

**indiandesign.co.in**

protecting creativity

**Share, get copyrighted,  
get acknowledged,  
explore, learn  
&  
grow**

### **Abstract**

This document is a brief compilation of the project which was done at "National Institute Of fashion technology" as a part of graduation thesis titled "Copyright in intellectual property rights & Making a website to serve Indian design industry". The main focus of the project was to start a research in the field of Copyrights in IPR, studying various models available for copyrights reservation and its importance in the design industry and creating a web-portal as an outcome of the research to serve Indian design industry in the same.

### **Certificate**

This is to certify that this Project Report titled "Copright In Intellectual Property Rights & Making A Website To Serve Indian Design Industry" is based on my Himanshu Singh original research work, conducted under the guidance of Ms. Amisha Mehta towards partial fulfillment of the requirement for award of the Bachelor's Degree in Fashion Technology (Apparel Production), of the National Institute of Fashion Technology, Gandhinagar.

No part of this work has been copied from any other source except some part of literature survey. Material, wherever borrowed has been duly acknowledged.

**-Himanshu Singh**

**At times our own light goes out and is  
rekindled by a spark from another person.  
Each of us has cause to think with deep  
gratitude of those who have lighted the  
flame within us.**

**Albert Schweitzer**

### **Acknowledgment**

I am extremely grateful to National Institute of Fashion Technology and Mr. Nitesh Vyas (Director, NIFT G) for making this exercise in effect, with the curriculum. This Graduation project would not have been possible without the countless efforts and involvement of my faculty guide, Ms. Amisha Mehta (C.C., DFT, NIFT). I am grateful for her indispensable guidance and help in extrapolating details from minuscule to colossal importance.

I extend my sincere gratitude toward National Institute of fashion technology, Gandhinagar for allowing me to pursue my graduation project with the esteemed organisation. I am indebted to my all friends, faculties, attorneys, designers and sociologists for their motivation, support, and guidance throughout the exercise. Their suggestions and advices played prime role in shaping the project. Without their guidance, this project work would not have been a success.

I would also like to thank Mr. Pandya Kaushal Devedrabhai ( Gujarat High Court ), Mr. Vishwas Dave (A.V. Dave & Associate, Advocate, Gujarat High Court ) for their support and for giving time in answering my queries so patiently. A few deserve a special mention: Mr. Anil Dua (Faculty-HRM, NIFT Gandhinagar), Mr. Hitesh Rawat (Designer & visiting faculty FD-NIFT Gandhinagar), Mr. Rajesh (Designer & Ex-Faculty AD-NIFT Gandhinagar), Mr. Nrupal ( MD Kaya Skin Clinic, PG in IPR from Europe), Mr. Nathan (Creative Commons) and all the employees of his organisation for their extreme support in making me understand their licenses and copyright policies.

I would like to thank Mr. Rajeev Sethi (Scenographer and designer, Asian Heritage Foundation, Delhi), Mr. Gaurang Gupta & Mr. Ranjeet Kumar for appreciating the project and their valuable suggestions.

Finally, I would like to thanks Mr. Anurag Singh (System Analyst, Verizon Communications, USA) for his priceless effort and able guidance in figuring out all the technical issues related to website development, as well as giving financial aid to this project. Thanks to all of my friends, juniors, faculties, seniors for helping me and for their valuable suggestions.

**This document is a part compilation of main project and serves the purpose of showing the design process and research behind developing the digital product 'indiandesign.co.in'.**

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### Problem Brief

Indian design industry is huge, comprising various organised and unorganised sectors which consist of many design houses, NGOs, corporate sectors, artisans, students, researchers, freelancers, groups, craftsmen, artists etc. All these are functional in their respective areas such as graphic design, fashion design, industrial design, crafts, products design, services design, communication, interaction design and various other design areas.

In many cases as observed and surveyed, most of these creative individuals and groups don't get acknowledged for their own work and due to lack of awareness they lose the opportunity to ownships and earn fair pay their own work. This phenomena exists due to IPR illiteracy and lack of proper awareness about various channels and methods through which an individual can own and exercise his/her IPR.

### Problem Statement

How might we protect a designer's creative rights for his work, while he shares and distributes his work, to seek opportunities for professional growth and recognition.

### Motivation

After participating in a design competition at Design-boom, with my product design "Dancing Pixels" for Bright Led 2007, I found the design and concept was copied and a similar product was launched after 6 months by a company in consumer electronics. This incident made me to learn about IPR and get informed about my intellectual property as a designer and various methods by which I can reserve it. Taking help from my college's IPR professor on this issue and highlighting it among students made me realise that there were many students who were facing similar problems. This motivated me to conduct a survey with in campus and industry on similar cases and about awareness of IPR. The findings of this survey motivated me to take an action.

### Methodology

After conducting my survey and interacting with different people from creative industries, I found that there is an acute need for a service or platform in India on which all Indian design industry personnel can learn about their IPR and share their creative work, learn from each-other, make professional works group, publish their work and get acknowledged. Post initial research I divided the whole project into two phases:

**I**st phase consist of research and study of copyright models of intellectual property rights reservations available in the country right now and finding out the best possible model for creative individuals.

**I**nd phase consists of building a product (web service) as an outcome of the research which can serve the industry as well as nation in the same area. This can make copyright "one click away" and invite each and every individual in the nation to enjoy his right to get acknowledged for his creative work.

### Solution

Post conducting my research in IPR and interacting with many IP attorneys, I found the easiest model to own a copyright is through Creative Commons, which provides different types of licenses for different kinds of creative work, offering multiple levels of strictness for IP to choose from before publishing or sharing. These findings motivated me to get in touch with Creative Commons team and explain my needs, which lead to the inception of an idea to create a website where an individual can get his/her work copyrighted under an easy IPR method such as creative commons 2.1 and 1.1 license agreement, after learning about it and feel free to share and distribute their work with confidence and peace of mind.

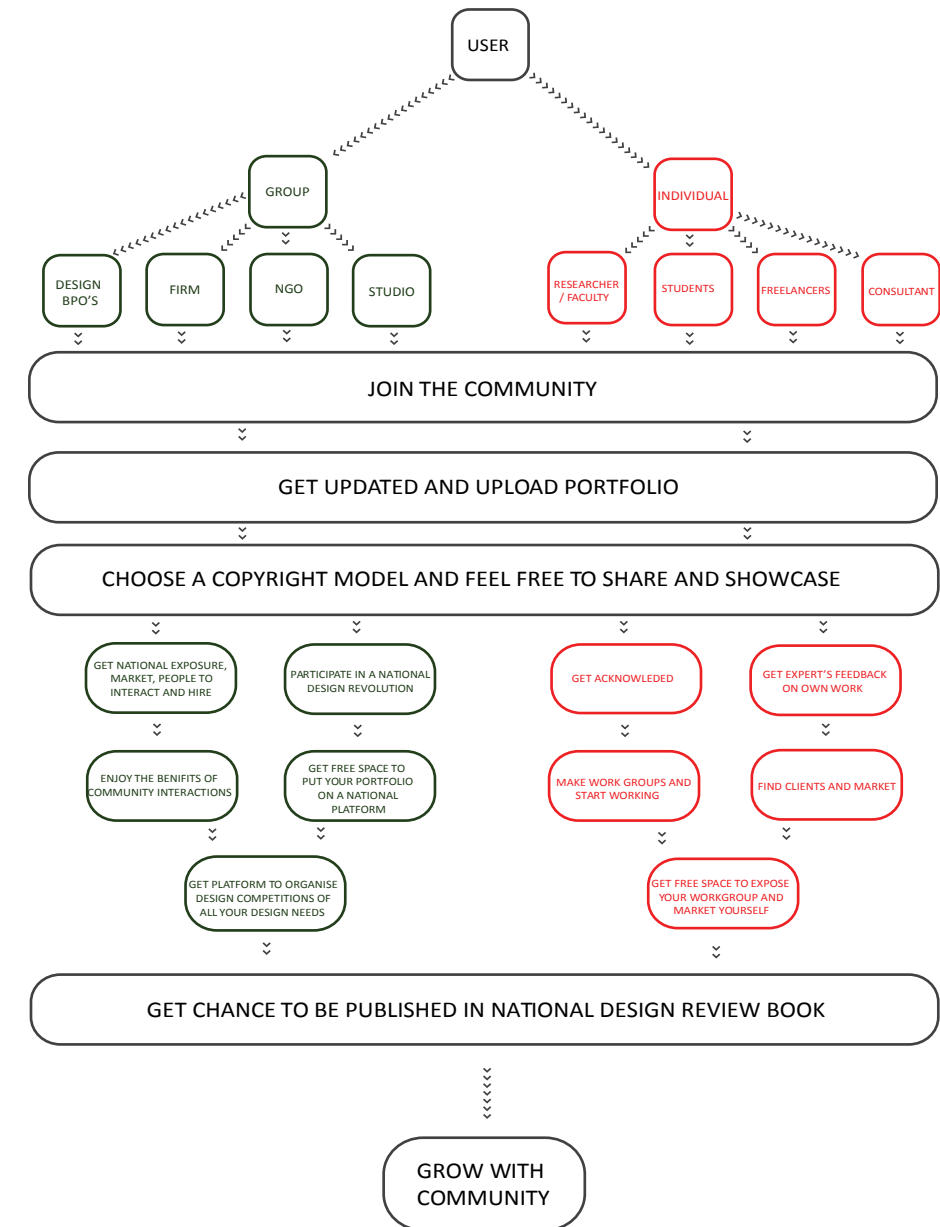
## PRODUCT DESCRIPTION

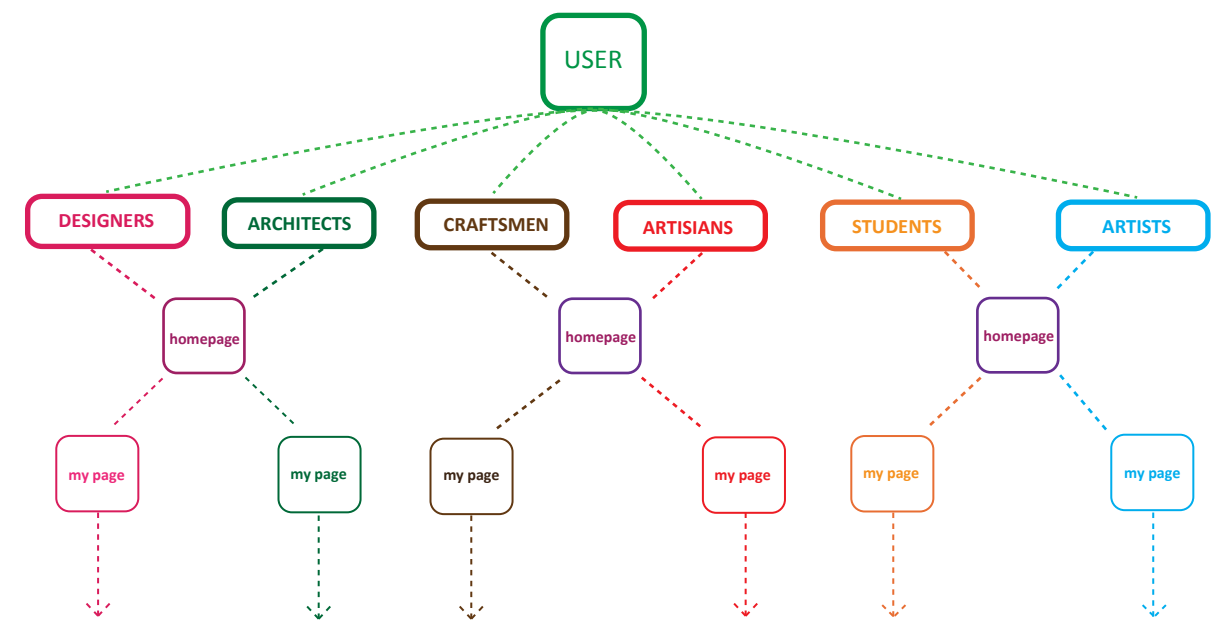


indiansign.co.in being a web service is accessible to all people across the world so there is an opportunity for designers, artists and students who belong to other countries to join this community and share their experience as well as expressions with the desired members, this will lead to a cross cultural communication and sharing which will surely benefit people to explore diverse nature of art and design styles, themes, forecasts for industries from different countries. In addition to exchange of ideas, this will help designers, artists and groups to learn more about diverse expression forms in art and design communication methods and explore markets around the world.

The various social networking features and tools like commenting, rating, blogs, discussion forums, ask someone facilitate exchange of ideas in no time, with an ease, one can form group and start working and having an identity associated with indiansign.co.in.

Envisioned to support learning by exploration, observation and discussion, which is free of cost, can help individuals to develop their skills and prosper in their lives, leading to development of a knowledge-sharing economy which has informed citizens who are aware of their IP rights.





- home

account management

group management

portfolio management

help desk

forum discussion
- search

competitions

messages

comments

my comments

top rated products
- todays top rated

events

ask someone

news updates

copyright policy

community guidelines
- blog

MY PAGE

My page features management of all account functions and users interactions. A user can manage portfolio, licenses, community interactions, news-stories, blogs, participate in competitions and events, discuss and ask questions. Form groups and start projects. View ratings of own work and manage sharing preferences.

GROUPS

Feature 'Groups' enables users to form groups among themselves using their network to collaborate on projects, causes or freelance work and form a studio identity with indiandesign.co.in website. In addition to this studios, firms and groups can also register to the website via group registration process and get benefited from various features available to group users.

COPYRIGHT

The website features copyrighting options for original work and portfolios published by its users and groups under Creative Commons. With a handful no. of pages on the website to make user learn about IP and ways they can use these copyright licenses, users learn to share original creative works under some or all IP rights reservation.

ASK SOMEONE

'Ask Someone' features a tool to learn by asking questions. An open discussion board where users can ask questions related to design, art, work, education, IPR, career, trends, problems related to art and design projects, software issues etc.

INVITE SOMEONE

The problem with remote working is sometimes users need constructive critique for their works, ideas and projects. It feels like home to have someone to consult to or get mentored to overcome creative confusions and doubts or even judge the effectiveness of problem solving projects. 'Ask Someone' features a solution to this problem and gives freedom to a user to invite anyone they trust from their network to visit their project/work links exclusively shared with them.

BLOGS

Every project, work, invention, expression has a story to tell. To facilitate this storytelling at indiandesign.co.in, the feature 'Blogs' enables user to write and share stories behind their portfolio-works, projects, journey, methods, experiences, challenges and achievements to inspire other users from this creative community.

Student

Personal Profile

A NIFT, Gandhinagar 3rd year student in - Fashion & Lifestyle Accessories, specialising in- Jewelry and precious lifestyle products. Worked as Stylist, Choreographer & Manager in various award winning fashion show competitions at college level. Editor of DIPS DIARY (school magazine) Reading, Orating, Debating, Traveling, Dramatics. Comfortable with the Digital SLR camera, trained in professional photography. Well acknowledged with all jewelry making techniques.

Abhinav Bhagat



“I want to get an opportunity to intern, learn and get acknowledged for my work”

background

- 21 years old male
- Educated
- Freelancer Designer
- Single, no children
- Lives in New Delhi

attributes

- Self-described as risk tolerant, savvy, confident and knowledgeable
- Goal oriented, risk taker
- Believes in team work
- Cooperative
- Persevere

needs

- Protection for his IPR, to showcase his work to build network
- Community for industrial relations
- Wants to be mentored by experts
- Market Exposure

Scenario

- Abhinav walks in the college-studio and starts internet surfing, finds an intresting internship oppurtunity and decides to apply
- Sends some work to the company to get an oppurtunity for internship.
- Participates in a design competition on jwellery designing at designboom
- Gets stuck in product modeling, not able to apply desired gold material to his 3d models in Rhino, finalises designs compromising on rendered products
- Logs into facebook to network with people for internships and sends work via email attachments

Problem

- Limited opportunities for internships
- Time taking application emails and portfolio sending methods
- No IPR informations to competition participants, very insecure platforms with poor support to participating designers and students
- No one to ask about daily small problems rising at work with tools and methods
- Unavailability of professional design networking platform for getting career and projects opportunities

Loss

- Abhinav is loosing abundant internships opportunities, as employers are not aware of a candidate like him
- Wastes a lot of time in writing emails and attaching portfolio, risks to land in spam
- Unaware of his IPR, publishes hard work in a public forum without any copyright disclaimer, risks work to get copied
- Looses work efficiency due to small problems faced with tools and methods
- Uses dating and social networking websites for professional networking wastes time and energy

Scenario

- Abhinav walks in the college-studio and starts internet surfing, finds an intresting internship oppurtunity and decides to apply
- Sends some work to the company to get an oppurtunity for internship.
- Participates in a design competition on jwellery designing at designboom
- Gets stuck in product modeling, not able to apply desired gold material to his 3d models in Rhino, finalises designs compromising on rendered products
- Logs into facebook to network with people for internships and sends work via email attachments

Needs

- Opportunities for Interning & exposure
- Wants to make a digital portfolio and keep on internet for instant access to escape from wiriting similar kind of application emails to share work
- Wants to learn about IPR and exercise his IP to save himself from getting cheated
- Needs to get quick help with his small problems with tools and methods at work
- Needs a professional platform to network with industry and professionals

Feature

- Portfolio Showcase & Invite Someone
- My Copyright
- Ask Someone
- Groups

Behavior

- Finds opportunities to intern on website indiandesign.co.in
- Decides to make a digital portfolio with indiandesign.co.in and invite employers to review his work, tracks visits and quickly follows up with messaging on the website
- Explores My copyright section of the website and learns about copyright and various licenses and when and how to use them
- Posts questions in Ask Someone Page and gets help with his problems related to design works
- Joins a group and networks with several others to get exposure and starts working with them



Designer

Personal Profile

A NIFT graduate with 3 yrs of experience, practising mens formal wear, women's bridal wear and regional crafts. Believes in simplicity and quick decision maker, always looking for new way of doing things and expolring new creative dimensions of todays technology based apparel products. Good at fashion design and designing prints and graphics. Presently employed with brand Raymonds, Mumbai.

Jimit Mistry



“I want to get my IP protected, so I can market my work effectively”

background

25 year-old male  
Educated  
Freelancer designer  
Single, no children  
Lives in Vadodara

attributes

Self-described as risk tolerant, savvy, confident and knowledgeable  
Very demanding  
Likely to have lots of techno-gadgetry  
Smart about price/value/design/professional relationship  
Enjoys trying out new things

needs

Protection for his IPR, to showcase his work to get more contacts  
Community for business relation  
Wants someone to clear doubts.  
Customizable

Scenario

Jimit gets into the office at 9:45am, immediately turns on computer, and launches his email client in his browser (default set to Gmail). Sends some work to prospective client/HR deptt. of a company to get project/job opportunities. Sends some designs to a vendor for sampling.

Problem

Client shares the sample work attachment to an inhouse designer/ vendor to seek inspiration  
  
HR Deptt. shares work with stakeholders without tracking sharing levels  
  
Vendor shows ongoing sampling work to other clients to seek new orders, presenting Jimit's work as his own creativity

Loss

Jimit misses the opportunity to gain acknowledgement and business from his own work  
  
Jimit is unaware of people who have seen his work and to what extent the work has been shared  
  
Jimit looses business as a design consultant, faces business threats like counterfeiting or duplicacy of his design work reaching market beforehand, also he looses the opportunity for recognition

Scenario

Jimit gets into the office at 9:45am, immediately turns on computer, and launches his email client in his browser (default set to Gmail). Sends some work to prospective client/HR deptt. of a company to get project/job opportunities. Sends some designs to a vendor for sampling.

Needs

Send work without getting it copied by others  
  
Wants to make a digital portfolio and keep on internet for instant access to escape from wiriting similar kind of application emails to share work  
  
Wants to track people looking and sharing his work  
  
Seeks for professional opportunities  
  
Wants to learn about IPR and inform others about his IP

Feature

5 steps get copyrighted  
  
Invite Someone  
  
Online portfolio publishing  
  
Competitions & Projects  
  
My Groups  
  
Ask Someone  
  
My Blogs

Behavior

Jimit notices the website indiandesign.co.in and finds it interesting and puts his portfolio on the website gets it copyrighted and learns about IPR and Copyrights.  
  
User invite people to his portfolio tracks people visiting the secret links.  
  
Participates in competitions and bids for projects.  
  
Forms groups to take on bigger opportunities  
  
Feels free to travel for projects while networking at the same time with the website on the go from anywhere.  
  
Asks questions related to softwares, trends, profession and discusses work and projects  
  
Becomes an influencer for students, researchers and internees.

COMPETITIVE ANALYSIS

	Flickr	Deviant Art	Facebook	My Space
ABOUT	<p>Flickr is a commercial online photosharing site that has a range of social networking features that support the sharing of pictures. Owned by Yahoo!, it focuses on image uploads and related activity. Tagging is extensively used as a site organising feature. Flickr applications are available in other services including Facebook and pre-loaded on some mobile phones. This means that it is easy to use the site to store images to display elsewhere.</p>	<p>Deviant art is an American online community art showcasing website. DeviantArt provides a place for any artist to exhibit and discuss works. Works are organized in a comprehensive category structure, including Photography, digital art, traditional art, literature, Flash, and skins for applications, among others, along with extensive download-able resources such as tutorials and stock photography.</p>	<p>Facebook is a commercial social network site, whose head quarters are in California, USA. Initially restricted to US university students, it has opened its membership to any individual with an email address and, most recently, to businesses and groups. Facebook privacy and permissions settings are extensive. Activity onsite centres on network and group pages, members profile pages, (that displays their activity and content), and the personalised Facebook home page which consists of a news feed of their friends activity, updates and notification.</p>	<p>MySpace is a commercial social network, owned by Fox Media. The site features different profile tools for Musicians and bands, giving them the ability to upload a limited amount of songs to their sites. MySpace headquarters are in California, USA.</p>
URL	<p>http://www.flickr.com</p>	<p>http://www.deviantart.com</p>	<p>http://www.facebook.com</p>	<p>http://www.myspace.com</p>
MEMBERSHIP	<p><b>Standard: Free account</b> Limited uploads per month, photo stream views limited to last 200 pictures (although pictures published to blogs will continue to be viewable), 3 sets (ie folders of pictures), 10 group (ie pages where different members can post pictures). <b>Pro account : Rs.2064.02 per year</b> Ad free, unlimited uploads, storage, bandwidth, and photo sets; high resolution image archiving; 60 group pools.</p>	<p><b>Standard: Free account</b> Unlimited uploads, portfolio page limited to 24 artworks, but comes with intensive advertising, ordinary portfolio with no premium features, no social tools available, limited customisations, no analytics. <b>Pro account : Rs.1,463.66 per year</b> Ad free, 120 artworks per page, critique and social tools, archiving facility, premium portfolio, Journals Skins and Polls, Analytics.</p>	<p>Standard – free for all members</p>	<p>Standard – free for all members</p>
FEATURES	<p>Groups, Gallery, Make slideshows, Favourites, Pro accounts, Organizing by Tagging, Mails, Comments, Maps, calendar, Forums, Camera Finder, Make Stuffs, Archives, Blogs, Stats, RSS feeds &amp; delicious add, creative commons copyright, Advanced Search</p>	<p>User pages, Gallery, Favourites, Collections, DeviantWatch, Message Centre, News articles, Forums, AdCast, Subscription, Critique, DeviantArt Shop, DeviantArt Messaging Network (dAmn!), RSS feeds and Pasties, SitBack</p>	<p>News feed, Content uploads like photos, videos, notes, tagging users in content, photos albums, chronological timeline, chat, pages, groups, pinging, commenting and sharing content of other users, ability to post or import items (web pages, embedded multimedia content), notice board, events calendar. However, the huge variety of third party applications makes it possible to import content and a massive range of tools. Free classified ads and very advanced search.</p>	<p>Calendar (can be made visible to friends), site mail, blog, address book, status and mood updates, classifieds service. Upload Photos, video (MySpaceTV) and music, groups, commenting, sms alerts, Public forums and chatrooms,Instant Messaging (MySpaceIM ). MySpace News (user submitter rss) feeds, other members vote on stories), customisation of profile templates, add or embed a range of multi-media profile elements.</p>

COMPETITIVE ANALYSIS

IP & CONTENT OWNERSHIP

Functional permissions for photographs and content. A range of licensing options are available to members on a per photograph basic – members can choose to reserve all rights or assign one of a range of Creative Commons licenses.

Deviant Art claims the rights to display, copy, reproduce, exhibit, publicly perform, broadcast, rebroadcast, transmit, retransmit, distribute through any electronic means (including analog and digital) or other means, and electronically or otherwise publish any or all of the Artist Materials, including any part of them, and to include them in compilations for publication, by any and all means and media now known or not yet known or invented, to modify, adapt, change or otherwise alter the Artist Materials. However, the company does not protects its user from IPR infringements and users are responsible for their content’s IP. Also, Deviant Art does not provides any kind of license for IPR reservation of its user contents.

Though members maintain full ownership of any IPR associated with their content, members grant Facebook the right to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for any purpose on or in connection with the Site or the promotion thereof, to prepare derivative works of, or incorporate into other works, such User Content, and to grant and authorize sub-licenses of the foregoing.” Facebook doesn’t takes responsibility for any infringements or provides any license for IPR reservation for its user.

Remains with the member. Right’s given to MySpace only extend to the display of uploaded content. MySpace cannot sell or distribute your content outside of the site. The company does not protects its user from IPR infringements and users are responsible for their content’s IP. Also, MySpace does not provides any kind of license for IPR reservation of its user contents.

TERMS OF USE

<http://info.yahoo.com/legal/us/yahoo/utos/utos-173.htm>

<http://about.deviantart.com/policy/service/>

<http://www.facebook.com/terms.php>

<http://www.myspace.com/index.cfm?fuseaction=misc.terms>

PRIVACY POLICY

<http://info.yahoo.com/privacy/us/yahoo/ickr/details.html>

<http://about.deviantart.com/policy/privacy/>

<http://www.facebook.com/policy.php>

<http://www.myspace.com/index.cfm?fuseaction=misc.privacy>

GUIDELINES

<http://www.flickr.com/guidelines.gn>

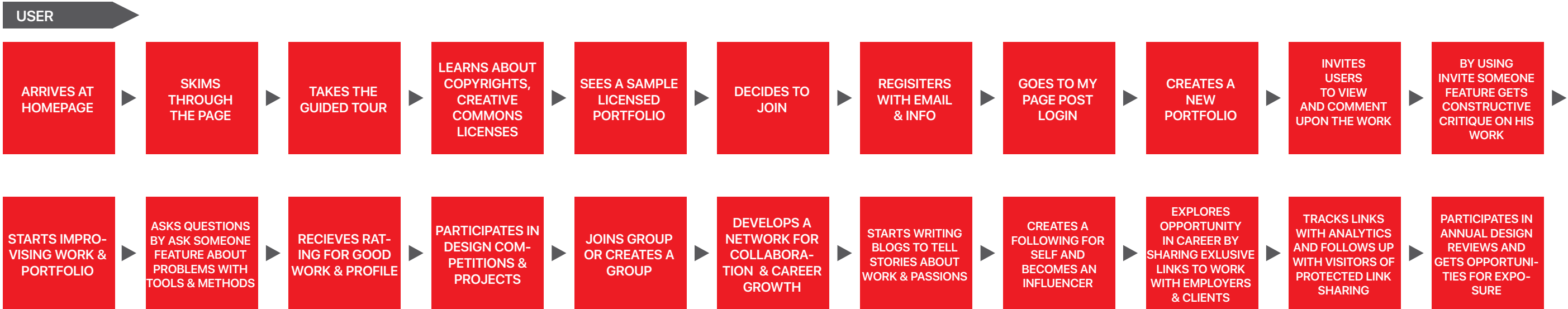
<http://about.deviantart.com/policy/etiquette/>

<http://www.facebook.com/codeofconduct.php>

<https://help.myspace.com/hc/en-us/articles/202579130-Myspace-Guidelines>

USER ACTIVITY

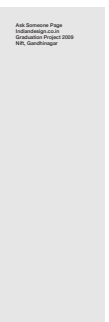
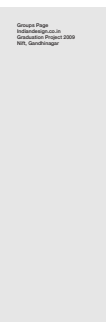
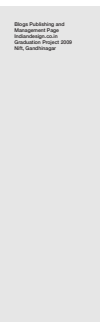
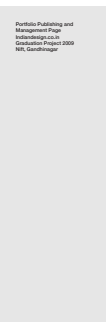
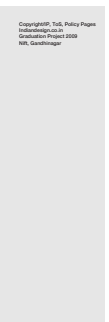
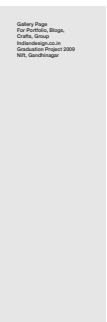
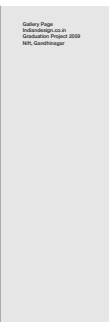
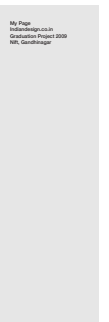
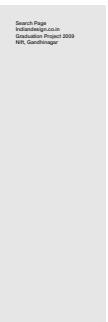
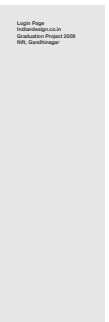
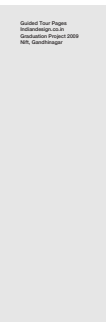
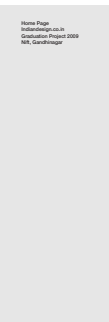
With the first phase design of the project indiandesign.co.in users (Student, Designer, Group) possible activities, user journey can be defined by the following visualisation -



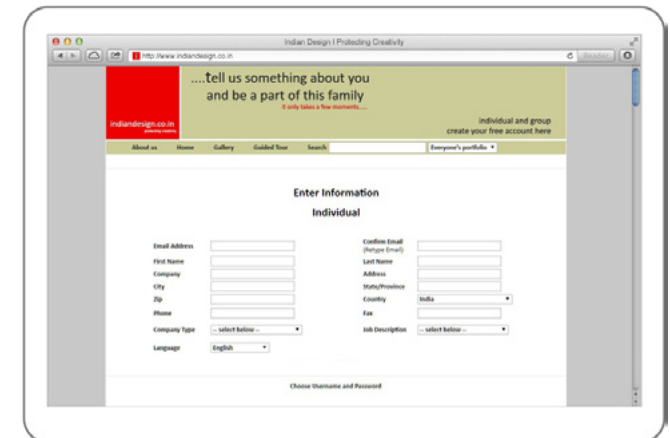
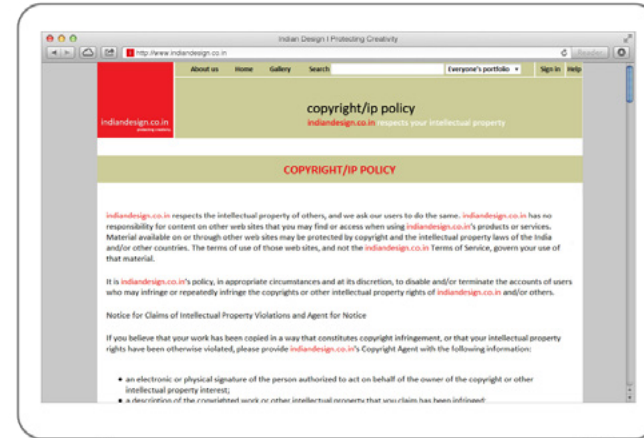
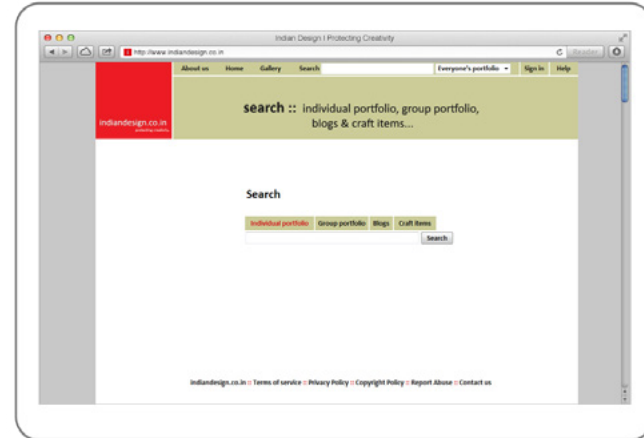
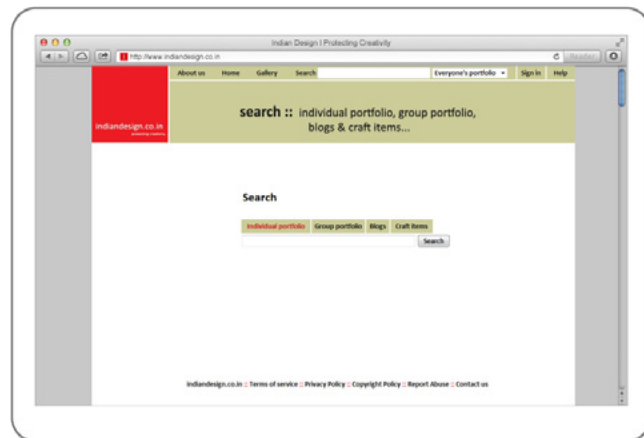
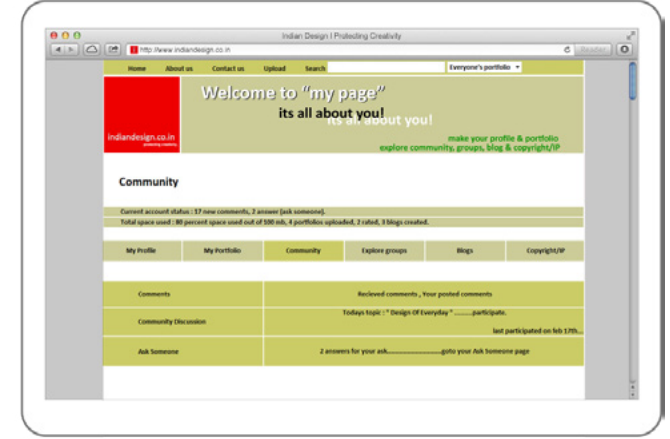
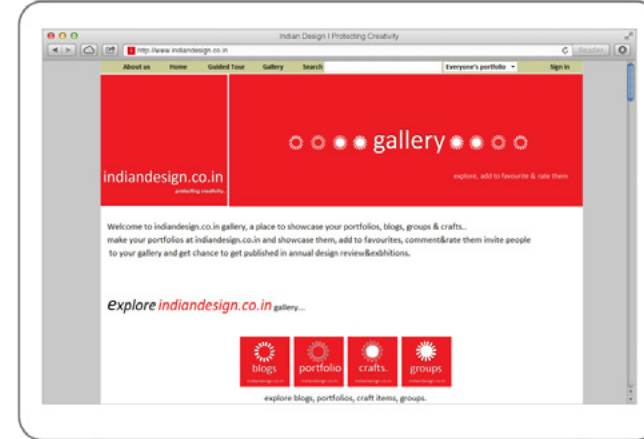
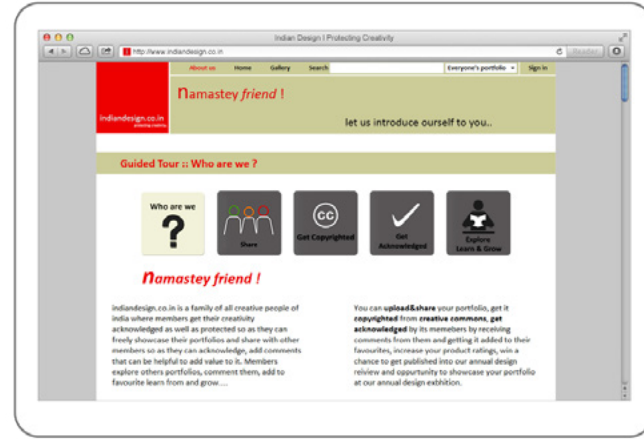
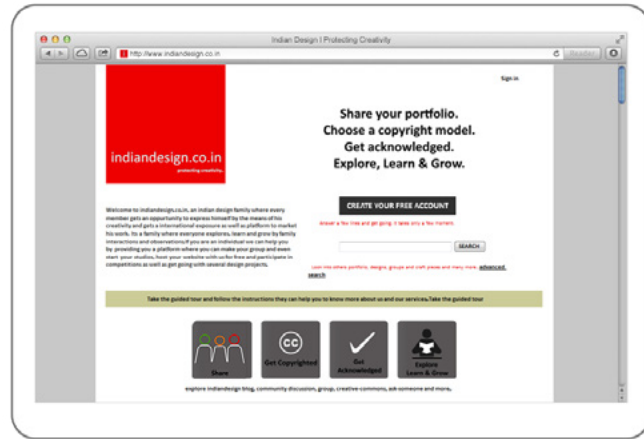
About User	
Motivations -	Creating A Portfolio, Get Copyright On Design Works, Building A Network With Design Industry & Professionals, Exposure, Learning, Critiques On Work, Protected Sharing Of Work, Growing As A Successful Design Professional, Seeking Opportunities For Work, Projects And Participating In Competitions, Getting Published In Annual Design Review, Getting Internships or Jobs
Referrers -	Social Media, Seminars, Friends, Advertisements, Exhibitions, Faculties, Colleges & Institutions, Employers, Colleagues, Design Meets

Features Available	
Publishing & Sharing -	Publish Portfolio in 5 easy steps, Create a blog in 4 steps, Invite someone
Learning -	Featured and Top Rated Portfolios, Ask Someone, Blogs, Copyright/IP policy, Guided Tour, Search, Indiandesign.co.in gallery, Community Guidelines
Interactions -	Portfolio Commenting, Rating, Community Discussions, Ask Someone, Blogs Commenting
Networking -	Create Groups, Join Groups, Collaborate on Projects, Invite Someone
Career Building -	Participate in Competitions, Join Groups, Invite Someone, Take on Projects

## WIRE FRAMES



# INTERFACE DESIGN





USABILITY TESTING

There are various methodologies to measure any product or service’s usability. In this project, I found questionnaires much handier and apt to resources at hand.

With 15 Design Student volunteers for testing in a computer lab reserved for 2 hours for this activity, the files were copied and database environment was set. After a little briefing users were asked to test the website, by going through its pages and try to create an account. Post account creation, they were required to upload a sample design artwork and create a portfolio on the website.

Based upon their experience with the website, they were required to fill a usability analysis questionnaire (right) and record their experiences based upon the set parameters mentioned in the form. The reading were recorded and was statistically analyzed to come up with graphs and stats for the same.

Feedbacks from some users were recorded and later im-plemented in the main design and working of the product website.

Web page		0	1	2	3	4	5	6	7	8	9	NA	
1. Reading characters on the page	hard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easy	<input type="radio"/>
2. Organization of information	confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very clear	<input type="radio"/>
3. Sequence of pages	confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very clear	<input type="radio"/>
Terminology and website information		0	1	2	3	4	5	6	7	8	9	NA	
4. Use of terms throughout website	inconsistent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	consistent	<input type="radio"/>
5. Terminology is intuitive	never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	always	<input type="radio"/>
6. Position of messages on screen	inconsistent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	consistent	<input type="radio"/>
7. Prompts for input	confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	clear	<input type="radio"/>
8. Website informs about its progress	never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	always	<input type="radio"/>
9. Error messages	unhelpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helpful	<input type="radio"/>
Learning		0	1	2	3	4	5	6	7	8	9	NA	
10. Learning to use the website	difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easy	<input type="radio"/>
11. Exploring new features by trial and error	difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easy	<input type="radio"/>
12. Performing tasks is straightforward	never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	always	<input type="radio"/>
13. Help messages on the screen	unhelpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helpful	<input type="radio"/>
14. Supplemental reference materials	confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	clear	<input type="radio"/>
Website Capabilities		0	1	2	3	4	5	6	7	8	9	NA	
15. Website speed	100 slow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	fast enough	<input type="radio"/>
16. Website reliability	unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	reliable	<input type="radio"/>
17. Sounds associated with the website	detracts value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	adds value	<input type="radio"/>
18. Correcting your mistakes	difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easy	<input type="radio"/>
19. Designed for all levels of users	never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	always	<input type="radio"/>
Overall Reaction to the website		0	1	2	3	4	5	6	7	8	9	NA	
20. Overall, I am satisfied with how easy it is to use this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
21. It was simple to use this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
22. I can effectively complete my work using this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
22. I am able to complete my work quickly using this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
23. I am able to efficiently complete my work using this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
24. I feel comfortable using this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
25. It was easy to learn to use this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
26. I believe I became productive Quickly using this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
27. The website gives error messages that clearly tell me how to find problems	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
28. The information ( such as online help, on-page messages and other document-ation) provided with this website is clear	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>

29. It is easy to find the information I need	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
30. The information provided by the website is easy to understand	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
31. The information is effective in helping me complete the tasks and scenarios	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
32. The organization of information on the website pages is clear	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
33. The interface of the this website is pleasant	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
34. I like using the interface of this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
35. This website has all the functions and capabilities I expect it to have	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
36. Overall, I am satisfied with this website	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
37. This website is visually appealing	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
38. It was easy to move from one page to anther	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
39. The overall organization of the site is easy to understand	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
40. Individual pages are well designed	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
41. Terminology used in the website is clear	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
42. The content of the website meet my expectations	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
43. I would be likely to use this website in future	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
44. I was able to complete my tasks in reasonable amount of time	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>
45. Overall the website is easy to use	strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree	<input type="radio"/>

◀ Usability Questionnaire Sheet  
Usability Testing Session 2009,  
Indiandesign.co.in

## USABILITY - BUZZ WORDS

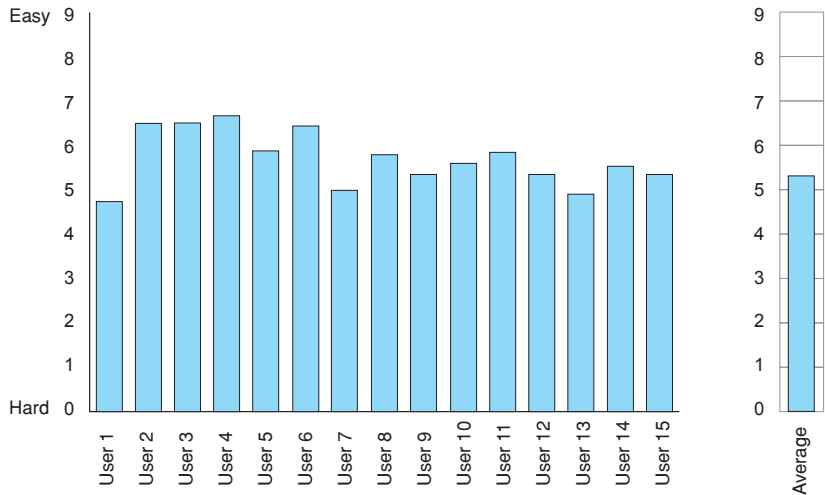
To record user experience, the main usability form was supplied with a buzz words form, where users were required to check out the words that best described their experience with the entire usability session and the subject website [indiandesign.co.in](http://indiandesign.co.in).

<input type="checkbox"/> Convenient	<input type="checkbox"/> Familiar	<input type="checkbox"/> Slow	<input type="checkbox"/> Cutting Edge	<input type="checkbox"/> Friendly	<input type="checkbox"/> Sterile	<input type="checkbox"/> Exciting	<input type="checkbox"/> Desirable	<input type="checkbox"/> Overwhelming	<input type="checkbox"/> Secure
<input type="checkbox"/> Busy	<input type="checkbox"/> Straight Forward	<input type="checkbox"/> Personal	<input type="checkbox"/> Confusing	<input type="checkbox"/> Stressful	<input type="checkbox"/> Predictable	<input type="checkbox"/> Intimidating	<input type="checkbox"/> Appealing	<input type="checkbox"/> Clean	<input type="checkbox"/> Understandable
<input type="checkbox"/> Fun	<input type="checkbox"/> Boring	<input type="checkbox"/> Innovative	<input type="checkbox"/> Helpful	<input type="checkbox"/> Simplistic	<input type="checkbox"/> Low Maintenance	<input type="checkbox"/> Comprehensive	<input type="checkbox"/> Unrefined	<input type="checkbox"/> Unconventional	<input type="checkbox"/> Effortless
<input type="checkbox"/> Empowering	<input type="checkbox"/> Usable	<input type="checkbox"/> Old	<input type="checkbox"/> Complex	<input type="checkbox"/> Irrelevant	<input type="checkbox"/> Inviting	<input type="checkbox"/> Entertaining	<input type="checkbox"/> Confident	<input type="checkbox"/> Optimistic	<input type="checkbox"/> Enthusiastic
<input type="checkbox"/> Dated	<input type="checkbox"/> Dull	<input type="checkbox"/> Advanced	<input type="checkbox"/> Patronizing	<input type="checkbox"/> Meaningful	<input type="checkbox"/> Customizable	<input type="checkbox"/> Time Consuming	<input type="checkbox"/> Stable	<input type="checkbox"/> Unattractive	<input type="checkbox"/> Simulating
<input type="checkbox"/> Clear	<input type="checkbox"/> Flexible	<input type="checkbox"/> Sophisticated	<input type="checkbox"/> Effective	<input type="checkbox"/> Difficult	<input type="checkbox"/> Not Valuable	<input type="checkbox"/> Relevant	<input type="checkbox"/> Inconsistent	<input type="checkbox"/> Compelling	<input type="checkbox"/> Reliable
<input type="checkbox"/> Accessible	<input type="checkbox"/> Time Saving	<input type="checkbox"/> Business- Like	<input type="checkbox"/> Too Technical	<input type="checkbox"/> Intuitive	<input type="checkbox"/> Professional	<input type="checkbox"/> Compatible	<input type="checkbox"/> Incomprehensible	<input type="checkbox"/> Useful	<input type="checkbox"/> Undesirable
<input type="checkbox"/> Organized	<input type="checkbox"/> Calm	<input type="checkbox"/> Disruptive	<input type="checkbox"/> Fast	<input type="checkbox"/> Consistent	<input type="checkbox"/> Not Secure	<input type="checkbox"/> Trustworthy	<input type="checkbox"/> Integrated	<input type="checkbox"/> Disconnected	<input type="checkbox"/> Energetic
<input type="checkbox"/> Controlable	<input type="checkbox"/> Annoying	<input type="checkbox"/> Easy To Use	<input type="checkbox"/> Met Expectations	<input type="checkbox"/> Powerful	<input type="checkbox"/> Engaging	<input type="checkbox"/> Motivating	<input type="checkbox"/> Poor Quality	<input type="checkbox"/> Impressive	<input type="checkbox"/> Unpredictable
<input type="checkbox"/> Novel	<input type="checkbox"/> Comfortable	<input type="checkbox"/> Approachable	<input type="checkbox"/> Collaborative	<input type="checkbox"/> Distracting	<input type="checkbox"/> Hard To Use	<input type="checkbox"/> Ineffective	<input type="checkbox"/> Creative	<input type="checkbox"/> Uncontrollable	<input type="checkbox"/> Fresh
<input type="checkbox"/> Frustrating	<input type="checkbox"/> Attractive	<input type="checkbox"/> Efficient	<input type="checkbox"/> Ordinary	<input type="checkbox"/> High Quality	<input type="checkbox"/> Responsive	<input type="checkbox"/> Essential	<input type="checkbox"/> Satisfying	<input type="checkbox"/> Exceptional	
<input type="checkbox"/> Valuable	<input type="checkbox"/> Gets In The Way	<input type="checkbox"/> Fragile	<input type="checkbox"/> Connected	<input type="checkbox"/> Overbearing	<input type="checkbox"/> Impersonal	<input type="checkbox"/> Inspiring	<input type="checkbox"/> Unapproachable	<input type="checkbox"/> Rigid	

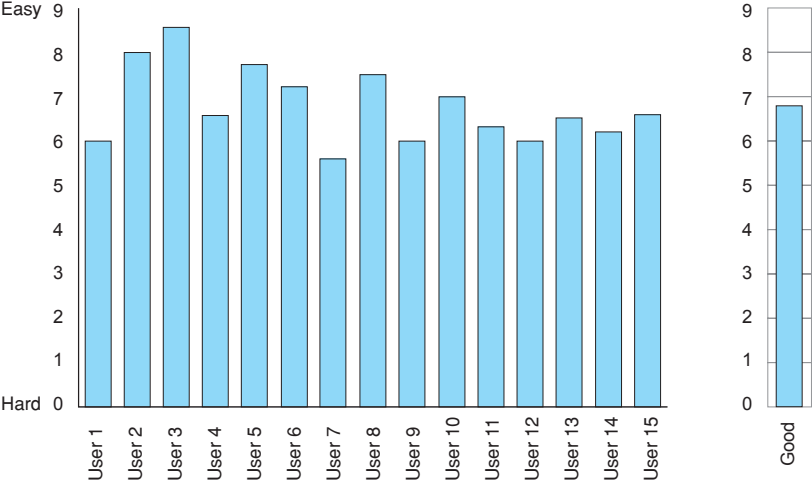


USABILITY - REPORTS

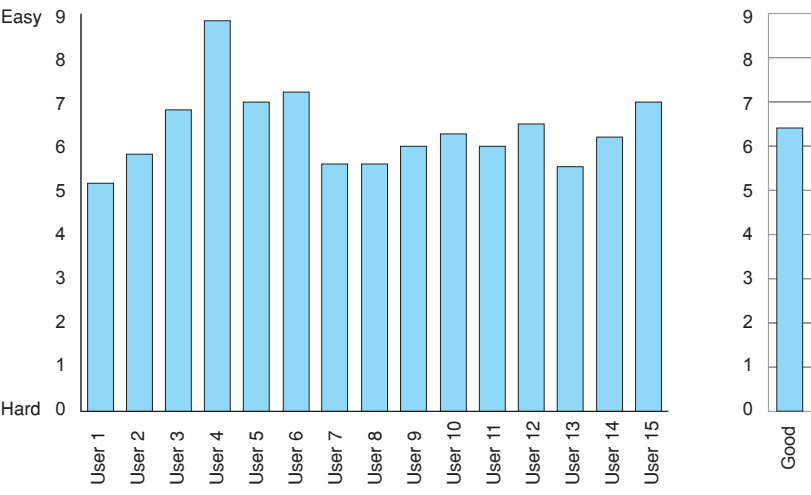
Web page



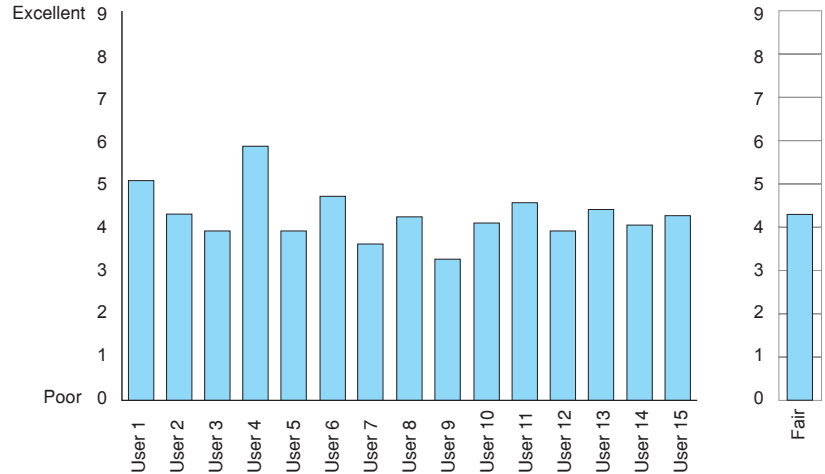
Terminology and website information



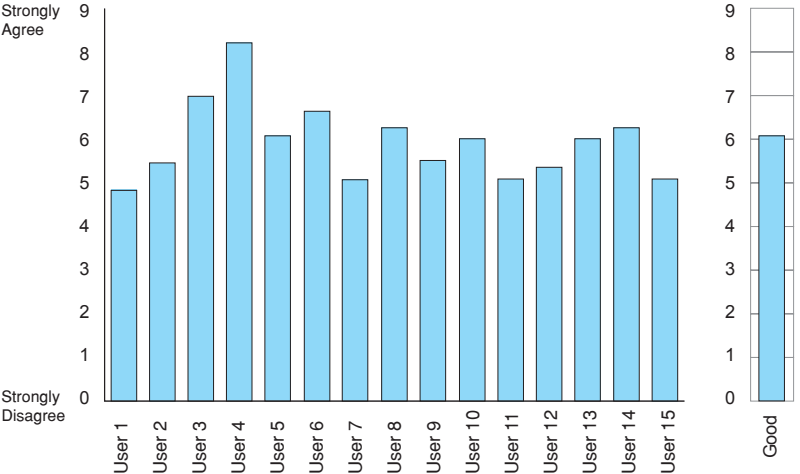
Learning



Website Capabilities



Overall Reaction of the website



SITEMAP

Introduction & Informative Pages

about us  
home page  
guided tour  
indiandesign.co.in gallery  
indiandesign.co.in portfolio gallery  
indiandesign.co.in blogs gallery  
indiandesign.co.in groups gallery  
privacy policy  
terms of service  
copyright policy

Help

help forum  
community guidelines  
contact helpdesk  
faqs  
report abuse

Personal Account Pages

my page .....(requires login )  
my blogs .....(requires login )  
my portfolio .....(requires login )  
my copyright/ip .....(requires login )  
my groups .....(requires login )  
my community discussion .....(requires login )  
my group invites .....(requires login )  
my favourite groups .....(requires login )  
my product ratings .....(requires login )  
my comments .....(requires login )  
asksomeone reply .....(requires login )  
invite someone .....(requires login )

Group Account Pages

our page .....(requires login )  
our blogs .....(requires login )  
our portfolio .....(requires login )  
our copyright/ip .....(requires login )  
our website .....(requires login )  
our community discussion .....(requires login )  
our group invites .....(requires login )  
our favourite groups .....(requires login )  
our services ratings .....(requires login )  
our product ratings .....(requires login )  
our comments .....(requires login )  
ask someone reply .....(requires login )  
invite someone .....(requires login )

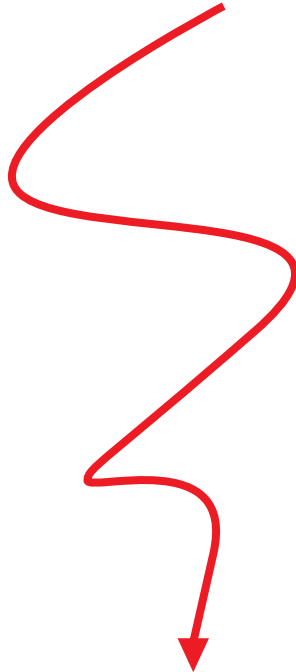
Search

search individual portfolios  
search group portfolios  
search blogs  
search craft items  
search groups .....(requires login )

## CONCLUSION

This project fulfills the need of making creative individuals aware of their IPR, and creating a transparent and user friendly system for IP reservations, which can respond quickly and provide a networking platform to share work, get copyrighted, get acknowledged, explore, learn & grow with the community.

# Got something to share ?



Share your thoughts here-



Himanshu Singh

hello@himanshu.de