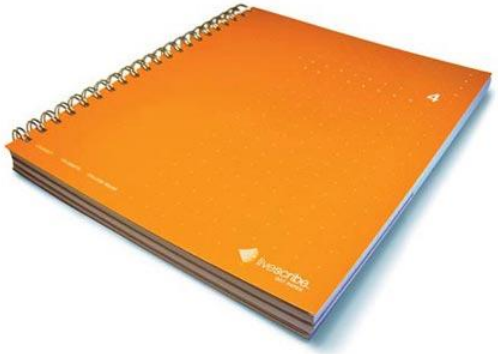
**project brief:** to create an alternative for notebook used by students

# the act of taking notes……. or the art

# equipment used



# costs involved

- 5- subject notebook: Rs 190
- Long size notebook: Rs 100
- Paper pad: Rs 70
- Loose sheets of paper: Rs. 50 (for 100 sheets)
- Good quality pen: Rs 50 – 100
- Pencils: Rs. 5

- a UG/PG students spends at least Rs 500 per semester

...not considering the money spent (invested) in photocopying notes

*(considering tier 1 & tier 2 cities in India)*

# target segment

- number of college graduates per year: 20 lakh (2 million) [BBC Jan 07]
- number of students enrolled: 1961:17.9 million -- 1991: 72.4 million
  expected to be 100 million by 2011

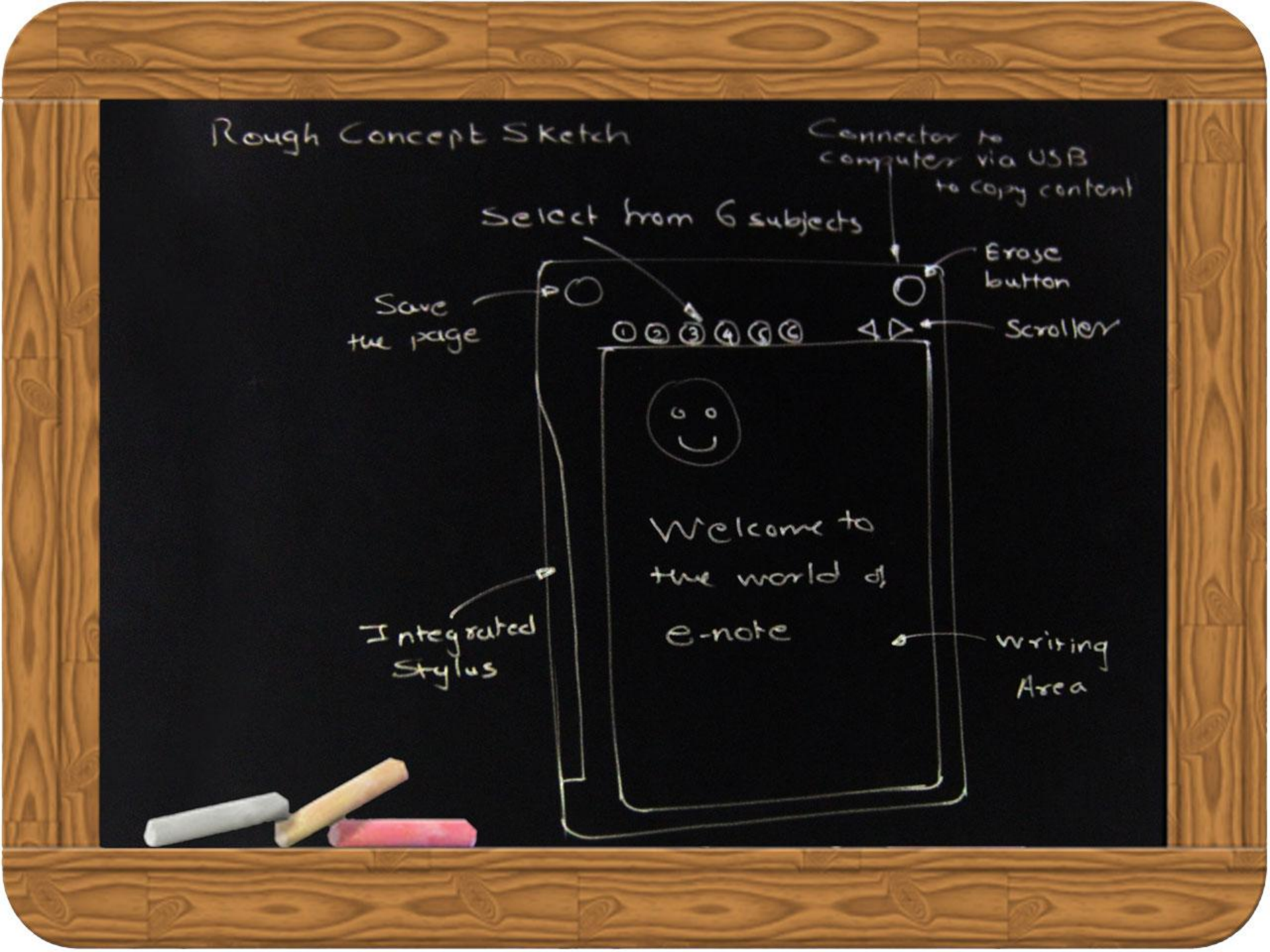
**core segment:** UG & PG students

# insight

- amount of papers and other stationary used up by all the students is humongous
- ecological damage: plastics, wood, paper; majority remains un-recycled
- weight carried by students for maintaining notes for each subject is large
- multi-subject notebooks uncomfortable to use *(not every subject involves same amount of writing)*
- damage to the written material is a threat

# the solution

- using a pressure sensitive passive LCD which changes colour when pressure is applied.
- the LCD basically changes colour at the point of contact.
- this would allow for taking notes, drawing preliminary sketches, doodling, etc.


Rough Concept Sketch
Connector to computer via USB to copy content
Select from 6 subjects
Erase button
Save the page
Scroller
Welcome to the world of e-note
Integrated Stylus
Writing Area

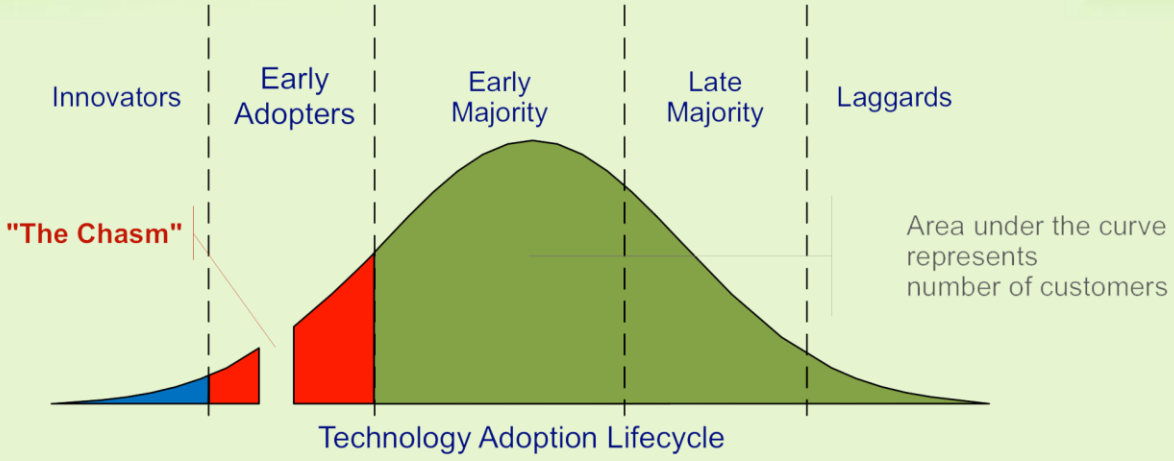
# key attributes

- saves screens as pages while you write as jpeg image files.
- user can copy this content to computer via USB
- user can select up to 6 subjects as in multi-sub notebooks
- has scroll buttons to read through pages
- charges via USB port
- has erase button to clear the screen
- thin plastic body case for slim passive LCD panel

# how it will help

- reduce recurring costs of notebooks, pens
- zero costs for photocopying notes; simply transfer jpeg files to friends
- reduce wastage of paper

# expected impact and sustainability of business




- Indian youngsters being early adopters
- the product will be a hit if at right price point
- the further growth will come from new designs adopted from various usage patterns of early adopters…. so users ⇨ designers

# alternative usage and markets

- replacement for paper based writing equipment
- notepads at conferences,
- e-note integrated into furniture e.g. tables of conference room, chairs in auditoriums, etc.
- tie-ups with furniture manufacturer to introduce such furniture