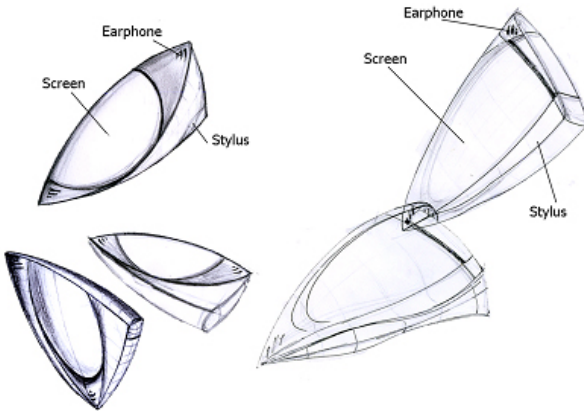


SPARSH (...)

A subtle communication device for young professionals



Team

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User Group & User Specific Characteristics

We are dealing with Young Professionals in India.

They fall into the age group of 22-26 years.

They are usually single.

Their interaction in office is different from how they interact outside the office (A kind of split personality)

They are brand conscious, responsible, career oriented and diplomatic in their behavior.

Many serious relationships are formed within this age group.

Still, traces of the teenage dynamism are present in them.

Problem Identification

Communication with people who belong to their personal circle becomes a hassle when they are in their professional workspace. There are mainly two reasons for this

- 1) It is not encouraged by their employers
- 2) They are not comfortable speaking in front of other colleagues.
- 3) There is no other alternative at present as all of the trustworthy modes of communication involve the use of speech and very noticeable actions to operate the devices.

Proposed solution

A mode of communication, which is unobtrusive and non-vocal, is developed to facilitate subtle communication. The solution makes use of other methods like tapping, doodling, gestures etc.

The characteristics of the product also reflect the split personality of the user. The device camouflages with the surrounding when it's in the subtle mode for the office environment and it becomes loud, colorful, jazzy in the casual mode for off-work environments.