

HELLO! WE ARE TEAM TANDEM.



RASAGY



AMRITA



NOOPUR



KENNETH

CONSTRAINTS

- Culture & Communication (Module brief)
- Big Data (MSR brief)
- “Let’s make an *app* that does...”

CONSTRAINTS

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- Big Data (MSR brief)
- “~~Let’s make an *app* that does...~~”



YOU

"FAMILY"



Mom



Dad



You

"FAMILY"



Mom



Dad



You



Bro



Sis

"FAMILY"



Mom



Dad



You



Bro



Sis

"FAMILY"



Mom



Dad



You

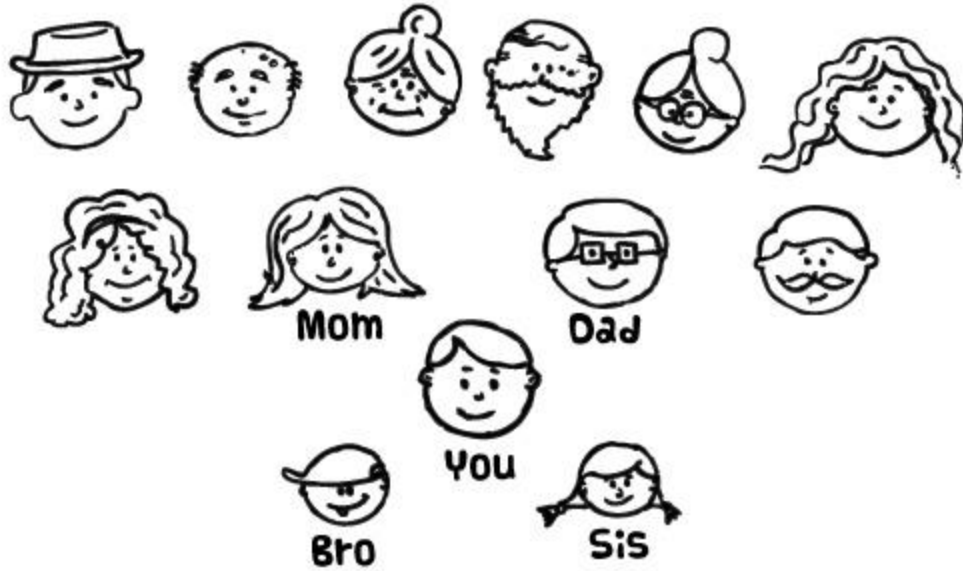


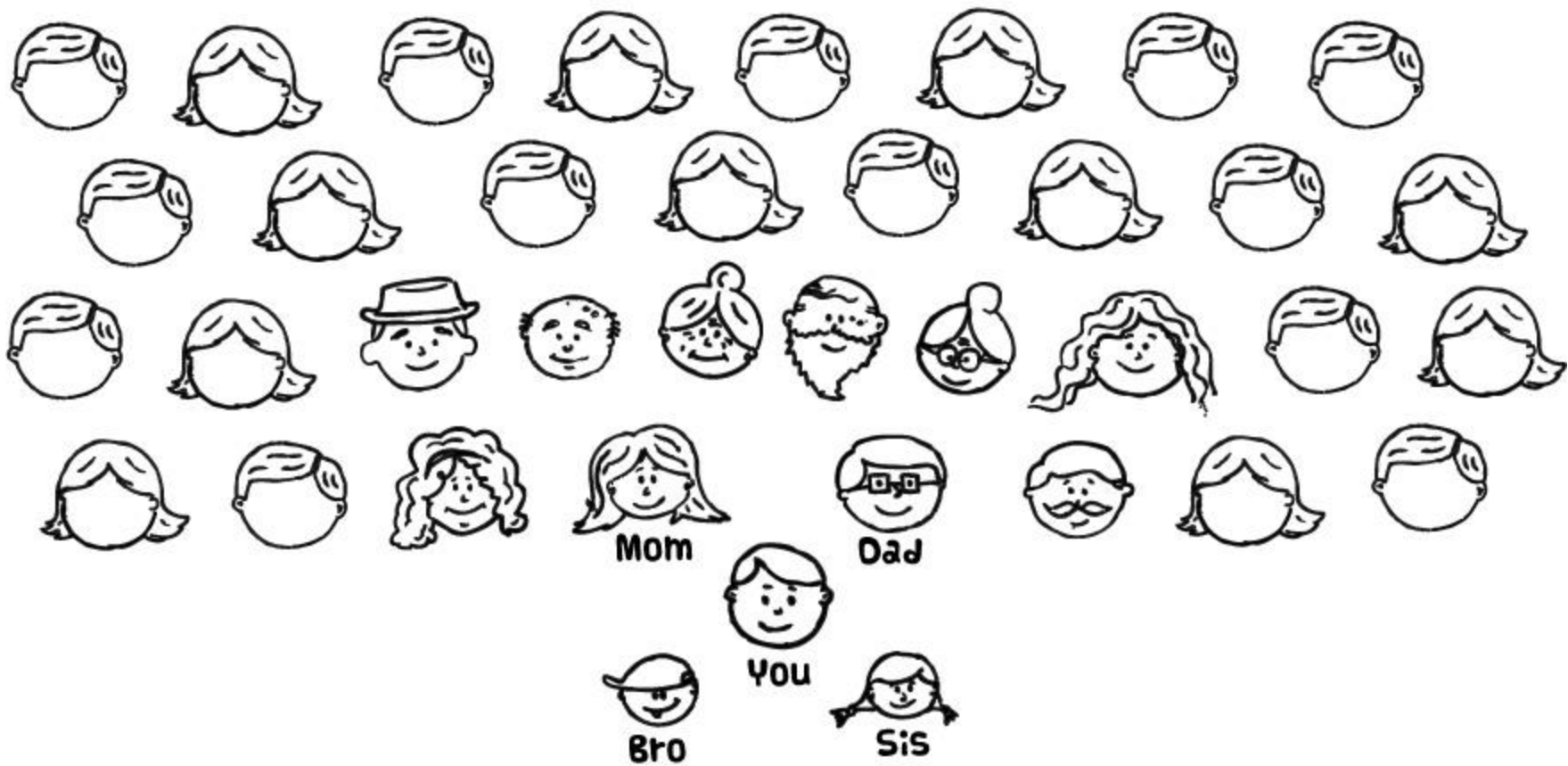
Bro

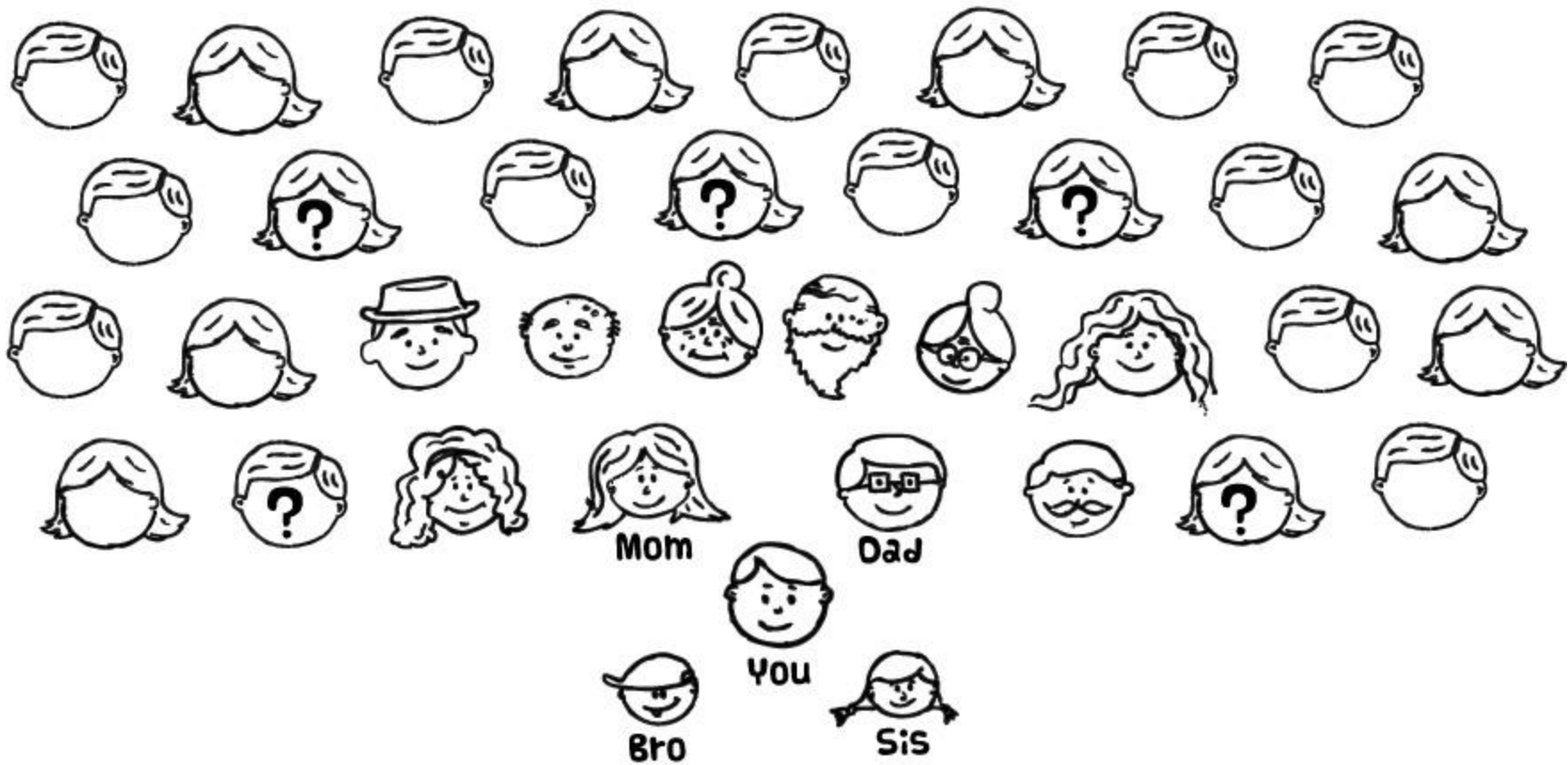


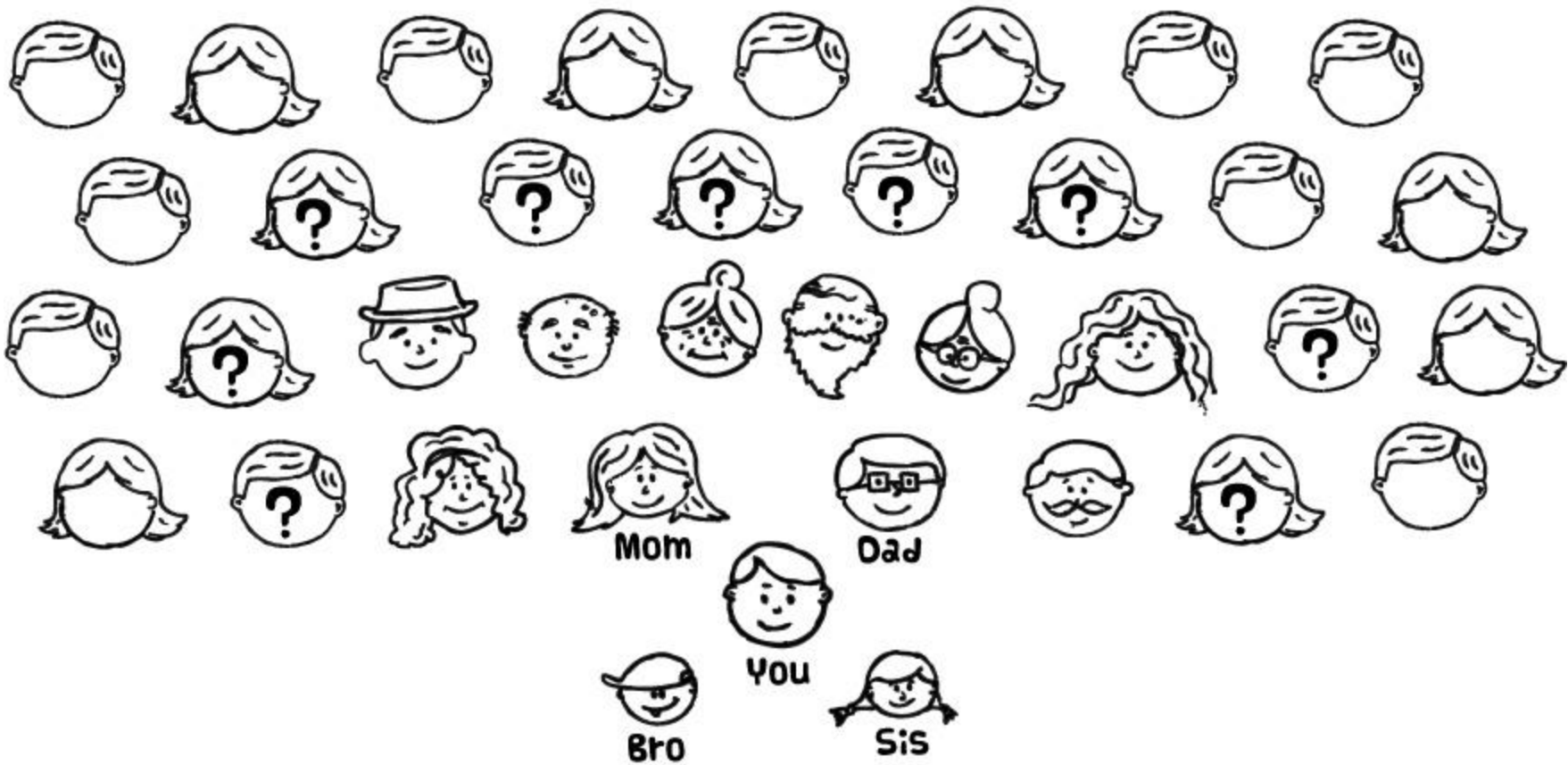
Sis

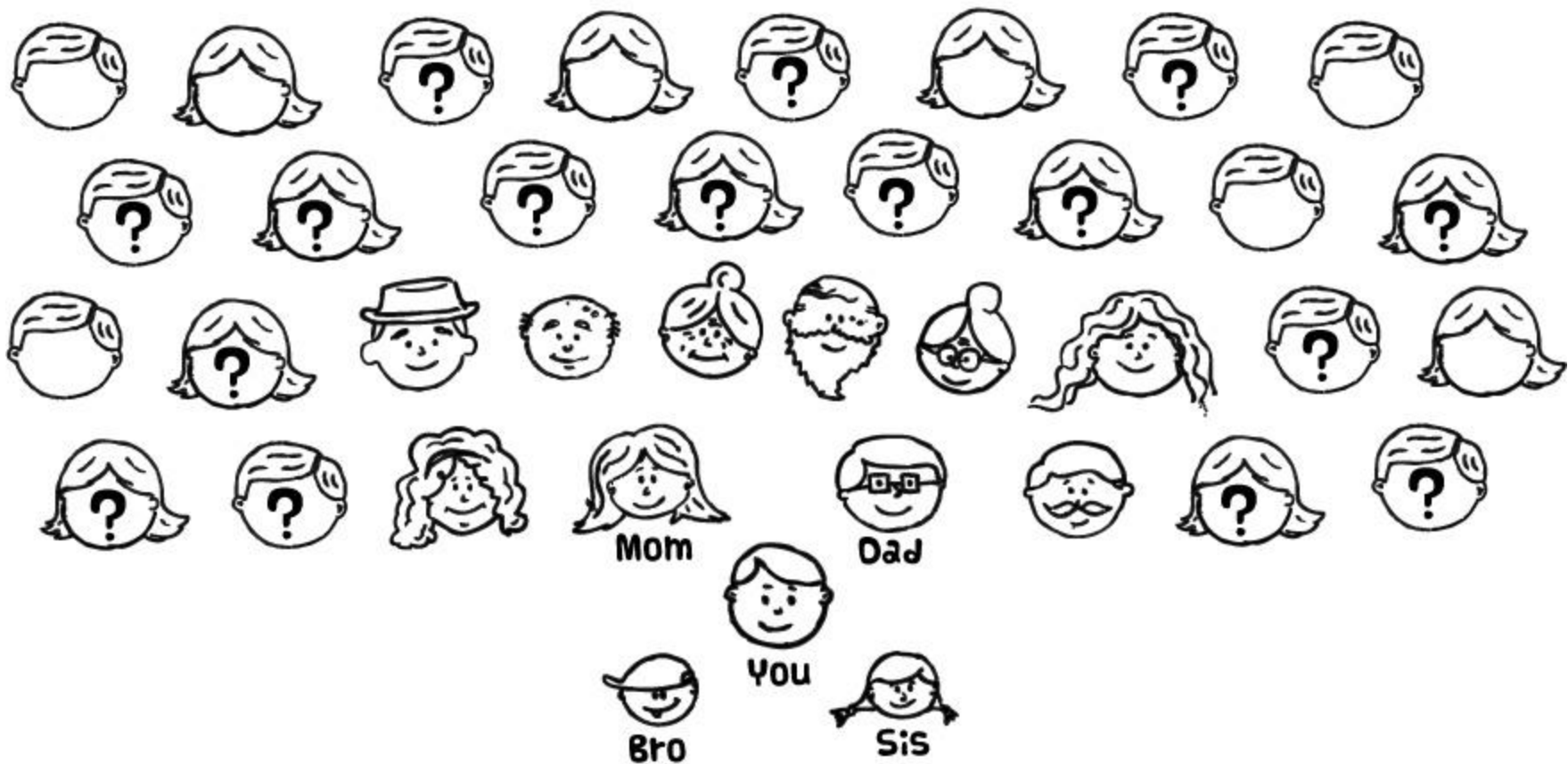
"FAMILY"

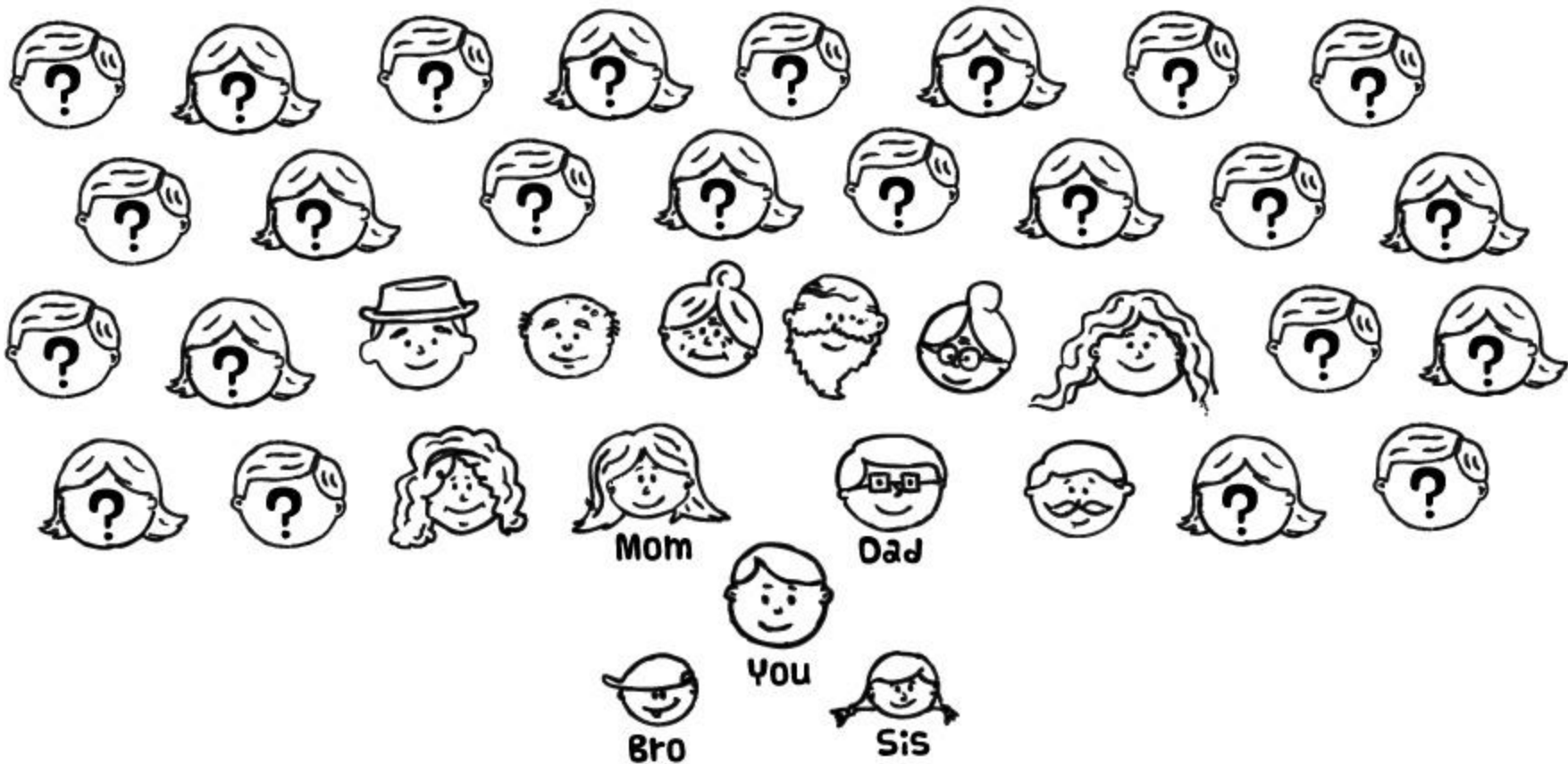


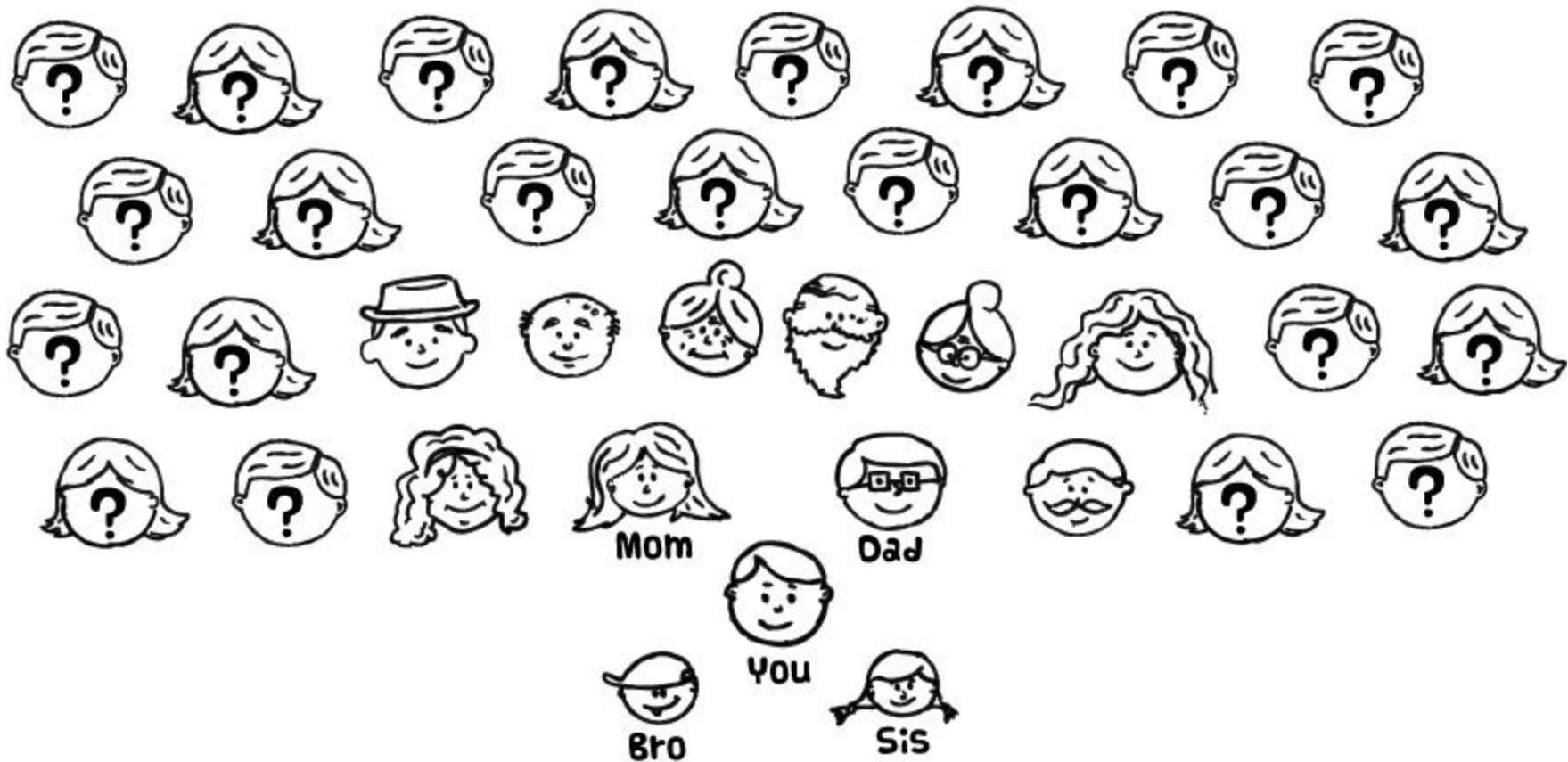












MODERN
THE GREAT [↑] INDIAN FAMILY

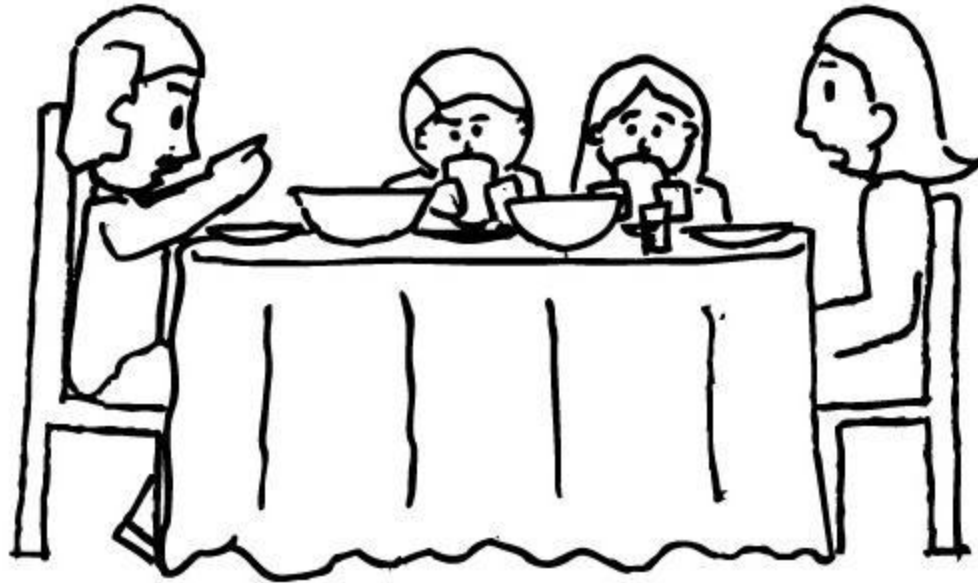
WHAT DOES THIS MEAN?

Today, families are:

- Disconnected
- Huge, yet in tiny pieces
- Scattered across the globe
- Generation gap
- Losing traditions & values
- Tech-savvy
- Connected online 24x7

WHAT DOES THIS LEAD TO?

STOP USING THOSE PHONES AT THE DINING TABLE!



WHAT DOES THIS LEAD TO?

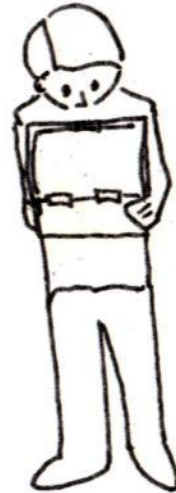
I WISH MY WIFE KNEW HOW TO COOK THIS HALWA LIKE HOW MY MOTHER USED TO!

SHANTI SAGAR RESTAURANT



WHAT DOES THIS LEAD TO?

WHY ARE THERE THESE TICKETS IN THE BOX?



WHAT DOES THIS LEAD TO?

MOM, CAN YOU TELL ME THE STORY WHERE THE FROG ATE THE CRANE?



IT WAS TOLD BY CHHOTI CHACHI

BUT WHO TOLD YOU THIS STORY?



NOW WHERE DO I NOW FIND THAT STORY??

WHAT MIGHT WE LOSE?

- “My granddad used to talk about ‘Vindaloo’, I wonder how that tastes!”
- “What’s the point of singing all these songs during the wedding?”
- “Why is my uncle called ‘Tun-Tun mama?’”
- “Why do we need to fast during this week?”
- “Why do we have a temple inside the kitchen?”

SIMILAR THOUGHTS

“Archiving is the next big thing. Personal pictures are far more interesting than those taken by professional photographers.”

– Anusha Yadav (Indian Memory Project)

“When my Grandmother, with whom I was very close, died, I realized that if we didn't pay attention, things we cared about would slowly drift away.”

– Eames Demetrios (creator of Kymaerica, grandson of Charles & Ray Eames)

“Everyone reminisces and for older people memories mean more. Reviving the memories and making someone happy is a good way to spend time.”

– Reminiscence therapy

INTERVIEWS (FIRST ROUND)

“First of things have special memories.”

– Consultant (50 years old), preserves memories using photographs.

“Had it not been for a family, I might not have believed in spirituality.”

– Income Tax Officer (42 years old), maintains a family tree

“Joint family may seem like a bad option but its not.”

– Homemaker (35 years old), quit work because of son

“I want my kid to have his own experiences and learn from them. I want to guide him and not take his decisions for him.”

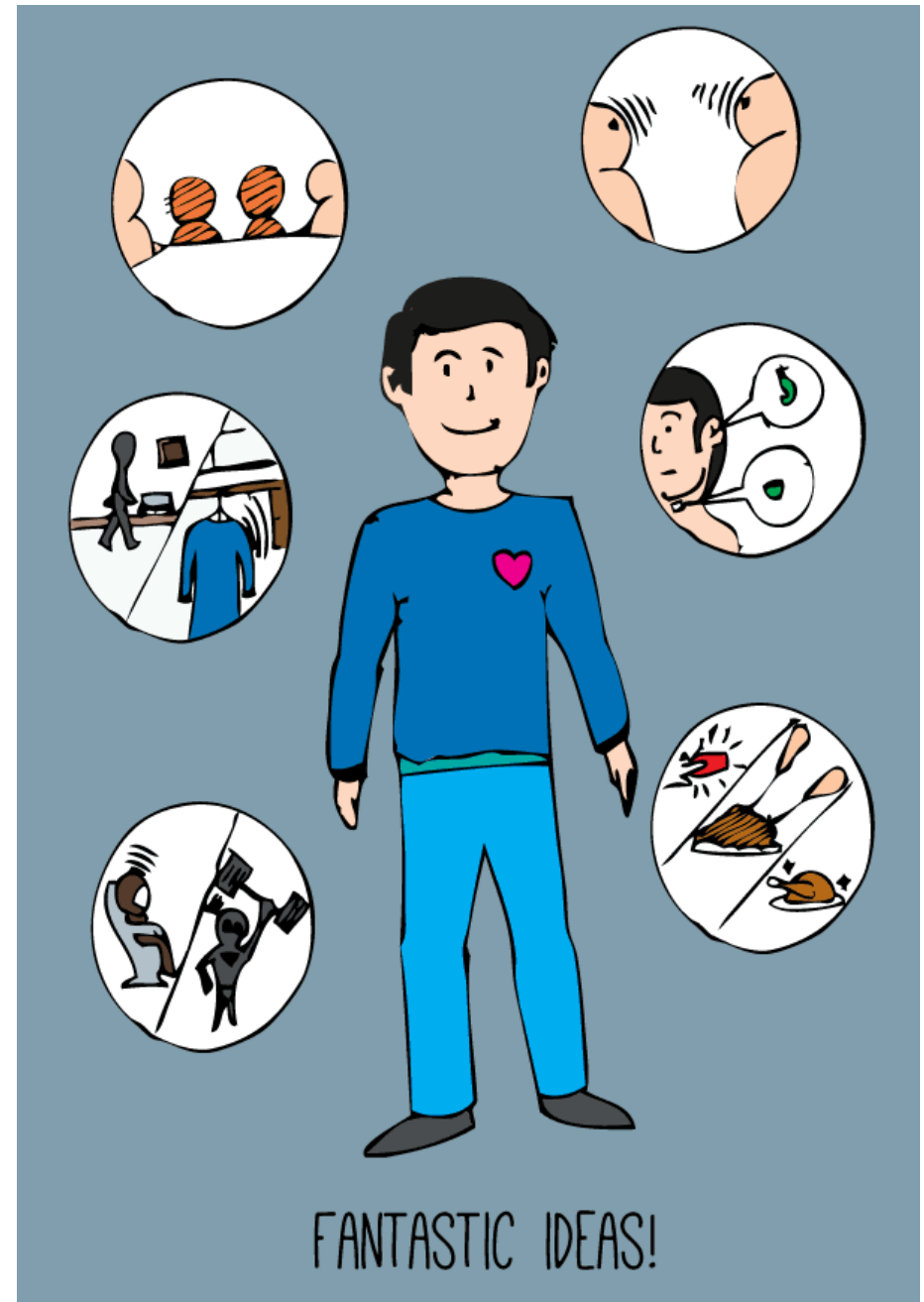
– Software Engineer (31 years old), leaves kid at daycare when at work

“Too much togetherness is not good. I have relatives I can't relate to.”

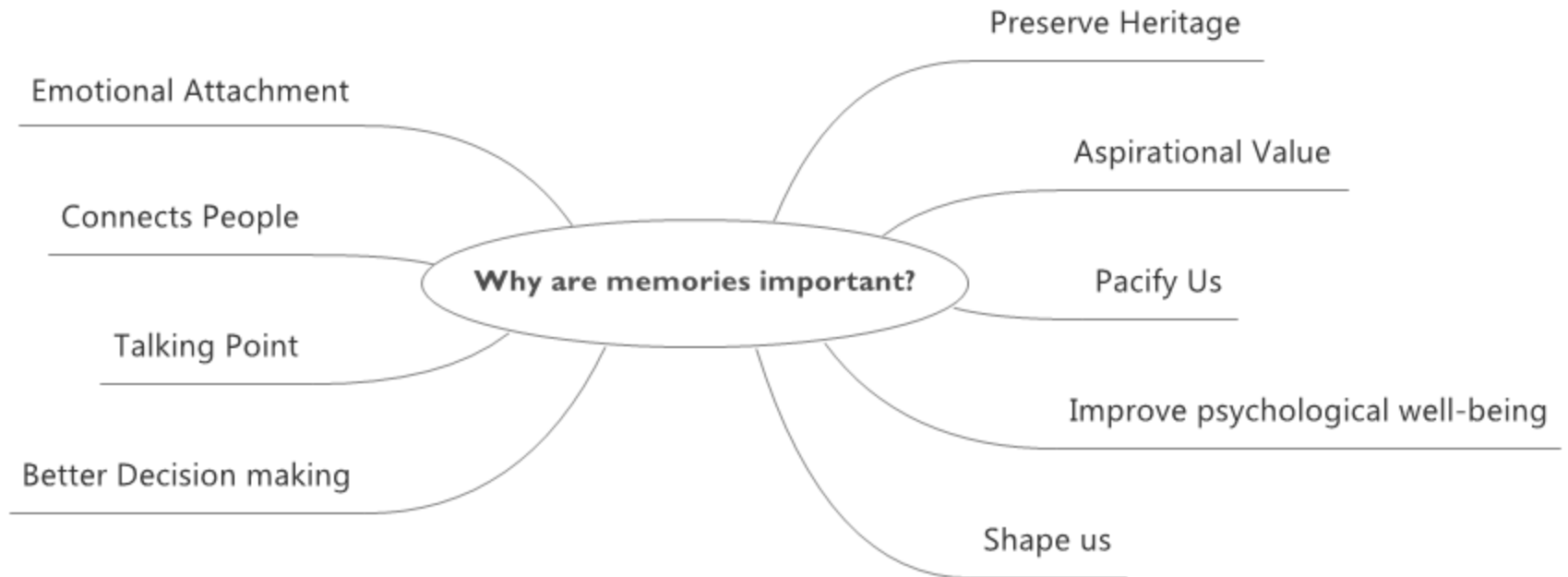
– Student (24 years old), part of joint family

Ideas generated in Dr. Vinod Vidwans' class:

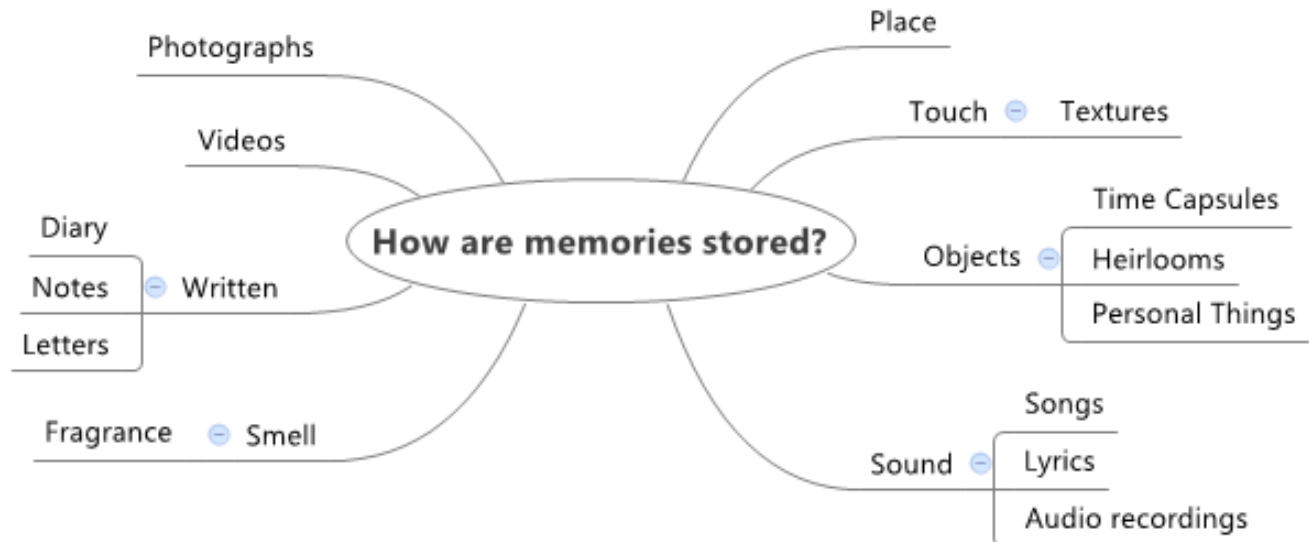
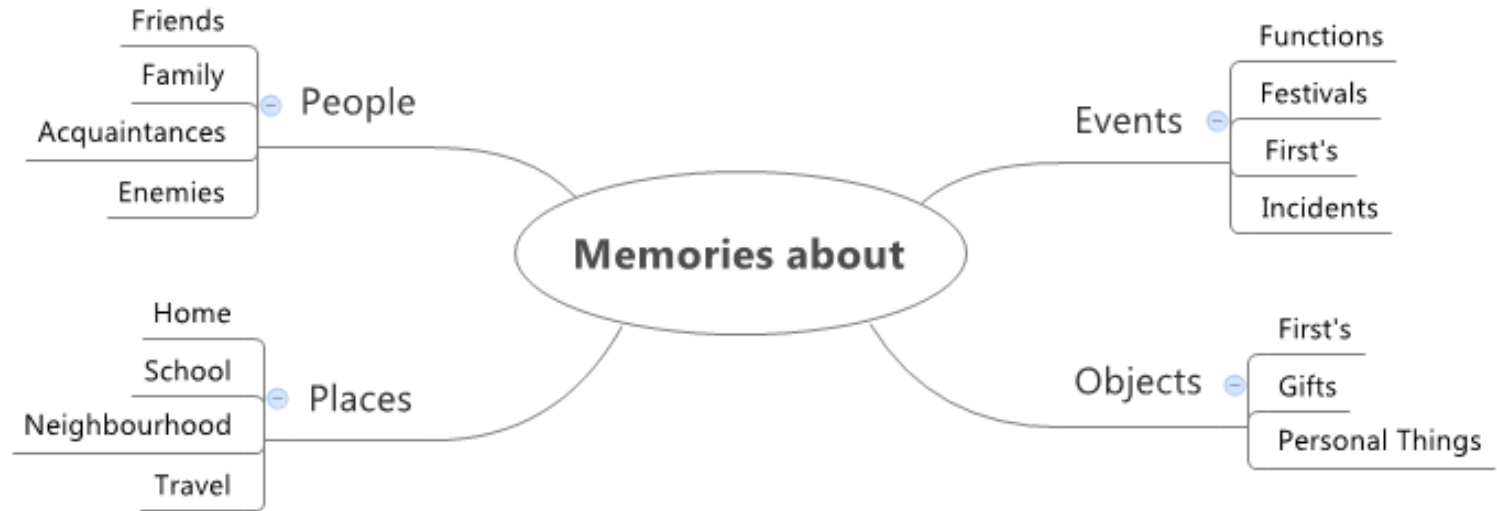
- Holographic displays: Family Dinner with distant relatives!
- Telepathy, communication & the need for language
- Clothes that record memories while they're worn
- Knowledge of all languages (old & new)
- Surrogates
- Food prepared using any recipe (even from memory)



BRAINSTORMING: MEMORIES



BRAINSTORMING: MEMORIES



SIMILAR TRADITIONS/SERVICES

- पितृ पूजा: Elders & youngsters, all participate in the ceremony as an exercise in collective remembrance of forefathers.
- बारोत: Traditional Genealogists of India (Gujrat) who record family history. Similarly at Haridwar & other major places.

1000memories

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FAMILYSEARCH

Geni
everyone's related

INDIAN MEMORY PROJECT

INTERVIEWS (SECOND ROUND)

“When we’re under pressure, we look up to our parents for guidance.”

“When we had less money, our family was closer, we would go for vacations together. Now most of us are far apart.”

“If I had to pass on something, I would pass our culture, the love & affection in our closely knit families.”

“मेरी पोती सबके बीच में रहती तो कितना अच्छा होता!”

(It would have been great if my granddaughter grew with her relatives.)

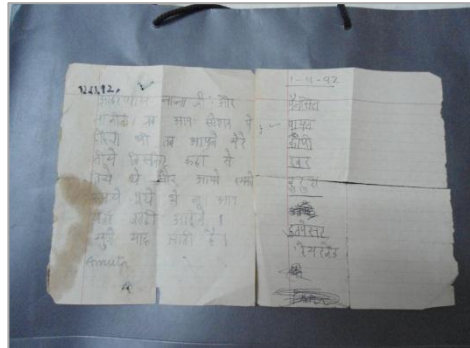
“अपने रीति रिवाज से ही हमारी पहचान है!”

(Our cultures & traditions form our identity.)

OBJECTS THAT STORE MEMORIES



OBJECTS THAT STORE MEMORIES



SCENARIOS

Can memories related to/about objects & possessions be embedded in them?

BRAINSTORMING: GIFTING



SCENARIOS

Can memories be passed on to others, or shared with others as a gift?

SCENARIOS

What if you can see a new memory, everyday, sent by your relatives?

SCENARIOS

Can we share memories when we meet at occasions & events,
related to those who are present?

THE PLAN

- Validate the need of the idea
- Find similar services & what problems they are trying to solve
- User Research: Find how people record, retrieve & relate to memories
- Flesh out different concepts related to archiving & sharing memories
- Narrow the focus & define use-cases
- Define interactions & storyboard
- Explore how to implement this using current technologies
- Build one prototype to show the scenario

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Fin.

Questions?