

*/ˈsamanvita/*

SA-MAN-VI-TAH

scintillant saporous

# SAMANVITA

SELECTED SELF REFLECTIONS OF **SAMANVITA RAO**



# " I HAVE ONLY TWO PASSIONS, FEEDING THE STRAYS & DESIGN IDEAS"

## INTRODUCTION

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Hi. I'm a Communication Design student based in Mumbai, currently studying in ISDI.

My earrings are a big part of my identity, and you will probably describe me with them much sooner than you will describe any other part of my personality.

I suffer from "Coffee Bean Pagophagia"  
/ 'Compulsive consumption of iced coffee'/

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**1** Blame  
//TYPOGRAPHY //

**2** Daeno  
//BRANDING //

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**4** Natyarasa  
//POSTER DESIGN //

The brief expected us to work with vernacular type and design merchandise that depicted a phrase in the selected language. This Bengali phrase translates to 'Blame the problem on Nondo Ghosh (the scapegoat).'

# 1. BLAME



// poster design



// The brilliancy of this project lay in the fact that the brief forbade use of known languages - this helped us study each letterform as an image, rather than an alphabet.

It made me more sensitive to every form and its interaction with the space around it.

The black circle around the words (translating to Nondo Ghosh) depicts a spotlight shining on the scapegoat, almost inviting its viewers to blame it. The poster seems to ask the question - who do we blame? The answer is in the encircled writing - Nondo Ghosh.



///For the merchandise, I decided to merge the english version and the bengali version of the proverb.

I tried to depict the concept of 'passing the blame' using lines that literally pass through each other.



The brief required us to pick an animal of our choice and bring forth its characteristics through the brand of the allocated form of industry.

Animal : Doe  
Industry : Biscuit  
Name : Daeno

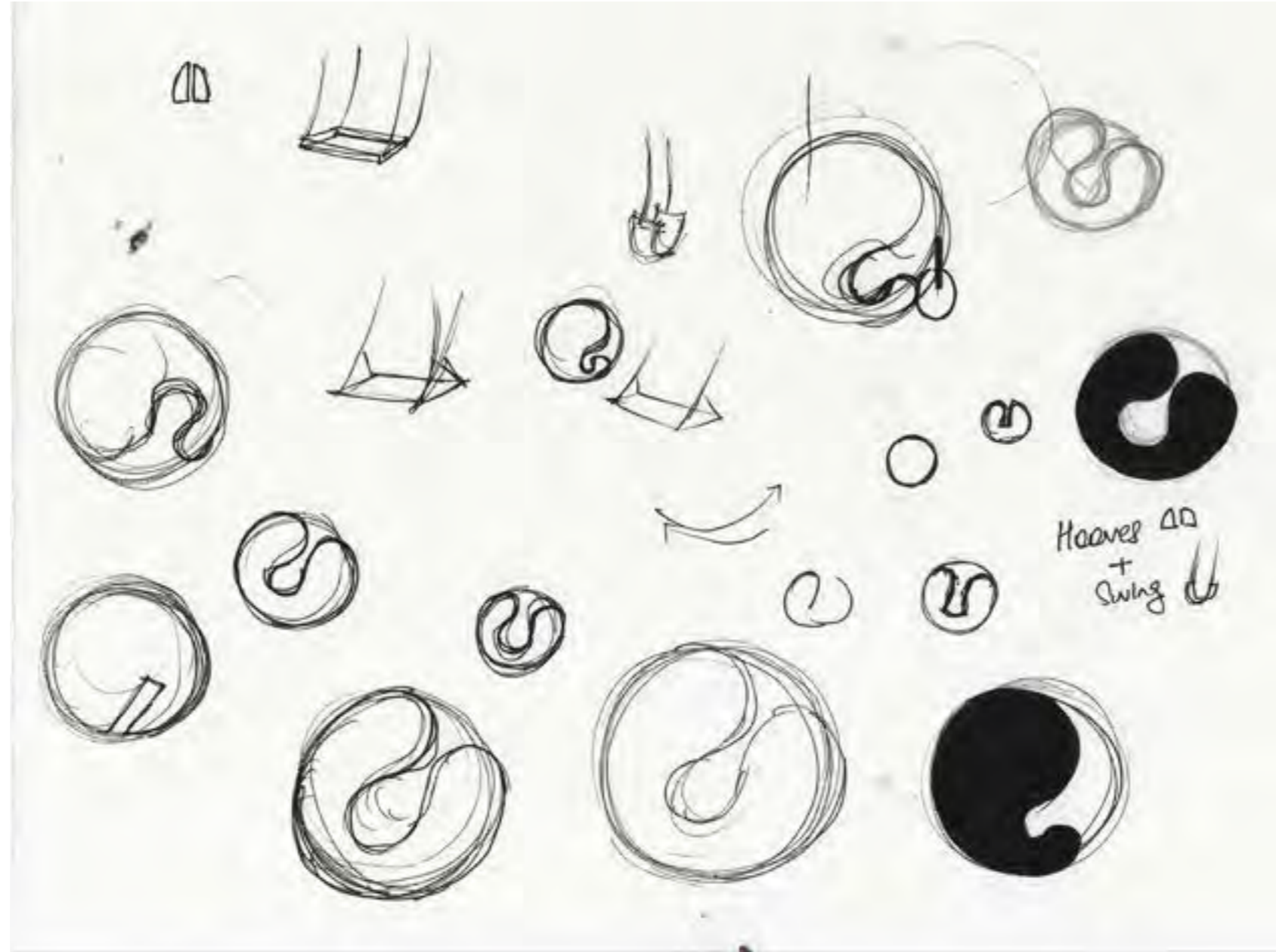
# 2.

## DAENO





// Daeno brings you crumbly, layered biscuits with an exotic taste coming straight from the hearth. These biscuits bring heaven to your hands, evoking nostalgia within those who wish to experience the warmth of homemade biscuits.



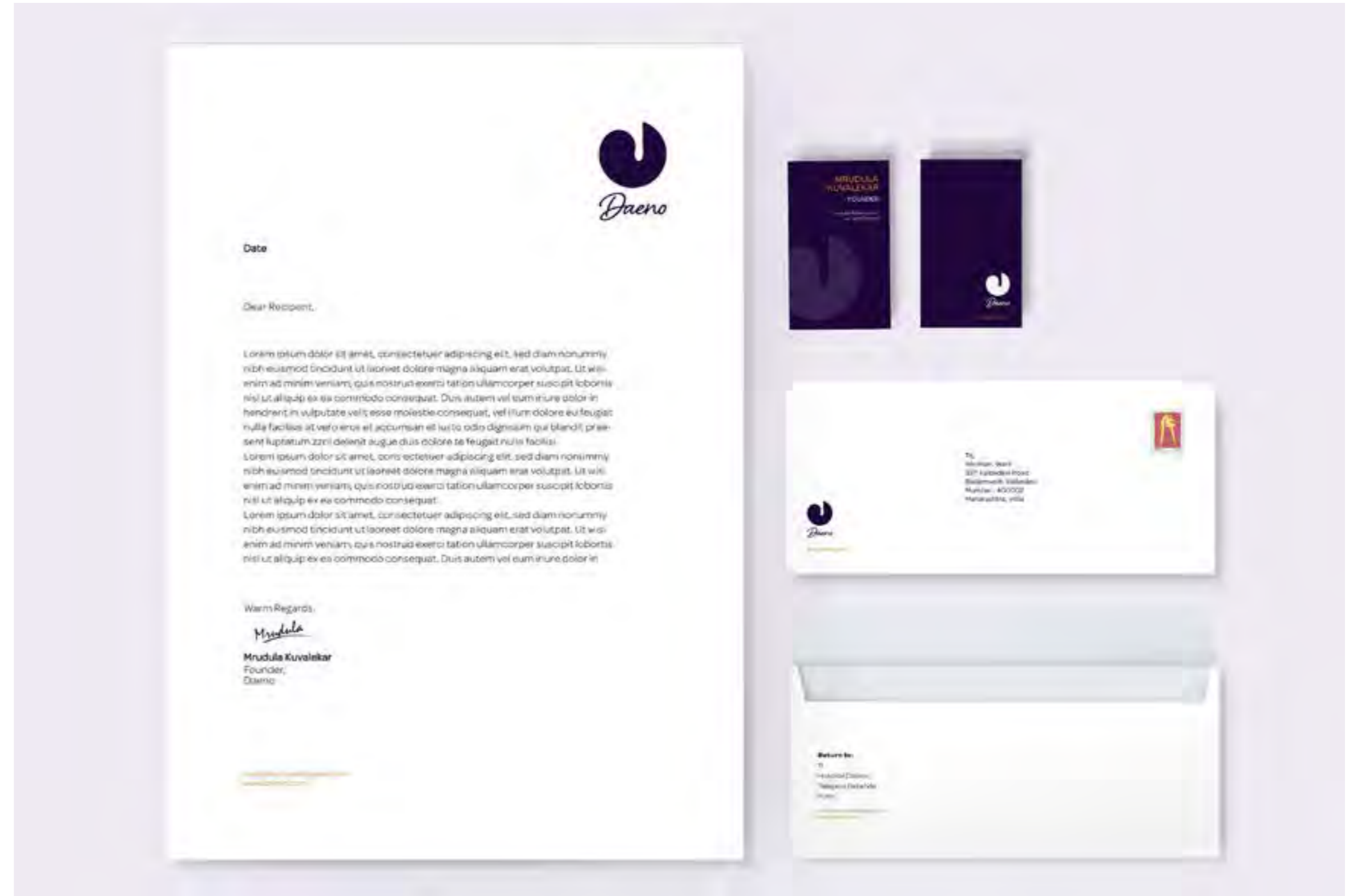
// logo design

The concept of the logo is based around the hooves of the doe and the movement of dripping chocolate. It also incorporates the aspect of nostalgia using the movement of a childhood swing.

// brand guidelines



// stationery



// packaging

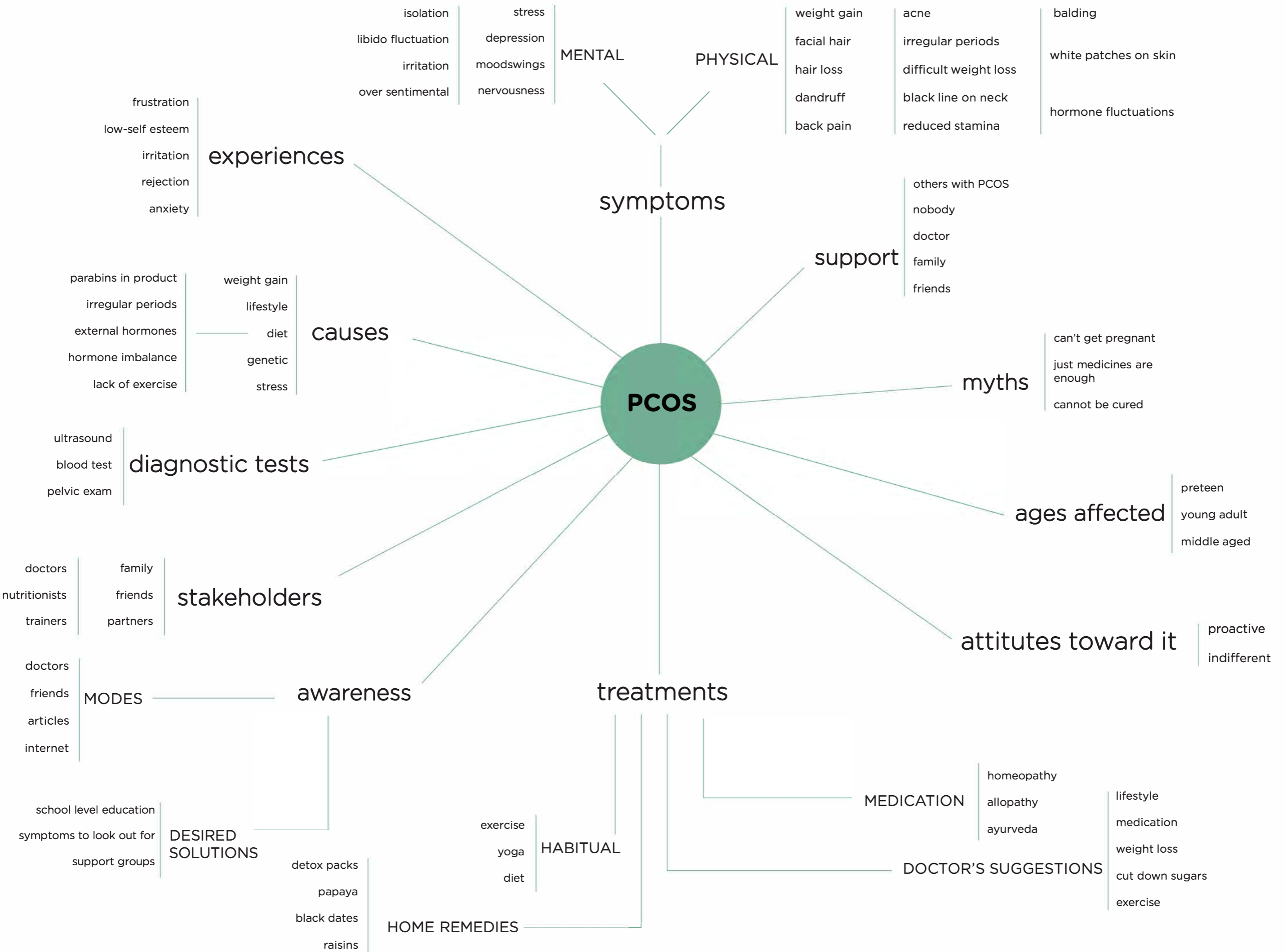


SANA is an app that is accompanied along with the campaign . This enables the women to achieve set goals for fitness and diet and encourages them to lead a happy and PCOS free life as much as possible.

3.

PCOS -

**SOME ABBREVIATIONS NEED ATTENTION**



## PERSONAS



PERSONA 1  
Knows about  
PCOD/PCOS

### Attitudes:

- Inquisitive
- Well- read
- Proactive
- Has strong opinions on things
- Likes knowing about a topic
- Doesn't take drastic decisions without proper research
- Willing to experiment

### Goals:

- To be successful
- To know a little about everything

### Motivations:

- Awareness
- Trends
- Well being

### Needs:

- Maintain work life balance
- Give importance to mental health

### Pain:

- Anxiety of knowing the seriousness of PCOD
- Reliability of information sources
- Lack of time for self care



PERSONA 2  
Doesn't know about  
PCOD/PCOS

### Attitudes:

- Carefree
- Active
- Experimental
- Intuitive
- Take decisions based on advice of others
- Authority Biased

### Goals:

- Enjoy life to the fullest

### Motivations:

- Happiness
- Living in the moment

### Needs:

- Everyday pleasures of food
- Convenience over what's best

### Pain:

- Reality check
- Difficulty in sudden lifestyle changes



PERSONA 3  
Knows about  
PCOD/PCOS and knows  
someone who has it.

### Attitudes:

- Supportive
- Extrovert
- Open to conversations about serious matters
- Understanding
- Sensitive

### Goals:

- Be a strong, supportive person to those around
- Learn from the experiences of others

### Motivations:

- Well being of themselves and those around them

### Needs:

- Good understanding of situations and people
- Proof of success/ failure of treatments

### Pain:











- Lack of reliability of previous stories
- Biased opinions
- Lack of motivation



PCOD COMPANION  
USER EXPERIENCE DESIGN

USER JOURNEY MAP

■ TROUBLED     
 ■ NEUTRAL     
 ■ UNTROUBLED

PATIENT EXPERIENCE POST DIAGNOSIS		DIAGNOSIS	TREATMENT	MAINTAINENCE	TRACKING
 DO	<ul style="list-style-type: none"> <li>• Find traditional solutions</li> <li>• Continue routine</li> <li>• Discuss with friends/ family</li> <li>• Research Online</li> <li>• Confide in "Inner Circle"</li> </ul>	<ul style="list-style-type: none"> <li>• Diet Plans</li> <li>• Exercise Routine</li> <li>• Cut down Junk and Sugar</li> <li>• No Action</li> </ul>	<ul style="list-style-type: none"> <li>• Meditation</li> <li>• Stress Management</li> <li>• Medication</li> </ul>	<ul style="list-style-type: none"> <li>• Try hard to continue</li> <li>• Look for motivation</li> <li>• Look for alternatives</li> <li>• Drop Treatment</li> </ul>	<ul style="list-style-type: none"> <li>• Check up at 6 months</li> <li>• Regular Periods</li> <li>• Medication Reduction</li> </ul>
 THINK	<ul style="list-style-type: none"> <li>• Confusion over PCOD</li> <li>• Can I concieve</li> <li>• Will it make me fat</li> <li>• Curability of PCOD</li> </ul>	<ul style="list-style-type: none"> <li>• Cure is achievable</li> <li>• Should I try?</li> </ul>	<ul style="list-style-type: none"> <li>• Will this work?</li> <li>• Difficulty in lifestyle change</li> </ul>	<ul style="list-style-type: none"> <li>• Is it worth the sacrifice</li> <li>• Treatment less effective</li> </ul>	<ul style="list-style-type: none"> <li>• Weight Loss Cures PCOD</li> <li>• Hassle to remove time for tests</li> <li>• Single Tracking Method</li> </ul>
 FEEL	<ul style="list-style-type: none"> <li>• Fear</li> <li>• Confused</li> <li>• Upset</li> <li>• Overwhelmed</li> <li>• Indifferent</li> <li>• Worried</li> </ul>	<ul style="list-style-type: none"> <li>Defeated</li> <li>Disappointed</li> <li>Reluctance to sacrifice</li> <li>Inconvenience</li> </ul>	<ul style="list-style-type: none"> <li>Stressed</li> <li>Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>• Facing Persistence</li> <li>• Too much required</li> <li>• Inconvenience</li> </ul>	<ul style="list-style-type: none"> <li>• Anxiety before test</li> <li>• Test only reliable</li> <li>• Still not cured</li> </ul>
 PAIN POINTS	<ul style="list-style-type: none"> <li>• Insufficient Knowledge</li> <li>• Lack of Understanding</li> <li>• Sudden drop in Self Esteem</li> </ul>	<ul style="list-style-type: none"> <li>• Distrust in treatment</li> <li>• Slow results</li> <li>• Lack of motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Extra efforts</li> <li>• Lack of time</li> </ul>	<ul style="list-style-type: none"> <li>• Negligible Result</li> <li>• No Direct Results</li> <li>• Fear of Relapse</li> <li>• Lack of Assurance</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive Tests</li> <li>• Managing Doc &amp; Test Appointments</li> <li>• No Regular Track</li> </ul>
 EMOTION					
 INTERVENTION OPPORTUNITIES	<ul style="list-style-type: none"> <li>• School Level Education</li> <li>• Reliable Knowledge Portal</li> <li>• Immediate Support System</li> </ul>	<ul style="list-style-type: none"> <li>• Regular Result Updates</li> <li>• Motivational System</li> <li>• Instant Gratification</li> <li>• Treatment effectiveness measure</li> </ul>	<ul style="list-style-type: none"> <li>• Mental health management</li> <li>• Ready to adopt solution</li> </ul>	<ul style="list-style-type: none"> <li>• Support Community</li> <li>• Quick Easy Treatment</li> <li>• On-The-Go solution</li> <li>• Constant Interest Generation</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Tracking</li> <li>• Self Care Time Management</li> <li>• Assisstive Support</li> <li>• Self Tracking</li> </ul>

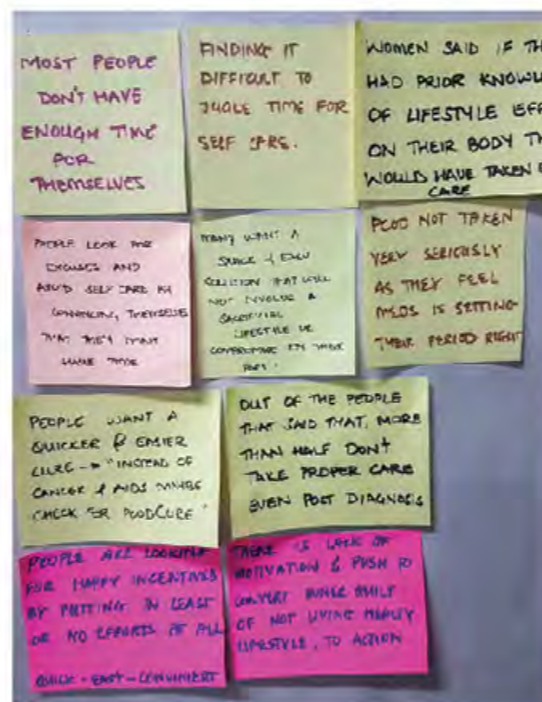
## FINAL HYPOTHESIS

WOMEN WITH PCOD/PCOS QUICKLY LOSE SELF MOTIVATION AS THE RESULTS COME SLOWLY AND THUS THE EFFECTIVENESS OF CURE MEASURES TAKEN BECOME QUESTIONABLE TO THEM

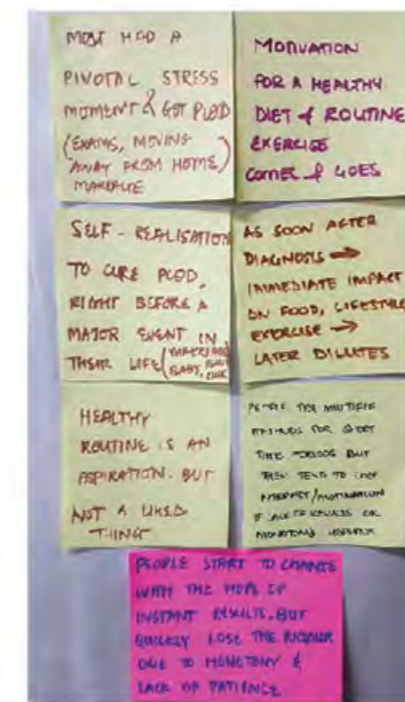
Physical Appearance is of utmost importance and often the driving factor towards self care because of societal pressure



She looks for happy incentives by putting in least or no efforts at all. (Quick, Easy, Convenient)



She starts to change her lifestyle with the hope of instant results, but quickly loses the rigour due to monotony and lack of patience.



## APP DESIGN :

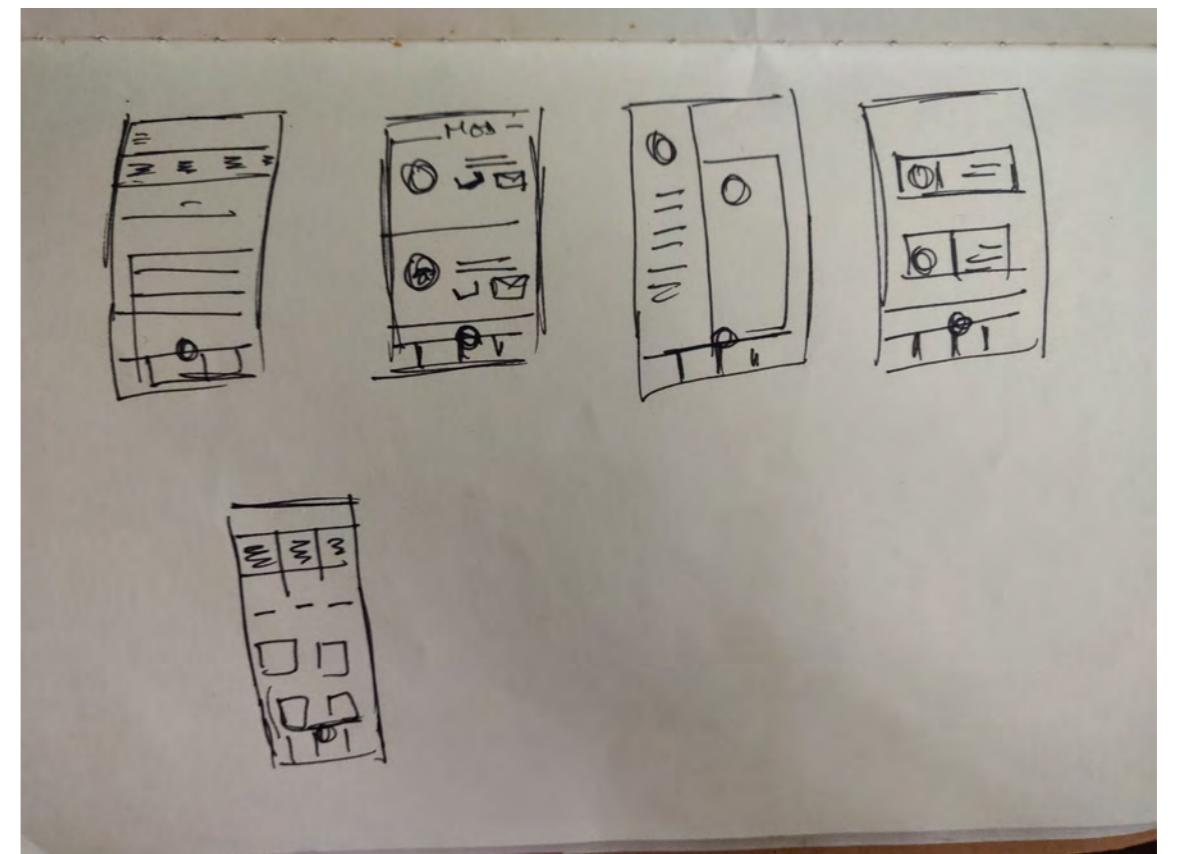
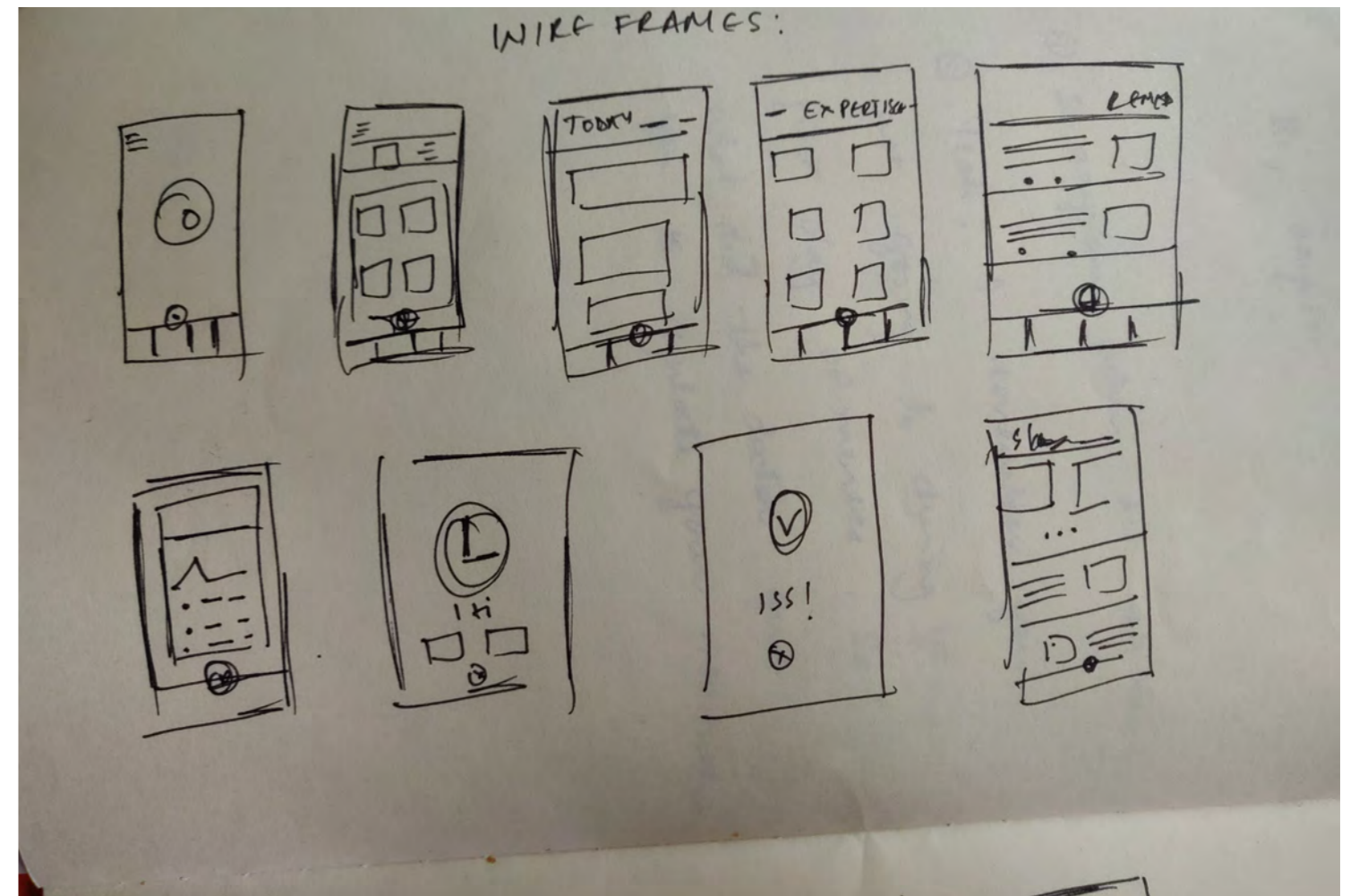
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## Primary Typeface

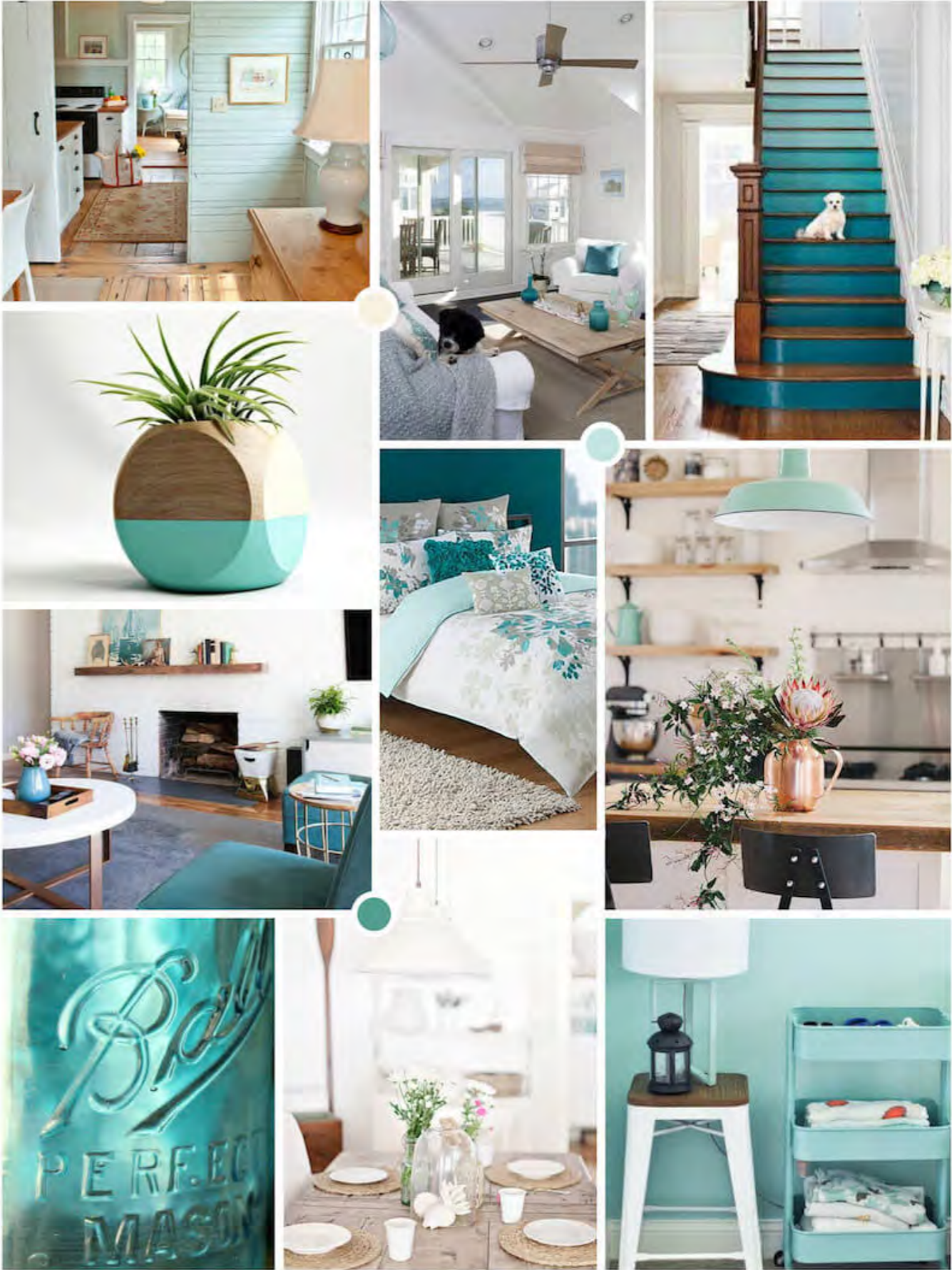
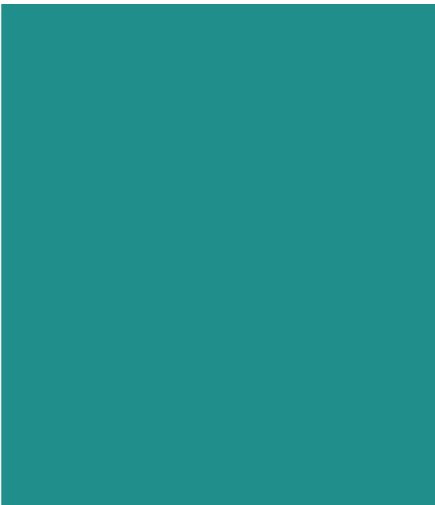
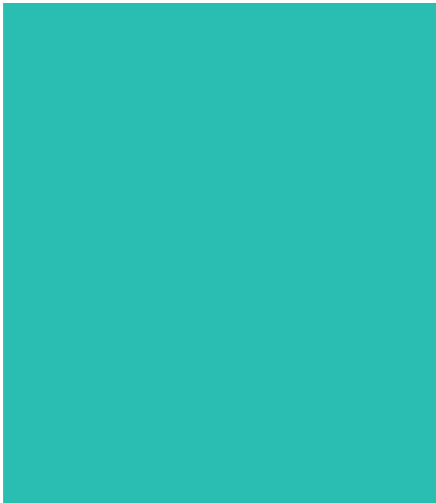
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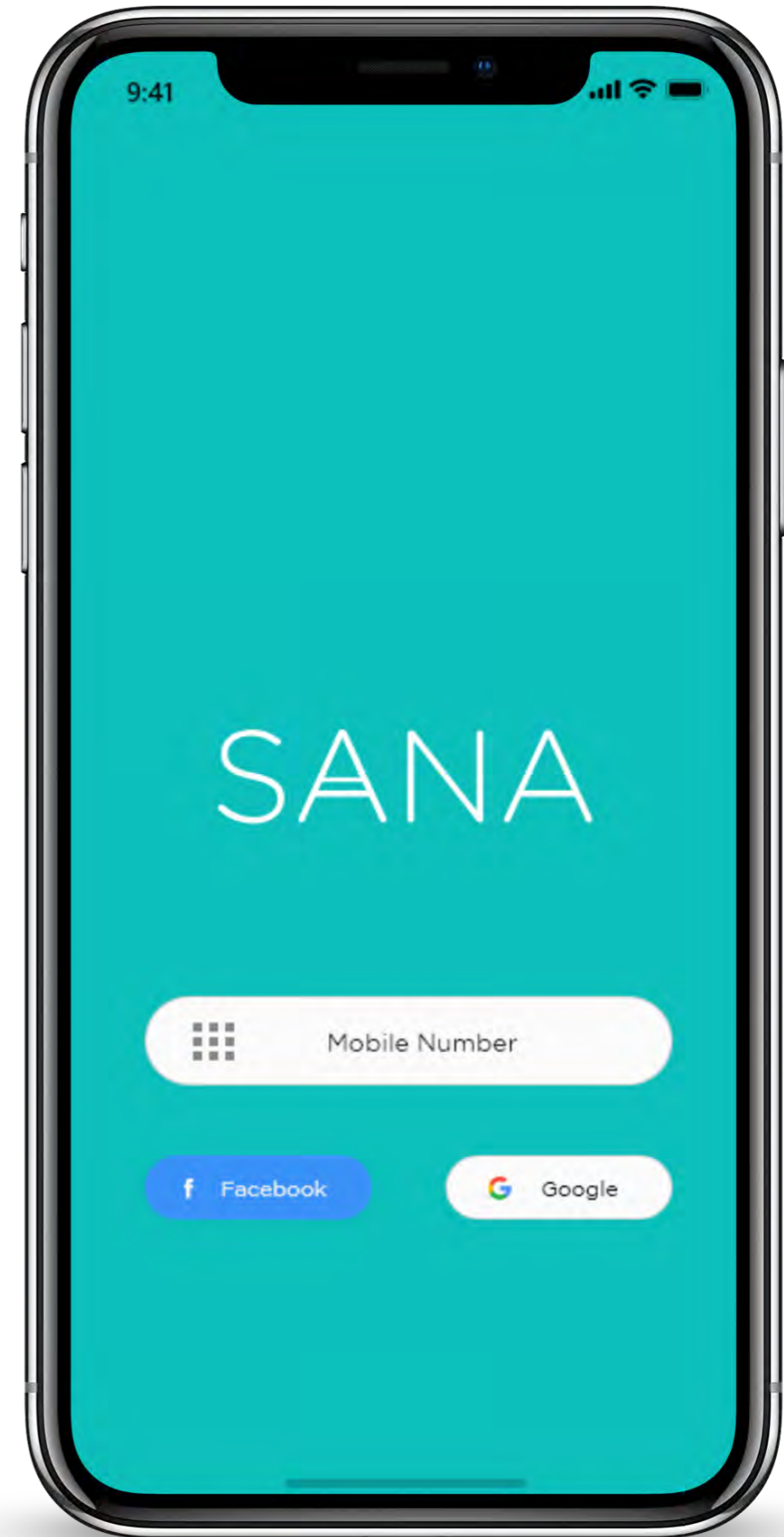
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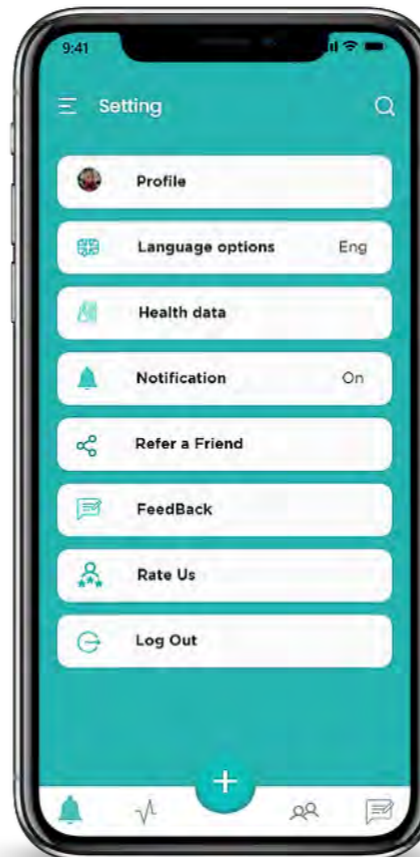
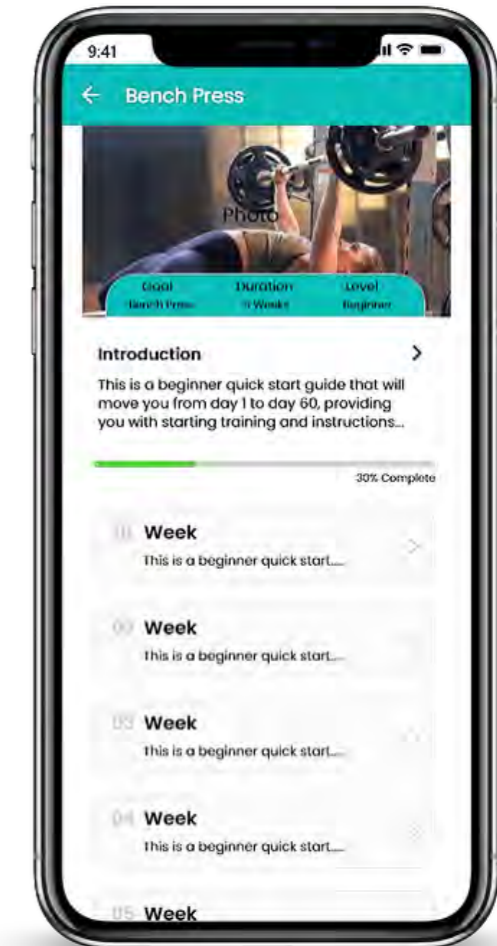
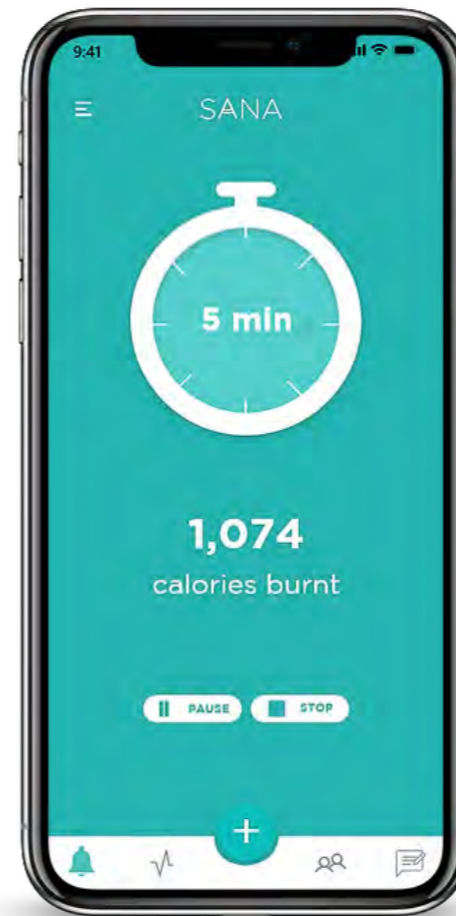
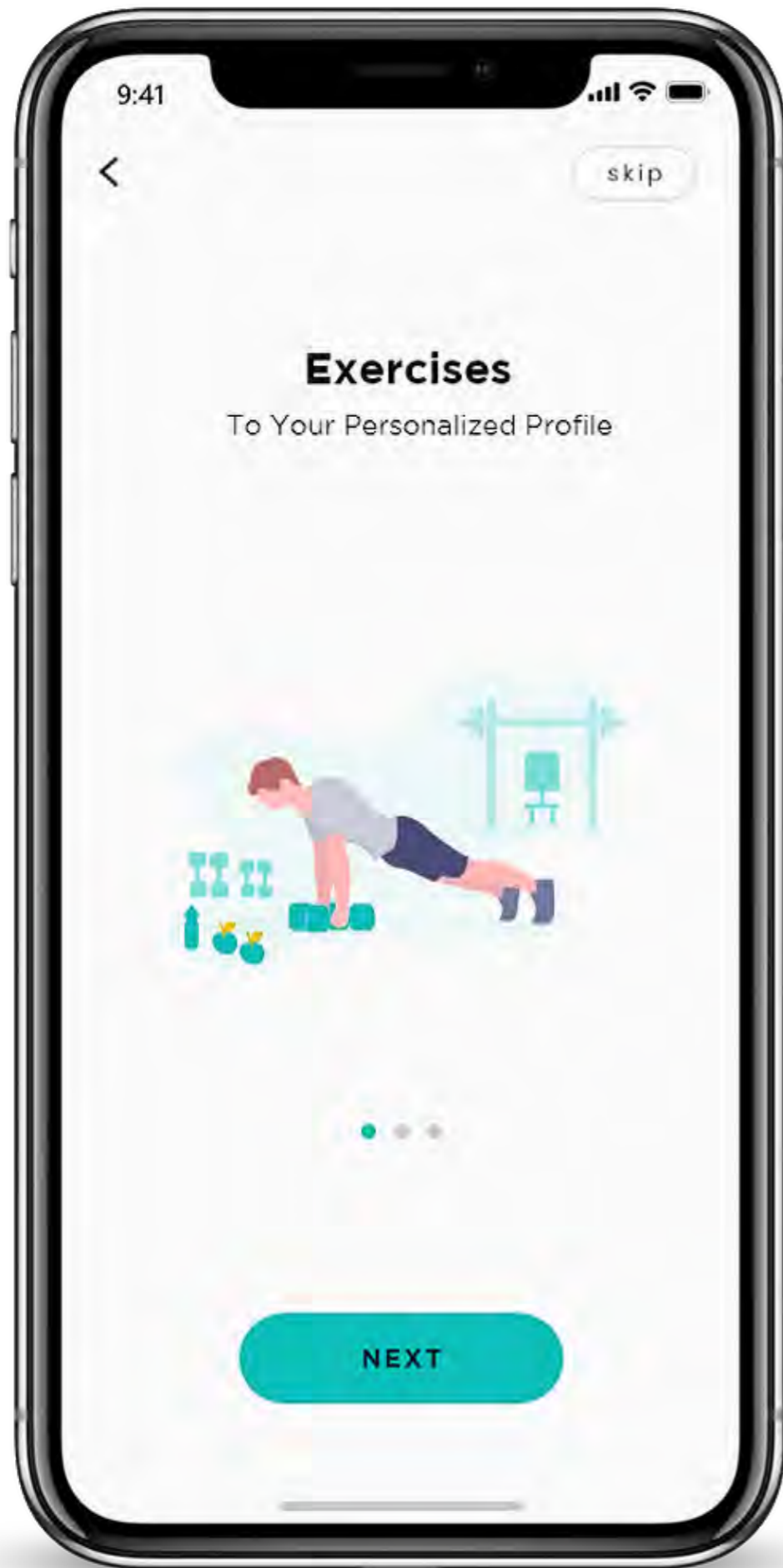
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# COLOR SCHEME & MOOD BOARD







A type-based poster design that invites viewers to 'Natyarasa' - a bharatnatyam dance program that breaks the barriers between traditional and modern.

# 4. NATYARASA







// The red and the blue combine to remind the viewer of a dance powerful and passionate, leading to something that will leave them wanting more.

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