

Graduation Project 2018

MANIFESTO

Sponsor

Memesys culture lab

Student

Janvi Ghatalia

Industrial Design (Product Design)

Industry Guide | Faculty Guide

Zain Memon | Dhimant Panchal

The Graduation Project Evaluation Jury recommends
JANVI GHATALIA

to be awarded the Graduation Degree of the MIT Insitute of Design, Pune
IN INDUSTRIAL DESIGN (PRODUCT DESIGN)
herewith, for the project titled "MANIFESTO"

MEMBERS :

NAME

ORGANISATION

SIGNATURE

MAEER's
MIT INSTITUTE OF DESIGN



_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

☐ on fulfilling the further requirements by*
(Subsequent remarks regarding fulfilling the requirements)

GRADUATION PROJECT 2018
UG PROGRAMME

Chairperson of the Jury



Versova beach, Mumbai

Acknowledgements

I am grateful to have a Mentor like Mr. Dhimant Panchal. His guidance, not only for this project but, throughout my study at MIT, has helped me discover my potential as a designer today. Thank you, Sir!

I would like to thank my industrial mentor, Mr. Zain Memon for giving me this wonderful opportunity to work as a product designer at Memesys Culture Lab. Thank you for your continuous guidance, feedback and support at every stage of the project.

I have to thank all the Memesians at Memesys Culture Lab for making my experience at the studio so enjoyable and comfortable. Right from Raju bhaiyyas food, to Shivas constant help to all the other great friends I made at Memesys.

The AIM Project team - this book wouldn't have happened if it weren't for you'll. It was a great co-learning experience!

In these past 4 months, I have been extremely lucky to have met people whose only intention was to help me learn and grow as much as possible. I can't not have a special mention for all of you!

+ Mr. Sanjay Mehta
+ Mr. Ashok Rajani
+ Mr. Raju Doshi
+ Mr. Hammad

Thank you for sharing your knowledge with me, I promise to make good use of it.

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LOADING...

(About the company)

**the
company**



M E M E S Y S

A photograph of several jellyfish swimming in dark water. The jellyfish have translucent, pinkish-orange bells and long, thin, blueish-purple tentacles. Overlaid on the image is a white geometric pattern consisting of several thin lines that converge at a single point on the right side, creating a sense of depth and focus.

**ELEVATING
CONSCIOUSNESS
THROUGH STORIES.**

about Memesys Culture Lab

Memesys Culture Lab is a cinema and new media studio at the intersection of science, philosophy and culture.

The studio actively participates in cinema, literature, pedagogy, technology, art, scientific and philosophical research, and actions of significant social impact.

Memesys produces media, system frameworks and tools that positively influence our understanding, our behavior and our ecosystems.

We want to initiate dialogue, engage with the greatest ideas of past and present, and interpret and demystify current breakthroughs in our understanding of the self and the universe.



" You'll see a Red gate, enter it"

the founders



Anand Gandhi
CEO, Filmmaker, Producer



Khushboo Ranka
Head of Content, Filmmaker



Zain Memon
CTO, Futurist



Vinay Shukla
Head of Non fiction



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Head of Design, Architect



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the team

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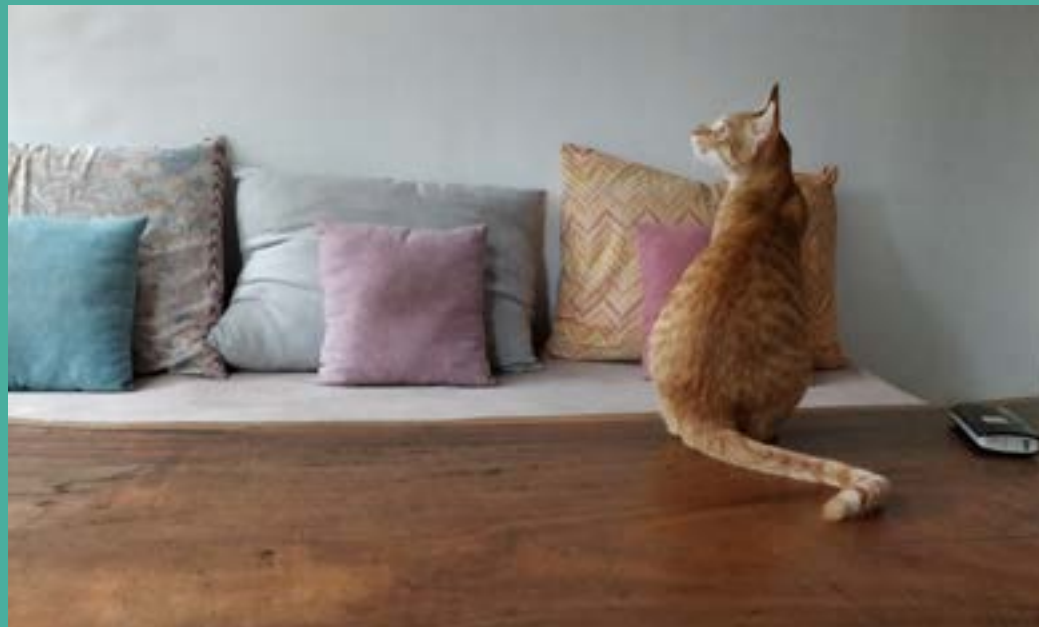
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design

Soumik Lahiri
Janvi Ghatalia



Meet Barry, employee of Meowsys Culture Lab

My internship began with riots!

On 3rd January, I left my house, pumped up for my 'first work day', innocently practicing my introduction. Little did I know, that Maharashtra was fighting it's own battle the same day. It was the 200th anniversary of the Koregaon-Bhima battle. Dalits and the Marathas had taken to the streets causing a Maharashtra bandh. It was a quiet and empty but memorable first day, leaving me with only more hope and excitement for the next.





The office is a one storeyed villa, located right opposite Versova beach. The space is divided into, writers room, tech room, edit room and living room.

previous work

ship of theseus

Drama, 2013

Director : Anand Gandhi

An experimental photographer, an ailing monk and a young stockbroker explore identity, justice, beauty and the meaning of life and death.



an insignificant man

Non Fiction Political Thriller, 2017

Director : Khushboo Ranka, Vinay Shukla

A non-fiction drama chronicling the most outrageous political debut in the largest democracy in the world, "An Insignificant Man" follows Arvind Kejriwal and his insurgent party as they look to shake up Indian politics while struggling to keep their own idealism alive.



elsevr

ElseVR, a mixed reality channel, is a disruptive idea in narrative nonfiction and journalism. It brings extraordinary and urgent stories to Virtual Reality (VR), granting the audience an entry “into” the story. By shattering the barrier between the viewer and the subject, VR has the power to elicit enquiry and empathy. Published online as a quarterly, each story facilitates collaborations between formidable filmmakers, writers and designers to amplify the power of narrative.

ElseVR is Asia’s first dedicated virtual reality platform, bringing forth extraordinary real-life stories to evoke conversations and inspire action. The magazine is the non-fiction VR platform from Memesys Culture Lab.



READY?
(What is the project?)

project A.I.M.





DOCUMENTARY
FILMS

AN INSIGNIFICANT MAN

IN THEATRES
17TH NOVEMBER

initial brief

Expand the theme of the movie, An insignificant Man, to further explain the working of an Indian political system and the important role of politicians.

what is the movie about?



At the heart of *An Insignificant Man* is the most polarising man in India – Arvind Kejriwal. The film follows Kejriwal and his Common Man's Party – an insurgent new political party, as they wield basic public issues like water, electricity, and graft against the country's oldest and most powerful two political establishments. It gives an insider's view into Kejriwal's brand of politics, which has split popular opinion into two prominent factions. One labels it selfish and anarchic, while the other insists on seeing it as a major shift in the Indian political paradigm.

With never-before-seen footage, the film offers a unique insight into the fledgling political party's battle between survival and extinction in the largest democracy in the world. It follows activists, politicians, and academics on their best days and their worst, as they navigate the absurdities, trials, and chaos of Indian politics; and as they reveal their agendas, intentions and ambitions. Capturing moments of triumph and despair, the film is a moving cinematic journey through the narrow lanes of Delhi's slums to the closed corridors of political power.



“We gained a premium, all-access pass to the backstage of a new brand of politics, transporting us smack dab in the middle of party offices, daily meetings, heated arguments, inside jokes, campaign strategies and the true events and ideologies that inform rhetoric in public space.”





It was the first time someone had access to the inner workings, thoughts, dilemmas, strategies and motives of an Indian Political Party. There is so much more going on inside to the party posters that we see around us. An Insignificant Man was a great Movie, but we didn't want to stop there. It has created an impactful dialogue surrounding politics which had to go on.

We must understand what is exactly happening there. What are they trying to achieve? How are they trying to achieve it? We must understand the system. We must be aware about issues going on around us. And hence, my brief was formed.

To create a solution along the lines of the documentary, which makes people think about politics. The medium wasn't specific. If by the end, someone thinks about an issue affecting the world, that would be the solution.

design directions

In order to have the desired effect, multiple projects were selected and assigned to different teams. It was a kind of experimentation with different mediums. A system of projects that come together to increase political awareness.

01 DVD PACKAGING

Vinay Shukla
Nidhi Shetty
Arjun
Janvi Ghatalia

02 DEMOCRACY VIDEO

Vikas	Aayush Asthana
Amaan Sheikh	Joseph Dominic
Rohan Raut	Janvi Ghatalia
Mayuresh P	

03 AIM NEWSLETTER

Vinay Shukla
Nidhi Shetty
Arjun
Janvi Ghatalia

04 POLITICAL DISCOURSE

Vinay Shukla
Nidhi Shetty
Arjun
Janvi Ghatalia

05 POLITICAL GAME

Zain Memon
Aayush Asthana
Mayuresh P
Amaan Sheikh
Nidhi Shetty
Soumik Lahiri
Janvi Ghatalia

We went through the possible scope of each idea and how it can deliver to the desired goal.

01 DVD PACKAGING

BRIEF : To create an interactive DVD Packaging for the movie An insignificant Man with the motive to increase Political awareness in the public.

+Direct away from the conventional plastic box packaging.

+Create an unboxing experience.

+A set of merchandise and products that are along the lines of the movie.

+To create a narrative with the packaging and the materials.

+To describe the journey of the making of the movie.

02 DEMOCRACY VIDEO

BRIEF : To make a short video about Democracy as a type of government with a motive to explain its meaning in a fun manner.

+Think of appropriate analogies and metaphors to each part of democracy.

+Create a stop motion video.

03 AIM NEWSLETTER

BRIEF : To design a newsletter which talks about the of making of An insignificant Man from the point of view of directors Vinay Shukla and Khushboo Ranka.

+ Inside Journey of the making.

+Directors experience of Filmmaking in Politics.

+Understnading Poltical campaigns from the inside.

+Stuggles and Achievements.

04 POLITICAL DISCOURSE

BRIEF : To design an interactive task diary about Politics and Polticians, in the end, teaching one, How to be a Politician.

+Understanding how to be a politician.

+actions, challenges, troubles of politicians.

+converting into interesting tasks per day.

+Each page leading the user to becoming a politician.

05 POLITICAL GAME

BRIEF : To design a Political game as a tool to learn about the system.

+Understand learning methods through games.

+Developing varied skills through gameplaying.

+Multiplayer game for enhanced interaction and group learning.

designing a game.

Having researched about educative tools and with over 4 years' worth of political learnings accumulated during the making of AIM, our team realized that Gamification was a fantastic tool to transcribe those learnings for others.



why games, you ask?

The working of a Political system. The topic is serious. And extensive. While some love waking up to the front page of the newspaper and expressing their opinions on the latest political news, others find it blatantly boring. They would run away even before you finish saying "Poli.."

In a situation like this, and with a motive of making people understand the hows and whys of politician making, it is necessary to use a medium in which all age groups are equally targeted and interested. Teenagers, adults, senior citizens- the more people who are made aware, the better.

Games create a great simulation of ideas of the real world. A political system has various sectors and divisions, which can be associated very well with a detailed gameplay. Party games, app based games, outdoor games, tabletop games, skill based games are a few among many kinds of games, each having its own advantages.

1. Board games create an experience among players on the table. It requires the *physicality* of being into the world of the game through cards, pieces, characters etc.
2. It is a better way to explain a concept in a group by *roleplaying*, which can be incorporated very well in a board game.
3. Playing with people over a table turns learning and understanding a serious topic into a *fun activity*.
4. *No age constraints* for this medium.
5. In this age of using screens and technology, it is great to be enjoying an activity completely *analog*.

about board games

A Board Game is a tabletop game that involves counter or pieces moved or placed on a premarked surface or “board”, according to a set of rules.

Board games are based on either Pure Strategy, or pure Chance, or a combination of both. Games are a great medium of learning through fun. they have the capability to make serious issues an enjoyable learning experience. It is a tool used by many in the education sector.

Board games imitate real life. A war scene, a historic event, a professional taskjob, a process of making and earning, even moral values. Any topic can be covered through this effective medium.

The social interaction that you experience with face-to-face gaming goes beyond just having fun—you can read a person’s body language, their casual conversation, and the way that they approach their actions in the game to learn how they play a game, and, by extension, how they approach challenges and conflict in their real life. It’s not a surprise that some Silicon Valley companies use games as part of their interview process!

“you can discover more about a person in an hour of play than in a year of conversation.”
- plato



“Did you say Game Night !?”

We are in the golden age of Board games.

Games Analyst, Matthew Hudak cites that the sales of board games and puzzles grew by 15 % in 2016.

It has become a new go-to social activity.

Preferring to socialize at home is leading to people across ages organising game nights. It gives a framework to interact with people in an easy manner.



types of board games

1. Roll and Move Games :

Involve Rolling dice or spinning a wheel or drawing cards to determine the number of spaces one may move in a primarily linear direction. High reliance on Chance.

Eg: Monopoly, the game of life, Clue

2. Worker Placement games : Slow

and Strategic game. Capture limited number of spaces before someone else does.

Eg: Lords of Waterdeep, Cytosis

3. Secret Identity Games :

Game of Deception. Find out whom not to trust.

Eg: Secret Hitler, Coup, Mafia

4. Co-operative game :

All about teamwork. Everyone works together towards a common goal and either wins or loses.

Eg: Pandemic, Forbidden Island, Arkham Horror.

5. Deck Building Games :

Players start with a certain number of cards that grow, change, upgrade.

Eg: Dominion, Roll for the Galaxy.

6. Area Control Games :

This land is mine, that land is yours! Territorial game.

Eg: Risk, Star Wars: Rebellion



refined brief

Design a roleplaying
multiplayer strategy
game about the
impacts of Politics

The aim of the game is to help players with the following.

- +communication skills
- +business skills
- +tactical skills
- +tackling issues
- +longterm strategic thinking
- +realtime political thinking
- +improving foresight
- +making decisions
- +developing political concepts
- +make aware of world issues

The objective of the game is to engage people in conversation about the working of politics and to question the issues of the world. To understand the decisions one has to make as a politician and what effects it has in the long run. To understand whether a politician can stick to their ideals as well as run a nation.

Creating a game which makes people **think why**.

SET.

(The design development)

game development





1. the theme

The first step was to decide a specific theme for the game. Since, our main objective was to understand why politicians do what they do, we started from the beginning of their journey- from the Electoral process!

elections in India

In India, Politics takes place within the framework of its constitution, because India is a federal parliamentary democratic republic, in which the President of India is the head of the country and the Prime Minister is the head of the government. India follows the dual Policy System, i.e. a double government which consists of the central authority at the center and states at the periphery.

The states have their own legislatures. Some states have two houses and some only one. The lower house where most of the legislature activities happen is called the vidhan sabha. The state elections are held every five years. In these elections members for the Lower house are elected. Head of a state is called a Chief Minister, who is a member of the Lower house.

Holding free and fair elections on a state and national level is integral to upholding the principles of the democratic setup in India.



what is the election process?



1. Formation of constituencies

The constitution lays down that after the completion of each census the allocation of seats in the Lok Sabha to states shall be readjusted. Similarly, the constituencies for elections to the legislative assemblies are also readjusted.

2. Filling of nominations

The nomination of candidates is an important part of the process. There are a set of rules and requirements that candidates must fulfill in order to be chosen as a member of Lok Sabha or the Rajya Sabha.

3. Election Campaign

Techniques of the election campaign and the tools employed by the parties and the independent candidates are many :

a. election manifesto

The parties issue their Election Manifesto. A Manifesto is a Statement of great Significance. It is "a formal statement of the Programme and objectives of a Political party" It deals with issues such as restructuring of Center-State relations, guarantees to religious or linguistic minorities, justice and judicial reforms, fiscal reforms, economic growth, social justice, problems of the handicapped, health, nutrition, education, defense and world peace. The manifesto contains programs and promises, with a view to attracting the largest number of voters.

b. electioneering activities

The parties and the candidates usually make use of these techniques in order to carry their message to the voters.

- +Public Meetings and rallies are organized and processions are taken out.
- +Street corner meetings are held.
- +Candidates , along with the influential person of the area, do door-to-door canvassing.
- +New Slogans are coined to attract the masses.
- +Advertisements are released to the press .
- +The radio and television are pressed into service to broadcast the speeches and panel discussions of leaders of various parties.

4. Polling process

The election campaign must be stopped 48 hours before the time when poll concludes on the polling day.

After all the campaigning that the parties have done for themselves, voters have been influenced by one or another strategy of theirs. The voter records his vote either by placing the seal mark against the name of the candidate he /she wants to vote for or by pressing the button of the voting machine.

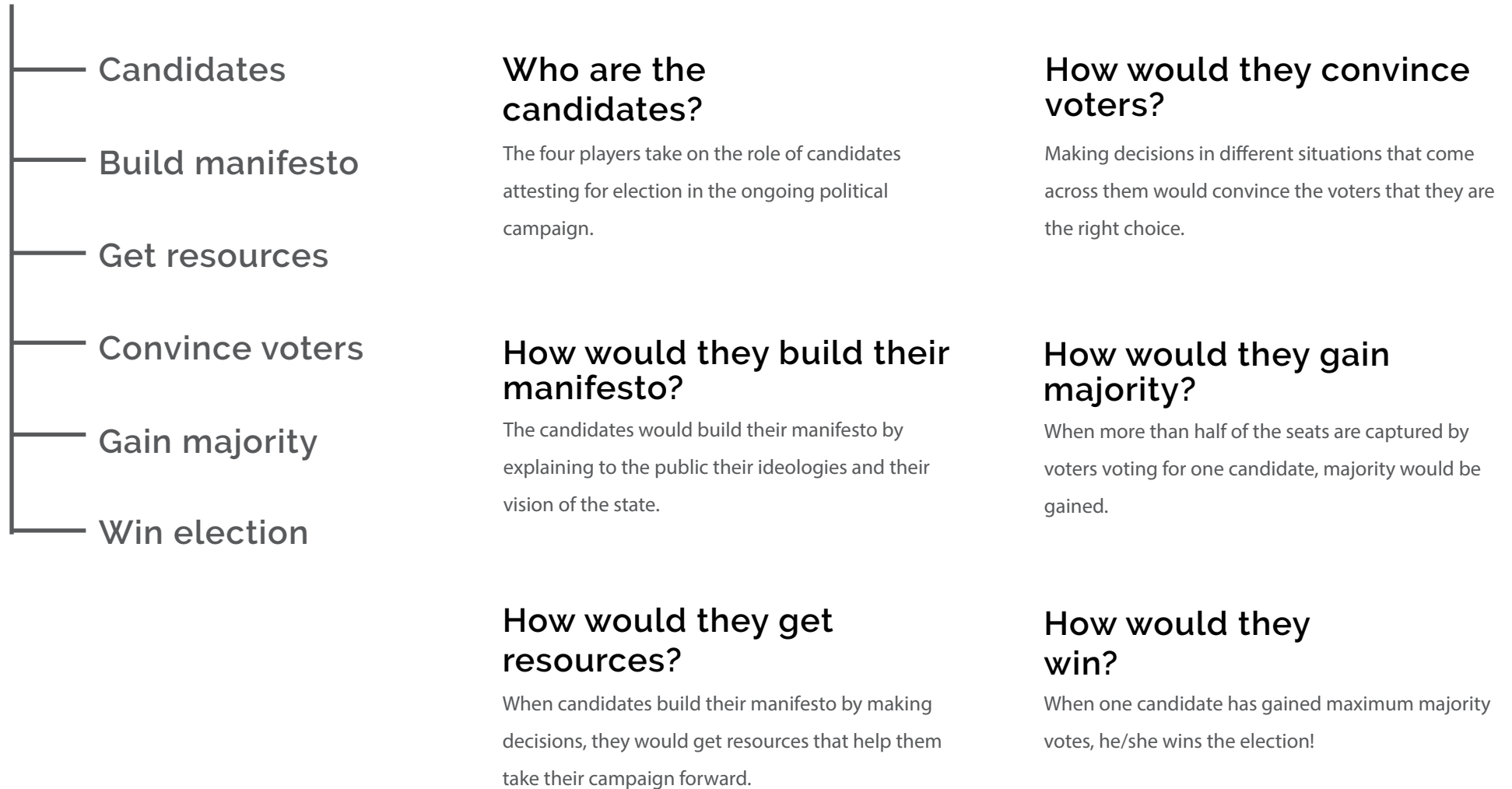
5. Counting of votes & declaration of results

After the polling has ended, the ballot boxes or voting machines are sealed and carried under custody to the counting stations. The candidate who obtains the highest number of votes is declared elected.

2. the structure

The next step was to create the core mechanism of how the game works. An election campaign was apt as that is the period when candidates put their thoughts, beliefs and ideologies on display and convince the public why they should be voted for. This seemed like a good start for creating the mechanism of the game.

An election campaign



3. the components

The next challenge was to derive at physical game components from the structure created. A narrative was formed alongside the components.

components

The board = The state

The game board is a representation of the state in which elections are going on.

It is a state with 8 zones, each zone having a specific number of voter seats.

Card deck 2 = Voter deck

The voter card deck consists of 3 cards- 1 vote, 2 votes and 3 votes. Each of which, has a resource requirement which players must pay to be able to buy the voter.

Card deck 1 = Manifesto deck

A deck of cards, each asking a political or ethical question, to which one can answer yes or no. On answering either, the candidate gets certain number of resources.

The tokens = The voters

Votes are represented by small cubical tokens that are placed on the board. One piece denotes one vote. Each player has one color.

Punchboards = Resources

On answering yes or no to the question cards players get resources based on the probable consequence of the answer.

Order of usage of components

1. Pick up a Manifesto card
2. Choose an answer
3. Get resources
4. Spend resources to influence voters
5. Place voter tokens on the board

Detailing components

1. Manifesto cards

Each manifesto card has a question that a politician would need to answer. Questions were categorized into the following sectors:

1. Social
2. Development
3. Healthcare
4. Technology
5. Media & Broadcasting
6. National Security
7. Finance
8. Foreign Policy
9. Crime
10. Special Events
11. Culture
12. Entertainment
13. Law Making

Each question had a YES and NO Answer.

Neither answer is right or wrong, its a subjective point of view, which builds up the manifesto.

Each answer yields certain resources, on the basis of a general consequence of taking such a decision.

+Should yoga be mandatory in schools?

+Will you sacrifice a park to build a parking lot?

+Should 25% of private hospital beds be reserved for patients belonging to economically weaker sections?

+Should prostitution be completely legalized and regulated?

+Would you support a campaign to ban alcohol in your state?

+Do you support the cause for equal wages across genders?

+Should sewage water be recycled to drinking water?

2. Resources

During political campaigning, candidates seek support of or are in need of certain resources which aid them in becoming successful at their campaign.

Referring to real life politics, we listed down things which help a political campaign to succeed. Here are a few:

- | | |
|-------------|-----------------|
| 1.Money | 6.Peoples Trust |
| 2.Support | 7.Legal Help |
| 3.Team | 8. People |
| 4.Publicity | 9.Competition |
| 5.Press | 10.Welfare |

After considering all the resources that a political party would need, we finalized upon 4 main ones -

Funds	Media
Cadre	Goodwill

3. Voter Cards

The voter cards signified each individual who votes for his/her desired party candidate. Every voter is affected by a party's efforts to convince them to vote for them.

Each card has a resource requirement, which when fulfilled by a player, can influence that many number of voters.

For purpose of easy gameplay, we divided the voter cards into three types:

1 Vote	2 Votes	3 Votes
---------------	----------------	----------------

4. Voter tokens

Voter tokens represent an individual's vote. Once a player has influenced 1,2 or 3 voters by paying the required resources, he/she can pick up that many number of tokens and place them on the board.

There are voter tokens of 4 colors, each for one player.

5. Board

The board is the state, comprising of 8 zones. Each zone has a different number of votes that can be casted.

Players can place their voter tokens on any zone of their choice. Once a player has casted more than half of the votes of that zone, he/she has gained majority over that zone.

In order to show that majority has been gained, the votes are shifted to another majority area of the board .
(See next page for reference)

wireframe of components

Manifesto cards

QUESTION

Yes No

F: F:

M: M:

C: C:

G: G:

Voter Cards

1
VOTE

2
VOTES

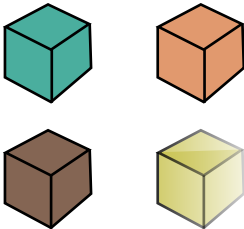
3
VOTES

Resources

FUNDS MEDIA

CADRE GOODWILL

Voter tokens



Board

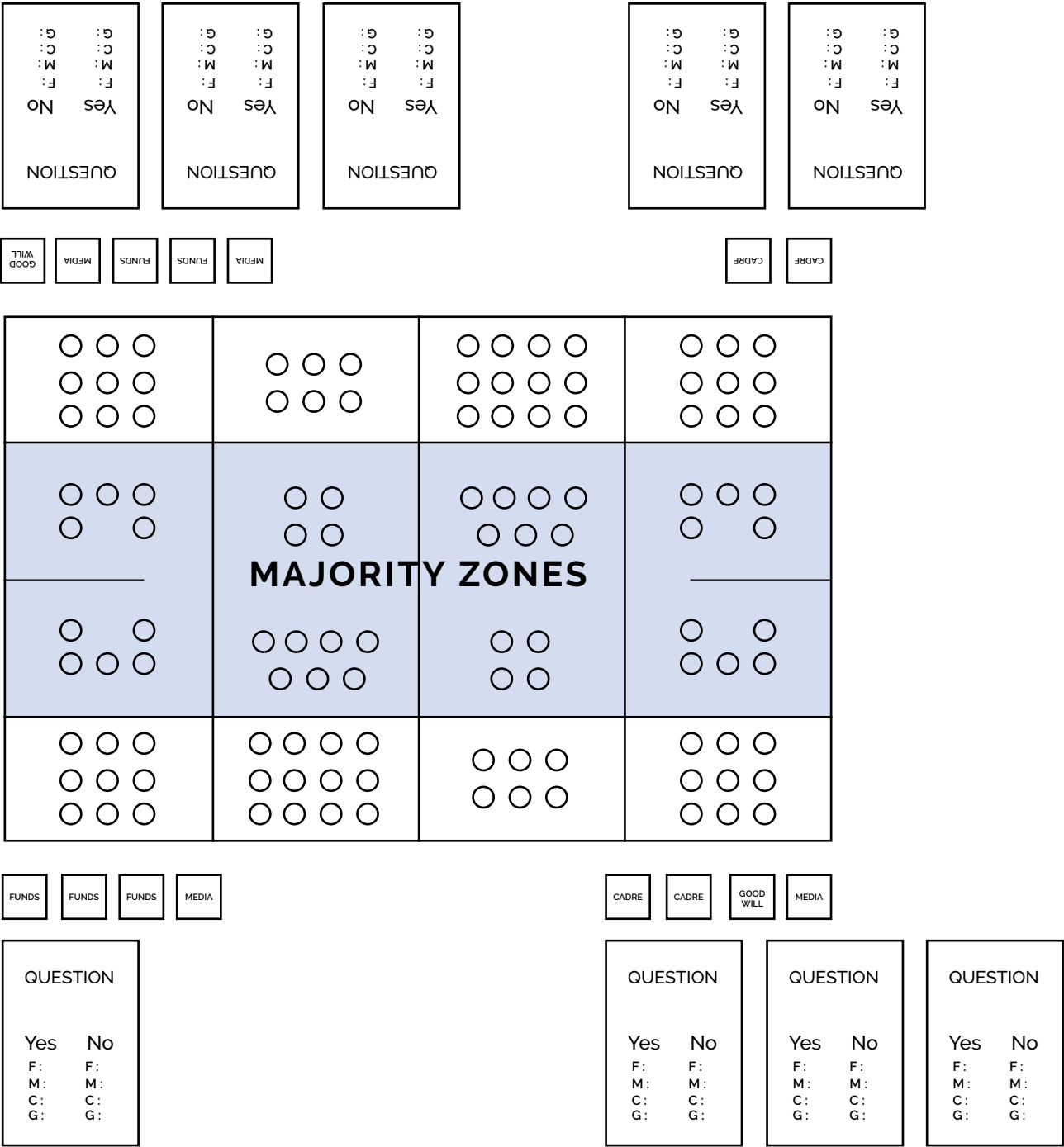
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○ ○ ○ ○ ○ ○	○ ○ ○ ○ MAJORITY ZONES	○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○
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layout

1
VOTE

2
VOTES

3
VOTES



4. the gameplay

After the theme, the structure and the basic component building was done, we began playtesting. Over time and over multiple playtests, the game received various updates.

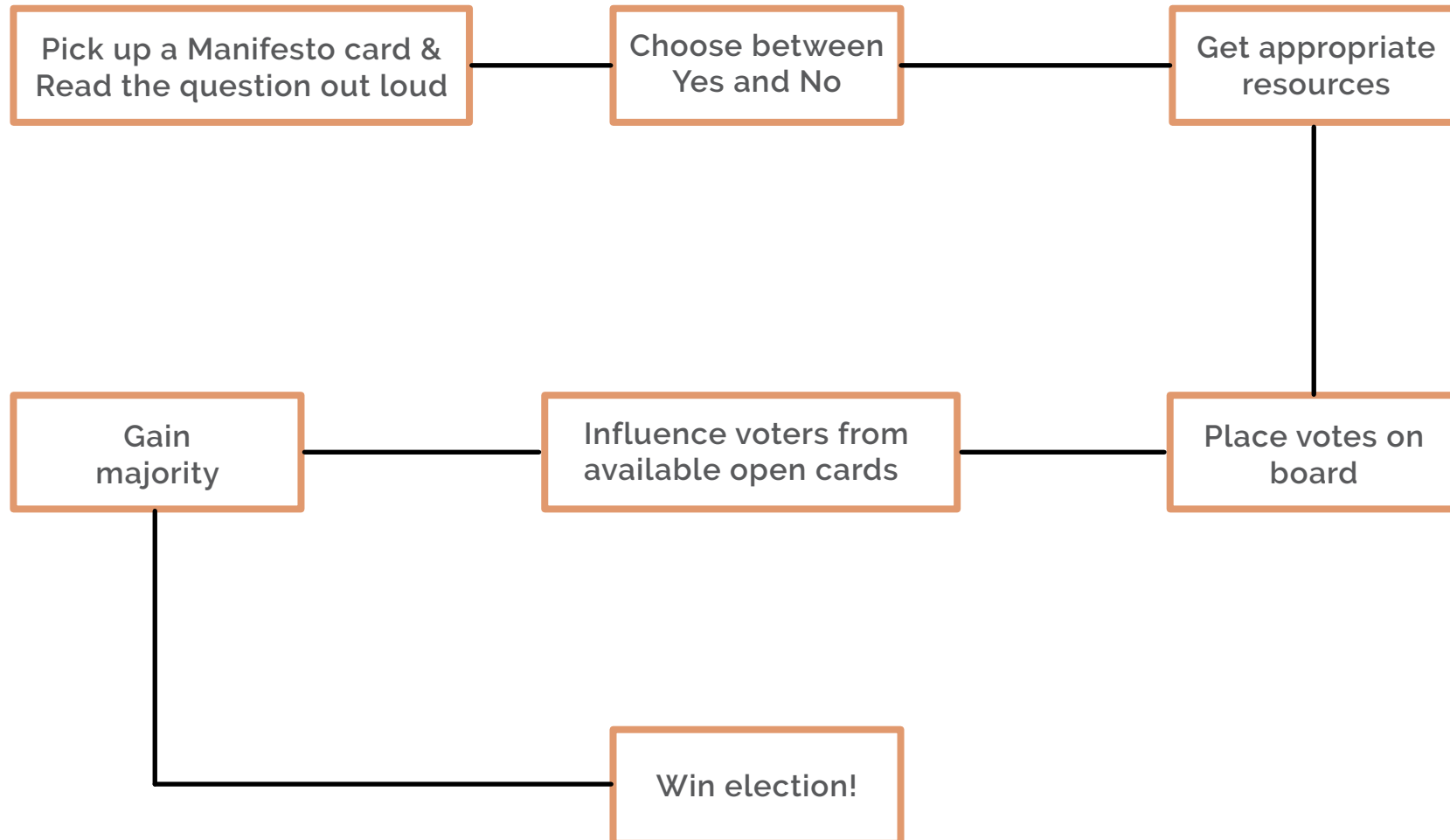


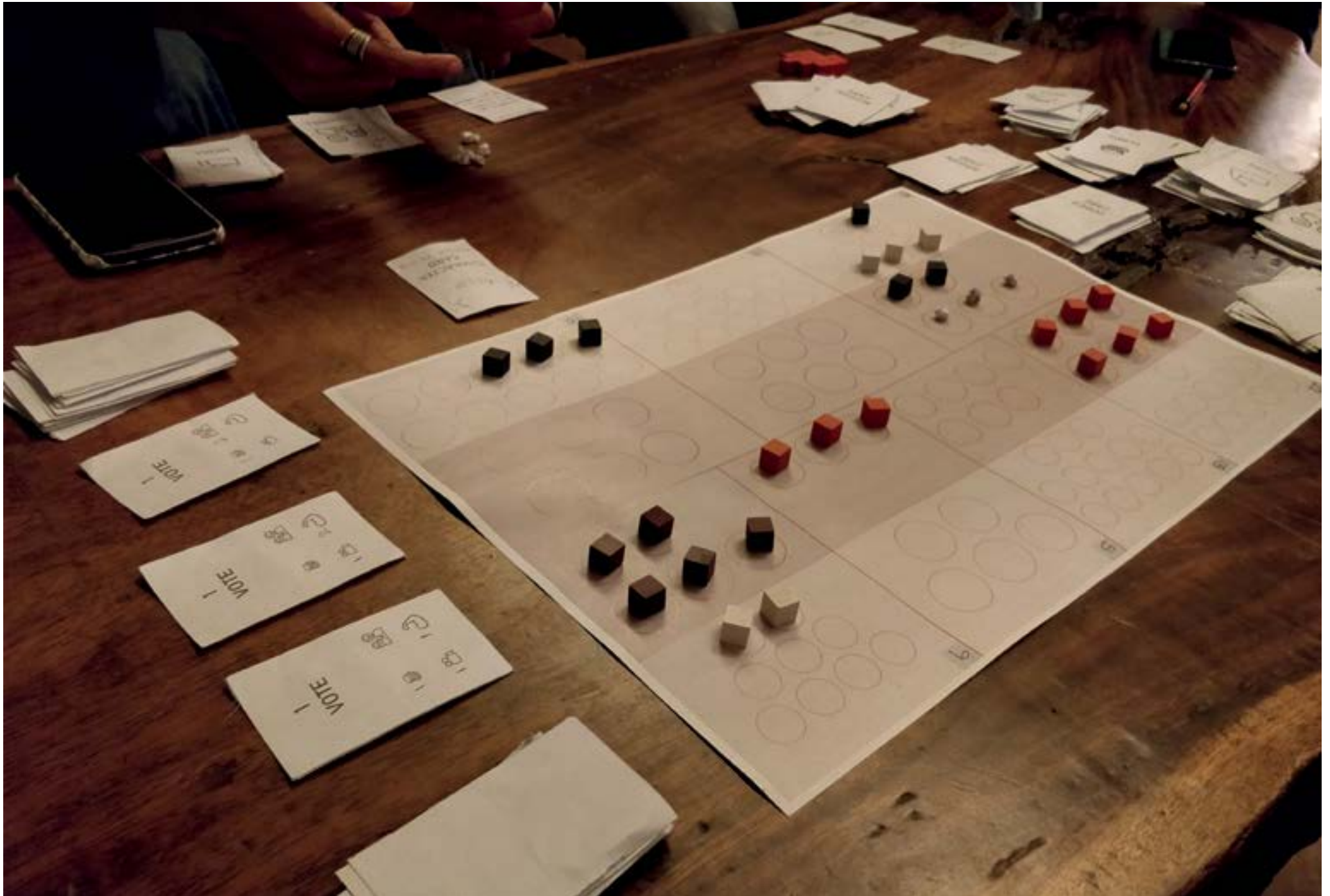
We tested the authenticity of the game structure with playing cards and rough sheets.

level 1

Creating the core
mechanics

Rules #1







playtesting 1

This was the first playtest conducted at office amongst memesians. We created placeholder icons for the resources and used existing voter tokens from other board games.

feedback from
level 1

- ☒ Clarity of rules
- ☒ Sequence of events
- ☐ Placement of components
- ☒ Visual Logic
- ☒ Association with theme
- ☒ Visibility
- ☐ Complexity
- ☐ Strategic thinking
- ☐ Learning tool

ADD PURPOSE TO THE BOARD

Apart from placing the tokens, there is no other function of the board. It's purpose seems unimportant and static.

ADD A STATEMENT

Only Yes/ No answers doesn't feel valid enough. A statement to reinforce the decision would make the play interesting

FIX COMPONENT PLACEMENT

The translation of voter cards to tokens is confusing. Players don't understand why do they have to shift the tokens.

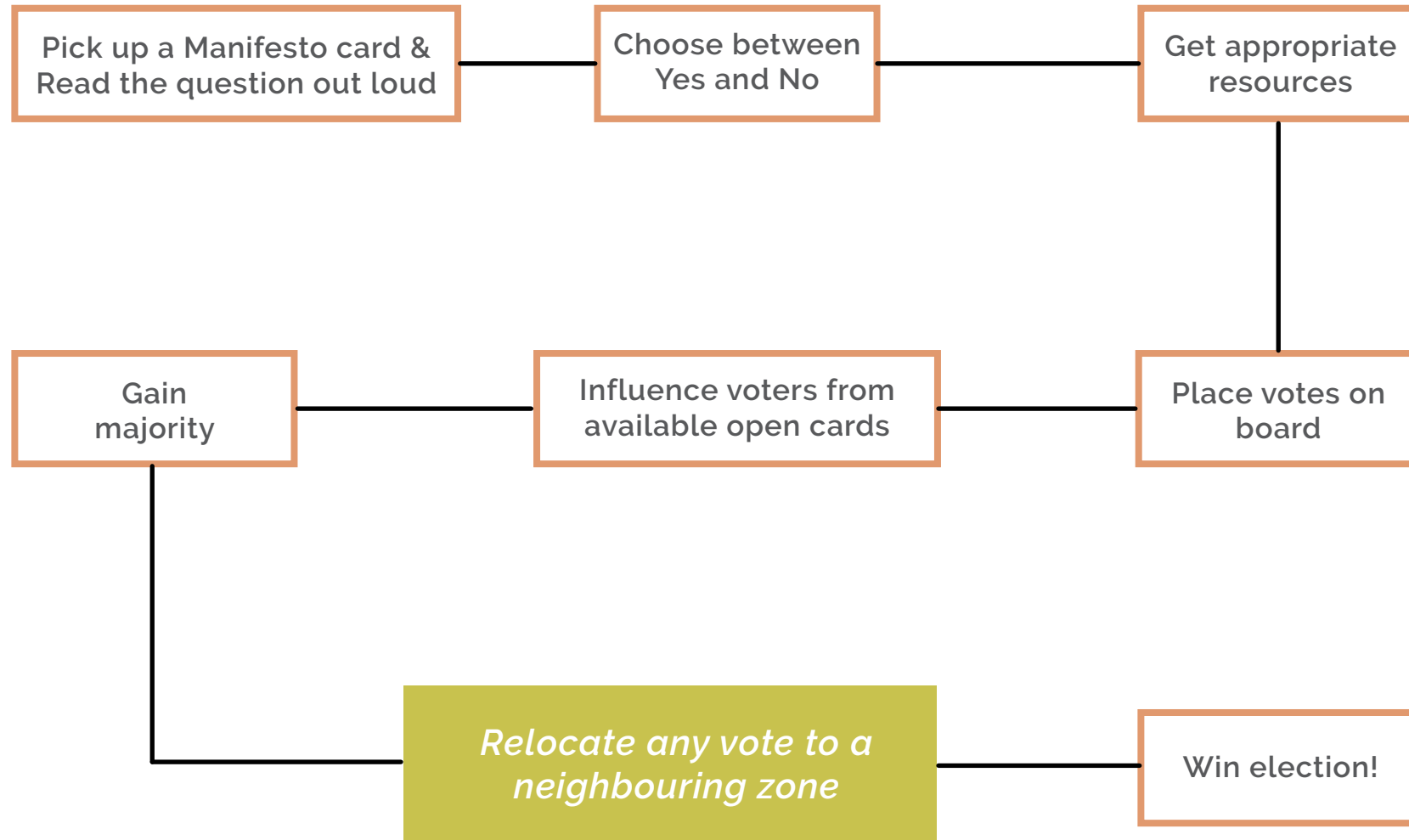
INCREASE COMPLEXITY

Considering it is a strategy game, the level of complexity is too low. Adding constraints and incentives to achieve the goal would help.

level 2

Introducing relocation
of votes

Rules #2



updates

1. Relocation of Votes

When a candidate wins majority over a zone, he/she can relocate his/her own vote or an opponents vote to any of the neighboring zones. This feature can be used to build your own majority or break an opponents.

WHY?

+ After placing votes on the board, there was no other action/task happening on the board. The board was a static piece of paperboard with no useful function for the sake of it's physicality.

+ Introducing relocation of votes, made players think and strategize where they want to place votes, opposed to the earlier version where it didn't matter where you placed your vote.

2. Manifesto Cards content

Instead of having both, YES and NO on the same side of the manifesto card, we changed it to either side of the card by adding a statement reinforcing the decision taken.

WHY?

+ The crux of the game lies in making decisions through the manifesto cards. When every card only asks one to say yes or no, it doesn't have the same impact as continuing the answer with a statement.

For example:

Q. Should beef be banned in your state?

Yes, it hurts religious sentiments. OR

No, Religious sentiments shouldn't infringe upon individual liberty.

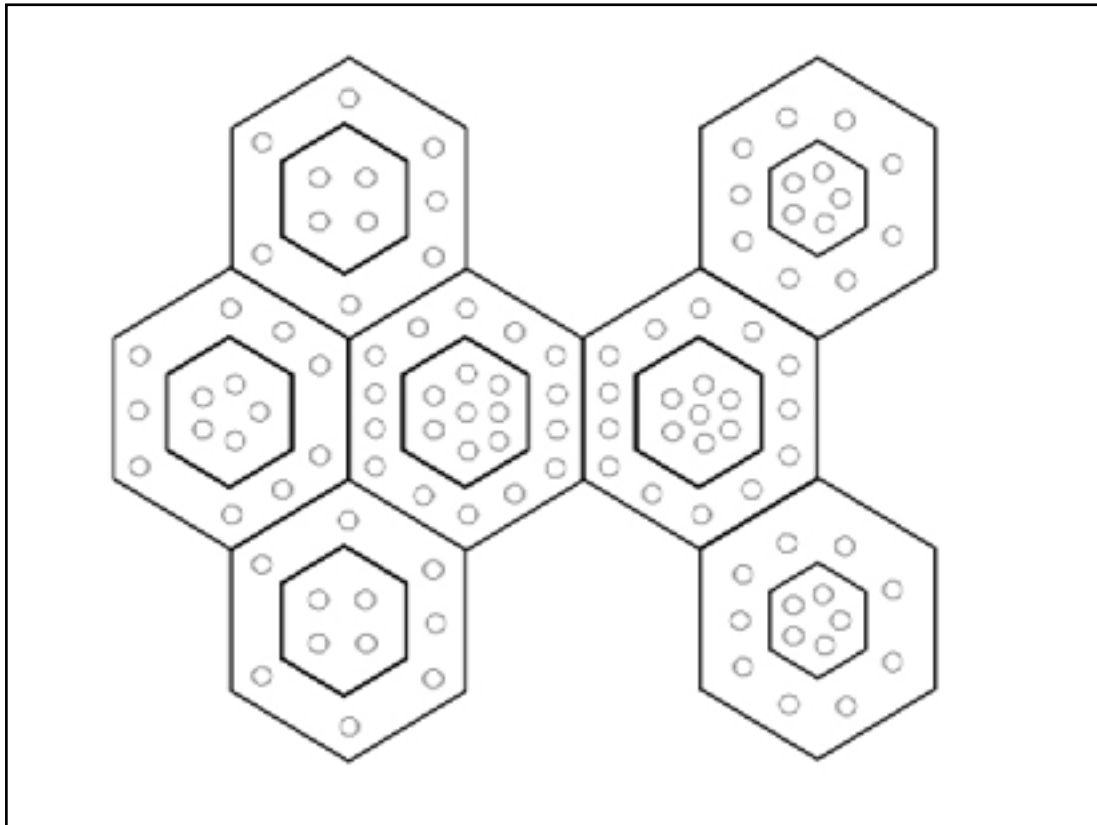
3. Math of Board

The board has changed due to the new rule of relocation in neighbouring zones. The placement of the zones is such that it varies the difficulty level to catch each zone.

WHY?

+ Due to the new rule of relocation of votes, the board had to be changed to make relocation interesting as well as interesting. In the previous version, the placement of zones wasn't such that the moving votes becomes a strategy.

updated components



Majority seats
Total no. of seats

Should beef be
banned in your
state?

Yes, it hurts religious
sentiments.

F:2 M:1 G:1

Front

Should beef be
banned in your
state?

No, Religious
sentiments shouldn't
infringe upon individual
liberty.

C:1 M:2 G:1

Back





playtesting 2

The second iteration of the game. Playtested, still inside the memesys office, among memesians.

Placeholder icons we created to denote the four resources - Funds, Media, Cadre and Goodwill.

feedback from
level 2

- ☒ Clarity of rules
- ☒ Sequence of events
- ☐ Placement of components
- ☒ Visual Logic
- ☒ Association with theme
- ☒ Visibility
- ☐ Complexity
- ☒ Strategic thinking
- ☐ Learning tool

ASSOCIATION WITH REAL LIFE

All the components must be deeply associated to the real life working of an election campaign.

INCREASE PLAYTIME

The number of seats in a zone and the placement of zones, both, contribute to a short game playtime. Conquering zones is easy.

TABLE LAYOUT

The spread of the game on the table is extremely cluttered and unorganised. One has to keep track of a lot of cards.

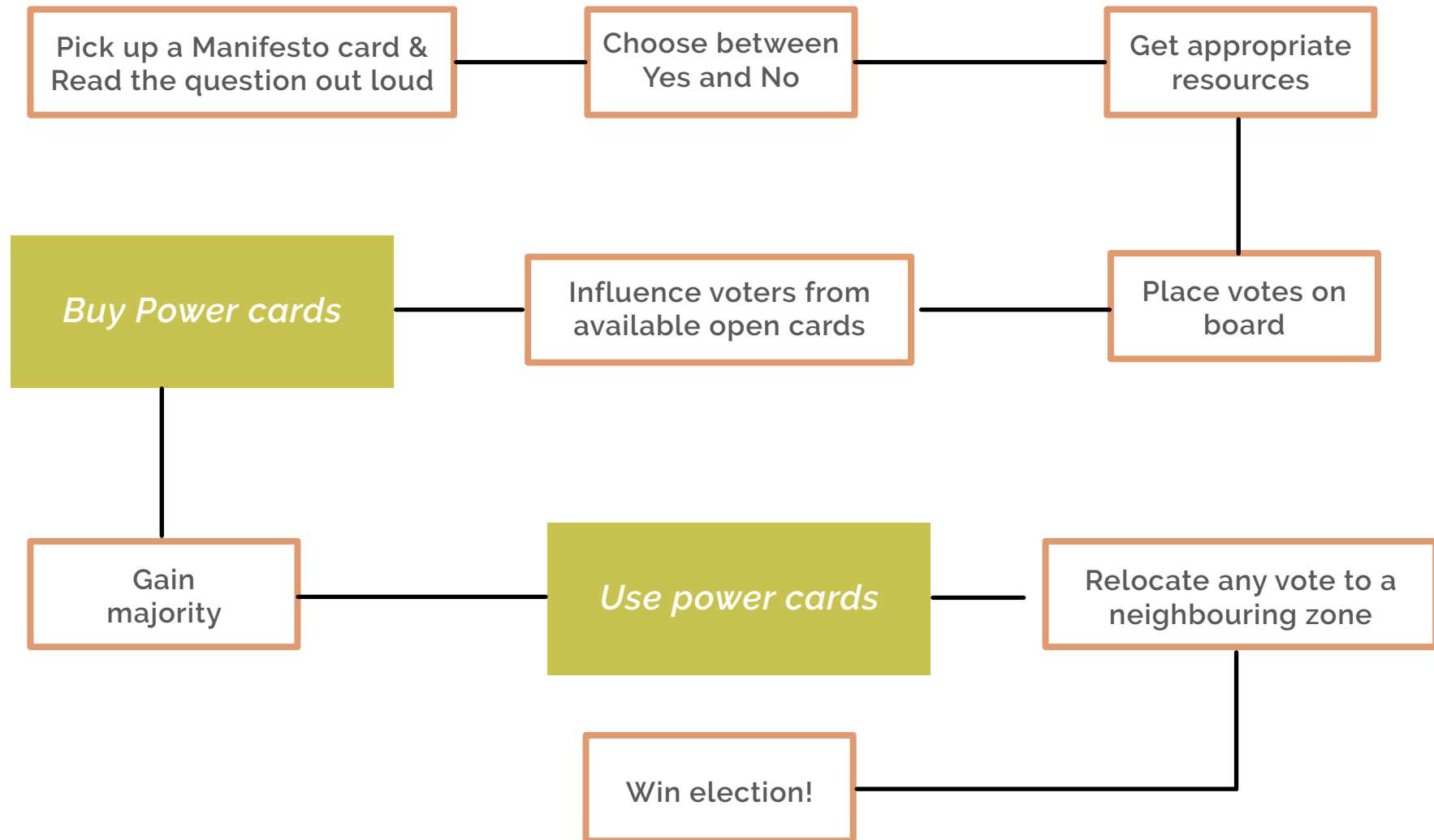
MAJORITY INDICATION

Shifting votes to another smaller hexagon to ensure majority is confusing, as the outer ring of circles has extra empty circles.

level 3

Introducing Powers

rules #3



updates

1. Power Cards

Power cards are added in this iteration to increase the level of advantages and moves per person. Deciding when to use which power improves strategic thinking.

Each power card is a situation that may arise during a political campaign.

WHY?

+ In order to incorporate real life events into the game, power cards are introduced. Each card has a brief on a type of event or circumstance occurring during a campaign which leads to certain advantages for the candidates. It improves one's foresight and risk taking power as to when to play a card and when to save it.

2. Unique resource allocation

Now, every voter card has a unique resource allocation. All '1 Vote' cards do not need the same type and number of resources. Similarly, for '2 Votes' and '3 votes'.

WHY?

+ Voter cards represent individual citizens of the nation. Since each person is different and is impacted differently, they also behave differently. Hence, it makes sense to have separate resource allocation requirements for each person.

For example,

1 Vote : 2 funds, 1 Media

1 Vote : 1 Goodwill, 2 Cadre

Etc

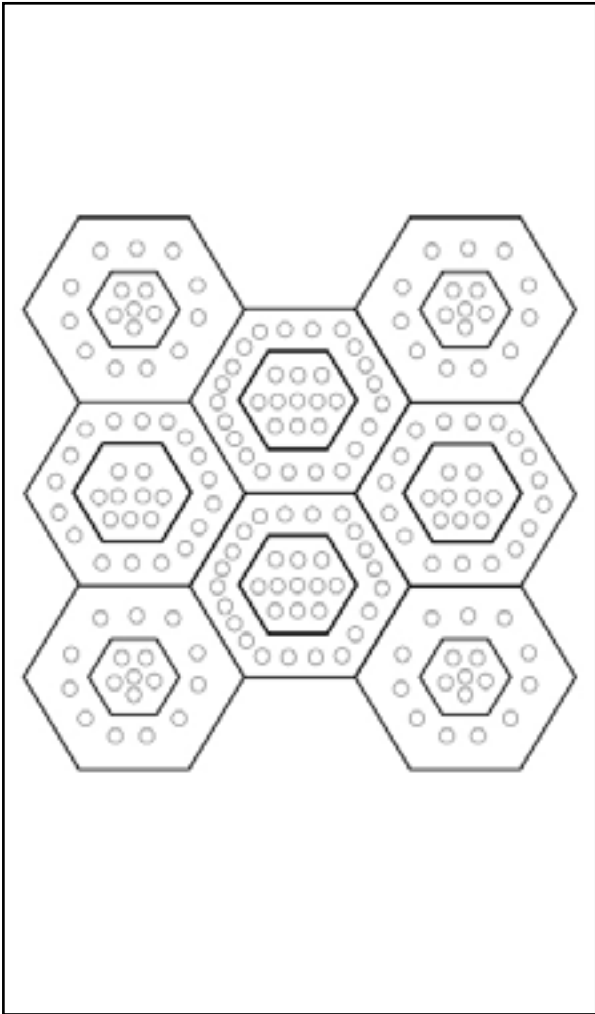
3. Flipping majority

In order to indicate majority, players now have to flip the token upside down to reveal an 'x' mark instead of shifting the votes to another area.

WHY?

+ Flipping the tokens upside down solves the problem of understanding the total number of votes, how many are captured, how many are left for majority.

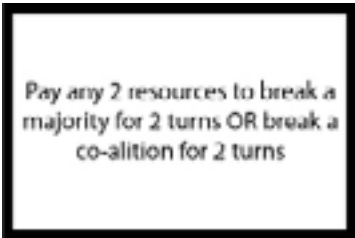
updated components



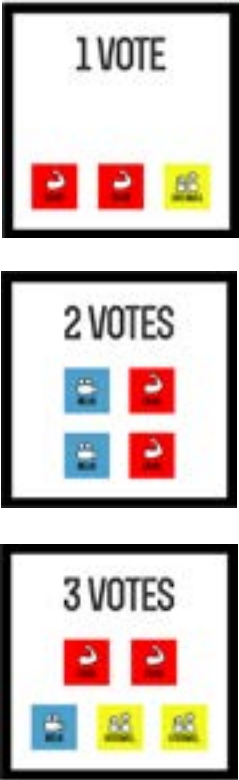
Resources



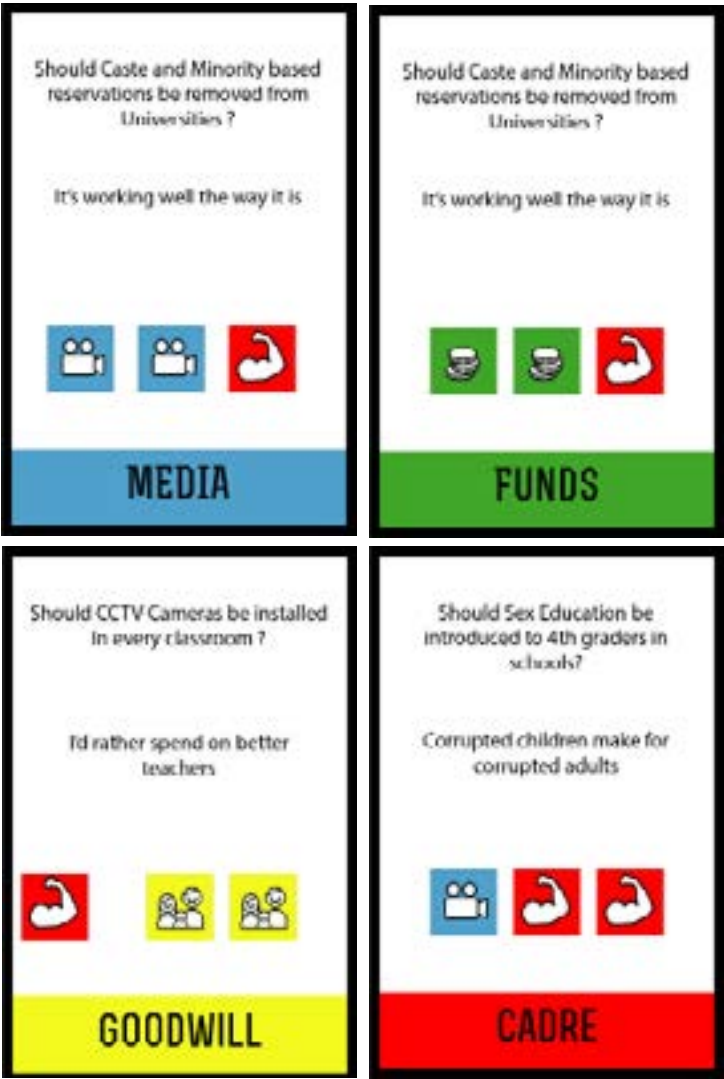
Power Card



Voter Cards



Manifesto Cards







playtesting 3

This is the third playtesting session. This time, we invited non-memesians to come enjoy a freshly new game that we had created. We had loads of people stepping at our door just to play the game!



8th round: ~ 20 minutes
Power card used
(siphoned funds from another player)
same requirement
slapped on 6 vote zone

9th Round ~ 18 minutes
Player told his wife asking
the question that women
shouldn't be allowed in
temples, reach to everyone's
entertainment (saking ladies)
→ Gernymandering being used
immediately. Player (Vann)
using it for leverage over Ash.
Player comfortable with the game
& the rules (even special characters)

Gernymandering power became
a public discussion

In a game that's going well
nobody's holding resources
so on the GC spectrum
card 12 resources are
a tad bit more.

This game is pretty much
on auto-pilot which is
great.

10th round: 26 Mins
Players also remember
to flip their waters, that's
a first.

Trafeta cards have been
revealed! Negotiations heavy
about whether Vedyngi
should give the 3rd Trafeta
to Ruskabli (who has 2)

11th Round: 27 Mins
Ruskabli stopped Vann with
a resource feeder. Vann drew
the third such power card
in his next turn and stopped
it back at him.

Game could've gotten
over, but Atash or Akash
played opened up a zone
wing power card and it
continued for at least 2
turns.

Time limit needs to be there.

Orkan:

Tutorials need to be comprehensive.

It is for enthusiasts complexity

Don't whisper strategies

Argument: I have taken
set up a trade

time limit

↓
exercise powers on
somebody's behalf.

↓
Should you have
upheld the deal.

↓
Vote playing

↓
Vote conversion

↓
Player buggy.

Policies and actions
deck (30 cards)
can be

Random scenario deck
(30 cards)

can be added to
policies and actions
deck in multiples of
10, to add ~~str~~
strategy vs luck

You begin with 3 of
policies and actions
deck

Player deck consists of
mantra of resources and
Token cards



feedback from
level 3

- | | |
|---|---|
| <input checked="" type="checkbox"/> Clarity of rules | <input checked="" type="checkbox"/> Color association |
| <input checked="" type="checkbox"/> Sequence of events | <input type="checkbox"/> Table grid |
| <input checked="" type="checkbox"/> Placement of components | <input type="checkbox"/> Player communication |
| <input checked="" type="checkbox"/> Visual Logic | <input type="checkbox"/> Social skills |
| <input checked="" type="checkbox"/> Association with theme | <input type="checkbox"/> Genuine Play |
| <input checked="" type="checkbox"/> Visibility | <input type="checkbox"/> Building political identity |
| <input checked="" type="checkbox"/> Complexity | |
| <input checked="" type="checkbox"/> Strategic thinking | |
| <input checked="" type="checkbox"/> Learning tool | |

PLAYER COMMUNICATION

It was important that players communicate amongst themselves to learn from each other and

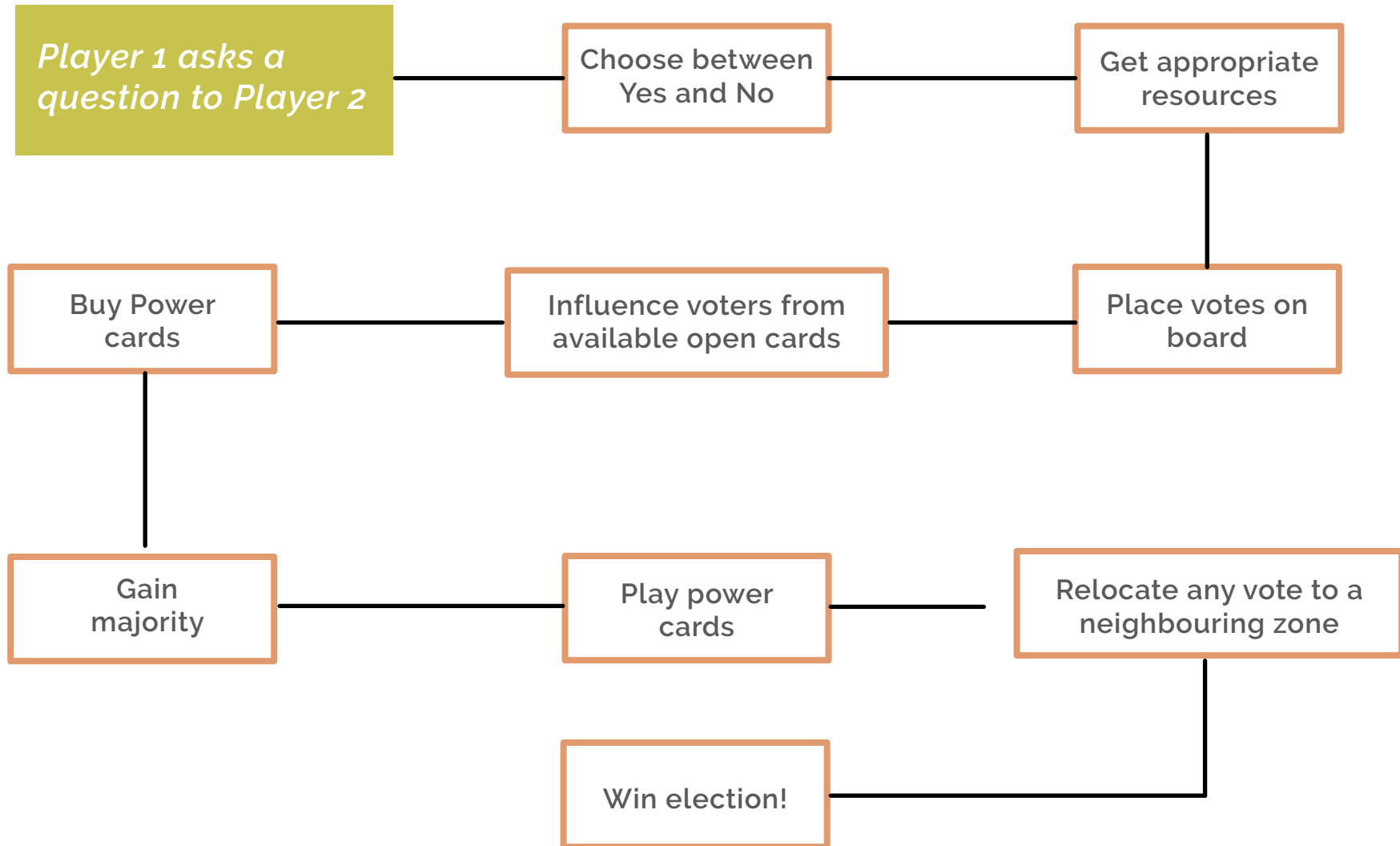
PLAYING MATHEMATICALLY

It was observed that players were playing extremely mathematically. Instead of genuinely answering questions, they were only seeing the resources that each answer provided.

level 4

Introducing blind
manifesto

rules #4



updates

1. Blind Manifesto

Players now, cannot read their own question. One player asks a manifesto question to another player. Once the decision is made, the resources rewarded will be revealed and the card will be handed over.

WHY?

+After observation in several games, we realized that players were playing mathematically, The motive of the game, which was for people to understand situations and dilemmas and tackle them, was lost. By hiding the resource allocation for each answer, makes people genuinely think what do they believe in and then face the consequence.

+This rule improves prediction skills as well as improves their connection to real life.

2. Coalitions

Players can not only form a majority alone, but also form a alliance with an another player. For example, in a zone of 10 seats, 6 forms majority. Player 1 and 2 can form a coalition by capturing 3 & 3 or 4 & 3 seats respectively.

WHY?

+Incorporating coalitions increases the relatability with real life politics.

+It also makes people talk to one another during gameplay. It becomes a game of promises, trust and compromises. Players will learn to judge whom to trust and when to take a call to form a coalition and share powers or lose some voters.

This tremendously increases tactical thinking.

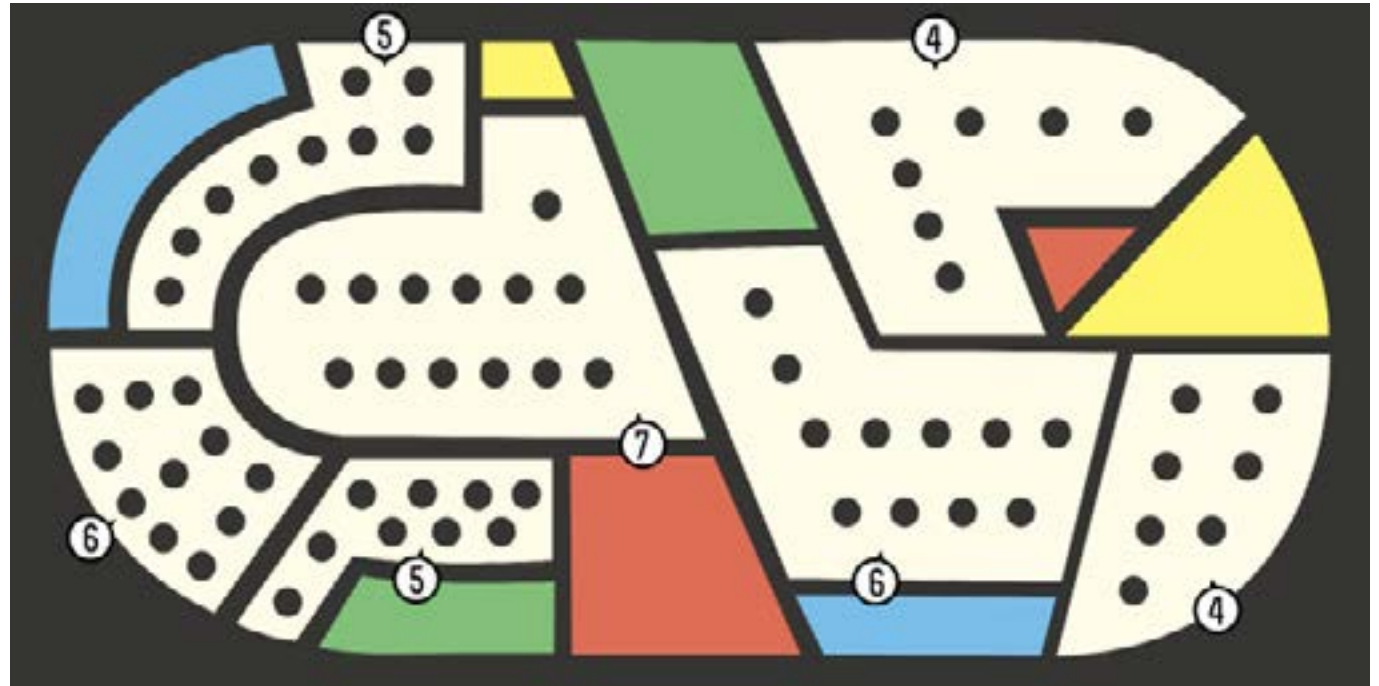
3. Parliamentary Visual

The board visual is changed to a parliamentary setup. A long board room, with a lot of seats. The number of majority votes is mentioned near each zone, so that there is no need to count.

WHY?

The Parliament is the supreme legislative body of the republic of India. Taking the board room of the parliament as a visual reference the new board was designed, to create a back story with the graphics. At this stage, the colors and visual were still being tried and tested.

updated Components







playtesting 4

This time we had a visual element in our board. The color coding was working and playing the game was becoming as fun as it was making it!



feedback from
level 4

- | | |
|---|--|
| <input checked="" type="checkbox"/> Clarity of rules | <input checked="" type="checkbox"/> Colour association |
| <input checked="" type="checkbox"/> Sequence of events | <input checked="" type="checkbox"/> Table grid |
| <input checked="" type="checkbox"/> Placement of components | <input checked="" type="checkbox"/> Player communication |
| <input checked="" type="checkbox"/> Visual Logic | <input checked="" type="checkbox"/> Social skills |
| <input checked="" type="checkbox"/> Association with theme | <input checked="" type="checkbox"/> Genuine Play |
| <input checked="" type="checkbox"/> Visibility | <input type="checkbox"/> Building political identity |
| <input checked="" type="checkbox"/> Complexity | <input type="checkbox"/> Narrative |
| <input checked="" type="checkbox"/> Strategic thinking | |
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POLITICAL THINKING

The game is fun to play, but the individualistic identity of players as politicians is missing. It seems like everybody is only answering questions generally.

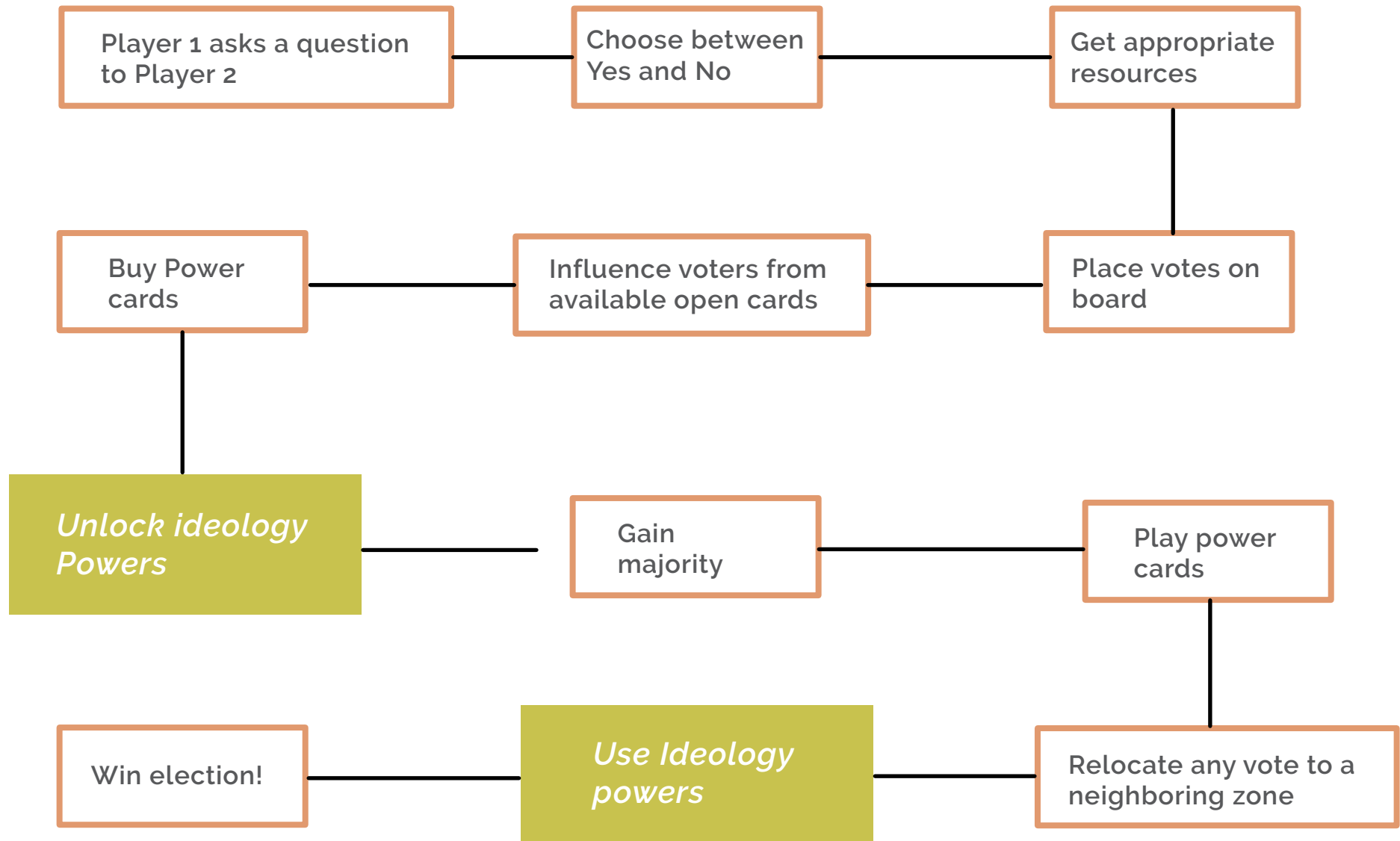
TRACKING POWERS

It is difficult to track and constantly remember which power is currently active.

level 5

Introducing
Ideologies

rules #5



updates

1. Ideology Cards

Four new cards are introduced, called Ideology cards. Each ideology card, corresponds to a resource. When players make decisions through manifesto cards, they are simultaneously collecting Ideology tokens. These ideology cards have three powers which players can unlock.

WHY?

Dividing ideologies into four categories corresponding to resources, makes it easier to gauge the kind of politician a candidate is becoming. Depending on the decisions one makes, he/she is falling into one or the other ideology, giving that player certain advantages or disadvantages.

2. Topographical Board

The visual language of the board is changed. It is a topographical view of the new state being formed. It is a fictional state, with water bodies on the sides. Each zone has specific no. of votes which is mentioned in text.

WHY?

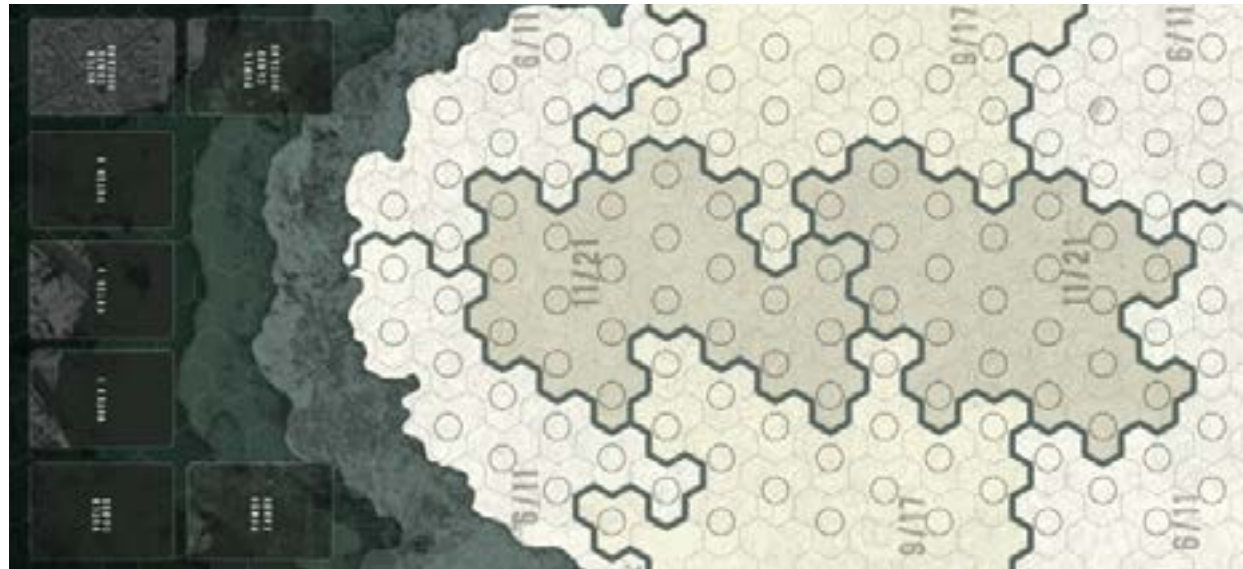
We decided to not be graphic heavy like other strategy games, and design a minimal visual which is easy on the eyes. It must communicate exactly what it needs to. The game is also built for age groups 16 +, so it must be attractive enough for adults and well as teenagers.

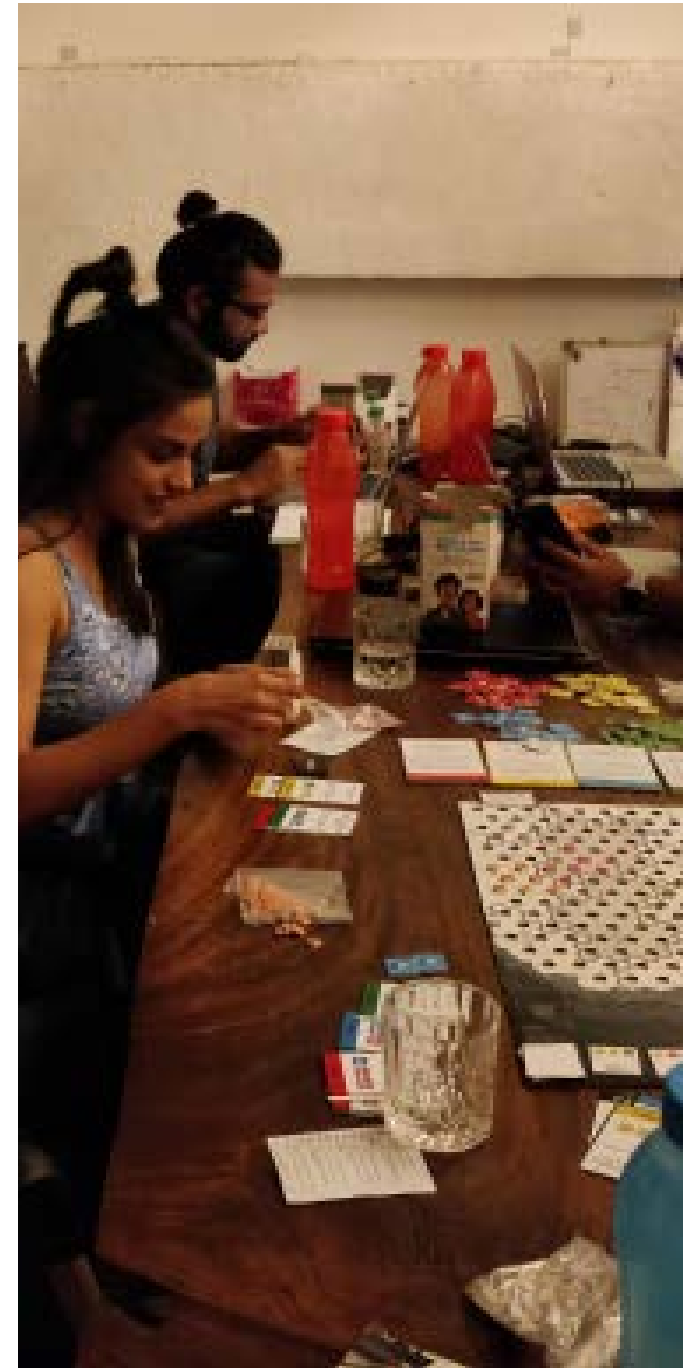
3. Two layered Board

Instead of a having a plain surface on which there are many tokens, we decided to make cavities on one layer of the board, so that each voter token can sit into a hole,

WHY?

In a game like this one, it often happens that the tokens shift during the play. All the tokens are in a close proximity. It is possible that they move from one zone to another. To avoid mistakes, confusion or cheating, we provided holes in the board for the tokens to sit in.





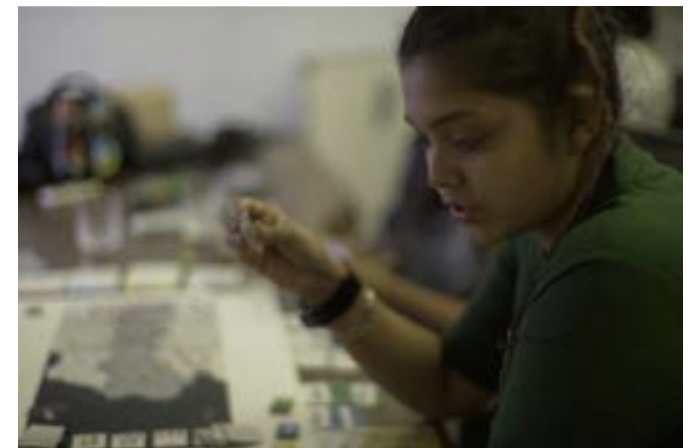


playtesting 5

The structural mechanics are now setting in. People from all over are asking for a slot to playtest the game.







level 6

Finalization of game

All the game rules and components were finalised and a final prototype was made to do a playtest with the new visuals. At this stage too, there were quite a few changes which came to us intuitively. They have been updated in the final game.



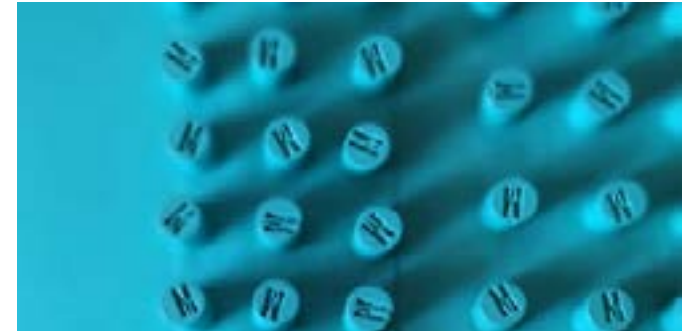


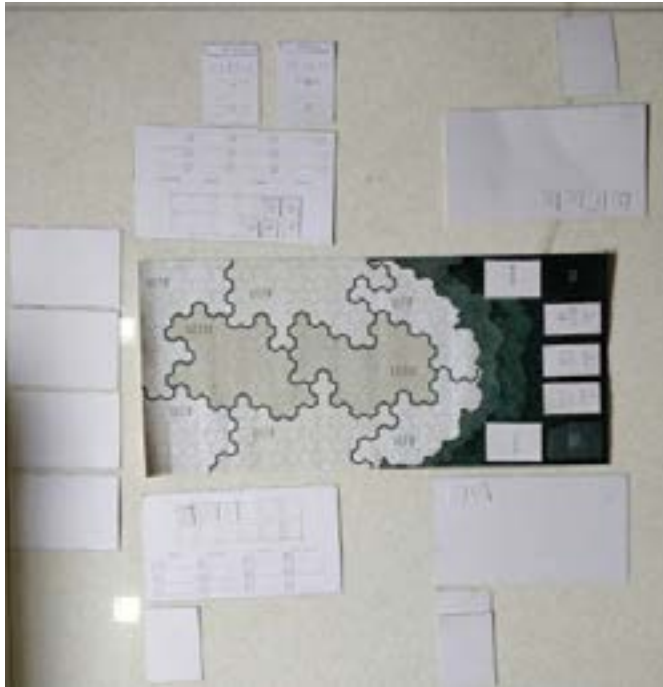


prototyping

(This is not in chronological process wrt time. Prototyping happened at every level of designing the game) I tried various materials for prototyping purposes, like foam, paper, acrylic, photomountboard, foamboard.

Making a new game to try out new rules was the most exciting at each stage.





GO!

(What is the game and how to play?)

**welcome to
Manifesto**





THE GAME OF POLITICAL INTRIGUE

Manifesto, is a 4-player strategy board game, where players step into the shoes of politicians campaigning on the election trail. In a newly formed state in India, players experience the trials and tribulations of grassroots politics, wherein they try to manage the resources at their disposal - funds, media, cadre, goodwill - and influence as many voters in their favour as possible.

They will have to make tough decisions on political and ethical issues, and in the process of making election promises every turn, they build their manifestos. Players also build their political ideologies over the course of the game, unlocking various powers relevant to their politics and play style.

the ambition

The ambition behind the game is to create an interactive simulation that condenses the experience and nuances of a political campaign into an exciting two-hour gameplay. As the players learn to exploit resources, allies and circumstances, they get a glimpse into the minds of politicians, otherwise only experienced through the news. The game is an exercise in game theory in a politically charged environment, built to engineer meaningful conversation about the policies that shape our world.

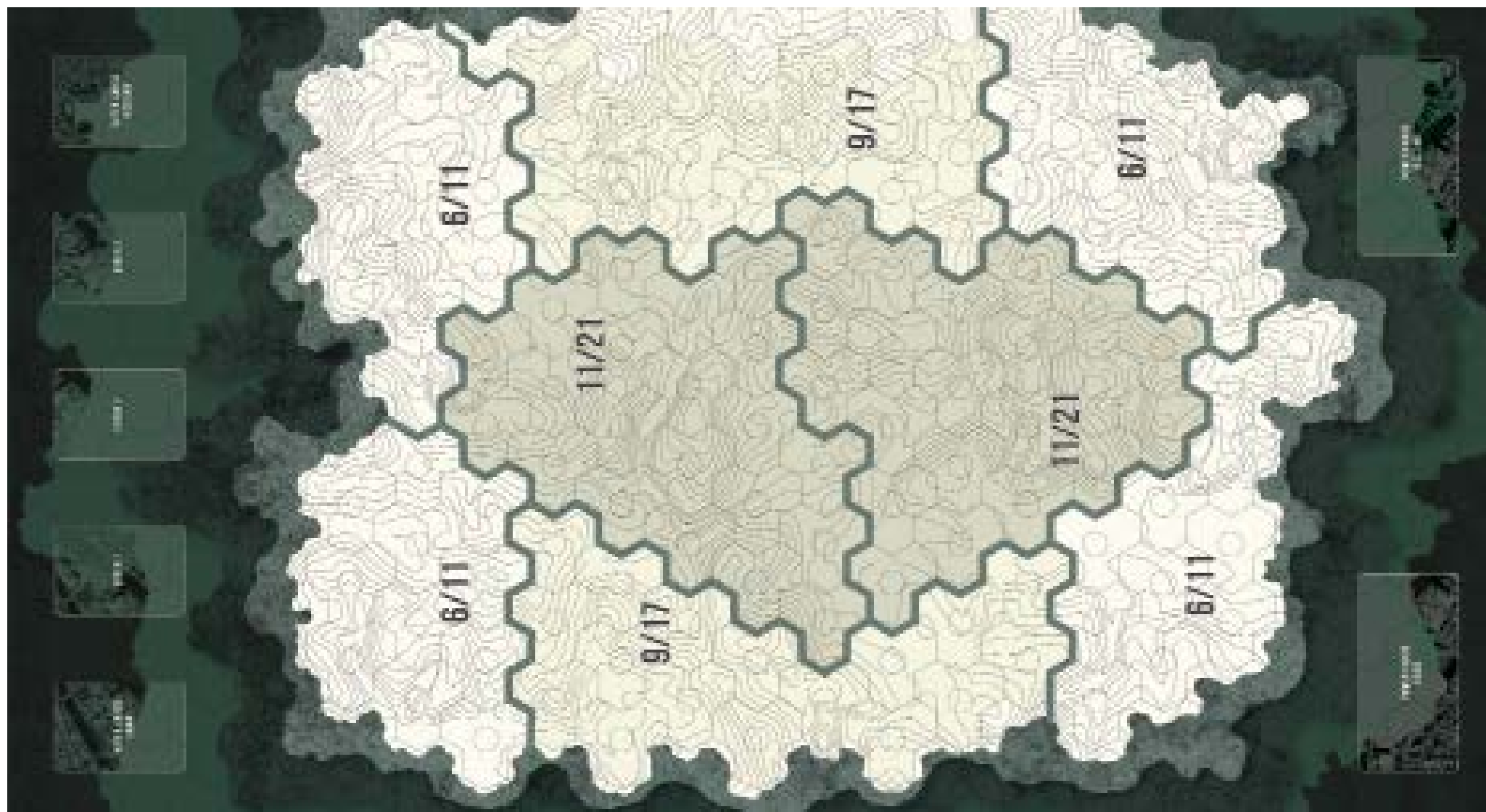
In the pursuit of further demystification, we have built an intuitive, effort-reward relationship that incentivizes a deeper understanding of the game, and in turn, politics.

what's in the box?

THE BOARD

The final board not only has the cavities for the voter tokens to sit in, but also has a designated space for power cards and voter cards, to reduce the clutter on the table. Zone majority votes are mentioned near each zone.

For example : 6/11 means that the total number of votes in that zone is 11 and one must capture atleast 6 to gain majority.



MANIFESTO CARDS

Manifesto cards are the first cards that players interact with. They ask the same question on both sides of the card with different answers. The answers yield certain resources based on the consequence of the decision taken.

The resources are divided in such a way, that every card yields 2 of one resource and 1 of another. The resource which is given more, becomes the ideology token. (collection of ideology tokens allows players to unlock ideology powers)

For example, in the Manifesto card

“Should you sacrifice a park to build a parking lot?”

Answer Yes yields 2 Funds and 1 Media, which becomes the Funds Ideology token i.e.

Oligarch token (See ideology cards for reference)

Answer No yields 1 Cadre and 2 Goodwill, which becomes the goodwill ideology token i.e.

Vox Populi token (See ideology cards for reference)

When players make decisions through manifesto cards, each time they are collecting ideology tokens.

Disclaimer : No questions or answers have any association to a real life political party or its doings. Players may have a difference of opinion about the answers. They are framed only to make the game interesting.



Front



Back



Front



Back

MANIFESTO CARDS BOX

In order to hide the resources allocation for each answer, a manifesto card box was designed so that Players can hold it in their hand and ask a question to another player without disclosing the resources.





RESOURCES

Resources, Funds Media, Cadre, Goodwill are in the form of Punch boards. Like small poker chips, they are easy to handle and can be easily separated from the other components of the game.



Funds



Media



Cadre



Goodwill

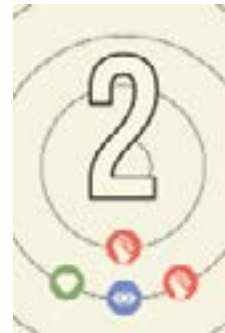
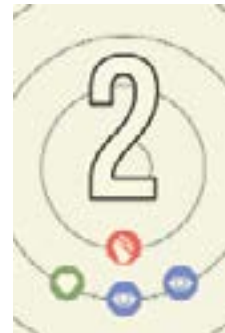
VOTER CARDS

Voter cards 3, 2 and 1 respectively represent 3 voters, 2 voters and 1 voter.

Each voter card is unique though, keeping in mind that every individual thinks differently and is impacted by his/her surroundings differently.



Front



Back

POWER CARDS

During an ongoing political campaign, a lot of things can happen. Parties can quarrel, they can know each others strategies, one can use wrong mediums to access power, can take advantage of the media and at the same time, also affect people by speeches, fund raisers etc. All of these events have an impact on the election. On each power card, is a situation or an event, based on which the player gets a power to use. Players can buy a power card by paying 4 resources to the bank. They can choose to play it right away or save it for a better time.

Front



Back

VOTER TOKENS

There are 4 voter token colors, one color for each player.

Only one side of the cylindrical token has a slit.

When majority is gained in any zone, players can flip their tokens over to show the slits on the top surface, clearly indicating that the zone is captured.



Pantone 7472C



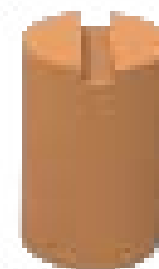
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Pantone 611C



IDEOLOGY CARDS

Any decision taken has consequences. These four cards are four ideologies behind those decisions. The oligarch ideology is someone who is money influential. The Pied Piper is someone who has power in the press and publicity. The legion is someone who believes in the strength of a team and Vox Populi is the people person.

When a player makes a decision through manifesto cards, he is following one of these four ideologies.

THE OLIGARCH - FUNDS

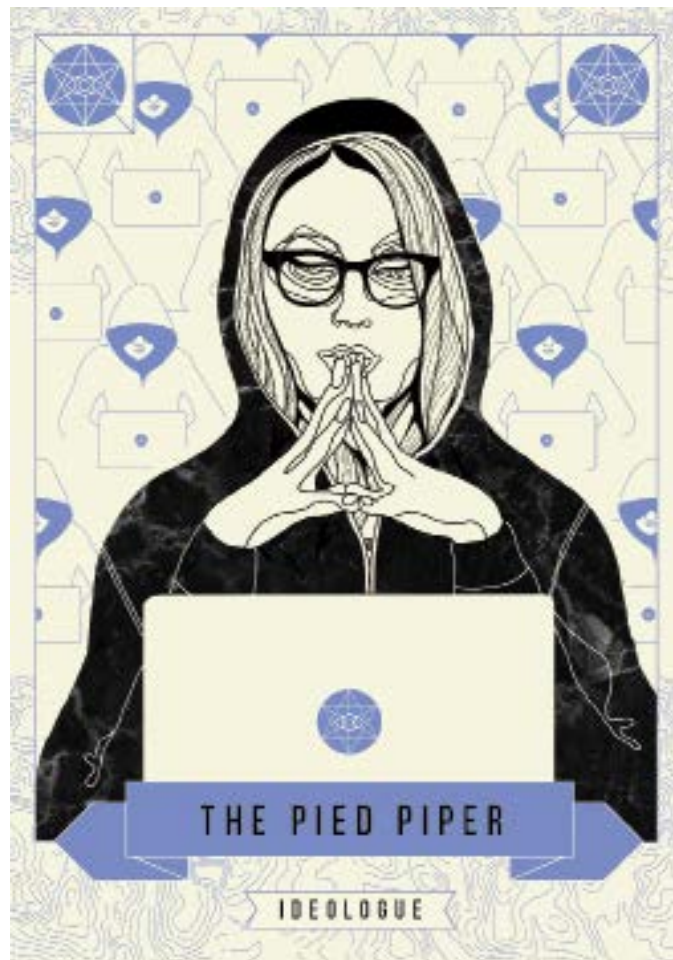


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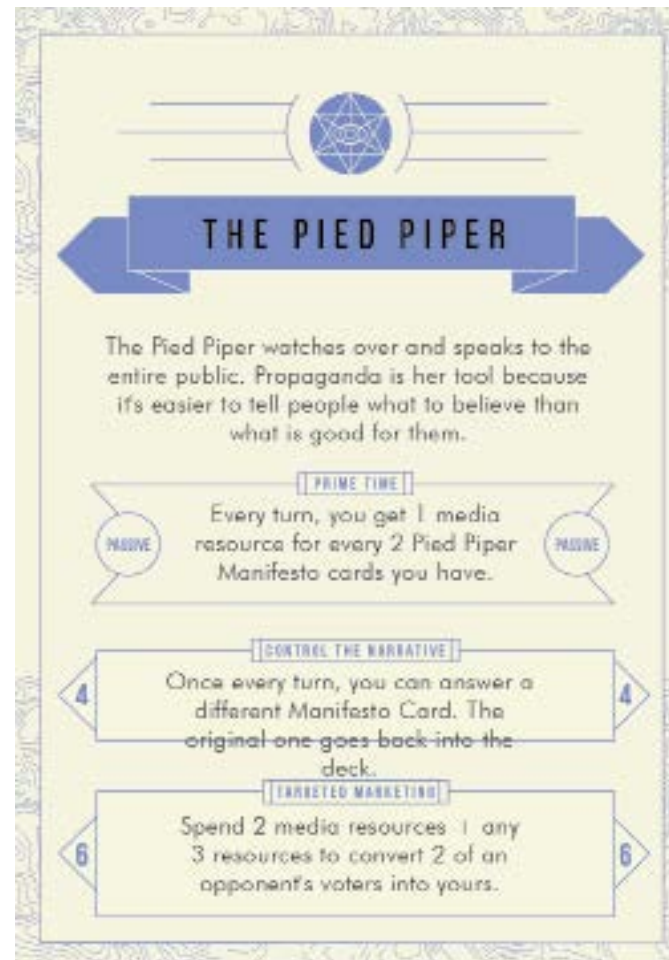


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THE PIED PIPER - MEDIA

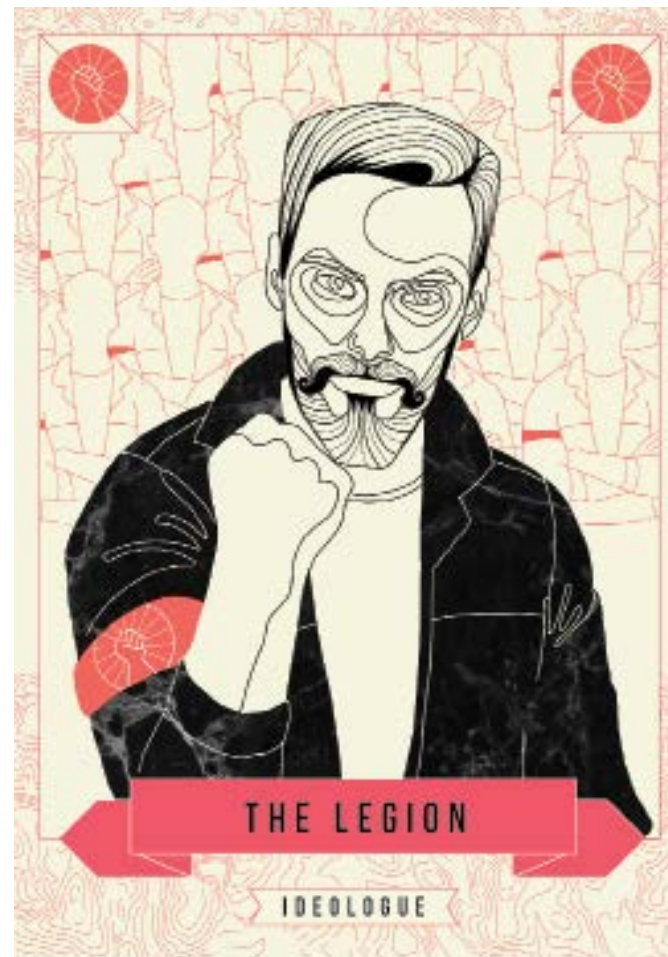


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THE LEGION - CADRE

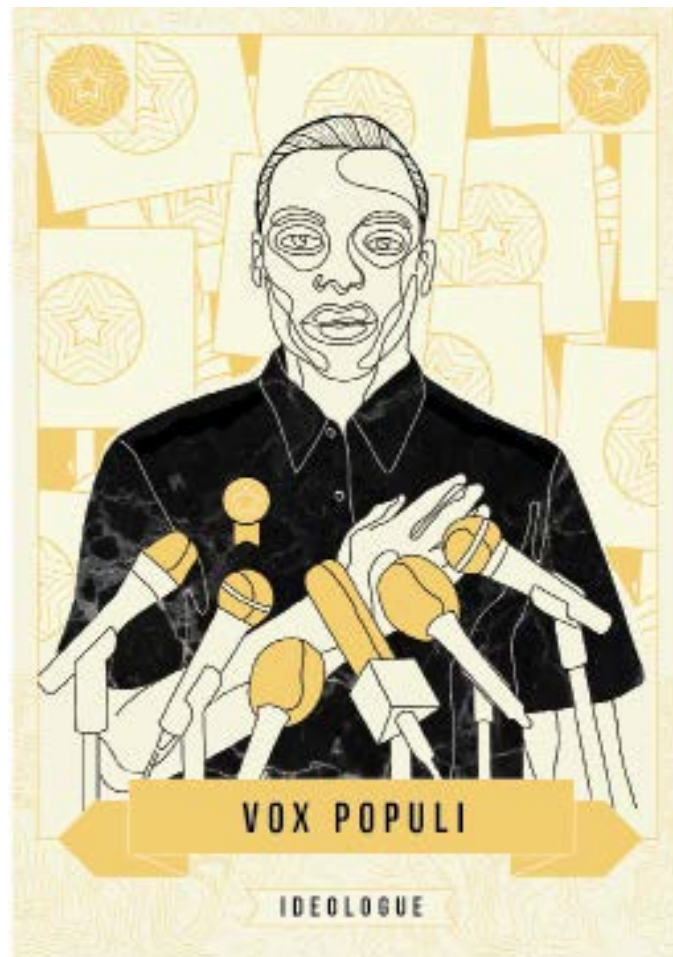


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Back

VOX POPULI - GOODWILL



Front



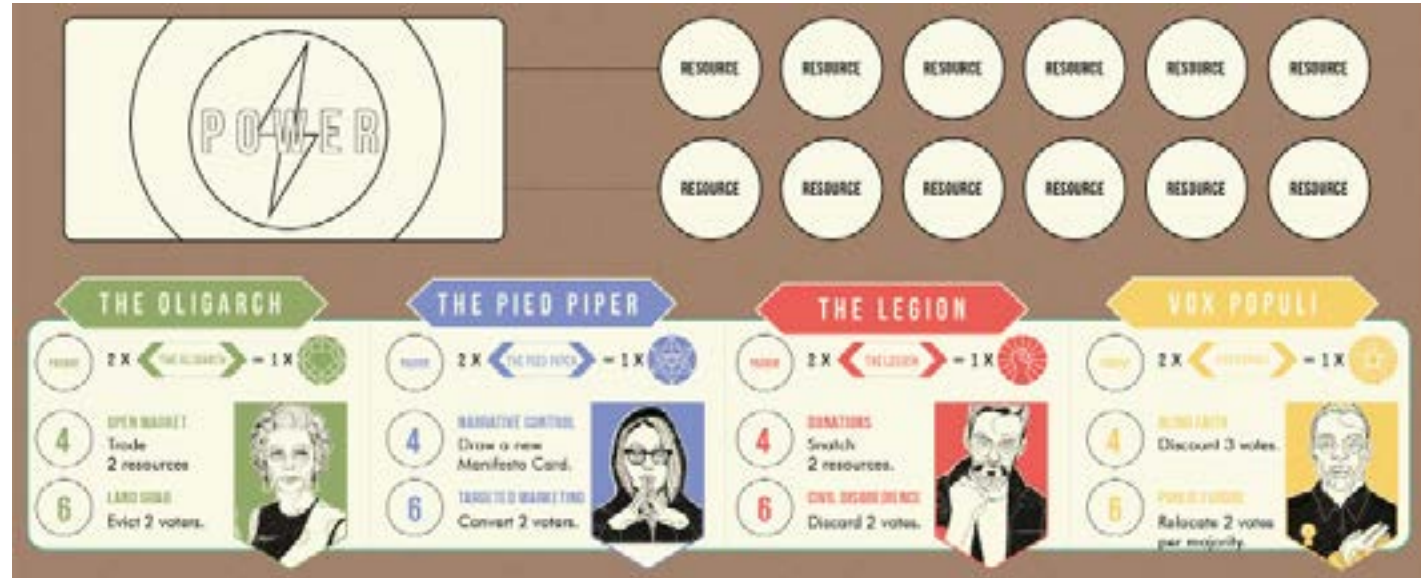
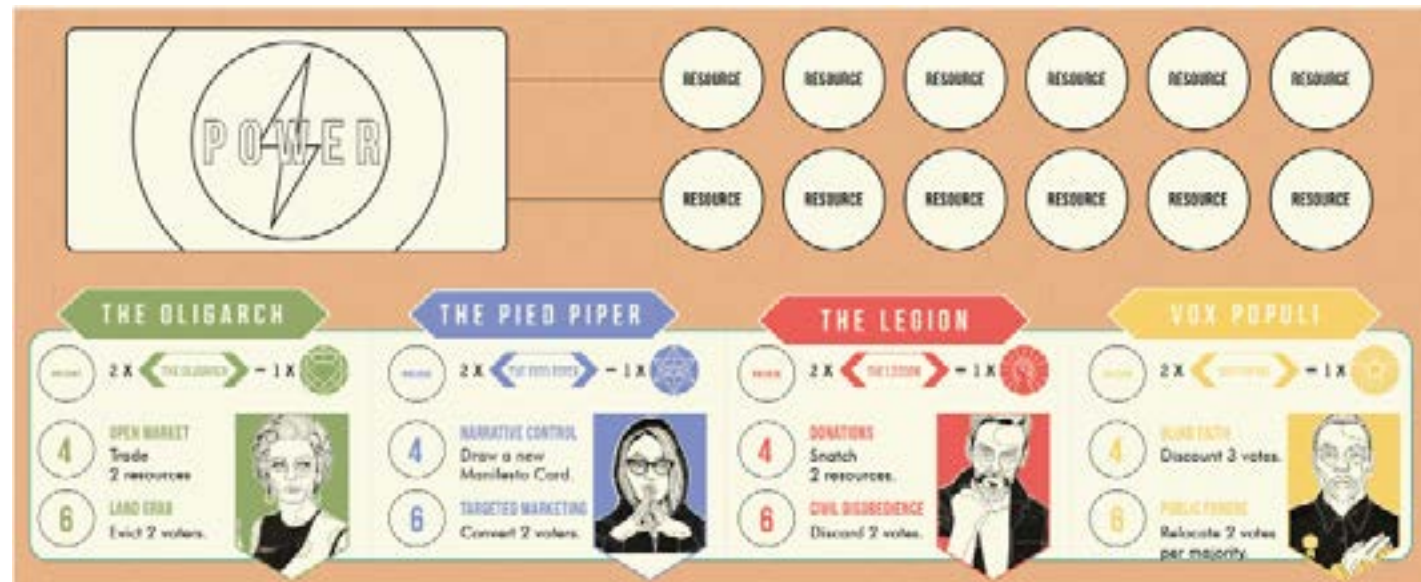
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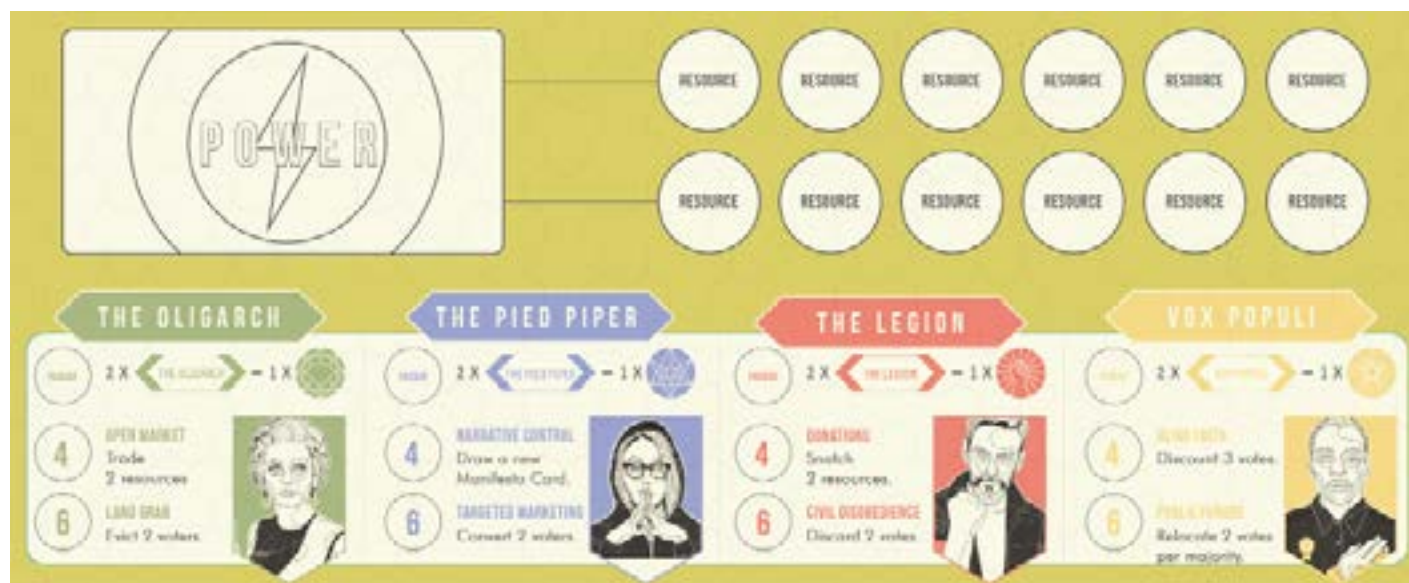
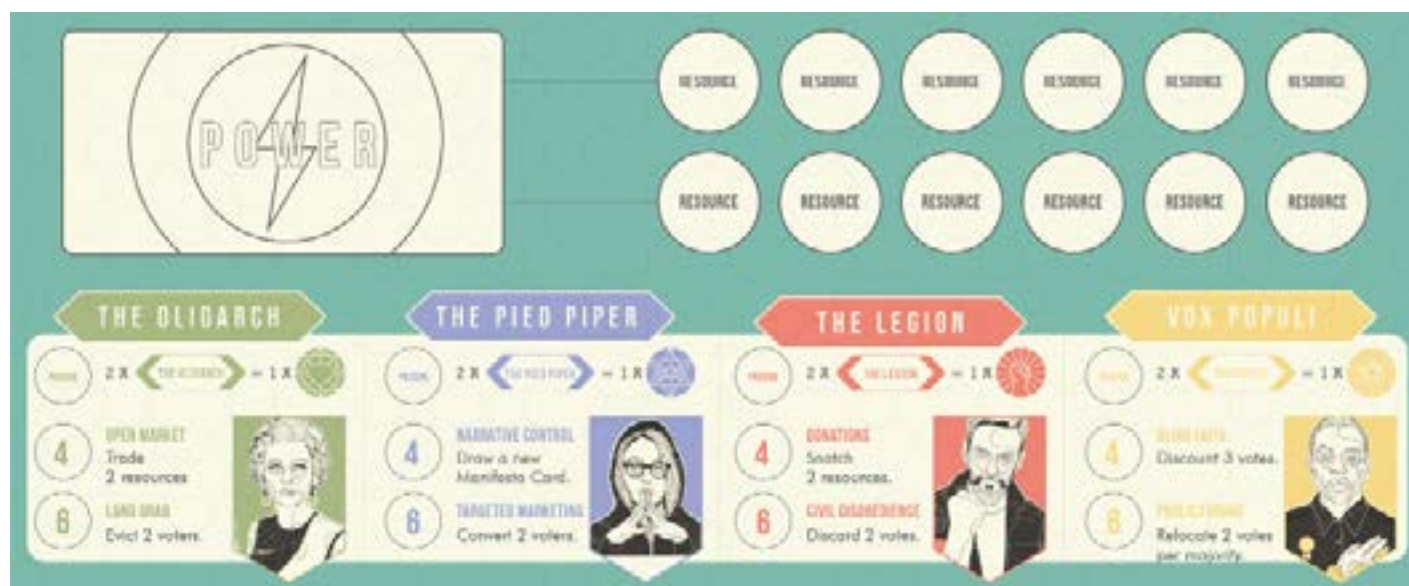
PLAYER MATS

The game comprises of 4 player mats, one for each player.

This component was added to simplify the tracking of cards, power level and resources.

The four colored mats make organization easy and improve visual hierarchy.





how to play

01 SETUP

1. Place the board on the table.
2. Give each player a box of voters tokens.
3. Shuffle and place the voter cards in the Designated area on the board..
4. Shuffle and place the power cards in the designated area on the board.

There are four kinds of resources every politician has at their disposal - Funds, Media, Goodwill, Cadre.

At the start of the game, give one resource of each kind to every player.

The remaining resources constitute the bank.
Earned resources are taken from the bank
and spent resources are deposited to it.
Randomly select a player to start as player



02 HOW TO WIN

Become the most powerful politician by winning over the maximum number of majority voters on the board.

- +There are 8 zones on the board.
- +Each zone has a fixed number of voters.
- +When a player influences more than half the voters in a zone, they form a majority and flip their voters over with the slit side up. Each flipped voter in a majority counts towards a player's final score.
- +The game ends when a majority has been formed in every zone/ or every possible voter spot on the board has been filled.
- +The player with the maximum number of majority voters wins the

03 GAME OVERVIEW

Players play in a clockwise order. At the start of a player's turn, the person on their right draws a card from the Manifesto Cards deck and reads it out to them.

The Manifesto Cards pose political and ethical questions with a different answer and ideology on each side. Each answer yields a separate set of resources.

Players choose between the two available answers depending on their needs and aspirations. Once the choice has been made, they receive the corresponding resources from the bank and keep the Manifesto Card with their answer face-up. The resources and ideology of each answer should not be revealed to the player until they have locked their answer.

These resources can be used by players to influence voters or buy power cards. (See power cards)



04 ORDER OF TURN

You must begin your turn by answering a Manifesto Card.

You will receive the corresponding resources and any other resources you earn from passive Ideologue powers. (See Ideologues)

Each player has a resource cap of 12. Before taking any other actions, you have to choose and discard any excess resources down to 12.

The remaining actions can be done in any order:

Resources can be spent to influence voters from the open voter cards on the table.

You can form majorities by influencing more than half the voters in a zone. (See Majorities)

You can also buy power cards for any 4 resources of their choice.

Power cards can be used immediately or saved for later.

You can also trade resources and power cards. (1 for 1)

You can use their relocation power if applicable. (See Relocation)

You can form or collapse coalitions in their turn. (See Coalitions)

You end your turn by drawing a Manifesto Card for the next player.



05 INFLUENCING VOTERS

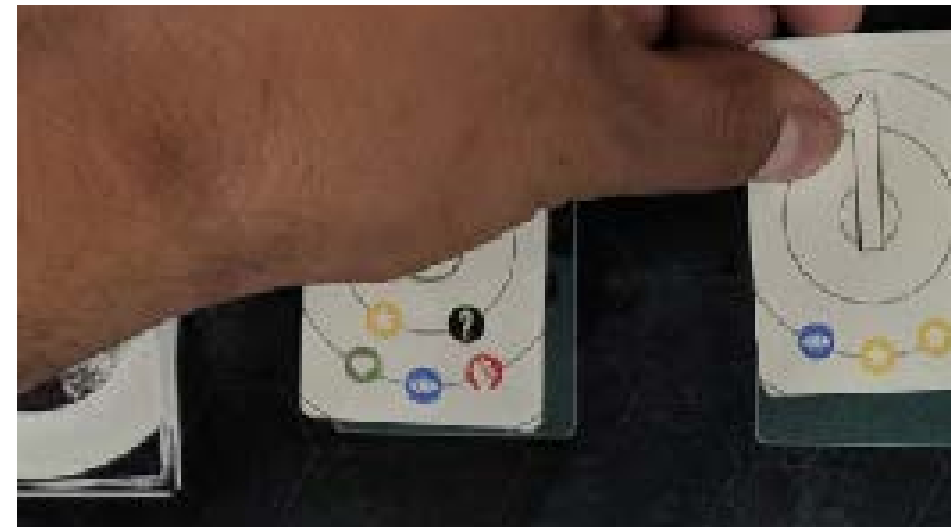
Three voter cards will always remain open on the board in their designated area.

Each voter card is unique and denotes the combination of resources required to influence its voters.

After influencing a voter card (of 1, 2 or 3), you must place that many voters on the board in any zone.

Any influenced voters must be placed on the board in the same turn.

The voters from a single card must be placed together in the same zone. 2 or 3 voters from the same voter card cannot be split across zones

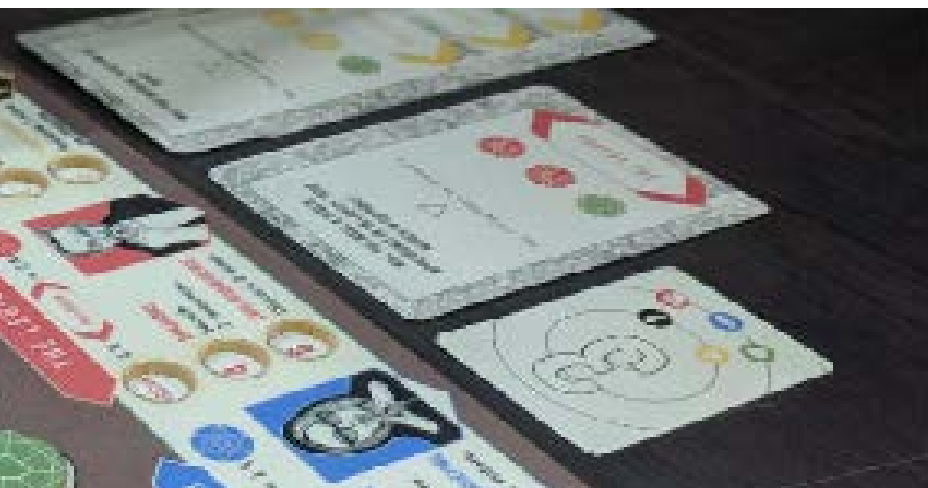


06 RESOURCE TRADING AND CAP

You can get resources from Manifesto Cards and Ideologue Powers (see Ideologues)

You can trade resources with each other. Trade must be equitable. (1 for 1, 2 for 2, etc.)

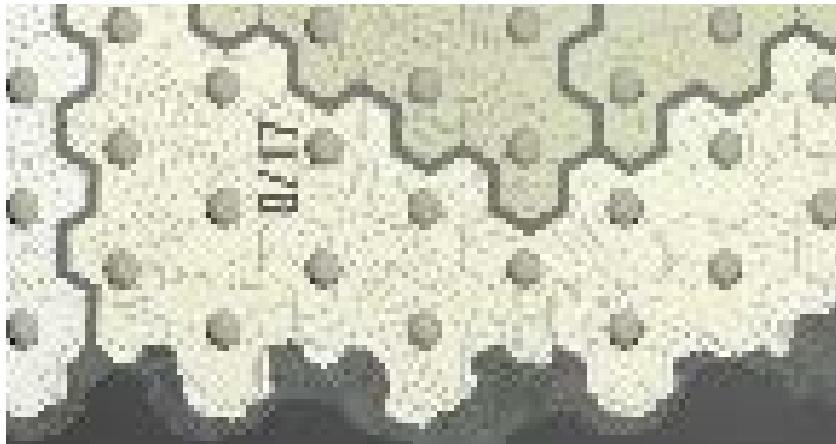
You have a resource cap of 12. Any additional resources over 12 must be discarded before you can continue with their turn. One can choose which excess resources to discard



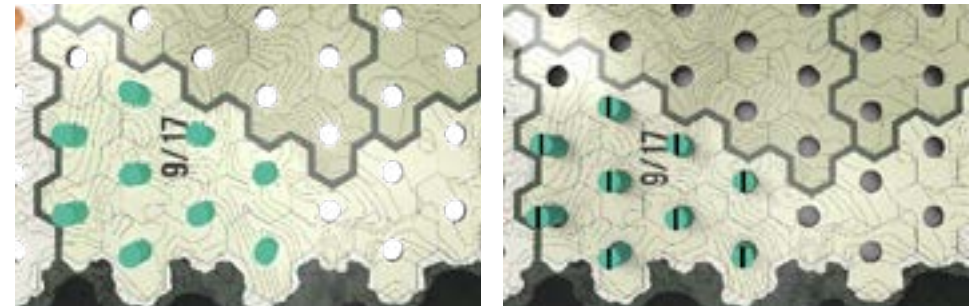
07 FORMING A MAJORITY

Every zone has its own fixed number of voters, represented by the total number of circles in a zone.

A player needs to influence more than 50% of the voters in a zone to form the majority in that zone. This required number of voters is represented by the fraction on a zone.



This zone has space for 17 voters. 9 out of 17 are required to form the majority



After forming the majority in a zone, flip over as many voters as were required to form the majority., to show to slit side.

By forming a majority in this zone, this player has earned 9 points

The number of flipped voters count towards a player's final total in the game.

Forming a majority unlocks the Relocation Power. (see relocation)

Players can also form coalition majorities. (see Coalitions)

Once formed, majorities can only be broken by Level 6 Ideologue Powers (see Ideologues)

08 RELOCATION

The relocation power is unlocked by forming a majority in a zone. Players can now move votes around in the areas adjoining to the majority zone

One vote belonging to an opponent can be relocated per turn into an adjoining zone.

Players can also relocate one of their own votes every turn into an adjoining zone

Players can only relocate non-majority voters, ie, voters that are not used to form majorities.

Players can relocate one vote per turn for every majority they hold.

Players can relocate their own votes or an opponent's votes.

Relocation can only be used in zones with individual majorities, not coalitions.

Relocation is an important strategy to slow opponents down by dispersing their votes.



09 POWER CARDS

A Power Card can be bought for any 4 resources.

Power Cards can be used immediately after being bought or saved for later.

Power Cards can also be played after an opponent's turn ends, before the next one starts.

Power Cards cannot be played while another player's turn is ongoing.

There is no limit on how many power cards can be held at a time.

Players can use multiple Power Cards at a time.



10 SPECIAL EVENTS

While drawing from the Ideology Cards deck, players may sometimes draw Opportunity! Cards or Special Character Cards. (The Activist, The General, The Guerrilla, The Mogul)

Opportunity! Cards provide players with a chance to negotiate with each other and earn benefits.

The Special Characters cards bring new characters into play, each with their unique ideology requirements and powers.

When drawn, such cards need to be resolved immediately.

After resolving the special event card, a player draws

11 IDEOLOGUES

There are 4 Ideologues in the game - The Oligarch, The Pied Piper, The Legion, and Vox Populi. These are powerful leaders with contrasting political philosophies, each uncompromising in their convictions.

While answering a Manifesto card in their turn, players have two answers to choose from. Both answers belong to different ideologies, denoted by the colored band at the bottom of the cards. As players accumulate Manifesto Cards over the course of the game, they gain access to Ideologue Powers.

4 Manifesto Cards of a single Ideologue unlock the Level 4 power of the corresponding Ideologue. Similarly, gathering 6 Manifesto Cards of a single Ideologue unlocks their Level 6 power.

Ideologue powers can be used in the same turn as they are unlocked.

Each Ideologue also has a passive power: for every 2 Manifesto Cards of a single type, players get 1 corresponding resource at the start of their turn.

All Ideologue powers stack up. A player can access multiple powers belonging to different Ideologues at the same time.

Players can use their unlocked Ideologue powers every turn for the rest of the game, as long as they hold the corresponding Manifesto Cards.

12 COALITIONS

Two players can jointly capture the majority in a zone and control it together by forming a coalition.

Two players can form a coalition if the total of their combined votes in a zone meets the majority requirement of that zone.



Here, 2 players are forming a 5-4 coalition in a zone that requires 9 voters for majority

While forming a coalition, players can split the majority seats in any ratio, open to negotiation.

When a coalition is formed in a zone, the two players must exchange one Manifesto Card with each other. The exchanged card must belong to whichever ideology they hold the most cards of. This represents the ideological cost of compromise.

The relocation power of a zone can't be used if a coalition is formed there.

Players can form coalitions with different parties in different zones. Manifesto cards must be traded for every zone-wise coalition that is formed.

A coalition can collapse the moment one of the players withdraws from it. New coalitions can be formed in a zone if an old one collapses.

There is no cost for breaking a coalition.

13 SCORING & END GAME

While drawing from the Ideology Cards deck, players may sometimes draw Opportunity! Cards or Special Character Cards. (The Activist, The General, The Guerrilla, The Mogul)

Opportunity! Cards provide players with a chance to negotiate with each other and earn benefits.

The Special Characters cards bring new characters into play, each with their unique ideology requirements and powers.

When drawn, such cards need to be resolved immediately.

After resolving the special event card, a player draws

impact

From beginning to end, there have been around 200 playtesters, who have absolutely loved this intriguing political game, only wanting to come again and play once more.

The game is full of strategy, competition, predictions, assumptions, risktaking and trust. By the end of a game, not only do you realise why politicians do what they do, but you also gauge a lot of thing about your own behaviour. It teaches us about how humans behave when we come into power and how far can we go to sustain it.

It gives a lot of political insights. The game makes us see how politics is deeply rooted into each and every one of us. And we must see recognise that to our advantage.

"I had no idea that I was going to win until the last round!"

"A lot of ups and downs which is great for a multi player game"

"It is interesting how eventually we all started going for resources, forgetting about ethics"

"Extremely intelligent effort -cause relationship"

"The game shows you how a person can change just to have power"

"Really puts us into the shoe of a politician"

"Gives you a political reality check"

"The power cards make a lot of sense!"

"Love how real it feels"

"Like games where you need to think and play"

"Most Chilling 3 hours of my life!"

"You end up feeling like a politician because you're ready to compromise on ethics to gain certain resources"

"Helps recognize ideologies"









FINISH

(Bringing the project to life)

production

Manifesto shall go live on Kickstarter at the end of June 2018 for a forty-day long crowdfunding campaign. Following the campaign, there will be a worldwide release.

I visited various manufacturers and vendors to discuss the production of the game. It gave me a lot of insight on manufacturing, sales and customer behaviour. Over the entire process of making the game, I figured out ways to make something valuable with a low budget.

expansions

As a part of our future stretch goals, we have various ideas to take this game a step ahead.

1. More playing decks : We shall build several more playing decks that explore the politics of various scenarios, ranging from the ancient Greco-Roman deck to a Future deck.

2. Companion app : We also aim to build a companion app that tracks all of your gameplay decisions, revealing a detailed profile of the politician that you become and the world that you've created

3. Manifesto booklet : We want to add a Manifesto booklet to the game, in which there is detailed information about every manifesto question and its two answers, so that players can take informed decisions as well as become aware of situations around them.

other projects

Recipe for Democracy

Stop motion video

created by Memesysians for
Republic Day 2018.



Memesys Presents - A Recipe for Democracy

368 views

👍 29 💬 0 ➦ SHARE ≡+ ...



PLAYBACK

(Looking back at my experience)



conclusion

With the end of this book also comes an end to my journey at MITID. Looking back, I can see where I came from and where this wonderful place has taken me. I am grateful to each and every person, event or project that helped me grow into the design learner that I am today. One thing that I learnt from this internship was to keep trying and to keep taking up challenges, no matter how big or small.

Right from conceptualising to prototyping to finally seeing the game being played and loved by people, I am glad that this project my way. I had no idea I was going to help create a strategy game, but well, everything happens for a reason. I have learnt so much through the way. Being the only product designer in the studio, there were a lot of things that I had to explore and self learn, which is the best way to learn anything - to do it yourself.

My journey through the last four years and especially the last four months, is unforgettable. Forever grateful.

bibliography

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+www.kickstarter.com

+www.gamesforchange.org

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