

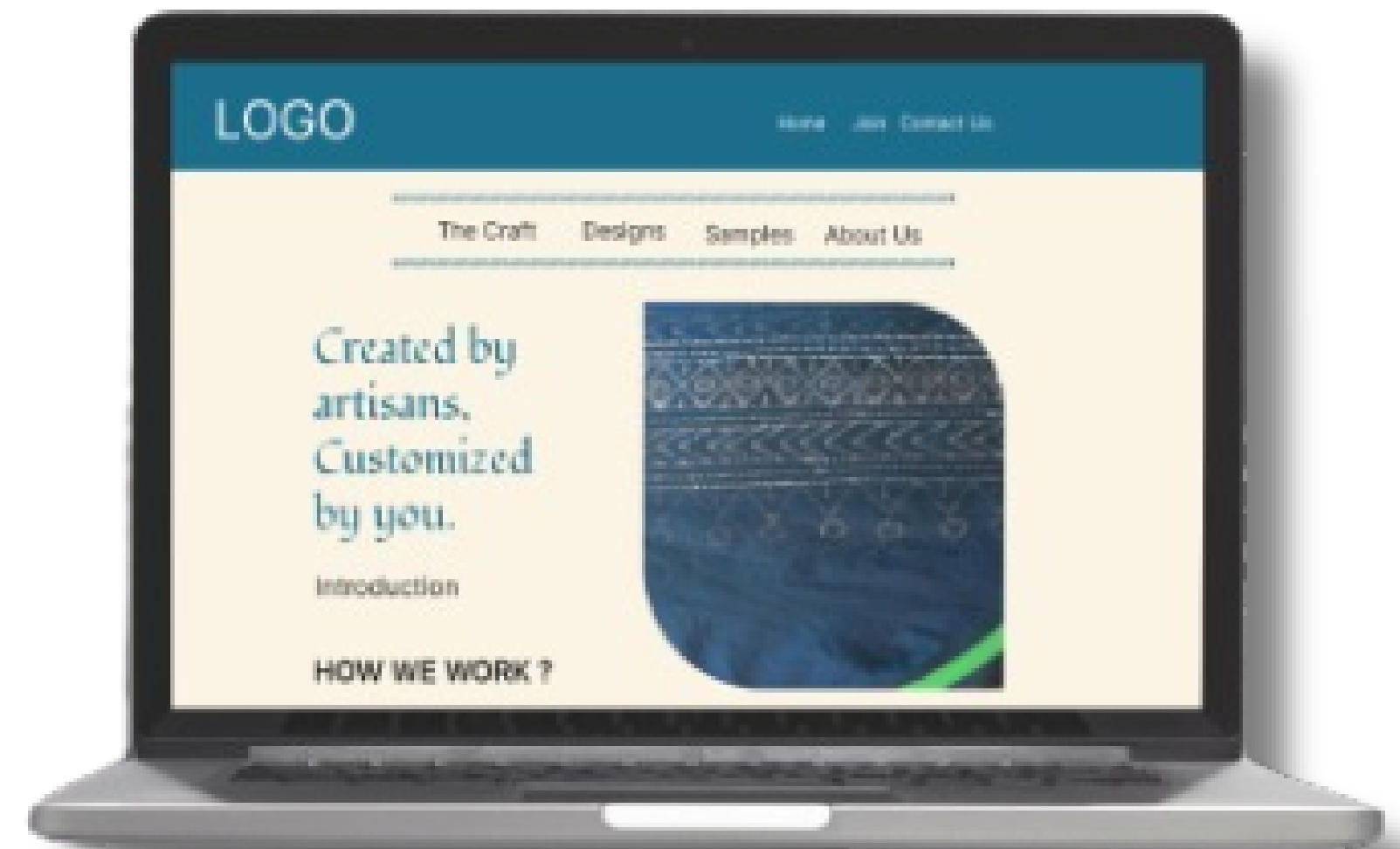
PARIVARATAN

Parivartan is a project aimed at developing an user experience through product diversification in the field of authenticate Bengali craft called Kantha craft.

Softwares Used

- Dreamweaver
- Figma

BY SHRESTHA SAHA



INTRODUCTION

This project has been done for the improvement of the Kantha craft products in terms of product diversification through a thorough market research and experience study and analysis. The aim is to develop an user interface that helps the market.

User Research has been conducted through various interviews with the artisans of the craft themselves in the craft cluster of Nanoor and Mehidipur and in discussion with the client.



STEPS



01

Market
Research



02

Paint
Points



03

Solution
&
Ideation



04

Sitemap



05

Branding



06

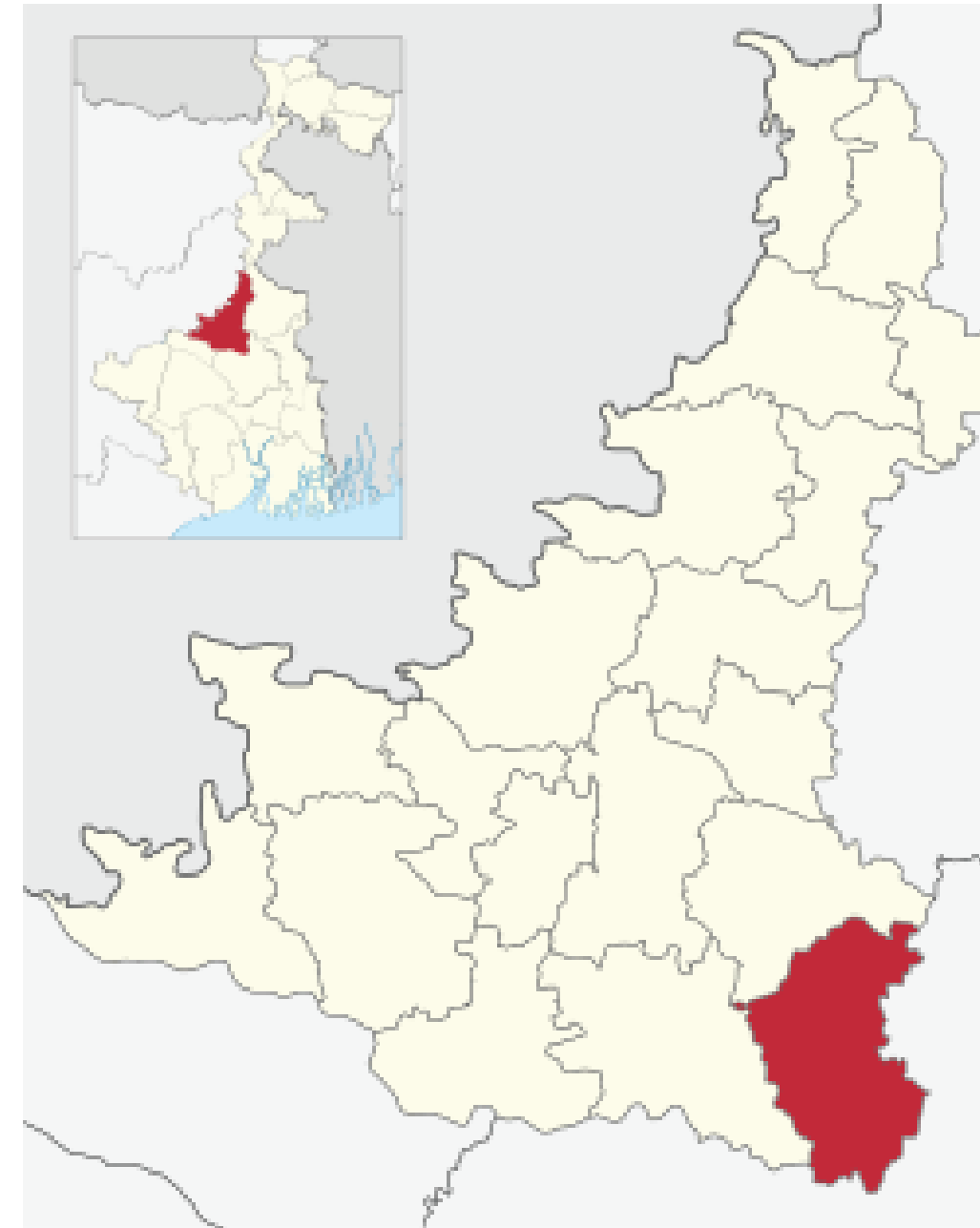
Wireframes
& Screens

BACKGROUND OF THE CRAFT

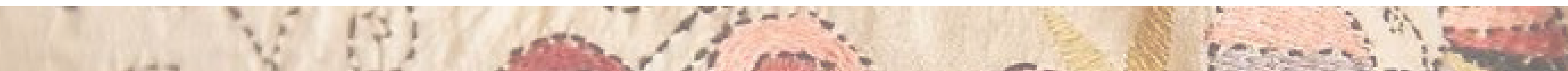
Kantha started as a craft that was passed down from mothers to daughters. Hence, it has a personal connection to it. In today's market it lacks a personal touch.

ABOUT THE MARKET

The craft that has been chosen to be worked on is called Kantha. The sites of Nanor and Mahidapur clusters in West Bengal have been observed and studied for development.



MAP OF WEST BENGAL



INTERVIEWS

Interviews conducted at the craft cluster of kantha with the artisans to understand :

- the process of making of the Kanthaa products
- the distribution channel of the products
- the trends in the market
- the demands of the user



*Pictures of myself and the artisans from the market research and interviews.

PAIN POINTS

REPEATITIVE DESIGNS

The designs are missing out on the contemporary ideas and motifs preferred. The motifs are repetitive and the colours are monotonous.

LIMITED OPTIONS

There are limited options in terms of product types from the consumer's point of view. There are mostly ethnic costumes and very few lifestyle product varieties.

Gap Areas

The market study on Kanthaa helped me learn about the craft and its products at a deeper level. Through this learning , I noticed that the design ideation and product concept is mainly generated by the master artisan. The master artisan passes it on multiple artisans under them. The opinions of these artisans are not usually considered.

As a result of which , there were only few original ideas being circulated. There were similar and repetitive colour combinations.

SOLUTIONS

- Focus on upcycling clothes through kantha to restore its heritage purpose.

IDEATIONS

- As a craft that started from being made out of worn out sarees, a cycle of using existing products to incorporate Kanthaa can be initiated.
- Customisation - Customisation of products and motifs that can bring back the personal touch and also include contemporary designs.
- Consumer preference being prioritised while designing and manufacturing the final product.



STRATEGY

- The Strategy is to use the existing garment or any feasible product from the consumer's end and stitch a suitable Kantha embroidery on them.

TASK FLOW

- Users can send their existing clothes/products to the website/brand and request different designs (with reference to existing designs on website) and have it returned to them via delivery.
- The clothes will be picked by the people of the website- OTPs will be assigned for verification while picking up and delivering.
- There will be terms and conditions in terms of the clothes or products accepted. The client will be required to agree to it.





BRANDING

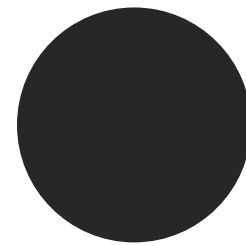
BRAND VISION

The vision of the brand which focus on changing the existing products of the customer into a more beautiful one through Kantha .

BRAND MISSION

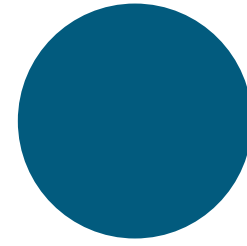
The mission of the brand is to promote the craft of Kantha through the practice of customization and story-telling. It aims to make the customers feel truly connected to the craft with their design narrative.

COLOUR STORY



PRIMARY COLOR N.1

#272727



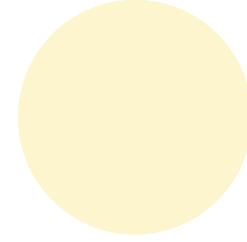
ACCENT COLOR N.1

#025B7E



PRIMARY COLOR N.2

#F2F1EB



ACCENT COLOR N.2

#FDF5CE



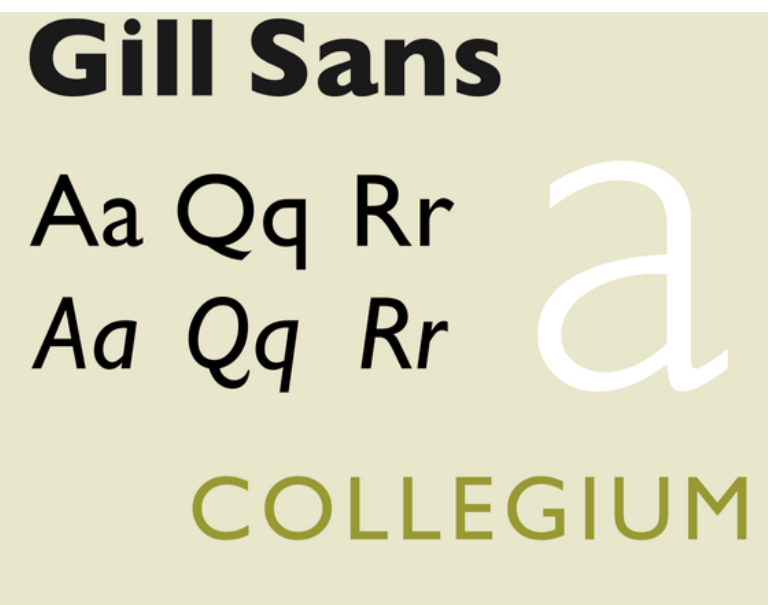
The colour inspiration has been drawn from one of the photographs clicked during the market research. This particular photograph reflects the intricacy and cultural composure of the craft.

Our brand colors are elegant & modern. The primary colors are black and white. We also use shades of faded pastel blue and light beige.

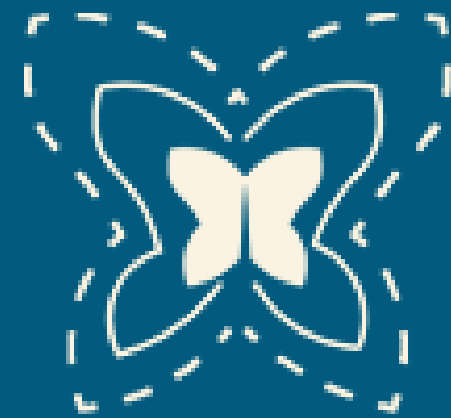
TYPOGRAPHY



Brand Name/Headers:
Shalona



Body:
'Gill Sans', 'Gill Sans MT'

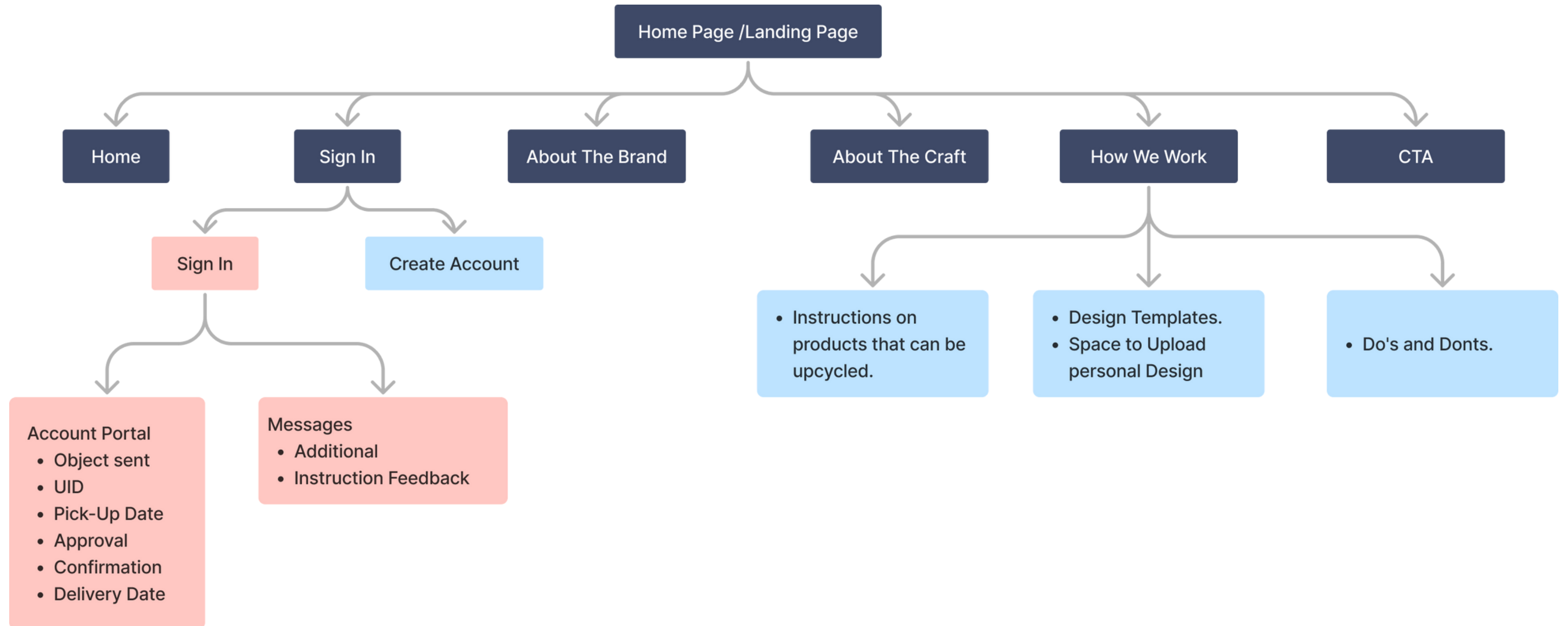


PARIVARATAN

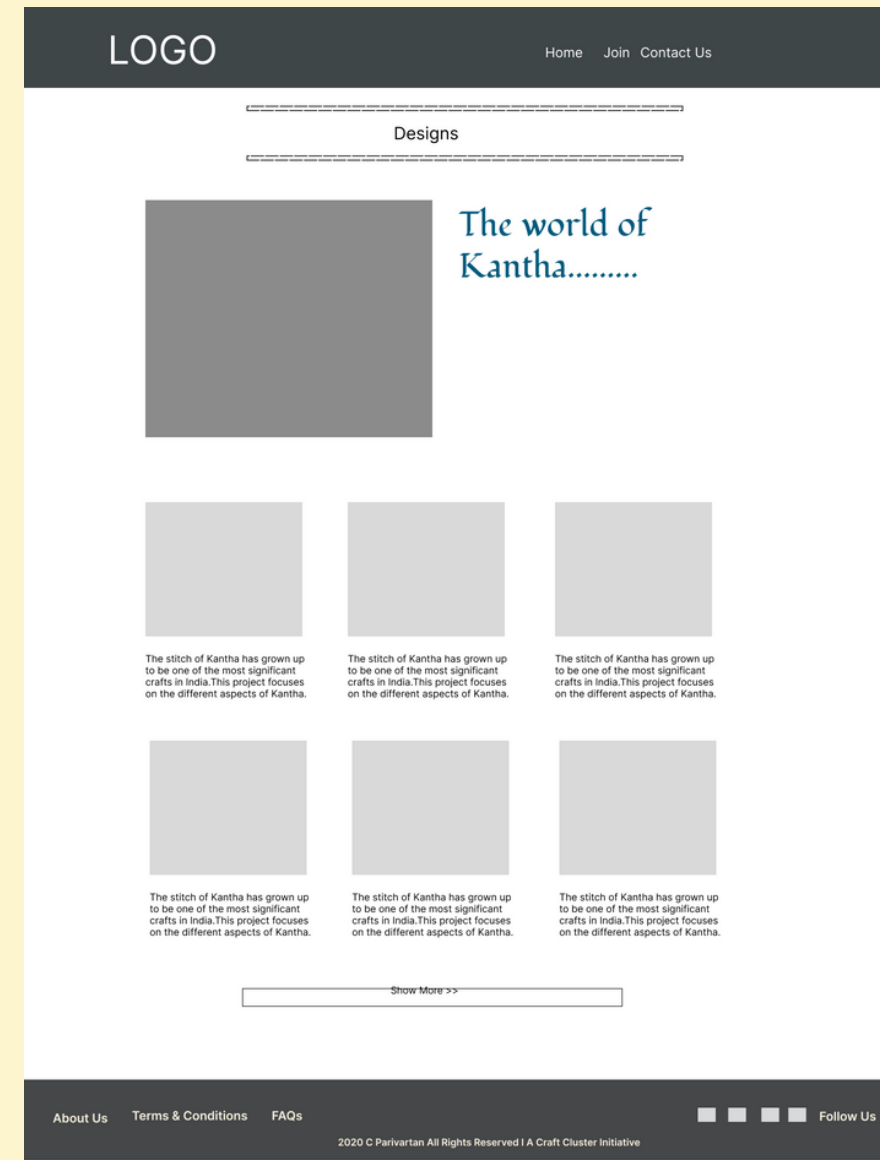
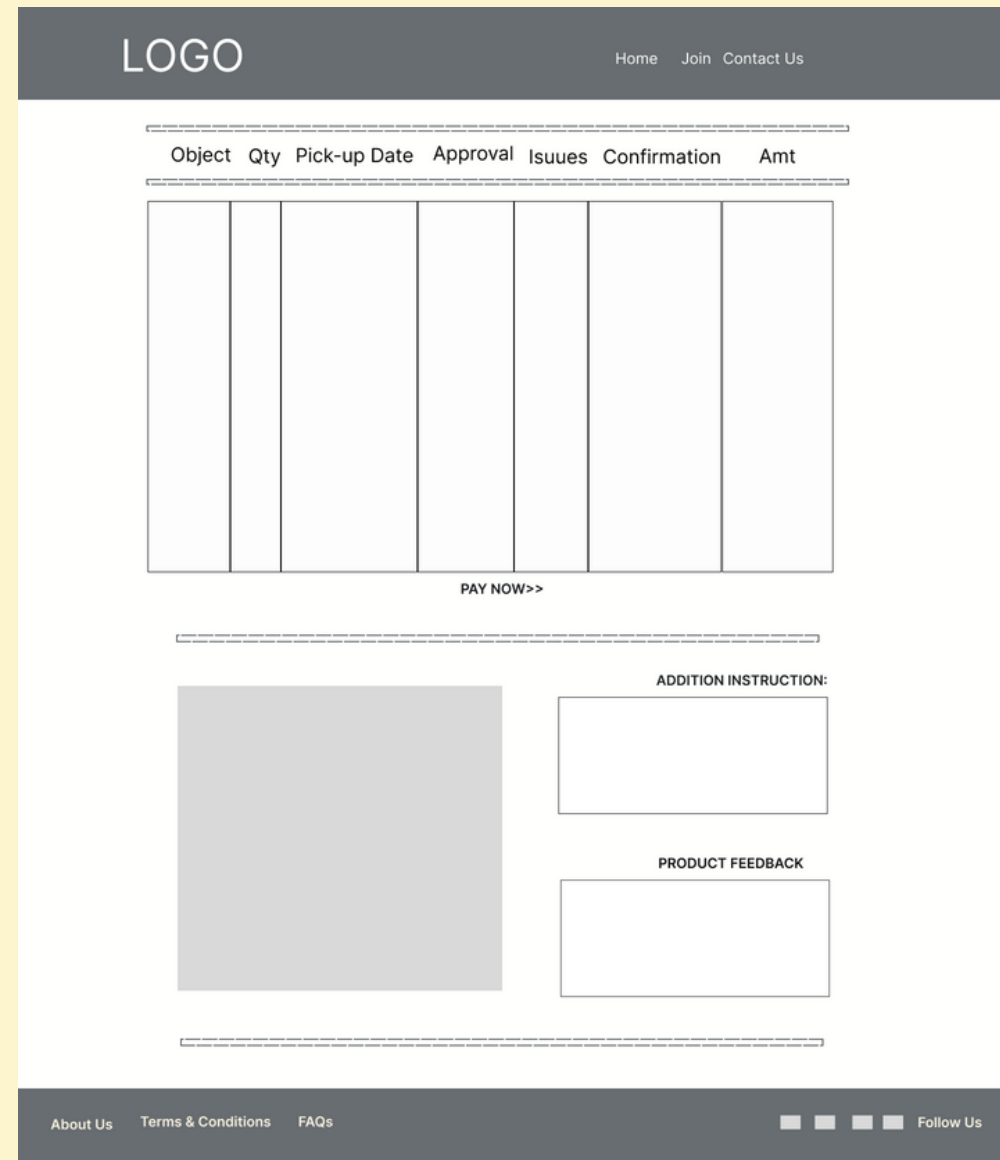
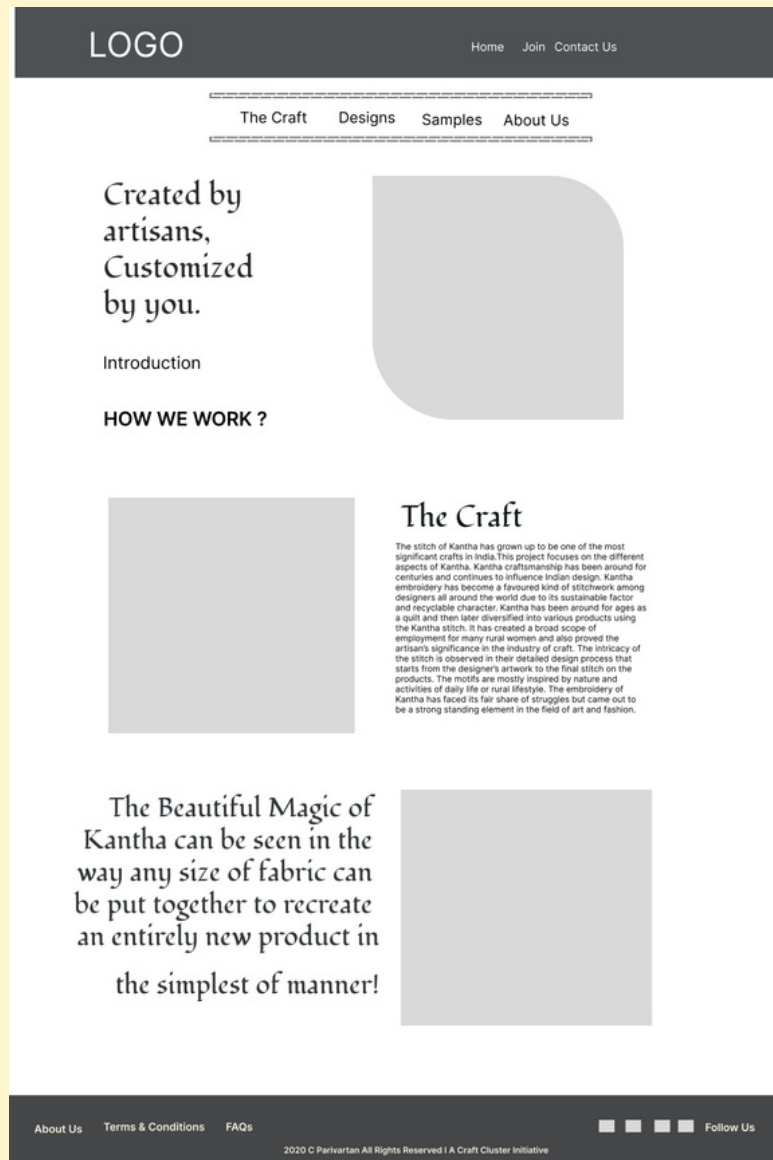
LOGO IDEATION

The icon of butterfly has been chosen to be designed and modified for the brand of 'Parivartan' since butterfly goes through change from a caterpillar to butterfly. Hence, it reflects on the vision of the brand which focus on changing the existing products of the customer into a more beautiful one through Kantha .

SITEMAP



WIREFRAMES : Low-Fidelity



WIREFRAMES : High-Fidelity


LOGO Home Join Contact Us

The Craft Designs Samples About Us

Created by
artisans,
Customized
by you.


Introduction

HOW WE WORK ?



The Craft

The stitch of Kantha has grown up to be one of the most significant crafts in India. This project focuses on the different aspects of Kantha. Kantha craftsmanship has been around for centuries and continues to influence Indian design. Kantha embroidery has become a favoured kind of stitchwork among designers all around the world due to its sustainable factor and recyclable character. Kantha has been around for ages as a quilt and then later diversified into various products using the Kantha stitch. It has created a broad scope of employment for many rural women and also proved the artisan's significance in the industry of craft. The intricacy of the stitch is observed in their detailed design process that starts from the designer's artwork to the final stitch on the products. The motifs are mostly inspired by nature and activities of daily life or rural lifestyle. The embroidery of Kantha has faced its fair share of struggles but came out to be a strong standing element in the field of art and fashion.




The Beautiful Magic of Kantha can be seen in the way any size of fabric can be put together to recreate an entirely new product in the simplest of manner!

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Designs




The world of Kantha.....




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LOGO

How We Work?

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Step 1:
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Object	Qty	Pick-up Date	Approval	Issues	Confirmation	Amt

PAY NOW >>

ADDITION INSTRUCTION:

PRODUCT FEEDBACK

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Welcome back to Parivartan!

First name:


Email:

Password:

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Animated Details On Screens

Use of Marquee has been implemented to attract attention on sales & promotion.



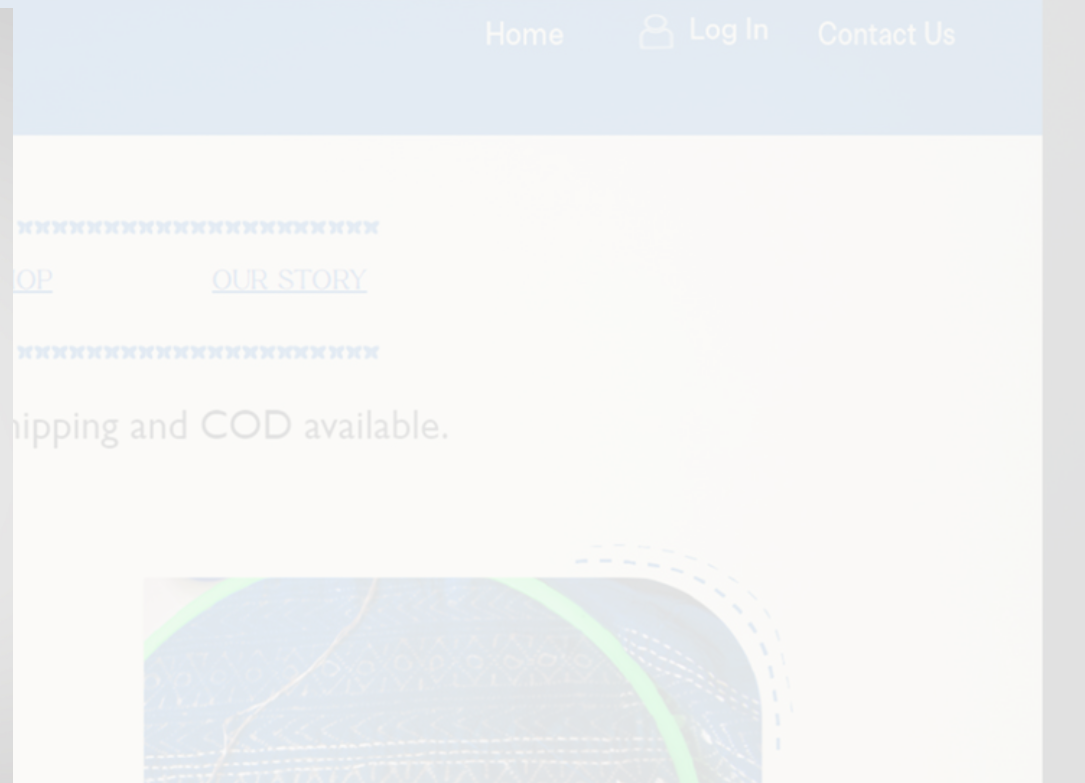
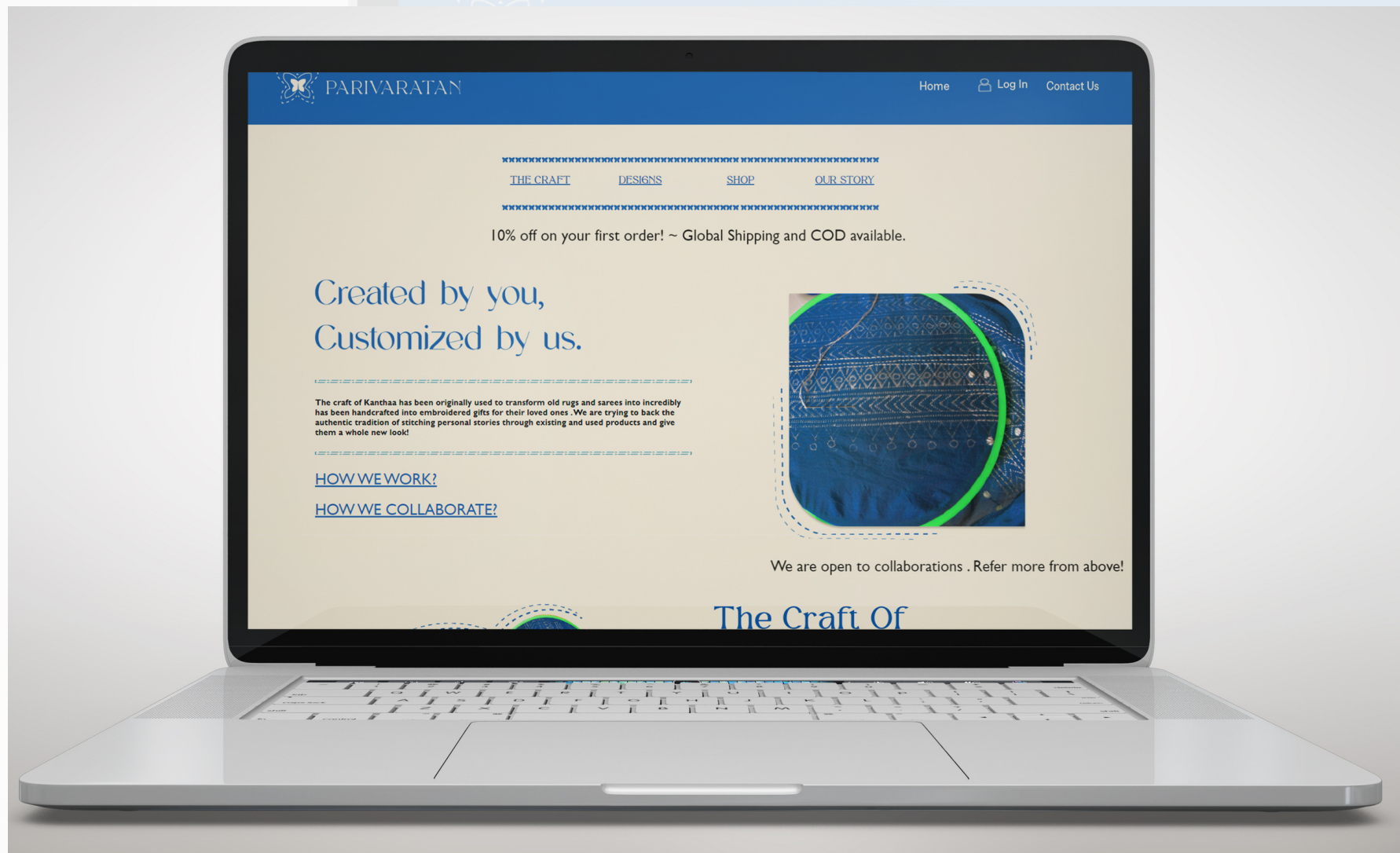
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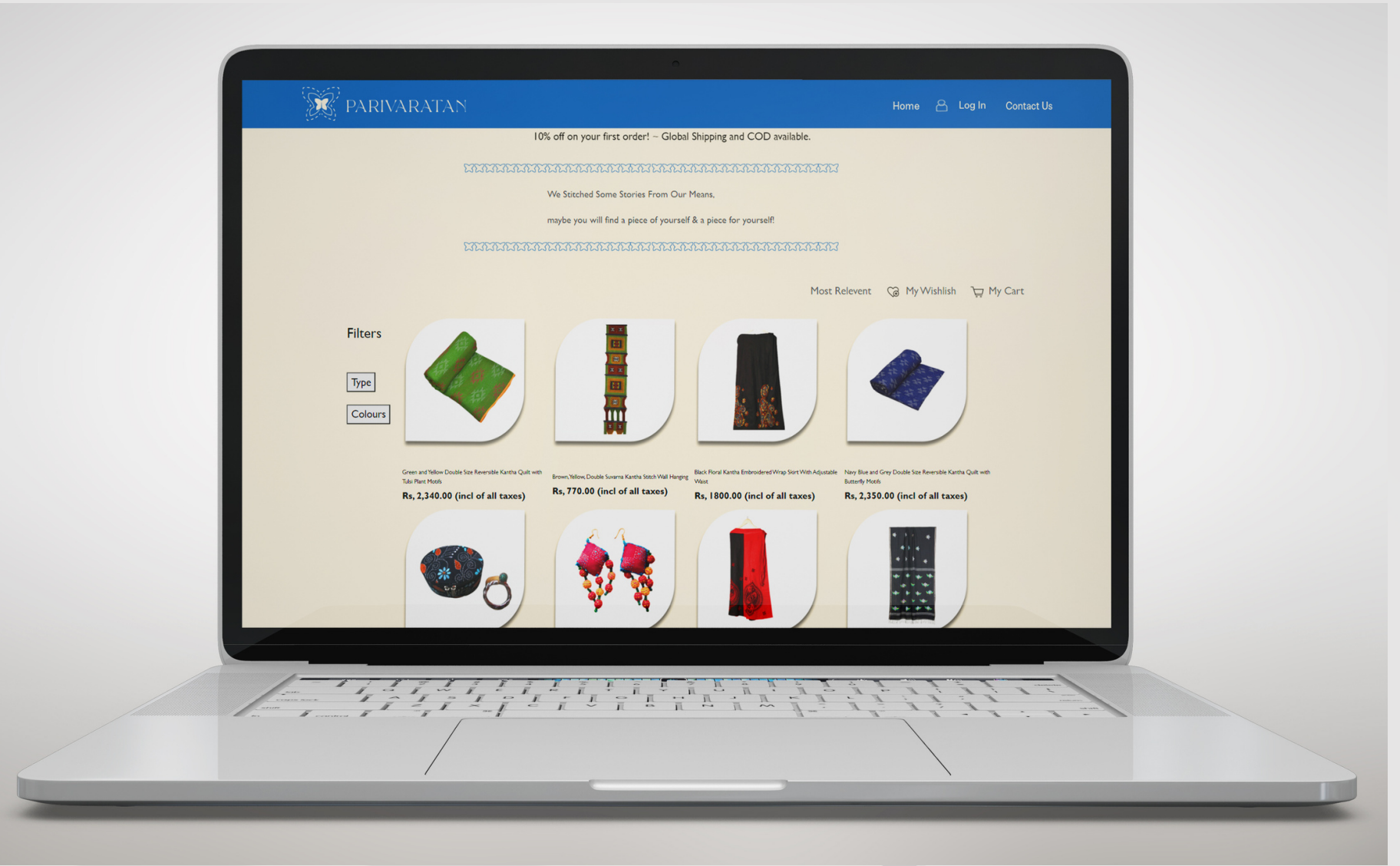
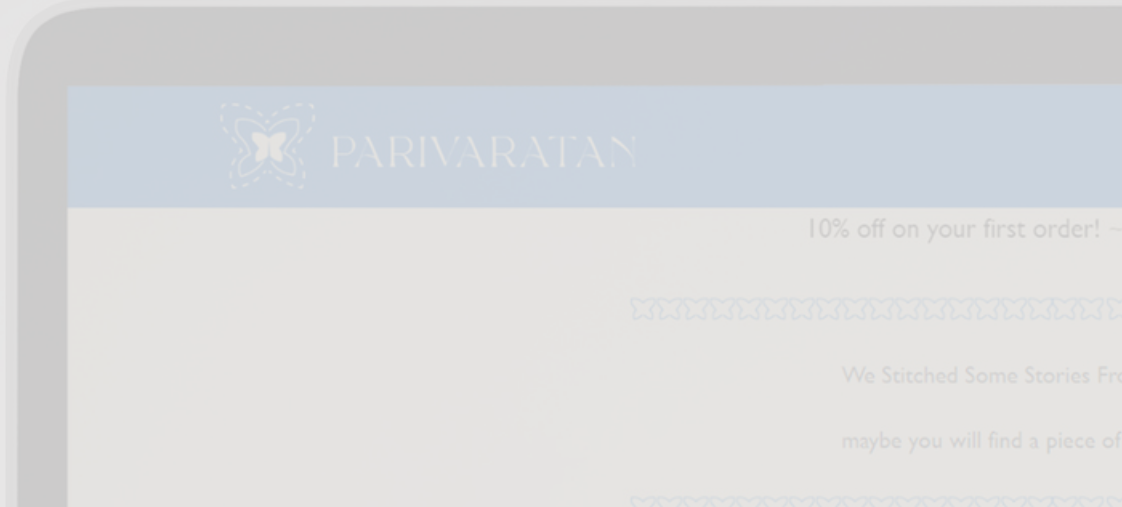


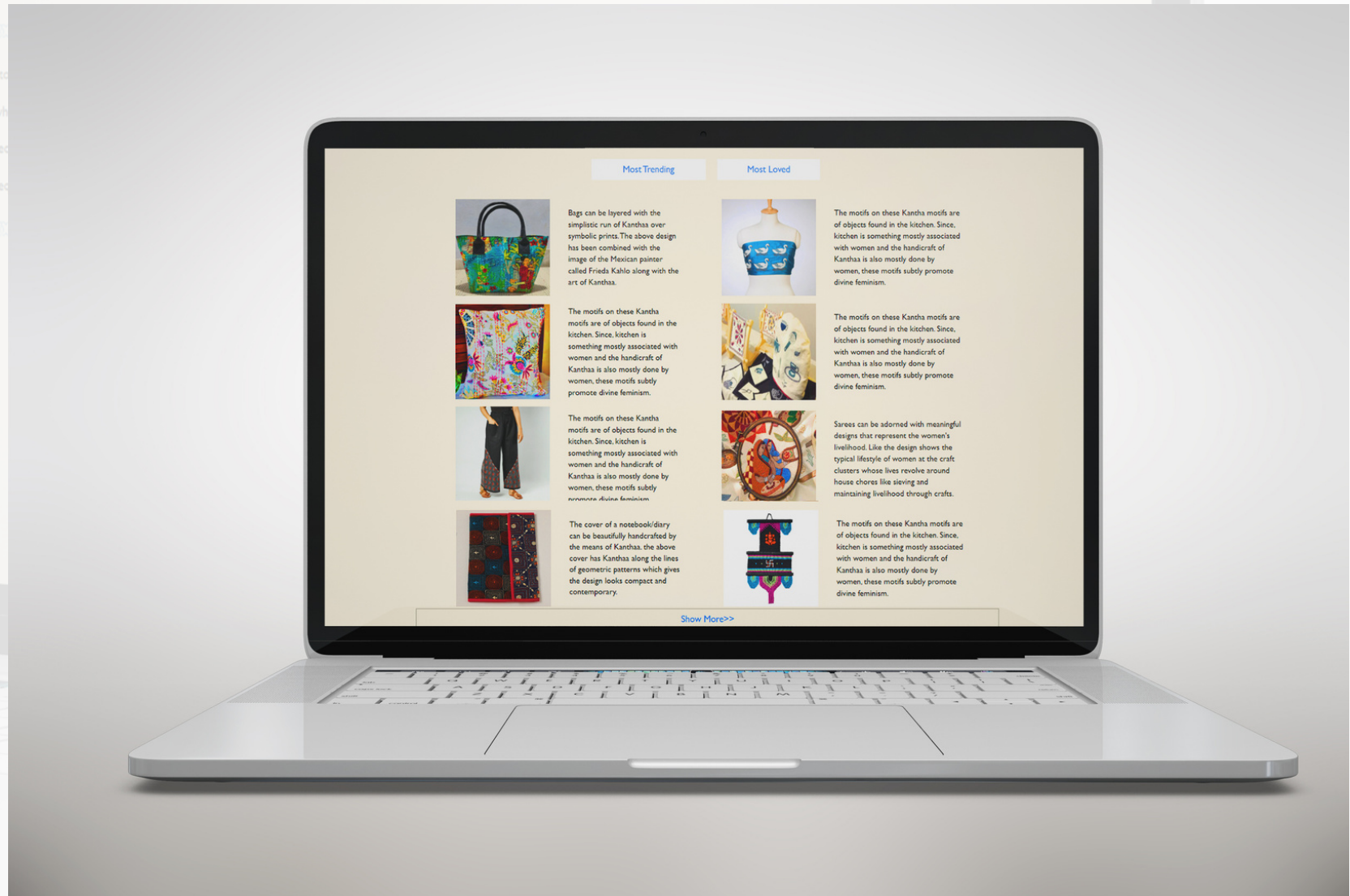
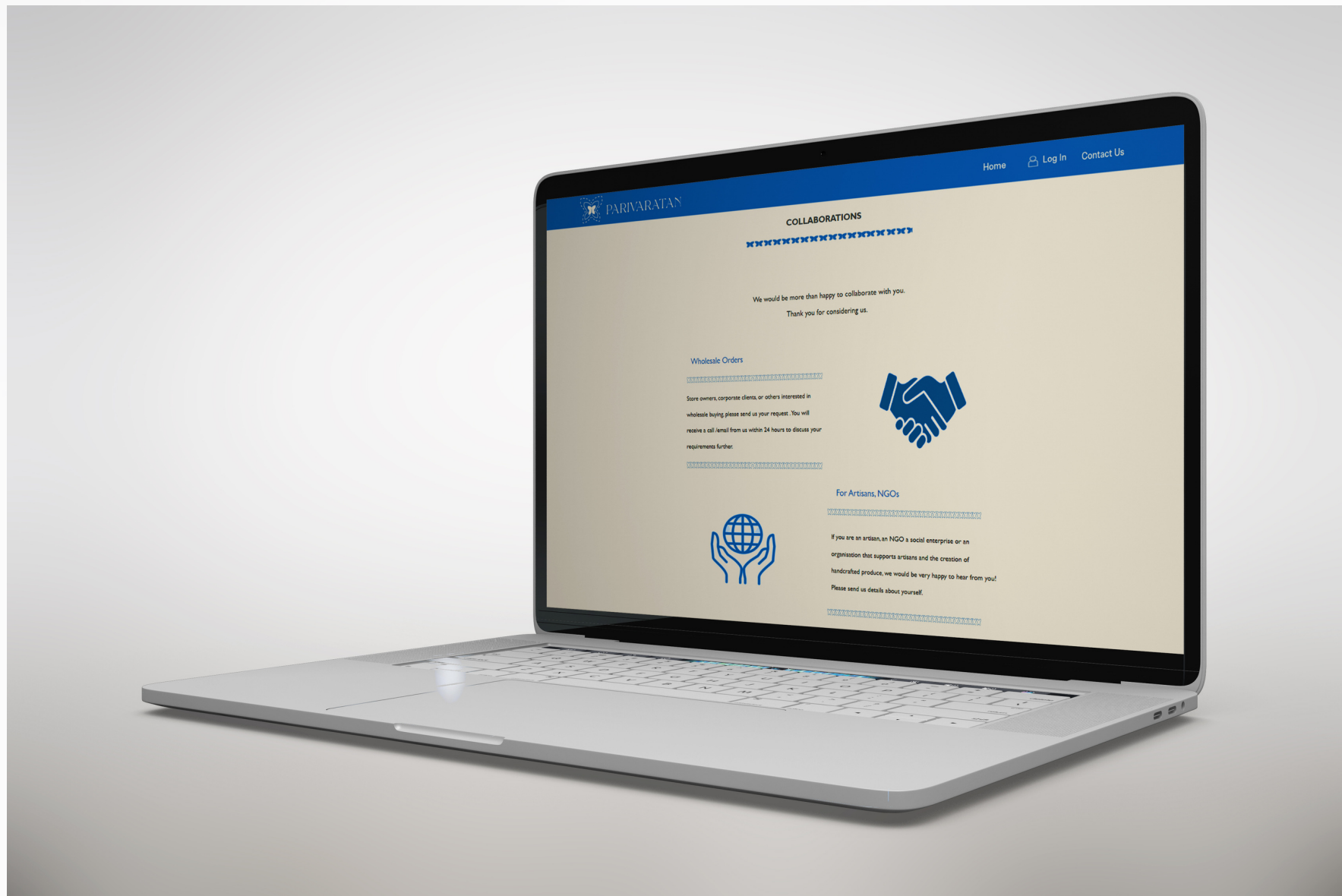
PARIVARATAN

FINAL SCREENS

The screens have been coded
using Adobe Dreamweaver.







THANK YOU.