

Innovation by Design
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Module – 06
Start of section 2
Lecture - 36
Synchronic studies: Letterboxes come in all shapes

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And then coming back to a box, what are the critical issues of who collects letters from these boxes?

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We need to understand that person who collects letters because I am working on a letterbox and we found out that it was the lowest division clerk, he is the lowest division in the whole post of a circle and they go to collect the letters and they are very very, you know, ingenious in finding out ways when the boxes are bad when the, you know, locks do not open and we come down to those.

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Are you able to see why are the boxes different?

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Each country has a different box, a different requirement. Can you also check up the level of development in the country by the type of box they have? Could be, look at each of them.

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Some of them are pedestal, some of them are on the floor, some of them have legs, some of them have a single pedestal, some of them have double pedestal.

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Look at the last one Hungary they have the cast iron legs. Look at the other countries Indonesia then, you know, Italy some of them are all, you know, uniform one single monolith and they could be old.

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Look at Nepal. Is it interesting? Concrete! quite nice. Each of them is very good let them be old or new because of the issue of their requirements, their current conditions and the type of, you know, the vision the particular, you know, aspects have. Japan is not the right slide I have the new box Japan may be old, but the old and new, all put together. Spain a round box till this Spain and Europe you saw most of them are similar to UK, their boxes are very like, you know, very similar that round pillar post box.

So, understanding all these also give us a lot of insights on what the country needs a post boxes for the country. It also deflects your development, it also reflects whatever materials you are using, it also reflects your identity, because India Post is part of the ministry. So, you have the bigger mandate. So, we started with saying maintenance free post box and now where are we reached?

We reached the level of country saying that the identity of the country is at stake if you design a bad box, but it is important for us to understand the total gamut of the context from the users to the level of the government to the level of the offices, to the level of people collecting the letters. So, all those become our context. Now, look at the product specific insides which I will show you one by one.

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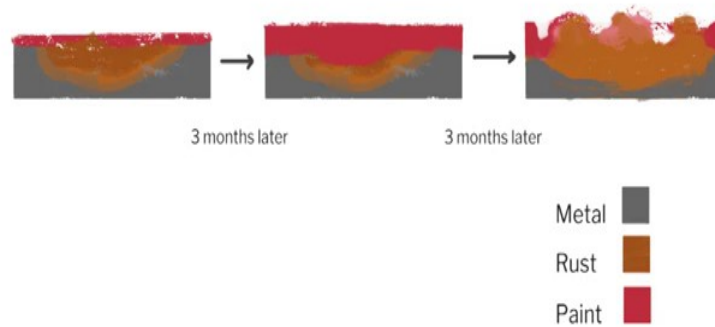
If you have a flat top, water will stay there and you will be having rusting.

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So, it is it is rusting, it leaks inside and the tags are all rusted. Look at the other aspects of the typical letterbox, you know, the life is not even more than 3 years and when you paint some box like this again you paint on top of the rust.

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So, actually the rusting is happening inside and leakages happen.

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And even the installation processes are very very tough. So, your installation costs are very high.

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The painting costs and the maintenance is very very costly. So, that also has very important bearing.

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And water ingress, look at this very, you know, engineers' postman, he actually put up gunny bag inside, so that the letters do not get wet because this, you know, water on the floor.

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Look at the other person, he has put a small hole over there. So, the water goes and stays rather stay in the box. So, these are all the conditions of the post boxes. You will have to ask me did you solve all this. You will have to be very smart now, you please keep observing all the problems and when we show you the ideas and the concepts you people have to become critic and tell ask me is that solved ok. So, that is the challenge.

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And look at the manufacturing defects. Can you see that edge which is open on the side? So, how do you manufacture? what are the details which you use for manufacture? Manufacturing plays a very vital role. So, from each of these insights we are getting new, you know, aspects.

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Look at this design. They have a sheet on the top which is weak. So, it bends and that sheet you know what is supposed to say? Anybody can guess, what is that sheet on the top which is bend is supposed to say?

Student: Direction.

Direction to the post office and then they got themselves so confused that they post boxes came so many locations that finally that has been eliminated now on the post box you do not put direction of post box anymore.

Student: (Refer Time: 04:30).

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And look at this again, because the bottom is getting wet, the postman put lot of sticks on wood, so that the letter falls it falls on those sticks, so that you do not get the letters do not get wet.

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And look at the other problem, people putting cigarettes and stones inside. How do you prevent that? You can prevent all this.

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This is another big challenge. You have grass growing all around the post box.

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Your buildings coming up next to your post box. So, what do you do in these cases? We are trying to make our box more and more better, because we are studying all these aspects.

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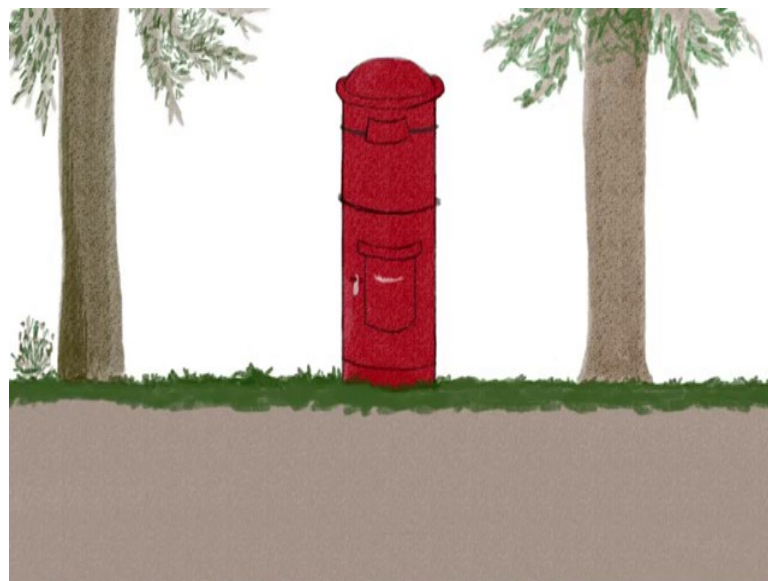


Then look at this wall which has come next to the post box. So, what should do with the post box and there is a wall like that next to it and you replace it and put it in a new location, in a corner which is better. But now this cannot be done because in this case the post box is actually embedded 3 feet into the soil. I will show you that design problem installation issues.

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Look at that cage. All the cages inside the soil. It is also again a formula for rusting. You put some mild steel inside soil humidity and you know, it can rust severely.

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Here you see people put lot of, you know, posters on your boxes. How can you prevent that on your box and what can you learn? They should know projections because this electrical junction box is a projection which hurts people when they are walking on the street corners. So, lot of these interesting things you see from other products can teach you what to do with your product.