



DESIGN PROCESS





Group A4 -

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WHY PRINTED NEWSPAPER ?

Currently in most democracies of the world, newspapers solve the problem of delivering the best information. The news web on the other hand is still experimenting with what is technologically possible and financially viable to think about making a sustainable and solid alternative method of delivering news that is cheap, easy to use and habit-forming (across demographics). News websites built over SEO solve their own problem, not the more basic and fundamental ones. Newspaper is easy on the eyes compared to the iPad and Kindle fire. Newspapers don't have ads flickering or popping up. They are less distracting than reading from a webpage. The newspaper editors prioritize the organization given the limited space. In the web, we usually get an information deluge that will push the prioritization to us. In many families reading newspaper is a family activity.

People in India love the daily morning ritual of browsing through different newspapers. For older people, reading the newspaper every morning or every afternoon is a comforting ritual. At some level, people want reassurance whether they are 'informed enough' for the day. Having read a newspaper or two gives that reassurance. Compare that to the design of most news websites, on which news is in continuous flow and is designed to serve the working population who surf news websites from office during the day to get incremental news updates. There is no signal or 'progress bar' equivalent to tell you whether you have completed the morning news reading on websites.

The form factor - You can carry it anywhere, fold it any way you like, read while leaning back, leaning forward, standing, sleeping, etc. The

iPad does that, but is unaffordable for most of the world. A physical object (“clipping”) that can be scissored and stored inside another physical object. It’s easier to read in-depth, longer stories in print -- whether it’s a newspaper or a magazine -- than online. Readers online tend to give up sooner on stories that require a lot of scrolling or multiple page views. What is technologically possible doesn’t automatically become better for human taste and comfort. A newspaper’s stories are ordered by sections and the headline/story font style and size ‘guide’ the reader to also understand which news is important and which isn’t.

Building on what has been stated above, the print newspaper is currently a better product than any online news experience one can find, in terms of depth of enjoyment of articles and overall product satisfaction. Moreover, Newspapers are affordable, profitable and better to use.

Newspaper sizes:

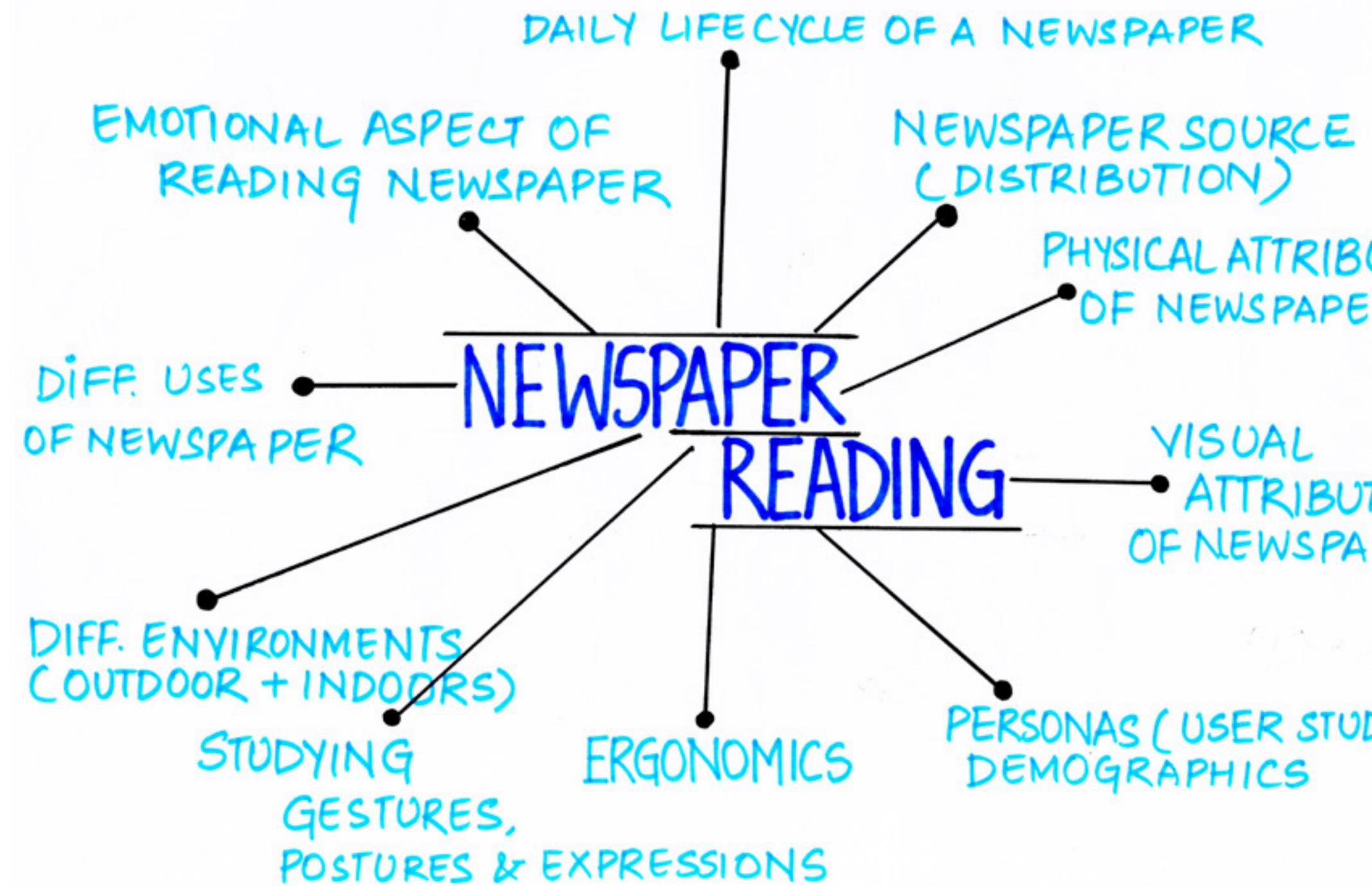
The broadsheet newspaper size is the largest of the various newspaper formats and is characterized by long vertical pages. The term

derives from types of popular prints – usually just of a single sheet – sold on the streets and containing various types of matter, from ballads to political satire. The first broadsheet newspaper was the Dutch Courante, published in 1618. Newspapers currently using the broadsheet format include; The Daily Telegraph in the UK, The National Post in Canada, Die Zeit in Germany, The Times of India, The Japan Times and USA Today. The Berliner format is used by many European newspapers, including; The Guardian in the UK, Expresso in Portugal, The University Observer in Ireland, Le Monde in France and La Repubblica in Italy. As the term “tabloid” has become synonymous with down-market newspapers in some areas, some small-format papers, which claim a higher standard of journalism, refer to themselves as “compact” newspapers instead, however both are generally the same size.



OUR APPROACH

Newspaper is a part of routine for many, for many it is a medium to pass time while travelling or waiting and using it for various secondary purposes. The core of the newspaper is making us aware about the happenings around us, which is fulfilled when the user reads it. Henceforth, NEWSPAPER READING is an activity that has reader at its focus. While studying the act, we applied a user centric approach. We started by observing people reading newspapers and further by interacting with them about their reading experience. Finally we studied various physical/visual aspects that can affect the mood of the reader. While we were collating the data, we were able to mine various insights that have been affecting them ranging from dimensions to the environment they read newspaper in and from the postures to the content of the articles.



OBSERVATION

The design process activity undertaken by our group is Newspaper Reading. The crucial subject for the study is 'the act of reading the newspaper'. The observations over the week were centered on the READER of the newspaper.

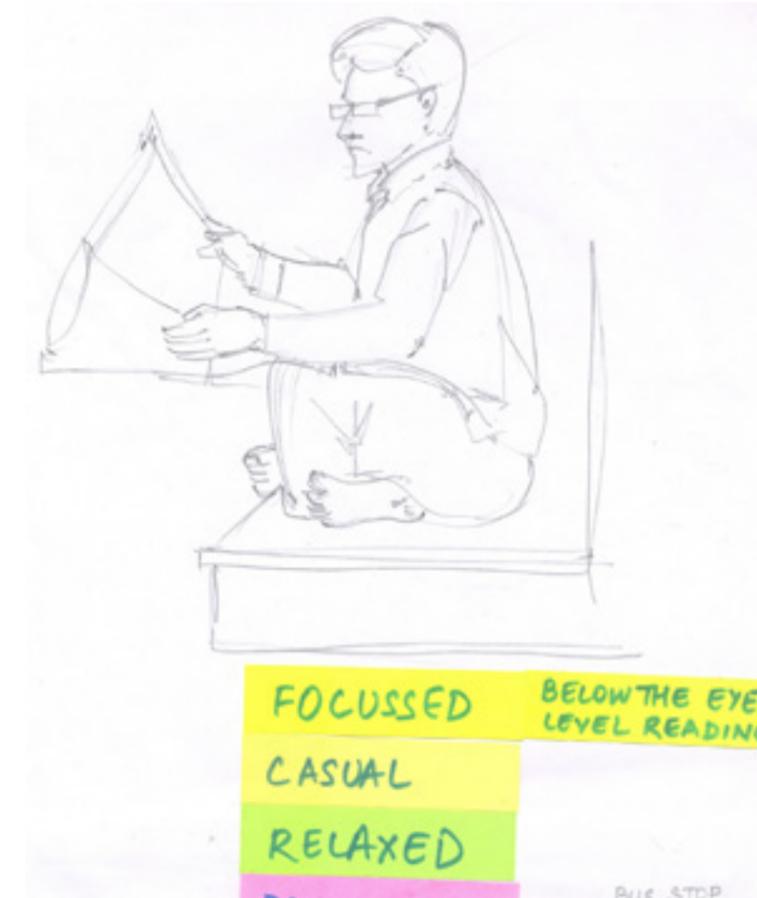
In order to study the readers, members of the group visited many areas and environments over the period of the week and observed people reading newspapers at different times during the day.

DAY 01

We visited public places (outdoors) in the evening after the brief given about the steps of design process at auditorium. We split the group into three and visited bus stand, market and residential areas. We observed people reading newspapers from afar. We recorded our observations in the form sketches, photographs and notes.

OBSERVATIONS:

- Very few people were found reading newspapers in the evening. (4 pm-7pm)
- Some people at the bus stand were sharing newspaper with their friends, fellow passengers.



- Newspaper ads are being used as a platform for announcing online product sales.
- People were discussing news in a group.
- Newspapers were found being used for purposes



other than reading such as fanning themselves, packaging etc.



CONDUCTOR
READING WHILE HE
WAITS FOR HIS NEXT DUTY
GETS EASILY
DISTRACTED
SHARES NEWSPAPER
WITH HIS COLLEAGUES



FANNING



POST WORK
READING
AROUND 5-6 PEOPLE
SIT TOGETHER
DISCUSSIONS WITHIN
THE GROUP. CHEERING
TEA+SNACKS



◀ BUSTOP

- Legs tend to cross.
- Hand not in use holds any other object (if any).
- Crossed legs act as an arm rest or newspaper support.
- younger people read faster, going mostly through headlines as compared to older people.



▲ ROAD SIDE

◀ POLICE STATION (FAR LEFT)



▲ INSIDE HOME



▲ BARBER SHOP



DAY 02

Second day gave us opportunity to observe people in the morning hours. The observations from the morning and the previous day were consolidated and put on the board. The next step was planned. The observations done by the group were now indoors. We went to many places such as public offices, cafes and shops. People were observed reading newspapers to engage themselves while waiting for their turns and orders to be delivered.

OBSERVATIONS:

- Reading newspaper is a part of their routine.
- People were relaxed while reading newspapers especially in the morning.
- People of age group 35-70 years read thoroughly in the morning.
- Newspapers are stacked according to popularity at the newspaper sellers.

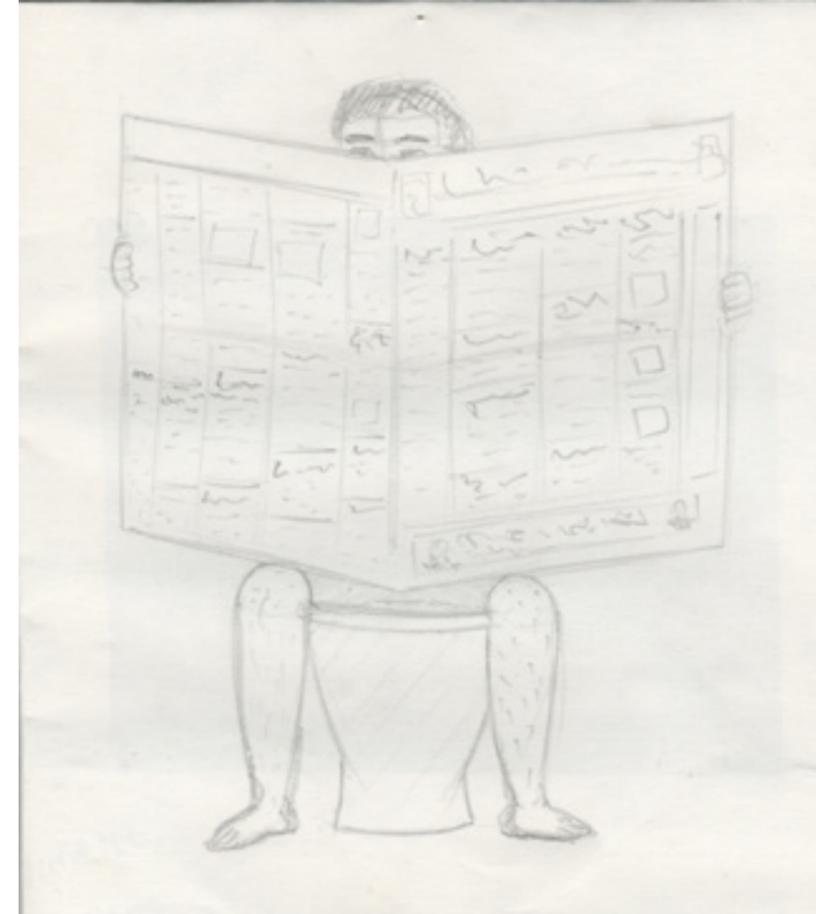
◀ TEA SHOP

DAY 03

After observing people for two days, we conducted a detail user study, with a sample size of 50 people about their experiences of newspaper reading. We conducted a infield study which included questions like which newspaper they read, when they read, how much time they spend on reading, how satisfied they get after reading newspaper, whether it affects them emotionally etc... This exercise helped us gather interesting insights about newspaper reading.

OBSERVATIONS:

- Young people reported lack of time as the reason for not reading
- Many readers read just the headlines
- Most of the people sit and read
- They like to discuss the news or debate about it
- Many of the regular readers helped get us more insights on why newspaper is better than digital media



- Time-Pass
- Relaxing
- Enjoyment of Isolation
- Time-saving hobby
- Multitasking in their busy life



▲ INSIDE HOME

AT OFFICE ►

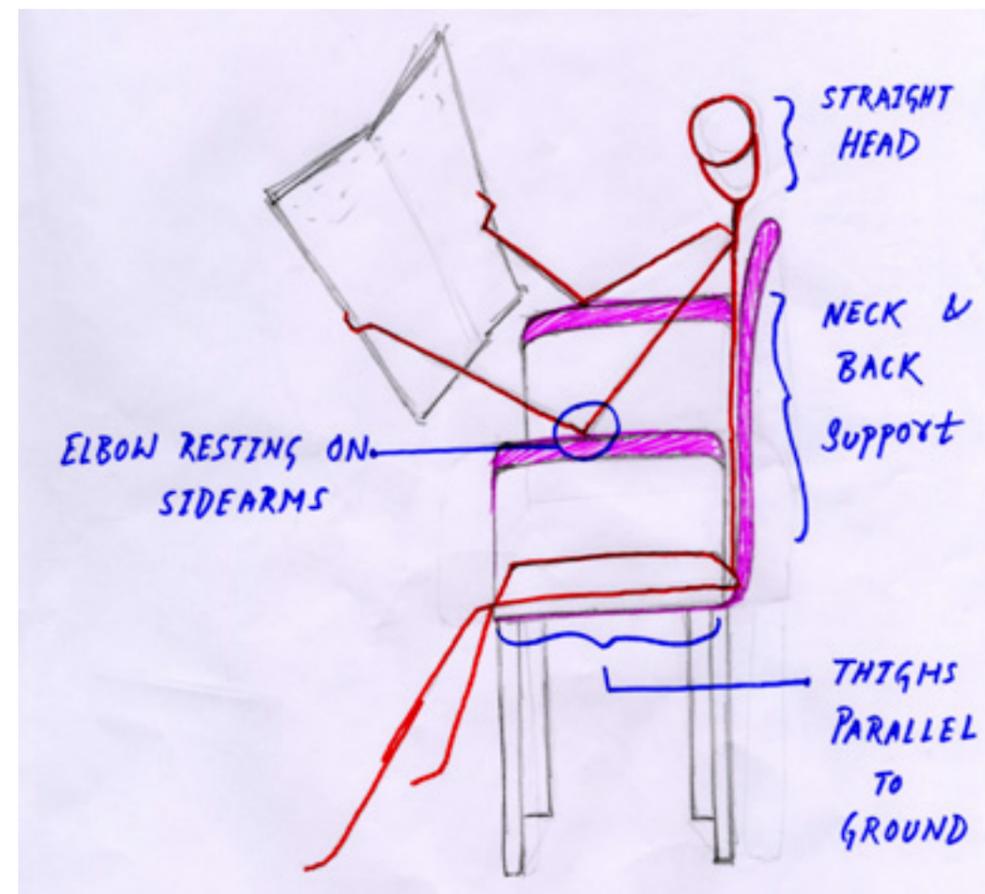
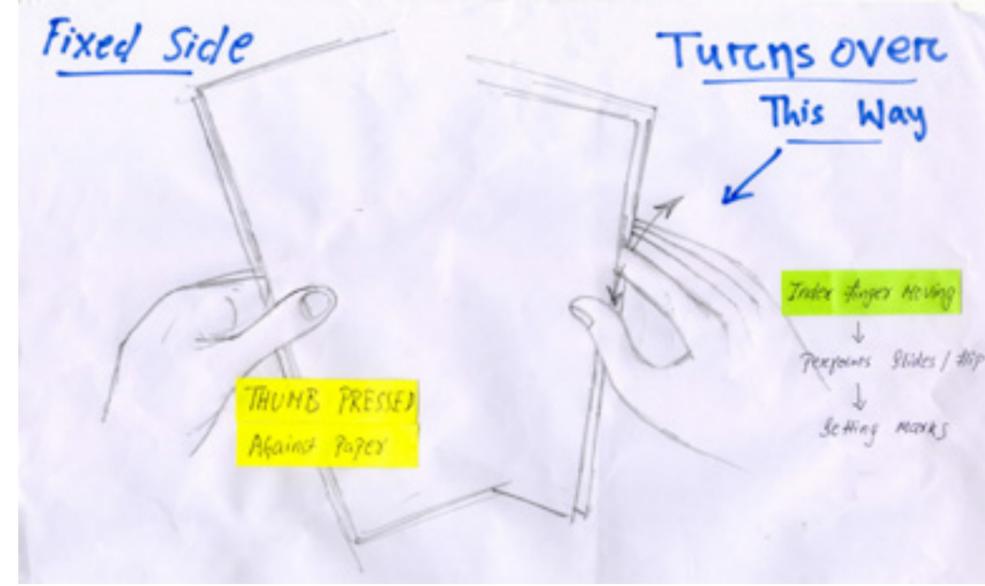


DAY 04

Secondary study on the physical aspects of the newspaper i.e. dimensions, layout, content, ergonomics and postures. We studied and compared the different formats of newspapers available in the market, while two of the members did a study about the posture of a reader for about 45 minutes.

OBSERVATIONS:

- People still prefer broadsheet over tabloid because they are habitual to it
- Advertisements make a very visible impact in newspapers these days
- Headlines are sometimes ambiguous and misleading
- People found tabloid paper easier to handle.



Behavior and Ergonomics while reading newspaper

The subject selected for documentation was reading while in sleeping position.

DURATION:

duration for standard newspaper-27 minutes
 duration for break-5 minutes
 duration for tabloid-9 minutes
 Total duration of observation-41 minutes

COMMON OBSERVATIONS DURING THE PROCESS OF READING:

- Shaking legs while reading few articles
- Got up to change the pages, for big newspaper
- Crossed legs while sleeping
- Changing pages took 5-7 seconds, for big newspaper
- While reading small news paper, pages were flipped faster
- Frowning at times

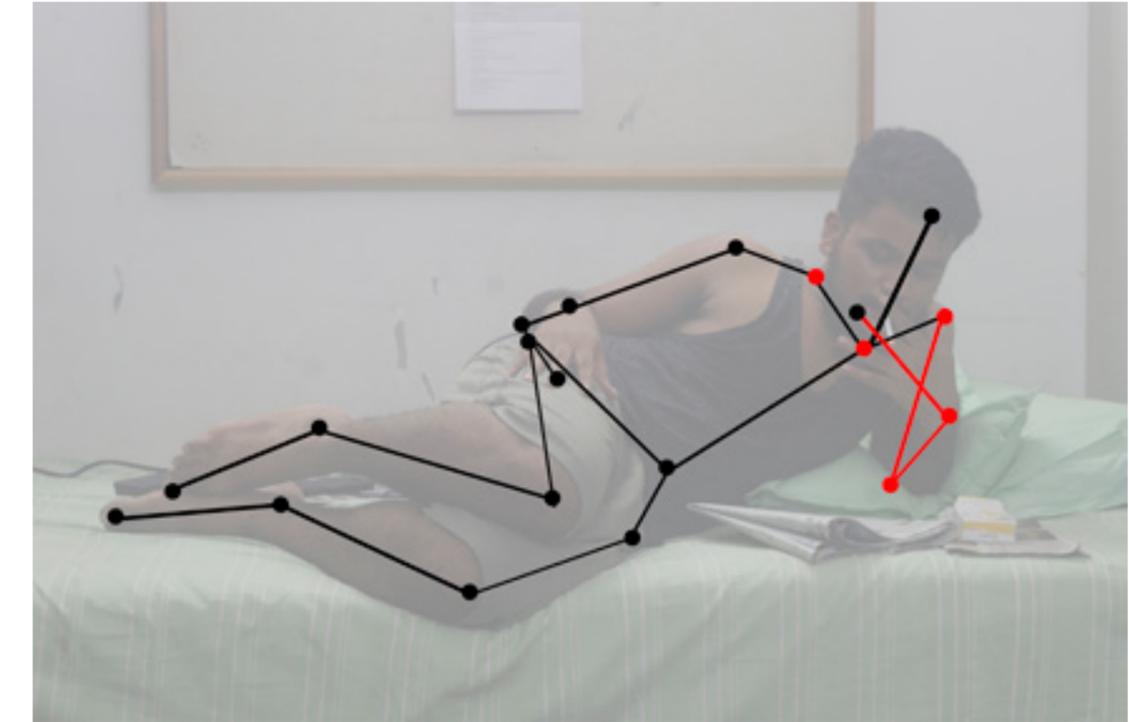


Fig - The red section shows the area which gets the maximum stress during the act of reading

Fig - timeline for observation



OBSERVATIONS FOR TABLOID NEWSPAPER:

- Searches for content while the news paper is fully opened and for reading, folds the paper
- Touches beard (or facial part) while going through certain parts thoroughly
- Was leaning or pressing against the part of paper he already went through
- Gets up and settles down while changing and folding the pages
- After folding the pages properly, subject gets back to sleeping position and gets relaxed
- During later part (after 10 minutes), subject folds paper as small as possible
- Started yawning for the first time after 9 minutes
- Lights a cigarette after 12 minutes
- Didn't turn over the page while smoking. Subject took 6 minutes to finish the cigarette while reading editorial
- Created a barrier with the newspaper after 20 minutes
- Yawned after 21 and 25 minutes
- Reading ends after 27 minutes

Took a break for 5 minutes

OBSERVATIONS FOR STANDARD NEWSPAPER:

- Position same as standard newspaper
- Easily turns pages, did not get up
- Quickly turns pages, more relaxed mode and didn't changed the posture
- Yawns after 2 minutes and 7 minutes after initiating reading
- Created a barrier with news paper after 5 minutes
- Yawns after 9 minutes and stops reading

ADDITIONAL INPUTS:

- Subject didn't noticed his subconscious actions like fondling beard, shaking legs, frowning and crossing of legs
- Finds tabloid more manageable
- Standard newspaper gets more manageable over the table
- Finds tabloid layout more interesting as fonts and photographs are much better, but would prefer standard news paper for contents

KAMLESH PATEL (DISTRIBUTOR)	
	
TIME; COLLECTION	5:30 a.m.
DISTRIBUTION	6:30 a.m.
COLLECTION AREA	INMANGA TRK.
AREA OF DISTRIBUTION	NEW RANIP.
PREFERRED NEWSPAPER	GUTAKAT SAMMANTRA.
WEEKEND SPECIALS	GHRUSHOBHA, SAFARI, STEEL, ENTAPAKHNA, BOOKOUT.
No. of NEWSPAPER SOLD DAILY	
AREA (NEW RANIP)	8,000 copies (approx).
ANMEDABAD	5 lakh's (approx).

Newspaper distributor

DAY 05

The user study data and observations about process of reading a newspaper was collated and further analyzed in order to identify the challenges and opportunities that are a part of newspaper reading. The challenges were analyzed and transformed into problem statements to be taken up individually by each member of the group.



USER STUDY

The user study started by observing 5-10 readers at public places on the first day. This helped us in laying the path for the further study. After observing the people reading the newspapers, we started interacting with them. We did not follow a questionnaire/survey approach but instead carried on conversations with the users and tried to get their views. We interacted with more than 30 people and recorded their responses. The responses are therefore not in a standard pattern. We have recorded our observations in the following tabular form.

No.	Name	Gender	Age	Occupation	Reading Frequency	Time	Preferred size of Newspaper	Posture	Likes	Other relevant input
1	Shakti	Male	20	Pan shop	everyday	1-1:30 hrs	Broadsheet	sitting	Likes the current affairs	
2	Ankita Dargi	Female	30's	N.A	at leisure	30 mins	Tabloids	sitting	N.A	Only gets time in afternon
3	Alpa Shah	Female	40's	N.A	everyday	Not Specific	first Broad-sheet now Tabloids	lying down	N.A	Falls asleep while reading
4	Avaniben Patel	Female	30's	Home-maker	rarely	30-40 mins	N.A	Sitting	Only reads headlines	
5	Kiran	Male	24	Psychology student	3-4 times a day	10-15 mins	Broadsheet	N.A	Content specific	
6	Subhi	Female	20	Student NIFT	everyday	10-15 mins	Broadsheet	Standing	likes the tactile feel	
7	Jayaben Barot	Female	42	Parlour owner	everyday	30 mins	Broadsheet	lying down	Information seeker	stops reading at negative news
8	Jalpa Patel	Female	32	Novelty store owner	everyday	N.A	Tabloids	sitting on bed	Reads success stories	
9	Not Specified	Male	45	Owner Farki	few times a week	10-15 mins	N.A	Sitting	Only reads headlines	Doesn't care about news
10	Jagdish	Male	22	Resturant owner	everyday	Content de- pendant	Broadsheet	lying down	Entertainment and sports	Satisfied
11	Himanshu	Male	25	Chai wai Owner	everyday	15-20 mins	Broadsheet	Sitting	Current affairs, Livelihood	Gets emotional
12	Charul	Female	25	Cynical Psychology	at leisure	15-20 mWins	Tabloids	lying down	Entertainment	
13	Vipul	Male	30	Psychiatrist	everyday	30-45 mins	Both Broad-sheet and Tabloids	sitting on bed	Politics and Sports	Prefers paper over digital (availability of content at same place)
14	Razin	Male	25	Student NIFT	Often but not specific	Not Specific	Both Broad-sheet and Tabloids	walking	Sports and Players	Debates and argues over views on similar contents
15	Sanjay	Male	30	Admin. Dept in School	everyday	15-30 mins	Broadsheet	Sitting with Table	National achievements	empathetic towards victims of crimes and disaters
16	Vipul Patel	Male	35	Shop-keeper	everyday	Not Specific	Tabloids	Not specific	Movie reviews	
17	Jaydeep Singh	Male	26	Self-Employed	everyday	1:30 hrs	Broadsheet	Sitting	Politics and national	10/10 satisfaction factor
18	Jatin Bhavsar	Male	48	Not Specified	everyday	10-15 mins	Broadsheet	sitting	National and International	lack of time

19	Kokilaben	Female	60's	Not Specified	few times a week	10-15 mins	Both Broad-sheet and Tabloids	sitting	social news	to get topic for discussion
20	Ushaben Patel	Female	60's	Not Specified	few times a week	30 mins	Both Broad-sheet and Tabloids	sitting	Spritual and Holy	Follows horoscope
21	Neeta kumar	Female	40's	Not Specified	few times a week	1 hour	Broadsheet	sitting	Headlines and looks of interesting stuffs	
22	Varsha Manish kumar	Female	30's	Not Specified	few times a week	1-1:30 hours	Tabloids	sitting	knowledge purposes	
23	B.M.Patel	Male	50's	Not Specified	everyday	30-40 mins	Broadsheet	lying down + sitting	Spiritual contents	
24	Not Specified	Male	34	Not Specified	everyday	30-40 mins	Tabloids	sitting	All	Making aware
25	Not Specified	Male	52	Not Specified	everyday	40 mins	Broadsheet	Relaxed and Erect	Business and Notices	Out of habit reading
26	Not Specified	Male	61	Not Specified	everyday	45 mins	Broadsheet	Relaxed	Visually interesting contents	More news
27	Not Specified	Male	67	Not Specified	everyday	40 mins	Broadsheet	Relaxed	not specific	
28	Not Specified	Male	36	Not Specified	everyday	20-25 mins	Broadsheet	Sitting Erect	Headlines	
29	Not Specified	Female	25	Out sourcing	Used to read	Not Specified	Broadsheet	Sitting	not specific	Now prefers E-News
30	Not Specified	Male	50	Lawyer	rarely	10-20 mins	Not Specified	Relaxed	Only reads headlines	Reads only at break or morning
31	Not Specified	Male	52	Business	Daily	10 mins	Broadsheet	sitting	Prefers local news	stops reading at negative news
32	Not Specified	Female	46	Home-maker	everyday	15-20 mins	Broadsheet	Sitting on Sofa	Gujarat Samachar	
33	Not Specified	Male	54	Security	Daily	1-1:30 hours	Broadsheet	Sofa	Thorough reading	One sided communication, Morale degradation, No scope of reaction
34	Not Specified	Male	62	Retired	everyday morning	45mins - 2 hrs	Broadsheet	sitting	All topics	means of engaging himself

GEETA BEN (45 YRS.)



WHEN	AFTER 8 PM
WHAT	SPIRITUAL, WOMEN ORIENTED & HOUSEHOLD ITEMS. (WORD OF MOUTH)
WHERE	MOSTLY AT HOME OR ELSE IN KMC (WORKPLACE)
FOR HOW LONG	15~20 MIN. (DEPENDS ON HOW MUCH TIME SHE HAS)
INSIGHTS	NOT A REGULAR READER

VIBHADRA SINGH (40s)



WHEN	WHENEVER FREE (E-NEWS)
WHAT	MOBILE NEWS (IF HE HAS TIME, HE WILL READ NEWSPAPER. CRICKET & GK NEWS)
HOW LONG	10~15 mins
INSIGHTS	PREFERS NEWS ON MOBILE MORE THAN PRINTED FORMAT.

User Study Format

- News is sensationalized unnecessarily to gain more readerships.
- This promotes more negative news, leading to mental discomfort of the reader.
- The younger age group feels that Broadsheet format of newspaper is less comfortable than that of a tabloid.
- The increase in advertisements in newspaper distracts user and breaks the flow of reading.
- Unorganized layout in certain newspapers can be uncomfortable for readers.
- Certain newspapers, i.e the black & white newspapers are not visually attractive. They are not enticing enough to gain the attention of readers.
- Even using a lot of colors on a page (content and ads) can lead to visual discomfort.
- Use of low quality paper leads to unclear images, tearing, folding and makes it difficult to handle.
- Low contrast between ink used and the paper has been observed.
- Loose pages tend to fall off while reading newspapers.

ANALYSIS

We have identified various challenges faced by the reader. These challenges have been broadly divided into 3 categories. They are as follows:

- **Regaining readership:** Newspaper in its print format is facing loss of readership due to various reasons such as the advent of the internet, changes in lifestyle, loss of time and interest. Negative and irrelevant news also prevent readers from reading. People up to the ages of 30 read newspapers less when compared to other generations.
- **Communication:** Newspaper, when compared to its digital counterparts, is less interactive. A one-way communication is observed in newspapers wherein the reader is exposed only to the editor's views and cannot share his/her opinions on that article. There are lot of distractions to the reader due to advertisements, ambiguous headlines and unnecessarily sensationalized news. The newspaper has to cater to different age groups of readers wherein the current newspaper lags behind the digital counterparts.
- **Ergonomics:** Comfort plays a major role for the reader in the entire act of reading. Body posture is very important depending on the reader, his/her environment or situation in which the newspaper is being read. This comfort level also depends on the dimensions of the newspaper, as it plays a crucial

CHALLENGES

role in determining its handling, portability and convenience.

PROBLEM STATEMENTS

1. Random and unorganised content layout leads to visual clutter.

2. The loss of readership of traditional print newspaper format as compared to the digital formats.

3. In today's fast paced life, people don't get sufficient time to read newspaper.

4. There is a special discomfort in handling the newspaper amongst majority of the readers.

5. Due to one sided communication, articles are biased and there is a lack of interest amongst the readers.

6. Underutilization of contents.

7. Due to dimension of newspaper, the environment in which a person reads newspaper tends to distract the flow of reader. Also when the reader intends to turn page while reading, dimension of the newspaper affects the flow of reading to a great extent.

OPPORTUNITY:

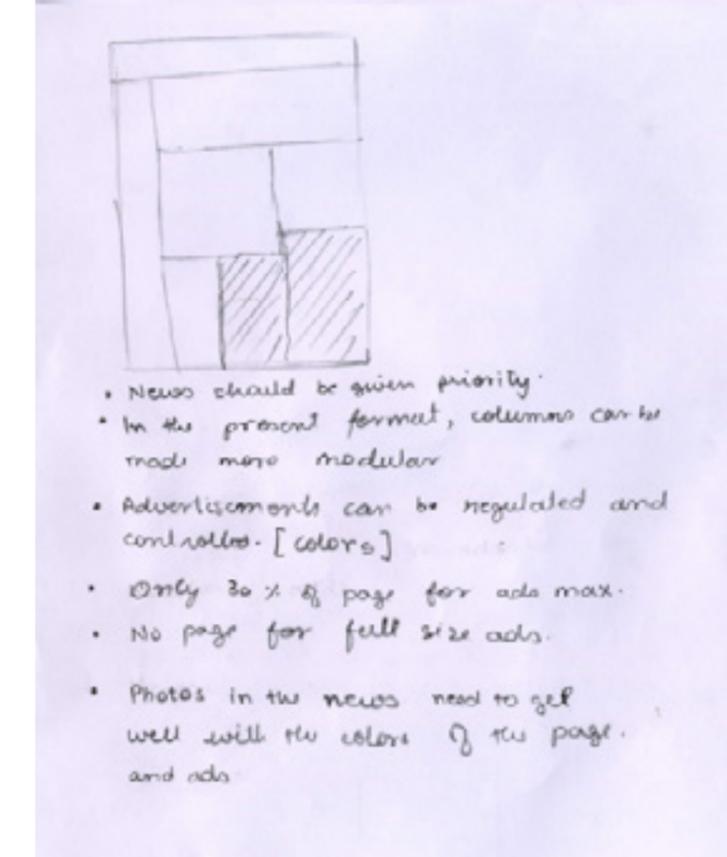
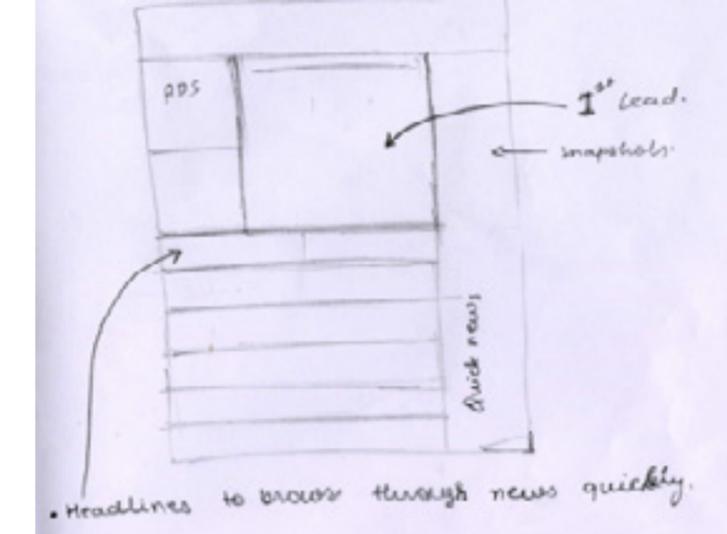
Creating a better reading experience.

PROBLEM STATEMENT:

Random & Unorganized content layout leads to visual clutter. ~ Sahibpal Singh

EXISTING SITUATION:

Advertisements today play an important role in the existence of newspapers because of which they are given priority over the news during the planning stages of the newspaper. There is no control over the colours and visuals of the advertisements by the newspapers. Most of the time, images in the news are not in harmony with the colors of the ads leading to visual discomfort while browsing the newspaper. The aim of the newspapers i.e. providing news, is compromised. This is sometimes disadvantageous for the advertisement as well.

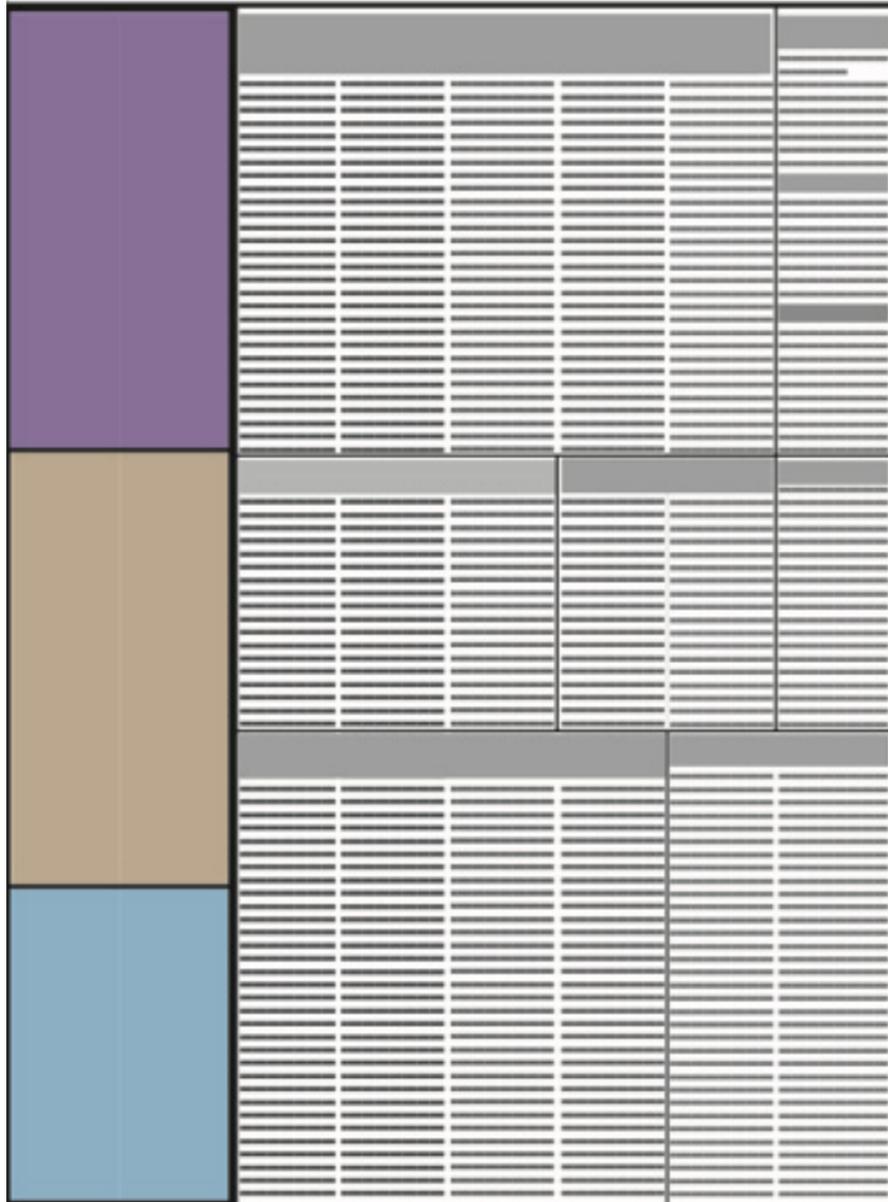


PROPOSAL 1

Limiting the area for the news and regulating the colors in the present format.

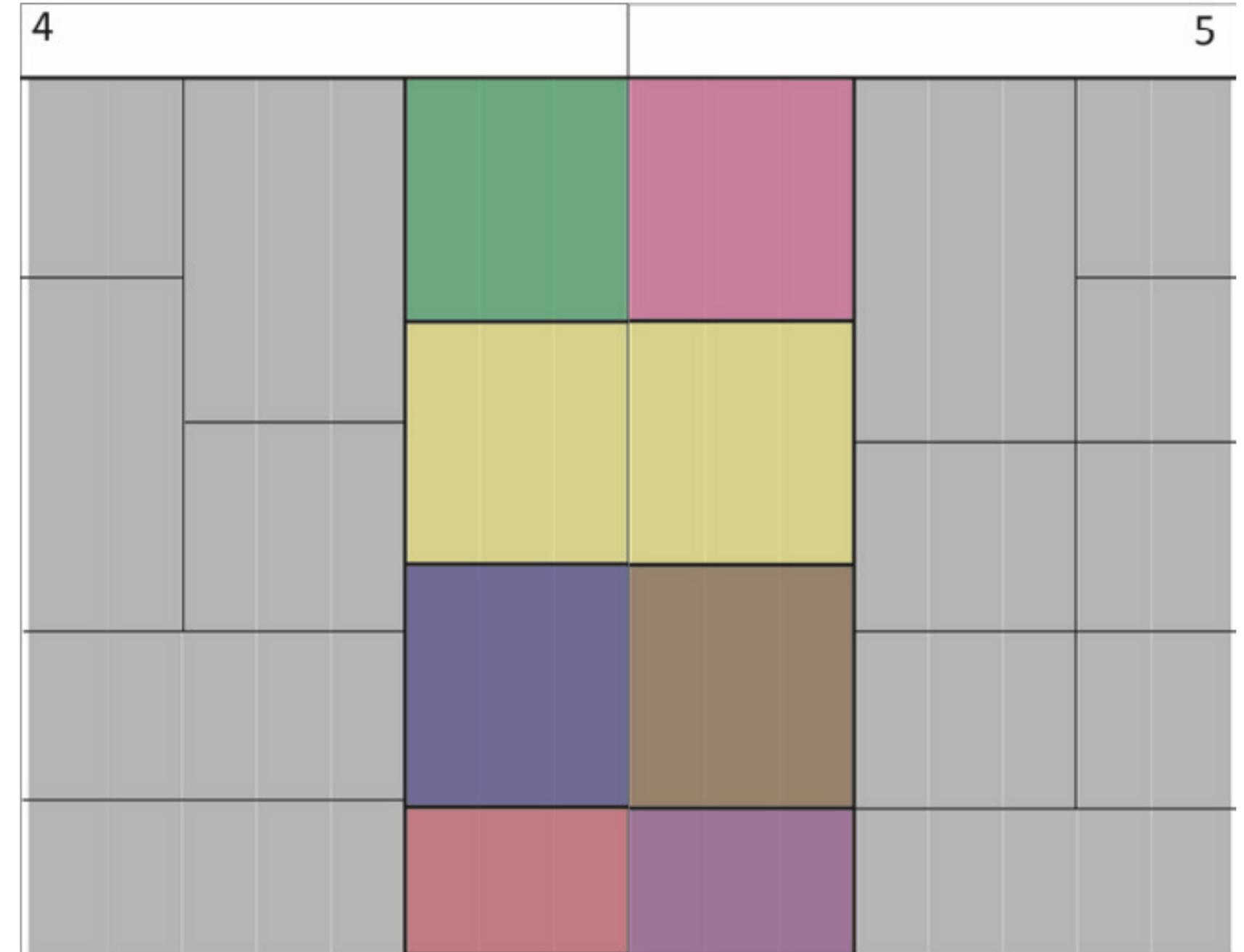
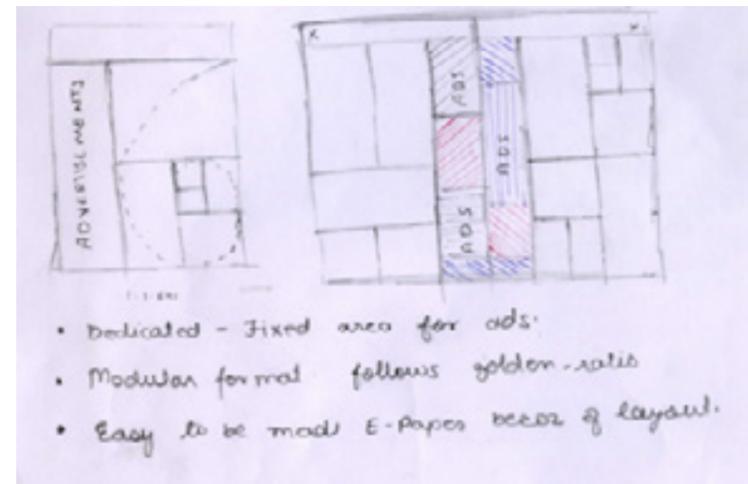
- News should be given priority
- Columns can be made more modular
- Max. 30% area for ads
- Colors of the visual elements to be edited to make it comfortable to the eyes
- Only one lead news on the front page
- The lower half of the front page will include only the headlines, to give more information without opening the newspaper making it more attractive for the next gen.

THE NEWSPAPER



PROPOSAL 2

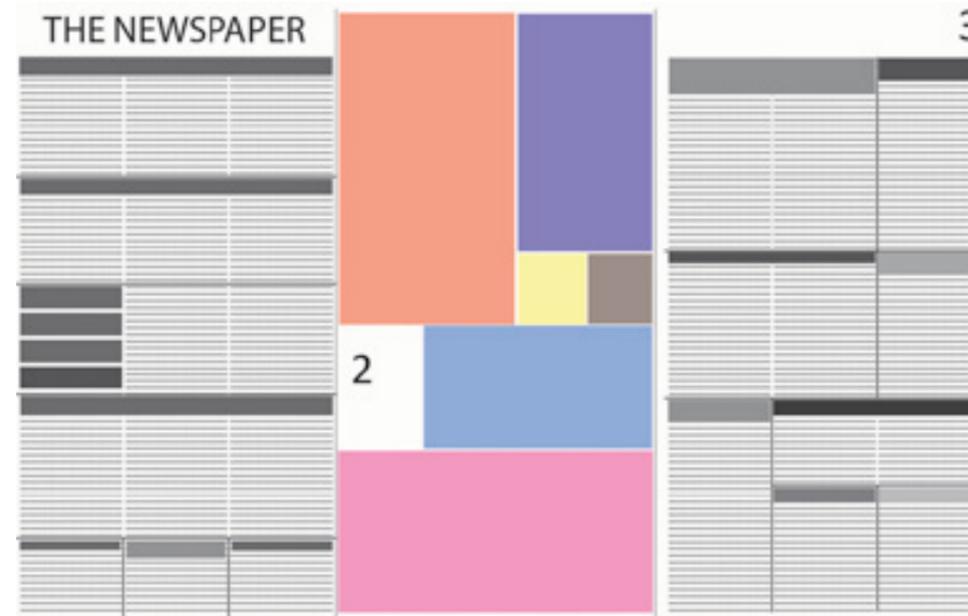
- Two of the eight column layout near the pivoting edge of the newspaper is reserved for the ads
- Ads cannot be displayed anywhere else.
- The layout has been made more modular and follows the golden ratio
- Its creates a better eye movement
- It's also easier to mimic the layout online
- The internal pages shall have well defined boundaries for each ad. Two pages can be combined to give a bigger ad.
- It is easier to read news by folding the newspaper as all the news is on the edge.



PROPOSAL 3

Three Fold Paper

- Front and the last page (outer most jacket) has layout in landscape orientation.
- The overall dimensions are same hence leading to minimum infrastructural update
- The folds divide two pages into 6 compartments.
- Middle 2(one each at front and last) compartments are dedicated for ads
- The rest 4 (2 each for front and last pages) compartments have only news
- One of the pages may only contain the headlines.
- One can read the newspaper using one hand.
- The internal pages of the newspaper have the layout as discussed in proposal 2



OPPORTUNITY:

Improving the experience of handling a newspaper

PROBLEM STATEMENT:

Due to dimension of newspaper, the environment in which a person reads newspaper tends to distract the flow of reader. Also when the reader intends to turn page while reading, dimension of the newspaper affects the flow of reading to a great extent ~ Sumit Baruah

IDEATION:

Idea 1

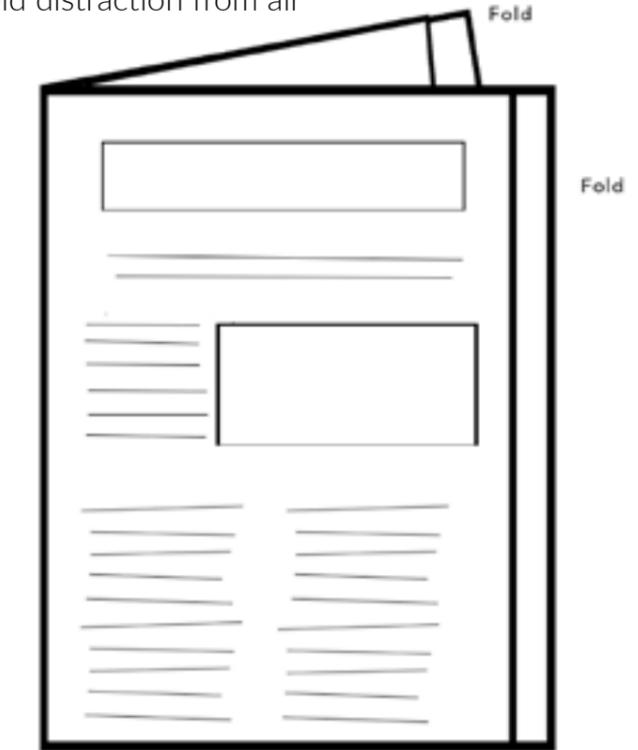
Making changes in the material of the newspaper. Adding some extra material in the front and back page will cut the air circulation around the edges, making the newspaper more manageable. This be achieved by either adding flaps or corner pockets in the newspaper.

Idea 2

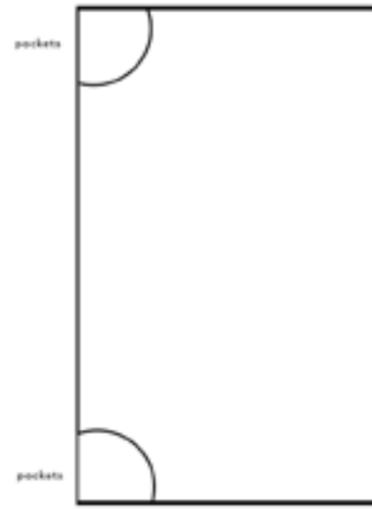
Using additional support tools. Designing a customized clip which will be placed along the main crease to make it more manageable and easier to handle. The clip will also contain a string in order use it as a bookmark for the newspaper.

FIRST PROPOSAL:

The edges of the newspaper tend to catch air easily. Hence the following designs are done in order to avoid distraction from air



The edges can have 1/2-1" of extra paper folded in inward direction. As the first and the last page got some extra paper flaps, it would cut the air circulation through the edges when folded inwards, making it more manageable. The paper flaps are



converted into corner flaps. Lesser amount of material used for the same task. All the corners of the pages would get inside these pockets making the newspaper manageable



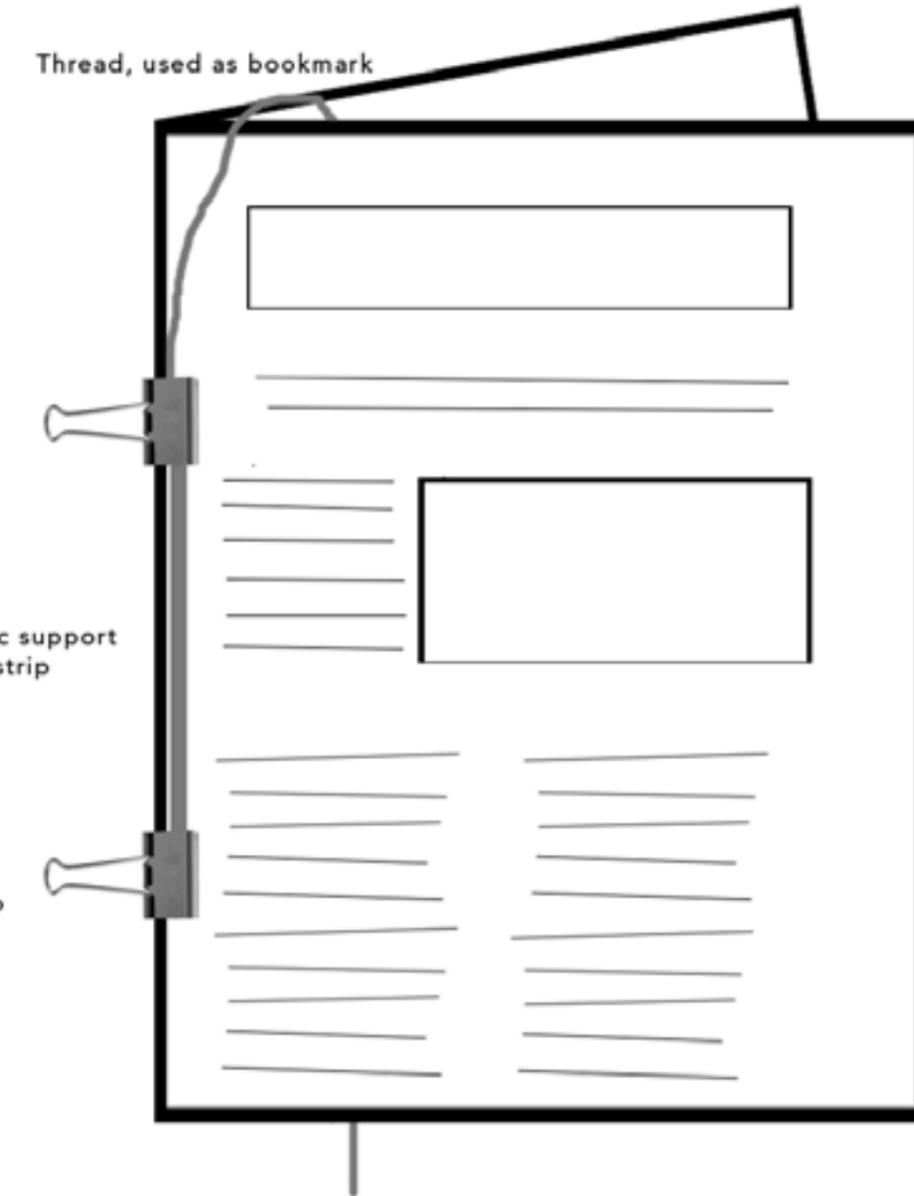
SECOND PROPOSAL :

The pages of the newspaper tend to become unmanageable as the act of reading proceeds. Also, keeping track of reading becomes difficult after a break from reading. Hence a customised low cost clip cum bookmark was designed.

Average wholsale price of 1 clip is Rs 5
Estimated cost of a pair of clip with plastic support, Rs. 15 aprox

Average anual budget of publication house for giftes, Rs 50/newspaper consumer, which includes calendar and other festive gifts

Going by the above statement, it is feasible for the company to provide for a sample clip to it's client so that they can have a first-hand user experience of it as well



Schematic diagram of the entire setup

Two of such paper clips are chosen, and a plastic strip is used to join the both so that it works as a single unit. A piece of thread is also fixed so that it can be used as a bookmark. This setup doesn't allows the pages to scatter away due to wind

OPPORTUNITY:

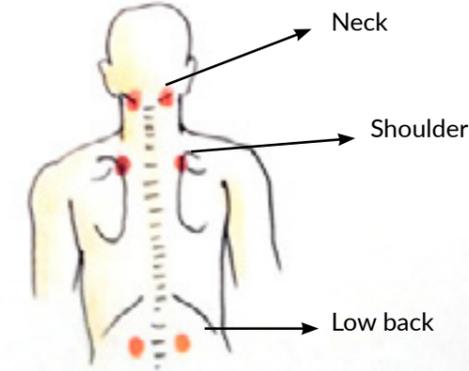
To make the act of newspaper reading comfortable.

PROBLEM STATEMENT:

There is a physical discomfort in handling the newspaper amongst majority of the readers. ~ Nayla Masood

EXPLANATION:

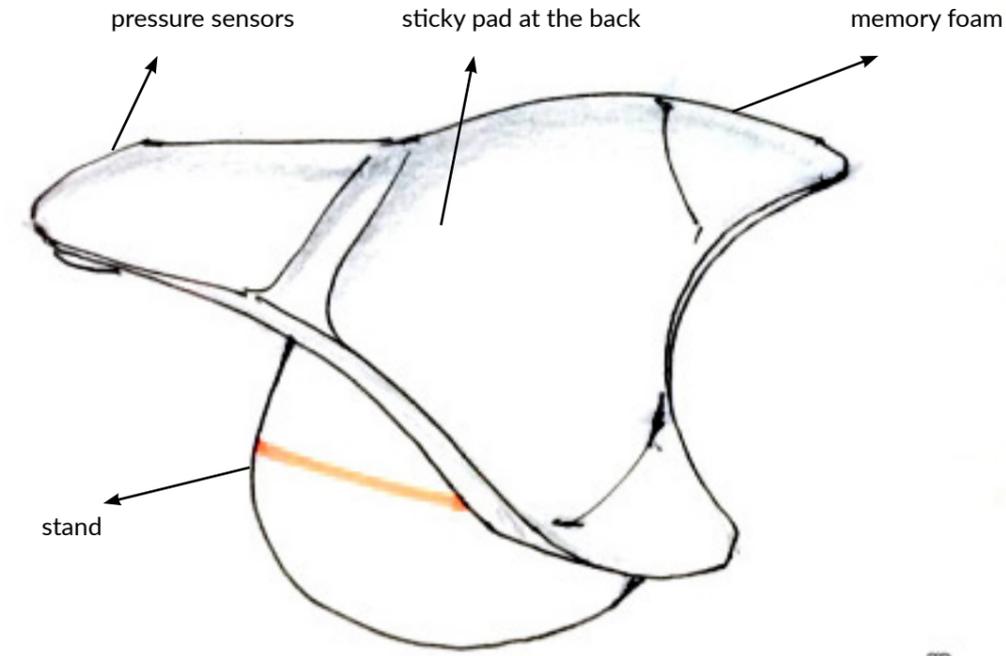
Back pain affects over 80% of the world's population at some point during their lives. The pain is not usually linked to any life-threatening conditions, but its effect can be debilitating and distressing. This is the leading cause of disability in people under the age of 45. With just fifteen minutes reading when using the wrong positions exhausts the muscles of your neck, shoulders and upper back. Good posture means your bones are properly aligned and your muscles, joints and ligaments can work as nature intended.



Most common pain areas



correct sitting posture



TRAINO



spinal cord

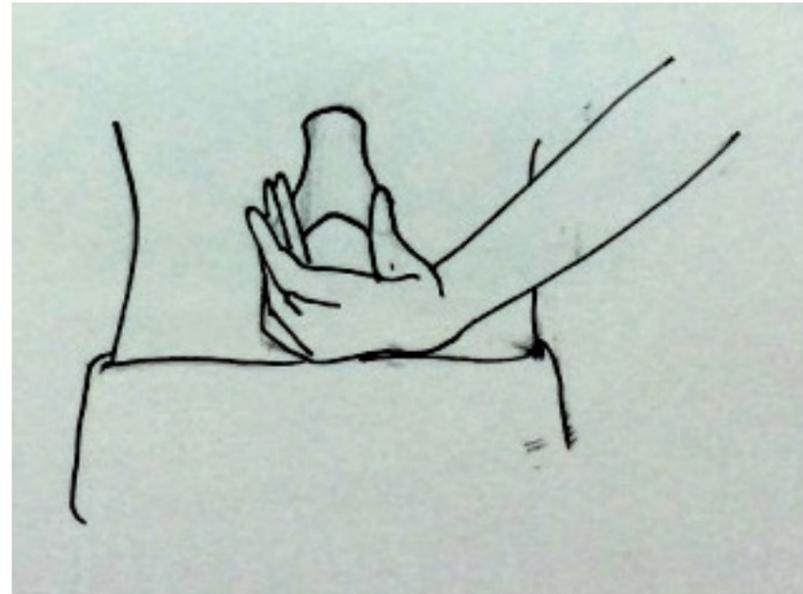
TRAINO is a small device that will attach reader's lower back with a hypoallergenic adhesive/sticky pads (medical tape).

- The look and feel of the device is inspired by our very spinal cord.
- The material used will be memory foam so that it can easily get customised as per reader's body. There would be pressure sensors on its surface which will vibrate in case there is a stress noted in the affected region of the body.
- The device will constantly monitor your posture via multiple sensors, and gently vibrate to alert the user to correct his/her body alignment the moment he/she starts to slouch. It will also record and store posture analytics related to the daily activities using its three fundamental elements: an accelerometer, multi sensors and an advanced algorithm.
- TRAINO is not intended to be worn all day, but rather to train a person for a small amount of time every day in order to condition muscles to maintain proper posture even when the device is not being utilized. This will prevent readers from becoming dependent on the wearable.
- It will focus mainly on lower back issues.



How a TRAINO works

- TRAINO needs to be told exactly what one considers as a good posture to be. Any first time user needs to feed in the ideal posture as per his/her own comfort level through app.

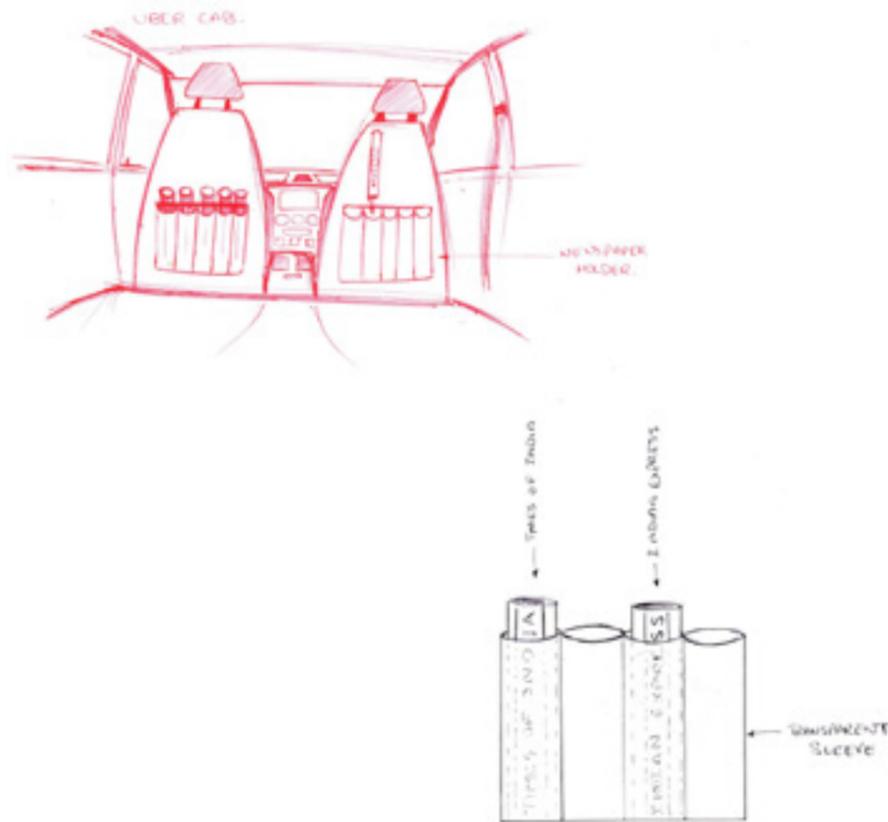


How to place a TRAINO on your body

- The accompanying app provides a personalized training program which requires reader to train for a limited amount of time. One can start off by using it for 15 minutes per day, and as your back muscles strenthen, gradually lengthen the time of the training sessions. The app provides with a variety of training programs to improve the spinal strength and to encourage better postural habits in a long run.

Sync App with the device





PROPOSAL 1: UBER CAB Transparent pouch

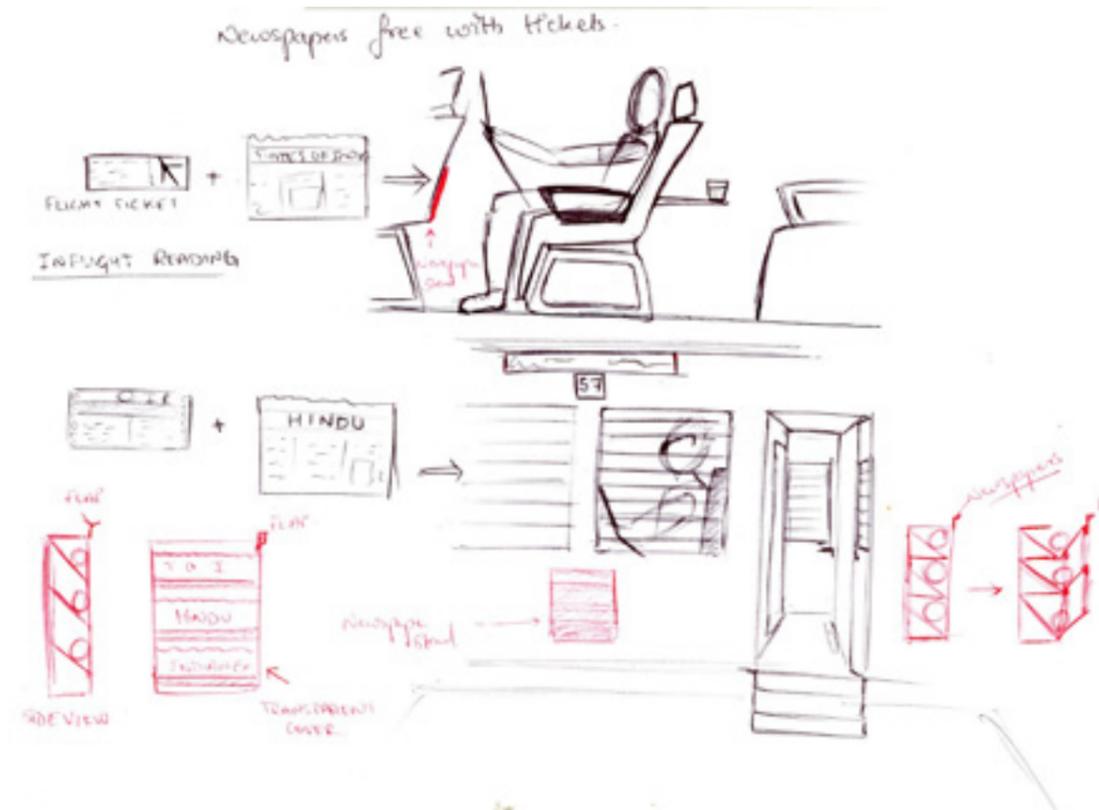
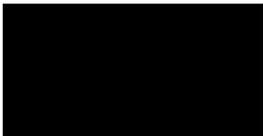
Everyday a lot of time is spent in travel. The usage of taxi services such as Uber has increased to a great extent. This is primarily due to increasing traffic as well as cheap rates. The time spent in the taxi can be made of better use by reading newspaper rather than sitting idle.

This transparent pouch provides a neat and compact way to store and display various newspapers so that the reader can pick the one of their choice

OPPORTUNITY:
Increasing the user base of newspapers.

PROBLEM STATEMENT:
The loss of readership of traditional print newspaper format as compared to digital format ~ Nikhil Balaji R

IDEATION:
The user base of newspaper can be increased by increasing the availability of newspapers in close proximity of its user
If there are more newspapers in public spaces where people spend most of their time other than working there is a higher chance they would be tempted to read
Smart use of space and different choices will help attract the users at the same time will not include their personal space
Setting up such smart storages for newspaper at various public spaces will help rebuild the trust and the user base of newspaper.



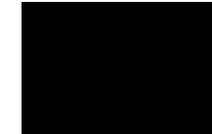
PROPOSAL TWO : NEWSPAPER RACK IN RAILWAY COACHE

The Railway network in India is one of the largest and the most complex in the world. Time spent on trains is significant, and this time can be better used with the help of newspapers.
Each coach will have newspaper racks placed every 8 seats which will store a assorted collection of newspapers. Thus enabling the user to pick the one of their choice. This rack has a transparent cover which makes choosing the newspaper easy

PROPOSAL THREE : NEWSPAPER ROTARY RACK IN RESTAURANTS, CAFES, BREAKFAST JOINTS

Leisure Reading is one of the important ways to enjoy the habit of reading a newspaper. Breakfast joints and cafe's are popular places for people to gather and gossip. Newspaper is the perfect companion with tea or breakfast. This opportunity should be fully utilized.

This rotary rack takes care of handling the newspaper in a clean and organized manner. It is also compact and does not intrude into the user's personal space. The rack can rotate, thus giving an easy way to choose different newspapers



PROBLEM STATEMENT:

ONE-WAY COMMUNICATION~ Renuka

IDEATION:

AFTER THE ANALYSIS THE BASIC PROBLEM OBSERVED PROBLEMS RELATED WITH ONE-WAY COMMUNICATION-

- Many a time people feel biased in the article written by the writer. Most of the times people are not able to react on the article.
- And sometimes even if they react than the result cannot be seen on large scale due to problem caused due to 'ONE-WAY COMMUNICATION'.
- And most of the times it becomes reason for disinterest of the reader in reading newspaper.

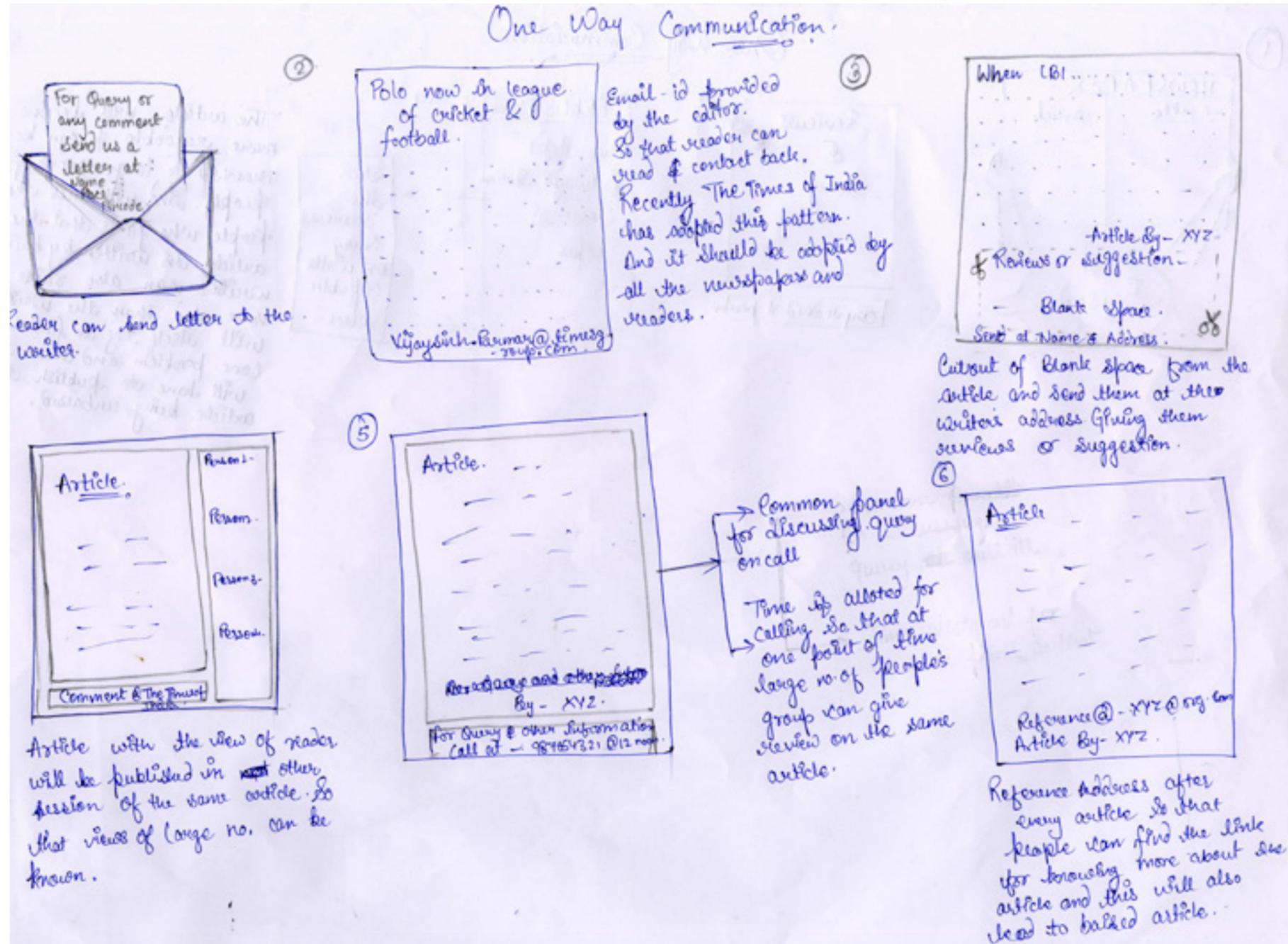
OPPORTUNITIES TO OVERCOME ABOVE PROBLEMS -

- Hire more young people and cover the news they care about, not just what the editors and journalists want to cover – even if it is soft news. Every newspaper should have an affiliated website to the main newspaper website which completely caters to the interests of 20-35 year olds with a completely different set of values on what news

is important.

- If the reader feels biased than he can write his view and publish that on NEWS WALL or he can take that to PUBLIC LIBRARIES so that large group of people can read his view and react on his view. And when it reaches to large scale area than the writer may itself change its view on the article. And this way the problem of one way communication also be shorted it.

OTHER SOLUTION ARE AS GIVEN BELOW IN IMAGE;

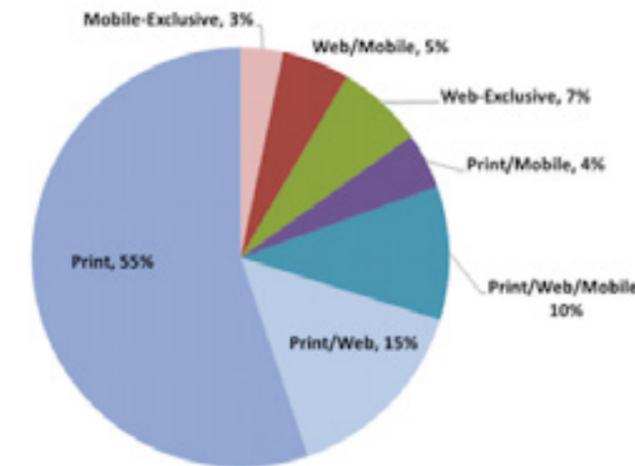


OPPORTUNITY:
Coping up with changing times.

PROBLEM STATEMENT:
In today's fast paced life people don't get sufficient time to read a newspaper~ Parshvi Bhavsar

FAST PACED LIFE
People have become work oriented
They prefer e-news over the printed media
Internet is overpowering the prints
People prefer e-news over prints is because the e-news are more specific as they are easily able to access a particular article at the click of a button

Newspaper Audience by Platform



Today 45% of the people have started to use technology for their daily routines just because their lifestyle has become so fast that they do not have sufficient time to en-corporate few things even when they want to.

INSUFFICIENT TIME
The lifestyle change causing insufficient availability of time to read a newspaper to people belonging to age groups of 20's to 40's

As shown in above graph the comparison of age 18-24 and 65 plus will show the difference that has been created in today's generation due to technology and how people are becoming technology dependent.

People just go through the headlines as at times the content and the layout are not friendly enough to just go through in a specific period of time

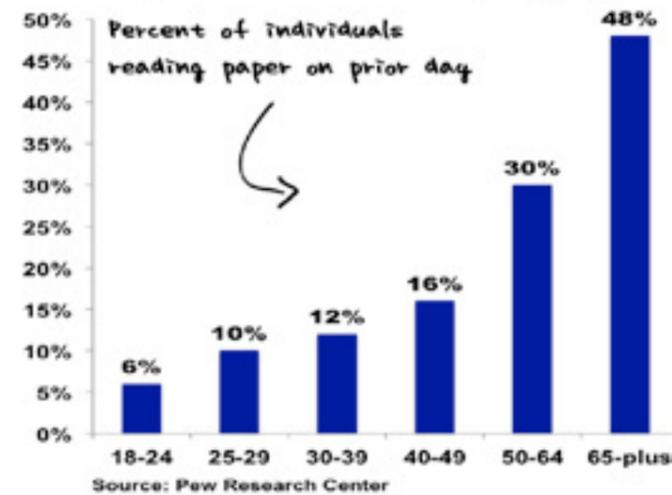
Sometimes they just browse the internet or have news apps on their phones

People want to read newspaper, there are readers it's just that they do not have enough time to read entire newspaper

So now the questions that arise are:
How to bring back the newspaper? How to bring back the importance of prints amongst the current generation?

How to make a newspaper reading less time

Newspaper readership by age



IDEATION

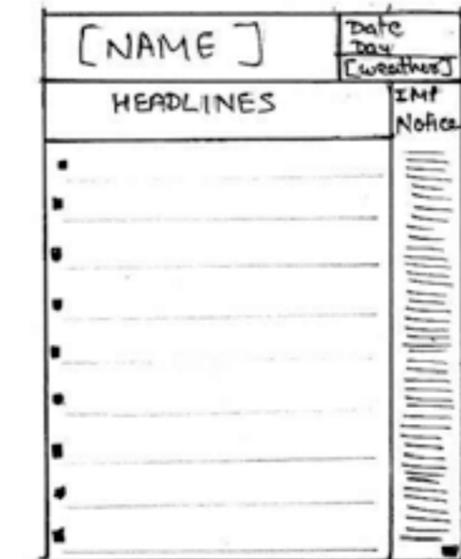
- Decrease the dimension by either making it a tabloid format or reducing it to the size of 34.5cm*54.5 cm.
- Try to make the layout more eye-catching (by color coding the news for fast reading).
- Have specific page for specific news.
- Page one specifically for HEADLINES and one column for important notice.
- Have two publications in a day, one morning daily and one evening.
- There is a chance for reducing the costing by having one page for advertisements by this the random

ads in between the news articles can be removed and the publication houses will get money for advertisements.

Plan a newspaper for kids which will come with daily newspaper; this newspaper or tabloid will have fun-facts, scientific facts, games, drawing column etc. by this the children will get a habit of reading a newspaper and then the habit will in end become a lifestyle.

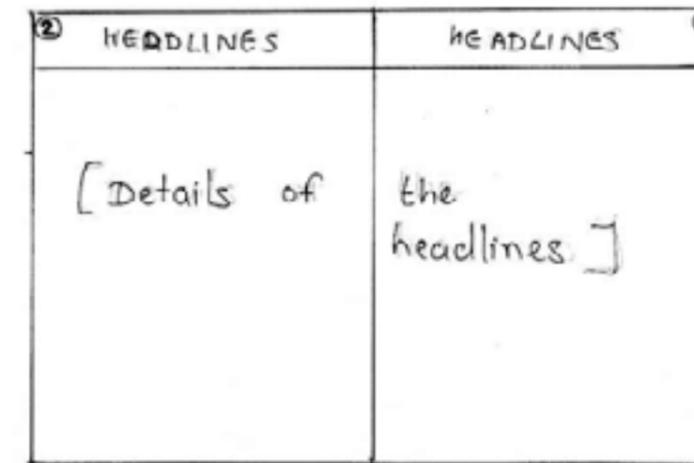
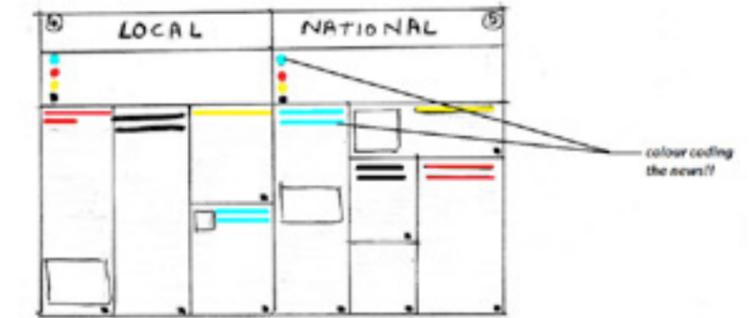
Have scan codes at the base of every article so that whoever wants extra information can easily access it. And this also adds a little technology to the prints. Every page will have bulletins at the top of the page to let the reader have easy access to the news and the ones who want to read the detailed news can read below articles.

Have more prominent page numbers.



above;

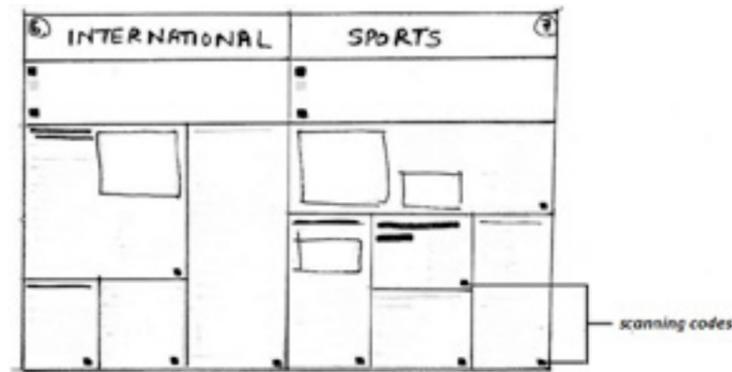
(A) This is the first page of the newspaper. Here there would only be 10-12 major headlines of the day of the major events that have taken place. The column on the right side will be for the most important news that has to reach the reader first and



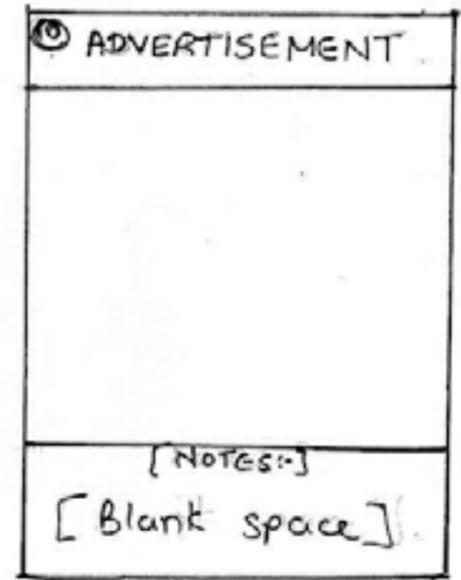
(B)The second and the third page will have detailed news of the headlines on the front page

(C) Page four and five would be for local and national news. Local news is more preferred as it concerns more to people around.

From here onwards every page will have sub headlines that would be in form of bulletins with different colors (usually of four colors that are used to print a newspaper: blue, red, yellow and black) Now the articles below the sub headlines will have their headings underlined in their respective colors acc to the headline Hence color coding every news, making eye travel fast and easy in end saving time



(D) Every article will have a scan code available in the end which will directly open to the page which has extra information regarding that article hence making prints tech-friendly and giving more information at the same time.



(E) The last page will be specially reserved for the advertisement so that randomly placed ads in between the news don't create cluster to the readers at the same time whoever wants to go through ads will have them all available in the same page

The bottom of the page would be a small blank space where readers can write notes on.

The newspaper won't be having more than 10 pages so that the reader can finish reading the entire paper in less than 20-25 minutes.



OPPORTUNITY:
Basic Underutilization of Contents.

PROBLEM STATEMENT:
Many people read only specific contents of the newspaper according to their preferences, and in doing so most part of the paper remain improperly utilized. This becomes a problem when mass of population is taken into consideration ~ Saswat Dash

IDEATION:

- Reducing the content of the newspaper by identifying and excluding the underutilized part.
- Make the audience read maximum of the contents by engaging them.

Ideation for reducing contents of the newspaper:

- A. Implementation of modular newspaper
- Divide the newspaper into segments like Sports, Entertainment, Politics, Articles and Editorials etc.
 - The front and back page for every module shall be the same containing headlines
 - The modular newspaper can be implemented on basis of subscription
 - Optimization of cost can be done likewise; every

module individually would cost nearly the same depending upon the number of subscriber (more demand ~ more production ~ low production cost ~ low price, and vice-versa)

- Subscribing to more number of modules at once shall have fewer prices than buying all modules separately.

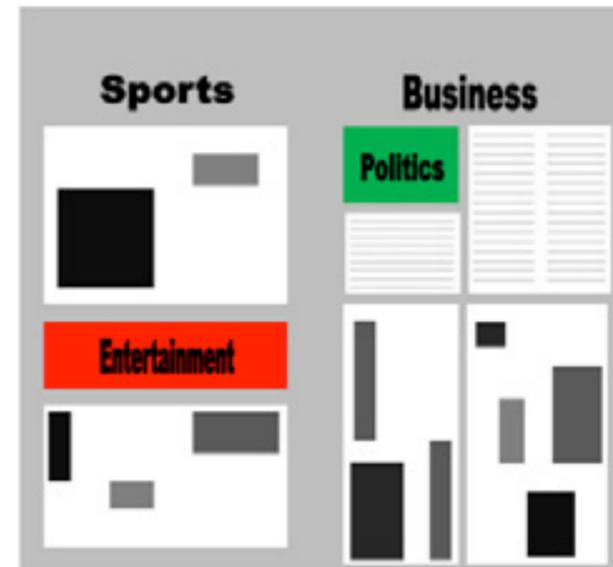
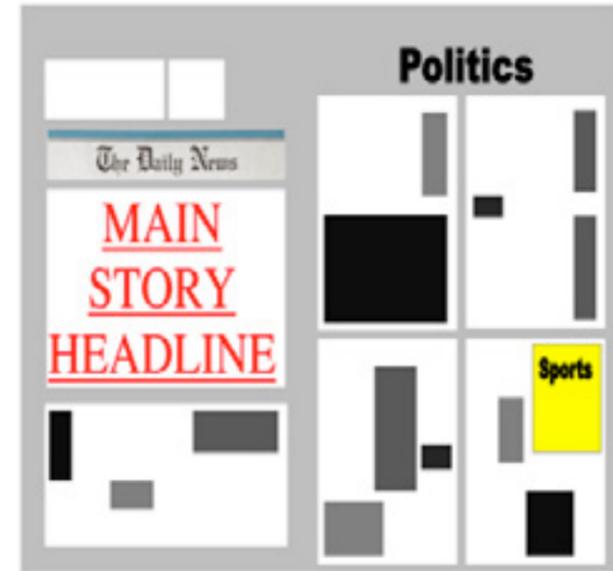
B. Survey and Narrowcasting

- Using of Pamphlet/ leaflets with simple questionnaire about the preferences of content in the newspaper
- Extensive research through observation on time spent for reading different contents
- Identifying the common interest among readers
- Changing the content of news paper to publishing more contents on common interest and reducing others
- Conduct survey within specified intervals (e.g. every month) and vary the content according to it.

Ideation for engaging the readers to read maximum contents

- A. One liner/ flashy small content of one type on other

- E.g. On the sports column a small eye catching phrase or headline or article about politics is present.
- It brings the advantage of digital to physical (resembling pop-ups of digital contents)
- This phrases/one liner content should be arranged such that it catches the glance of the reader.
- This would compel the reader to look for other articles with similar contents
- Then within the other content there would be article relating to some other content.
- This continues for all specified content until every other content are covered up.
- There must not be any repetition of similar articles for one liner.
- The arrangement should be such that, there should be no redirects for already read articles.



B. Addition of playful element to the newspaper

- The Complete experience of reading newspaper can be made fun and hence engaging the reader the read more of its contents by adding playful elements.
- Elements of newspaper where play can be added:
 - a) Paper Sizes
 - b) Page number
 - c) All different content
 - d) Font sizes
 - e) Colors
 - Using maximum possible articles from each different content create a puzzle based game.
 - The articles shall contain hints or clue to move forward and find all clues.
 - The clues would help find a solution to the puzzle at the end.
 - Placing of the hints over the articles would be such that, only the readers can identify it.
 - Difficulty levels can be set by taking into

consideration the understanding of the reader regarding the news.

- There shall be rewards to solving them like hampers, Coupons, free special edition newspaper subscription etc.
- This would make the people engaged in reading newspaper, as people will compel themselves to read more and detaillier.

LEARNINGS

Design process taught us to approach a daily life problem and analyse to find the solution. It helped to increase our observation skills drastically. By learning how to analyse the collected data from observation, we generated opportunity areas to identify and define problem statements, which helped us reach towards the ideation.



