

04



HAMARI AWAAZ

COMMUNITY MEDIA PLATFORM

CLIENT: GRAMVAANI

Duration: 12 months | Service Design

A community media app with content generated by the community for the community.

- Low Literacy users
- Comfortable with voice over text

The Brief

Staying relevant for the next billion smartphone users?



70% of users
from rural India is
from the age-group of
12-29 yrs

*Internet & Mobile
Association of India*

70%
of the 200mins is spent
on entertainment by
Indians

Omdiyar Network

9.78 GB
per user/ per month
consumption of
video content

Reliance Jio

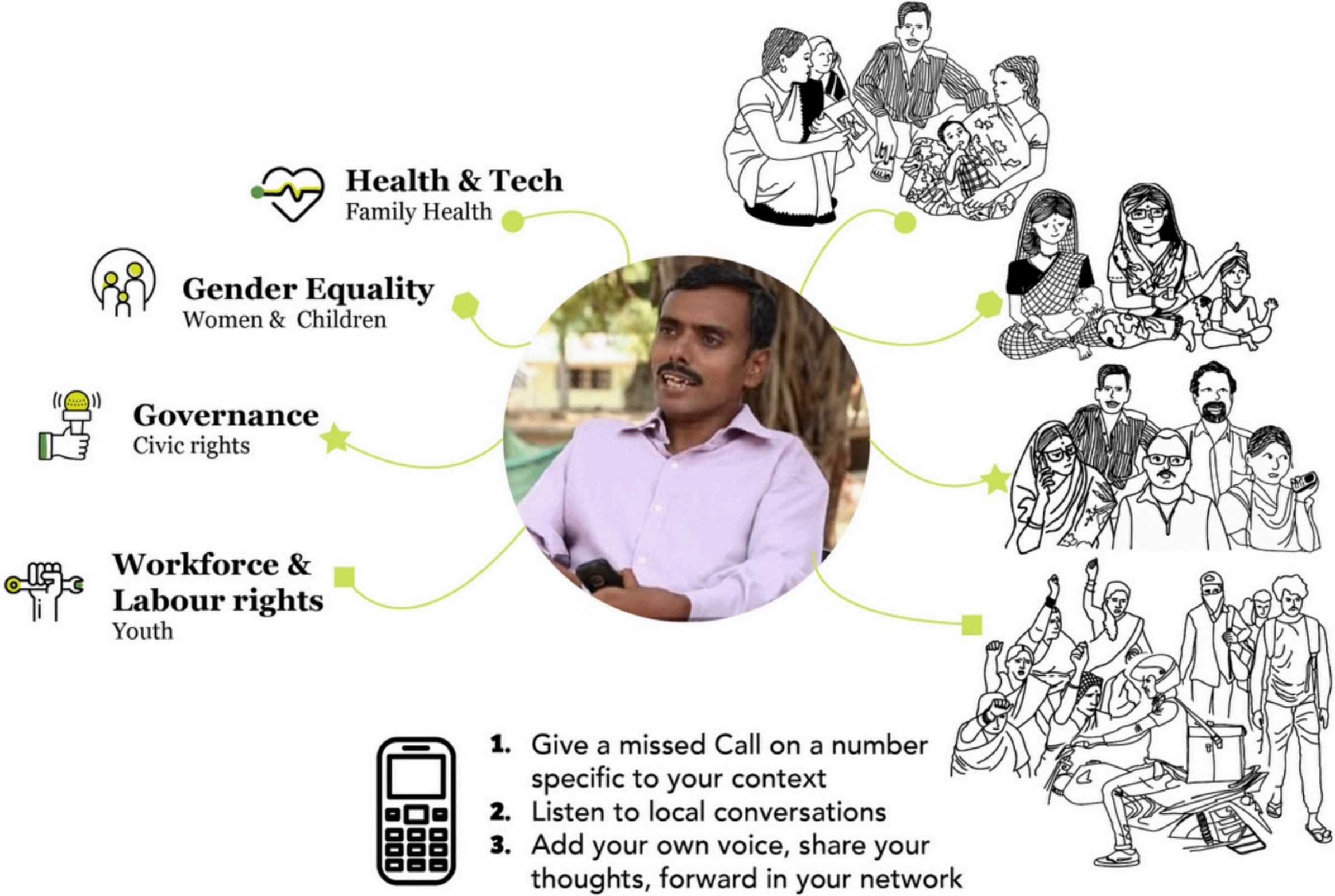
400%
increase in users
of Voice Search

Google

Gramvaani runs an interactive voice-based community for low-income users in India, including migrant labourers and farmers.

To stay relevant, GV is exploring a service concept that integrates smartphones and leverages voice as the primary input.

Understanding the Organisation



Programmes

Platform

People

Youth are the first to get a smartphone in their family!



YOUTH

- who drop out
- who study in Govt. or coaching

Based in BT

17-22 yrs

FARMING ←

Govt. Jobs. ←

LABOUR IN UNORGANISED SECTOR ←

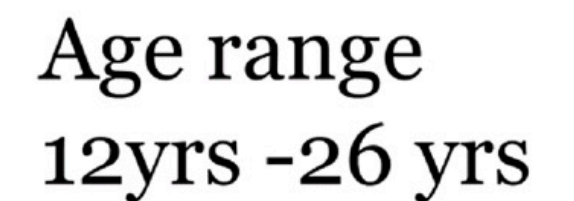
STUDYING

smart people
their

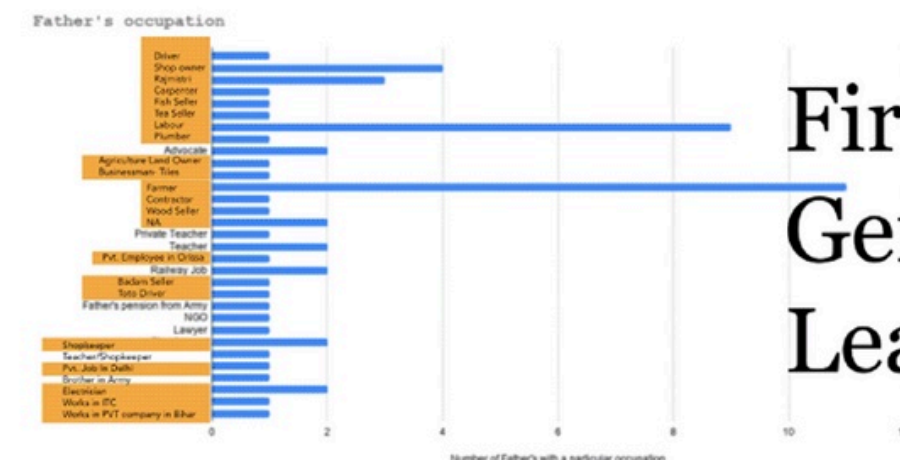
Count of Gender

A pie chart titled 'Count of Gender' showing the distribution of gender. The chart is divided into two segments: a larger orange segment representing 'M' (Male) at 60.5%, and a smaller blue segment representing 'F' (Female) at 39.5%.

Gender	Count	Percentage
M	60.5	60.5%
F	39.5	39.5%

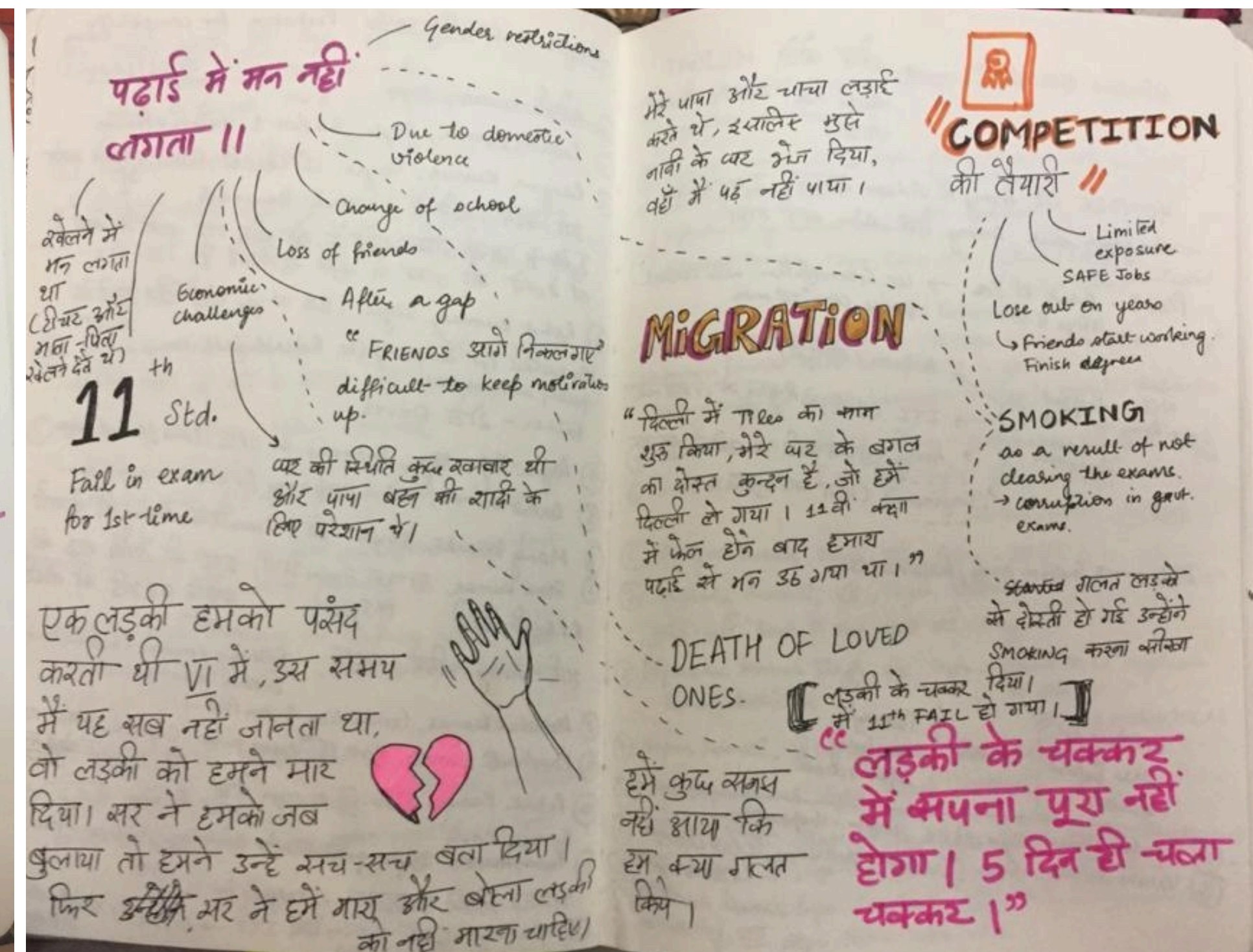
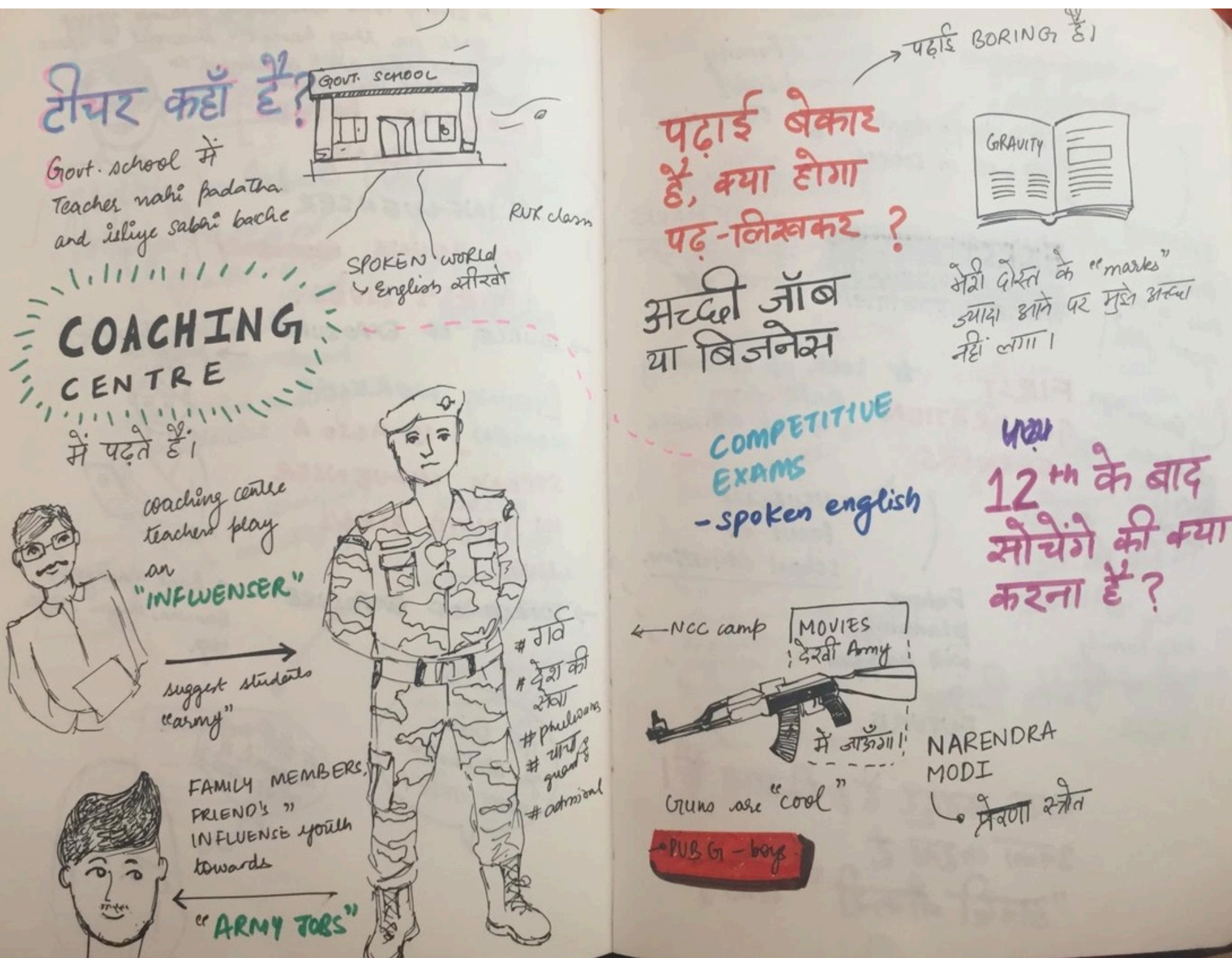
From Semi Urban, Rural and Urban
Slum

We found that **most youth were first-generation learners** lacking guidance, impacting their emotional, physical, and financial well-being.



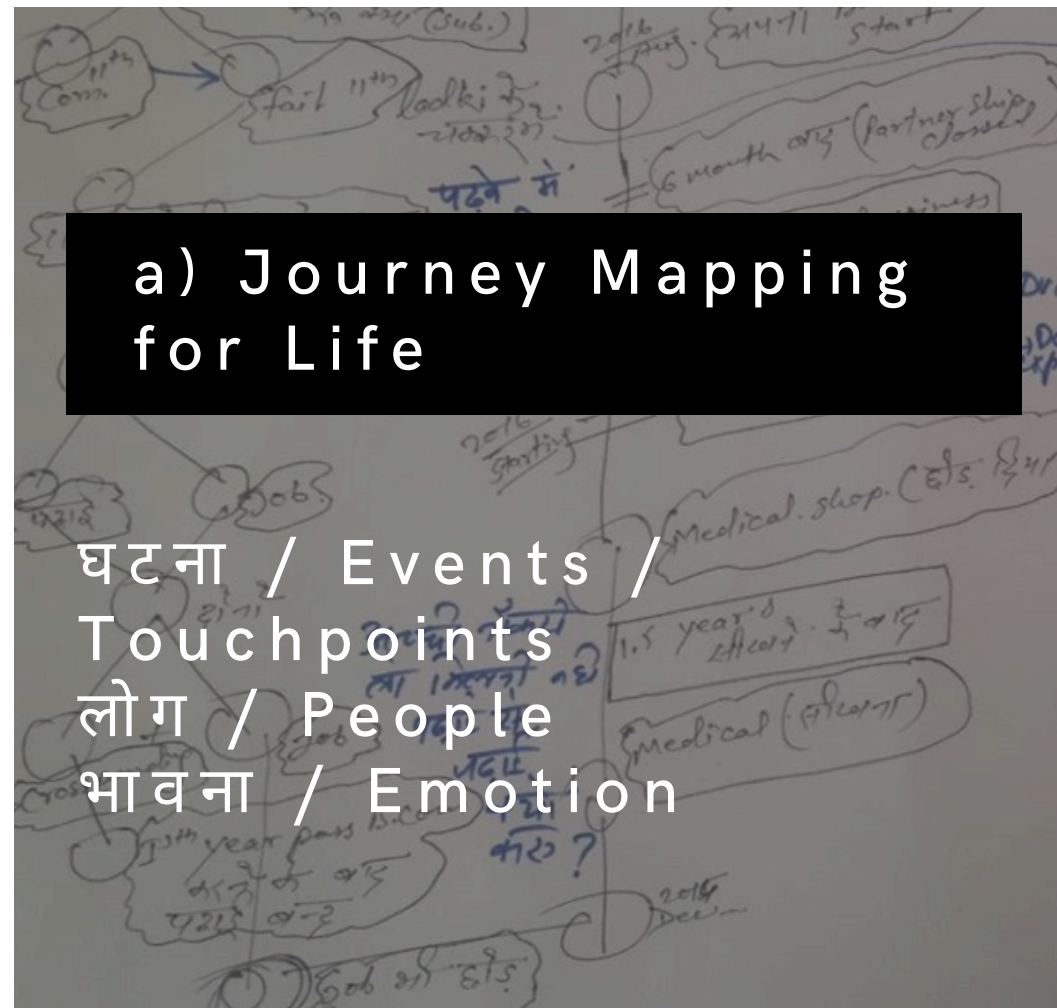
First Generational Learners

Primary Research

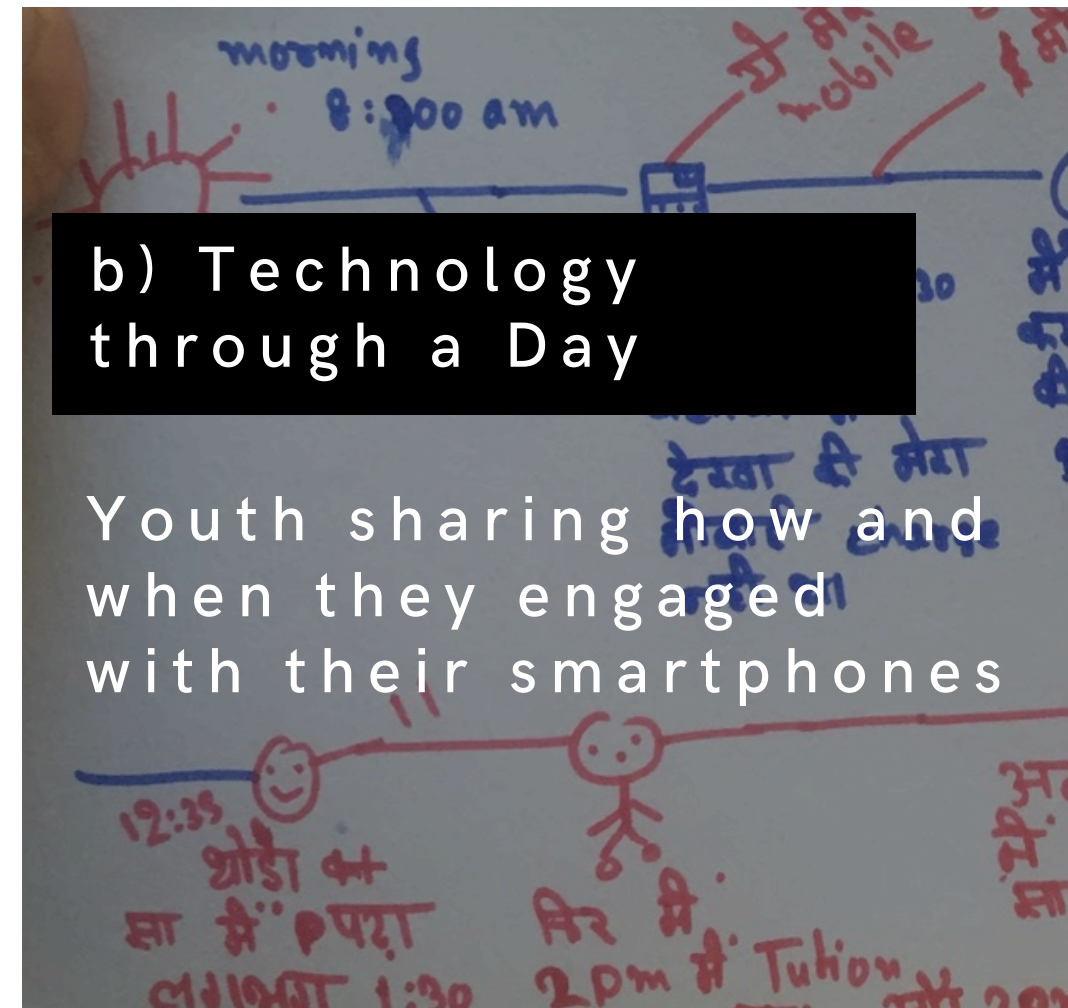


Using a participatory and mixed methods approach we built a persona of who this Young Indian user is including their dreams, challenges and needs.

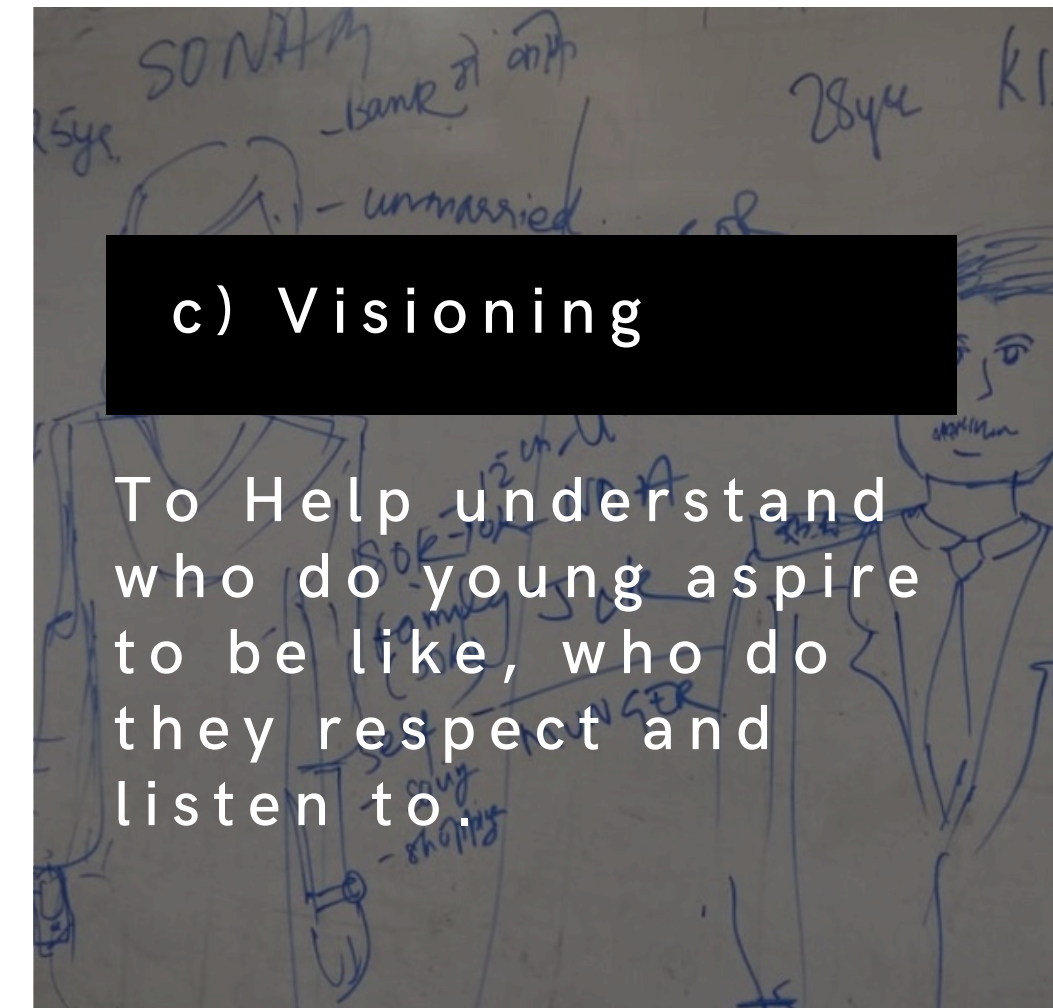
The Insights



Youth lacked guidance and support in their journeys, whether for career guidance, emotional well-being, or answers about health and relationships. Understanding their context was key.



Youth from marginalised communities fear technology, worrying about pressing the wrong button. They are not text-friendly and prefer using voice and video.



YouTube personalities like Sandip Maheshwari and Vivek Bindra are popular for their motivational videos. They are **confident, approachable, discuss relatable issues**, and come across as your cool, next-door bhaiya or didi.

The Product

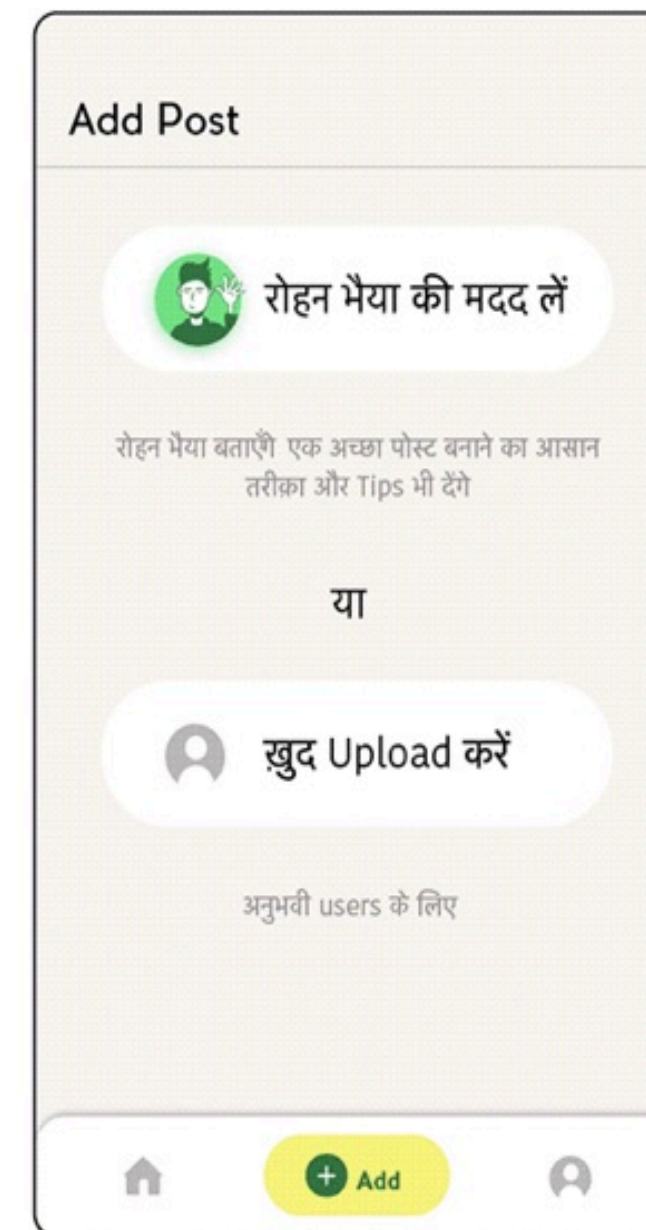
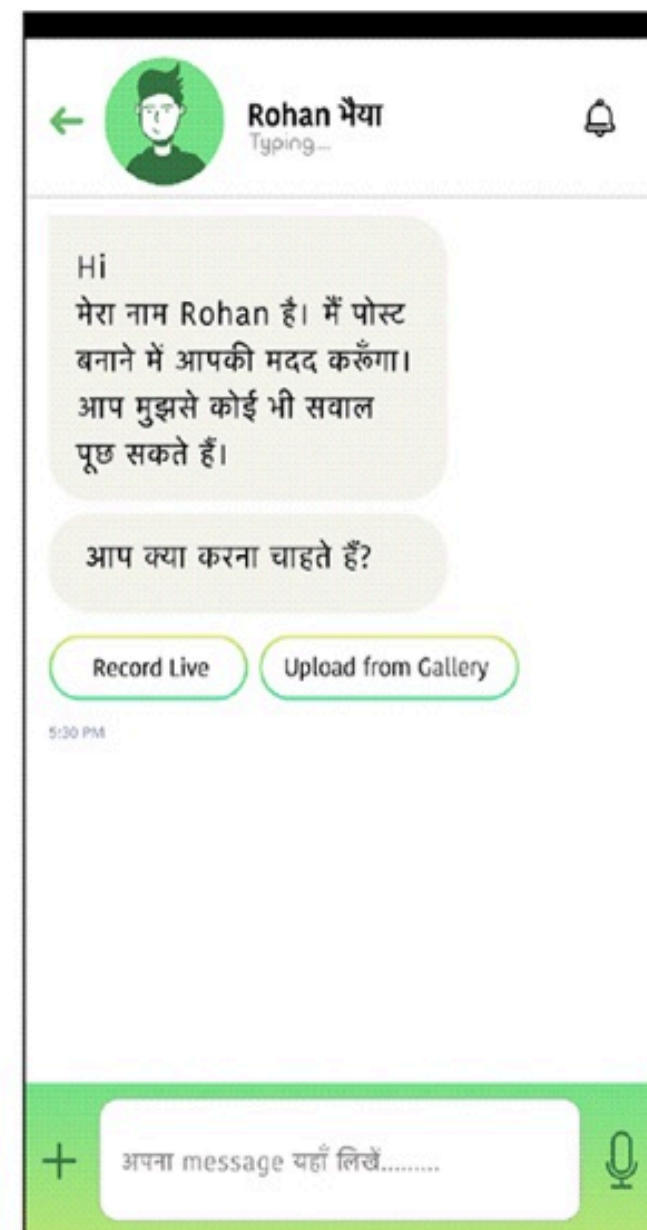
Our service **offers a voice-based Q/A platform for youth, allowing them to ask questions to peers, community, and mentors.** This leverages the existing community based network of youth Gramvaani has.

UX design for low literacy users: We extensively tested the product prototype to identify visual language & flow of the product. For eg: Click worked better than scroll for this set of users.

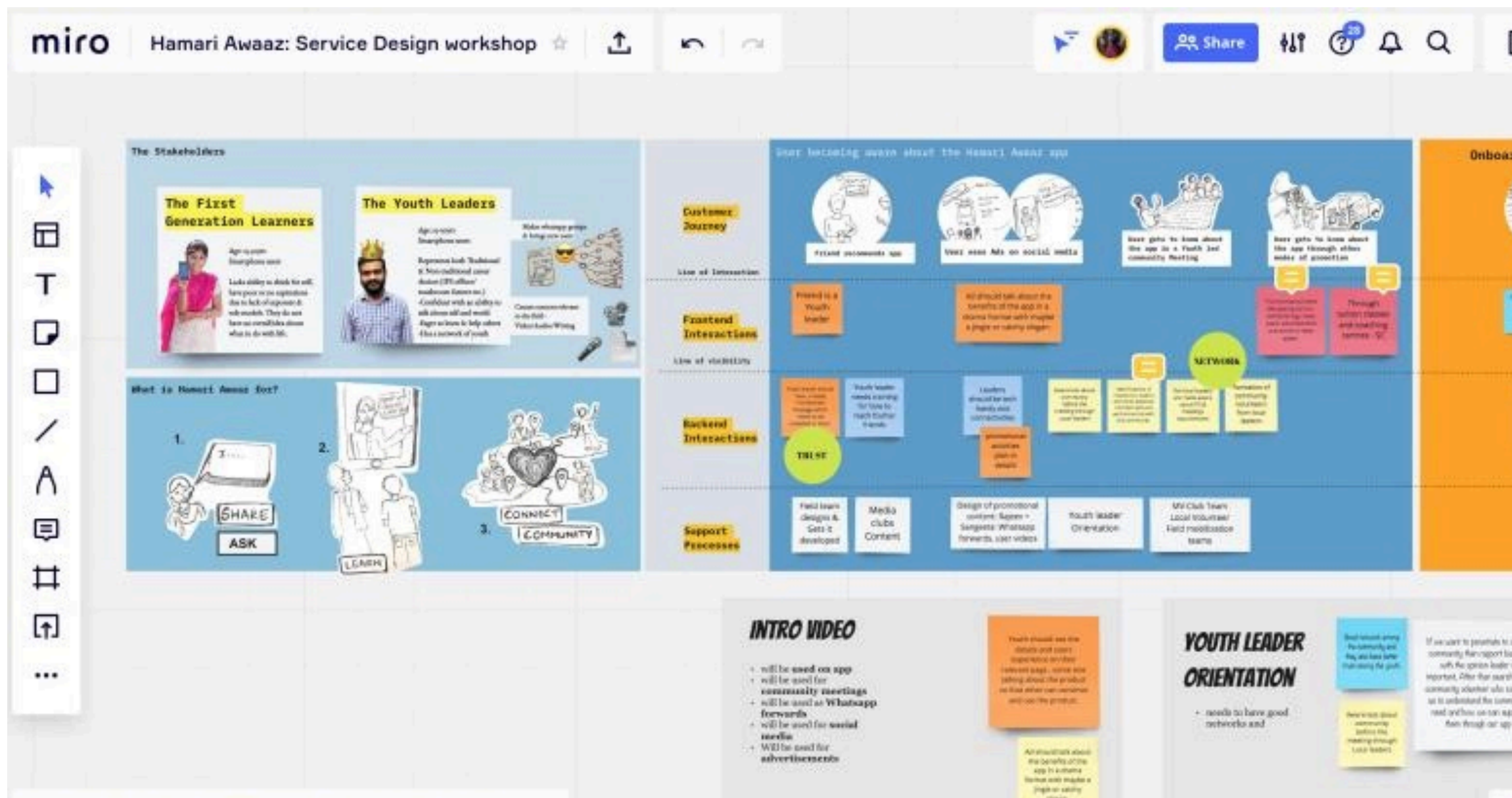
Voice based chatbot support:

A voice-based chatbot, inspired by field learnings, supports users until they are comfortable with the product.

The product details can be [seen here](#).



The Outcome



The pilot study showed promising user responses, with most kids eager to be first-time users and excited about interacting with the chatbot.

"If I am sad or lonely and I cannot understand what to do, I will talk to Rohan Bhaiya(or Manisha didi)"

We created a **service blueprint** to identify tasks for launching this service. This included building a team of digital-savvy youth reporters and collating content from the existing IVR platform, defining roles for various actions.

Due to the pandemic, the service blueprint workshop was conducted remotely.



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