

# CGnet Swara IVR

## Critical Design

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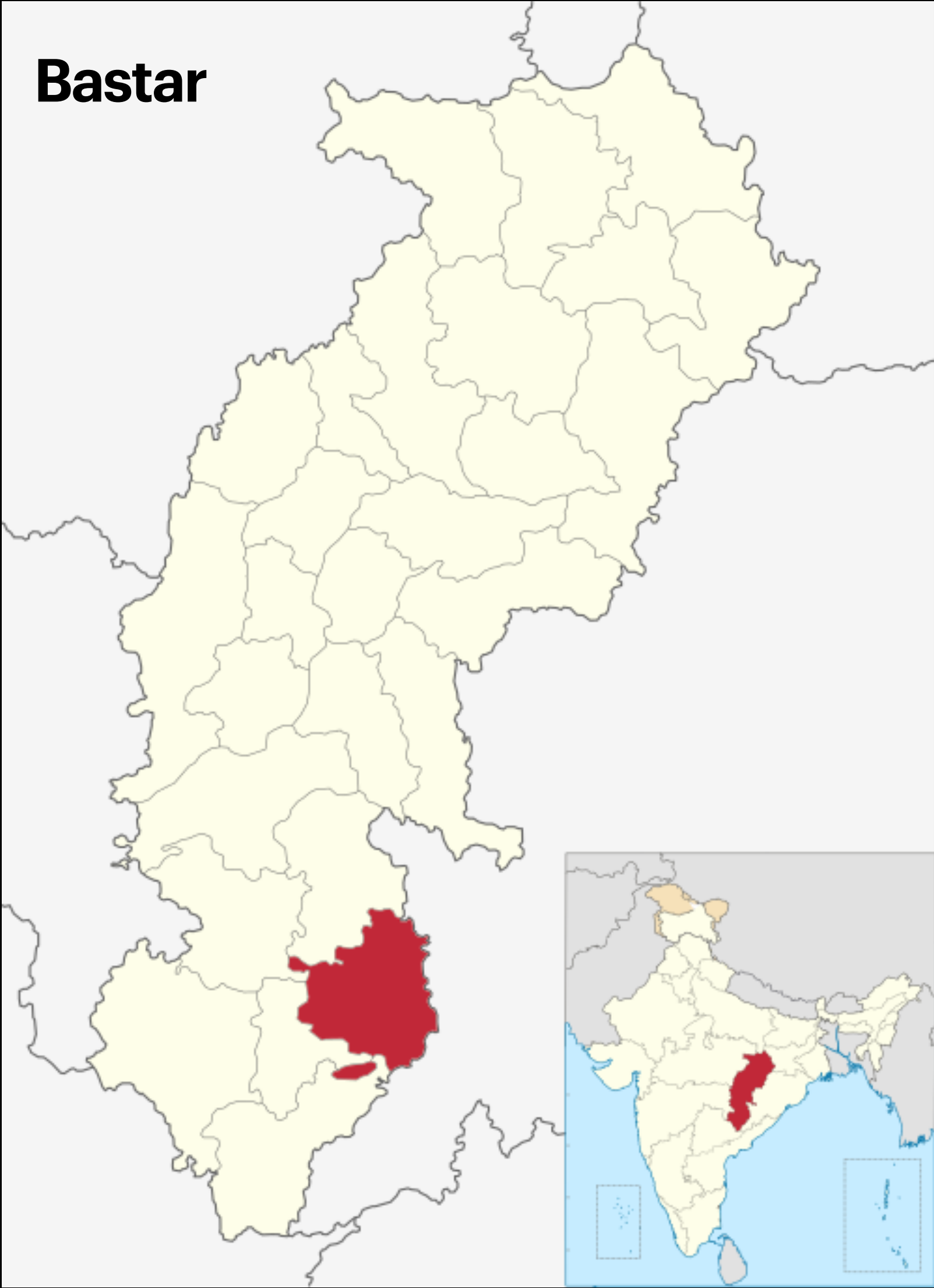
# Who are we designing for?

- One of the largest tribes in south India (Gonds).
- Might be the decedents of the first human race
- One of the first tribals to start a revolt against the British around 1760
- Highly dependent on forest resources for their daily needs.
- More than 20% of Gonds in Chhattisgarh live in Bastar region
- The voice of the rural populations are suppressed by politicians.
- Maoist's force tribals to attend their programme and misguide to join them.
- About 2.98 million Gondi speakers and many shifting to Hindi.





# Bastar tribals mood board



मुलक्षरे म्माधक्षर

क	ख	ग	घ	ङ
च	छ	ज	झ	ञ
ट	ठ	ड	ढ	ण
त	थ	द	ध	न



Tendu Patta - Leaf Collection Occupation



# Bastar tribals mood board



Place of worship



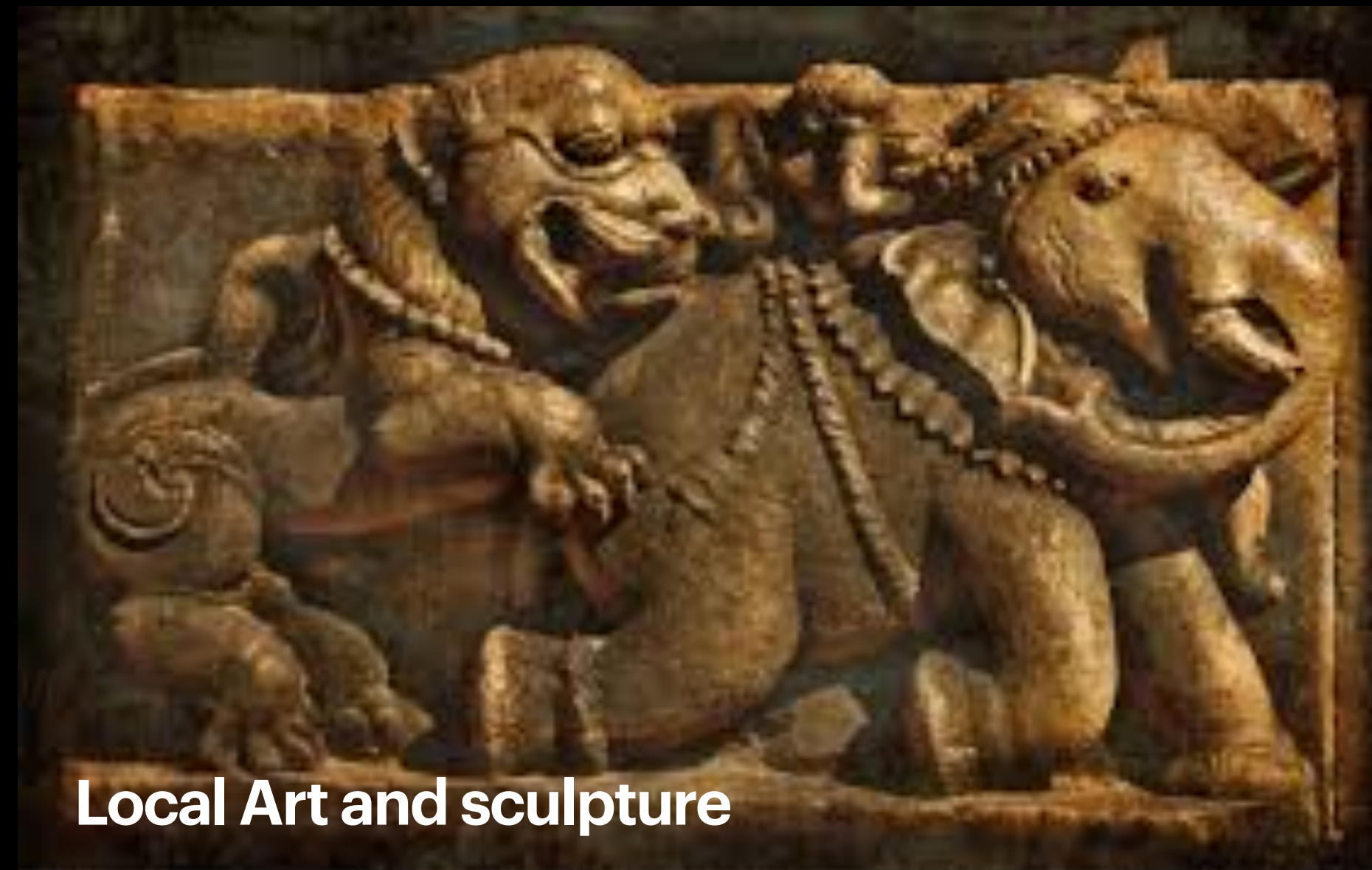
Local Art



Dance that retells their heritage



Traditional Music



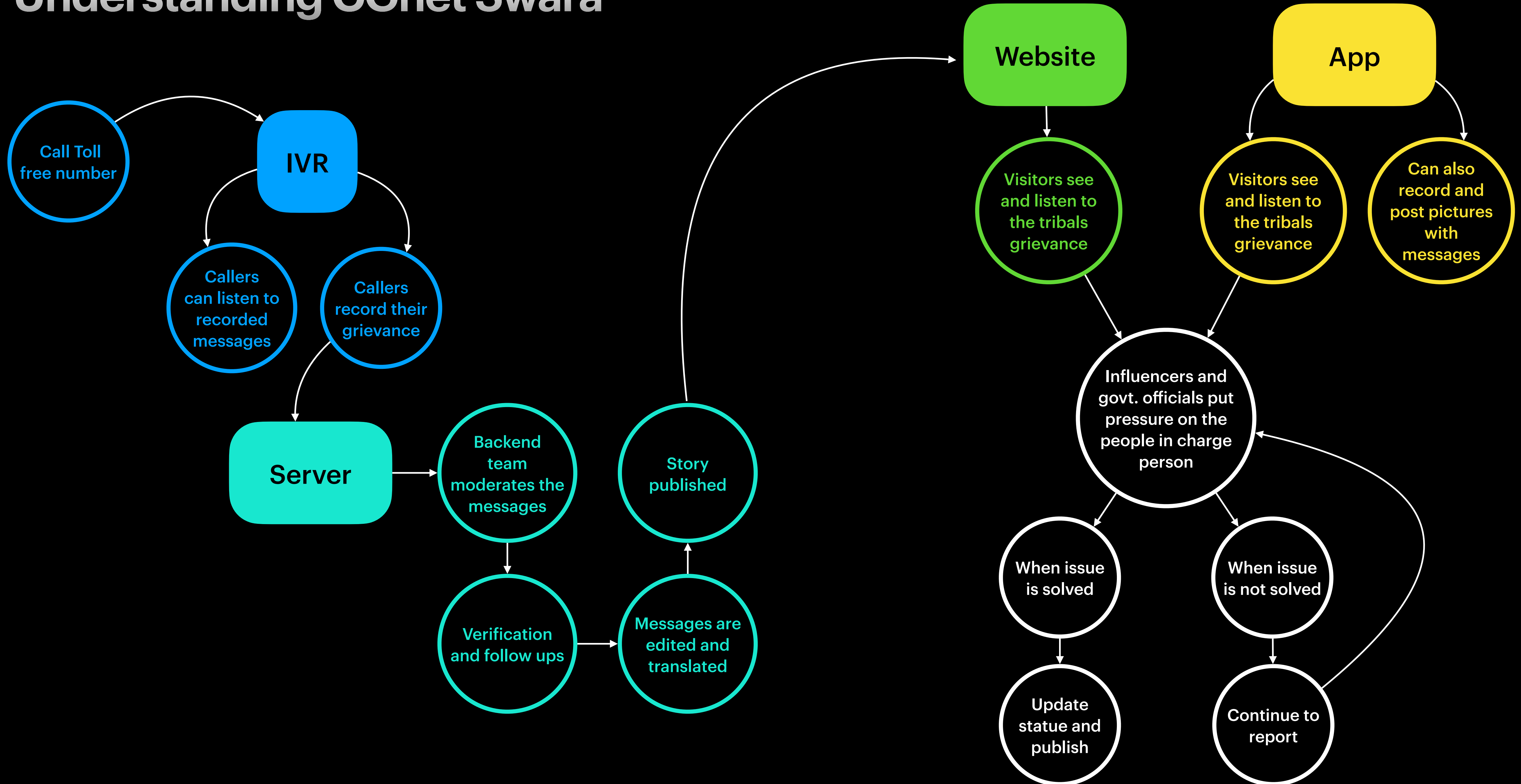
Local Art and sculpture



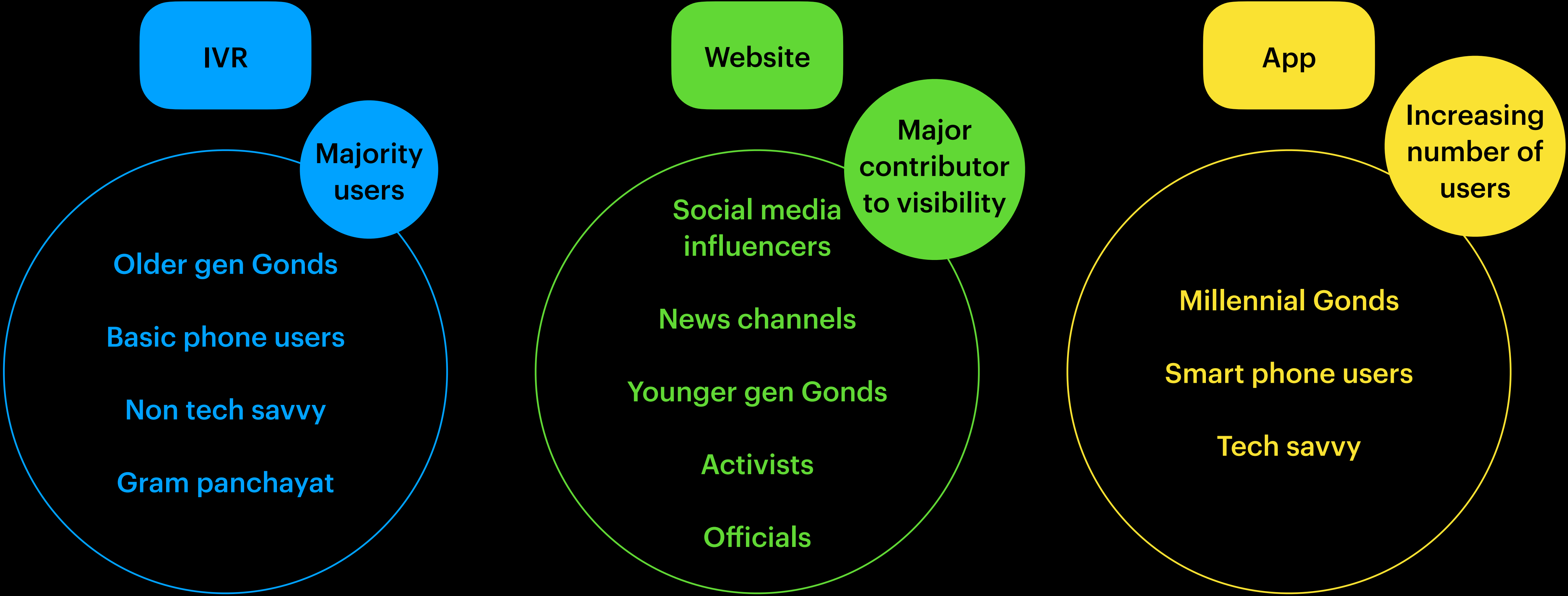
Tribal Food



# Understanding CGnet Swara



# Users of CGnet Swara's platforms



# IVR

## Why is the IVR needed?

The Gonds get very little visibility in mainstream media.

Lack of news outlets in tribal languages.

The voice of the rural populations are suppressed by politicians.

Majority of Gonds are non tech savvy and don't have access to internet.

## What motivates the cohort ?

Its a platform for the Gonds to talk about their issues and post or record grievances.

An effective way to communicate with the community and share their current status.

An efficient medium that aims at bridging the communication gap between the tribals and the government in order to address their needs.

## Who are the stake holders?

Gonds / Tribals

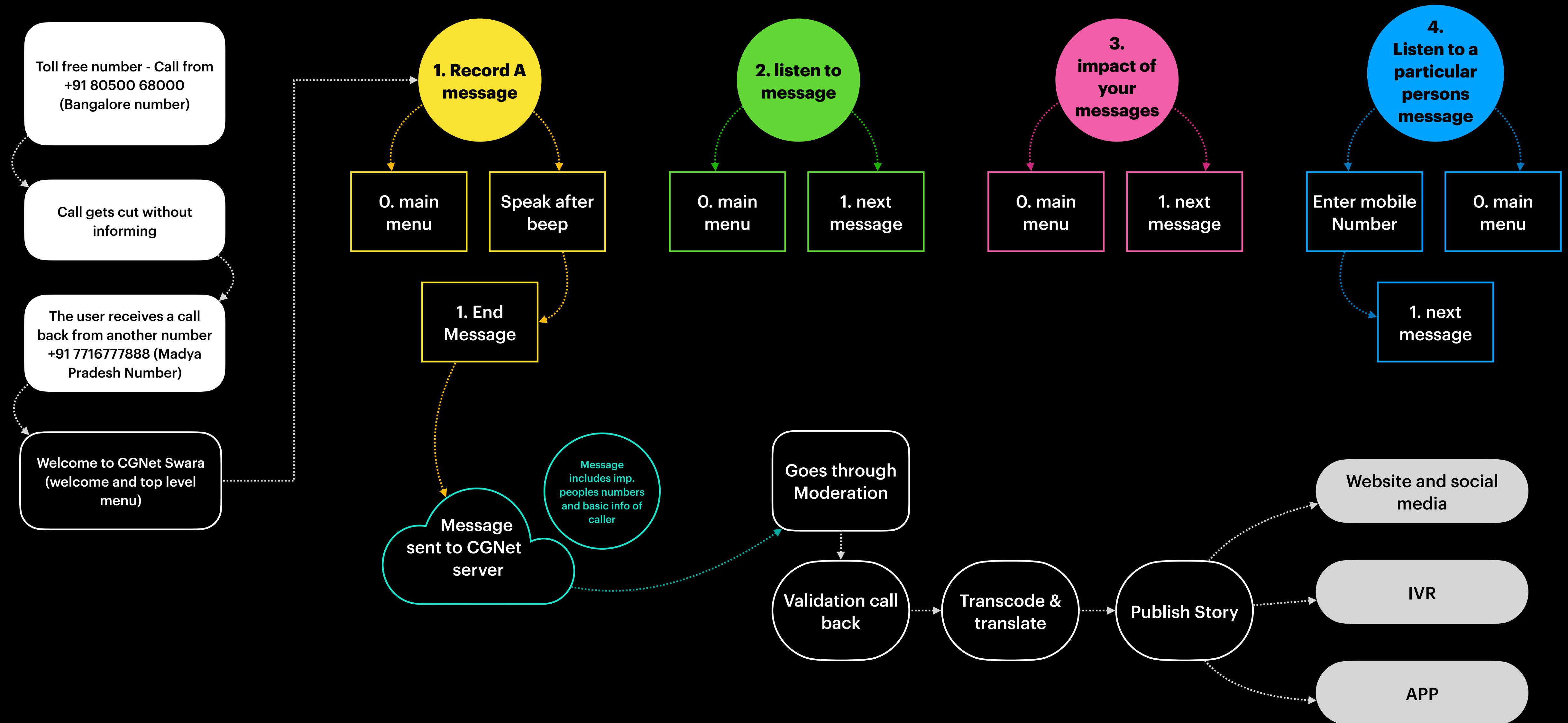
Backend team of CGNet Swara

Government officials / People in charge

Influencers, media/news & activists

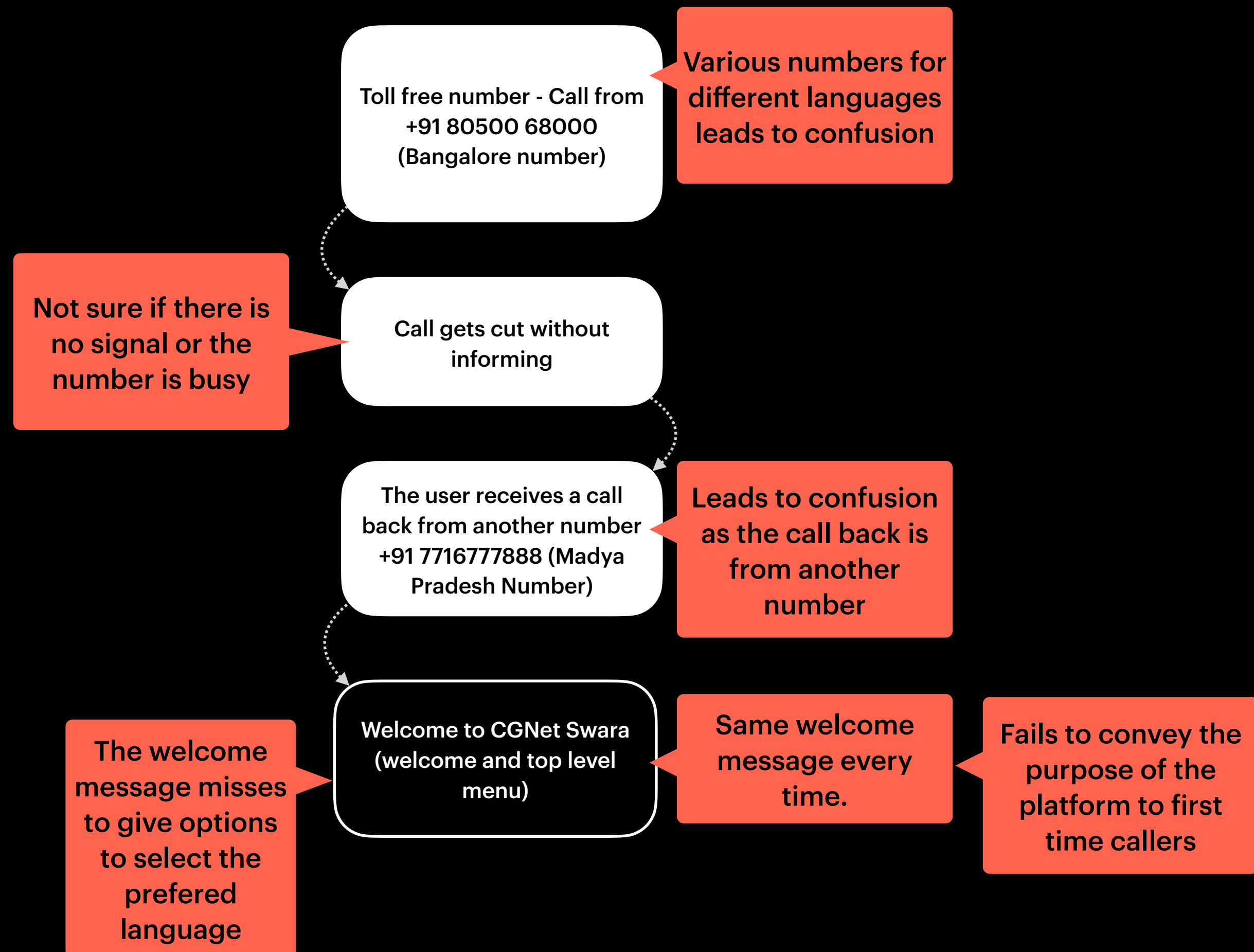
Non tech savvy users who have access only to a basic phone.

# Current system of IVR





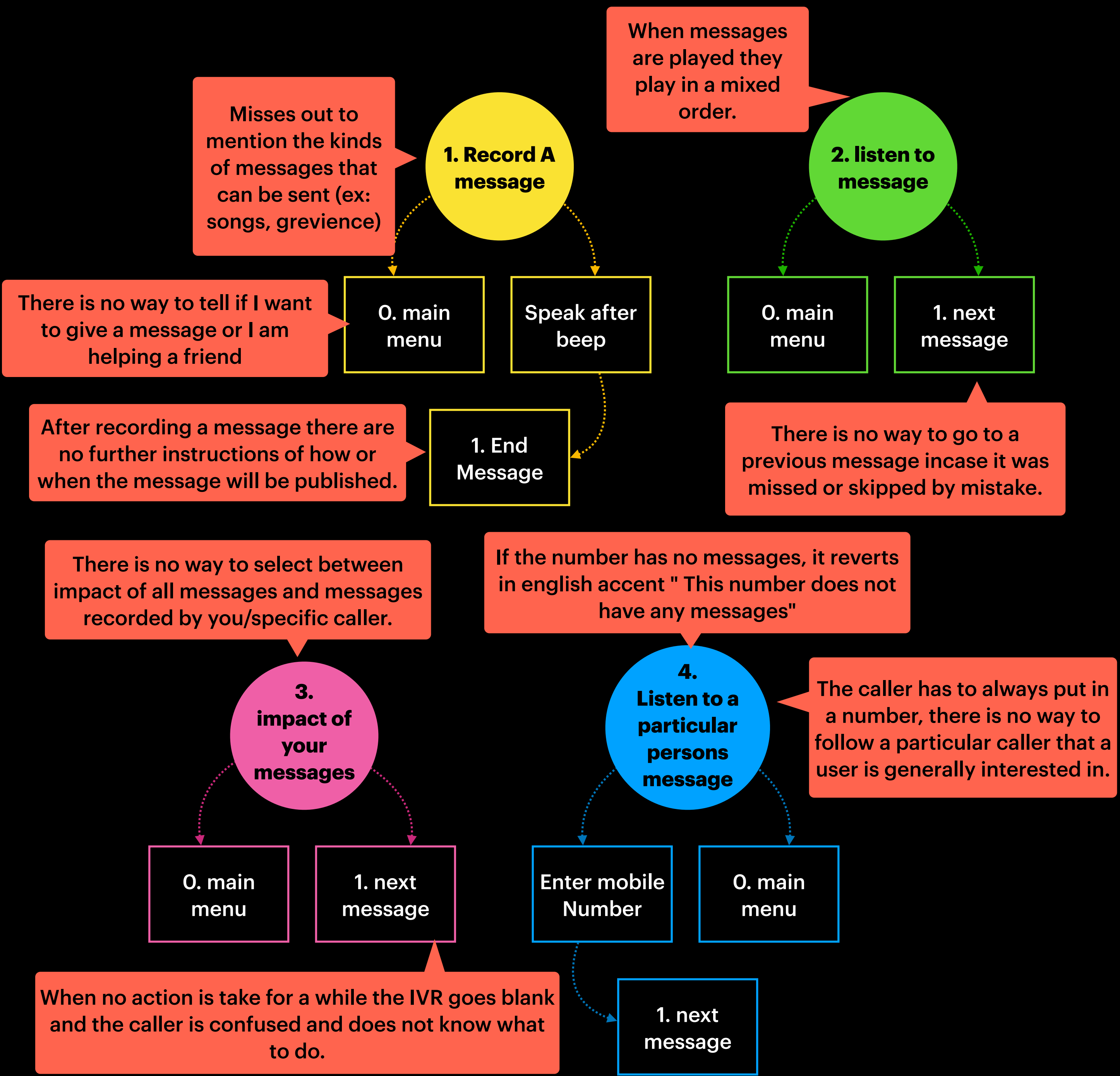
# Pain points of current of IVR



## 💡 Insights

- First time callers can easily get confused and not know what to do or how to use the platform.
- Conveying to the caller that he will receive a call back can reduce uncertainty.
- The welcome message can help in informing the caller about the the purpose of the platform.
- Having one number for all languages can make the platform more universal and accessible.

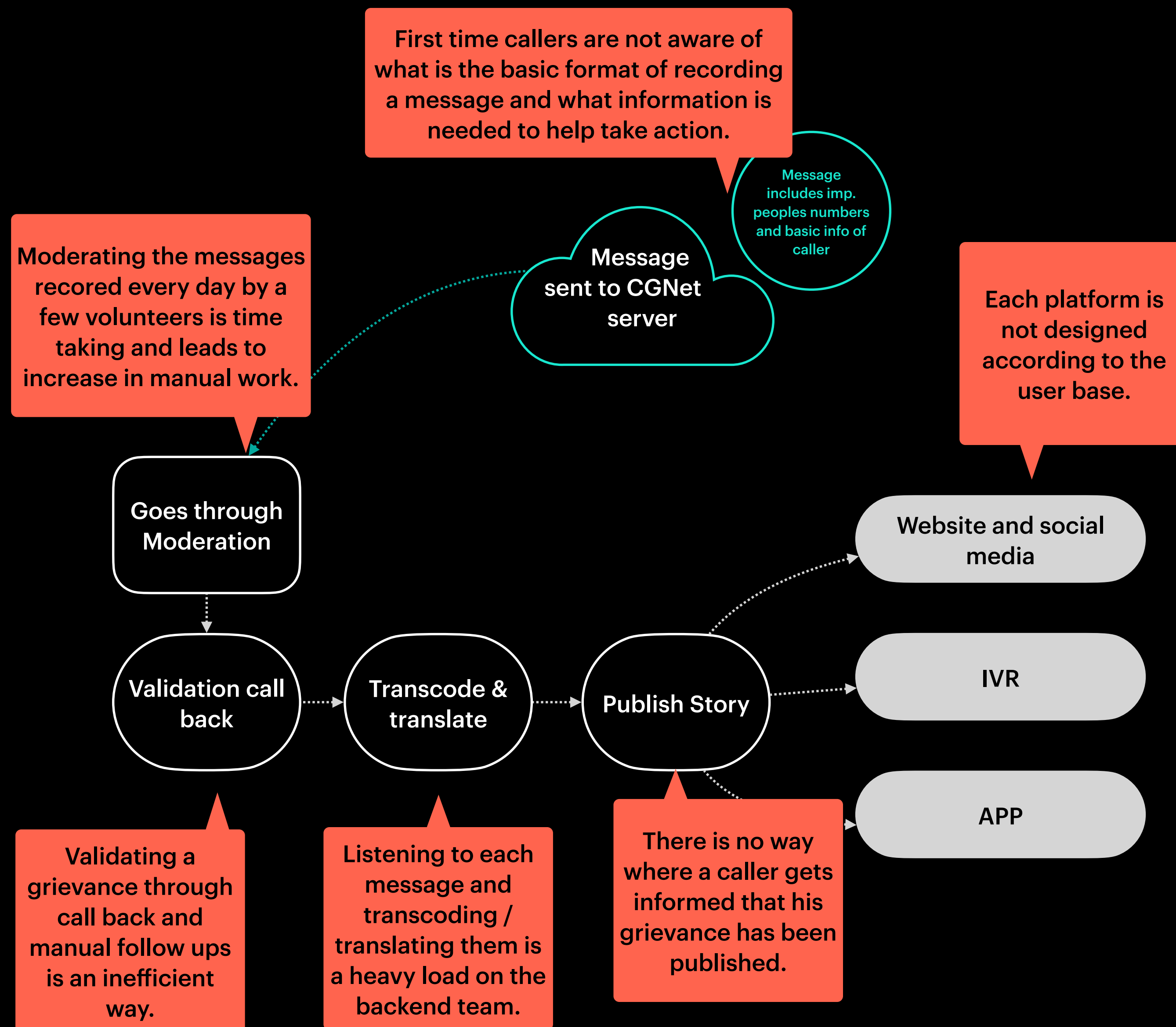




# 💡 Insights

- Giving an option of categories about what sandesh can be recorded (ex: 1 for grievance, 2 for song) will help the users take an informed decision.
- Welcome message becomes monotonous as the same message plays every time you go back to the same menu.
- Having a voice based control interface can lighten and make the platform more interactive.
- A simple caller ID can be used to detect the caller and greet the user in a more personal way.
- A way to categorise and play messages from a particular category of interest allows users to explore and navigate effectively.



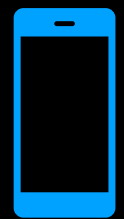


## 💡 Insights

- Validation of a grievance can be made more efficient by introducing a voting mechanism where people facing the same issue can vote. Once a message has a number of votes received then it is sent to moderation at the backend.
- An sms can be sent to the caller when his message is published so that he can share and spread the message.
- A voice enabled assistant that helps first time callers to record a message and collect basic info through questions can ease the experience for the user.
- Each platform has a very different role that it plays based on who is using it. This needs to be designed accordingly to increase effectiveness of the overall platform.
- An option for people from the urban cities to be able to contribute by volunteering to edit the validated messages can increase activity as well as spread awareness.



# High level Goals



Increase the number of callers & visitors



Reduce overall load for the backend team



Improve activity & participation levels



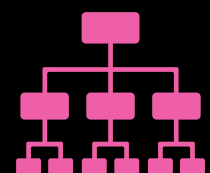
Democratise editing & validation of messages



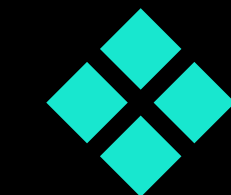
Motivate people to speak out & communicate



Improve overall experience and add value



Help callers make a well informed decision



Improve ease of use and spread the message of CG net



# Ideation (Traditional design)



1

Voice control menu can make it more interactive



2

AI and ML to identify a particular users number name and area



3

Allowing people to vote for a particular issue that even they are facing and make authentication effective



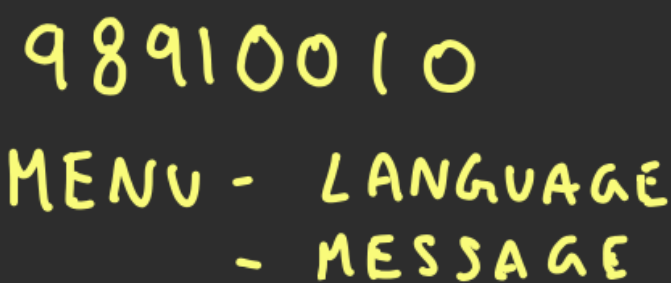
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Allowing people to share a particular issue with their friends can increase activity



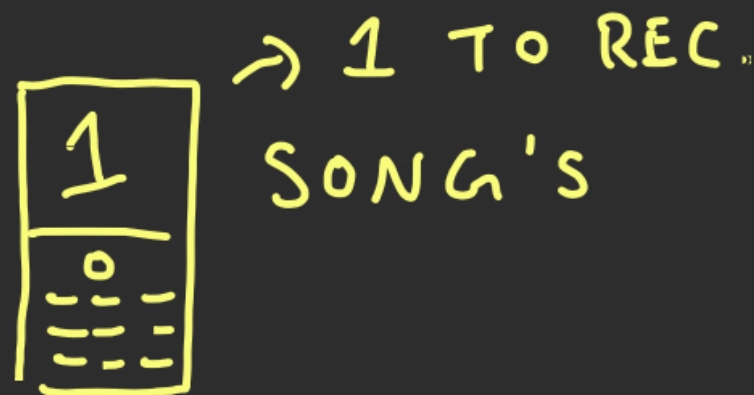
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AI and ML to categorise messages in to songs, issues etc. for ease of navigation



6

One number for all and a high level option to change language will improve efficiency



7

An option to choose a category to record a message will reduce backend work



8

Instructing the caller that he will be called back will be more informative



# Ideation (Traditional design)



9

When inactive for a while the main menu should repeat or the call should get disconnected



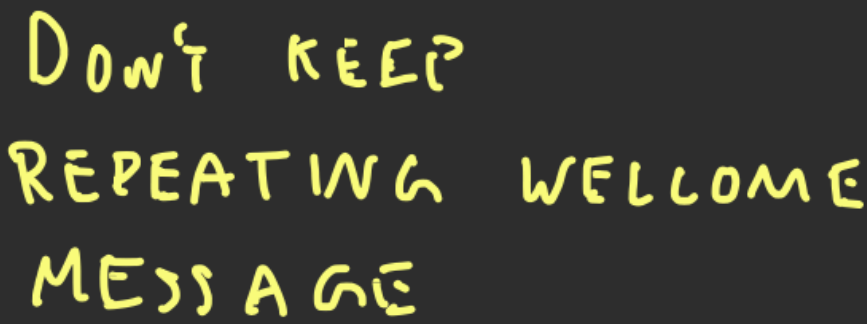
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Instructing the user that his message will be moderated and then posted will be informative



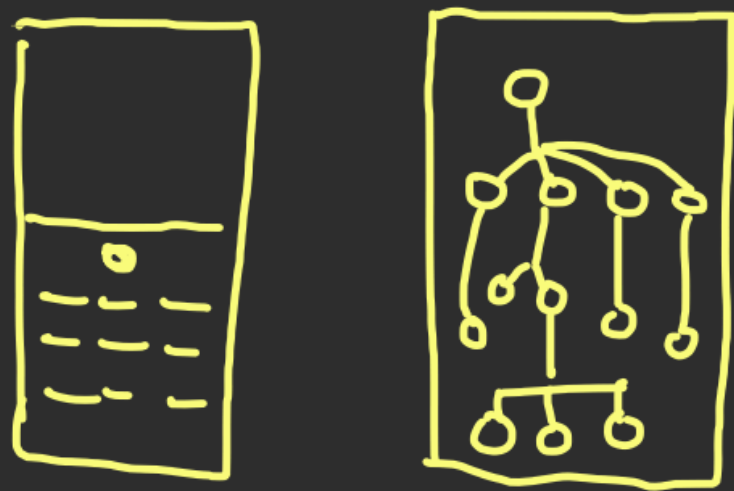
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A way to play previous message if I skipped it by chance



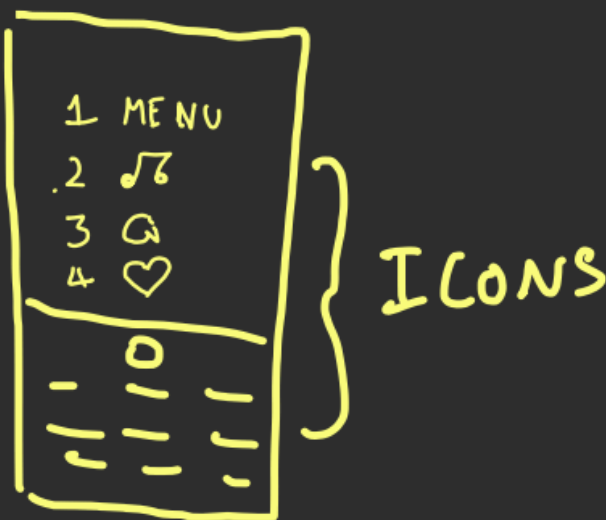
12

There can be a different message played when called first and then when main menu is pressed again



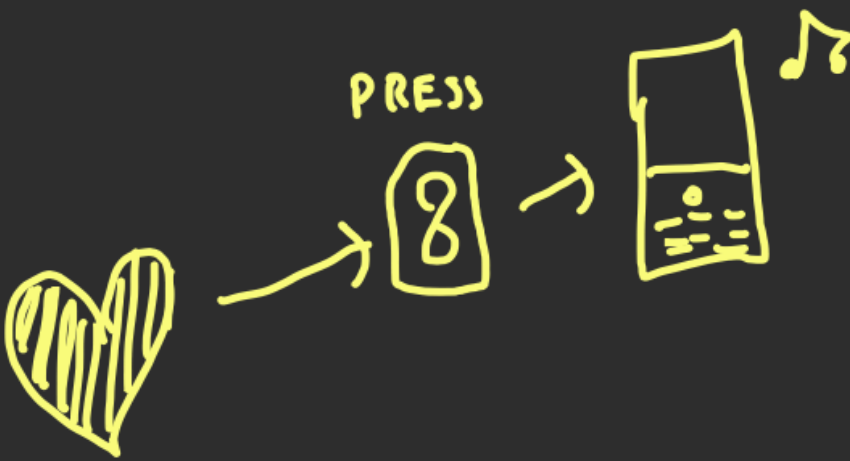
13

A sticker with a menu of the IVR that perfectly sticks behind their phone



14

Sending a message menu like how Airtel does can also be helpful (icon based)



15

Allowing people to like or save a particular song or message can improve activity level



16

Live music radio can be a space to encourage new callers



# Speculative points to think about

If IVR gets too many options it will become confusing and slow.

There may be too many categories which becomes a problem in the menu.

What is the need for a smartphone APP when the tribals don't have access or can't afford internet services?

What if the website is aimed at a cohort of policy makers, activists, etc?

Can the IVR also be used to encourage communication between the city dwellers and the tribals?

Is the main issue a communication gap or the tribals being ignored?

Should the IVR also integrate archival of the Gonds culture and connect the younger tribals to their heritage?

Does the App platform encourage the younger gen tribals to follow the footsteps of the western culture and in-turn move away from their own culture?

In a democratic nation like India isn't it more important to make the tribal feel more inclusive rather than just heard?

Is the IVR platform encouraging the Gonds to complain about their problems rather than enable them to solve issues by themselves ?

Is the CGNet Swara platform self sustainable or is it highly dependent on the founders and funding?

How can we enable the tribals to protect their culture and at the same time become economically sustainable?

# Using Critical Design theory **Pierre Bourdieu**

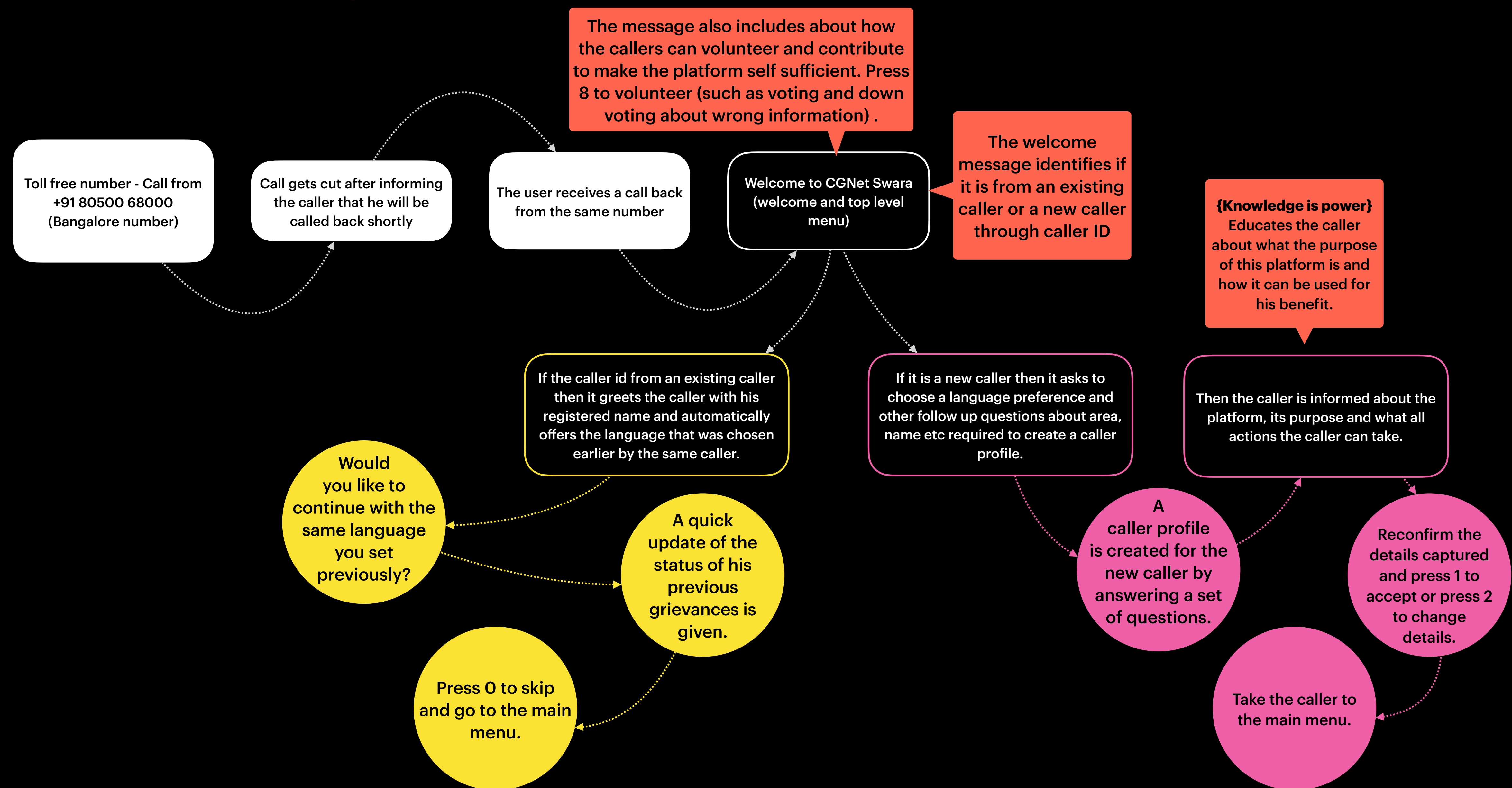
Theory	Insight	Critique	Transformation
<b>Economic capital</b>	The first step to enabling the tribals and CGNet to become self sufficient is to improve their economic stability.	How can we encourage the tribals to contribute and fund CGNet from within their own community other than funding received from 3rd party stakeholders ?	CGNet as a platform could play a message as part of the main menu talking about how the tribals could contribute by volunteering and fund the platform by selling their traditional locally made products in an online store as part of the website as a way to make it self sufficient.
<b>Social capital</b>	The Gonds seem to have a low social capital due to the communication gap and low visibility as well as being cut off from the rest of the world.	How might we enable the tribals to gain more visibility not just within the community but also encourage communication between the tribals and other citizens across the nation?	By means of the IVR and the App the tribals could share their skills, local art and knowledge of medicinals plants in a way that improves their visibility and encourages other citizens to communicate with them to learn these skills.
<b>Cultural capital</b>	There is a steady decline of the cultural practices being passed down to the next generation of Gonds and a steep decline in the number of Gondi speaker.	How can we archive the Gond traditions in a way that celebrates their culture and encourage the next generation to be inclined in learning their traditions and be proud of their culture?	Out reach programs where people come to see and learn from the Gonds would not only engage the visitors but also make the next generation of Gonds be proud of their traditions and improve their cultural capital.
<b>Symbolic capital</b>	The growth rate in the number of callers that use the IVR platform is very low as the platform has not invested in improving their symbolic capital.	Can we increase the symbolic capital of the IVR/ CGNet platform in a way that improves the activity levels & adds to the number of callers to participate & share their thoughts, knowledge, issues, etc.	CGNet as a platform needs to move beyond just sharing and recording issues faced by the tribals, it needs to become a platform where citizens can interact with the tribals and a place where culture and traditions are archived creating a knowledge hub for tribal practices, culture and knowledge. This way it becomes a symbolic hub not just for the Gonds but also outside the community making it aspirational to be a part of the platform.



# Other Critical Design Principles

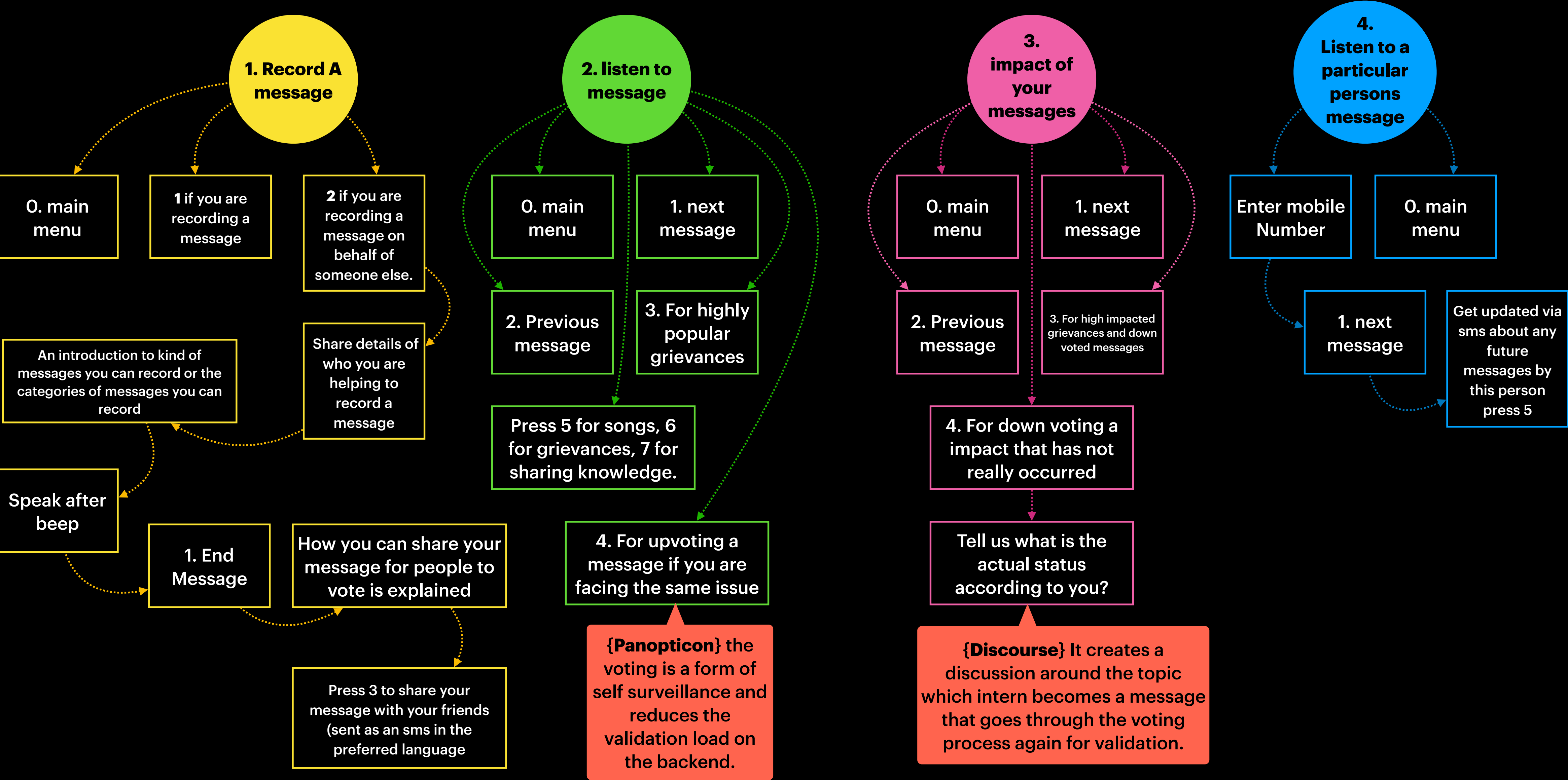
Theory	Insight	Critique	Transformation
Discourse	When a grievance is re-addressed and status is updated there is a need for the locals to check and reinstate if the update is valid or is inaccurate and what the actual status of the issue is.	How can we create a feedback loop system that rechecks the updated status of an issue and encourages the callers to talk and discuss about the current status of that issue.	When an updated status of an issue is posted the callers can vote or down vote. If the caller does not agree with the updated status of a particular issue he can put across his point and share his message which again goes through a voting process creating a discourse around that particular topic or issue.
Panopticon	There is a huge load on the backend team to validate and moderate the messages recorded.	How can we democratise the validation and moderation process in a way that reduces the load at the backend?	Callers can volunteer and contribute by validating via a voting system where they can either up vote if they are facing the same problem or down vote if a particular issue is not accurate.
Knowledge is power	There is need for new callers to be explained about what the purpose of the platform is and how it is to be used.	How might we spread the message of the platform and educate the new callers about the purpose of the platform?	The welcome message can include ways that the platform can be used and how it can help the individual and the community prosper mutually.

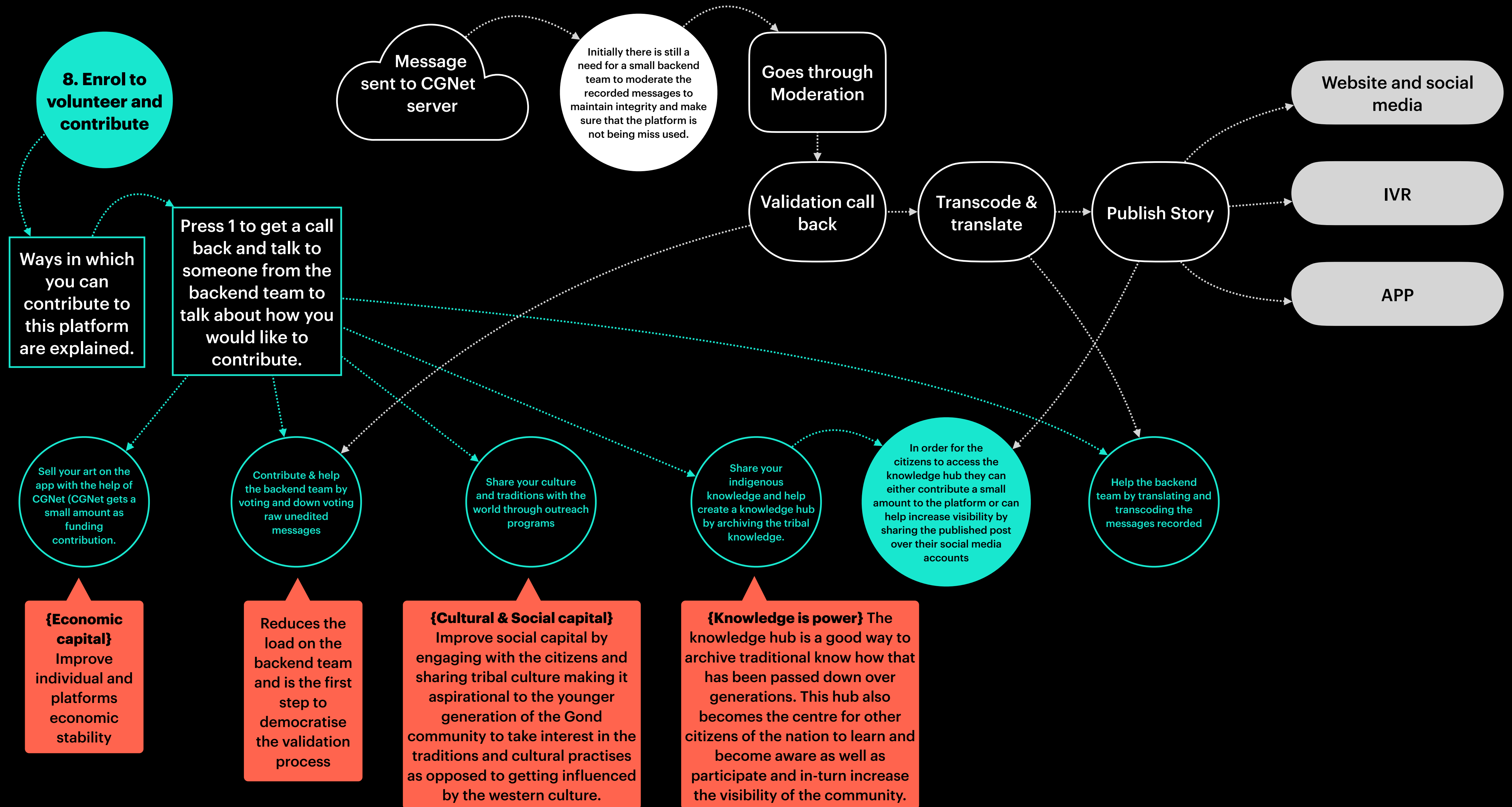
# Critical Redesign IVR





# Main Menu







# Reflection & learning outcome of the course

- Traditional design looks at the problem with the aim of creating a solution that solves it, where as when we look at the same through a critical design lens we try to understand the problem and question if there is a root cause that is causing the issue.
- It is highly required for designer to not only question the need of a solution but also critique if the problem being solved is the actual issue and what kind of repercussions the proposed solution may offset.
- Critical design enables the designer to see the whole picture as opposed to focusing on a particular area, it provides a different perspective through which a designer is able to see and speculate through a holistic view taking into consideration various aspects such as policies, social impact, economic impact and looks at the problem as a system that would affect the way something impacts the community as a whole as opposed to a narrow view. This not only helps to take decisions that would solve the problem but also makes sure that the proposed solution is sustainable and effective over the long run and not just the near future.