

# India Design eBook 2020

## The Case-Study Template

The Content for the eBook to be submitted as per the below mentioned heads in the word document along with link(s) to download images and videos

- 1. The Title (10 words)**
- 2. The Challenge (50 words)**  
A brief description of the problem. How did this problem impress you as a challenge? Why was this problem worth solving? Did the problem solving also result in good business opportunities?
- 3. The Brief (50 words)**  
It is important to lay out your (and your clients) assumptions.
- 4. The Plan (100 words)**  
The Plan is where you describe how do you end up with solution. The plan should be well researched and backed with adequate knowledge.
- 5. The Discovery (100 words)**  
Discovering is based on knowledge assimilated for primary and secondary research, the expertise and experience of the designer. Some methodologies or knowledge sources may be described to arrive at the likely solutions.
- 6. The Solution (120 words)**  
It's the "Aha!" "Eureka!" moment! The section deals with identifying the unique design solution out of a bouquet of likely solutions – the most befitting solution may be dealt with a little detail.
- 7. 6- Designing (100 words)**  
Designing is a process and logical method of arriving at the most likely solution.
- 8. Delivery (80 words)**  
Please highlight the aspects of productivity, manufacturability, cost and likely impact on the environment.
- 9. Looking Back (50 words)**  
All creative work demands a growth mindset. You should conclude a case study with what you learned, what the outcomes were (e.g. where the client stands today). Also, could you improvise the solution, could you bring in some mid-life changes in the product to reposition the same in the market.
- 10. Client Speak (30 words)**  
A testimonial from the CEO/Founder/Senior official.
- 11. Contact Info**  
Company Name Company Address  
Name of Contact Person Contact Number  
Email Address  
Website Url
- 12. Company Logo**  
Please share your company's logo with dimension 1.5 inches x 0.7 inches.
- 13. Pictures**  
Please share **three** pictures of the product, the images are required to be high resolution open files to enable the designer to modify the size of the image for placing them in the book.



#### **14. Video**

Video format: mp4

Video playtime: maximum 60 seconds

#### **Kindly note:**

- You may consider merging the content for assumptions and the plan section on need basis
- You can mention how many videos needed