Gamified version of learning words for domestic workers

Why

generally all the domestic workers in present time works in a high class society and surrounded by educat ed individuals but when it comes to theirs primary education and general awareness they lack behind. Due to having lack of primary education they sometime face problems such as frauds, people used to make fun of them, exploitation of workers, lack of confidence and most important they are not aware of things that are beneficial for them only.

Domestic work is one of the oldest and most important informal occupations for millions of women around the world. Domestic workers are exposed to a variety of occupational hazards, such as long hours of work, low wages, economic resources and other opportunities, how we can improve their socio economic life by providing them basic literacy ? 90% of the domestic workers is uneducated.

67% are women domestic workers and 51% are men.

Design Process

Empathize → Define → Ideate → Design

- Empathize: Persona, Empathy Mapping, Life in a day
- Define: Problem statement, Interaction
- Ideate: Ideation, Crazy 8, Concept Idea, Concept
- Design: Initial prototype, Digital mock up

Empathize

Persona

Sonali Sarkar

Age: 22
Gender: Female
Location: Bangalore

Goals
- Learning new things
- Cooking
- Want to learn English
- Earn extra for good life

Frustration
- Time wasted
- Fear of cheat and fraud
- Learning new things
- Teaching Children

Sadhani

Age: 30
Gender: Female
Location: Bangalore

Goals
- Learning new things
- Cooking Dinner
- Want to learn hatch
- Teaching children in study

Frustration
- Online shopping
- Fraud by shopkeeper
- Learning new things
- Depression

Empathy Mapping

Scenario 1 - Buying Product

	BEFORE	DURING	AFTER
Doing	" *To do to the shop and try to tell the product for buying* "	" *Taking for price and negotiating after that prop the price* "	" *Taking money back after buying the product* "
Thinking	" *Trying to remember the packaging* "	" *Looking shopkeeper that he/she cut out or fraud* "	" *Thinking about learning something and reading* "
Feeling	" *I feel tiresed and confused* "	" *worried while treating lots of confusion* "	" *Relaxed* "

Insights - Lack of basic knowledge using phone, lacking in connecting with family members due to less tech interaction.

Life in a day

Insights -
- Not getting time for other activity
- Very compact time table.
- Ideas should be inculcate within the daily routine without effecting the work

Define

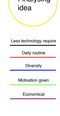
Problem Statment

How to inculcate primary education to domestic house workers to improve there socio economic life

Interact

These three interaction are taken from the user in which, I can inculcate my ideas with out affecting daily route of the user. It is important to find out the interaction in the daily routine of the domestic house workers, which, the interaction will help in the process of ideation in which I will be using those as medium.

Traveling



Shopping

Working the house

Ideate

Brain Storming

- Uteruls shows educational images when it contact with soap
- Tiles shows educational info graphics when contacted with soap water
- Projection of educational info graphics on floor , while sweeping
- Folded screen on bucket while sweeping which show educational info graphics
- Hologram projection from tiles and watching while washing utensils.
- Listening to educational Music while washing
- Some kind of information game that they can found inside the packets
- Information hoardings adher basements.
- Sticky notes for knowing words by employee to teach them.
- Product can be like informative graffiti on foot paths, negative walls.
- Television Educational Programs
- Journals in bus back Solar Interactive element For play and learn.

Finalysing idea

Less technology require
Daily routine
Diversity
Motivation given
Economical

- Uteruls shows educational images when it contact with soap
- Tiles shows educational info graphics when contacted with soap water
- Projection of educational info graphics on floor , while sweeping
- Folded screen on bucket while sweeping which show educational info graphics
- Hologram projection from tiles and watching while washing utensils.
- Listening to educational Music while washing
- Sticky notes for knowing words by employee to teach them.
- Some kind of information game that they can found inside the packets
- Information hoardings adher basements.
- Product can be like informative graffiti on foot paths, negative walls.
- Television Educational Programs
- Journals in bus back Solar Interactive element For play and learn.

Concept

- The game main aim to extend their knowledge of English words and numbers to domestic workers.
- To give incentive domestic workers to make new words.
- Reward given by shopkeeper after every word made by the domestic worker can be a incentive to make more and more words
- Must blend in there daily routine because they always in a hustle.
- The alphabet must be in local language also so that it become easier to learn.

Design

Prototype

Final prototype

Stamps

Inside Packaging

How its works

1. Domestic worker will buy the product, let say they bought soap – RIN soap for cloths washing.

Domestic worker will open and found word stamps and word inside the RIN soap.

2.

3. After collecting few stamps alphabet that can make word.
With every product they will get two alphabet stamps and a new word.

4. After collect all letter stamps, they can stick those letter with the packaging word.

5. Domestic workers will give this rapper back to shopkeeper and shopkeeper will return it to company. Shopkeeper will give domestic worker a REWARD for making correct word and this process will go on....

Thank you for watching