

A teal rectangular border with a slightly thicker line at the top and bottom, and a slightly thinner line on the sides. The corners are rounded.

brainstorming india

WEEK FIVE

the agenda

- ▶ **administrivia**
- ▶ **learning from the real world**
- ▶ **team discussion**
- ▶ **break**
- ▶ **brainstorming review**
- ▶ **team time**
- ▶ **team updates**

administrivia

student feedback

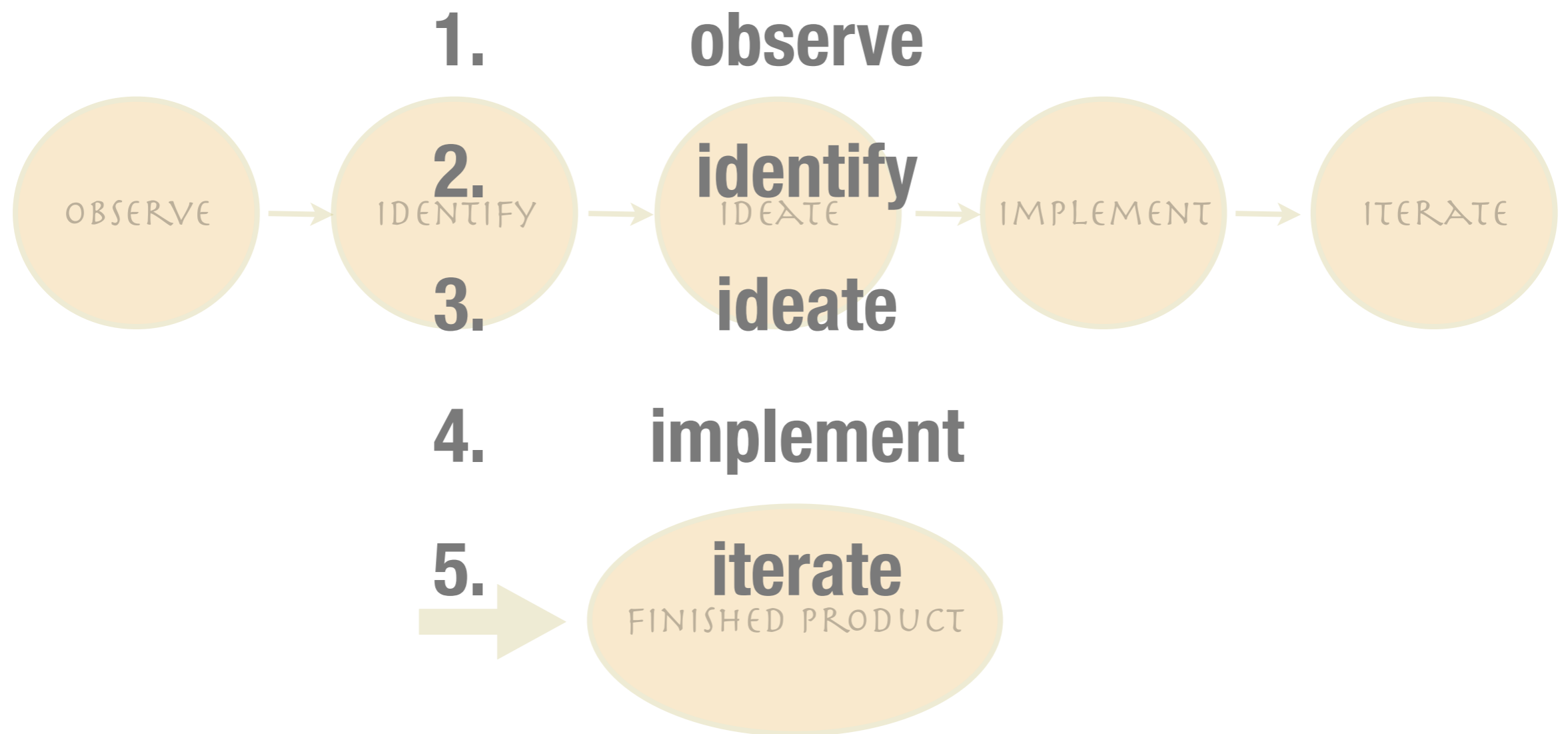
	very well	moderately well	neutral
Felt engaged	2/6	4/6	0/6
Challenged assumptions	2/6	2/6	2/6
Content appropriate to background	3/6	3/6	0/6
Content matched interests	4/6	2/6	0/6

\$\$ for food

- ▶ **it's high time!**

learning from the real world

the design process



sewa



▶ product?

▶ users?

▶ needs?

▶ insight?



▶ **product?**

▶ **users?**



▶ **needs?**

▶ **insight?**



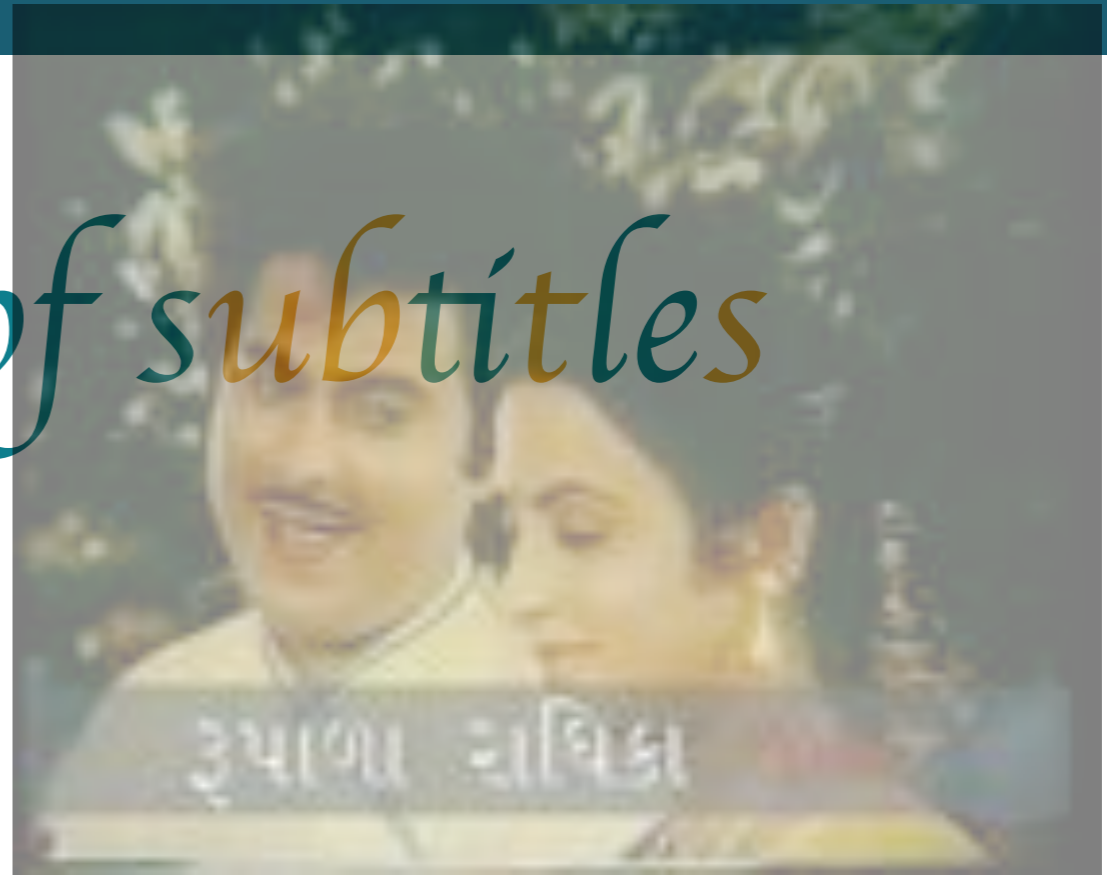
treadle pumps



- ▶ **product?**
- ▶ **users?**
- ▶ **needs?**
- ▶ **insight?**



the power of subtitles



- ▶ **product?**
- ▶ **users?**
- ▶ **needs?**
- ▶ **insight?**

“A Nielsen-ORG study, conducted in 2002 and 2007 to assess the impact of subtitling, showed that only 25% school children could read a simple paragraph in Hindi after five years of schooling. However, this jumped to 56% if they were also exposed to subtitling for 30 minutes a week on Rangoli. Equally dramatic results were found among adults.” (ToI 04/08)

team discussion

brainstorming

team time

team updates

see you next week!