



# JANPATH

THE JOURNEY ....

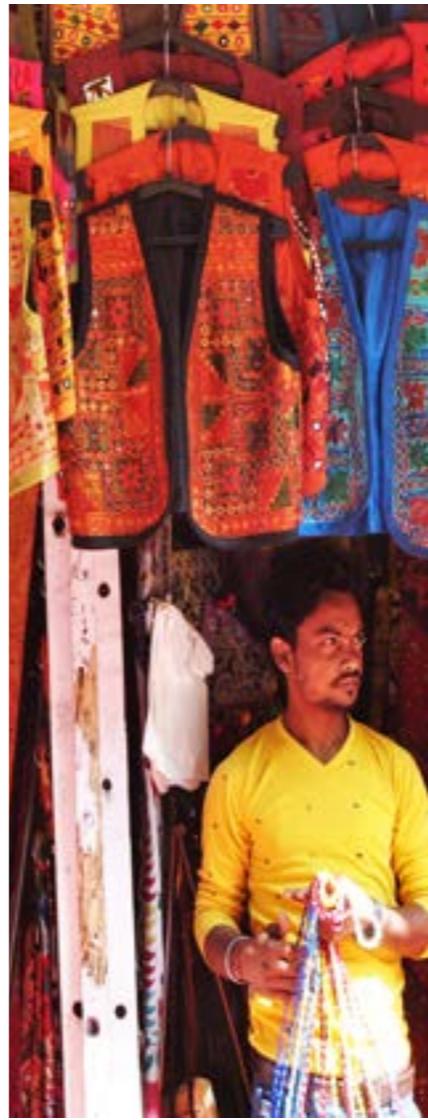
**ABC**  
Company Inc.

## THE MODULE AT A GLANCE..

Our fourth and last module of this year begins. It is called Design Process and it requires us, the students to take a sequential approach to learning and implement it to complete our foundation year. It's a self-driven module in which we are first to research and collect information and then, use DESIGN PROCESS to construct possible design solutions.

Before commencing with the module, a prerequisite was to identify the differences between design, art and craft, and design, decorating and styling.

ART, for us, is simply a manner of human expression. There is art of living, art of swimming, art of anything, really. DESIGN is also an art form, but it is art with a purpose.



It's a layout, which can be defined as the way in which the parts of something are arranged. When one parks his or her car parallel to the sidewalk, it is practical therefore, it is a good design. If she or he parks it halfway across the street that disturbs the traffic, then it is a bad design. CRAFT is creating art or design, with the use of hands which may or may not have cultural significance.

Moving over to difference between design, decorating and styling. Design is, as I explained earlier, a layout whereas styling is designing in a particular manner or form. Lastly, decorating can be described as beautifying something by adding objects or even, pictures.

= Ananya Sarkar



## CONTRIBUTERS



**Ananya Sarkar**

Sunny, goofy and free, I believe in laughing all day, loving without boundaries and taking chances. New experiences excite me, be it people, movies or projects!



**Pooja Sharma**

I love to dress up, put make up on and head out to start the day. My ideal day includes watching movies with friends and gorging on food.



**Akshita Sharma**

I'm the girl who will go out of her way to help someone in need, it could be a puppy or a human..so next time you need help, you know who to come to!



**Kavya Banerjee**

A happy-go-lucky girl who strives to be different from the crowd. I don't believe in partying hard, but instead prefer lots of food and shopping!



**Tripti Rughwani**

For me, dance is life. It makes me feel free and ready to take on the world one step at a time! This journey took more than a few steps, so I hope you enjoy it!

## FIRST LOOK

Janpath, a well-known market located in Central Delhi, near Connaught Place was collectively selected as the area for study. We went to Janpath with an objective of just looking around and observing what the place actually served.

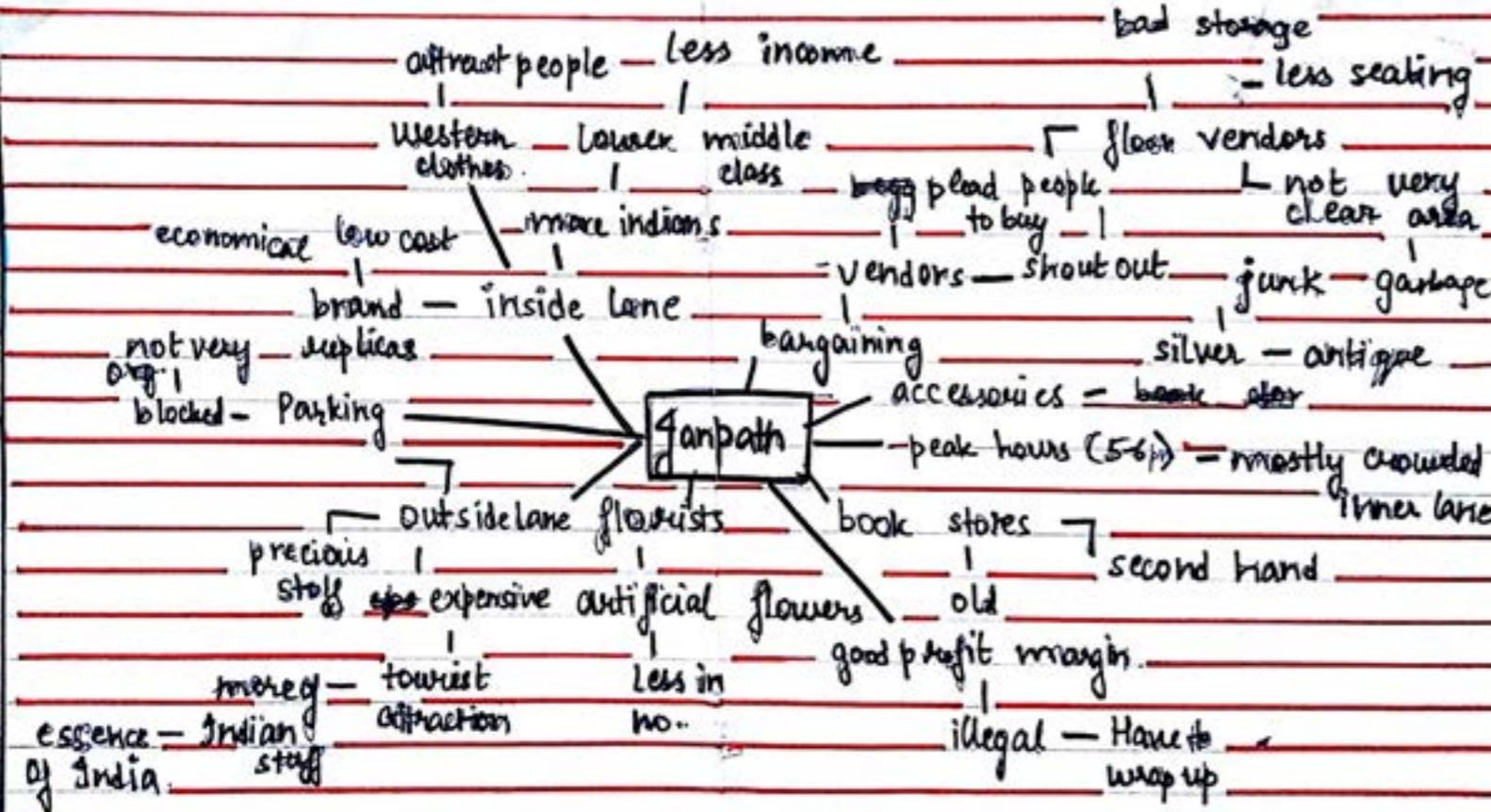
A notable observation was that the place was always in motion and the hustle bustle came complimentary. Food stalls were less in number while clothes were overflowing.

Though our research was basic, we caught the essence of the market and we knew that this information would come handy once we start digging up the details.

- Tripti Rughwani.



# INITIAL MINDMAPPING



# A CLOSER LOOK AT JANPATH

Our next visit to Janpath was accompanied by our visual studies mentor. The task to be covered was observing the market, visually by clicking pictures, making doodles and sketching.

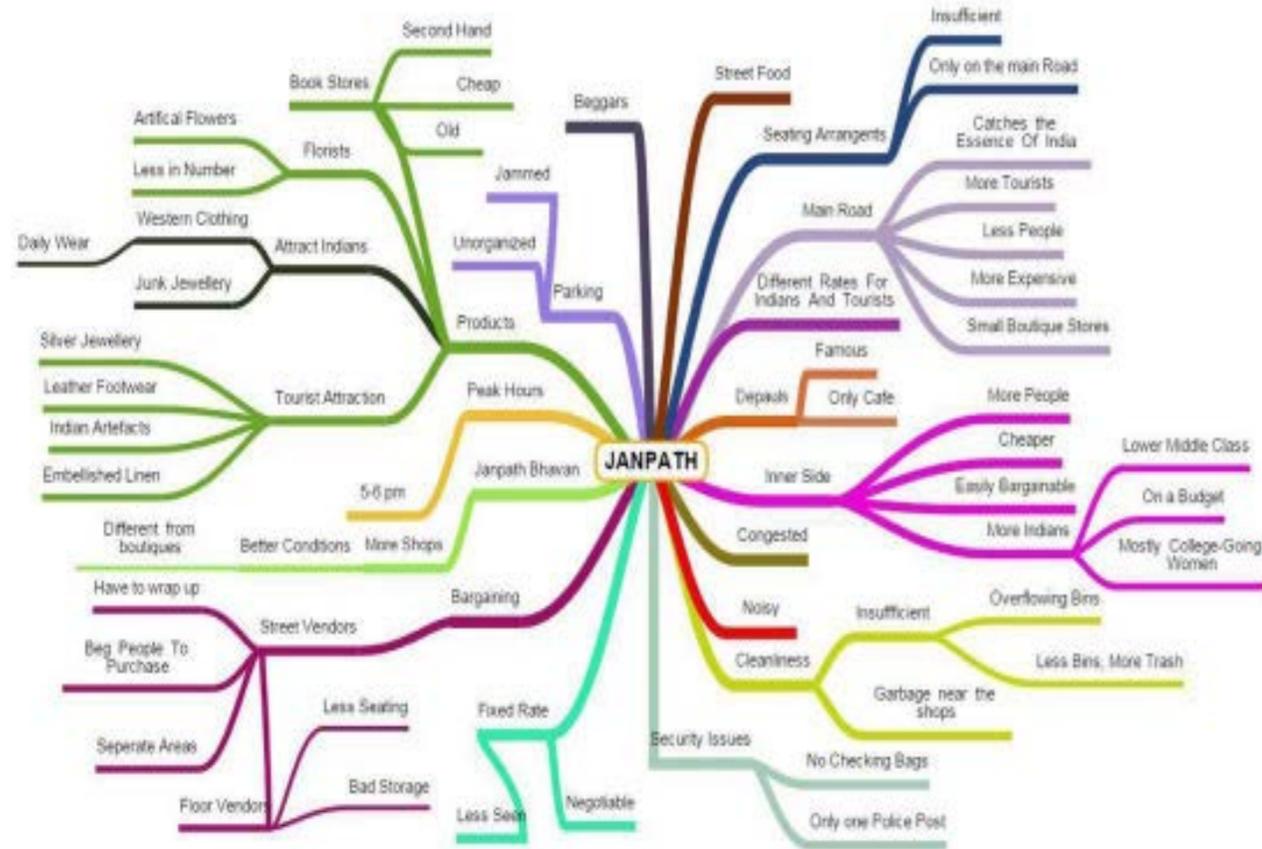
Our mentor first made a rough doodle to show us how to go about it after which we were left to make our own. The point at first was to observe the perspective of a market place and then try to draw it roughly. The next step to this activity was to modify our sketches, by highlighting them by adding some colour or some other type of modification like charcoal, ink, etc.

The photography that was to be done also had some guidelines to it, like perspective; basically just random pictures were not that were needed. Our pictures and doodles all had to be macro in nature.

-Kavya Banerjee



# DIGITAL MANIFESTATION OF OUR MIND MAP



OUTER LANE IS MORE EXPENSICE AND FILLED WITH FOREIGNERS

INNER LANE IS CHEAPER AND MOST SHOPS SELL WESTERN CLOTHES AND JUNK JEWELLERY

THE MARKET IS MOST CROWDED BETWEEN 4 AND 6 PM

HAGGLING CUSTOMERS AND PLEADING VENDORS IS COMMON PRACTICE

THERE ARE PEOPLE SITTING IN THE MIDDLE OF THE MARKET LEISURELY, EVERY SINGLE DAY

MAJORITY OF CUSTOMERS ARE YOUNG, COLLEGE-GOING WOMEN

## SOME INTERESTING OBSERVATIONS



# SKETCHES

Here are some sketches we drew after visiting Janpath. The one on the left on this side of the magazine shows the scene right outside Janpath. Always hustling- bustling with traffic and energy.

Moving on to the right side, the sketch on the upper left shows a vendor from a little distance while absorbing the whole environment. The sketch next to it, shows the famous New Book Store. Its famous for its structure and tiny circumference, also because ironically it mostly possesses old worn out books that can be bought at cheaper prices.

The sketch on the lower right shows a woman cleaning her shop area early in the morning before customers arrived.

Lastly, the sketch on the lower right side shows the outer lane of Janpath. It can be noticed that the area is relativey quieter and more scenic.



## AS LUCK WOULD HAVE HAD IT

It was time to decide on the micro area. After scrutinizing the Macro environment for almost two weeks, we stumbled upon a space that seemingly needed a lot of improvement. It was a small potted area, apparently placed there to beautify the market, tied down by chains on both sides, it still didn't manage to look secured. My group thought the area had more to do with occupying the space than beautifying it. It was an interesting space but there are 5 people in our group and it was too small for all to work. Therefore, it was decided that we move on to a different area.

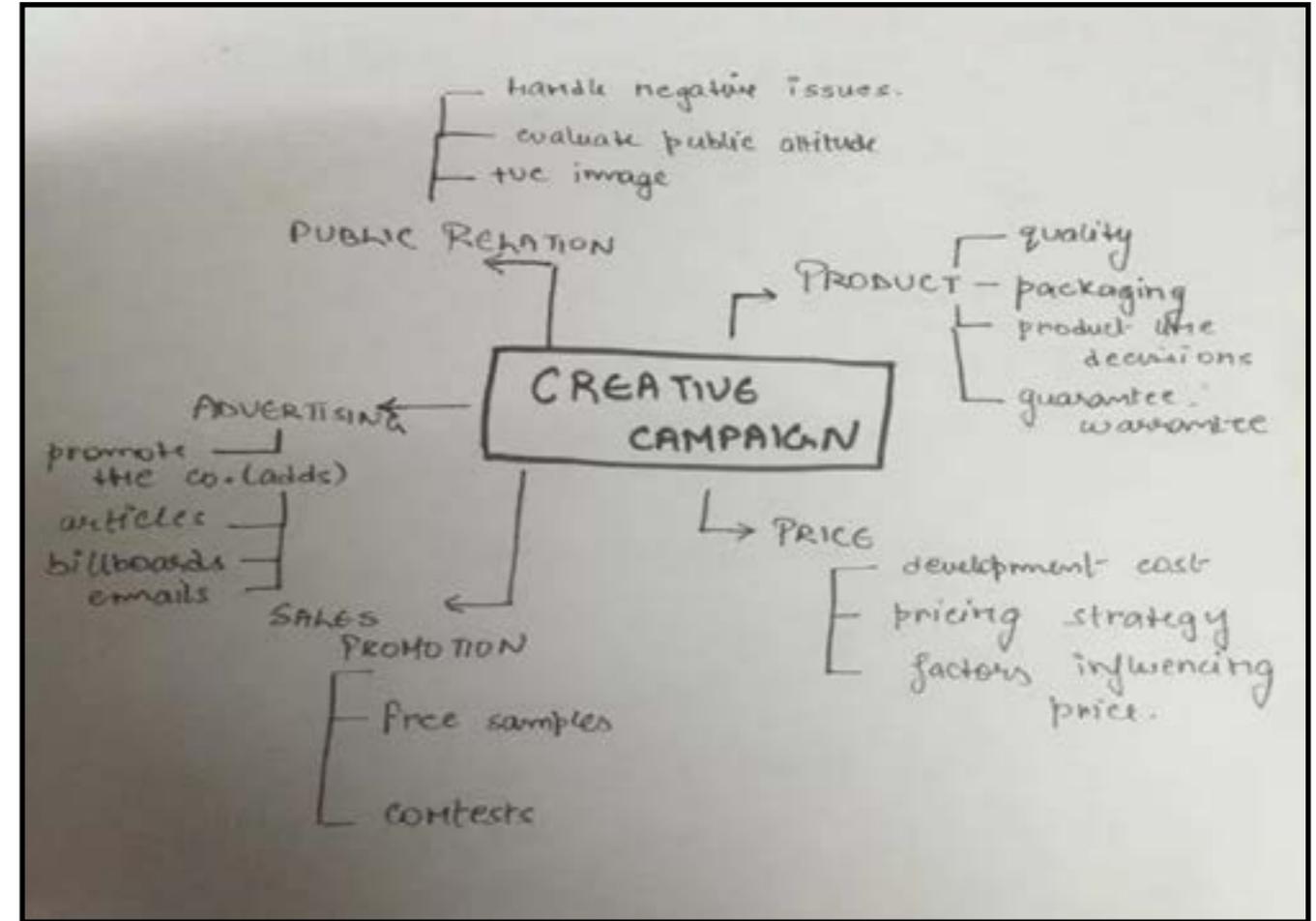
- Akshita Sharma

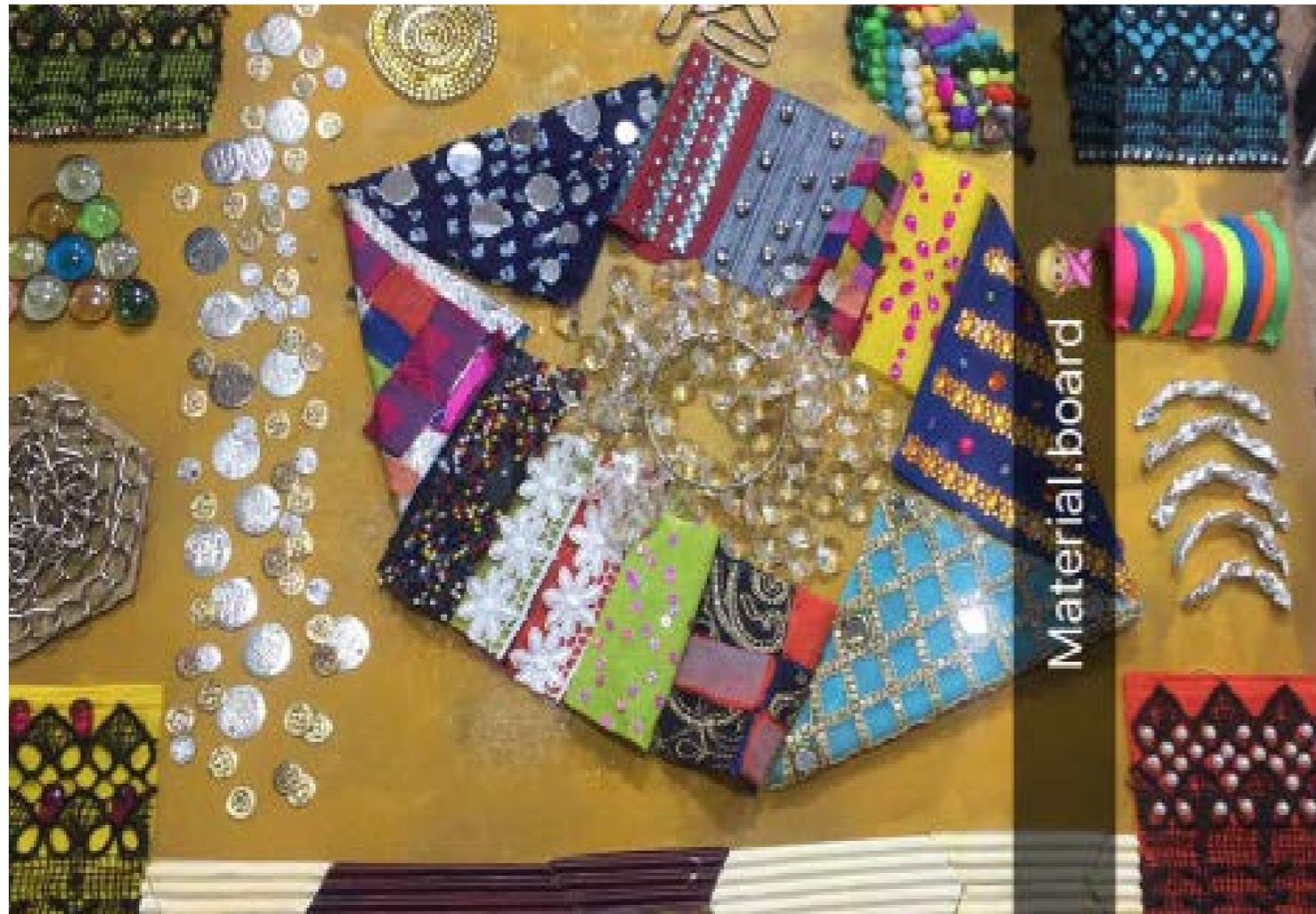


# MICRO AREA

After looking at various prospects, while keeping in mind all the guidelines given to us, we finalized on Adarsh Stores. Adarsh stores a grocy shop has a plethora of items, starting from lipsticks to chocolates to books and CDs!

It is a popular shop that could be more organized and orderly. We decided that two of us will work on Promotion and marketing, one on space styling and arrangement, and the other two on interior and exterior installations.





## MATERIAL BOARD

A material board had to be made keeping in mind the essence of Janpath and it had to have a proper justification for the materials used in it .

We started with our material board by first listing down the materials that could be used in it like : paper bags , dry leaves , accessories , colourful fabrics , coins and chains and a lot more ...

-Pooja Sharma



## A RANGE OF POSSIBILITIES

Once the formative assessment was completed, it was time to look at the area of design intervention. Adarsh Stores, the micro area is a leased shop that has great scope for improvement. Firstly, the display looks confusing as the shop is occupied by white racks on top of which products are placed in a haphazard manner. Another challenge I noticed were the counters. They are big, bulky and take up most space, leaving scarcely any room for the customers to stand and walk around. The shop also maintains a snack bar but fails to design a menu which is a basic prerequisite met by most shop owners. And last but not least, white plastic bags are used for packaging at Adarsh Stores. They are hazardous for the environment and also ruin consumer experience as there is no initiation towards brand enhancement.

-Ananya Sarkar



## DESIGN INTERVENTION

- Promotion and marketing : Essentially the advertising and promotion section of marketing plan describes how you are going to deliver your unique selling proposition to your prospective customers.
- Space management and styling : A store attracts its customers mostly because of its ambience and the way it is designed . The organisation of the shop plays a major role in its promotion .A lot of things could be done within the same space to make it better for the customers as well as for the staff.
- Signage: After a quick survey about this shop, we realised that a lot of people don't know about it and those who know about it are not aware of a variety of things offered here .

-Tripti Rughwani

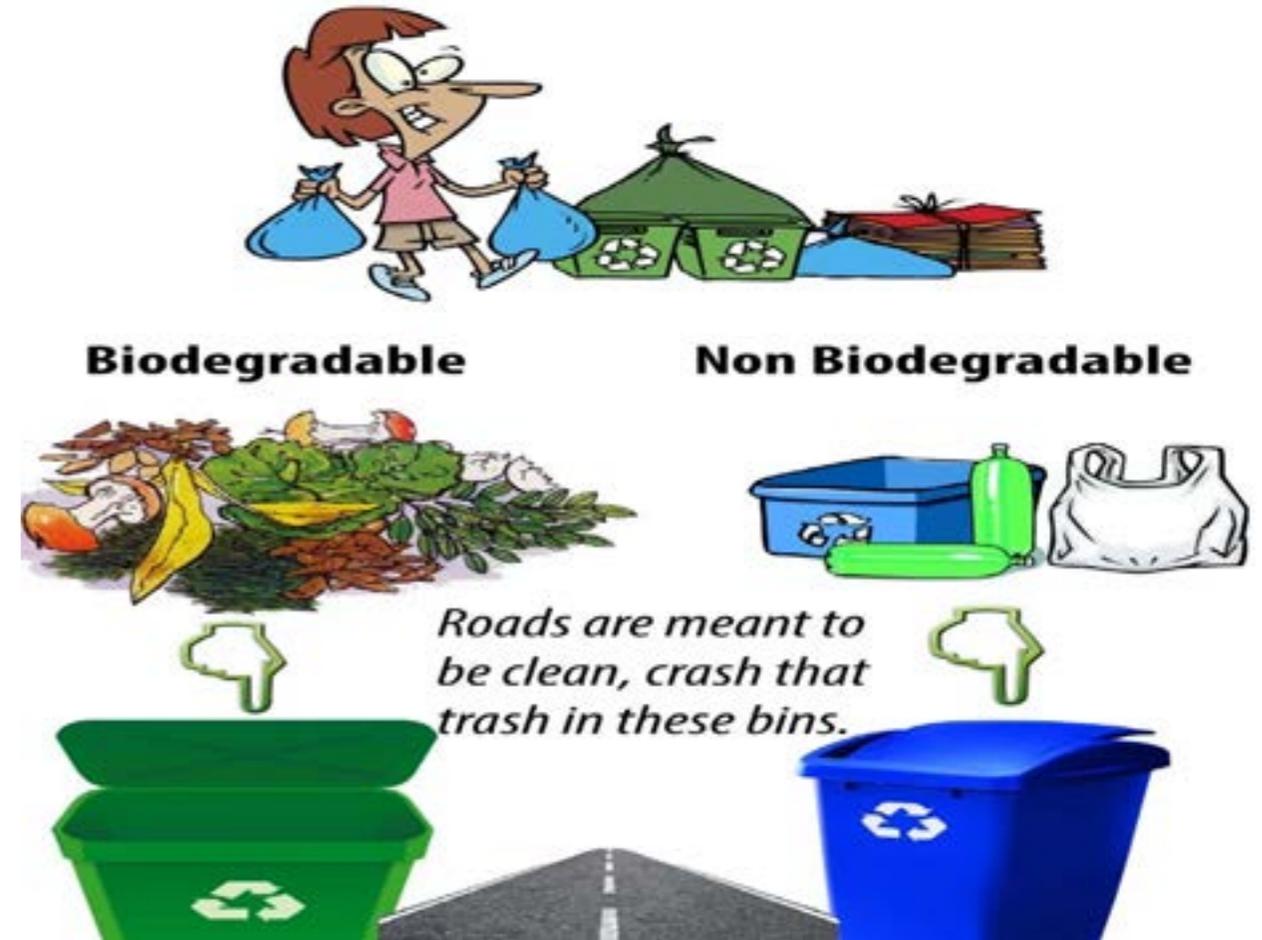


# MANAGING WASTES

My critical area was exterior installation. Adding/ installing new innovative things in the outer environment of the shop were my area of interest now. I thought about various things like waste management, cleanliness and styling the hoarding. My mentor suggested working on one and that to elaborate the issue more. I started working on waste management. One thing I noticed at the shop was that there was no dustbin outside the shop but 20 meters away from the shop and that too secured by chains and attached to a pillar. On asking the man there, he told me that these dustbins were stolen if not secured with chains.

I started researching more and more about the same after I came back from college and I went till 3 in the morning (with short breaks of course). So waste management was something to which the shopkeepers pay less attention, but lesser the attention goes, worse it becomes. The things were pretty much cleared about the critical area and it's issues but the terminologies like biodegradable and non-biodegradable were the center of attention here. My task was to creating awareness among the people regarding different materials and how to dispose them off

-Akshita Sharma



# SPACE MANIA

ADARSH STORES is a store with 3000 sq. feet area and it has 3 feet by 9 inches shelves all over all the sides .

I feel that this store can increase its sales , just by changing the display of the entire place. So in this case a complete transformation of the shop is much needed.

One thing that should be kept in mind before designing the layout of the store is that the customers should be trapped in a way that would force them to give a look on each and every product .

As my first step i would remove all the counters and keep the display on the walls using wooden racks. Knowing how monotonous it can get for the customers to have a look around the entire shop , small wooden cabinets that form an arch could be installed. This way the shop becomes more spacious and it generates a sense of curiosity within the customers to go around the entire shop and see whats kept all around .

I tried to visually create my plan by sketching it out on a piece of paper for everyone to have a better understanding of it.

Designing the layout of a store is very easy but implementing it , keeping in mind the funds and the availability of materials is the actual challenge . I will design the cabinets making the cost effective and user friendly at the same time .

The interior of the shop will be changed within the same area and it will be made much more spacious than before without wasting too much funds .

-Tripti Rughwani



# GO GREEN

I finally established packaging as the opportunity area and plan to re-develop the packaging facet of the micro area in interesting and innovative ways.

I chose packaging over other prospects as I feel strongly against the use of plastic. I wish to see sustainable development and therefore support Green Retailing.

Packaging includes usage of 2d or 3d prints and creative campaigning as I aim to design innovative gift packages alongside regular packaging. I intend on using paper and paper products and maybe, even fabric. The packaging at Adarsh Stores is limited to non-degradable white plastic bags which is used by most vendors today. Good packaging would certainly set it apart from the rest.

- Ananya Sarkar



# HOW I'LL GO ABOUT IT

I aim on creating regular packaging using different prints of the objects that I plan to draw manually and then, on software called Adobe Illustrator. Repetition, pattern and contrast are some of the Principles of Design that I plan to utilize as design tools. I also intend on designing packages for special purchases as I desire to challenge myself and showcase an innovative design. The use of techniques like slicing, joinery and maybe, even origami will come into play to derive fitting solutions.

-Ananya Sarkar

# DESIGNING THE MENU

Adarsh is a brand, which serves people of Janpath the shopkeepers and the other tourists or locals who come to explore the market and stop at Adarsh for some quick bites. That is the kind of people that I have to take under consideration to answer the question, who am I serving here.

Menu cards are something that would be preferred to look at if the form is 2D. That is why I am using paper and paper products to carry out this task. Designing is what I have to learn in this module and how to apply design in any situation. For this I have been asked to make around five layout for menu designing on paper and at the end to take one of them forward and make it digitally, as no menu you will find, would be handwritten.

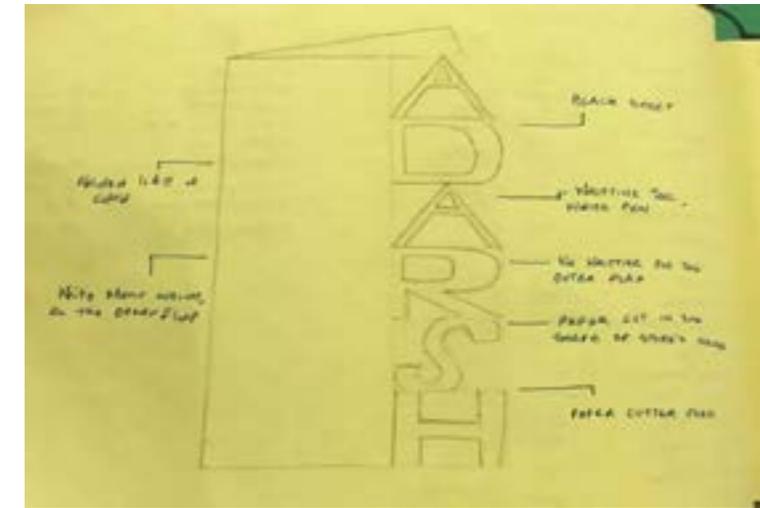
Design tools like colour scheme and positive negative space is something to keep in mind while making the correct fliers.

Could a menu be fan shaped? Or maybe circular, or like in a form of a book? Well, menu cards are something I am eating sleeping breathing.

The first design that came into my mind was a fan shaped menu card of which I drew this rough sketch to support my idea.

Another menu started off with was in circular shape and was inspired by a simple spin wheel design. The aim was to keep the menu card interactive and fun. I put together two circular discs and inscribed the lower, larger disc with the items on the menu. The discs have to be spun to access the menu. The discs are put together using a simple pin in the middle of the two.

=Kavya Banerjee



# INTERIOR INSTALLATION

## Infographic sketch

I made this infographic sketch which shows the whole Janpath market. First I made the bottles which depicted the De-paul's and then i made all the elements step by step which are related to Janpath and also i tried to show the micro area in these bottles.

-Pooja Sharma



# MOVING FORWARD

## Make a space

I made 3 maps of the shop where I rearranged everything, I made counters small and placed them in different areas. This is the real interior map of Adarsh store shown below. I measured all the main things the counter's length ,shelves and all, then after that I made a this map.

-Pooja Sharma

