

I AM
PAKISTAN

MFA Thesis Proposal
Visual Communication Design
Rochester Institute of Technology

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Thesis Statement

I Am Pakistan
is an **interactive storytelling**
experience promoting
volunteerism in Pakistan.

The goal is to create
awareness about existing
volunteering initiatives and
inspire others to volunteer.

Research



Research

Target Audience

Location



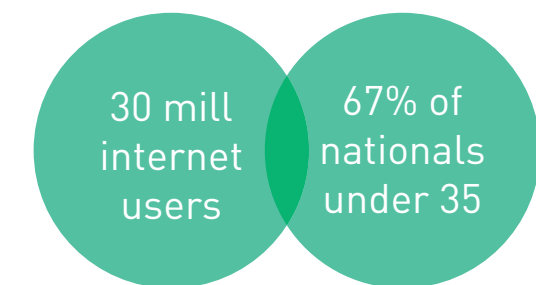
Access to Technology



Gender



Figures*



Occupation

Students
Young Professionals

Age Range

15–30 years

*"Social, Digital, Social Pakistan": Report by Simon Kemp at We Are Social. 2013 <http://wearesocial.sg/blog/2013/01/social-digital-mobile-pakistan-jan-2013/>

Research

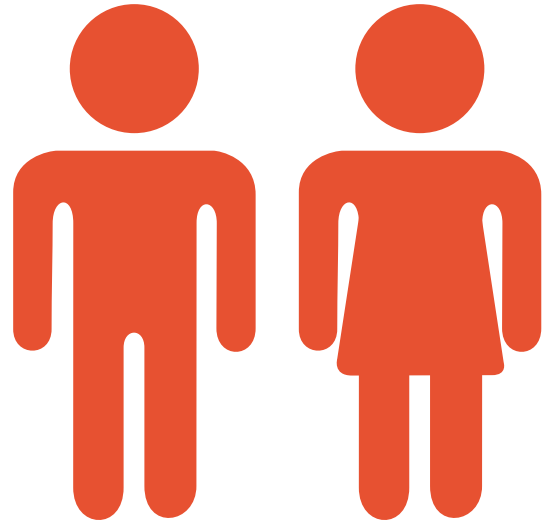
Argument

There is a need to make young people **aware** of and help **change** the dire situation in Pakistan.

This includes **problems** such as poverty, illiteracy, terrorism, pollution, gender inequality and injustice.

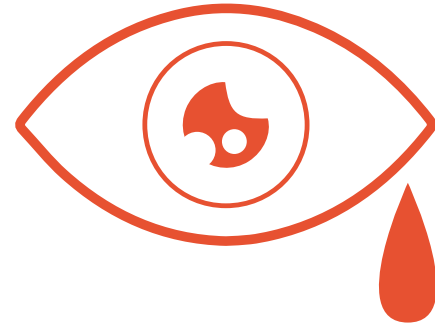
Research

Situation Analysis



Youth Empowerment

- Over 3/4 of the Pakistani population is under the age of 35
- There are few channels to direct their energy



Mobilization

- Emotional triggers
- Easy access to opportunities
- Trustworthy organizations

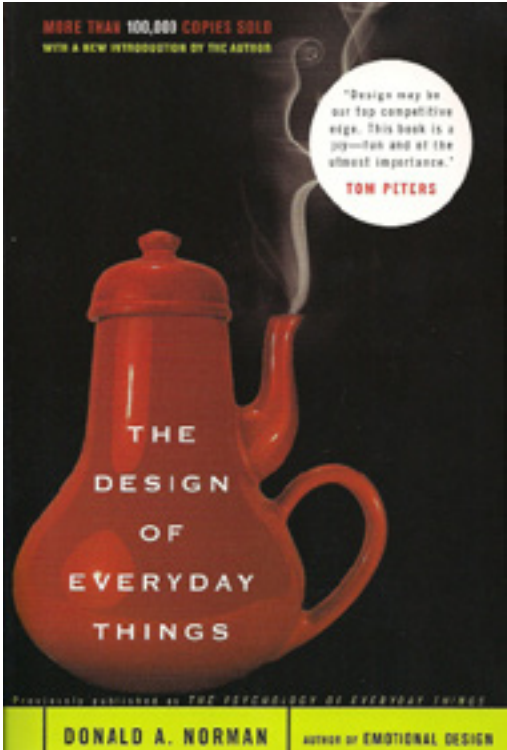
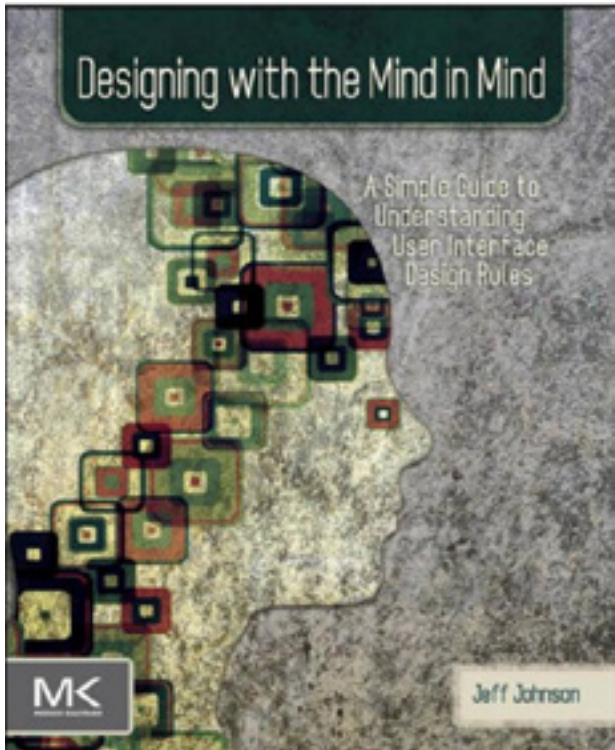


Invisibility

- Volunteer opportunities are hard to find
- Informal channels used to find opportunities

Research

Literature Review

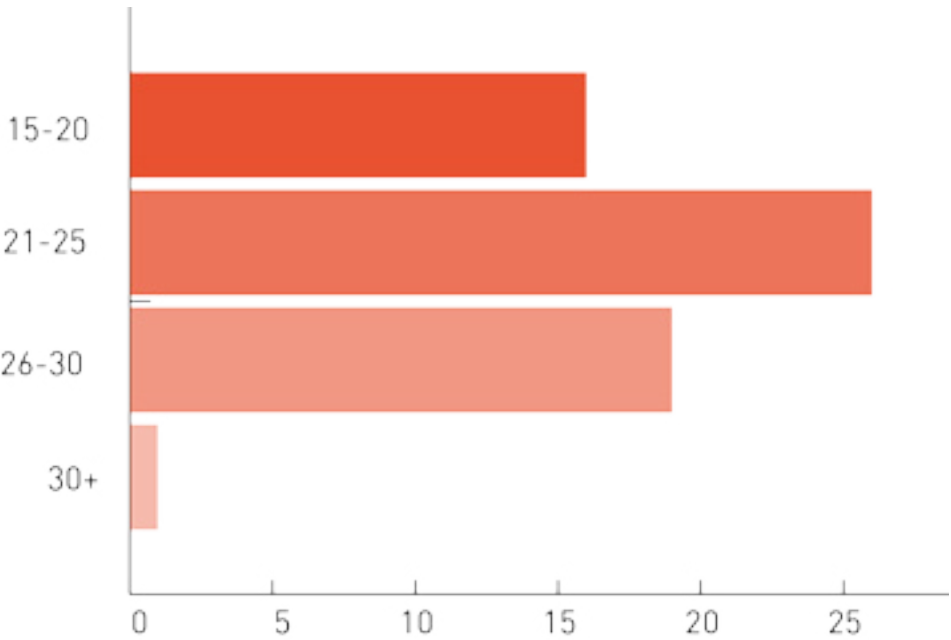


Primary Research

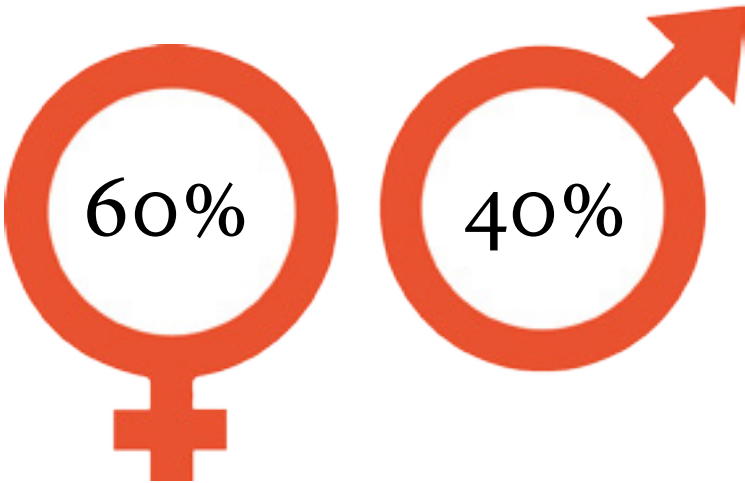
User Survey Part I

Demographics- 62 Respondents

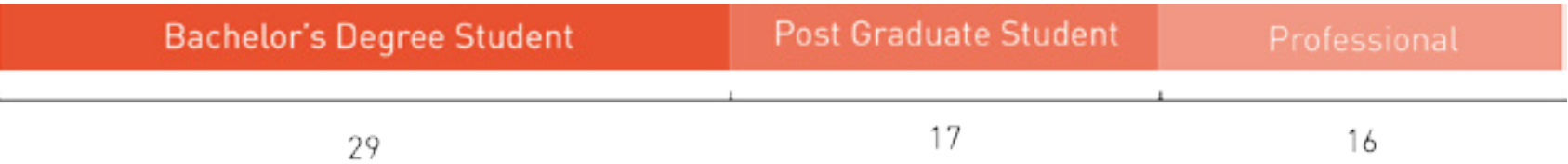
Age Range



Gender



Occupation



Primary Research

User Survey Part I

Results

Have you volunteered in the past?



Does social media help you in decision-making?



Why do you volunteer?



Would a website for finding volunteering jobs be useful?



Primary Research

User Survey Part I

Results Summary

- People want to do what they're **interested** in
- **Social** connections are very important
- People want to see an **impact** of their efforts
- Organization's **reputation** and location is important

Primary Research

User Survey Part I

Why do you think few people take the time to volunteer?

“It’s simply a matter of **accessibility**. Many educated, insightful adults make time to volunteer but we need to be **aware** that such opportunities **exist**. Our society relies mostly on **word of mouth**. This **limits** the extent to which the public can **participate**.”

What would motivate you to volunteer?

“If I knew of the **impact** my efforts would be having on an individual’s **life**”

Was it hard to find an opportunity you enjoyed?

“Yes. **Hard** to **find**, if you do somehow, **hard to understand** the **type of work** they expect from you, **hard to contact** them”

What advice would you give someone making a website for volunteering?

“Try and help people **survive** in dire times, help them improve their **prospects** in better times, and build an empire of good through **small, consistent charity**.”

Why would a website for finding opportunities be helpful to you?

“It would let you choose an opportunity that you liked and which you’re **interested** in. It shouldn’t be forced on you by **parents** or just as something to add to your **CV** so you do it only **half-heartedly**”

What advice would you give someone making a website for volunteering?

“Do not add any **incentives** to volunteering that way only those people would volunteer who **sincerely** want to”

Primary Research

Interviews

Interview with Volunteer Organizations

-
- Even those looking for opportunities aren't **desperately** seeking
 - **Insufficient** information on Pakistan on the Internet
 - Human **connections** are needed to create intrinsic motivation
 - **Show** people what they can do to motivate them

Primary Research

Interviews

Interview with Online Volunteer Organizations

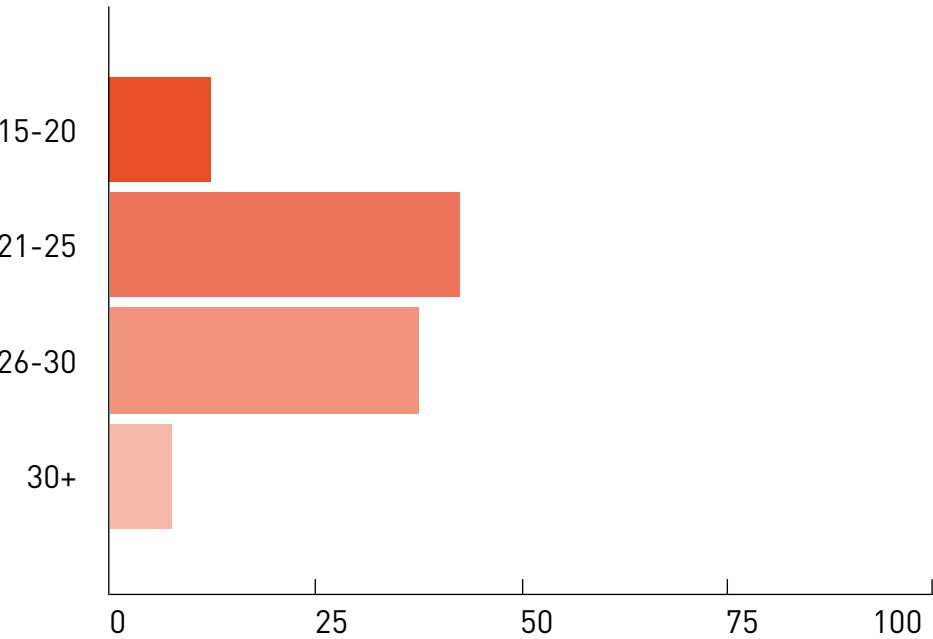
- **Facebook** is crucial
- “**Emotionally blackmail**” users online
- They want **quality** volunteers, not quantity
- **Motivating** people to volunteer is challenging

Primary Research

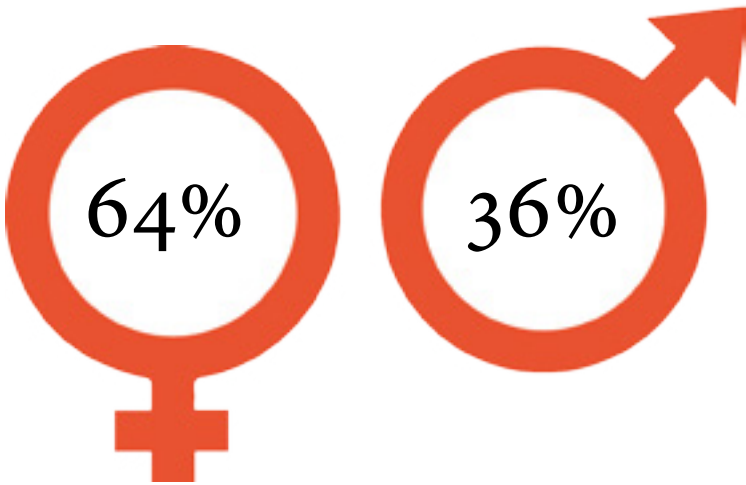
User Survey Part II

Demographics- 80 Respondents

Age Range



Gender



Primary Research

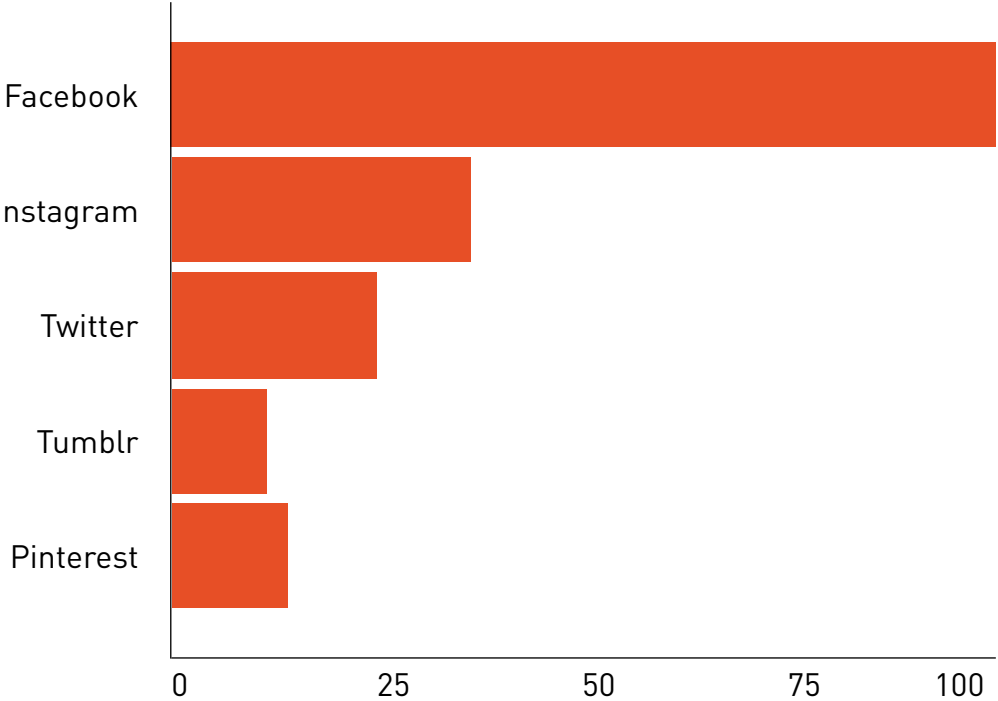
User Survey Part II

Results

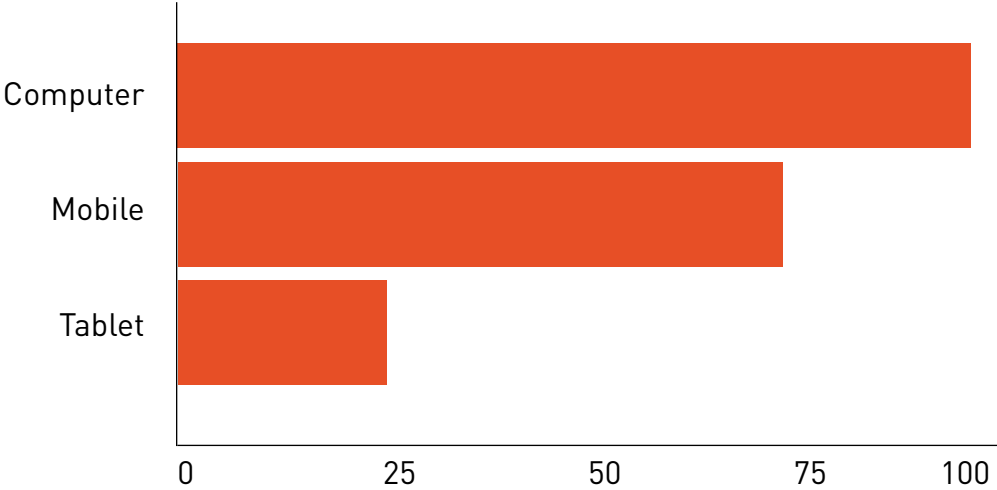
Have you uploaded content online?



What platforms do you use to upload pictures?



If yes, what device did you use?



Primary Research

User Survey Part II

Results Summary

- Most users have **uploaded** images and videos online
- **Facebook** is crucial to their internet use
- **Computers** are preferred over phones and tablets for uploading

Primary Research

Data Collection

Story text, photographs and videos collected from the following volunteering organizations:

- Rabtt
- Green Volunteers
- Akhuwat



Design Ideation



Design Ideation

Design Goals



Visual Language

- Good **GUI practices** + **cultural cues**
- New **visual language**



UX Design

- **Innovative** interactions
- Ability to **add content**
- **Best in class** solution
- **Social**



Branding

- Communicate the **value** of volunteering
- Promote **human connections**
- Create **awareness**

Design Ideation

Technology Goals



Online Platform

- Stories with **text, imagery and videos**
- **Social media** integration

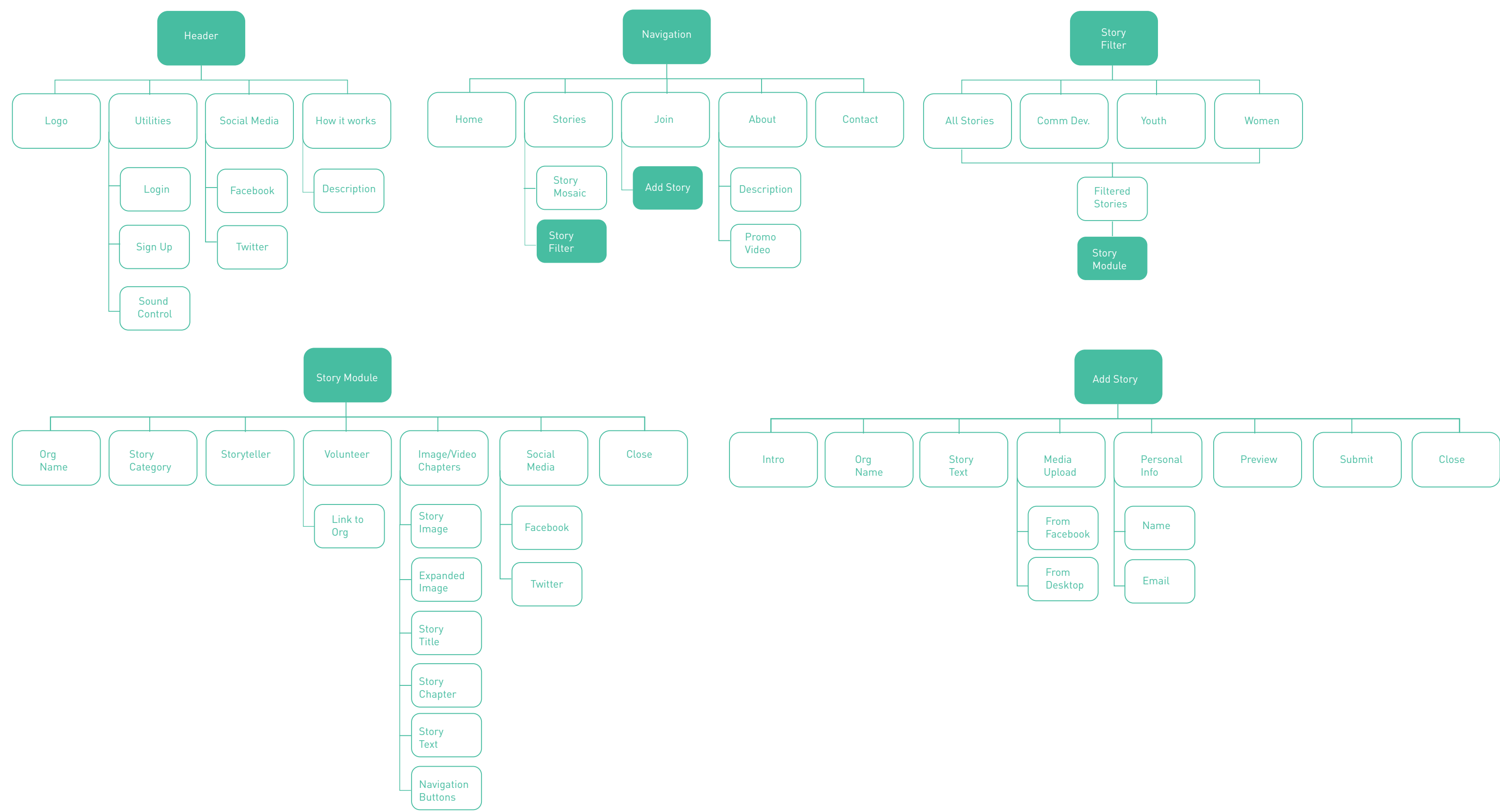


Channels

- Users should be able to **upload** text + photographs + videos directly to the platform

Design Ideation

Taxonomy Map



Design Ideation

Moodboards

Personal
Familiar, local, Emotional



Warm
Glow, Love, Unity



Inspiring
Trust, Connecting, Empathy

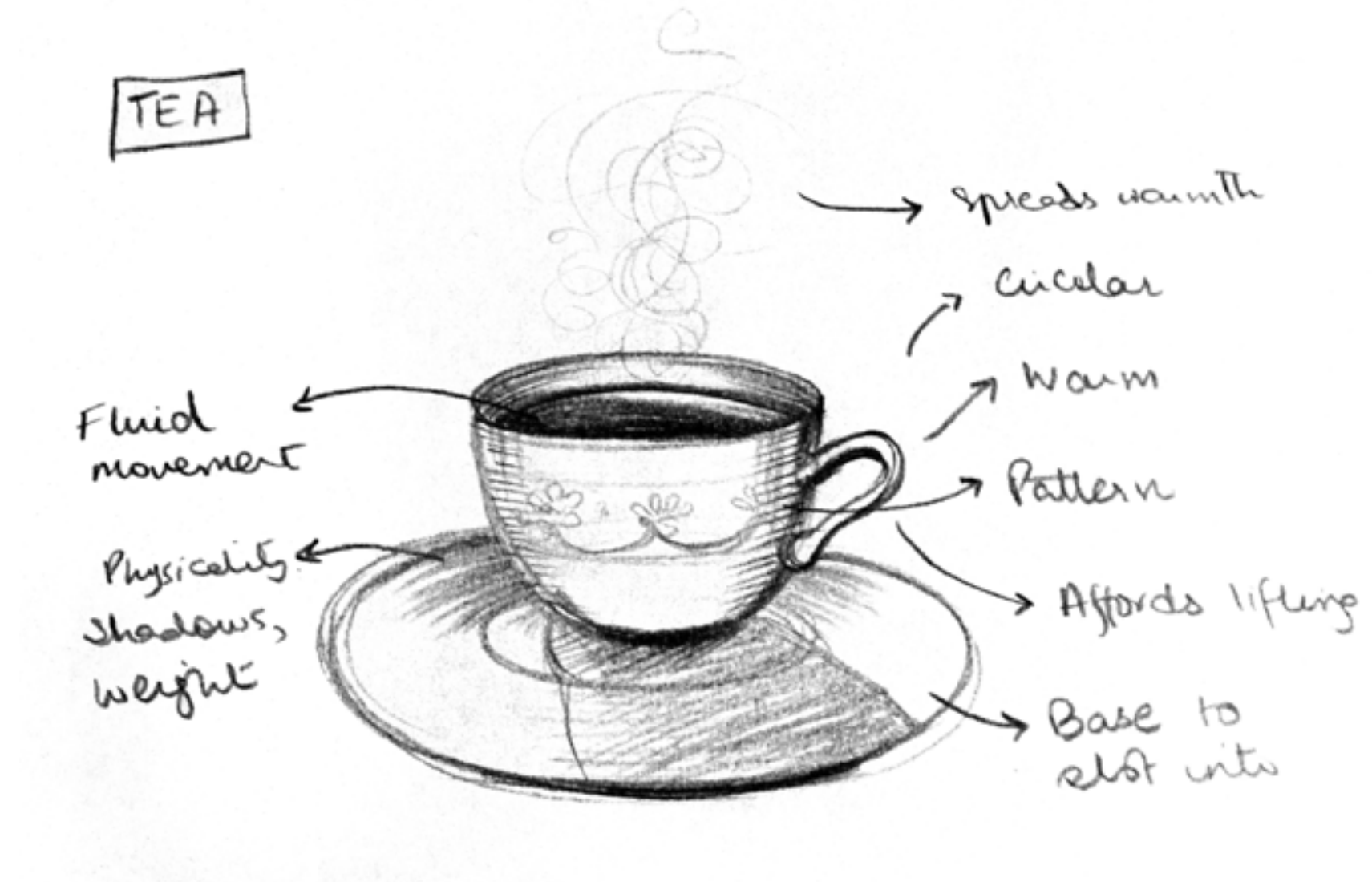


Design Ideation

Metaphor 1: Tea time

Tea time in Pakistan

- **Socializing** over a cup of tea;
- **Storytelling** + bonding ritual



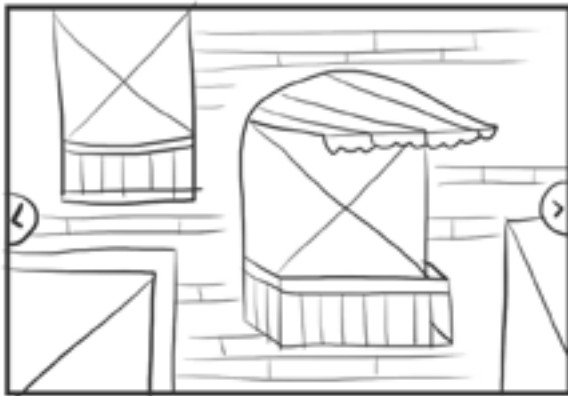
Design Ideation

Metaphor 1: Tea time

Low-Fidelity Wireframes

Literal Translation

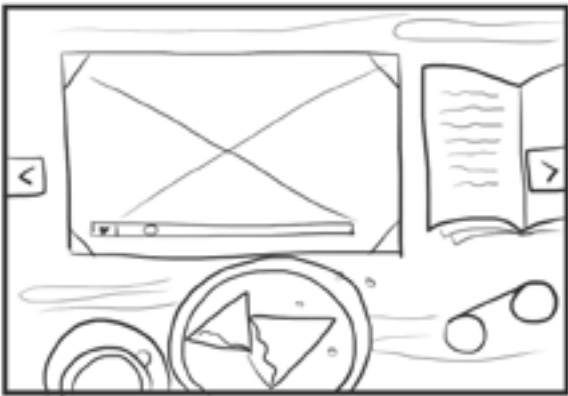
Abstracted Translation



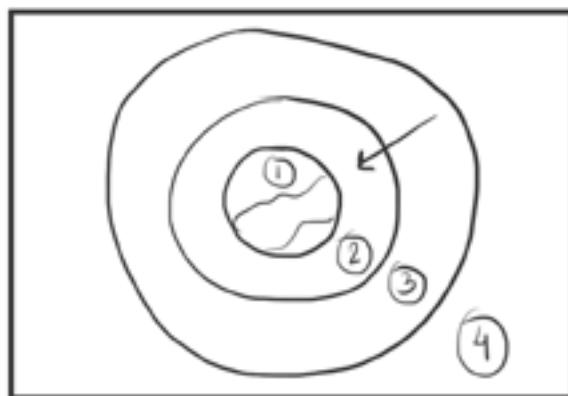
Windows



3D Translation



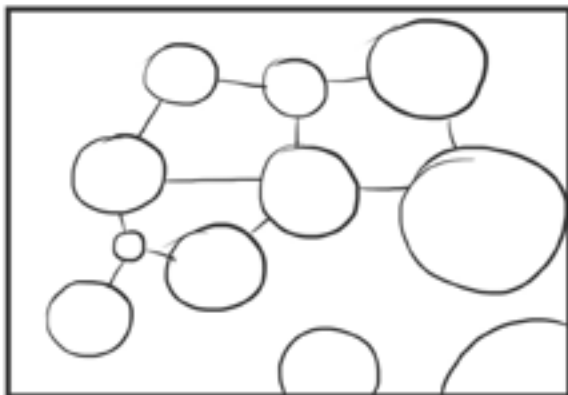
Desk view



Shrinking Circles



Teashop Scene



Circular modules

Design Ideation

Metaphor 1: Tea time

High-Fidelity Wireframes

Pros

- **Circle** implies the idea of fluidity and connectivity
- Possibilities of circular **navigation**

Cons

- **Lacked** character
- **No cultural** connotation

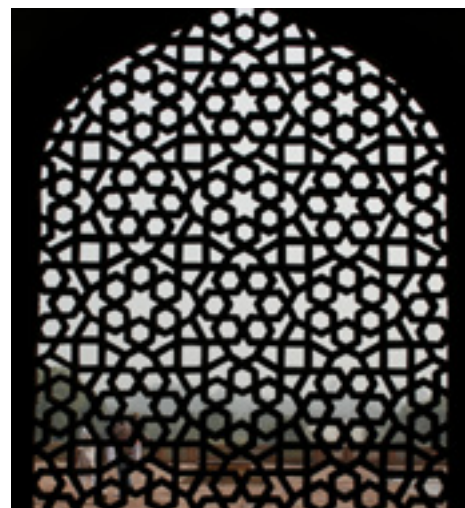


Design Ideation

Metaphor 2: Pakistani motifs

Traditional Pakistani design

- Architecture
- Textile design
- Ceramic design
- Repeating patterns
- Geometric shapes



Design Ideation

Metaphor 2: Pakistani motifs

Low-Fidelity Wireframes

Pros

- Use of **traditional patterns** not seen in web design
- Innovation in how shapes **transition** to form patterns

Cons

- Uses **conventional** parallax scrolling
- Cultural patterns used for **form, not function**



Design Ideation

Metaphor 2: Pakistani motifs

Story mosaic shape experiments

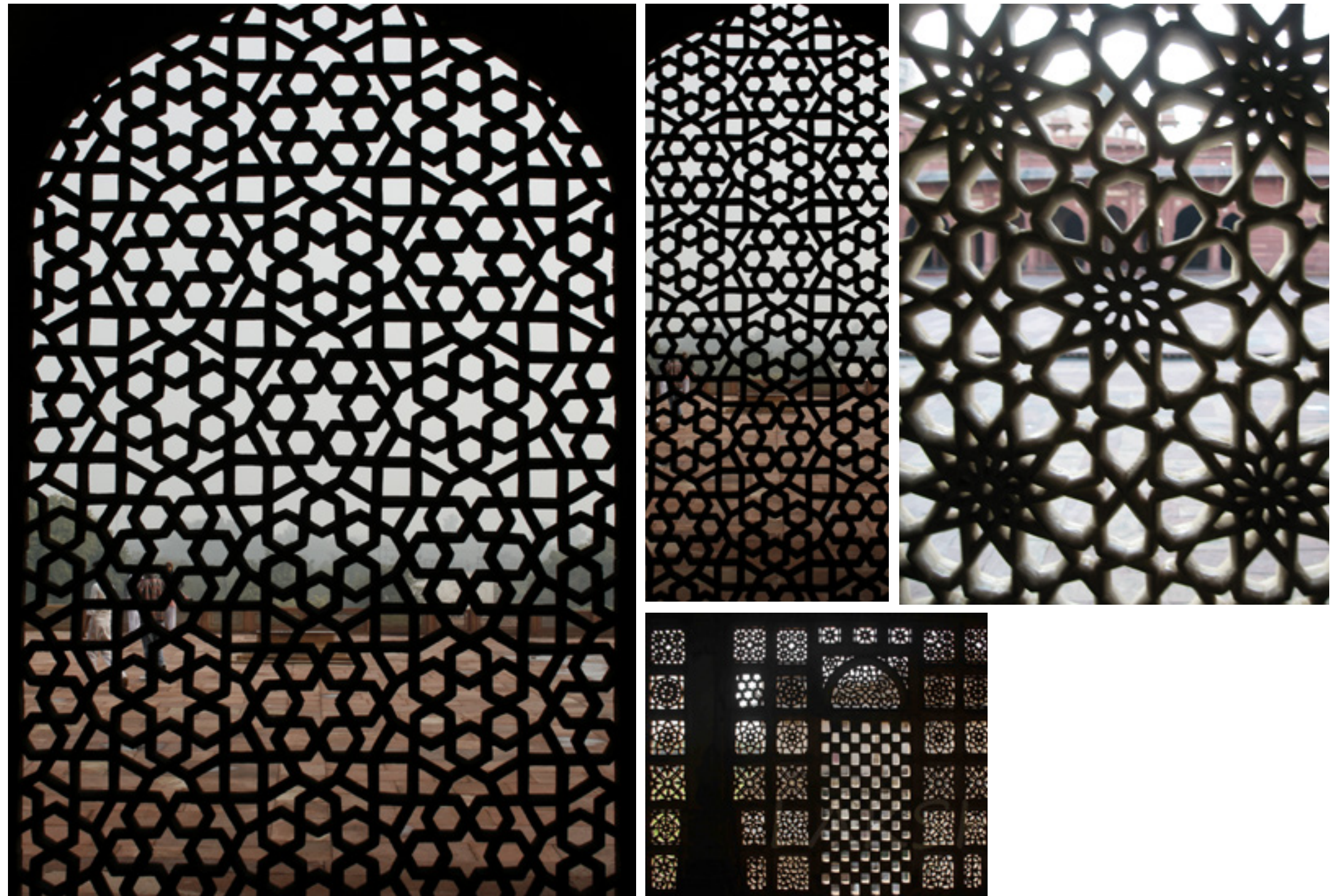


Design Ideation

Metaphor 3: "Jaali"

"Jaali"– Screen

- A jaali is a **perforated screen**
- It is used for the privacy of indoor spaces by **abstracting the view of outsiders**
- Metaphor for the user interface that **reveals hidden stories**



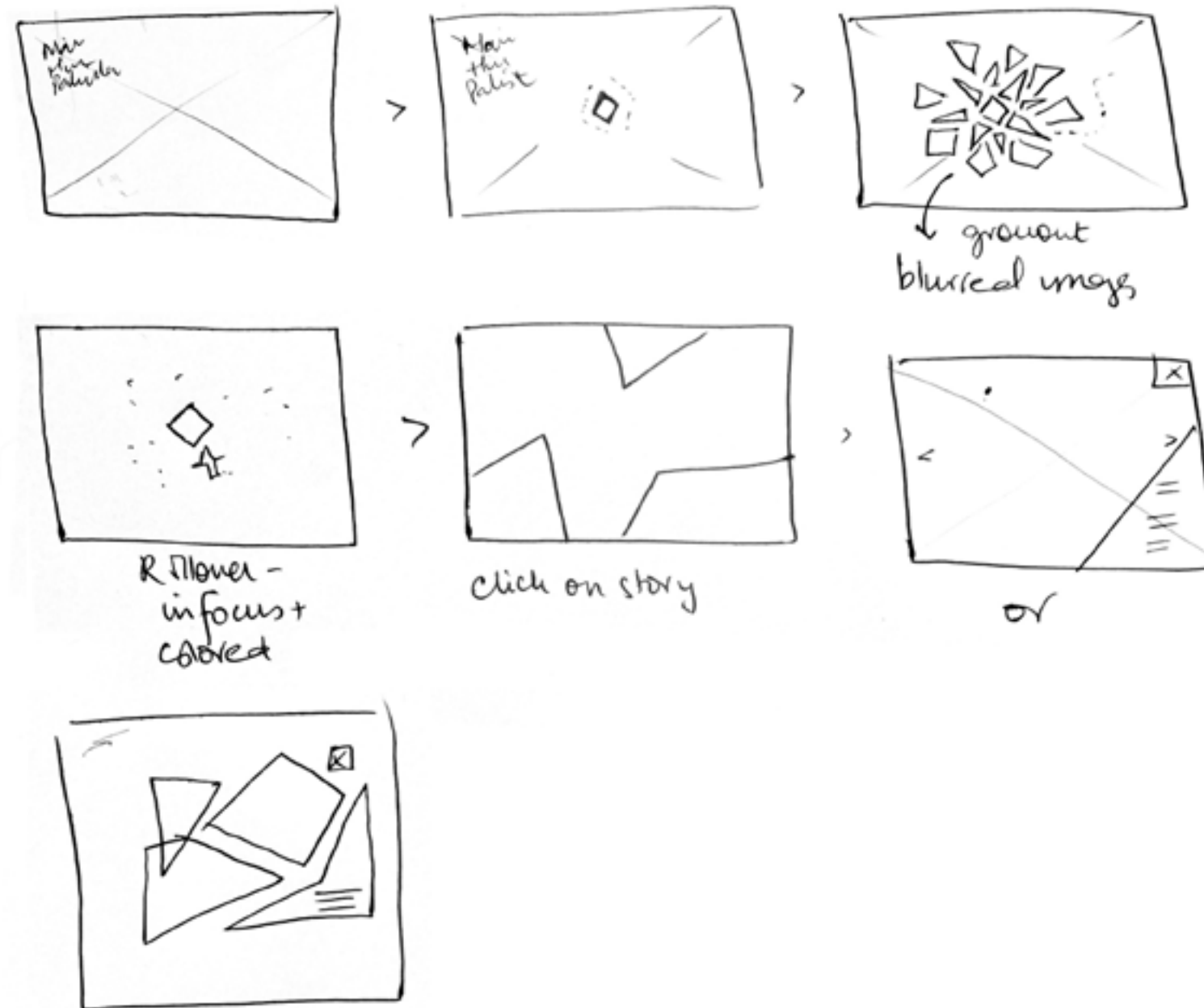
Design



Design

UX Design Challenge

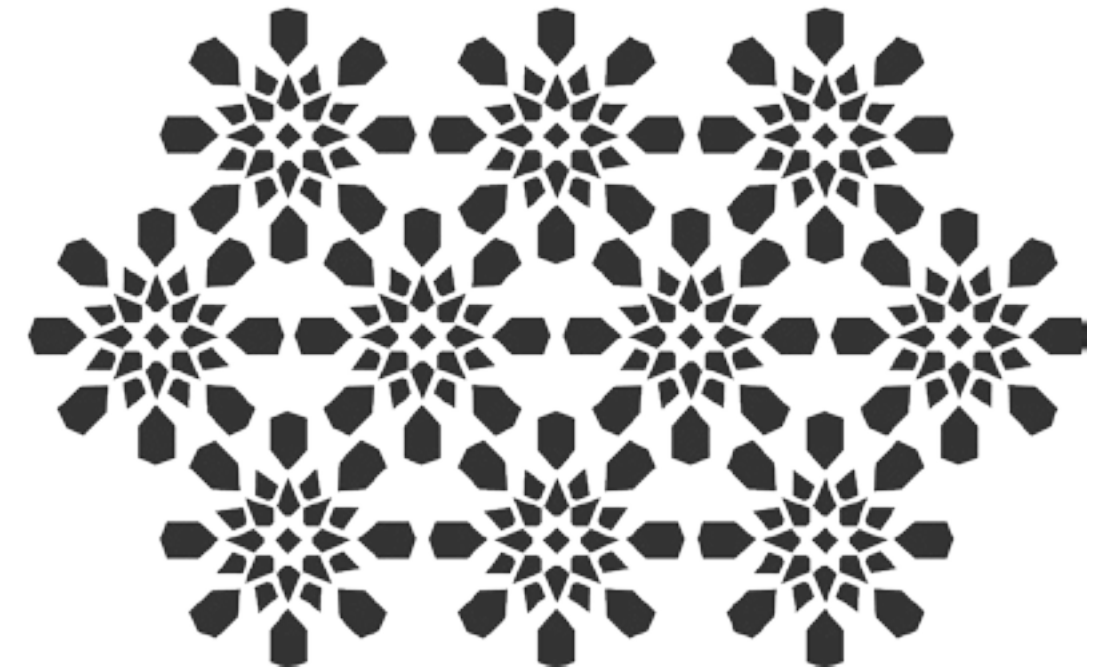
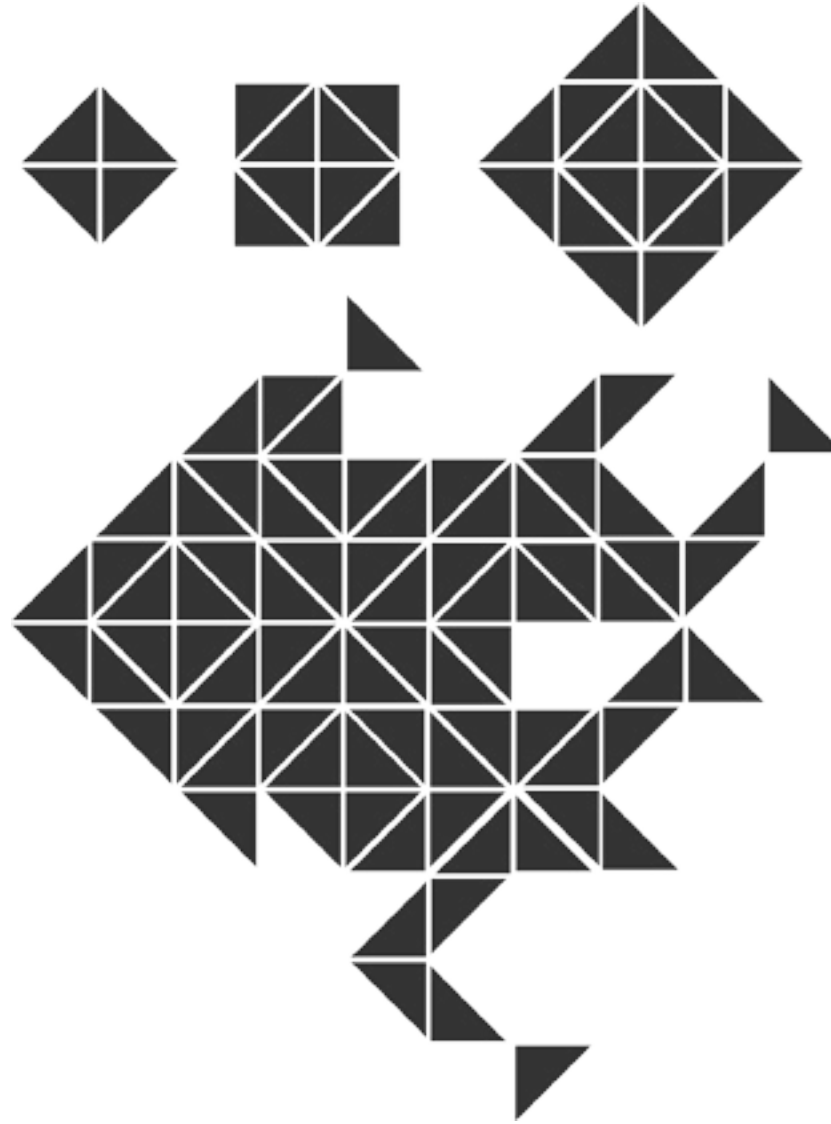
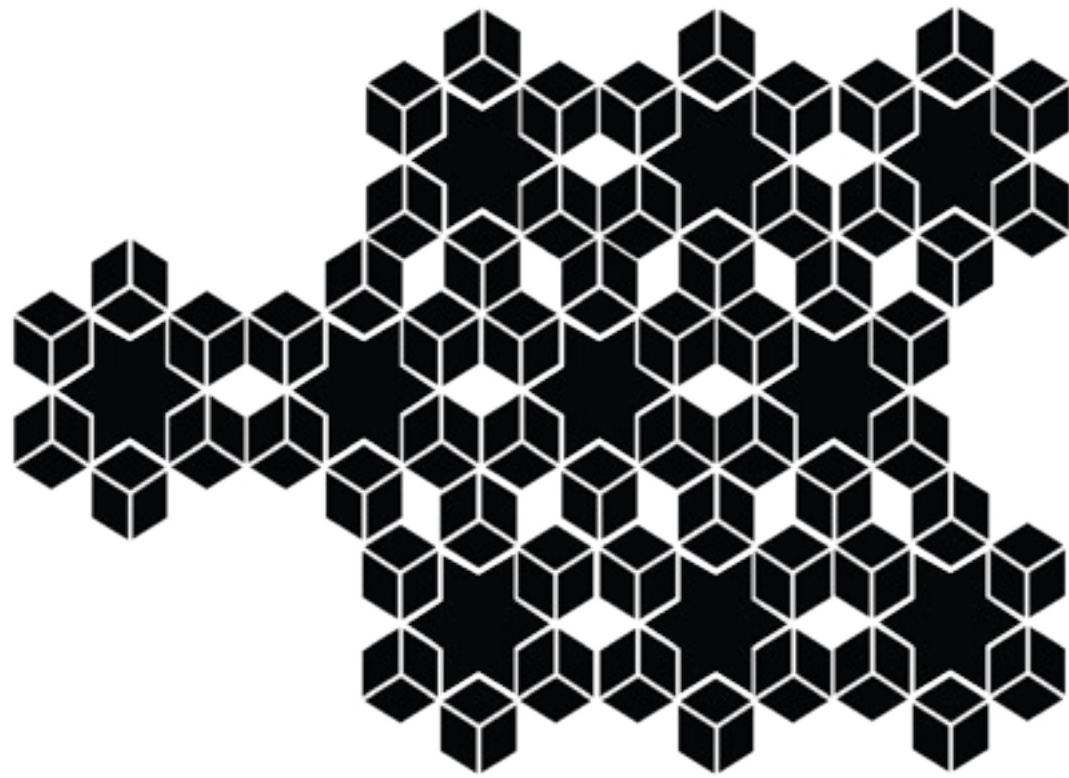
- An **experiential story-telling interface** with **cultural value**
- Can the traditional **Jaali** design be reinterpreted to create a user **experience**?



Design

Design Ideation

Pattern-making

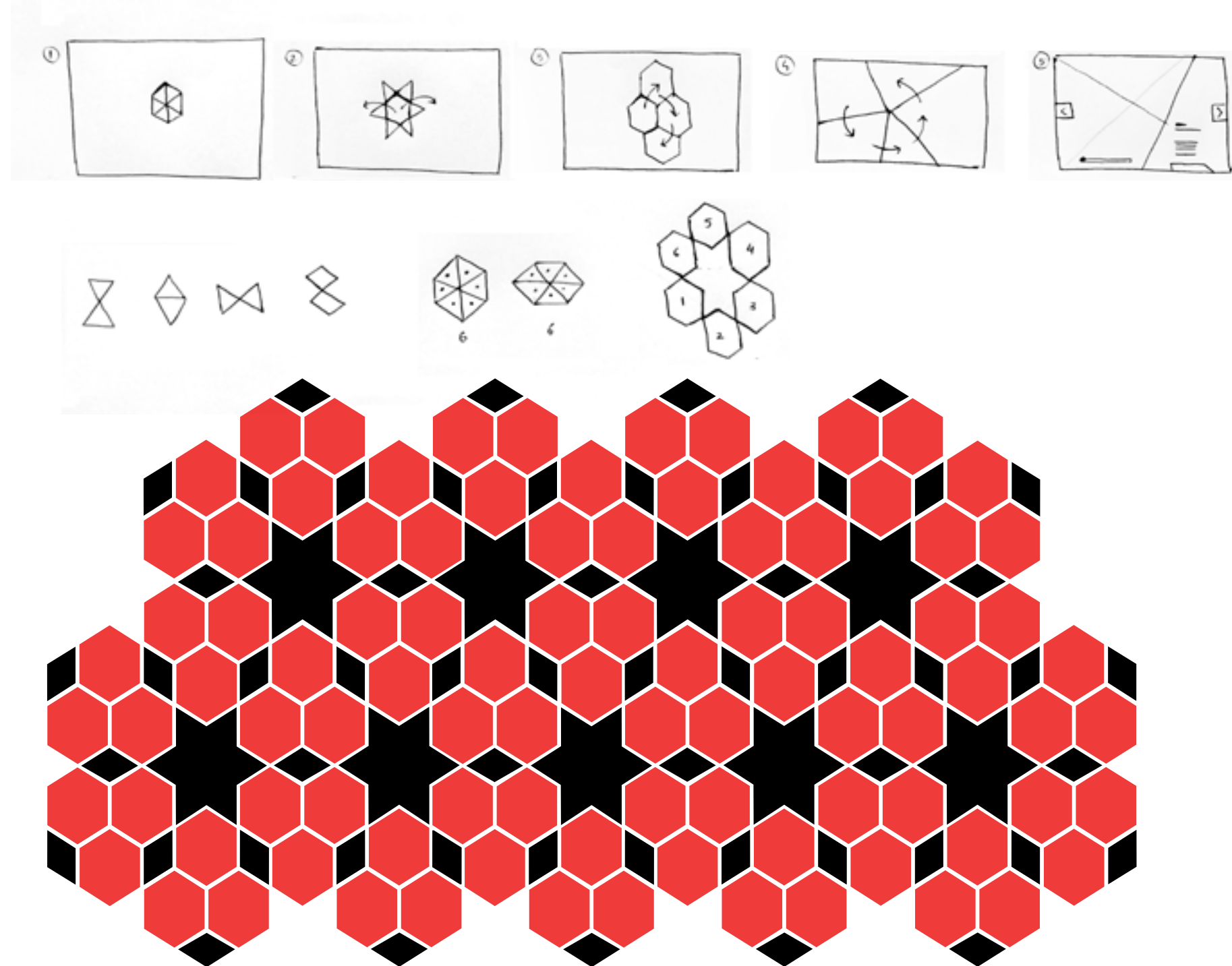


Design

Design Ideation

Final Pattern

- Has both **variety and consistency**
- Modern triangular **grid system**
- Suitable **real-estate** for imagery



Design

Final Design: Story Wall

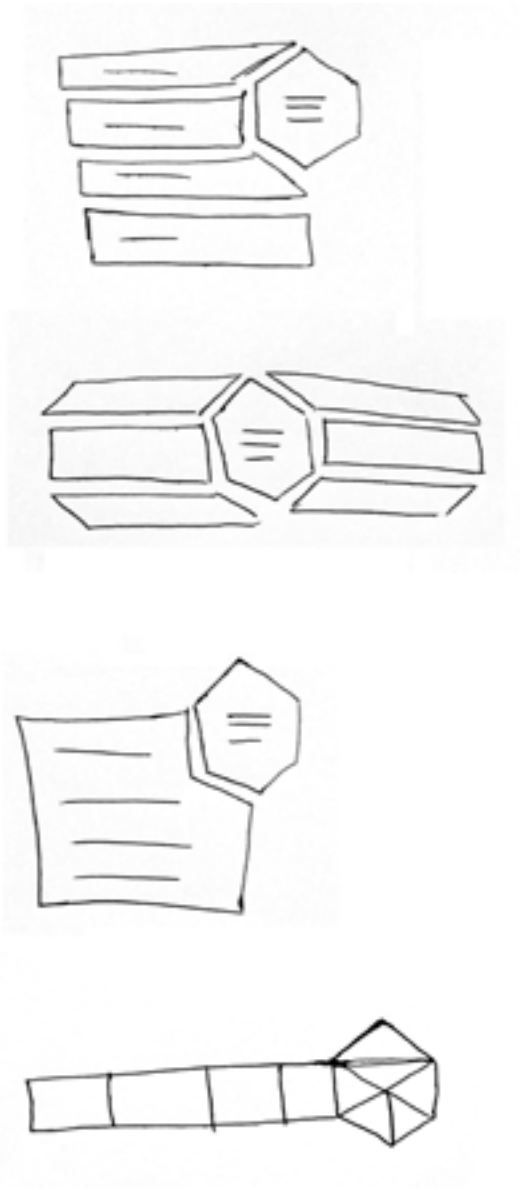
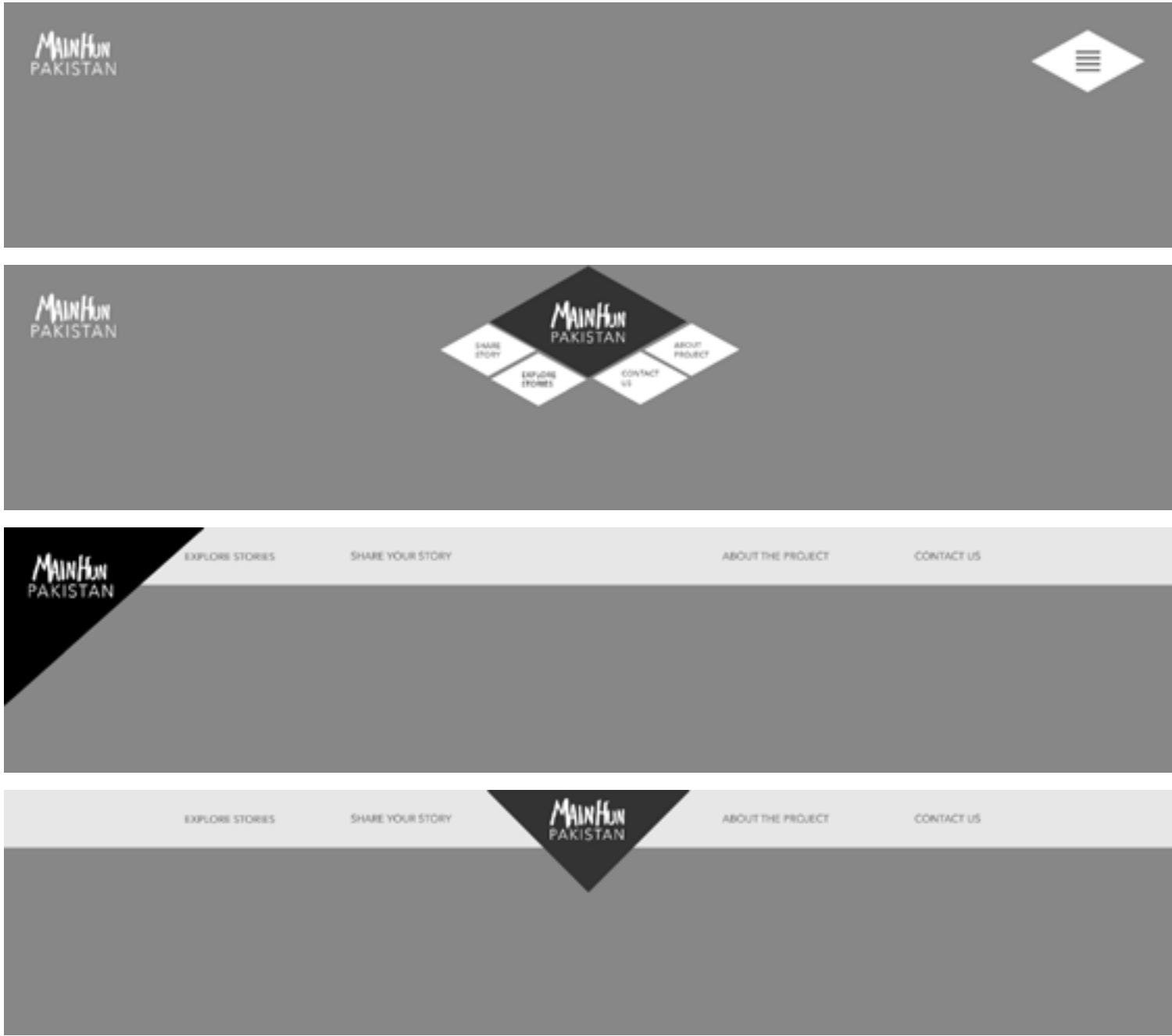
- **Hover states** allude to looking through the screen
- **Adding stories** to the interface is built-in; making it an ever-expanding interface



Design

Iterations: Navigation

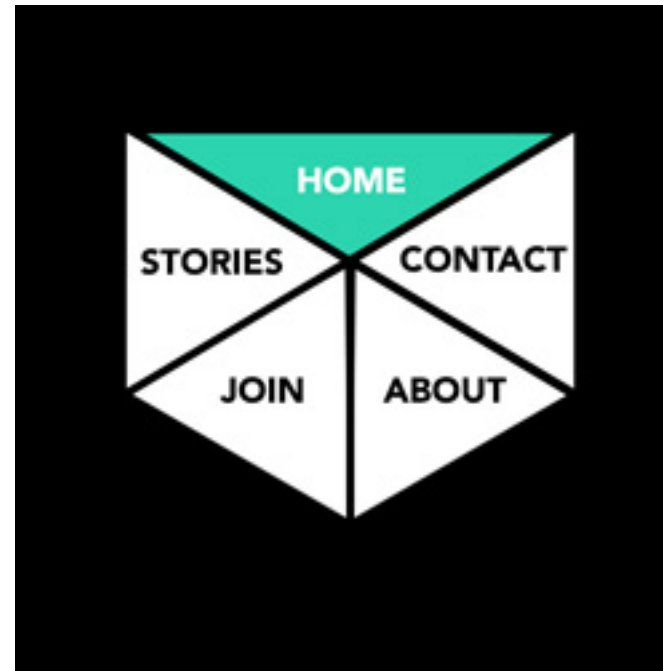
- **Shape** tests
- **Hidden** navigation options



Design

Final design: Navigation

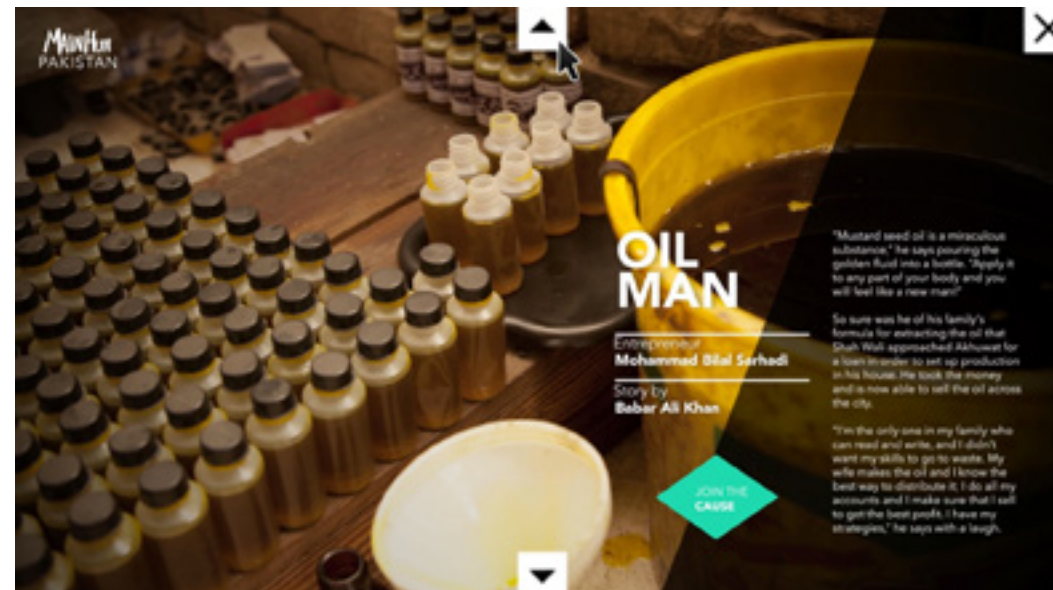
- **Chosen design** that fits within grid system
- **Visibility** of system state
- Built-in **filtering system** for stories



Design

Iterations: Story Module

- **Scroll down** to reveal text versus
- **Animating text** into existing screen
- **Limited** interactivity



Design

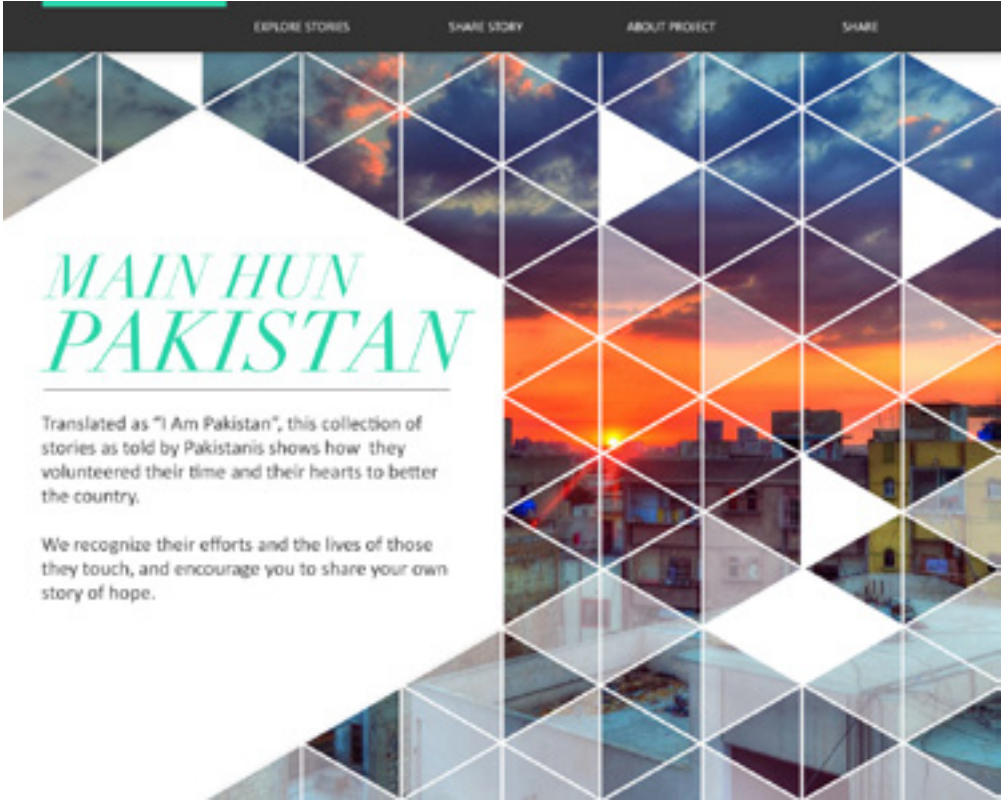
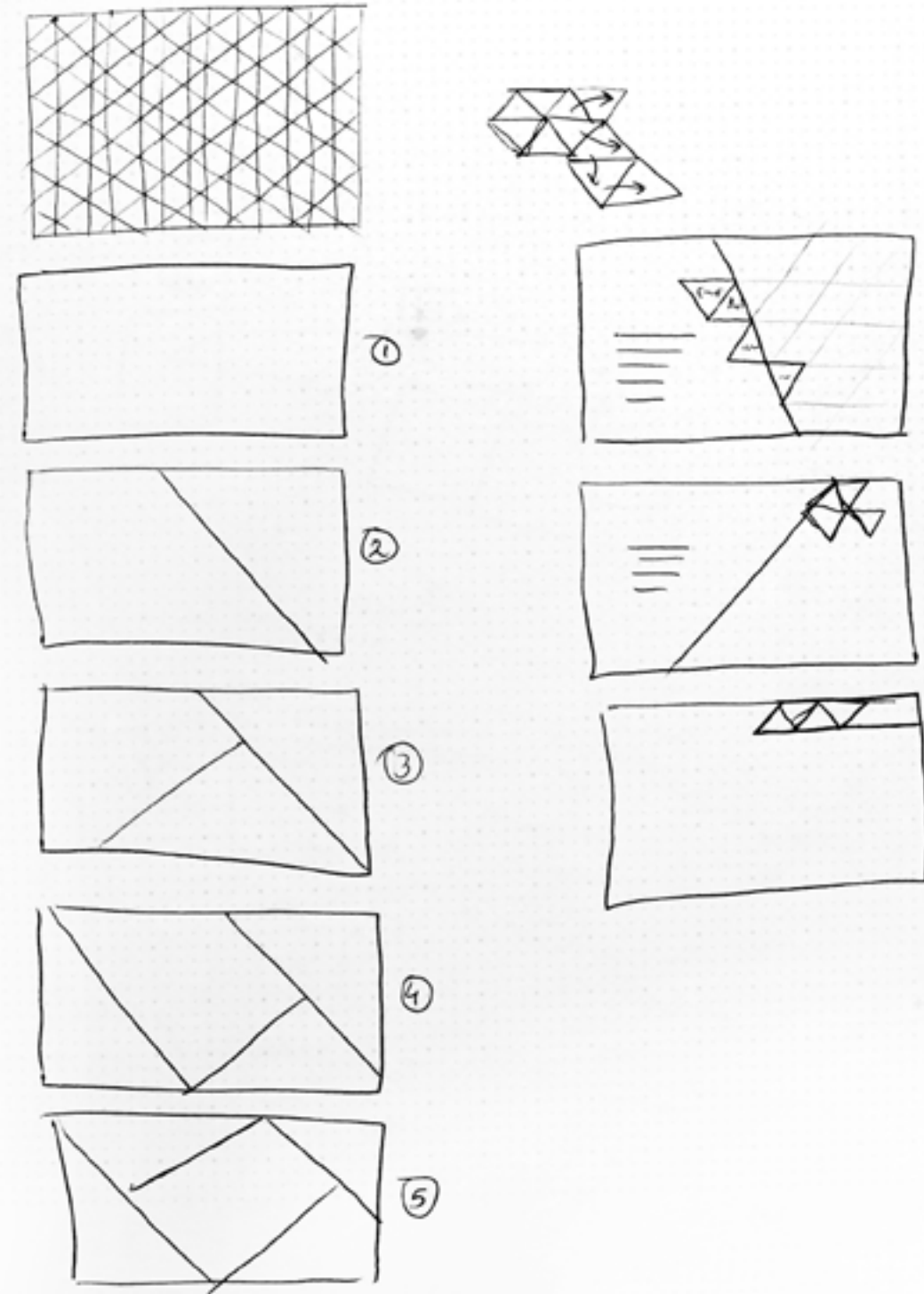
Final Design: Story Module

- **Maximize** interactivity
- **Sectioning** out parts of the story
- **Feedback** given for each interaction
- No **unnecessary** transitions



Design

Iterations: Homepage



Design

Final Design: Homepage

- **Simplification**
- **Tag-line** to explain the purpose of the project
- Incorporation of ambient **sounds** matching the imagery to create an experience



Marketing



Marketing Goals



Motivation

- Develop a **culture of volunteerism** in the youth
- Make existing initiatives **visible**
- Intrinsically **motivate** people



Dissemination

- Use **viral marketing** using a **promotional video** via Facebook
- Trigger **emotion** to create empathy for others
- Generate **curiosity** for the website

Design

User Testing

- User testing was conducted with **students** on campus and during **Imagine RIT**

Navigation through website

- Most users understood how to use it after seeing the cursor's movement

Emotional impact/ Message imparted

- Message of interconnectedness was understood by all

How would you want to interact with this?

- Most wanted to visit the website to read more
- Some wanted to know how they can volunteer from America

Consistency of visual style of components

- Beautiful imagery



Conclusion

Lessons Learned

- **Re-thinking** ways in which the user can interact with content
- Keeping **users involved** in all steps of the process leads to better designed iterations
- **Collaboration** is key
- **Interactive story-telling** has become a passion

Credits

Worthy Advisers

Chris Jackson
Adam Smith
Raj S. Murthy

Contributors

Aneeq Cheema
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Madeeha Ansari