

convoKIDS

a journey of discovery in India

*I work very hard. I am like a diamond or iron,
which really shines only after going through fire.*

I want to do so many things in life.

(19 years, migrant from a small town)

Earlier I didn't have the confidence.

*After being online, and seeing stupid people
asking stupid questions, I realized I'm not that
stupid. And I realized its ok to be stupid and
that you have to define your own self*

(17 years)



program summary

convo kids – the program

A strategic conversation with 60 highly connected Indian kids 12 - 21 years. To secure at least 10 breakthrough insights to help marketing and innovation teams make better product and branding decisions over the next 2-5 years.

why convo kids?

Indian Kids are reframing their present and claiming a new and different future for themselves. They are more educated, influential and are demanding new user experiences. Increasingly, the world's on their fingertips and in their pockets. They are the new 'consumers'. Over 50% of Indians are less than 20 years old

who's a convo kid?

A student or young adult, aged 12-21 years, owns a smartphone, uses the internet, is connected & networked. They will engage with us in a multi-layered conversation!

convo
strategic conversations



a new platform for a multi-layer participatory conversation

This project engages 3 different panels from a big city and a small town over 6 months.

Ongoing Conversations with Participants using a CMS – blogography scrapbooks, diaries, tracking

F2F Interviews – participate in a portion of these interviews with us.

6 half day Co-Creation Workshops with Participants

One Five-Day Learning Journey

One Breakthrough Workshop for Sponsors

Management of a 6 Month CMS

how you will gain

1. Explore the emergence of Convo Kids, their collective hopes, aspirations, needs, how they will change the world and how your company will interact with them over the next 2-5 years.
2. Adopt new ongoing research tools by joining into a multi-party exploration and strategic conversation that manages your emergent questions, needs and interest

3. Prototype and test assumptions, ideas and innovations through the year
4. Dive into broader, deeper explorations than what conventional focus groups and interviews provide, in a program designed to stimulate innovative outcomes
5. Observe, gather artifacts and build stories for change. We will co-create discussions with other companies in complementary industries and ideas and innovations that exist at their intersection

who's participating

We are inviting confirmations from 4-5 companies across a range of categories:

Food / mobile / computing / consumer products / banking / education / health / entertainment / fashion

timing

Begins Q2 2012

contact

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why convo kids?

More influential than ever
The world's at their fingertips
They're the new "consumer"

their always-on, real-time connected world impacts:

- the conversations they have and the choices they make
- their goals, aspirations and relationships
- how they view power, authority and influence
- how they relate to trust, privacy, identity
- their negotiations around space, time and intimacy
- their value equations
- what balance, fairness and propriety mean to them
- social, political, economic, environmental consciousness
- how they integrate being local with being global

background

Kids represent the future and perhaps there is no other place in the world quite like India to demonstrate to us how this may evolve. Statistics like more than 50% of Indians are less than 20 years old, and 10% of the world population is an Indian under 25, are commonly known. The refrain you hear among marketers and politicians, activists and global leaders is "we need to focus on the youth in India".

India's teens and young adults display characteristics that throw up both opportunities and challenges. As a group, they are open to new ideas and trends, they are constantly evolving, and they have early access and fatter wallets than ever before. They want education and are willing to work very hard to achieve success. Parents are listening and often believe their kids know better than them –in study upon study, we have been told that it is the youngsters who bring in change and encourage them to adopt new products and services.

One of the key enablers for this shift in power is the fact that today's kid is highly connected. This affects their entire life –how they live, how they work, how they play, how they love.

And how they choose, buy, use and consume.

“Life isn’t about finding oneself. It is about creating yourself. I don’t let the ups and downs in life affect me, my motto is ‘never give up’”

research theme

The Emergence of Convo Kids, their collective hopes, aspirations, needs, how they will change the world and how your company will interact with them over the next decade.

challenges for marketers

How do we learn to listen to them when they change and evolve continuously?

How do we talk to them and engage with them?

How do we keep their interest and earn their trust?

key objectives

To deliver at least 10 deep insights affect the direction of your products and services in India over the next 2-5 years.

Over one year, gain a deep, holistic and longitudinal understanding of how highly connected Convo Kids are being shaped by an always-on connected life, and how this, in turn, is shaping their attitudes, behaviors and choices adaptively and proactively.

To hold an ongoing strategic conversation that manages the collective and emergent needs of sponsors

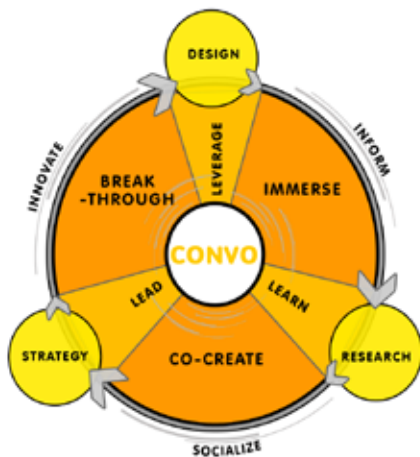
deep insights: The project must uncover unmet needs, at both the industry level and where they intersect with other industries

open new pathways: Alternate views on how the future may evolve. We will deliver personas, stories, artifacts & illustrations that open new pathways for thinking about who Convo Kids are and how they will change us.

you can shape the project

direction: The power of a conversation is that it enables us to prototype to spec, to evolve rather than predict, to observe and learn, to inquire, and probe. Sponsor participation, problems, and interest areas will be key. A healthy dose of curiosity will get us through!

our approach – design and methodology



con.vo

Pronunciation: |kon-vo|

Abbr: for conversation

Noun:

1. agile strategic exchanges embedded in a learning loop that spins and accelerates
2. adaptive conversations, designed to inform, immerse and co-create solutions

convo kids is a framework for deeper understanding & breakthroughs

- Engages users & Clients in a year-long conversation that is iterative, agile, honest & adaptive
- Brings alive people, contexts and environments to situate your products and solutions
- Tracks changes over a year in this highly evolutionary segment

Three core phases in an iterative approach with multiple opportunities and methods to observe and engage participants.

immerse: Using a multitude of tools and approaches we will immerse ourselves in the lives of these kids and young adults and learn as a group about their lives, behaviour, challenges, pain points, motivations, decision-making, connectedness, relationships, gender roles. We will understand their environment, learning tools, connections, how they play and entertain themselves, what they buy, where they go.

co-create: Co-creation works as a challenge – a mantra to find something new together. We have built in opportunities for co-operation – amongst participants, between participants and sponsors and amongst sponsors themselves. We do this by 1) bringing participants together, 2) extending workshop sessions to include sponsor engagement and observation, 3) testing and learning through material and artifacts, blogographies and ongoing reports

breakthrough: Will be achieved through deep thinking and rich understanding eg we will seek out artifacts, design solutions, new product & service definitions. It is from these specially designed sense-making sessions that the big insights will flow. Our focus is on helping to find and create strategic stories, and examples that lead to new and innovative design solutions. Optionally we will work directly with you to extend learning on this program and help facilitate a breakthrough directly with your organization.

design: our target audience:

overview

This project will run for 6 months engaging 3 different panels of kids from two metro cities in India. You will be part of the conversation with them. The kids will belong to different lifestyles and will all be hyper-connected.

lifestage

Three lifestyles as follows:

12-14 – school kids

15-18 – finishing school and early college students

19-21 – young adults – college, university and working

sample size

Total: 75 to begin with, 60 to be achieved at the end of the year. We will start the project with 25 participants for each life-stage and maintain the panel strength with timely and matched replacements for any dropouts. In each lifestyle, we will provide 6 users with a recent Android 3G smartphone as a replacement for their old feature or smartphone in order to see how this changes their world as they come aboard a connected life, and how they might be influenced by and influence others.

The above is the optimum sample size for the project. Number of users and groups may be increased or reduced depending on Sponsor objectives and commitments.

gender

Our sample will be split evenly across genders

who's a convo kid?

A student or young adult

Aged 12-21 years

Owns a smartphone

Uses the internet

Is always connected

Is networked

Engaged in a program where they will influence how we all think, learn and grow

centres

For this study, we'd like to represent Urban India as the pace of connectivity and a resultant connectedness in greater. We will study two very different metro cities (Mumbai and Gurgaon or Noida in the Delhi National Capital Region).

Mumbai. Mumbai offers us the opportunity to meet almost any demographic group, and a wide range of people from different communities, lifestyles and classes – kids of professionals, businessmen, traders, workers living in slums, migrants, old-wealth, new-wealth etc. It might be interesting to study a cross-section to ensure we understand the nuances and granularity of impact that a connected life has on them.

Gurgaon: Located south of New Delhi, Gurgaon is part of the National Capital Region, and is often known as the original Mall capital. Transformed from an economic wasteland into one of the real estate and IT capitals in the country, in just two decades, Gurgaon is a symbol of the new India.

connectivity requirements

The final target audience will be defined in conjunction with sponsors. A key to this study is identifying active connected kids. While technology usage is a method for recruiting our participants, we are looking towards their evolution as individuals. The Internet, the PC, the mobile will all just be part of how they approach life. This is not a study about the tools per se.

1. Pushing the boundaries of connectivity with their peers: For our study it is important that they have been growing up in a connected way. We expect that a 14 year old will have had broadband available for at least 2 years. A 16 and 20 year old will have had broadband for 4 and 6 years respectively. They probably have access to a shared PC. We'd like to see WiFi in the house and all will have a mobile phone. While smartphone adoption is increasing few 12 year olds have them anywhere in the world (although iPod Touches and similar are visible in upmarket households). By the time they go to college –smartphones are increasingly common and would be a mandatory part of this study.

Based on other studies we know there are limitations on broadband availability, WiFi in homes, and 3G only launched in early 2011. Why Indian adoption may be relatively underdeveloped in some segments versus the west “rapid adoption” takes on new meaning. A 20 year old in the US could have grown up totally digital. By contrast the tiniest few in India would even have more than a 10-year time horizon. The big shift in

connectivity has happened in the last five years with the biggest shift “mobile” just beginning to really get underway. As a result few parents (outside tech) have much experience with the Internet and yet are very supportive and embrace it to help their children get ahead.

2. Increasingly mobile-centric or mobile only: In study after study we've seen independence, personal and private space created with the adoption of the smartphone. What was once done on the PC often moves onto the mobile. We've talked to children whose parents have banned them from the PC and don't understand that they continue Facebooking in the privacy of their room with their smartphone and WiFi. Much in India is shared. The mobile is often the only really personal thing they own and they increasingly route everything from messaging and games to banking through it.
3. Lifestage: For each lifestage we will jointly have to resolve the appropriate “technology” criteria. We recognize the need for balance between getting participants at the edge of change and being outliers. Recruitment will take place on a case-by-case basis.

| | SCHOOL KID | COLLEGE STUDENT | YOUNG ADULT |
|------------|------------------------|-----------------------------|--------------------|
| INTERNET | Broadband | Broadband / WiFi | 3G minimum |
| TECHNOLOGY | Shared PC | Computing Device | Own PC / Laptop |
| MOBILE | mobile/ feature phone+ | Data plan / WiFi Smartphone | Android Smartphone |

the research process – a platform for a multi-layer conversation

The project framework provides opportunities for deep immersions, from on-site F2F interactions to online biographies, from scrapbooks to learning journeys and workshops. We will observe, gather artifacts and build stories for change.

This visualizes the key steps that are planned and the general timing from planning to data collection,

synthesis and reporting stages; including key participatory events.

This study with its longitudinal ethnographic focus is designed to enable a multi-way conversation. The project team will have different tools at their disposal, and will adapt the program as themes and points of interest emerge.



| Convo Tool | Description | Benefit |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SPONSOR INTERVIEWS | We interview sponsor and brief them on the program and participation. Helps to kick off our discussion forum. | Your questions / needs become part of the project “what’s at stake”. Broadens understanding across industries. Our Collective set of hypothesis. |
| RECRUITMENT | Defining who we talk to and criteria... A common language for who we are recruiting. | Identifying appropriate participants |
| INTRODUCTORY MEETING | Sets up an ongoing reporting system, answers questions. Begins to build shared objectives | Nobody is competing in this study. This is a collective learning group. |
| SPONSORS FORUM / CMS | Primary data capture will be in a blog CMS system. | Provides transparency on all data, opportunity for discussion and additional inquiry |
| ONGOING REPORTING | Weekly updates - and a mix of calls and topics and some mixed panels (will be recorded) | You have easy access to progress reports across a range of media. Make it easier to participate even when far away. |
| SCRAPBOOKS | A scrapbook about my life, aspirations, problems etc. | Mixing media... from drawing to online, voice, video maximizes different ways participants can contribute |
| F2F INTERVIEWS | We go into homes - deep dives into their lives and families. We observe and collect artifacts and anchor data in the broader context of their lives. | We’ll get to observe their “spaces” firsthand and make the distinction between what is stated and what really is. Audio/video and pictures will be collected. |
| BLOGRAPHIES | We capture Q&A’s, thoughts on products, photos and more with ongoing tasks captured into our CMS | Provides us with a flexible and adaptive weekly plan. Not too onerous, and with lots of task variety to maintain stimulation. |
| ONLINE DAILY DIARIES | Diaries are used to monitor specific behavior - eg music listening, or health etc. These typically run for 10 days at a time | We will use a number of different diaries during the course of the study. |

| Convo Tool | Description | Benefit |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PERSONAS | We use personas to engage an organization in a broader conversation around the behaviour, goals and needgaps displayed by a group of users. They know best who they are and often can tell the story in their language. | Personas will illustrate lifestyles, mental models, attitudes, behaviors and will reveal pain points. They will inspire and deepen growth strategies by understanding of strategic trade-offs, feature hierarchies, and evolutionary product mapping and prioritization for the future, for your product or service. |
| EXPERT INTERVIEWS | Arranged to help us all think outside the box and better understand the challenges that kids face. | We are getting additional quality control and input into inquiry areas. |
| INTERIM REPORT | A personas focus - before the second stage that focuses on products and services. | Benefit - you can begin workshopping these personas straight away. |
| FIELD VISITS | We want you in the field! Whether to interviews or for the learning journey. | Nothing quite like being part of it with all the senses. While not essential... it will help you define how to take the learnings back to your organization. |
| LEARNING JOURNEY | Houses, market visits, local experts. A week of conversation and immersion. | We find this week is likely to be the most transformative. It brings us all together |
| PRODUCT / SERVICES | Once we understand them we must develop for them and understand their evaluation criteria. This is a testing phase opportunity | Let's test new ideas - products and services together. This is a prototyping to play opportunity |
| DESIGN WORKGROUPS | We get our participants together in workgroups and sponsors - prototypes, modeling. | These outputs will also help us define how "they" want to shape the world. |
| STRATEGIC FINAL REPORT | A top level summary. Turning the top 10 insights into strategic challenges - items for each sponsor to take action on. | Take the conversation into your organization. You will have the stories to tell and illustrate opportunities for change and growth. |
| CONVO KIDS BOOK OF WORK | Everything went in our CMS. It's a chronological book of work. We'll have it cleaned up and it will become a book. | You participated... you won't have to read it. |

benefits / convo kids outcomes

We expect you to get deep insights around three core outputs (Personas, Learning Journey, Strategic Conversation) that lead to product, service or marketing breakthroughs. You will also gain insights from this study that go beyond a single industry. We see equal relevance whether, banking, food, communications, footwear, transport, healthcare, pharma, retail, technology, etc.

Experimental: Many organizations will find some of our approaches experimental or new. This is a low cost way to learn how blogographies, ethnography, and workshops help change the conversation in your organization.

Shared: Sharing resources, info and insight enables a group to participate in a study they would not undertake alone. Immediate research needs often put longer term thinking on the backburner. This too often postpones research about the future, or cuts corners when deep longitudinal ethnographic studies provide an ongoing and adaptive method for learning. Note: Sponsors are from different industries so they are complementary and not competitive.

Participatory: As a program it benefits from your participation. The structure is a conversational framework, that enables you to monitor or dive in more proactively. The opportunity also exists to network with other participating organizations interested in a deeper conversation. We facilitate an ongoing discussion for a sponsor that runs across converging forces and different markets and industries. We bring in experts to stimulate and broaden the conversation.

Collective – Emergent: We believe this research program will enable us all to collectively learn faster and ask better questions. The design is adaptive, this program is not based on knowing all the answers. We will be digging deeper in real-time to uncover emergent themes, and new opportunities based on collective inputs. Finally we bring it all together in one group Breakthrough Workshop.

Personas: Personas will be representations of user groups that will illustrate lifestyles, mental models, attitudes and behaviors and reveal pain points. They will be challenging, and will look forward helping you better plan for tomorrow.

Learning Journey: This portion in India will immerse you in the broader context of the project, providing a week of immersion, conversation, stimulation and synthesis. It is designed to help you contextualize the lives of Convo Kids within and across the broader local and global context.

Strategic Challenge and Breakthroughs: Our goal is to identify opportunities to grow your business with Convo Kids (and their compatriots) over the next 10 years. What themes will challenge your company, what stories and conversations will enable these opportunities?

your participation

We believe the most robust and compelling research will be done when we include participants from a broad range of industries with a deep interest in kids on a non-competitive basis. Thus we are seeking companies from a variety of core product and market areas.

Time: We know and understand you are busy with competing demands for your time. This project will generate a lot of material. You are not obligated to participate on a daily or weekly basis in anyway. We want to maximize the experience for your organization.

PARTICIPATING COMPANY'S TIME BUDGET (suggested)

- Initial Interview: two hours
- Ongoing Conversations one hour per week
- Field Visits – F2F Immersions – optional
- Co-Creation Participant Workshops – optional
- Learning Journey 5 days in India
- Breakthrough Workshop 1.5 days
- Strategic Conversation 2 hours

Involvement: All written and online materials can be made available to a group of people from your organization. Direct Participatory involvement will be limited to two people for the workshops and the Learning Journey. We may relax this restriction based on participation. We will also encourage you to visit us at other times - eg with field interviews - although please recognize our need to manage the number of people in the field and with a participant at any one time.

Your Team: We recommend that participating companies consider taking an active role in the Workshops and attend the Indian Learning Journey (July 2012) and the Breakthrough Workshop (September 2012) which will be held either in India or the USA.

We generally assume that “clients” pay the bills, want results and don’t have time to read thousands of pages and want the accelerated and personalized version. That’s fine. We also believe there’s a Lead Contact. This is who you want us to keep most engaged with and who will confirm ongoing details and represent your organization on a day to day basis. This may be a direct report or someone with a “project” and “learning” capacity within the organization. Lastly, you may want to expose your team more broadly. There’s no real limitations on who you want to have access to the data, reports and other program elements. In the end it is our commitment to make it an effective project for you.

our team

PROJECT MANAGEMENT AND LEAD FACILITATORS

Dina Mehta

Stuart Henshall

LEAD RESEARCH TEAM

Shubhangi Athalye

Aparna Ray

OPERATIONS AND COMMUNITY MANAGER

Andre Unger

DESIGN THINKING LEAD

Sherna Dastur

Stuart Henshall, a futurist and an innovator, and Dina Mehta, a sociologist will lead the Convo Kids program, design and guide overall project flows and deliverables, workshops and strategic recommendations. Shubhangi Athalye and Aparna Ray who've both got post-graduate degrees in psychology, will form the core team we will work with in India. Andre Unger will be our Operations and Community Manager. Sherna Dastur is the Designer on our Team, a graduate, and visiting faculty at the National Institute of Design, Ahmedabad.

brief bios:



Co-founder, Convo. STUART HENSHALL brings more than 25 years of experience in consumer products, communications, & technology to Explore Research & Consultancy. Stuart's experience

developing "world first" products, role as a futurist, facilitator and active participant in social media led him to believe that organizations must accelerate community learning to remain competitive. As a brand marketer and strategist he is curious, and always seeks better questions about the future. He finds satisfaction in deep involvement with products, rapid-prototyping, and observation. Early to the blogosphere and social networking his current interests includes the impact of real-time communications, identity and mobility .



DINA MEHTA is co-founder, Convo. <http://convo.org>. With a background in sociology and anthropology she has over twenty years specializing in qualitative research and ethnography.

She is at the forefront of technology trend research in India and works with a global portfolio of companies; including learning journeys, and immersions for innovation teams. Dina brings her unique perspective to understanding the emerging social aspects of new technology and the impact of new media on youth and mobility. Her perspectives, blogging and participation in social media have earned her worldwide acclaim. And a TED Fellowship.



SHUBHANGI ATHALYE has a Masters Degree in Clinical Psychology and over a decade of experience in qualitative research. She started her career at IMRB (PQR) and works across various categories,

handling a wide variety of studies from social research to ethnography and innovation. She's an avid photographer, and has a deep curiosity about human behavior, which she observes and captures sometimes from the outside, sometimes by participating and actively seeking the 'why's and how's'. She has had pictures published and exhibited in India and internationally.



APARNA has a Master's Degree in Applied Psychology, and specializes in Qualitative Research and Ethnography. She's passionate about people and cultures, and has spent 15 years travelling extensively

across the Indian sub-continent and Middle East markets, handling a wide range of research across diverse categories, demographic and psychographic groups. A keen observer of life and its idiosyncrasies, Aparna delights in expressing her views on news and stories as limericks, which she publishes on Newsmericks. As a citizen media enthusiast, she's a part of Global Voices Online, an International citizen media aggregator, often focusing on ICT4D related stories from S. Asia. Aparna's other interests include backpacking adventures, books, movies and a good conversation over a cup of tea.



SHERNA DASTUR is a graduate of the National Institute of Design, Ahmedabad. She works with our team by bringing in Design Processes and Design Thinking into our projects. She is a graphic

designer and also makes documentary films. Some of her film work includes a visual essay for the performance Ujle Safed Kabootar (2009), Manjuben Truck Driver (2002) and Rah Bahari –those outside the path (1997). She has been visiting faculty at the National Institute of Design. Sherna is currently working on a number of book projects on the work of artists.



ANDRE is our Operations and Community Manager. He manages our participants and keeps them engaged in the research and co-creation processes. Backed by a Degree in Hotel Management, Andre

brings with him 12 years of experience in Customer Relationship & Team Management with companies like McDonalds, Baskin Robbins, Airtel and The Times of India. To most people he comes across as a natural socialiser with a good sense of humour, cheerfulness, great interpersonal skills and a certain confidence. An optimist at the core, he tends to make the best of every situation, however grave it may be. A complete outdoor person, his hobbies involve photography, long distance biking, trekking and outdoor sports.

time. costs. sponsorship

time:

The project will be conducted over a 6 month period and run in two 3 month phases. You get access to and it includes:

- F2F Interviews of over 75 participants, (We expect to carry 60 for the duration and will replace as required) We'd like you to come and participate in a portion of these interviews with us.
- 6 half day Co-Creation Workshops with Participants and our Clients –1 Workshop for each age group; 6 in total across 2 centres.
- One Five-Day Learning Journey
- One Breakthrough Workshop for Sponsors
- Management of a 6 Month CMS
- Ongoing Questionnaires
- Project Management
- Reports and Communication

We have a targeted start date of April 2, 2012. The Breakthrough workshop will take place in mid September 2012. We would like a verbal commitment of interest by March 1 and purchase order and initial project fee to be submitted by March 16th, 2012 latest. Recruitment will begin in late March and fieldwork in April.

Program sponsors have full rights to participate in the program or send representatives. While we have outlined a core program we recognize that some companies may desire additional elements

customized to context, a particular problem or opportunity they are pursuing. Please talk to us about your needs.

costs:

US \$60k pa excluding Travel and 10.3% Government of India Service Tax.

The fee covers Convo time and general expenses that will be incurred over the period of the project, including recruitment, incentives, project design, facilitation, face to face interviews, preparations for learning journey and participant workshops –prep and venues.

The above will include transcripts, translations, pictures and video where necessary. It includes production of reports, but excludes time customizing output or reports for a particular company. These can be handled on a case by case basis or as part of the original project design.

All expenses incurred by participants traveling to India and accommodation and expense in the field, or hosting us on-site at your facilities are at your cost.

terms:

Payment terms are 50% of the fee at project initiation, 25% at the six month interim report and 25% of the project fee on conclusion. Expenses will be billed and due at the six month interim and with the final bill.

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