

Deep

IMPLEMENTATION

- Every vertical should need their own relatable deep stickers with the concern person's contact number of that particular vertical.
- Every village people already part of Parivartan should know what is happening in Parivartan, at least about the field they are part of. So that they can explain it to others.
- The name of Parivartan must not use in the Deep illustrations.
- Deep illustration should be easily understandable by the village peoples.
- All illustrations in Deep should be depicted in a positive way rather than a rebellious way.

MOCKUP

BUTTON BADGES & LABEL

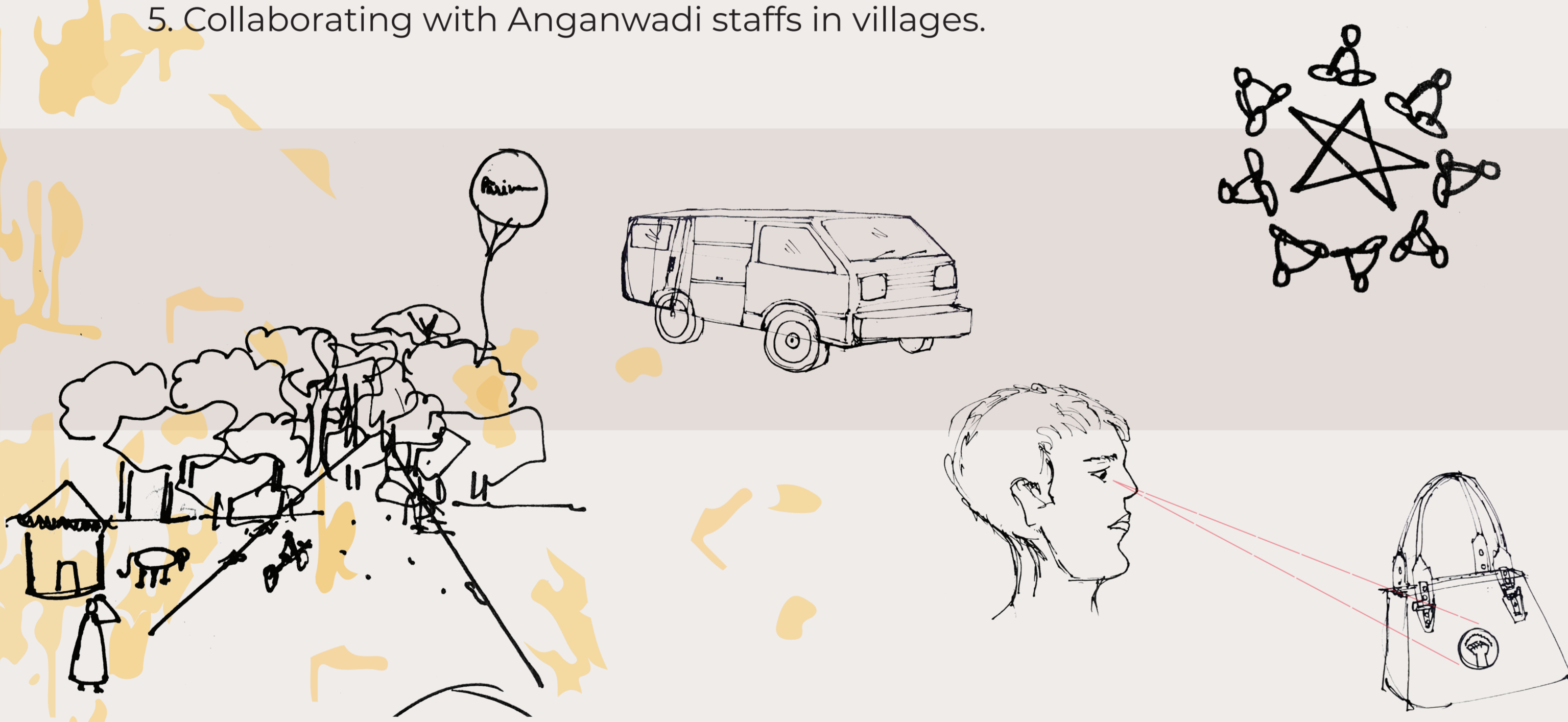


Deep SAMPLE ILLUSTRATIONS



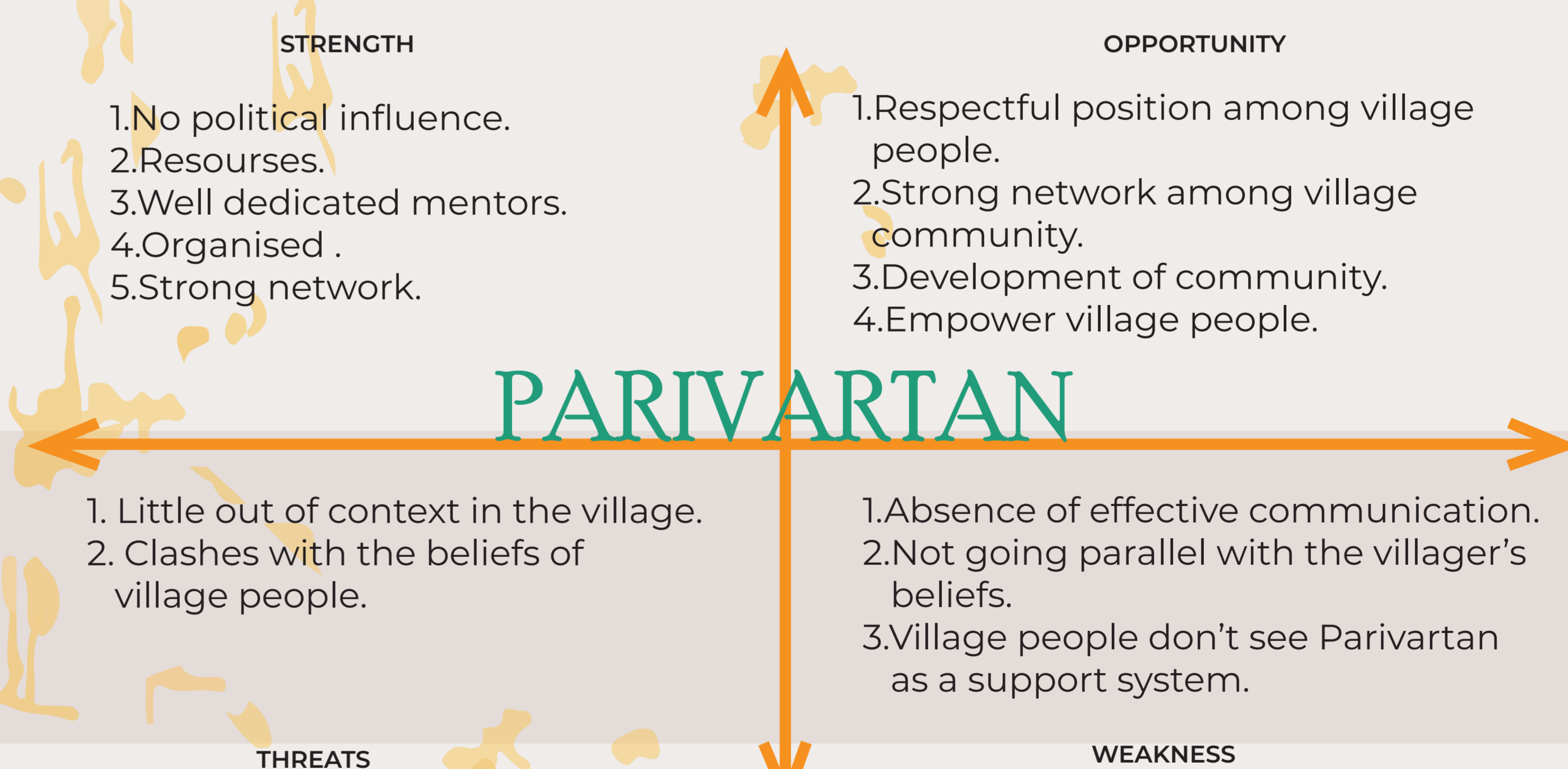
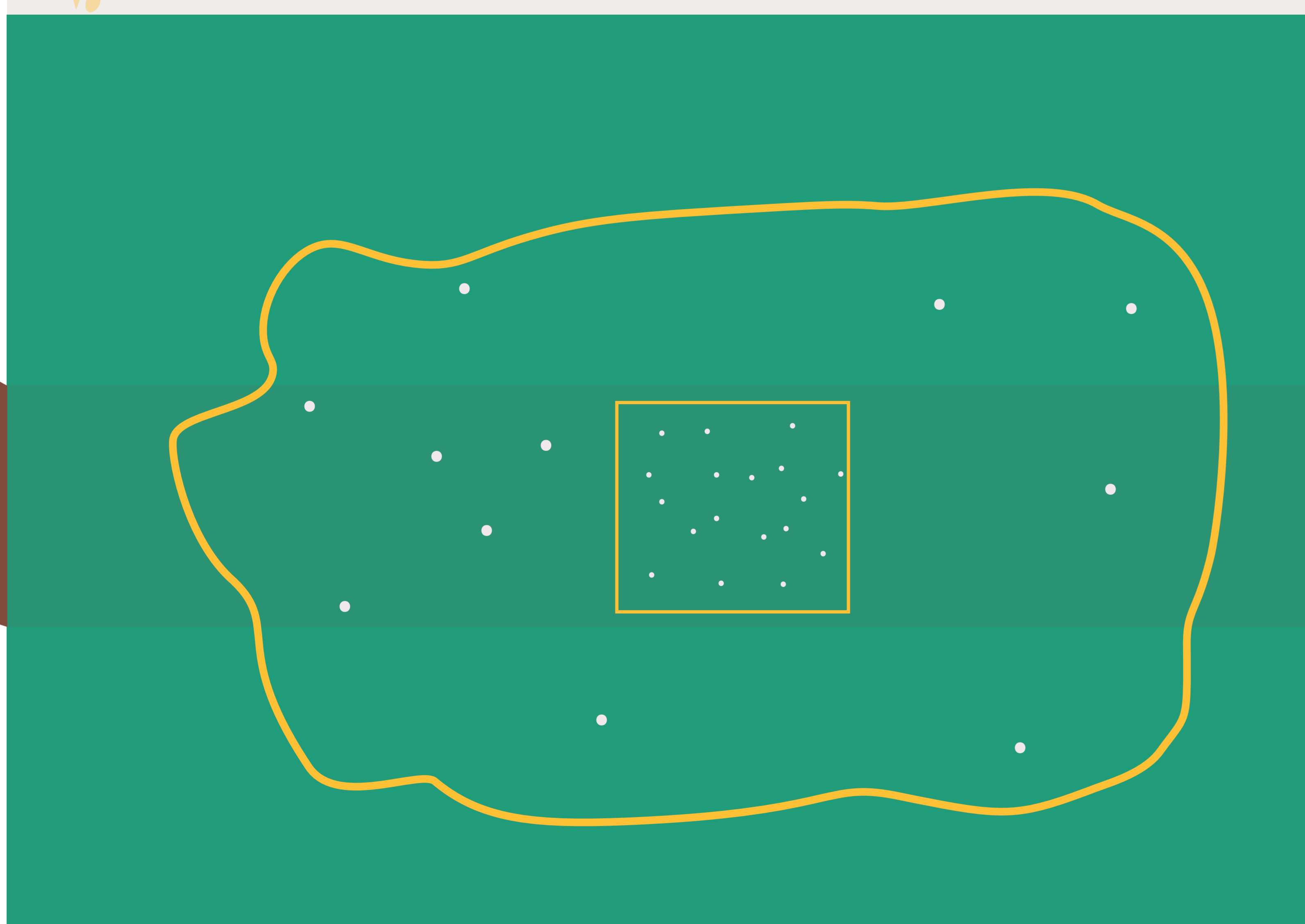
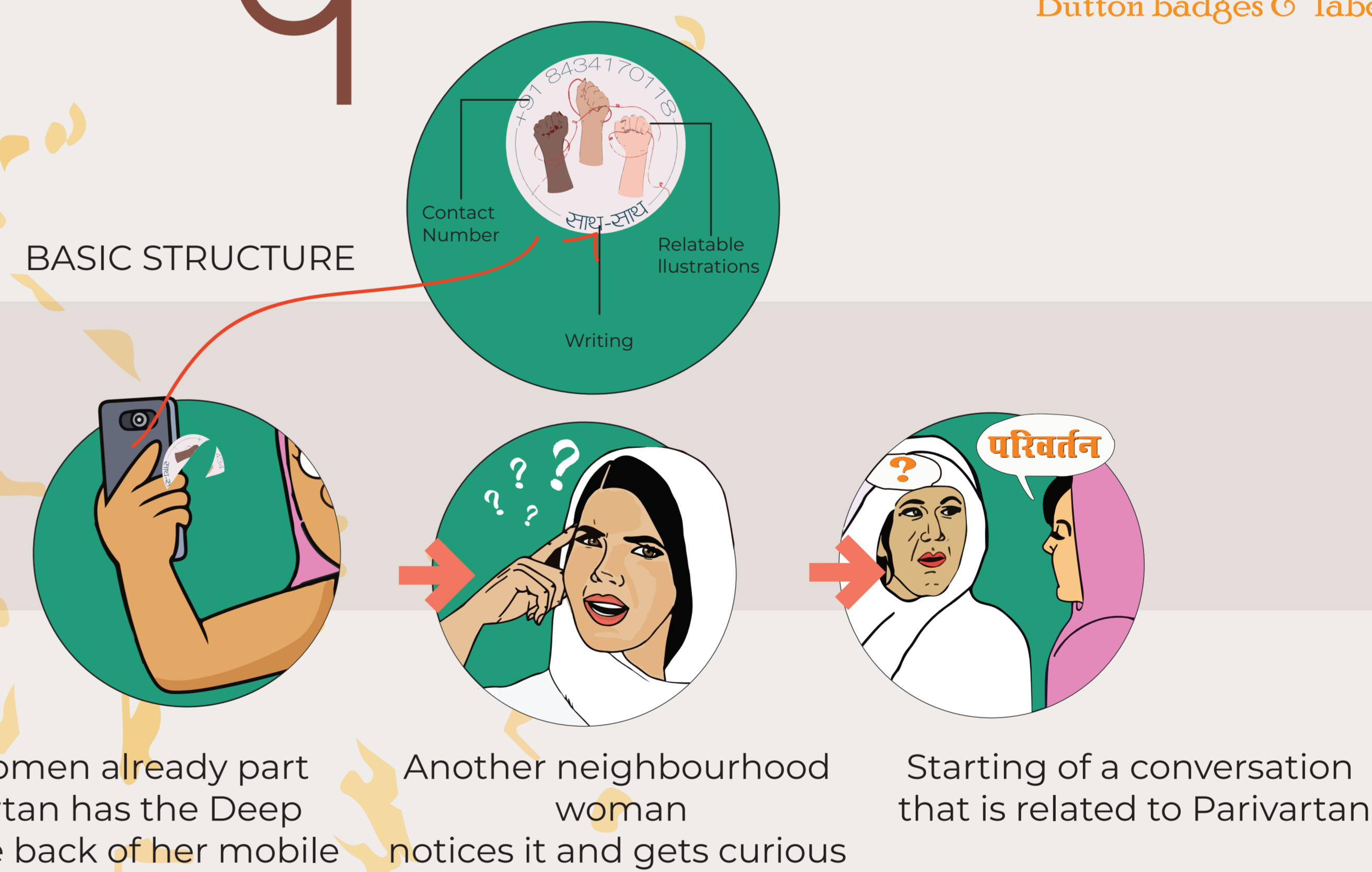
IDEATION

1. Travelling exhibitions.
2. Conversation starter.
3. Sky balloon.
4. Building up micro self-help groups inside the villages
5. Collaborating with Anganwadi staffs in villages.



Deep Conversation Starter

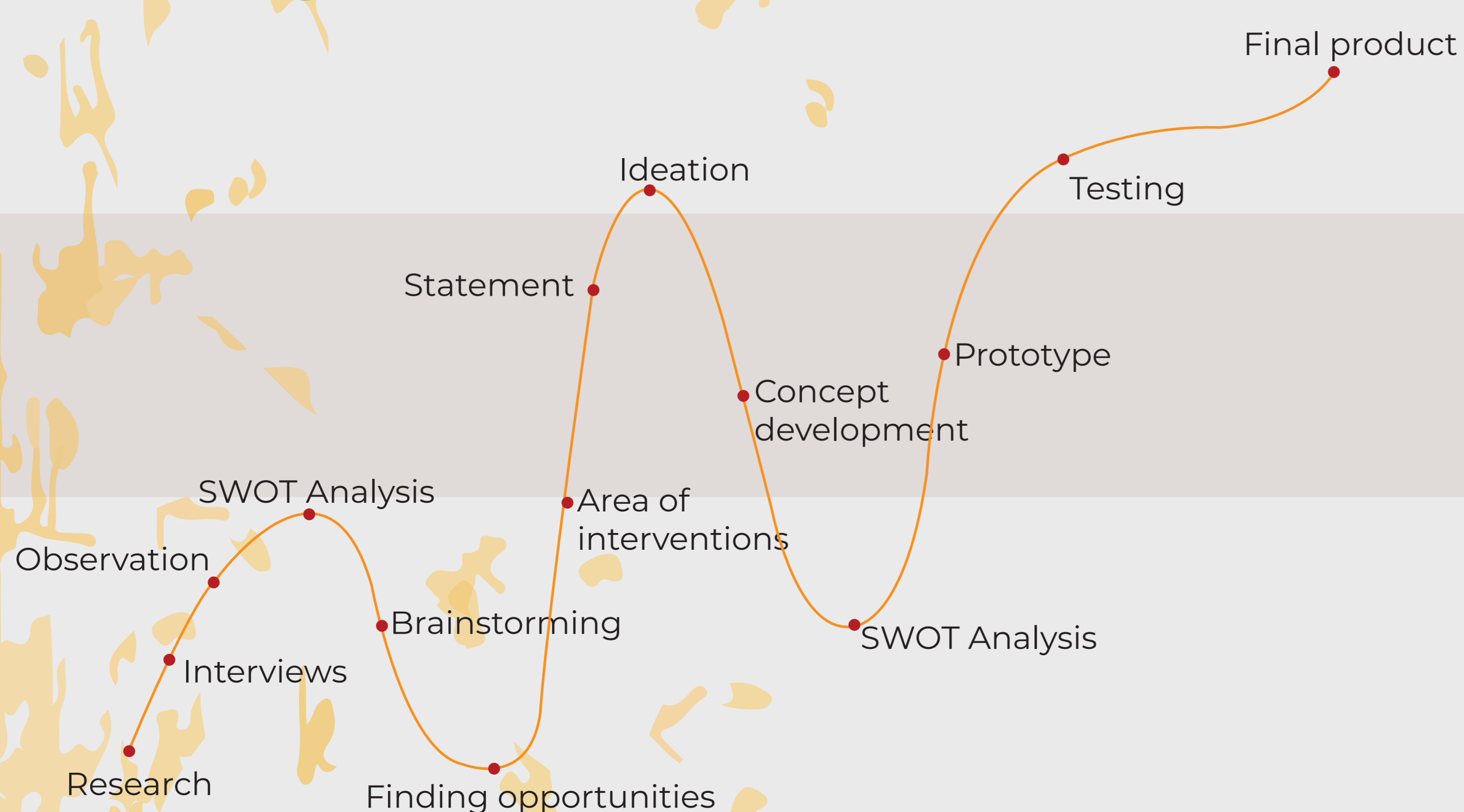
Button badges & label.



STATEMENT

VILLAGE PEOPLE NEED TO KNOW MORE ABOUT PARIVARTHAN TO SEE IT AS THEIR SUPPORT SYSTEM.

JOURNEY



OBSERVATIONS

- | | |
|------------------|--|
| USERS: | INSIGHTS: |
| - Village people | - Lack of transparency between villagers and Parivartan. |
| - Employees | - There are a lot of rumors and hearsay about what goes in parivartan. |
| - Guests | - The villagers seem intimidated to know about Parivartan. |
| - Volunteers | - Village peoples have some common beliefs. |
| | - Village women like to earn. |
| | - Anganwadi people has more respect than the women empowerment team to Parivartan. |