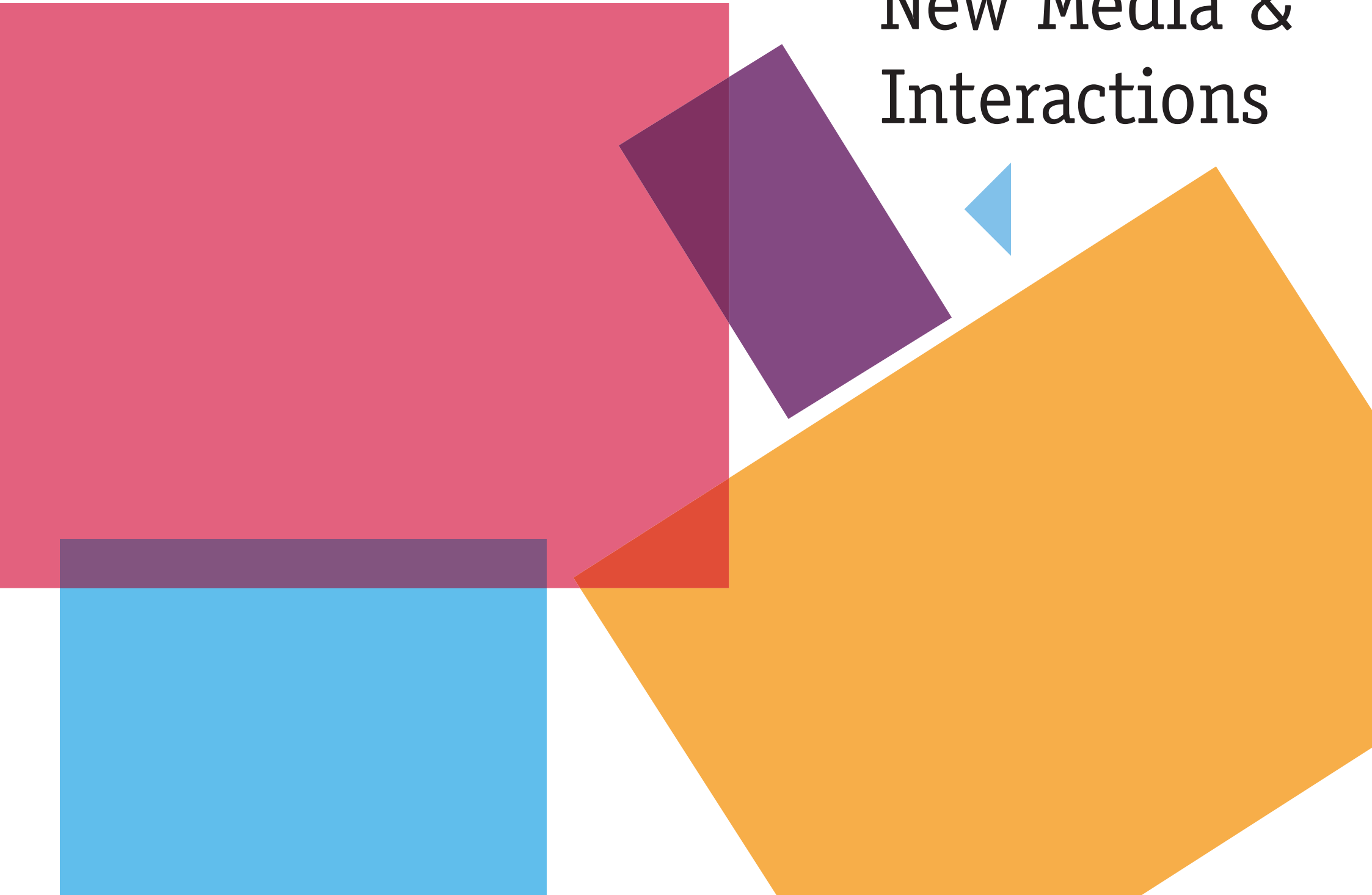


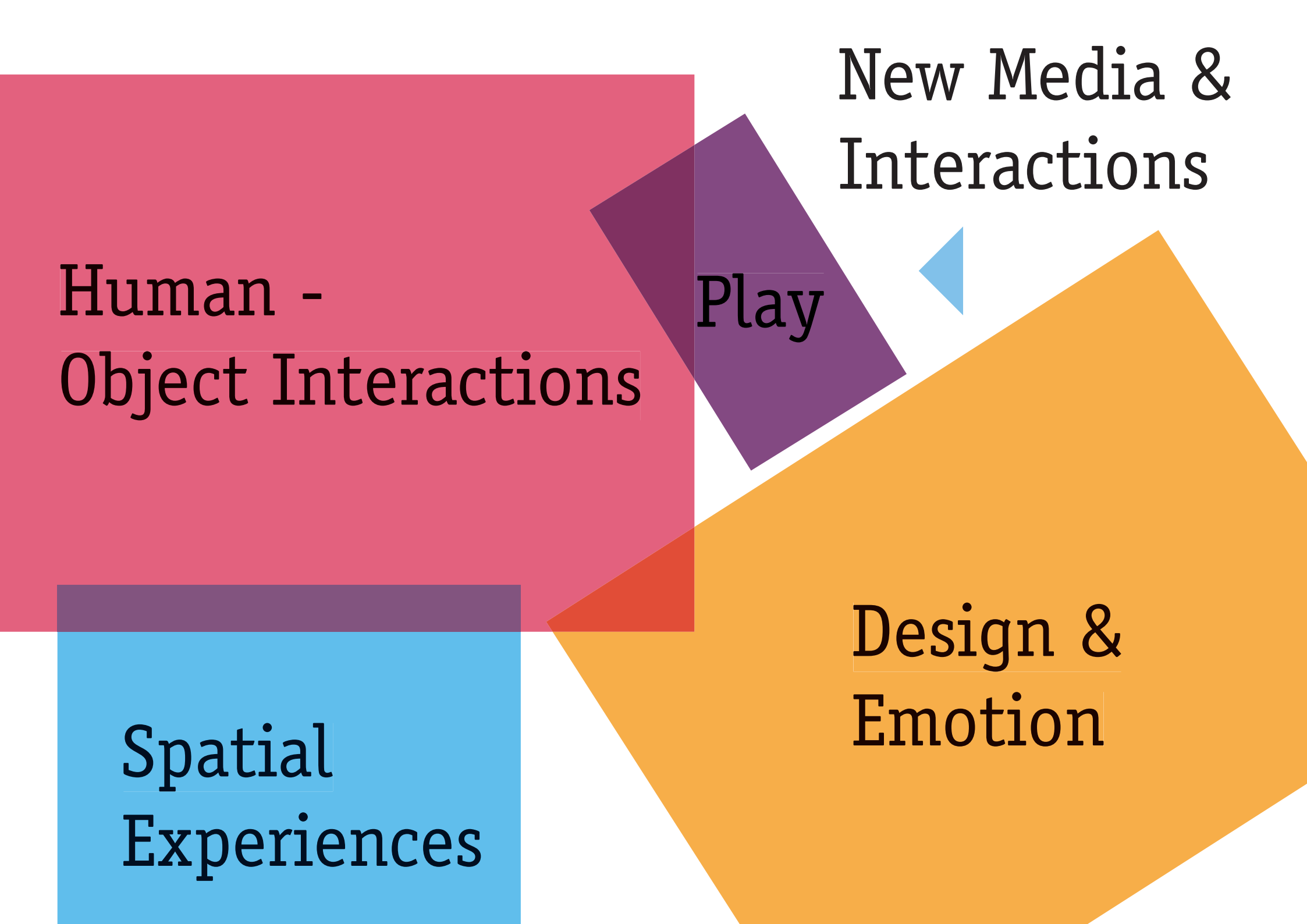


**#def World = Design Group;
Hello World;**



New Media & Interactions



An abstract graphic design featuring overlapping geometric shapes. A large pink rectangle is on the left, partially overlapping a blue rectangle at the bottom. A purple parallelogram is tilted and overlaps the pink rectangle. A large orange shape, resembling a triangle or a large 'V', is on the right, overlapping the pink and blue rectangles. A small light blue triangle points left towards the purple shape. Text is placed within or near these shapes: 'Human - Object Interactions' in the pink area, 'Spatial Experiences' in the blue area, 'Play' in the purple shape, 'Design & Emotion' in the orange area, and 'New Media & Interactions' in the top right white space.

New Media &
Interactions

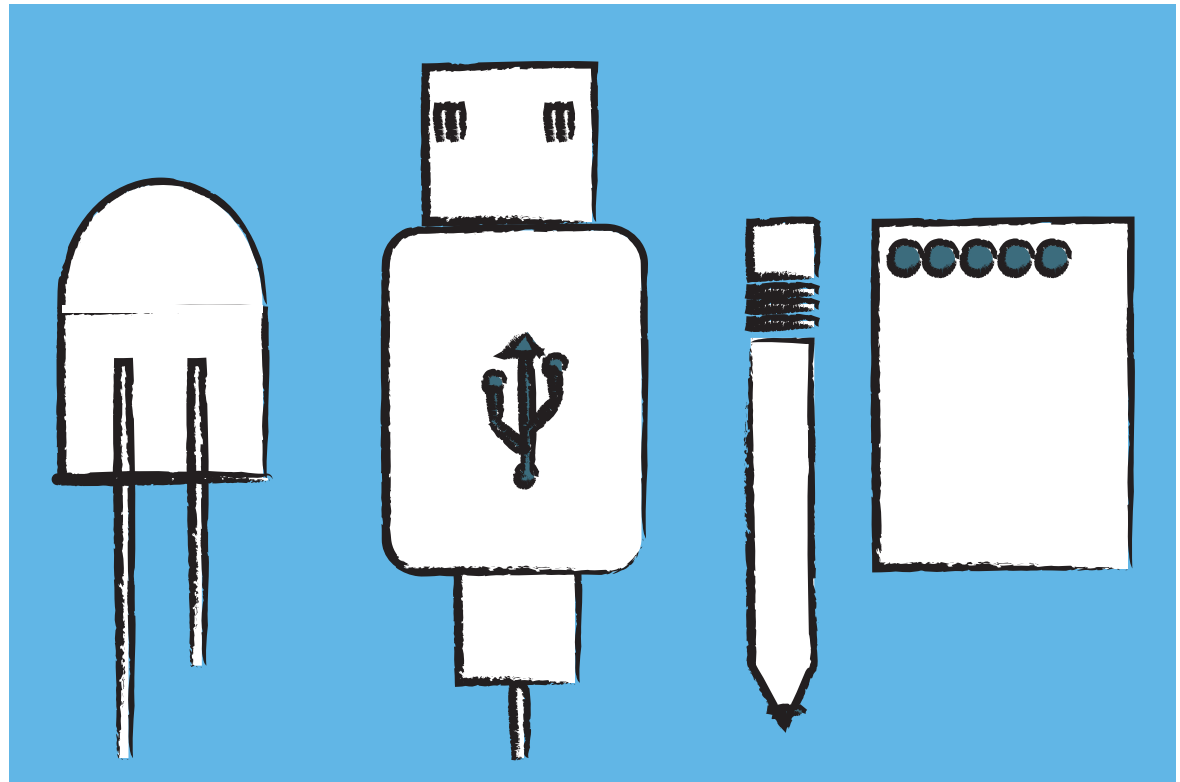
Human -
Object Interactions

Play

Spatial
Experiences

Design &
Emotion

the things
we make ◀



01

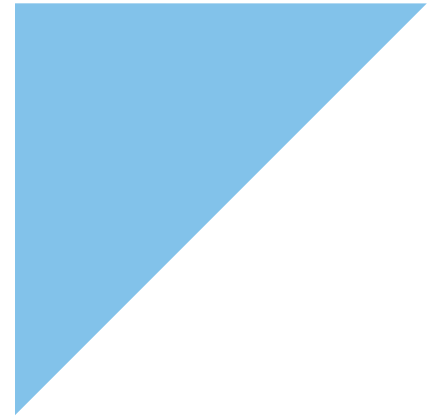
construct
(de)construct

Brief

“How can we make the spaces we live in more playful?”



Design Insights



spaces

furniture

make vs. buy

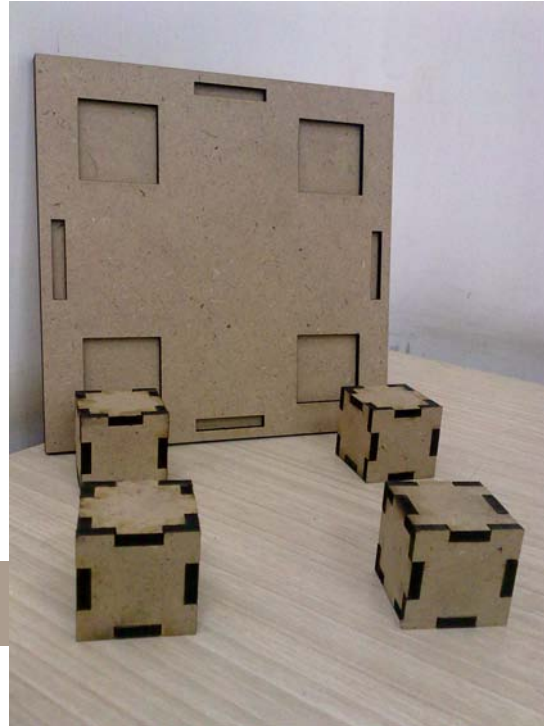
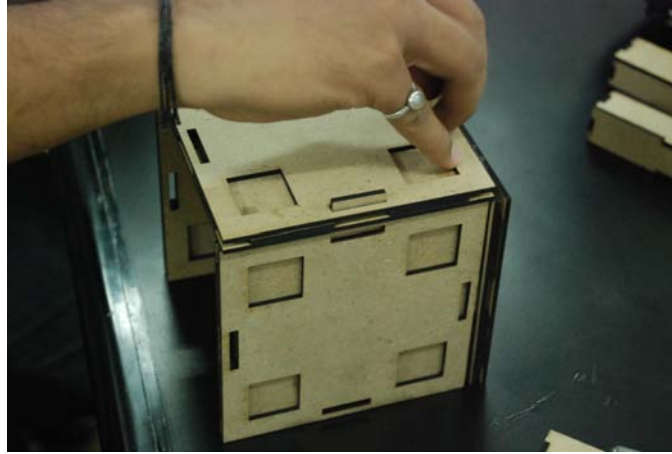
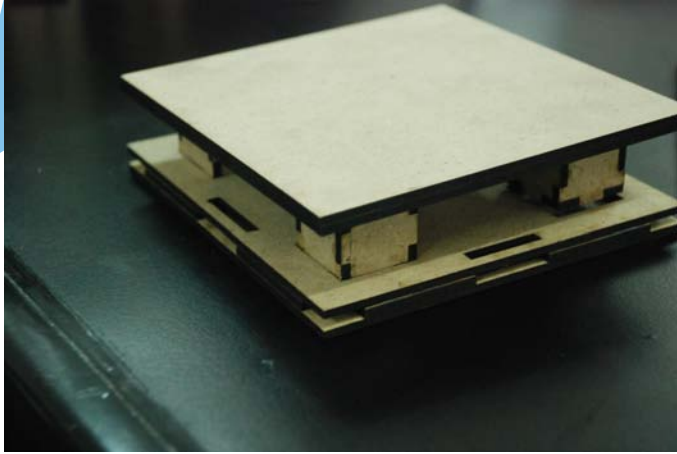
repurpose

contexts

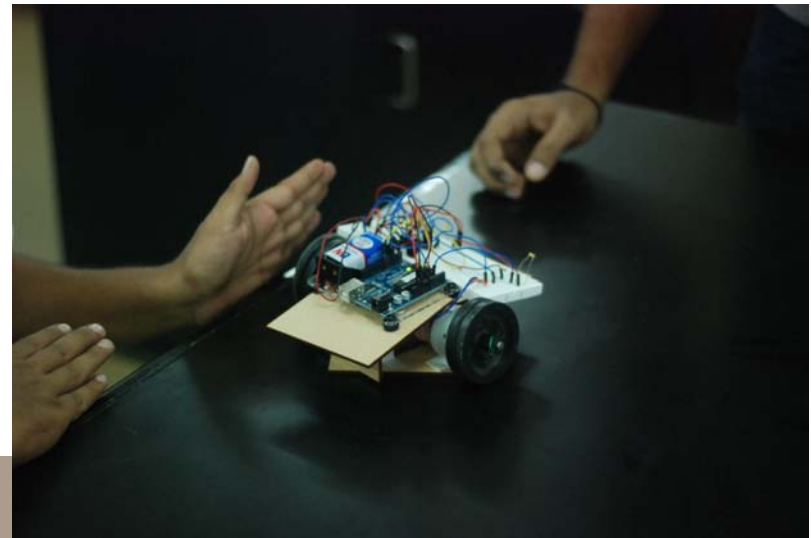
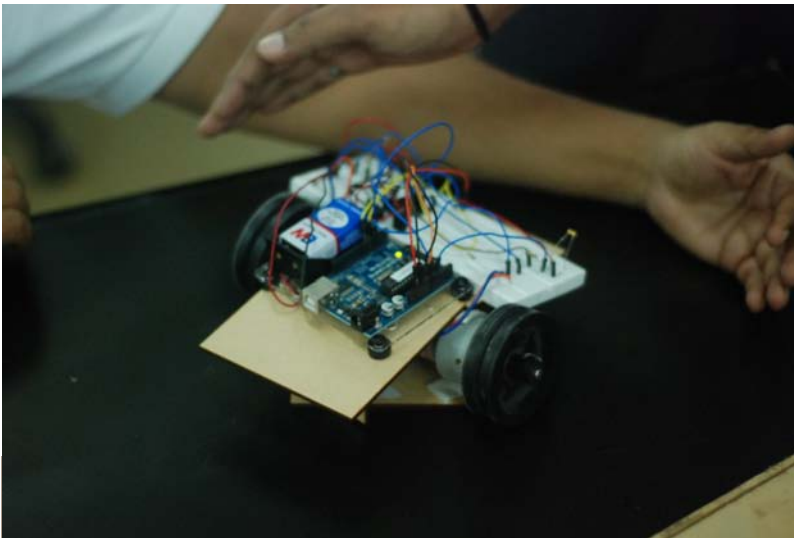
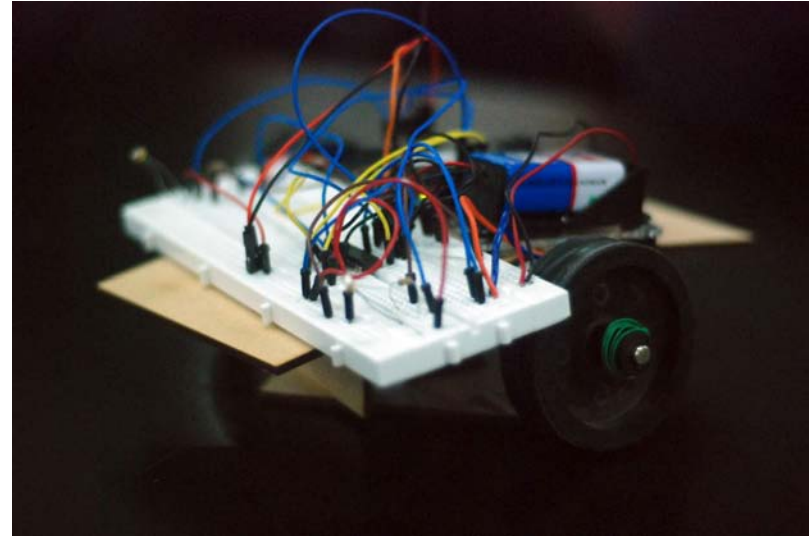
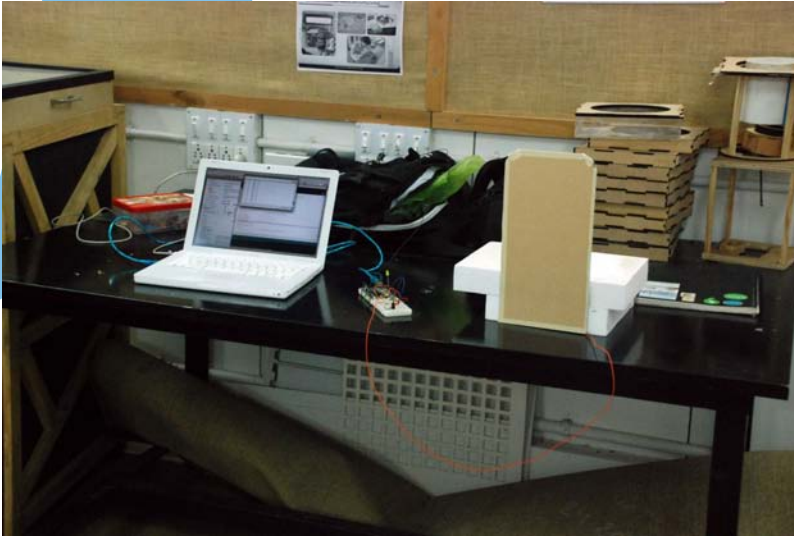
meanings

uses

Prototyping- Form



Prototyping- Interactivity





Exhibit

02

Dialog(*ue*)

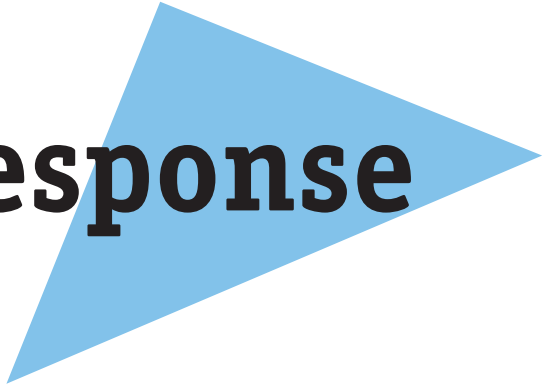


Brief

“Making conversations contextual,
intimate and most importantly,
fun.”



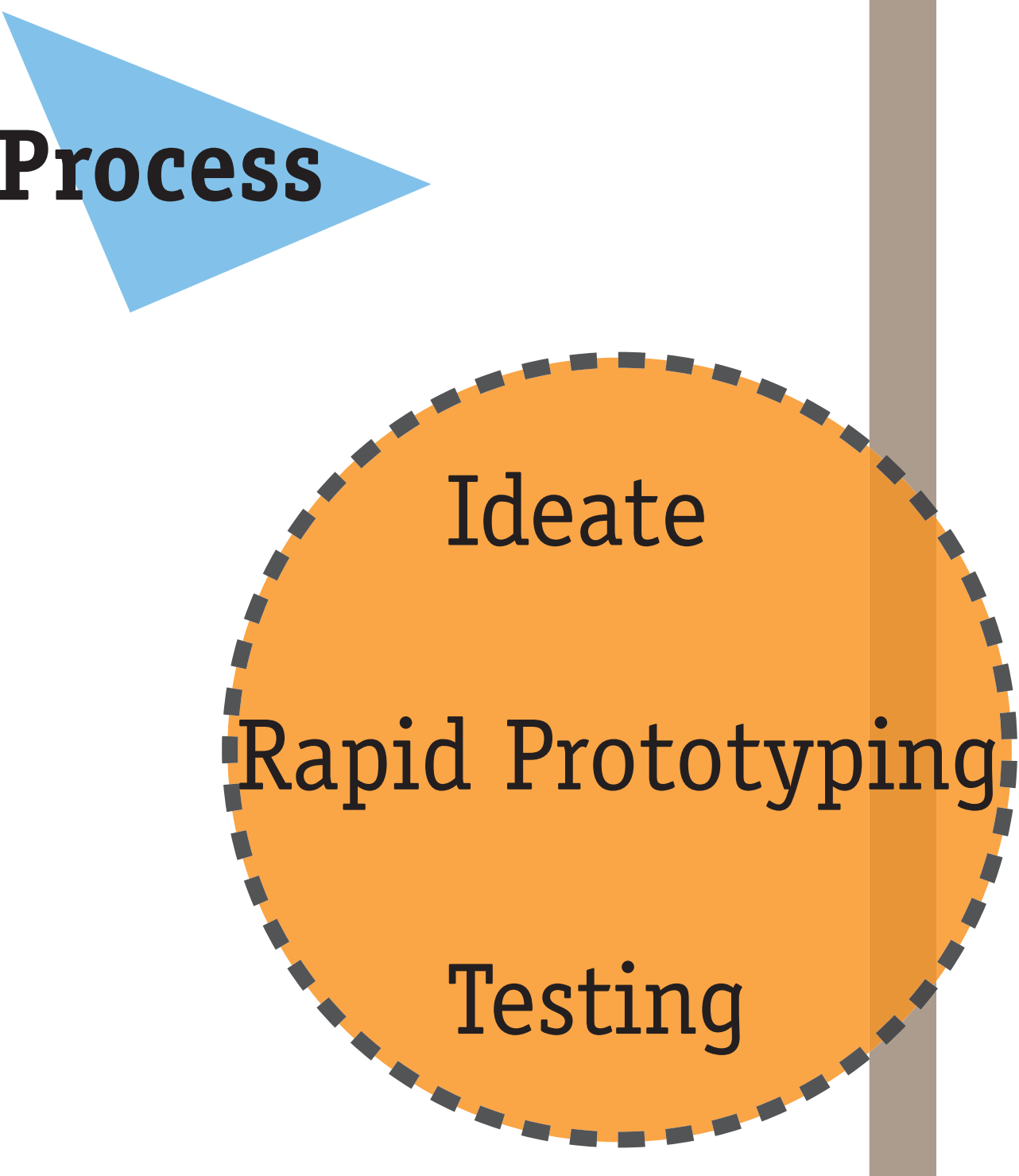
Response



“A language of interactive lamps which use symbols and icons contextually for creating conversations”



Process

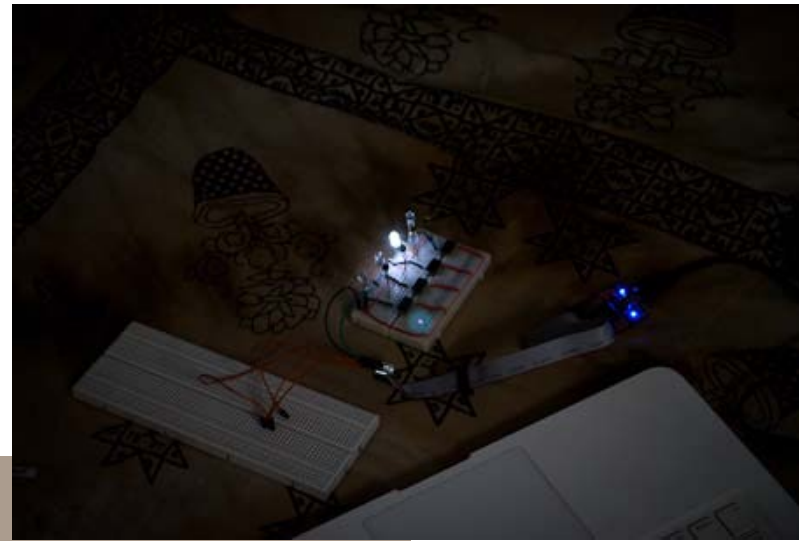
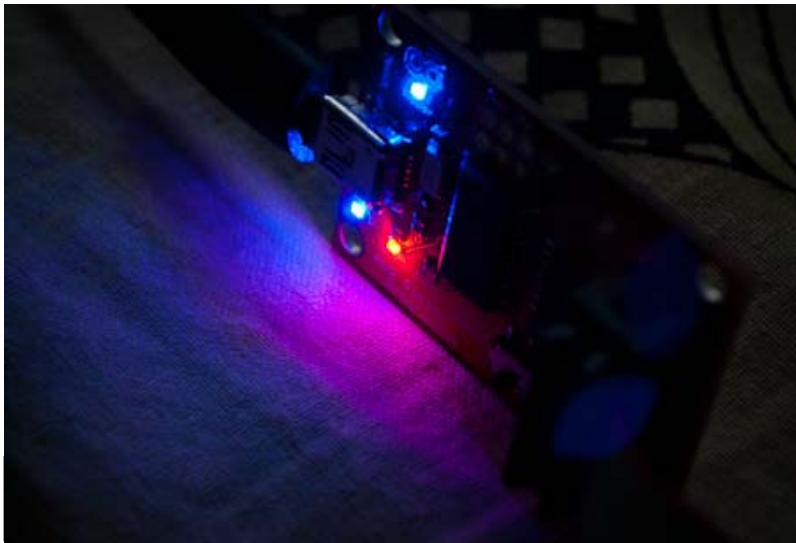
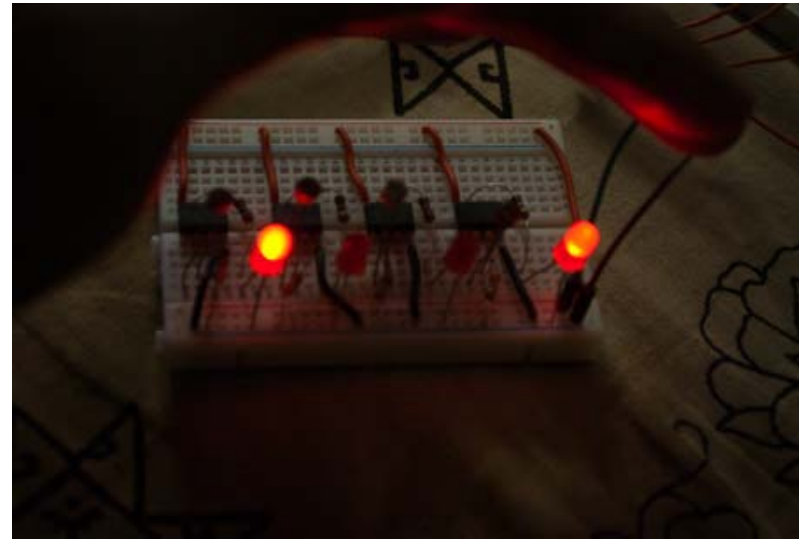
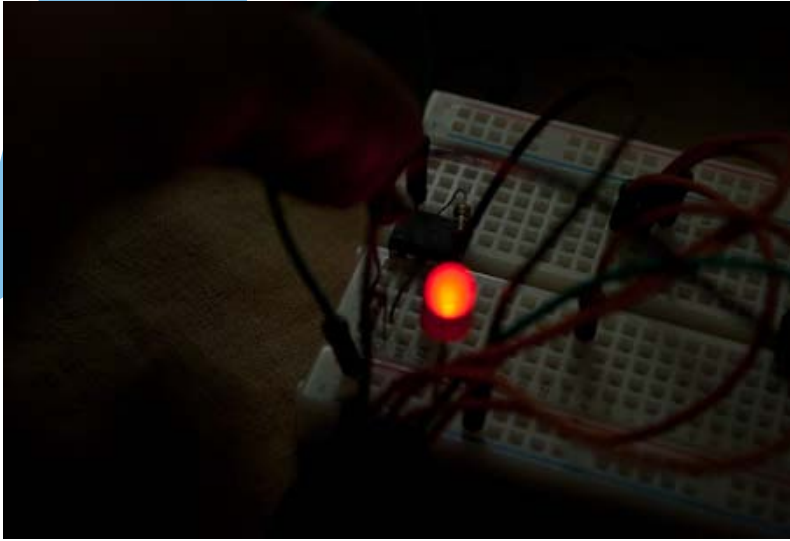


Ideate

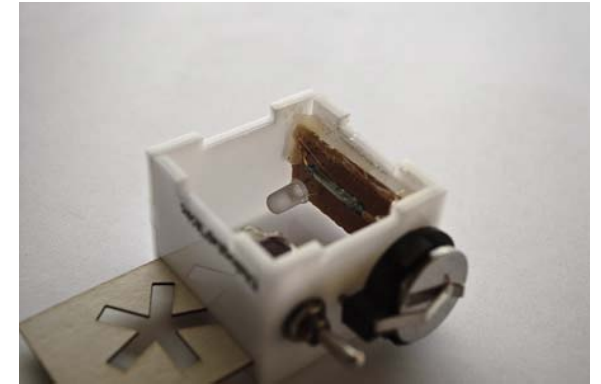
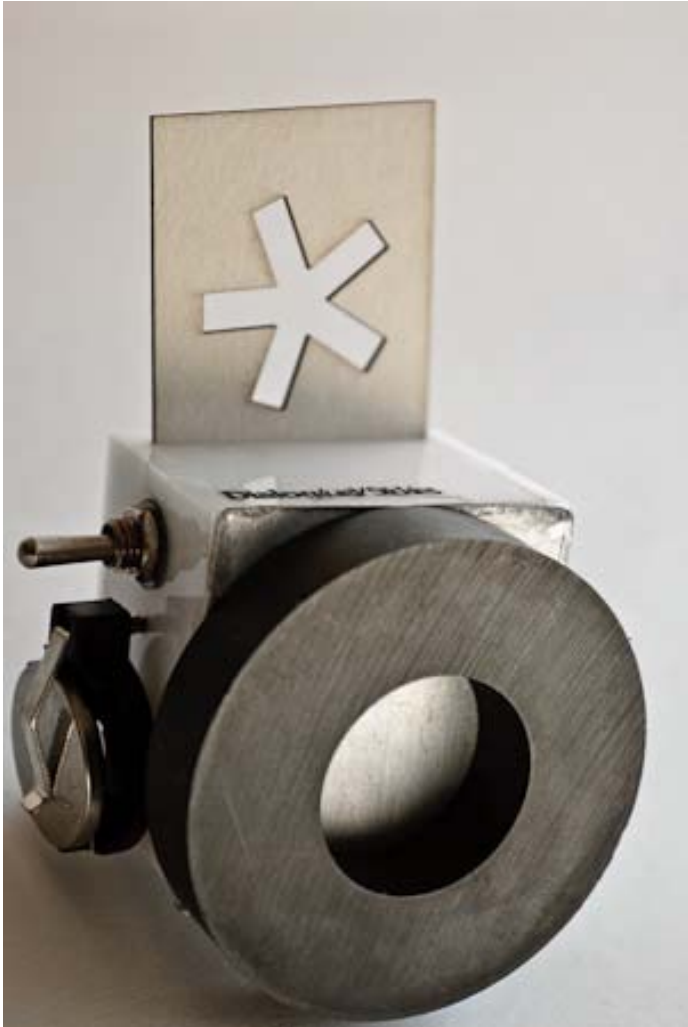
Rapid Prototyping

Testing

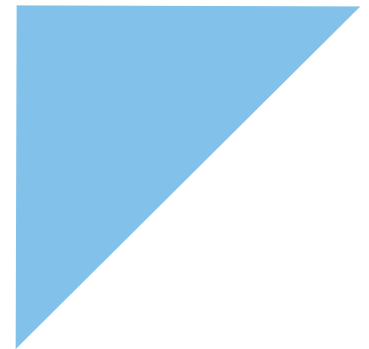
Prototyping- Interactivity



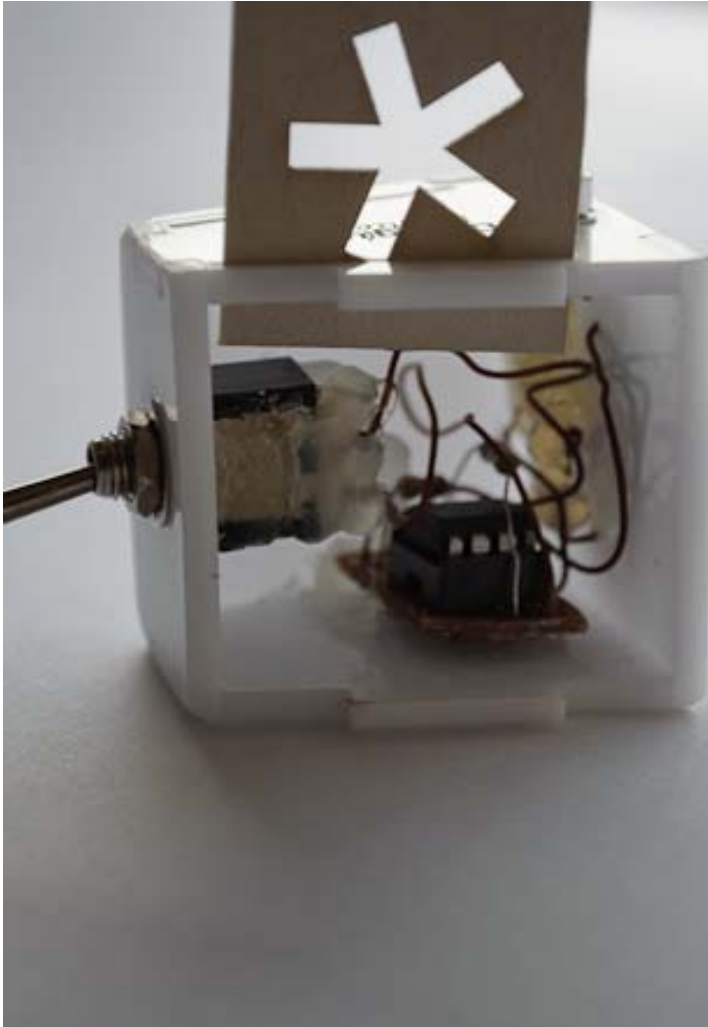
Final Forms



stickies



Final Forms

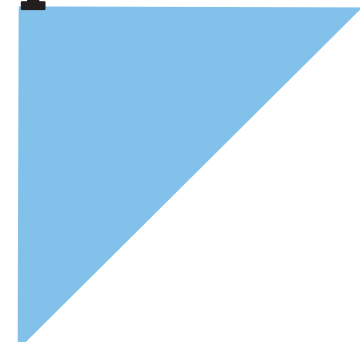


fireflies

Final Forms



pressies



Final Forms



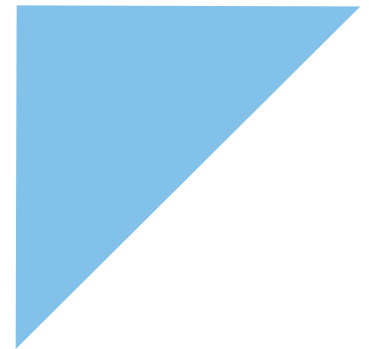
soundies



Final Forms



blowies



03

Tiblo

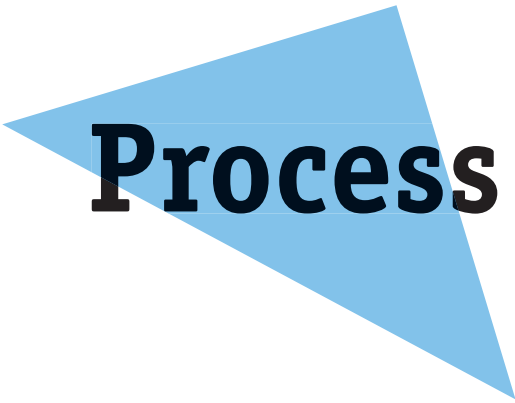


A blue right-angled triangle pointing towards the top-left corner of the slide.

Brief

“Designing learning aids for children
having Dyslexia”





Process

Qualitative Analysis

Long Interviews

Participant Observations

Data Analysis/Mapping

Prototype

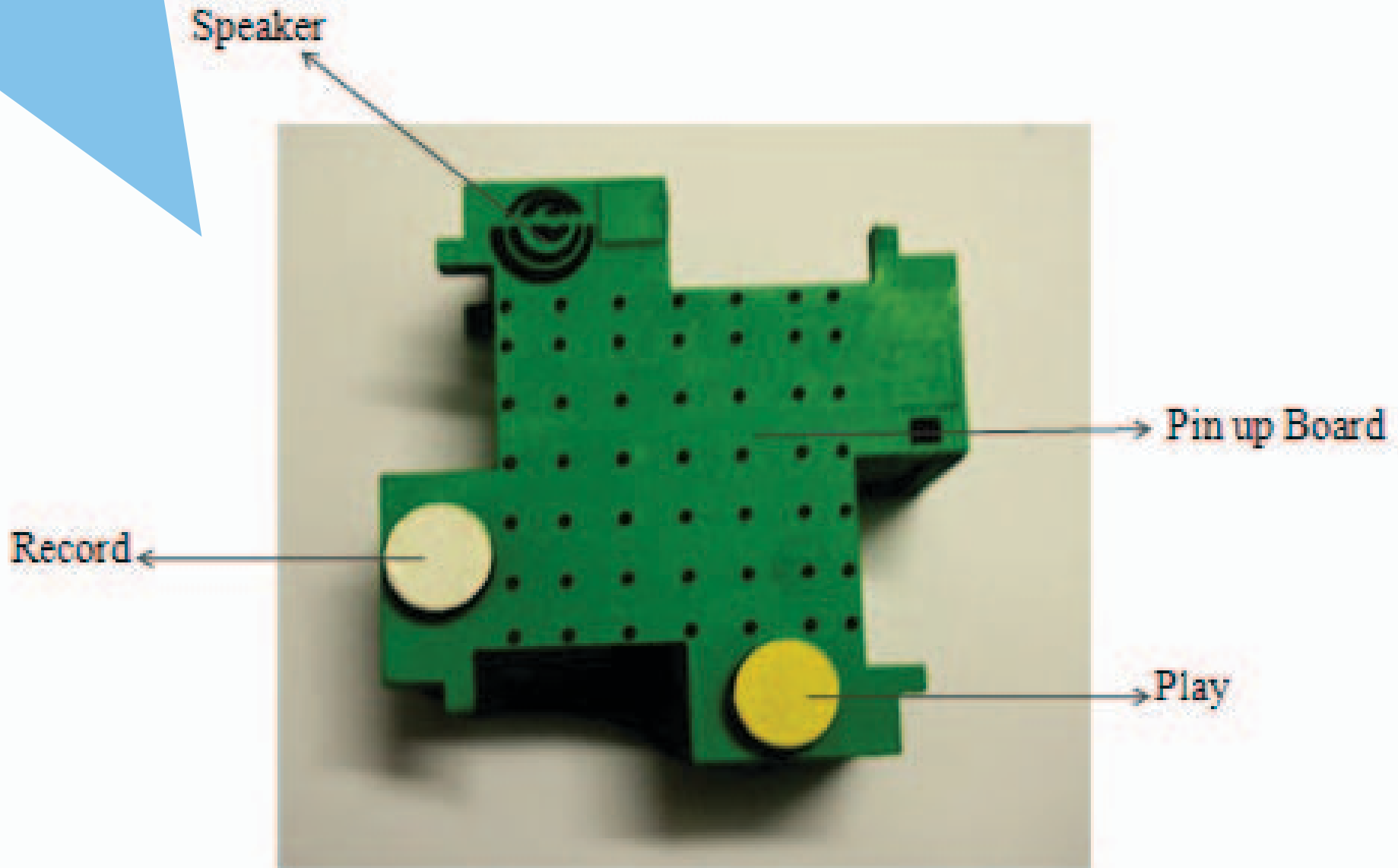
Testing



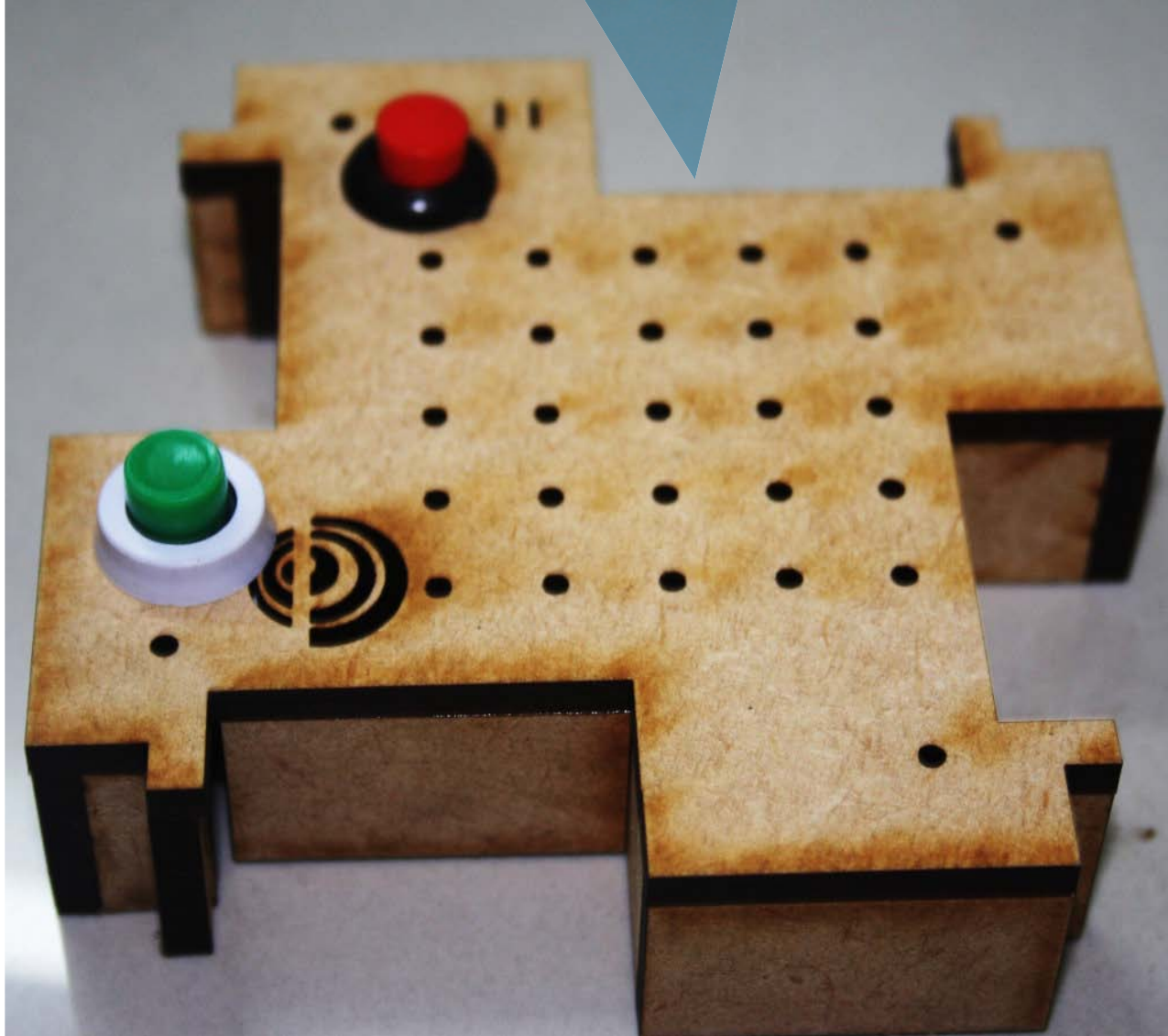
Prototyping- Form



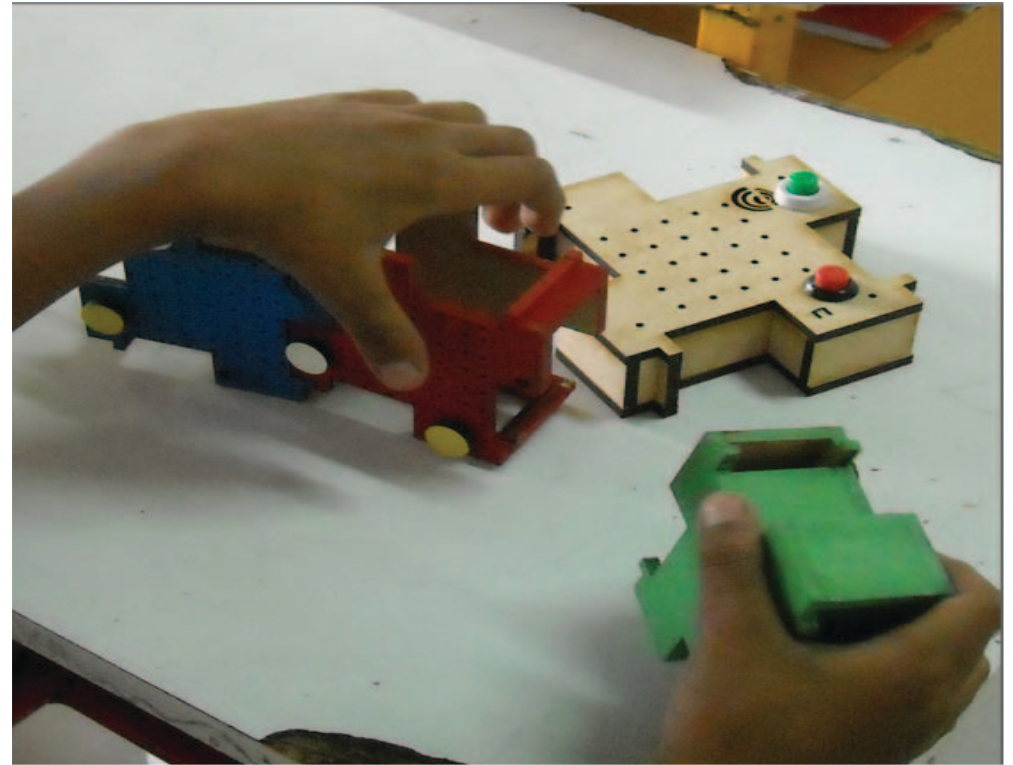
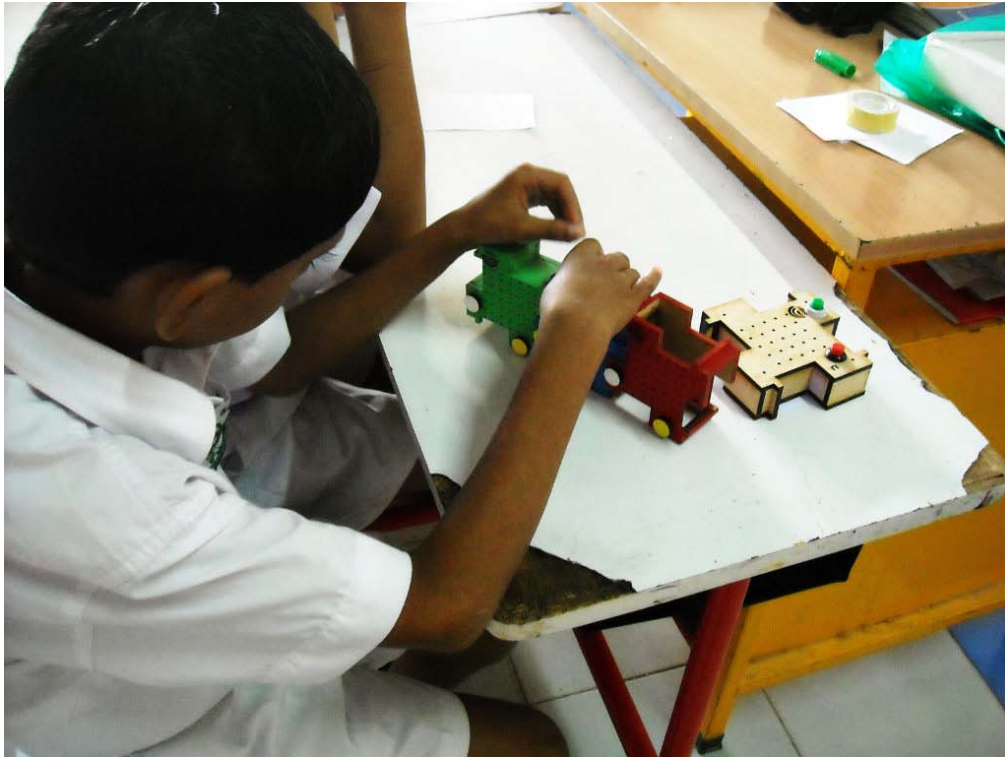
Prototyping-Interactions



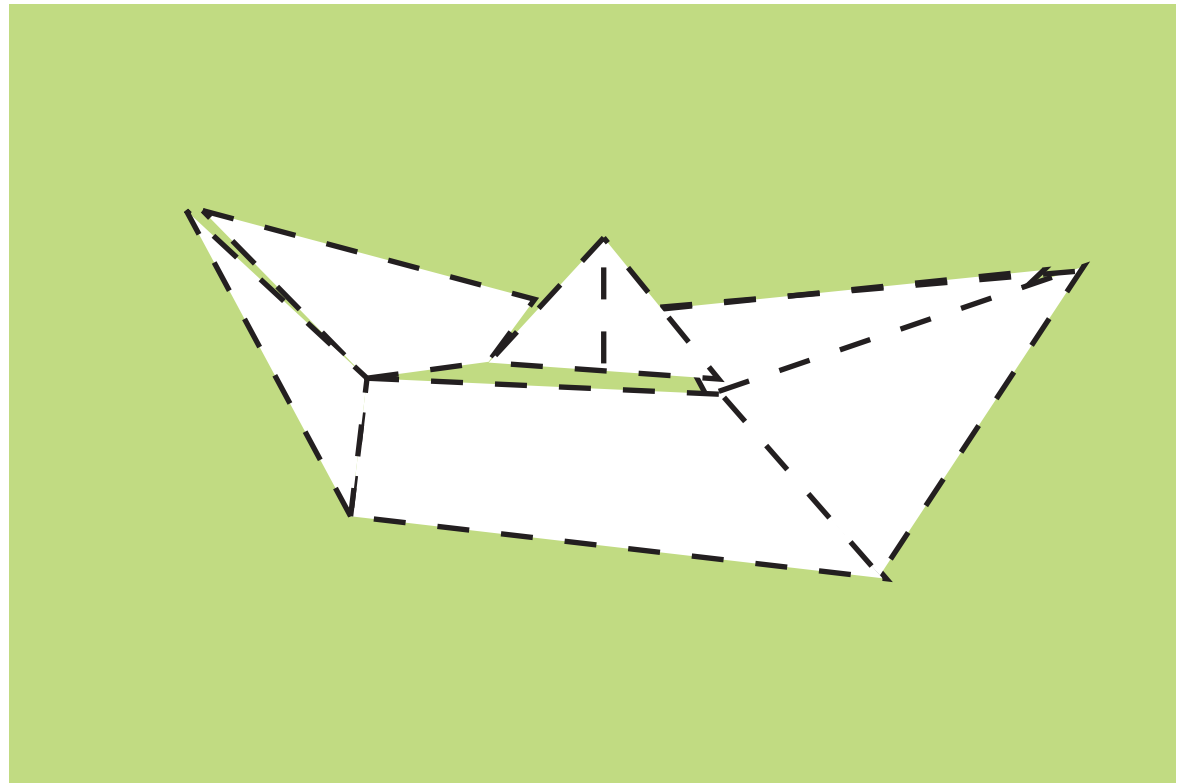
Final Prototype



Testing



what's
going on? ◀



04

Book Nook



Brief

“Designing an interactive multisensorial environment for children for reading, creating and experiencing books in new and different ways.”



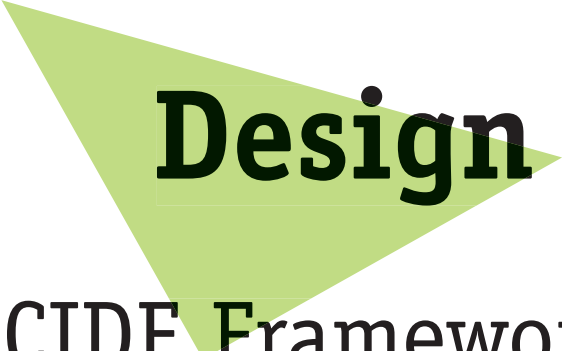
Project Overview

Explore novel ways of experiencing & creating a book

Hands on interactive activities that engage the child

Age Group: 6 months to 6 years





Design Process

DECIDE Framework to analyse brief

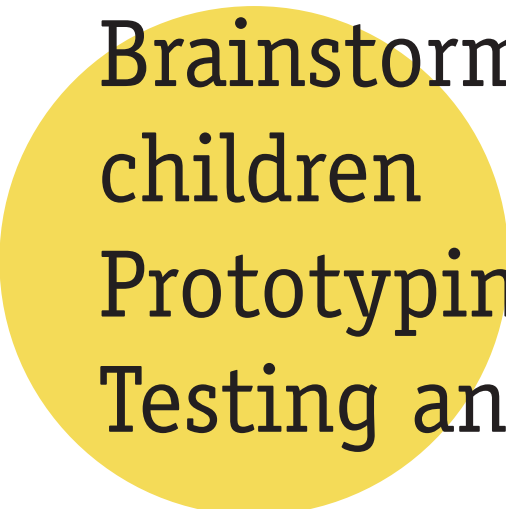
Co-designing with children (as informants to design)

Cultural Probes with children from preschools

Brainstorming and designing with 10 year old children

Prototyping

Testing and re-evaluation



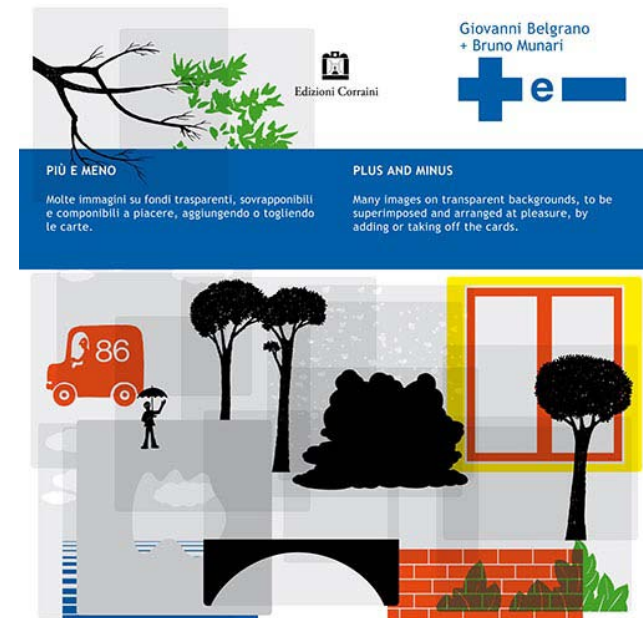
Cultural Probes

Sharing children's experiences, discovering their interests

Engaging children and gathering data through playful activities

Engaging children over a sustained period of time

Based on Bruno Munari's work with children





Cultural Probes

Engaging children in storybuilding activities

Working in isolation vs working together

Activities related to exploring a variety of materials and making characters

Engaging with the materials and characters over a sustained period of time



The Design of Cultural Probes

Aesthetically designed packaging to create interest

Activities centered around the theme of creating, exploration and play

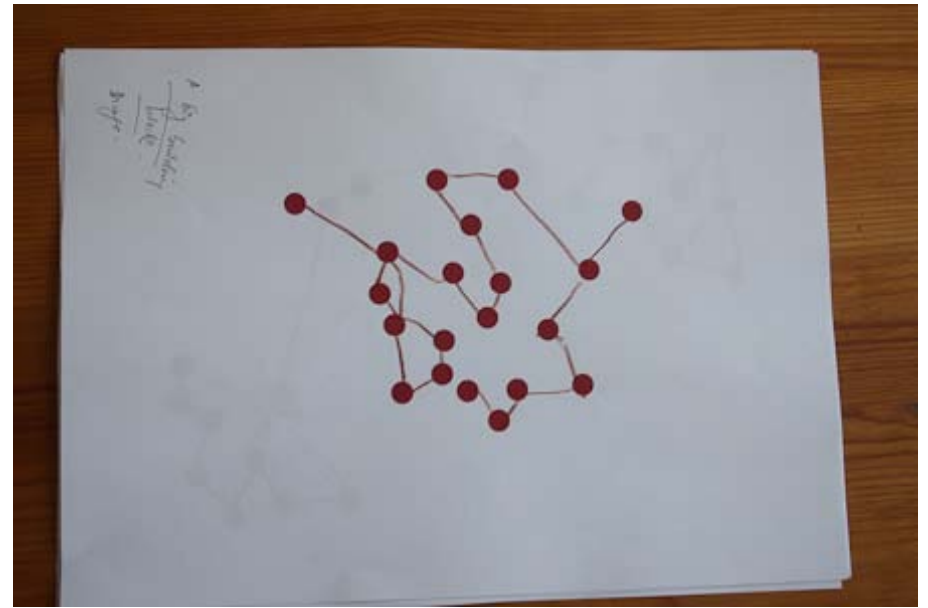
Wide variety of textures and material

Activities to engage the children with abstraction and allowing them to project their fantasies

Results from Cultural Probes



Results from Cultural Probes





Results - Prototype 1

Children displayed a strong gender based difference in terms of selection of content

The bricks were used as a structural element rather than as an element of storybuilding

The images were used to decorate the structures rather than in the building of stories

Stories were either made using the brick surface as a board or using props with the built structures

Results - Prototype 1



**Thank You;
#undef**

Sumit Pandey;
National Institute of Design;
Swati Srivastava;
Industrial Design Center;

