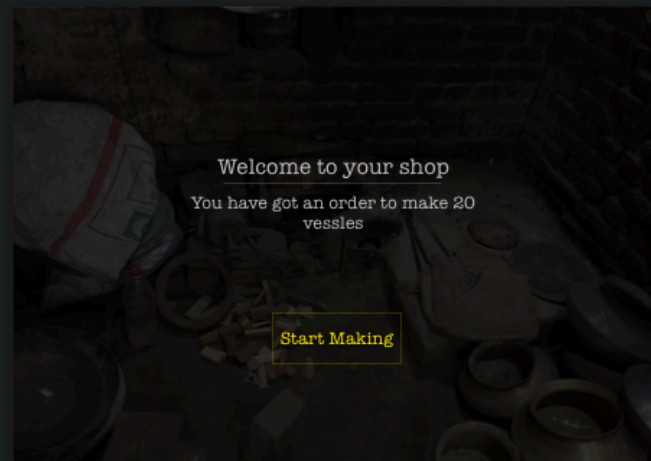
Hammer skillfully



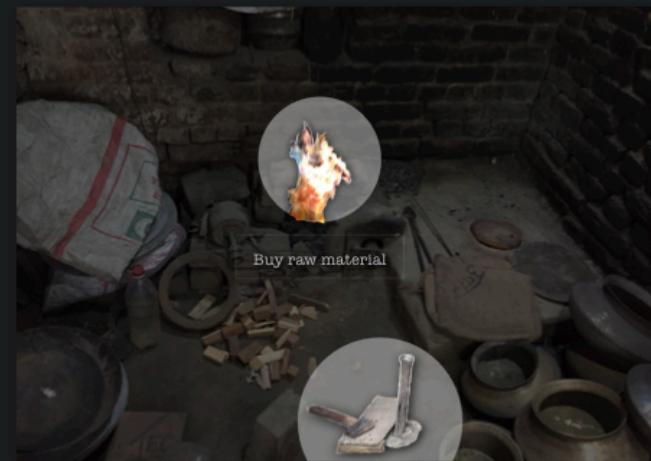
Shop



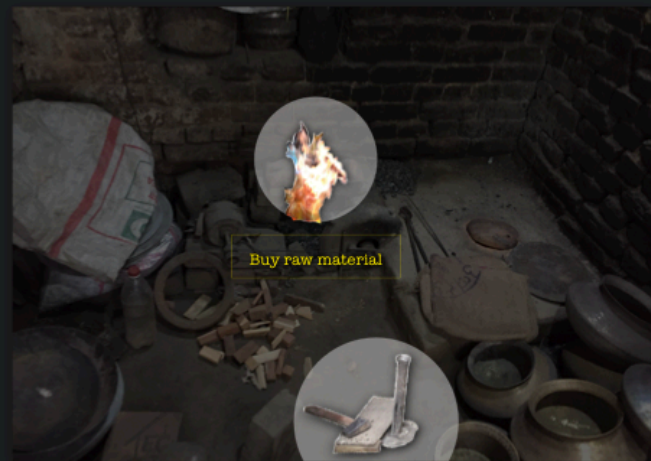
Shop



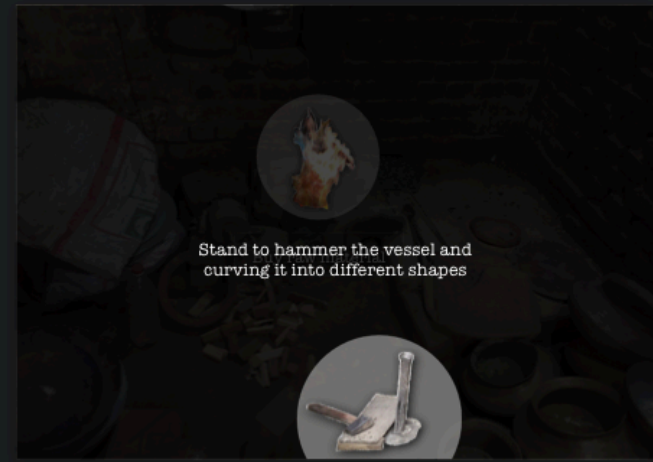
Shop Intro



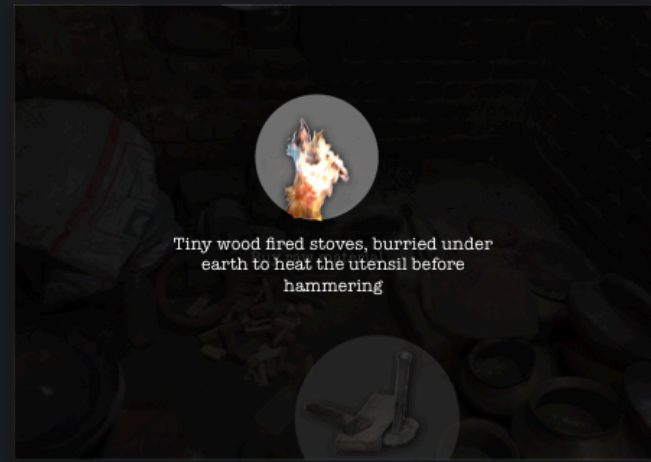
Shop Intro



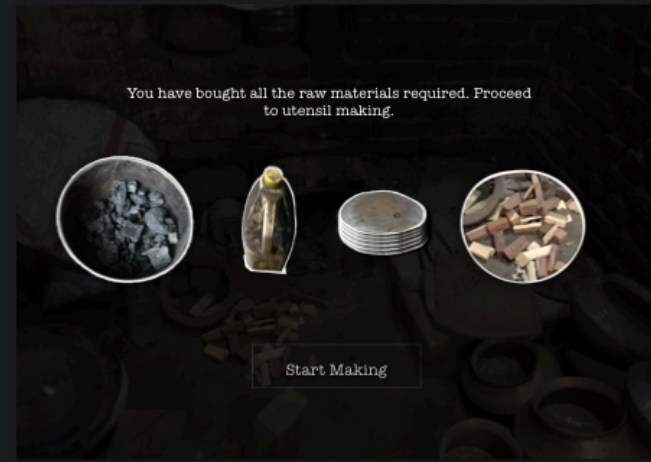
Shop Intro 1



Shop Intro 2



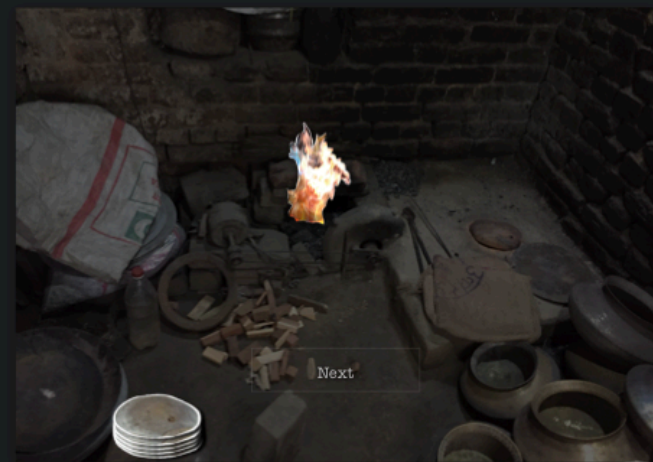
Raw material



First copy of utensil



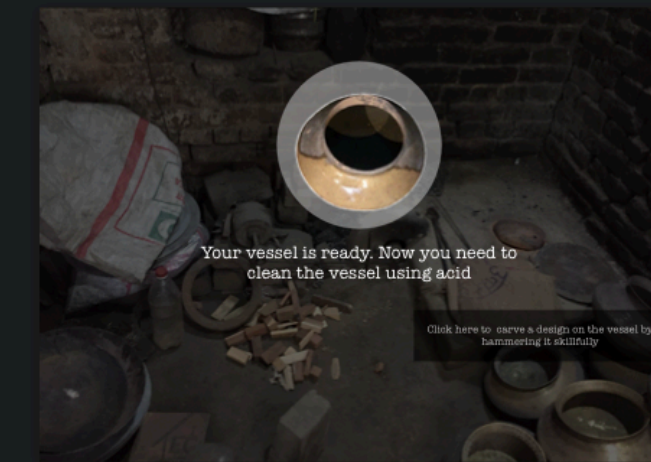
Heat



Hammer 1



Acid 2



Hammer skillfully



Iteration 2

Style guide

Title main Adamina 68

Title page Adamina 36

Page Heading Adamina 36

Heading Helvetica bold 46

Very small Heading Helvetica bold 28

Small body text Helvetica regular 16

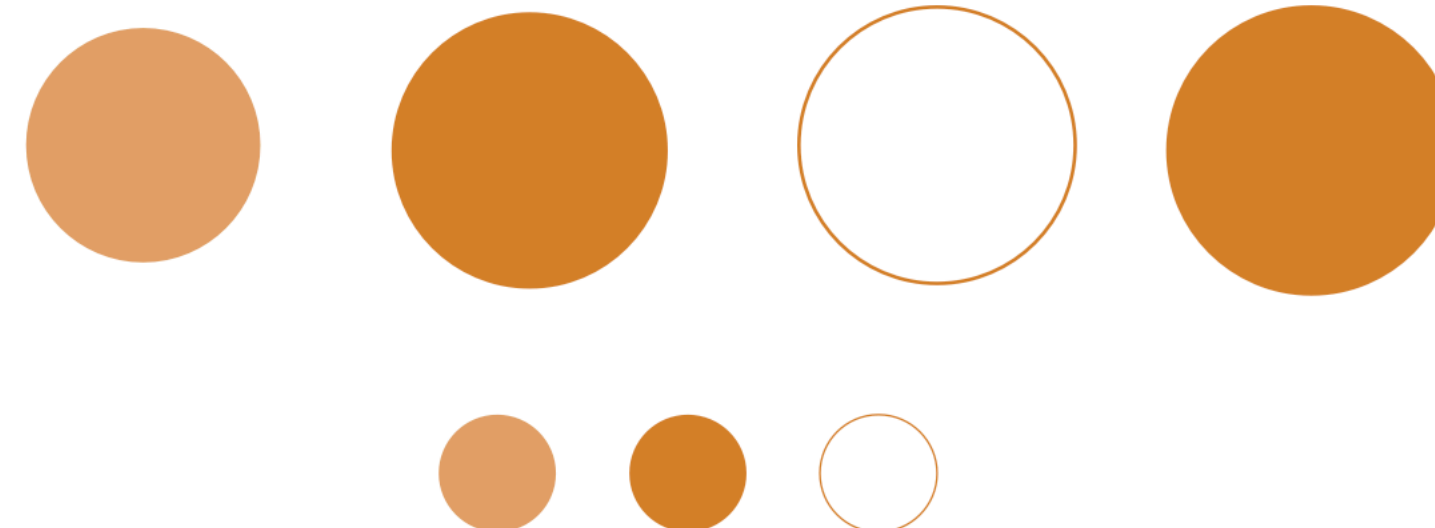
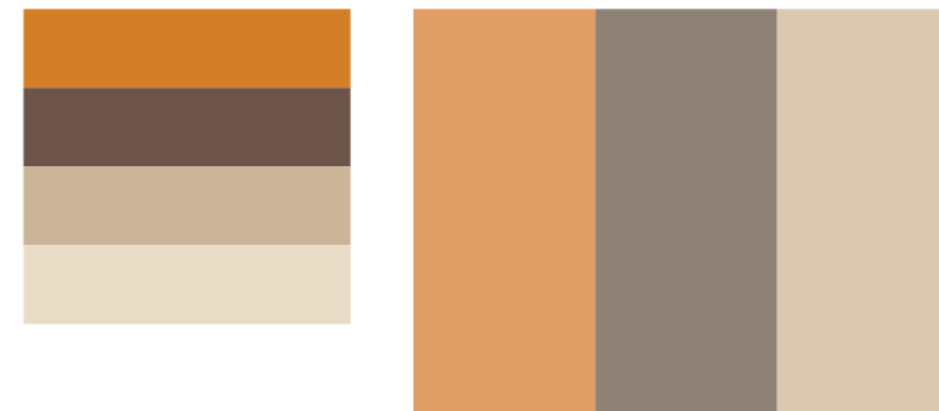
BUTTON Helvetica bold 18

SMALL BUTTON Helvetica bold 16

VERY SMALL BUTTON Helvetica bold 16

Body Text Helvetica regular 18

Very small body Text Helvetica regular 18



Prototype

Evaluation

Evaluation Plan

Working of the system (stakeholders)

- Test with all the stakeholders Emporium authority, teacher from art/design school, craft community

Working of the Platform (end user)

- User engagement
- New knowledge
- User interest

Scalability of the platform

- Try to fit in the framework on some other craft

Evaluation Plan

Expert evaluation

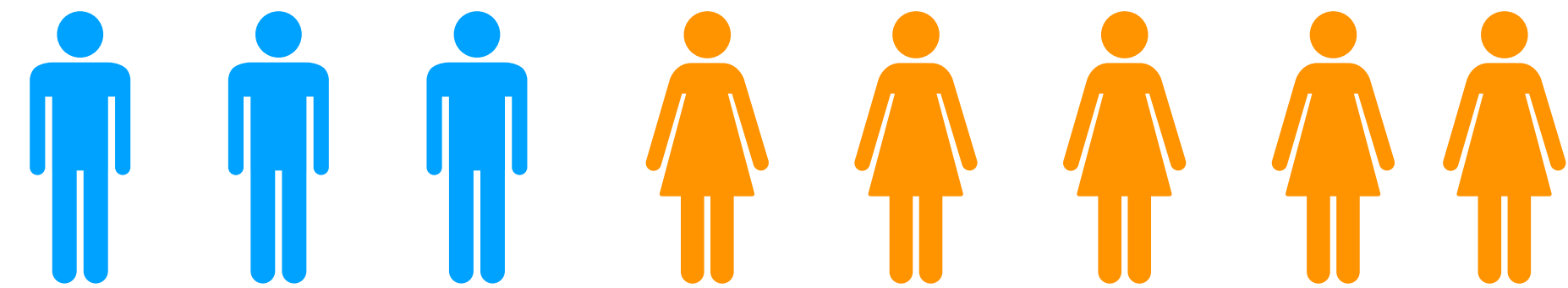
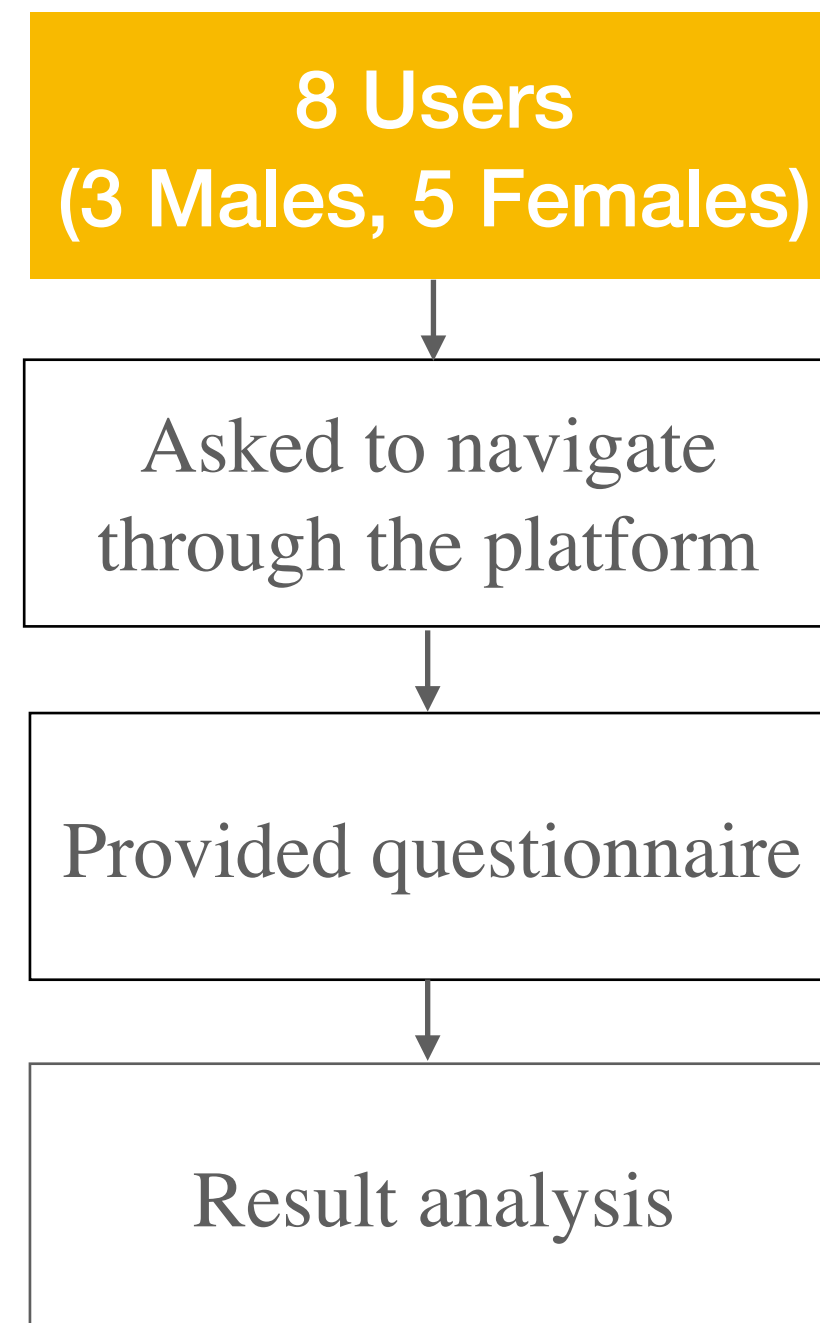
- Test with all the stakeholders
Emporium authority, teacher from
art/design school, craft community

Results



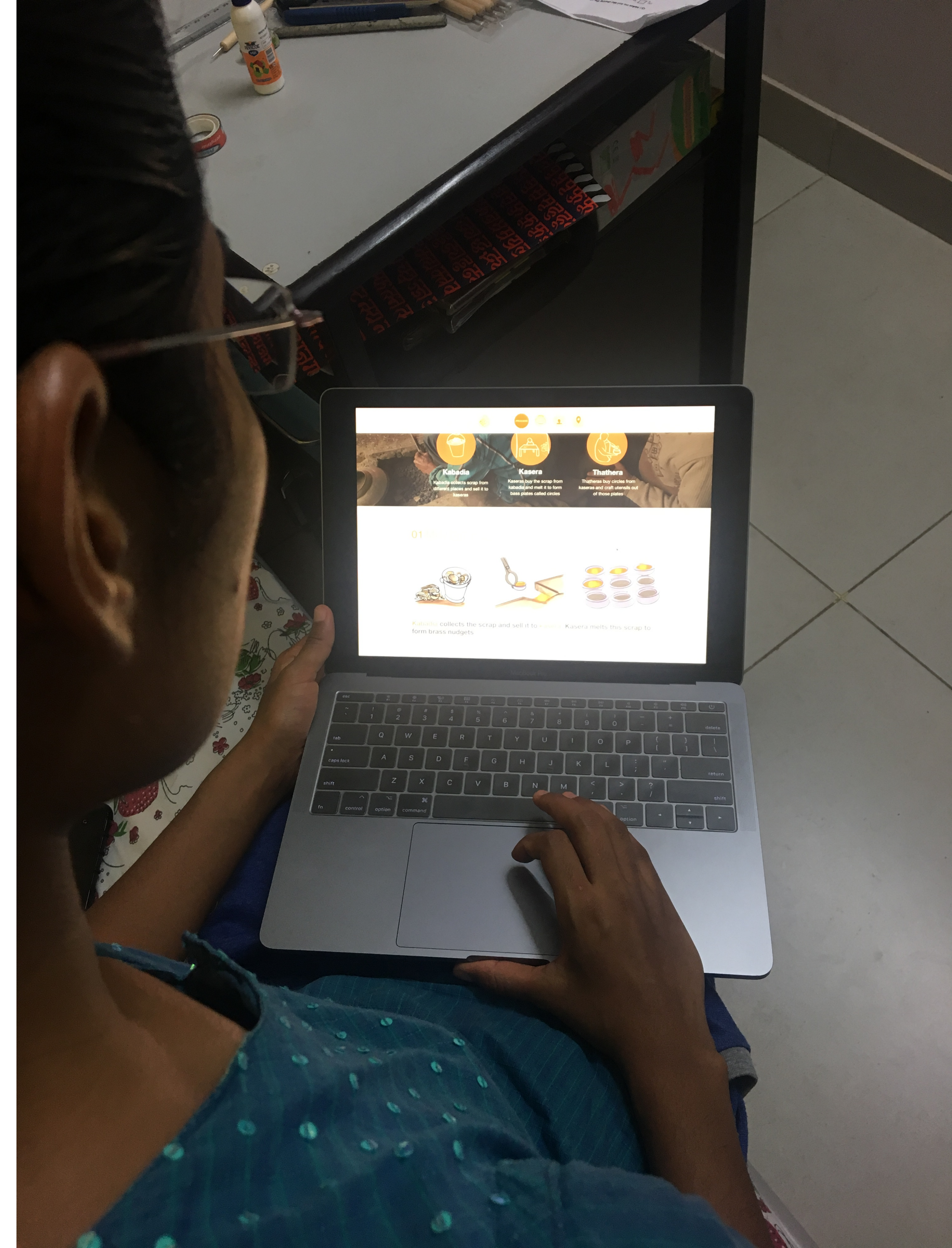
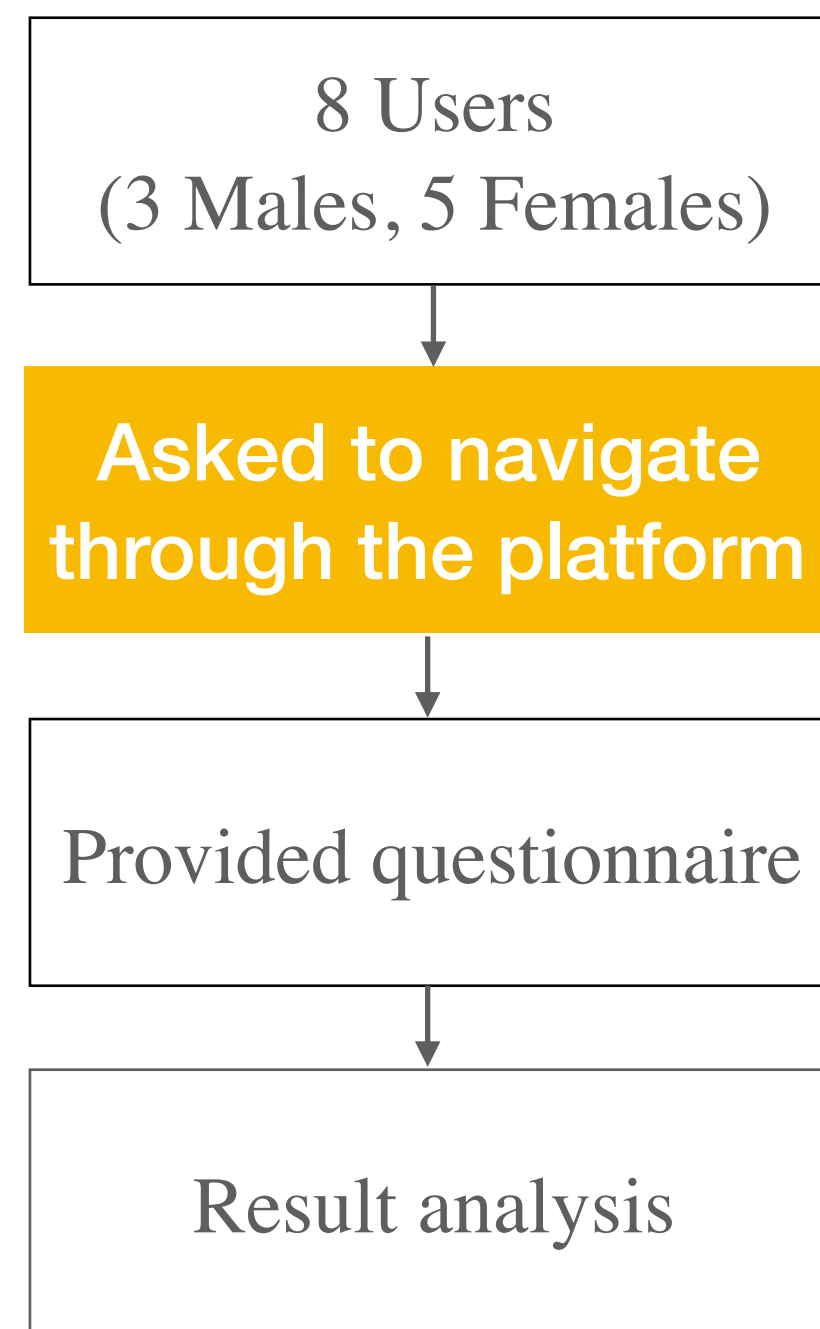
Evaluation Plan

Working of the Platform (end user)



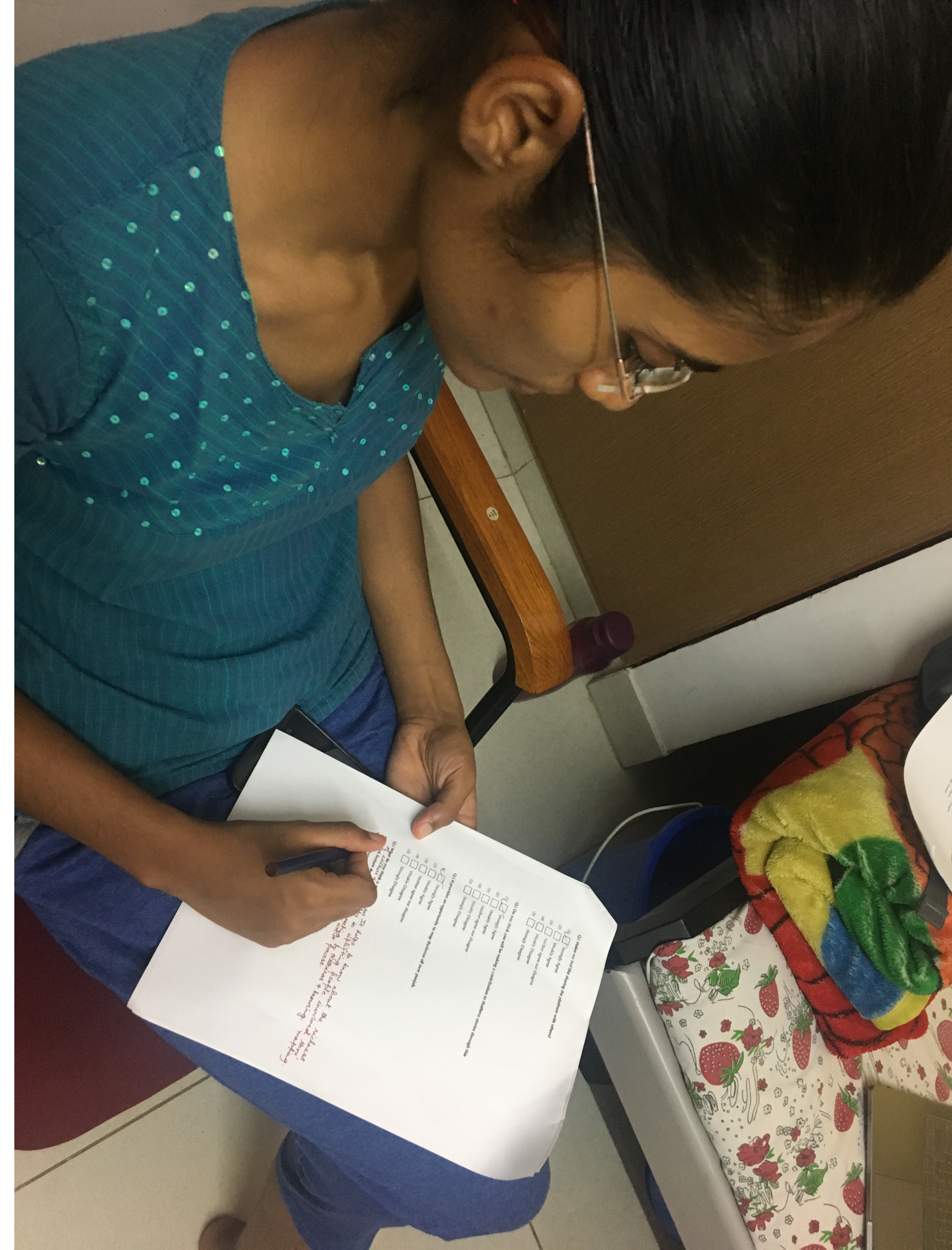
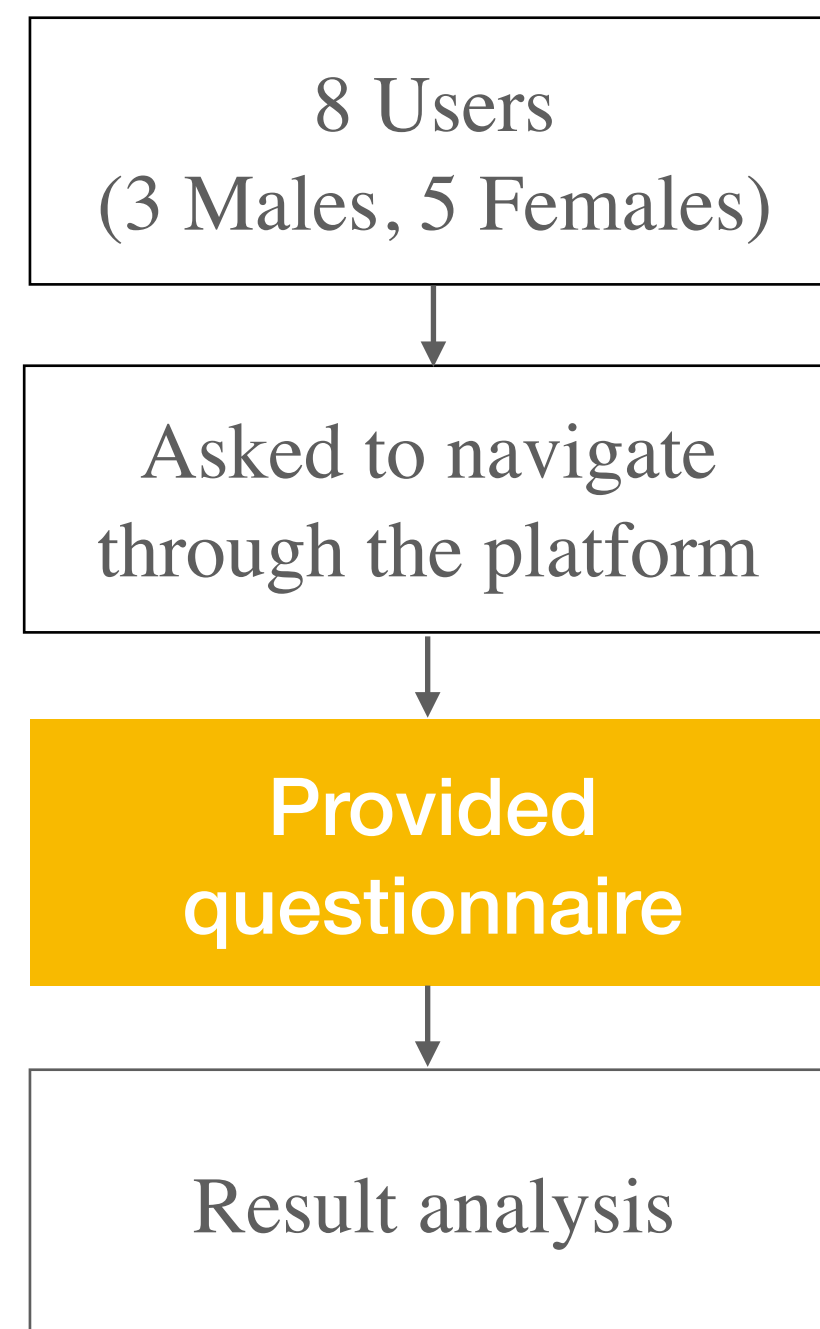
Evaluation Plan

Working of the Platform (end user)



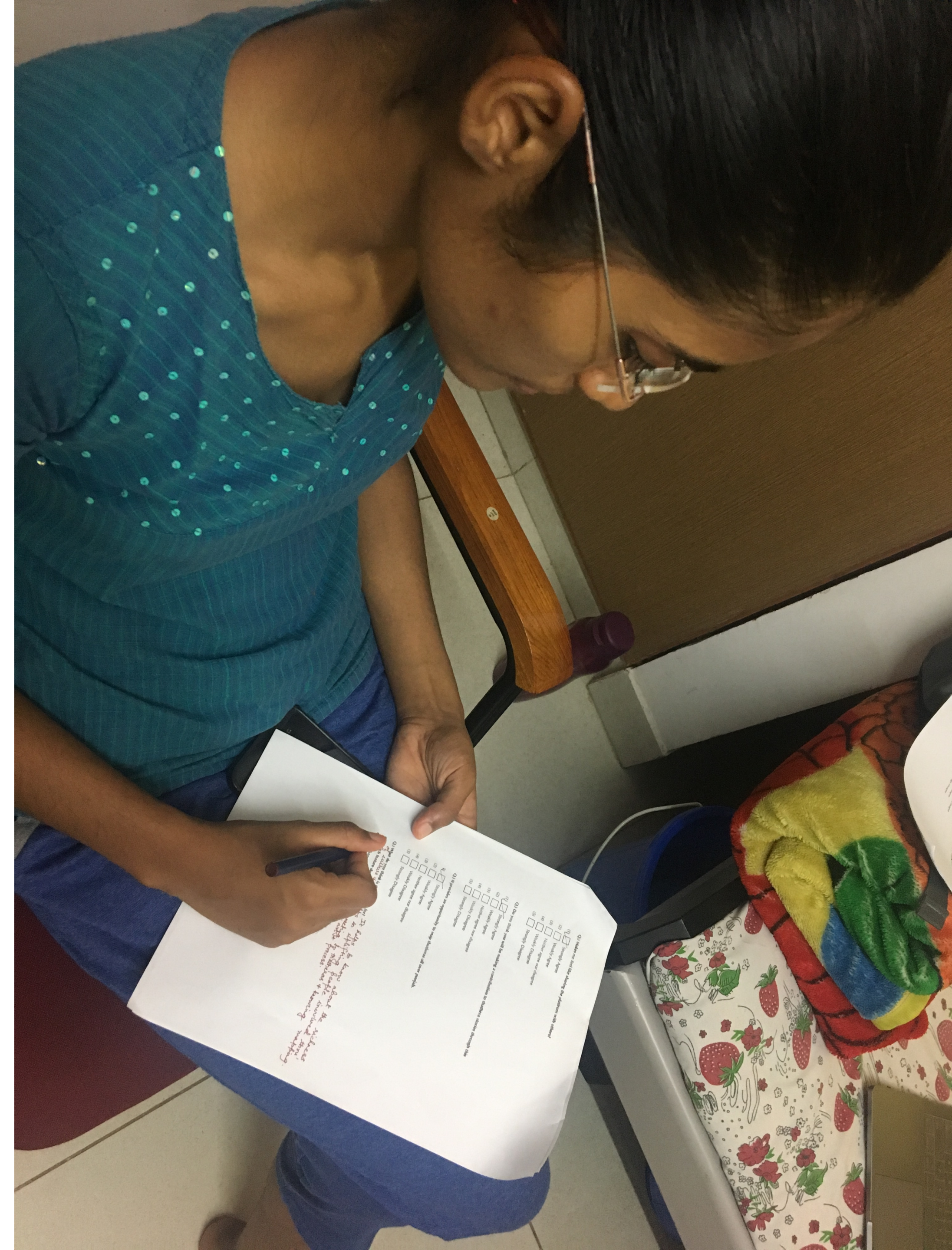
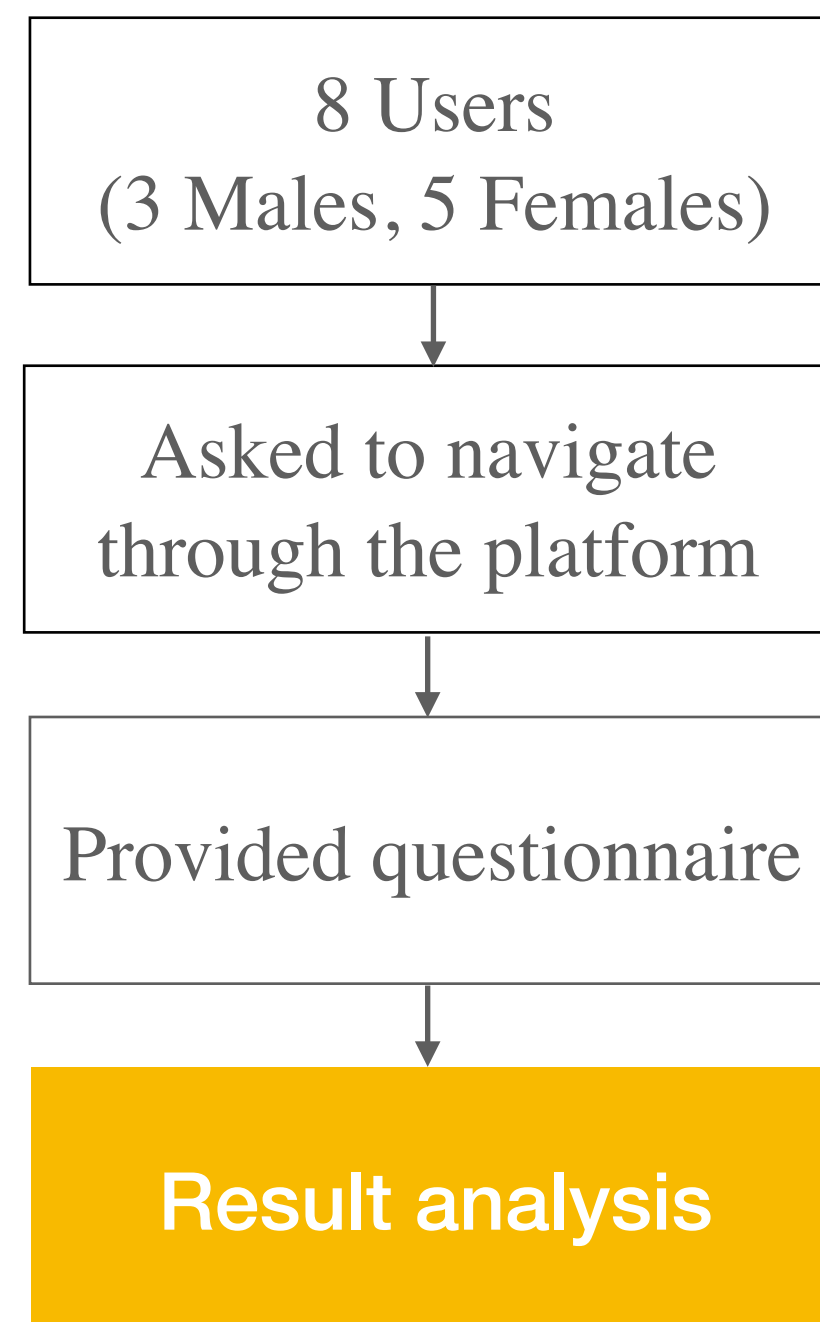
Evaluation Plan

Working of the Platform (end user)



Evaluation Plan

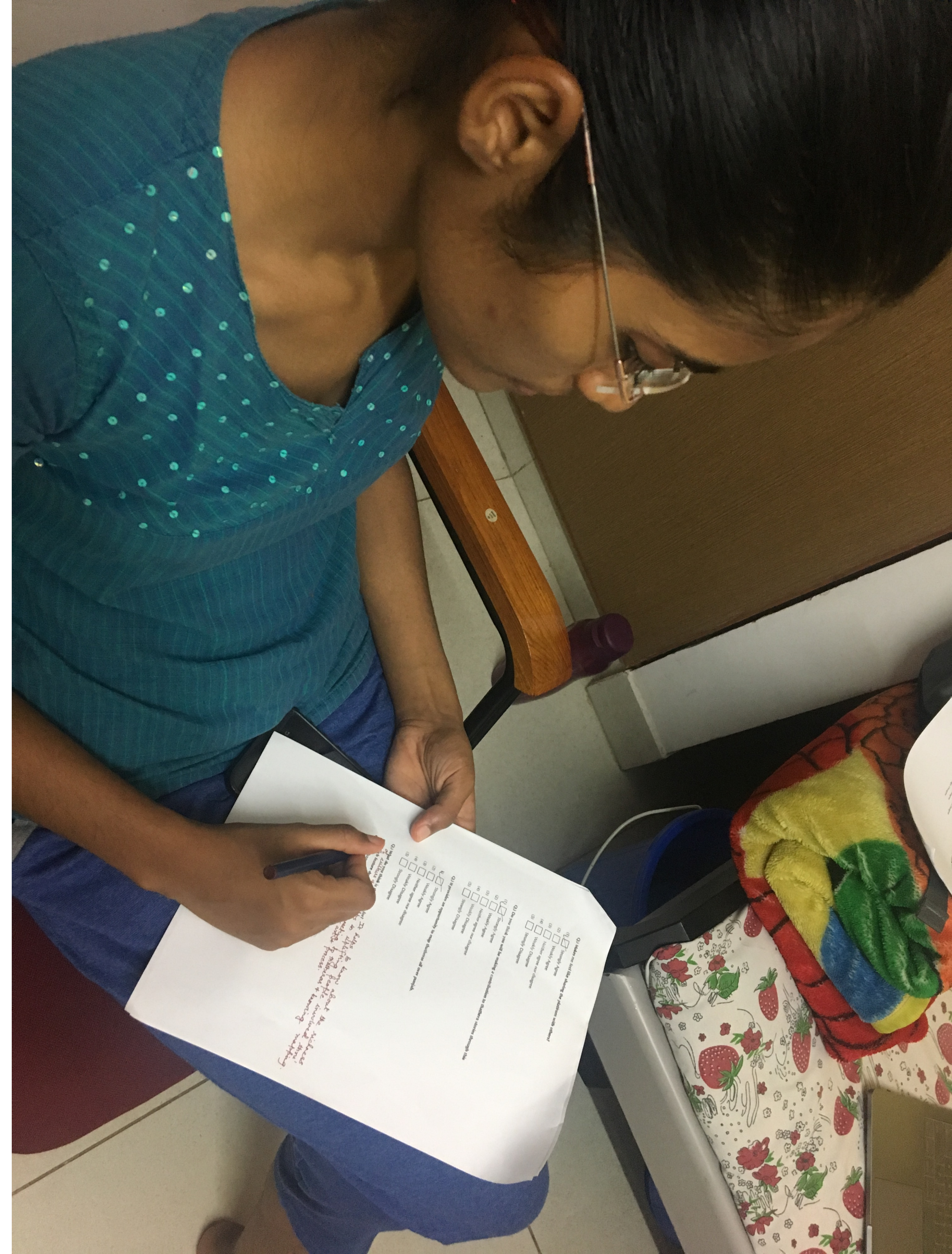
Working of the Platform (end user)



Evaluation Plan

Working of the Platform (end user)

- User engagement
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Evaluation Plan

Scalability of the platform

- Try to fit in the framework on some other craft