Exploring the use of visual ethnography for the old city Hyderabad to create an online design experience for the tourist through a digital map

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The Degree of Master of Design

भारतीय प्रौद्योगिकी संस्थान हैदराबाद

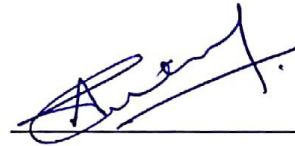**Indian Institute of Technology Hyderabad**

Department of Design

Jan - June, 2018

Declaration

I declare that this written submission represents my ideas in my own words, and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be a cause for disciplinary action by the Institute and can also evoke penal action from the sources that have thus not been properly cited, or from whom proper permission has not been taken when needed.

Aniket Gajanan Dhavtode
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Approval Sheet

This thesis entitled **"Exploring the use of visual ethnography for the old city Hyderabad to create an online design experience for the tourist through a digital map"** by **Aniket Gajanan Dhavtode** is approved for the degree of Master of Design from IIT Hyderabad.

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Supervisor's Certificate

This is to certify that the work entitled "**Exploring the use of visual ethnography for the old city Hyderabad to create an online design experience for the tourist through a digital map**" is bonafide of thesis work by **Aniket Gajanan Dhavtode** under my supervision for his M. Design degree.

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Acknowledgements

Dedicated to

My Parents and Teachers

Abstract

The current research is based on the visual ethnography towards socio-cultural mapping of the old city Hyderabad and an extensive study of social and cultural dynamics of the location. It draws information from the rich history and cultural diversity of more than 400 years. Hyderabad is known for its beautiful architecture and vast culture brought by people from various corners of the world. The current research not just focusses on an interaction between local communities and tourism, but also helps to explore how the graphic design adds value creation to the mapping of society and culture. It helps in creating a fresh and dynamic approach to promote the significant importance of the location and its cultural treasures. It also examines the impact of visual interpretation of cultural heritage and social behavior of various communities towards the tourism. As commonly known as the city of pearls, Hyderabad is chosen to develop an online design experience for the tourist due to its rich cultural background and attraction among tourists. The online visual map would help the visitors to navigate the places and experience the culture and heritage of Hyderabad to understand the landscape of the city in a more interactive manner. The tourist would be able to navigate the places easily and without any dependence. Hence the present study would help both the tourist and to beautifully represent the city at the same time.

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Introduction

Figure 1: Hyderabad City Landscape

Chapter 1: Introduction

The strategic meaning of visual investigation of communal setting is enriched with the diversity of culture and creativity. The current research helps in understanding such meanings through various research methodology. The research is conducted through a design perspective of visual anthropology to create an opportunity and hence promoting culture and creativity. Understanding such aspects as a resource would help in generating more economy of tourism and would eventually lead to enriching the well-being of the community rather than culture as a product and commodities.

I started with the study of visual ethnography for design research of socio-cultural setting and how I can create a design experience for the tourist. Also, those living in these settings are curious to understand the remarkable cultural heritage and the social context in the community. The research context will help in understanding how the mapping of society and culture is the center of development of different aspects such as health, economics, transportation, and tourism.

There is a need for investigation of understanding the complexity of the cultural settings and the dynamics of the connection between other culture through tourism. One such research tool is Visual Ethnography which will be useful in gaining insight into current context.

Figure 2: Cultural symbols on old coins

1.1. Understanding Visual Ethnography for mapping the culture

1.1.1. What is Visual Ethnography?

It is the study of a social and cultural aspect of everyday life. It is a visual investigation of the human and cultural setting in the form of the photo, video documentation in the research-based methodology. The photography is an emerging research tool in sociology and anthropology for documentation of visuals to present and prove the research findings. The use of photography has been used by many researchers either as a data or data generators. It is the tangible substantial proof of the observations and the most effective tool in quantitative research. The photographic values of research location are the source of meaning and interpretation for the researcher or viewer. The tool helps them to understand and emphasis on the relevant findings and relatively empathize the context very easily. The visual representation is everywhere in the society and it provides a rich data in comparison to verbal and textual communication.

1.1.2. What is Cultural mapping?

As quoted by Honorable stan, Monister of Tourism, Sports and the Arts,

"Cultural mapping is a valuable tool for identifying a community's strengths and its resources. This process can help communities to move into the planning and implementation phase by identifying early the resources, efficiencies, and links between arts and cultural groups, as well as their common aspirations and values"

Cultural mapping is a systematic research approach to identify and analyze both tangible and intangible cultural expression in the society. It includes creative cultural industries like theatre, museum, galleries and various other events where people gather and interact with each other for peace and happiness. For example, events like a festival where people meet each other from different backgrounds and bring together their beliefs, attitude and ethical values which are diverse in nature and comes together. Such dynamics of living gives an insight into important cultural heritage like palaces, communities, and tourism which portrays the diverse culture of a place. The cultural mapping is the dynamic investigation and recording of the diversity of rich cultural platforms. This mapping helps to one to narrate the culture and belief of a place to various interested others and generates new perspective towards development.

Culture belongs to people and vice versa as it is made by the people and in turn, shapes people ideology as well. The huge array of culture helps one to understand one's society in large to which people belong. The way we bound with each other in a certain way for example, language, religion, beliefs etc is one of the ways of interacting and knowing individuals who are different yet comes together on various ideas. Culture is not a static entity due to its dynamics colors and the role it plays in our life. It is often noted that, if we are able to

Figure 3: Laad Bazaar, Old city Hyderabad

understand the meaning of culture, we can understand the human being better, we can accept each other and do work with better productivity. Mapping is extremely versatile as it is loaded with extensive information which is untold to the other people. Semiotics helps in meaning making and interpret various signs and symbols present in our culture. It has greater potential than any other inventory that helps to communicate rapidly and in a holistic manner with a broader reach.

The Hyderabad city is known for its remarkable history and culture and it holds an important place within Indian tourism industry. In this region, the city of pearl "Hyderabad" has its own cultural assets with festival and historical monument due to which it has emerged as a favorite tourist destination. People come from all over the world to visit Hyderabad and see its beauty and gets mesmerized by its diverse culture. Also called as "The City of Nizams" founded by Sultan Muhammad Quli Qutub Shah in 1591 AD, it has a rich history of rulers which influenced the city's culture in many ways. To study those cultural aspects of the city, it is important to map these investigations.

1.2. Understanding the existing scenarios of tourism in Hyderabad

Hyderabad is the capital city of Telangana state in India. It is strategically located in the Deccan plateau region and situated in the middle of the country. The capital city constitutes about 30% of total state urban population. The city is full of diversity and preferred destination for tourist. It is most famous for its monumental heritage, divine shrines, food and natural beauty. The Telangana state contributed 6.60% of the total domestic tourists in India during 2015. The tourist visits (including domestic and foreign) in Telangana is nearly about 94.6 Million. Tourist visits have increased by 30% in 2015 from 72.5 Million in 2014. The state has seen increasing number of Tourists from 2014 after its formation as the 29th state. In Hyderabad, the most famous tourist attractions in the city include the Charminar, Makkah Masjid, Golconda Fort, Hussain Sagar Lake and Birla Mandir among many others. With the improved connectivity and tourism infrastructure in the state, the potential for tourism growth has increased. Tourism is one of the crucial element in the economic development of the Hyderabad city hence it is of great significance to introduce tourist (within and outside India) to the remarkable culture of the city.
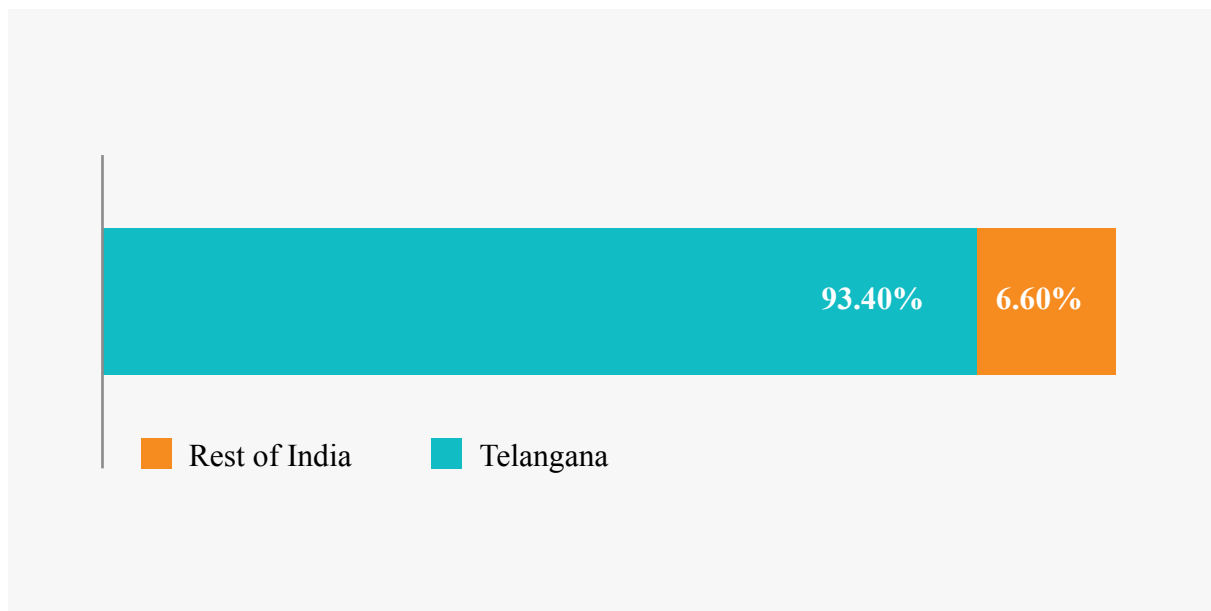
Figure 4: Persentage of domastic tourist visiting telangana and rest of the India (2015)
(FICCI Yes Bank Tourism Report, July 2016)

1.3. Scope of work

The current research helps to understand why cultural mapping of the historical place is necessary for the development of tourist. Furthermore, to understand the concept of visual ethnography from design research perspective in order to create an online design experience for tourist through the digital map.

Finding from the cultural mapping of old city Hyderabad will be converted into the graphic representational online map which will communicate the information for the tourist rapidly and in a holistic approach. It is a digital resource of an extraordinarily rich cultural landscape from the perspective of target visitors of the old Hyderabad city.

In the proposed solution, the user testing is done to understand the target users need and the pain points. It helped tourist to develop the understanding of cultural landscape as well as to give them the flexibility to plan their journey efficiently.

Chapter 2

Literature Review

Chapter 2: Literature Review
2.1. Importance of cultural understanding in tourism

The social and cultural landscape has many different effects on the tourism and vice versa, depending on the cultural heritage and the social context in the community. The mode of communication between tourist and the host community is the vital factor that may affect the economics of tourism. Tourism has significant contribution in the country's GDP as well as Foreign Exchange Earnings. It is also linked with the other sector of the economy. Hence tourism is not the only potential for the economy but also helps in the promotion of the culture and values across the world.

In the same context, Hyderabad city holds an extraordinary heritage monument and diversity in culture. The city of pearls prized with many assets for tourism. Jewellery, food, handicraft, and architecture are the major destination among the tourist. The tourist visits (including domestic and foreign) in Telangana is nearly about 94.6 Million. Tourist visits have increased by 30% in 2015 from 72.5 Million in 2014. The cultural geography plays a significant role to express the importance of the area. It is the relationship between the culture and space. Moreover, cultural understanding in tourism helps visitors to examines the cultural values, practices and communal behaviour. The understanding of culture exposes one to examine how the place identities are produced and how people can decipher the cultural identities and communicate knowledge.

The cultural landscape of the particular area provides the large number of tangible and intangible values, where local community interacts with different cultural background and share the knowledge like crafts, architectural heritage, ethical values and remarkable history and opens the possibilities of community development. Tourism also leads to improvement in lifestyle, infrastructure, education and employment for urban as well as rural area.
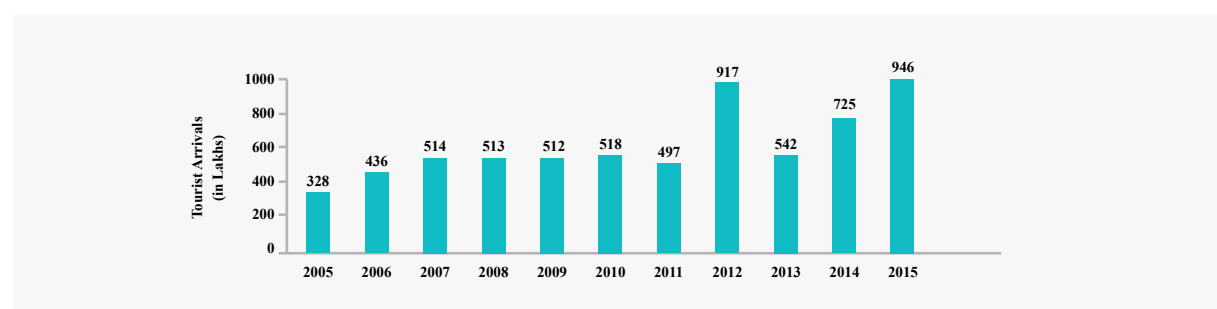
Figure 5: Year wise total tourist visits in Telangana (2005-2015)
(FICCI Yes Bank Tourism Report, July 2016)

2.2. The cultural history of Hyderabad city

Hyderabad is the capital city of Telangana state and fourth largest city in India. It occupies 650 square kilometers along the bank of Musi river. It has a population of about 6.8 million, making the fourth most populous city and sixth most populous urban agglomeration in India. The meaning behind the name Hyderabad is "Hyder's abode" (lion city) which derived from Persian/Urdu language. From one of the famous story, The Muhammad Quli Qutub Shah, the founder of the city named it "Bhaganagar" (The city of Gardens) after Bhagwati, a girl with whom he had fallen in love.

Figure 6: Char Kaman, The old city Hyderabad

The history of Hyderabad has seen the rise and fall of the various kingdom. From Qutub Shahi to Nizam, various rulers have established and flourished the city till modern times. Qutub Shahi Dynasty established in 1518, where all Qutub Shahi kings were Turkmen Muslims. The first king who established the Qutub Shahi dynasty was Sultan Quli Qutb-ul-Mulk

(1512-1543) who was governor in Badmani Sultan Mohammad Shah, after disintegration he established his own Qutub Shahi Dynasty. There were eight kings who ruled and expanded the kingdom, The Jamsheed Quli Qutb Shah (1543-1550), Subhan Quli Qutb Shah (1550), Ibrahim Quli Qutb Shah (1550-1580), Muhammad Quli Qutb Shah (1580-1612) he was the most famous Qutbshahi ruler, who has constructed Charminar and established city of old city Hyderabad. After him, Sultan Muhammad Qutb Shah (1612–1626), Abdullah Qutb Shah (1626–1672), Abul Hasan Qutb Shah (1672–1689) the three rulers has chronologically established the sultanate. In 1687 Mughal emperor Aurangzeb attacked Golconda and conquered Qutbshahi sultanate. In 1724, Asif Jah I the Mughal viceroy declared his sovereignty and known as the Nizams of Hyderabad. After Asaf Jah I, there were six more rulers ruled on Hyderabad till 1947.

The cultural evidence of Qutb Shahi and Nizam rule remain visible today, the legacy is also evident in the city's cuisine like biryani and haleem. The Hyderabad city is a cultural hub which has emerged as a city of distinct varieties of culture in India. In recent years, the special economic zones dedicated to information and technology has become an encouragement for companies from across the world to set up operations. From Qutub Shahi to Information technology, the city has undergone various changes and molded into one society with rich heritage and culture, and become one of the most popular and interesting destinations among the tourist where everyone can make choice of where to visit according to their own interest due to its rich culture.

2.3. Culture Centric Design

In design field, there is a close relationship between culture design. It helps to solve the different set of problems in society. Rose (2004) defines this relationship as "Design changes culture and at the same time is shaped by it". The design practice is influenced by the cultural background of the designers hence the design can be defined as the culture making. According to the Childers (1988) "design is a culture-making process in which ideas, values, norms, and beliefs are spatially and symbolically expressed in the environment to create new cultural forms and meanings". The human being is deeply rooted in the cultural landscape and according to that their lifestyle like food, cloth, habit, worship, thought and affection are maintained. Culture centric design starts with the cross-culture communication problems because designer needs to respond to the cultural values, norms, and linguistic differences to gain access to the user. Designing for another culture vulnerable to assumptive thinking; therefore cross-cultural design requires constant validation of design decisions with the users.

Figure 7: Design Motif (1), Charminar

Figure 8: Char Kaman Shopping market, The old city Hyderabad

2.4. Visual anthropology: photography as a research media

The photographic value's of research location are the source of meaning and interpretation for the researcher or viewer. The tool helps them to understand and emphasis on the relevant findings and relatively empathize the context very easily. The visual representation is everywhere in the society and it provides the rich data compare to verbal and textual communication. It is significantly valuable in cultural mapping and helps to expose to the perspective of researchers.

According to the book "Visual anthropology: photography as a research media" by John Collier, Jr., and Malcolm Collier, when we think of photography as a tool for mapping, the photography is practically sized upon the mapper and helps in the various research process to capture those norm in the society. Today, the major archaeological survey is based on this research tool as an effective way to document the reality. The photography especially aerial, owes a great deal to archeology in England, Peru and elsewhere. Areal photography has been a source of socio-cultural data and majorly contributing to record great historical value and present ecological relationship.

Figure 9: Print map, The old city Hyderabad

2.5. Importance of Map

We are living in a world where the environment is complex and full of details. Mapping helps in reducing details and grouping phenomena together. The map helps to emphasize and deemphasize the data according to the need of the users and help them to gain clarity. The most common group of the cartographic document is tourist map. It is a new way of symbolizing the data with respect to the context of tourist and offer novel insights into how a map might make a difference. The non-traditional way like digital map has been popular among the tourist like online maps which are created to be used on mobile devices and hence allows them for using electronic tourist maps directly in the area they represent.

Chapter 3

Methodology

Chapter 3: Methodology
3.1. Introduction

The current research initially considers the old city Hyderabad location. It is targeted to the visitors who wants to explore the location by different means. It also includes the study of tourists pain-points and current information facilities available to expose them towards the remarkable history and culture. The online digital map would be built by studying the empathy mapping of the target audience.

Doing visual ethnography with the use of photography as a research tool helps to create the mood board for the creation of meaningful graphics. Furthermore, with the use of primary research, an online digital map will be developed and release for the user feedback. The outcomes of the study would help to reconstruct the map effectively by considering the fact of usability, problem solving, preferences and how the user interacts with the given solution. As a part of the observation it would help one to understand how the graphic representation of historical and cultural heritage site on digital map platform can create the design experience for the tourist, to make their journey more fruitful where they can gain more knowledge and insight about the diverse history and culture. This research study needs a proper mapping of the location in terms of historical buildings, markets, place of worship, food, cultural centres and social places where different people and culture interact.

3.2. Objective

The objective of the thesis research methods is to collect the data and implement to design web tool (online design map). The research outcomes would help people to understand the psychology of the local community with respect to the culture. Most of the visitor who has visited the heritage sites, they want to explore more around the location like how the community around the monument is established, how local community culture effects on the historical site and what they can carry as a specialty of the particular location.

The other objective of this research is also to explore how the graphic design adds value creation to the mapping of society and culture, which in turn creates a fresh and dynamic approach to promote the significant importance of the location and its cultural treasures. It uses the old city Hyderabad as an example to develop an online design experience for the tourist.

3.3. Identification of various locations in Hyderabad city

Initially, the research has started with the mapping of various location throughout the Hyderabad city which could be the part of visitors journey. Every location has their own identity, though the city has undergone various cultural influences due to which there has been a influence of Persian, Pathan, Hindu and Islamic architectural which is quite evident in many places. The process of identification of various location is based on the popularity among the visitors and the establishment of tourism industry around the area. With the help of online investigation, the locations have been categorized in multiple perspectives of historical, cultural and social values like historical buildings, markets, place of worship, food, cultural centers, social places, public institution, lifestyle, and entertainment.

The following places have been mapped through the Hyderabad city, This could be useful data for initial as well as the future scope of this research study.

Charminar, Golconda fort, Ramoji Film City, Chowmahalla Palace, Salar Jung Museum, Makkah Masjid,, Nehru Zoological Park, Snow World, Qutb Shahi tombs, Birla Science Museum, Jalavihar, Telangana State Archaeology Museum, Sudha Cars Museum, Paigah Tombs, Purani Haveli, Nehru Centenary Tribal Museum, Hussain Sagar- Lake and park, Birla Mandir, Lumbini Park, Buddha Statue of Hyderabad, Osman Sagar, Shilparamam, Necklace Road, Chilkoor Balaji Temple, Kasu Brahmananda Reddy National Park, Durgam Cheruvu, Sanjeevaiah Park, Taramati Baradari, Wonderla Amusement Park, Ocean Park, Sanghi Temple, Indira Park, Mrugavani National Park, Mahavir Harina Vanasthali National Park, Shamirpet Lake, Keesaragutta Temple, Himayat Sagar, King Kothi Palace, Public Gardens, Hyderabad, Mir Alam Tank, Kotla Vijayabhaskara Reddy Botanical Garden, Escape Water Park, Jalagam Vengal Rao Park, Peddamma Temple, The Nizam's Museum, Paigah Palace, Lotus Pond, Peddamma Talli Temple, NTR Gardens, Spanish Mosque.

3.3. Identification of various locations in Hyderabad city

Figure 10: Identification of various locations in Hyderabad city
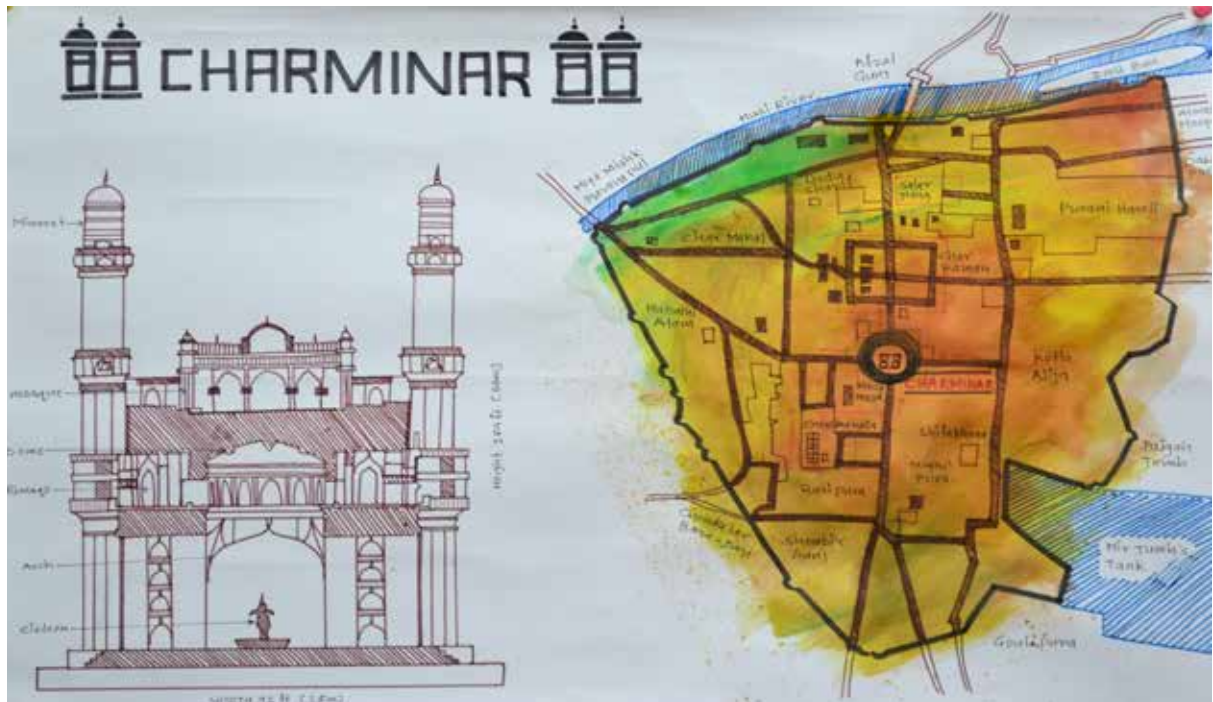
Figure 11: Location Mapping of the old city Hyderabad

3.4. Field visit to the old city Hyderabad location (Walled City)

For this current study, the old city Hyderabad was taken as a research field to observe and explore the cultural aspect through various methodology. The old city is historically known as pearl and diamond trading center which continues till date. The traditional bazaars in this location like Laad Bazaar, Begum Bazaar, and Sultan bazaar have remained open for centuries. The old city once called the walled city, is the home for both Hindu and Muslim who have been together for centuries and shares their culture. From old stories, it is also known as a city of heaven. As the historical region of Hyderabad, the old city contains many landmark buildings including, Charminar, The Mecca Masjid, situated to the southwest of Charminar, is one of the oldest mosques in India.

3.5. Participant Observation (Journey mapping)

It is the most valuable method to know the cultural dynamics from the ethnographical perspective. This process helps to collect the various tangible and intangible information of culture and visual patterns. Through this qualitative research method, the social and cultural values have been captured. The old city situated in the south of the Musi river and designed with Charminar as its centrepiece, the development here is unregulated and land sharks are aplenty. And in an age when the piped water supply is the norm, residents of the area still receive water from gram panchayat sanctioned borewells. The neighborhoods in the older parts of the city comprising the tehsils of Charminar, Saidabad Bandlaguda, Bahadurpura, Golconda, Asif Nagar and Nampally have a substantial number of Hindus.

The street on the side of the square west of Charminar is known as Lead Bazaar which is famous for bridal wear shopping market, The Sona Bai (Glass Banges) are available here. Bangles, bridalwear, pearls, Attar (perfume) and the traditional hyderabadi glass and stone studded bangles are all sold here. The spaces like Gulzar Houz and Patel market continue to be

Figure 12: Participatory Observation, the old city Hyderabad

one of the most important gold and textile markets the which it has a strong presence of the Marwadi community. Urdu is the primary language spoken in the old city area but the influence of Telugu language is concentrated primarily in Hari Bowli and Lal Darwaza. Chelapura area

is mainly populated by Gujaratis with small Marathi speaking population. Mangalghat area for lodges, who came to the city two centuries ago. The monuments in this area were built in a unique Indo-Islamic architecture style, incorporating Persian architectural elements. The iconic structures are made of granite, limestone, mortar and pulverized marble which is crowned by a bulbous dome with dainty petal-like designs at the base. Also from observations, Hindu motifs like lotus, chain and pendant designs, and pillar and lintel devices characterize some of the structures. The patterns from the Qutbshahi Architectures have basically inspired from the Islamic geometric patterns originated in Persia. Also, an intricate combination of Hindu, Mughal and Bahamani motifs follow same patterns repeating circularly.

The old city has many restaurants like Pista House, Bawarchi, Cafe Bahar, Masterchef, Sheraton Cafe and Shadab Hotel offering Hyderabadi cuisine like biryani, Haleem, Paya, Faluda and Irani chai. The food is cooked with different types of spices with the modern touch.

The old city is mostly occupied by Muslim majority and Hindus. The city is well connected by railways road and air. Other public transport like auto-rickshaws and TSRTC city buses are also available for getting around the city.

Figure 13: Journey map, the old city Hyderabad

3.6. Photographic Documentation

Figure 14: Photographic Documentation of charminar area (1), the old city Hyderabad

Figure 15: Photographic Documentation of charminar area (3), the old city Hyderabad

Figure 16: Photographic Documentation of charminar area (2), the old city Hyderabad

Figure 17: Photographic Documentation of charminar area (4), the old city Hyderabad

Figure 18: Photographic Documentation of charminar area (5), the old city Hyderabad

3.6. Photographic Documentation

Figure 19: Photographic Documentation of charminar area (6), the old city Hyderabad

Figure 20: Photographic Documentation of charminar area (7), the old city Hyderabad

Figure 21: Photographic Documentation of charminar area (8), the old city Hyderabad

Figure 22: Photographic Documentation of charminar area (9), the old city Hyderabad

Figure 23: Photographic Documentation of charminar area (10), the old city Hyderabad

Figure 24: Photographic Documentation of charminar area (11), the old city Hyderabad

Figure 25: Photographic Documentation of charminar area (12), the old city Hyderabad

Figure 26: Photographic Documentation of charminar area (13), the old city Hyderabad

3.6. Photographic Documentation

Figure 27: Photographic Documentation of charminar area (14), the old city Hyderabad

Figure 28: Photographic Documentation of charminar area (15), the old city Hyderabad

Figure 29: Photographic Documentation of charminar area (16), the old city Hyderabad

Figure 30: Photographic Documentation of charminar area (17), the old city Hyderabad

Figure 31: Photographic Documentation of charminar area (18), the old city Hyderabad

Figure 32: Photographic Documentation of charminar area (19), the old city Hyderabad

Figure 33: Photographic Documentation of charminar area (20), the old city Hyderabad

Figure 34: Photographic Documentation of charminar area (21), the old city Hyderabad

3.7. Qualitative Interview

During this thesis research, lots of qualitative interviews taken from the local community as well as the tourist (from India and outside of India). The semistructured interview helped to obtain much more detailed information to find out their fundamental intents, desires, and drivers. The open-ended questions asked by the interviewer helps us to to know what user think, their scenarios and their dependency to another source of information through the journey. Some questions were structured in a way to know the user pain-point and requirement to create design experience of this kind of heritage site. The open-ended questions were asked about,

- **Who are they?**

- **Where are they from?**

- **What is their communicative ecology like?**
  (communications and information resources)

- **What is their tour motivation?**

- **What uniqueness have you found out here?**

- **How is the experience of their journey?**

- **What tool have they used to get proper information about the place?**

- **Are they getting relevant information about the place?**

- **What kind of work needs to be done to promote the importance of cultural heritage of the place?**

- **What kind of navigation they use to locate the proper location?**

In this process, the questions were framed in a way to guide the conversation with a goal in mind of gathering lots of information from the respondents. Based on the interview the results were analyzed and it was found that most of the respondents showed the demand for digital online tool which would provide them relevant information with the pleasure of design experience.

Chapter 4

Prototyping

Chapter 4: Prototyping
4.1. Introduction

The resultant from this research has used to create a graphical map to develop an online and offline digital design experience for the visitors of the old city Hyderabad. This map gives visitors the cultural visual representation of the place as well as its approachable valuable information. Moreover, visitors would either pre-plan or can plan journey immediately on the day itself. The digital map will provide the authentic cultural information of the place which came out from this study. The cultural landscape of the place has been mapped in terms of Historical Buildings, Shopping Places, Place of Worship, Restaurants, Cultural Centers and Social Places where different culture interact. Through this, visitors could visit the various location as per their plans. The time consumption of decision making for the user (Tourist) would be reduced. Also, misleading through wrong information would be reduced. The web tool is built on mapping principle for tourist which evolves the map on the basis of the user experience and feedback. It provides the user an immersive design experience with the real-time tour guide and also as an offline information repository. This system can be used by tourist (visitors) to identify the remarkable cultural place with authentic knowledge that street shop seller doesn't provide accurately.

The ultimate goal is to provide the user with a comfortable, visual, informative and enjoyable tour from which they can take some knowledge with them. With the application, tourists can find different many things to do and many more things to see. Thereby, it helps to explore the place more efficiently. The proposed digital design map offers the possible shortest route and the location as per the time that user has chosen to spend. The digital design experience makes tourist journey planning more enjoyable and informative than anything else. It would also act as a relay system in case tourists get lost or forget their direction in and around the place by tracking their movements using GPS based location services.

4.2. Mood Board

Initially, the Qualitative (Interview, Participatory Observation) and Quantitative data (Visual ethnography and mapping the cultural assets) from the research study has been observed for the process of visual interpretation of each and every element in the cultural landscape of the old city Hyderabad. According to the visual investigation and photographic documentation, the old city has mapped in a photographic collage way to visually categorize the space. This method helped to effectively initiate the mapping prototype process. The categorization of the photographs in the mood board is according to the location with Charminar at the centerpiece. Moodboard helps in giving the clarity of thought to the designer in order to proceed with the mapping design methods logically.
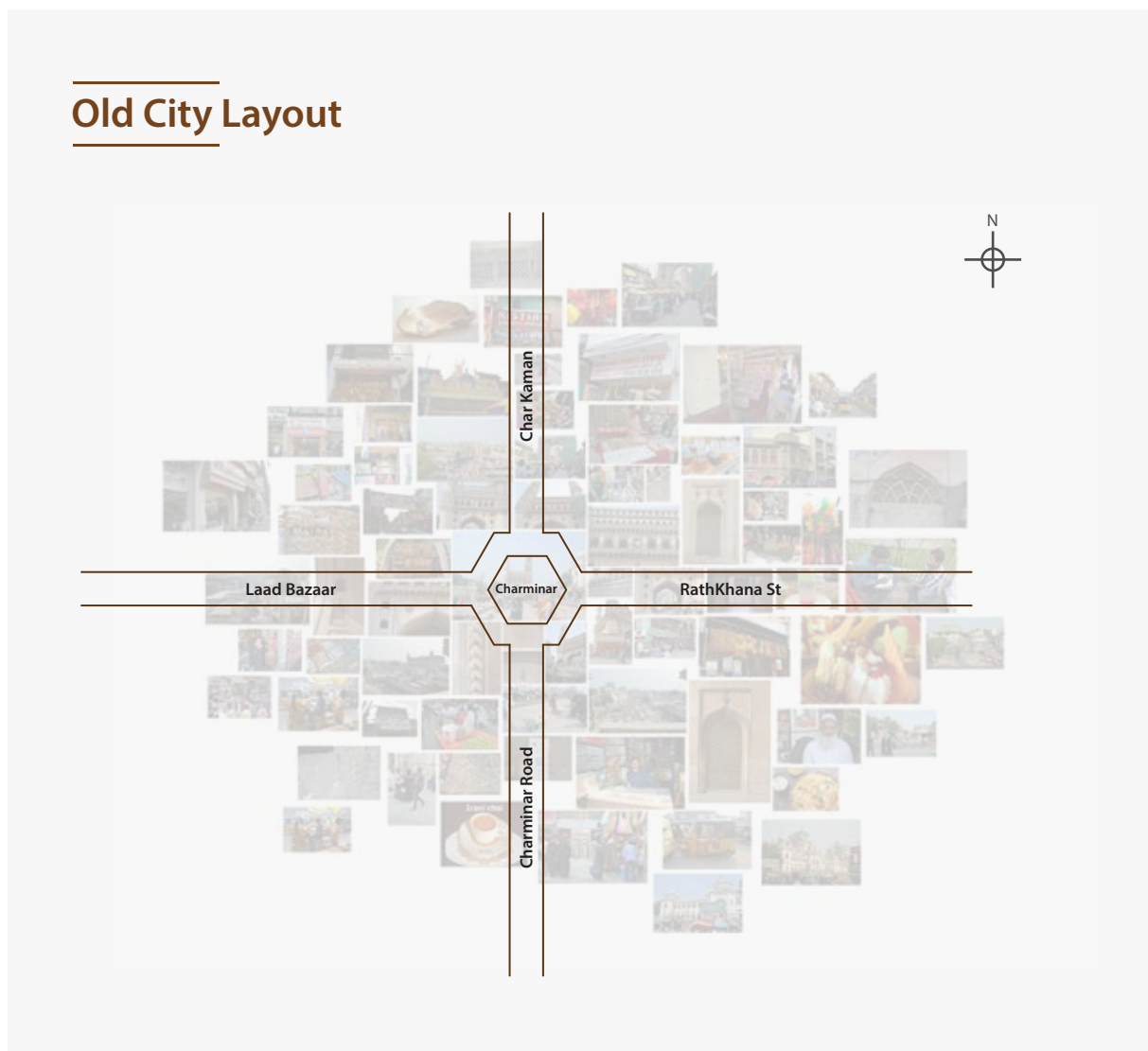

Figure 33: Mood Board (1), the old city Hyderabad

4.2. Mood Board

Figure 34: Mood Board (2), the old city Hyderabad
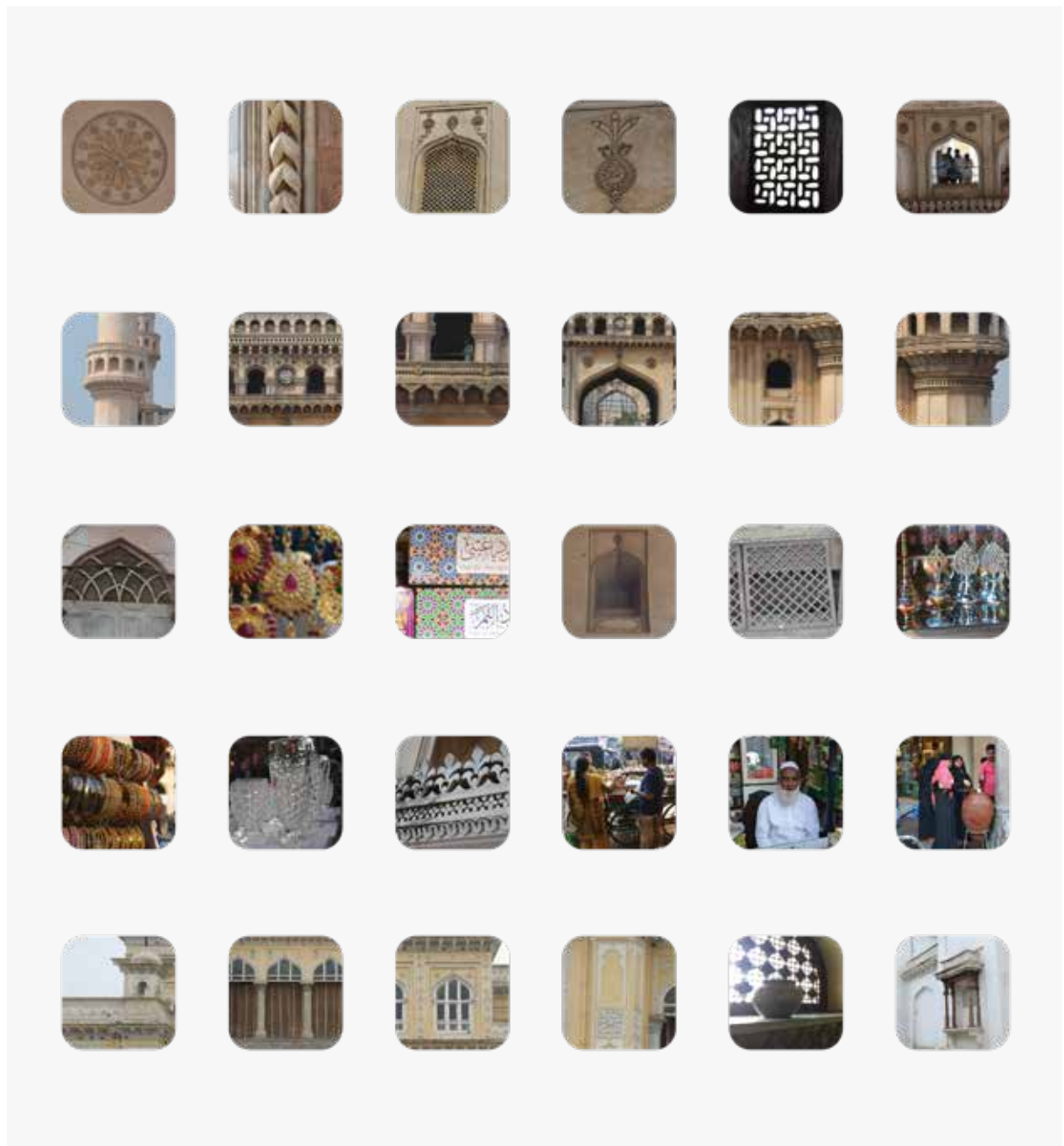
4.2. Mood Board

Figure 35: Design Pattern, the old city Hyderabad

4.3. Color Palette

Initially, the Qualitative (Interview, Participatory Observation) and Quantitative data (Visual ethnography and mapping the cultural assets) from the research study has been observed for the process of visual interpretation of each and every element in the cultural landscape of the old city Hyderabad. According to the visual investigation and photographic documentation, the old city has mapped in a photographic collage way to visually categorize the space. This method helped to effectively initiate the mapping prototype process. The categorization of the photographs in the mood board is according to the location with Charminar at the centerpiece. Moodboard helps in giving the clarity of thought to the designer in order to proceed with the mapping design methods logically.

#D1D5C7   #8A8C93   #3F4042   #BCAD9B   #ECC67B   #F68925

#54A6D4   #305249   #62A98C   #9BA439   #4A3421   #8E331F

4.4. Doodles

The simple drawing has been created to represent the concrete representational meaning that any person who is not familiar with graphics could easily identify. The doodles have been taken as references for creating a graphical representation.

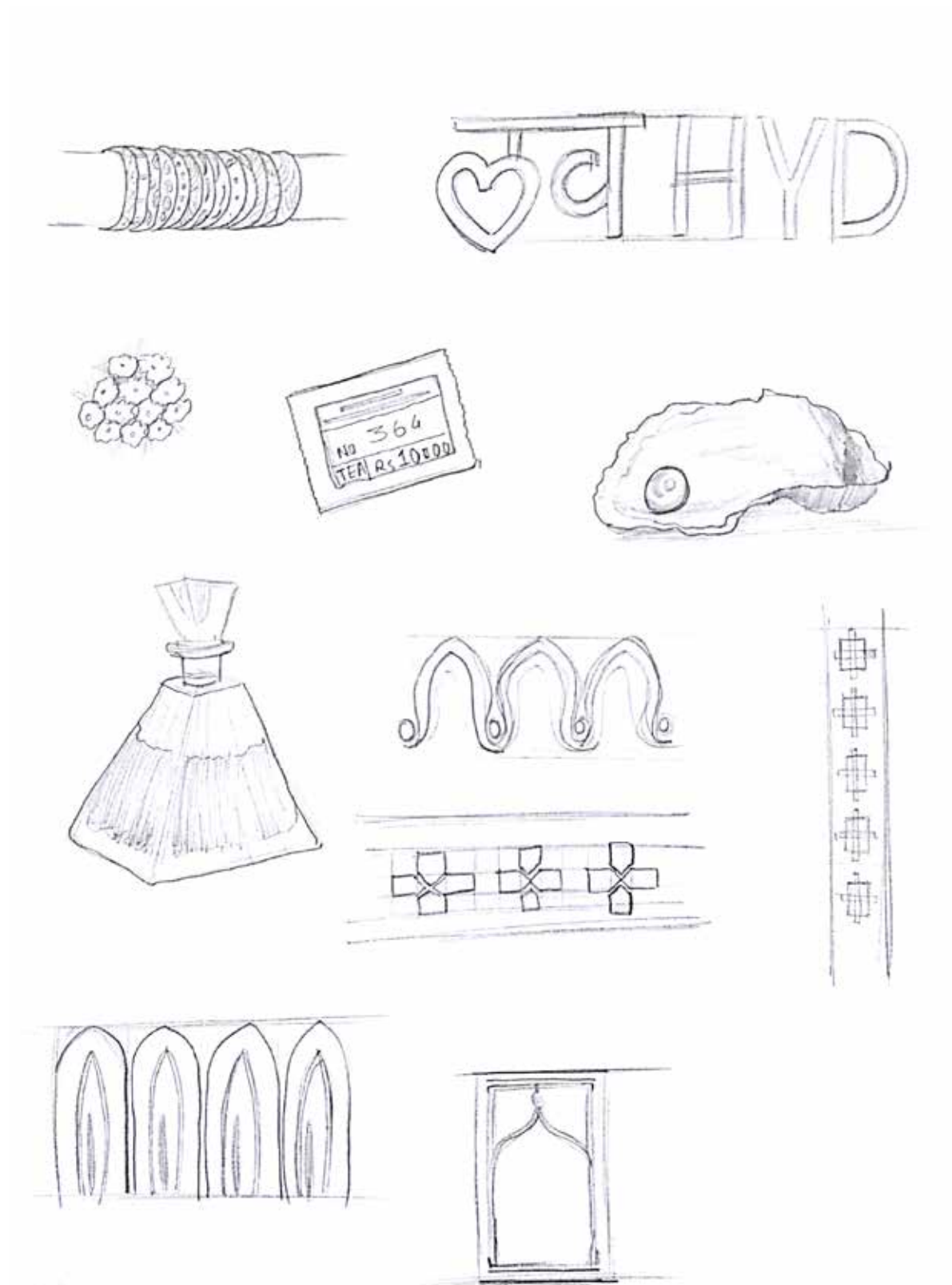*Figure 36: Doodles (Food), the old city Hyderabad*

4.4. Doodles

Figure 37: Doodles (Design Style), the old city Hyderabad
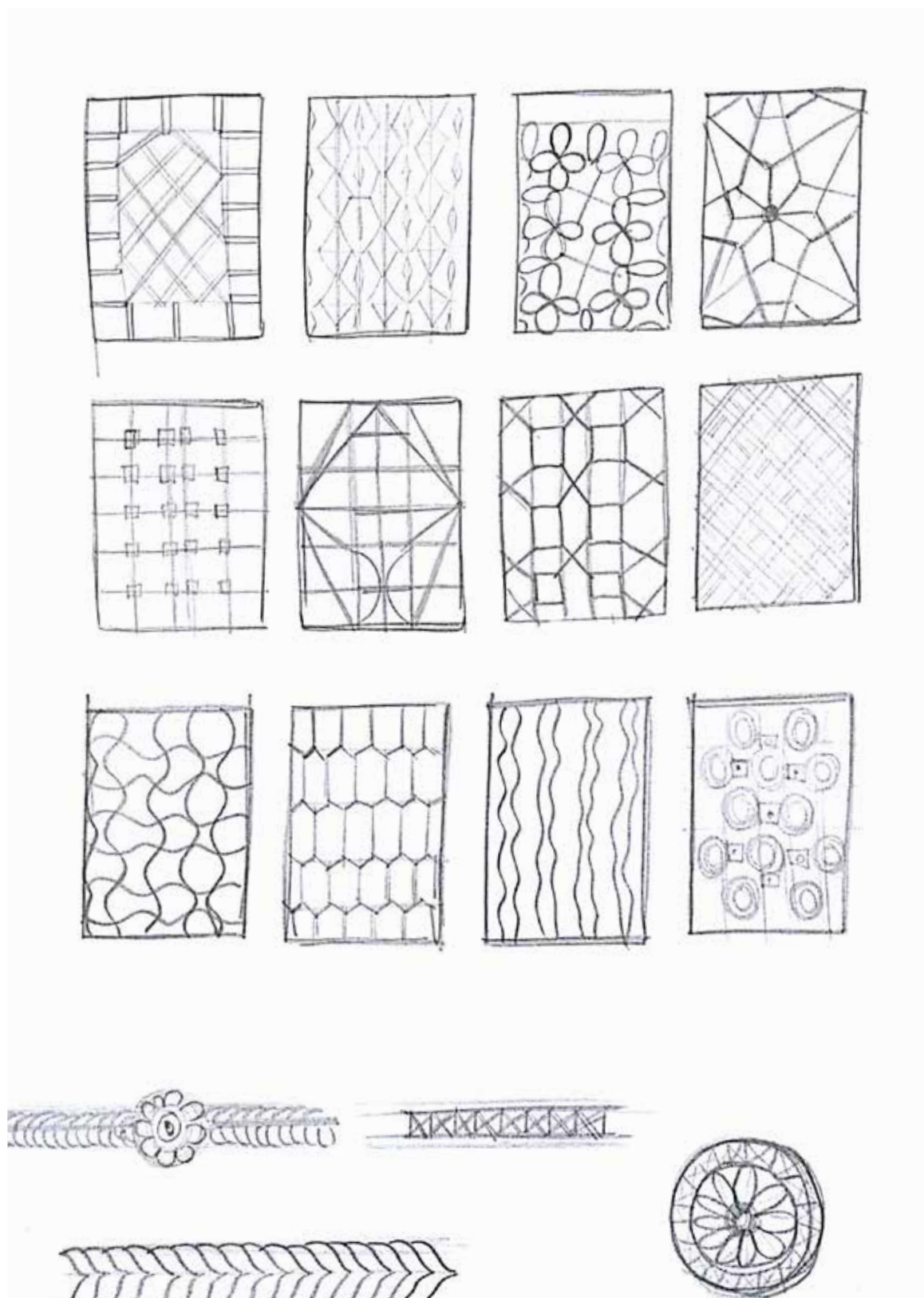
4.4. Doodles

Figure 38: Doodles (Design Motif Pattern), the old city Hyderabad

4.5. Design Exploration Style Sheet

Culture centric geometric patterns represent the visual expressions of Islamic art and architecture. In old days the architectural craftsman was highly skilled in a way that they can design the perfect pattern without using any ruler. Most geometric patterns in Islamic art and architecture are based not on the reputation of the single motif, however, it is designed in such a way that all the corresponding components fit together in a perfect sequence. Rather than designing a detailed pattern to cover an entire wall, we can see the design grid of squares or hexagons and then repetition of the individual motif in each unit. The visual interpretation of these pattern has been designed graphically in particular style to represent the uniqueness and to be used as the cultural design representation in a map.
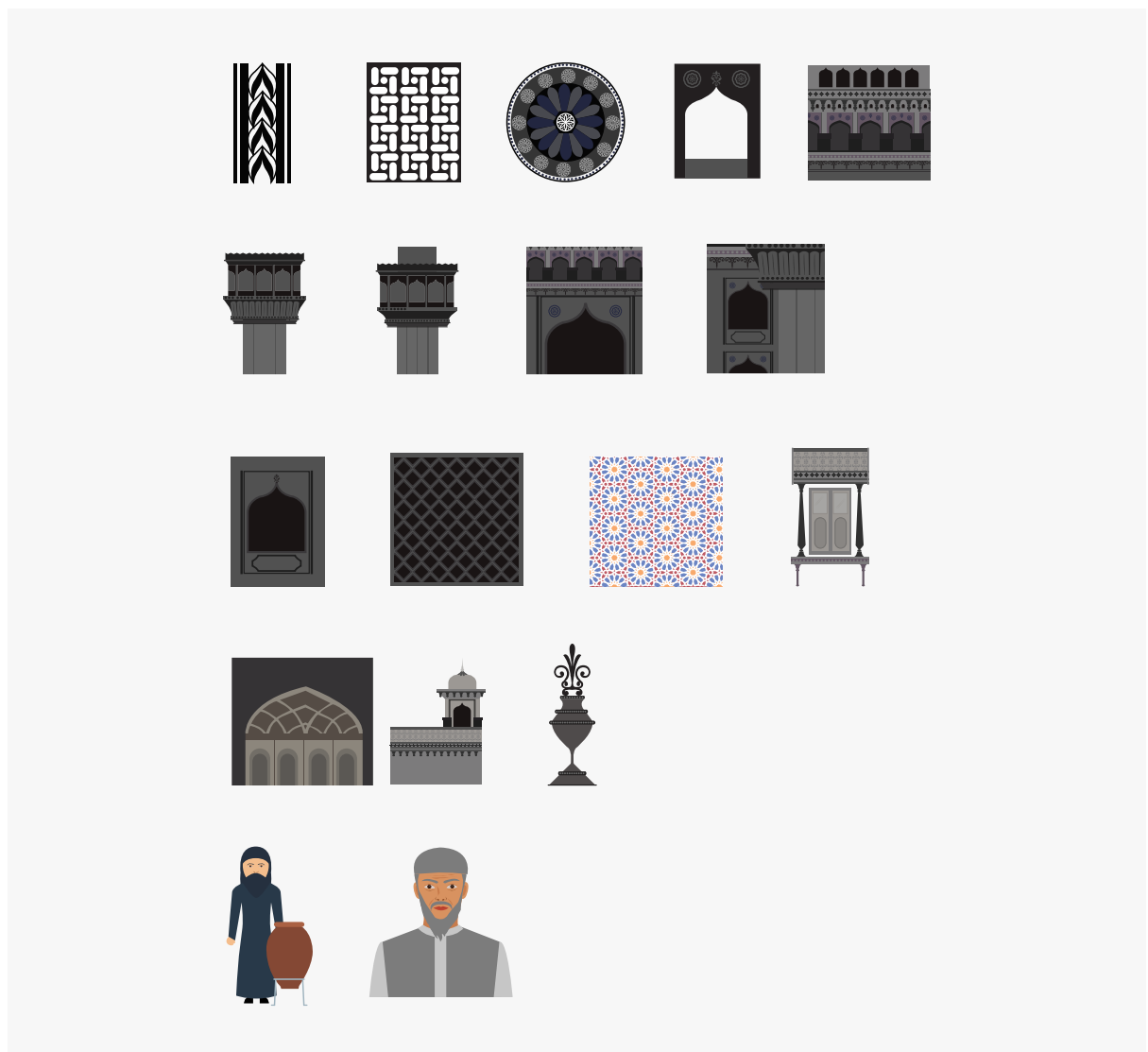

Figure 39: Design exploration style sheet (1)

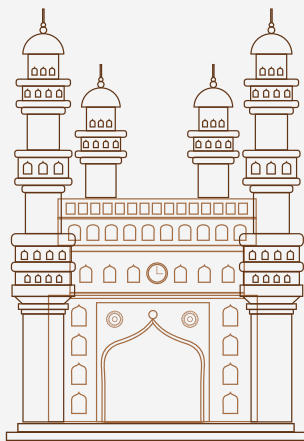## 4.5. Design Exploration Style Sheet

Figure 40: Design exploration style sheet (Charminar)

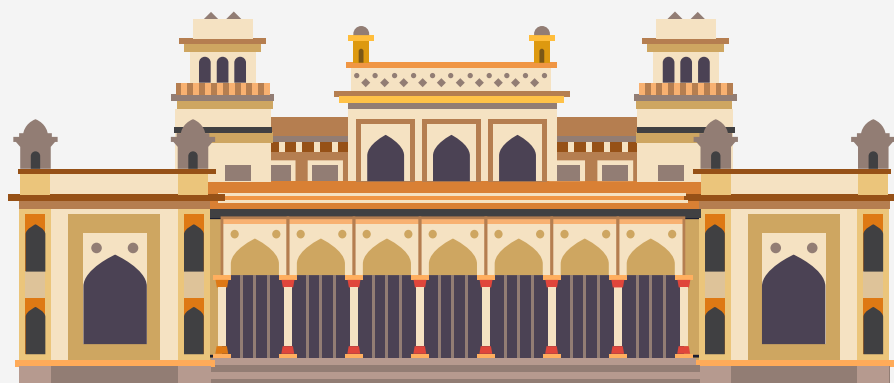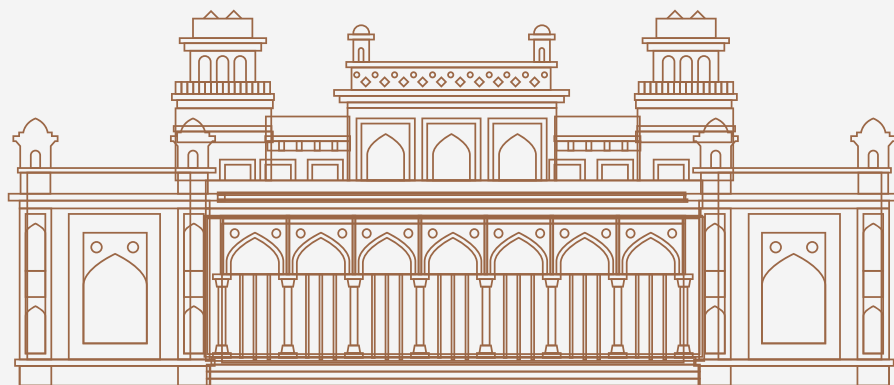## 4.5. Design Exploration Style Sheet

Figure 41: Design exploration style sheet (Chowmahalla Palace)

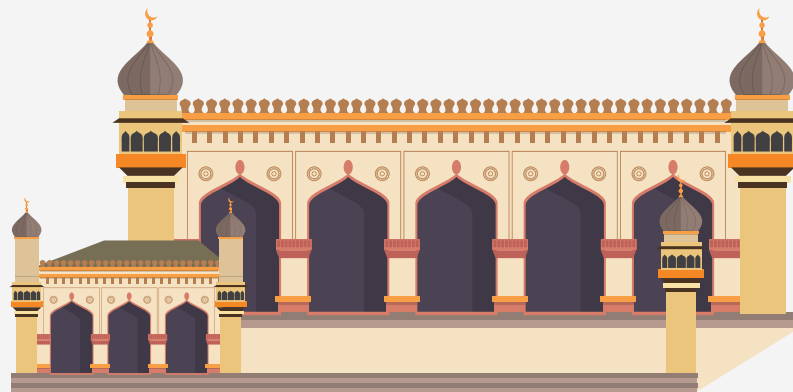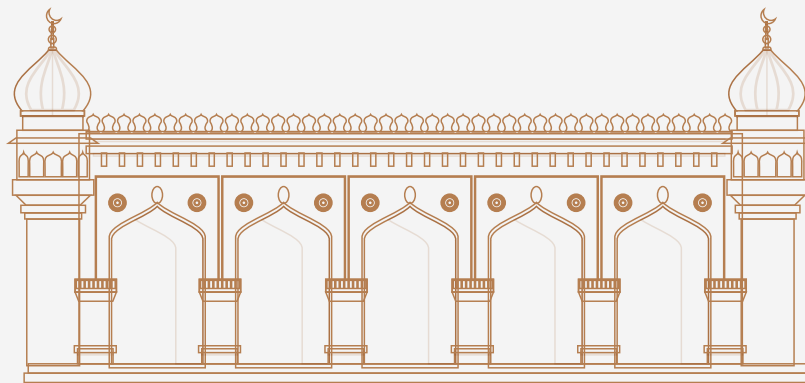## 4.5. Design Exploration Style Sheet
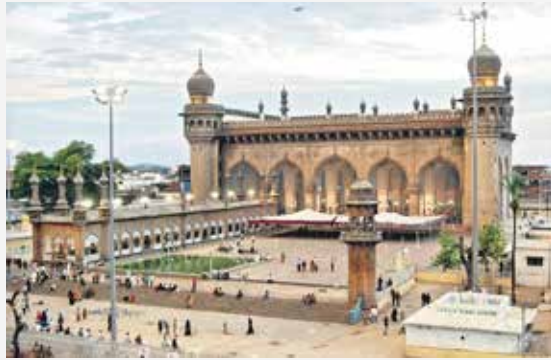

Figure 42: Design exploration style sheet (Mecca Masjid)

4.5. Design Exploration Style Sheet

Figure 43: Design exploration style sheet (Nizam Government Unani Hospital)

4.5. Design Exploration Style Sheet

Figure 44: Design exploration style sheet (Sardar Mahal)

4.5. Design Exploration Style Sheet
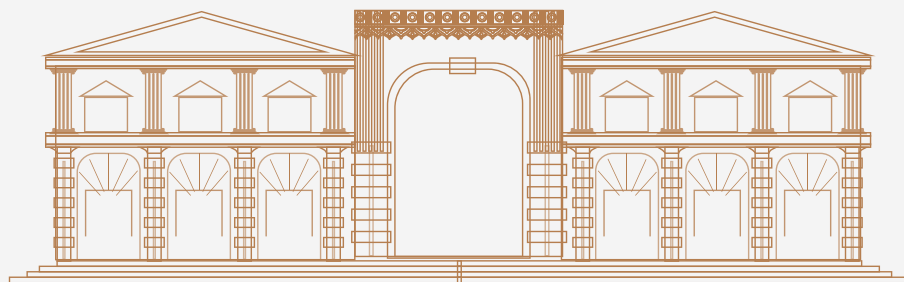
Figure 45: Design exploration style sheet (Malwala Palace)

4.5. Design Exploration Style Sheet

Figure 46: Design exploration style sheet (Asman Jah Devdi)

4.5. Design Exploration Style Sheet
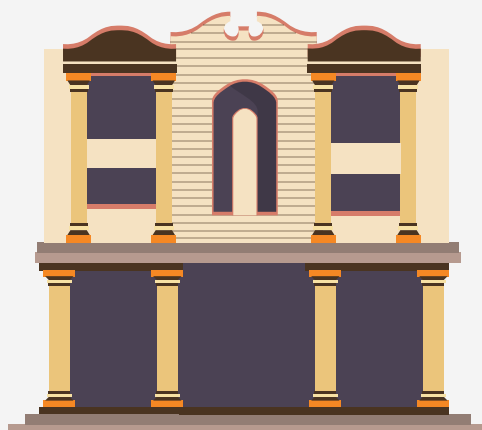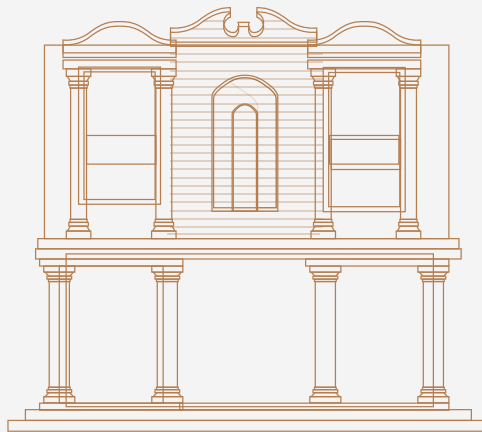
Figure 47: Design exploration style sheet (Gauhar Gulshan Function Hall)

4.5. Design Exploration Style Sheet
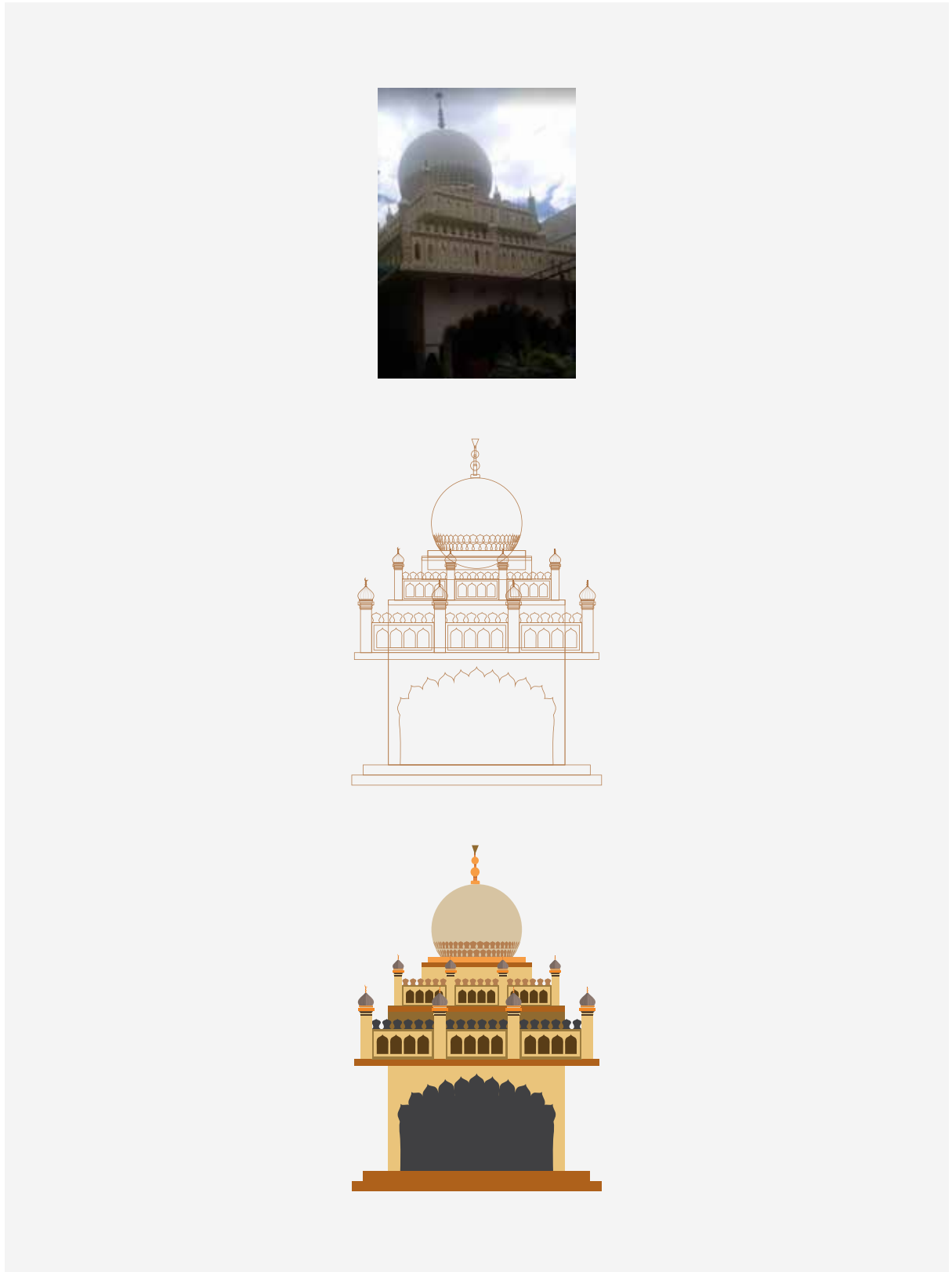
Figure 48: Design exploration style sheet (Aastana Peerji Quibla Abul Ulai) (R.A)

4.5. Design Exploration Style Sheet
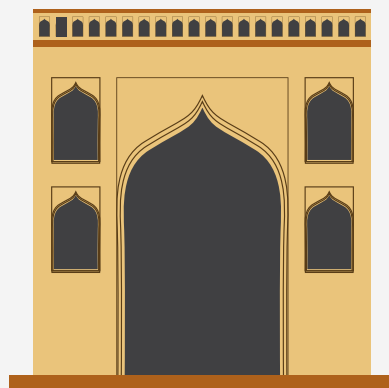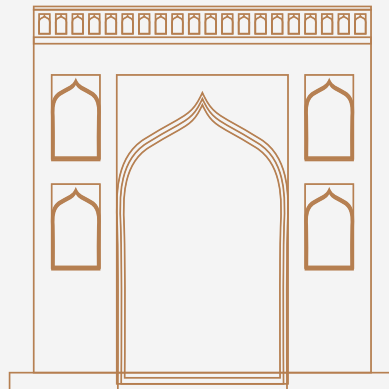
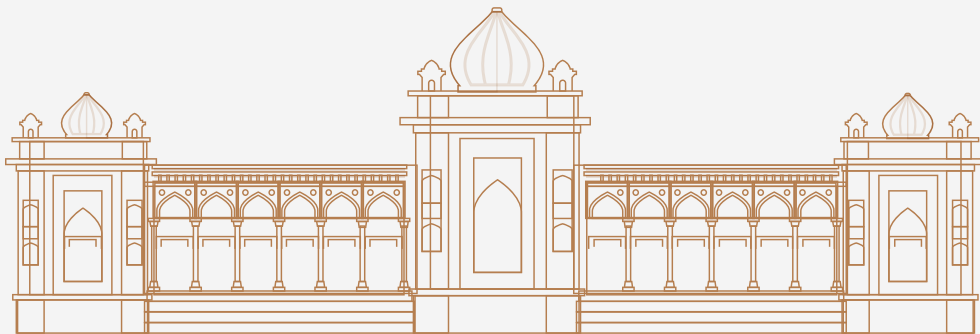*Figure 49: Design exploration style sheet (Char Kaman)*

4.5. Design Exploration Style Sheet
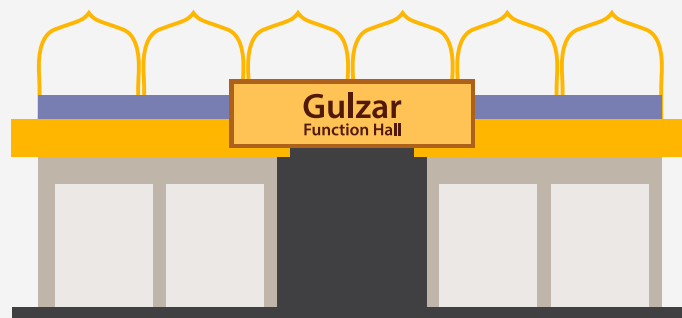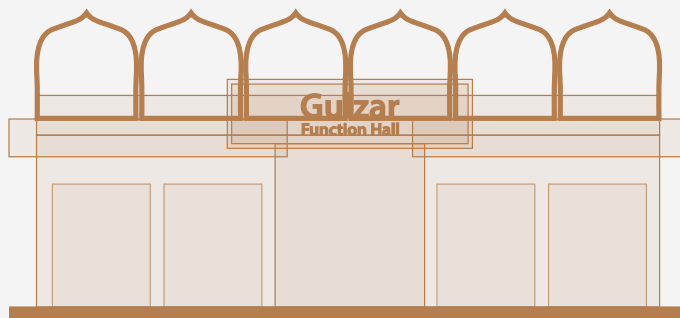
Figure 50: Design exploration style sheet (Gulzar Function Hall)

4.5. Design Exploration Style Sheet

Figure 51: Design exploration style sheet (City Civil Court)

4.5. Design Exploration Style Sheet

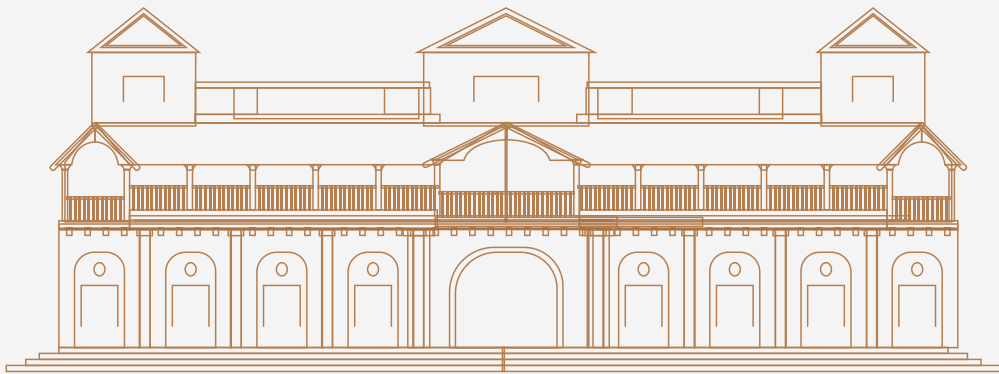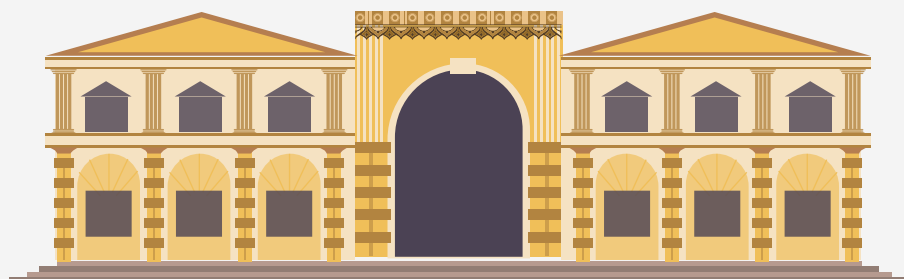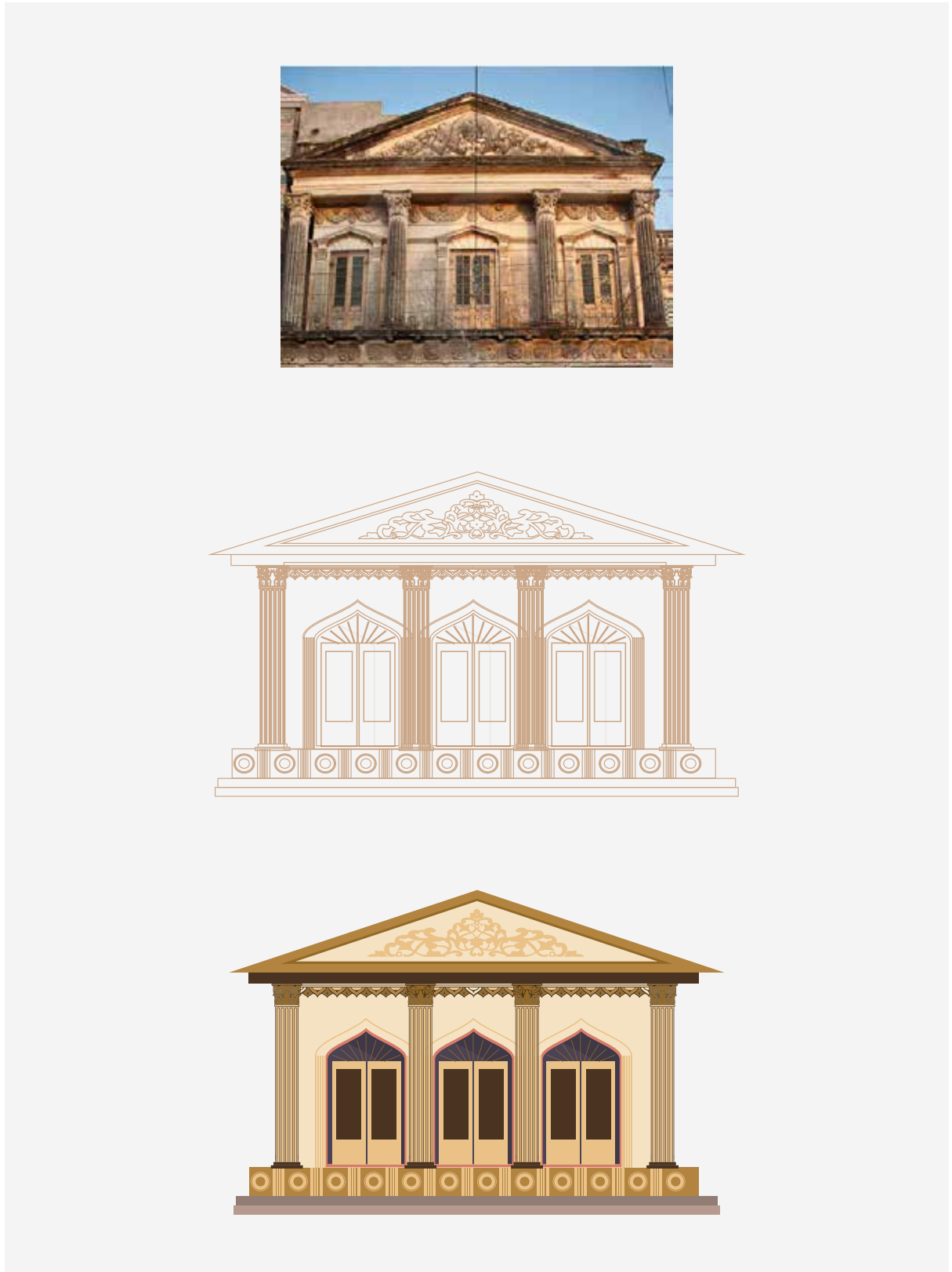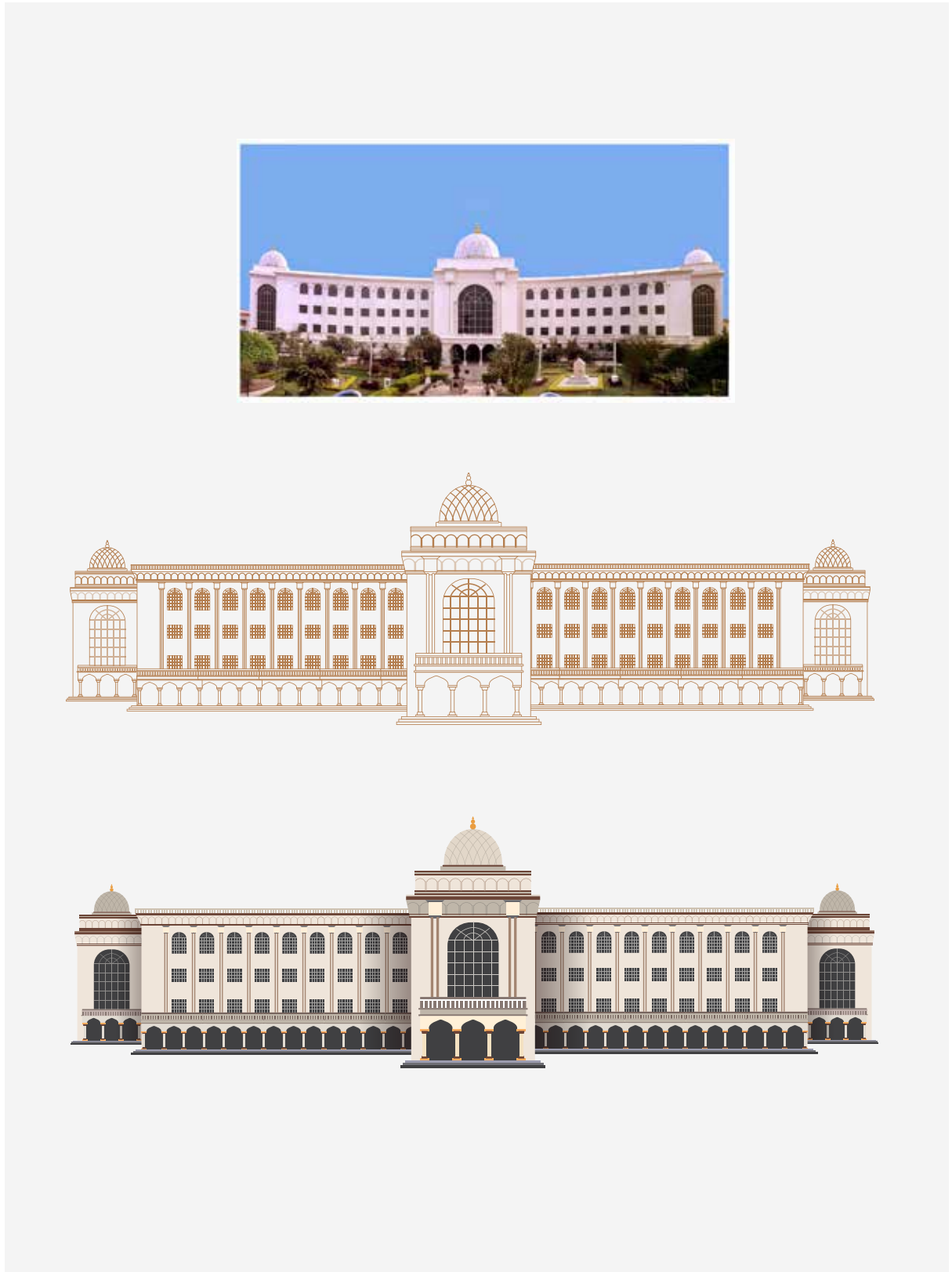*Figure 52: Design exploration style sheet (Salar Jung Museum)*

4.5. Design Exploration Style Sheet
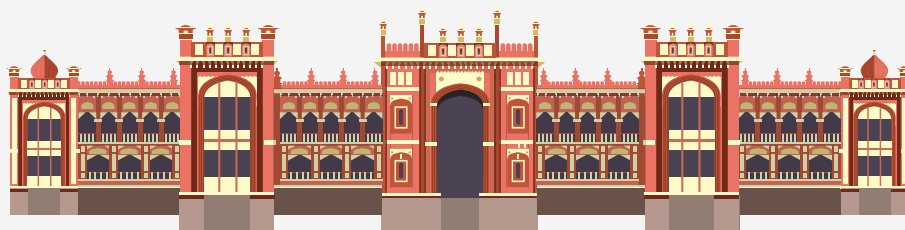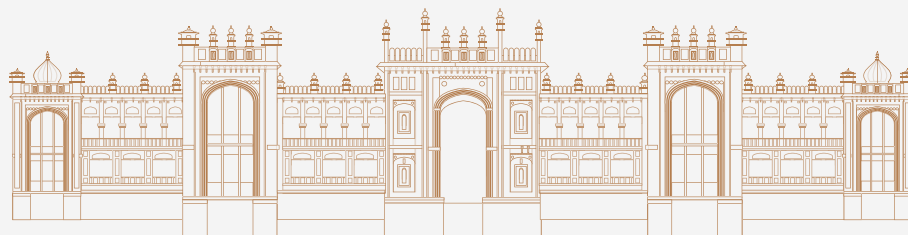
Figure 53: Design exploration style sheet (Government CityCollege (Madarsa Darul Uloom))

4.5. Design Exploration Style Sheet
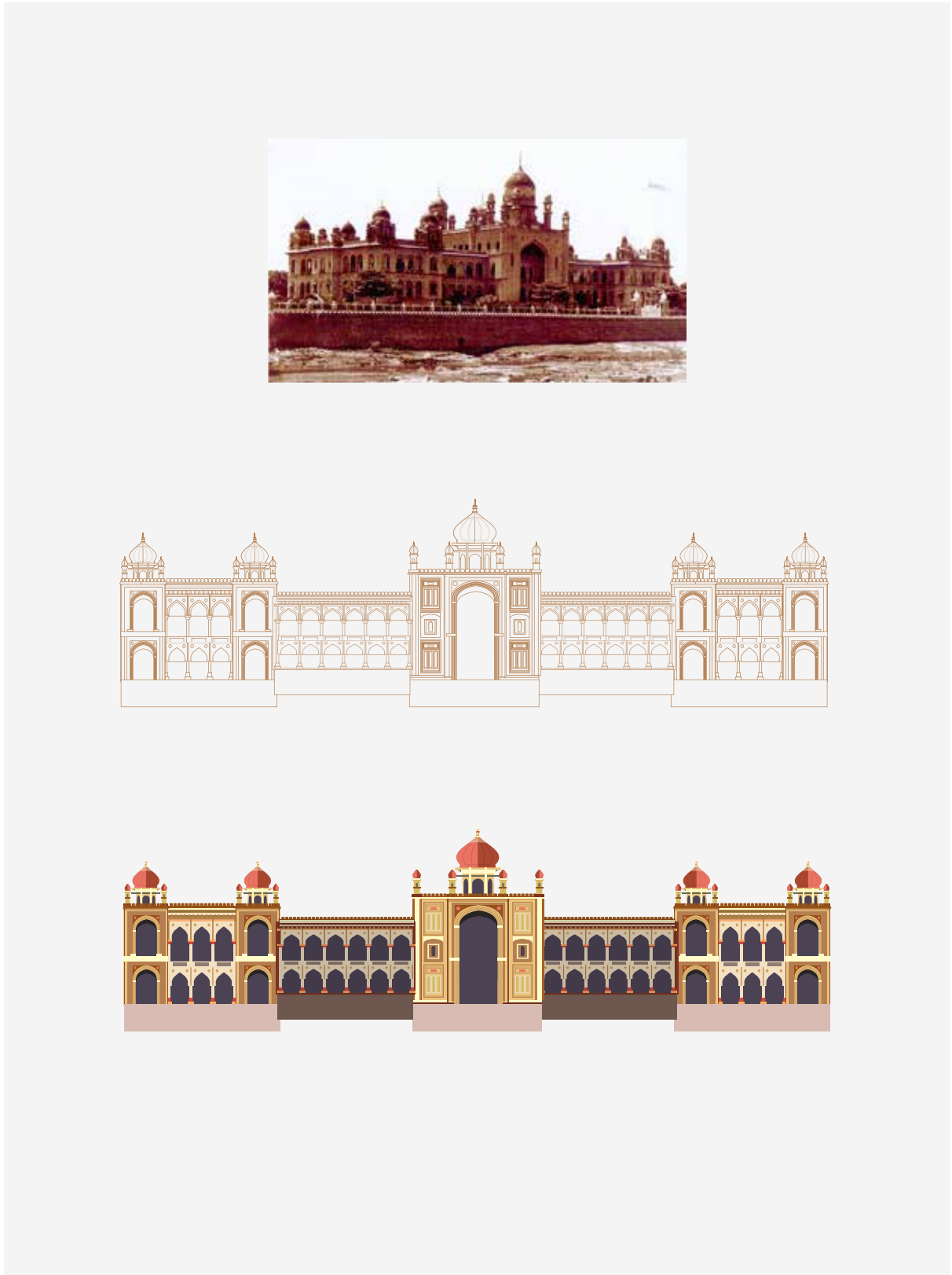
Figure 54: Design exploration style sheet (High Court of Telangana & Andhra Pradesh)

4.5. Design Exploration Style Sheet

Food

Mode Of Transport

Shopping Places

Social Places

Place Of Worships

Motif Palette

Trees & Human Elements
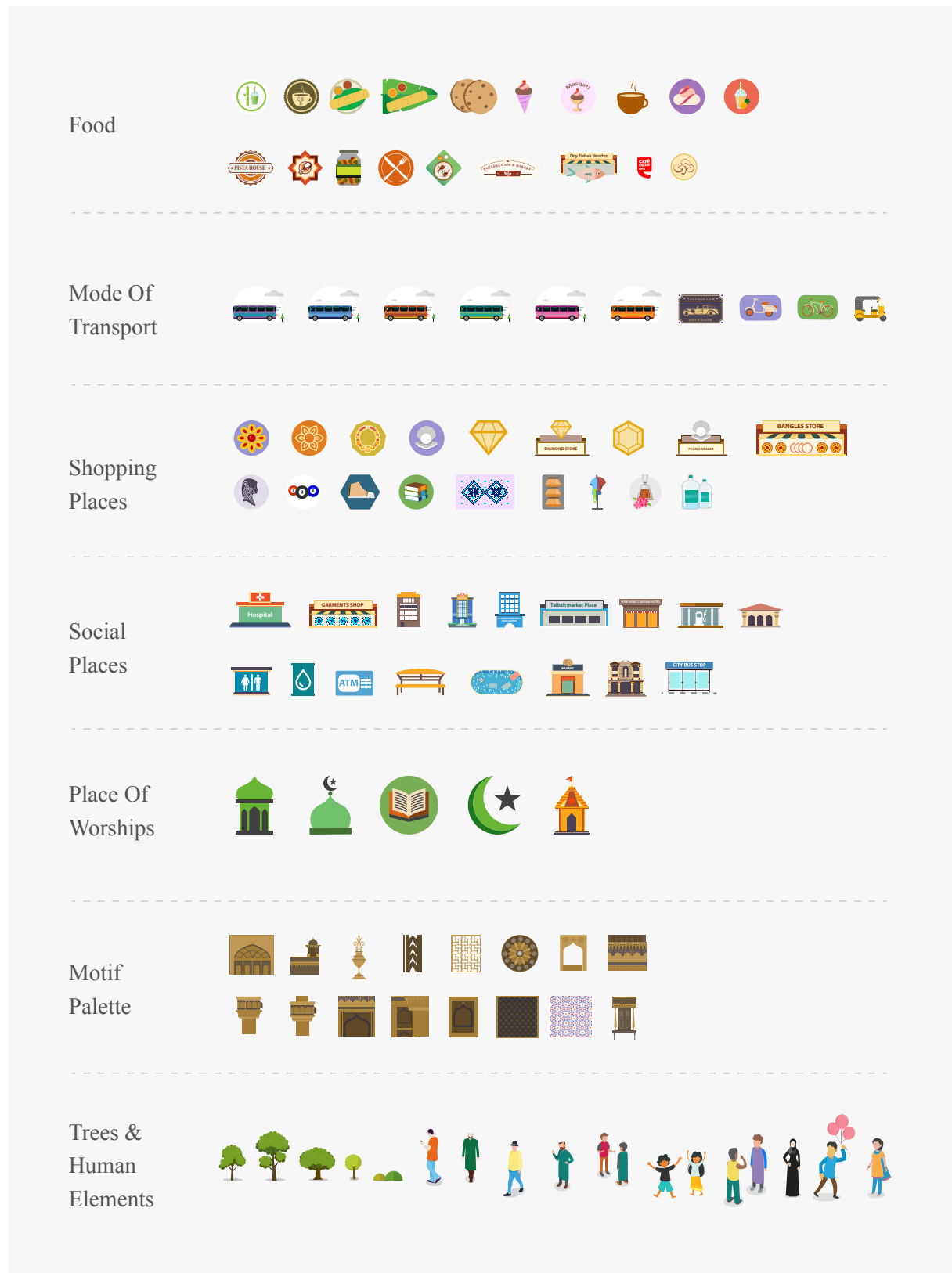
Figure 55: Design exploration style sheet (2)

4.6. Graphical Map

4.7. User Scenarios

1. The user (tourist) has fixed the date of the tour and plan the journey according to the dates.

2. The person using the internet do some primary research based on available information about the place like history, location and topological position.

3. The user needs to validate the information from many sources like to ask friends and family who already visited the place in order to get an authentic data.

4. Next is the user plans the journey and lands to the location.

5. Then the user needs to ask the local people around or search on google map to find a way.

6. Lot of possibilities to get mislead in terms of information by local people as it may vary from person to person.

7. The user needs to rely on the tour guide or to see themselves and find the information by all itself.

8. Time consumption, misleading, no authenticity of information and rely on others are the major problems which may tourist face while visiting a new place.

Figure 49: Existing User Scenario

4.7. User Scenarios

2. The person using the internet to visit the website (the solution proposed in current research) and easily access the research-based online design experience of the particular location.

1. The user (tourist) has fixed the date of the tour and plan the journey according to the dates.

3. Then user planned the journey and landed to the location.

4. Then user directly visits the place with the help of this map and get the knowledge of cultural assets around.

5. No need to rely on anyone to see what best to visit around.

6. Time-saving, Self oriented journey, the authenticity of information, full of knowledge gained journey and no need to rely on others.

Figure 50: Proposed User Scenario

4.8. Prototype

Desktop Screen 1
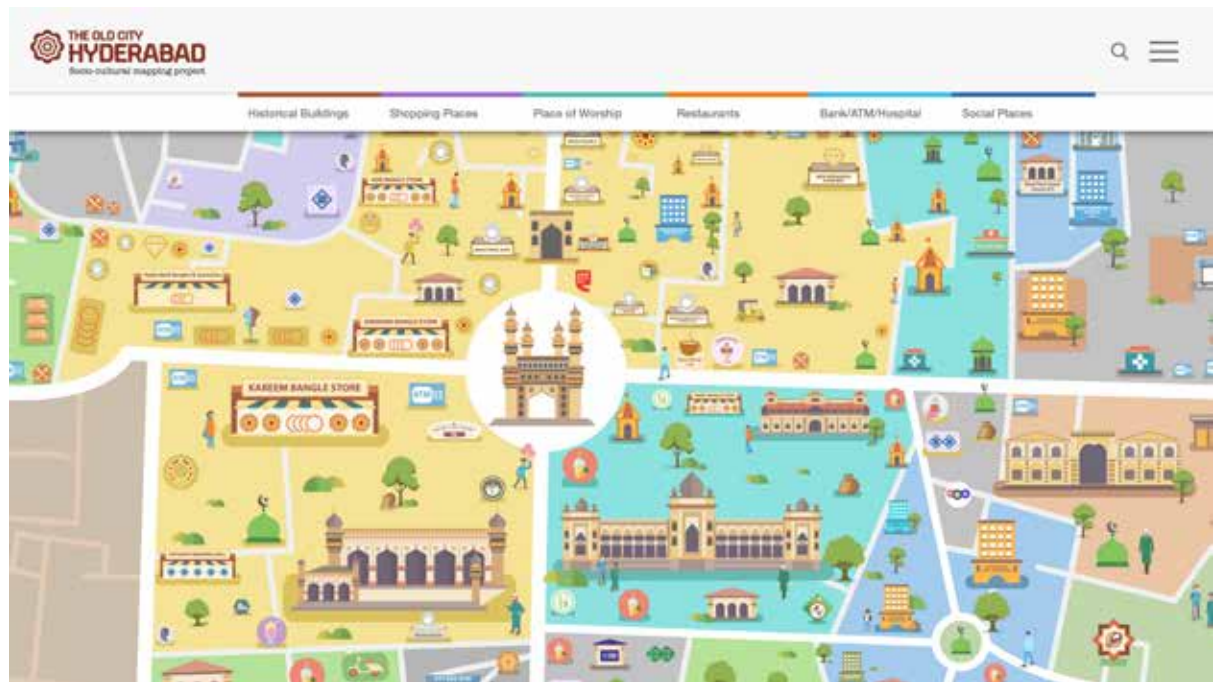
Figure 58: Prototype Desktop Version (1)

Desktop Screen 2
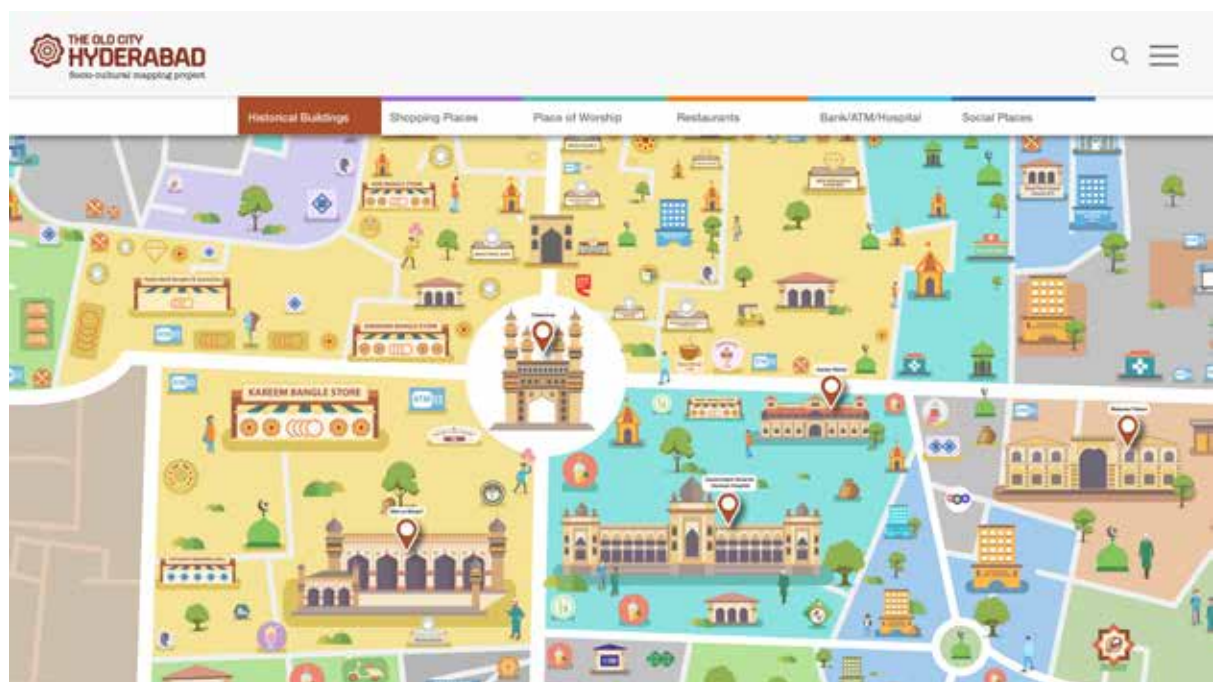
Figure 59: Prototype Desktop Version (2)

4.8. Prototype

Desktop Screen 3
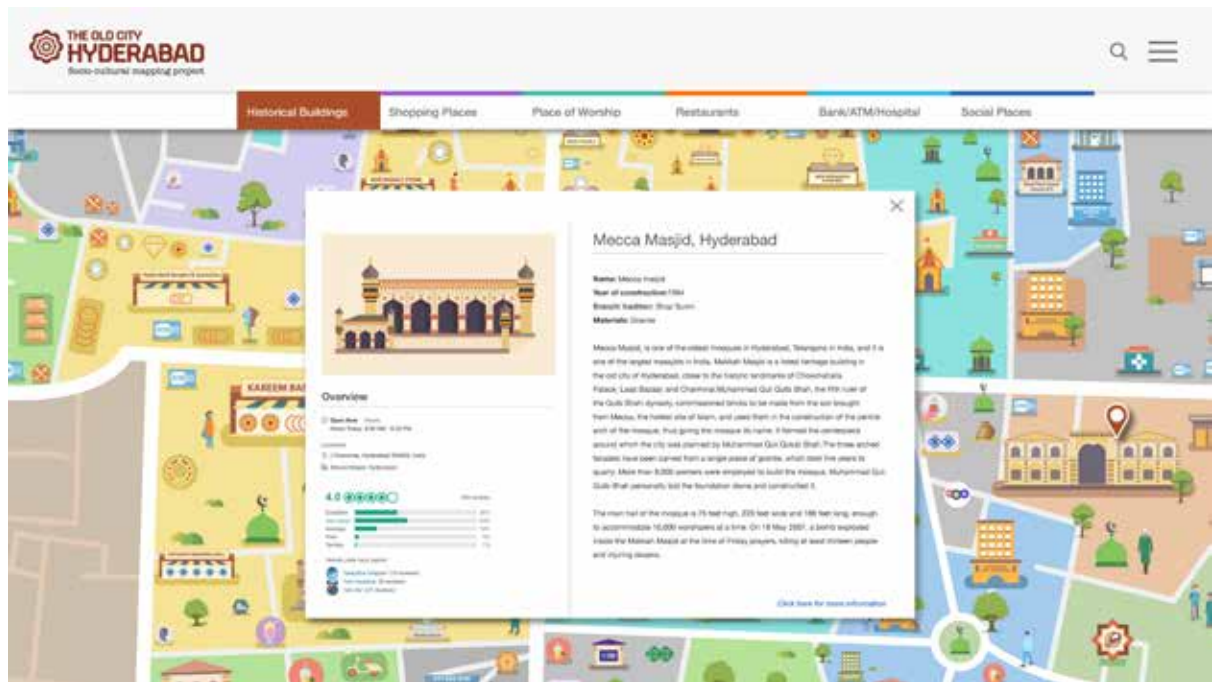
Figure 59: Prototype Desktop Version (3)

Desktop Screen 4
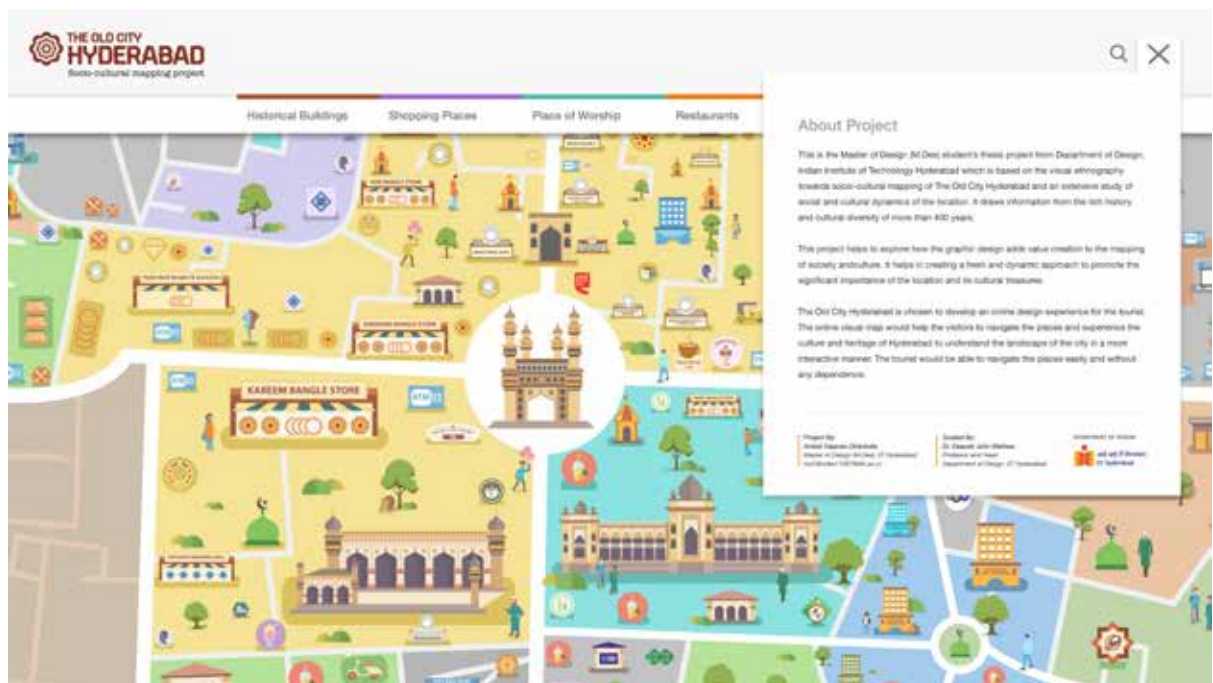
Figure 60: Prototype Desktop Version (4)

Figure 51: Prototype (1)

4.8. Prototype

Mobile Screen 1

Figure 62: Prototype Mobile Version (1)

4.8. Prototype

Mobile Screen 2
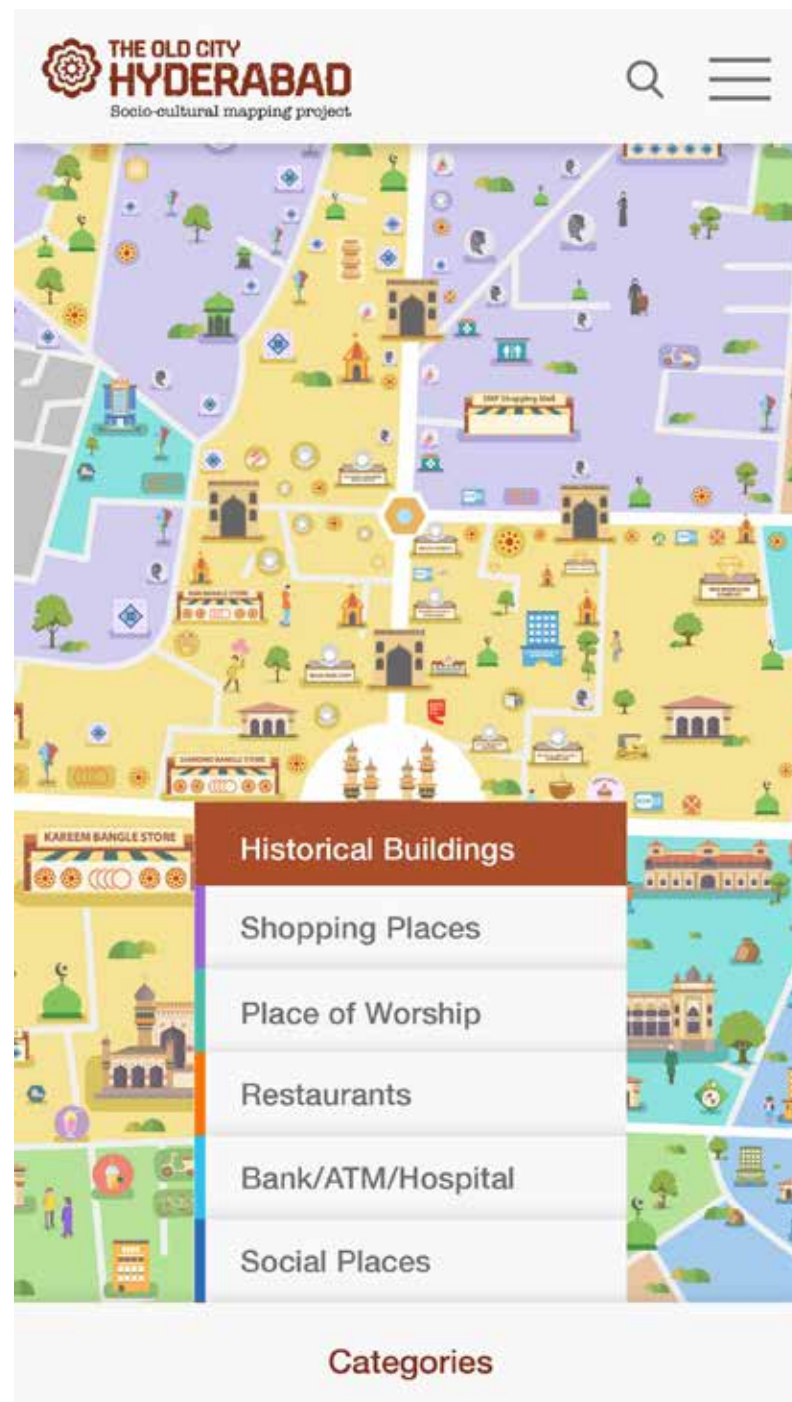
Figure 63: Prototype Mobile Version (2)

4.8. Prototype

Mobile Screen 3

Figure 64: Prototype Mobile Version (3)

4.8. Prototype

Mobile Screen 4
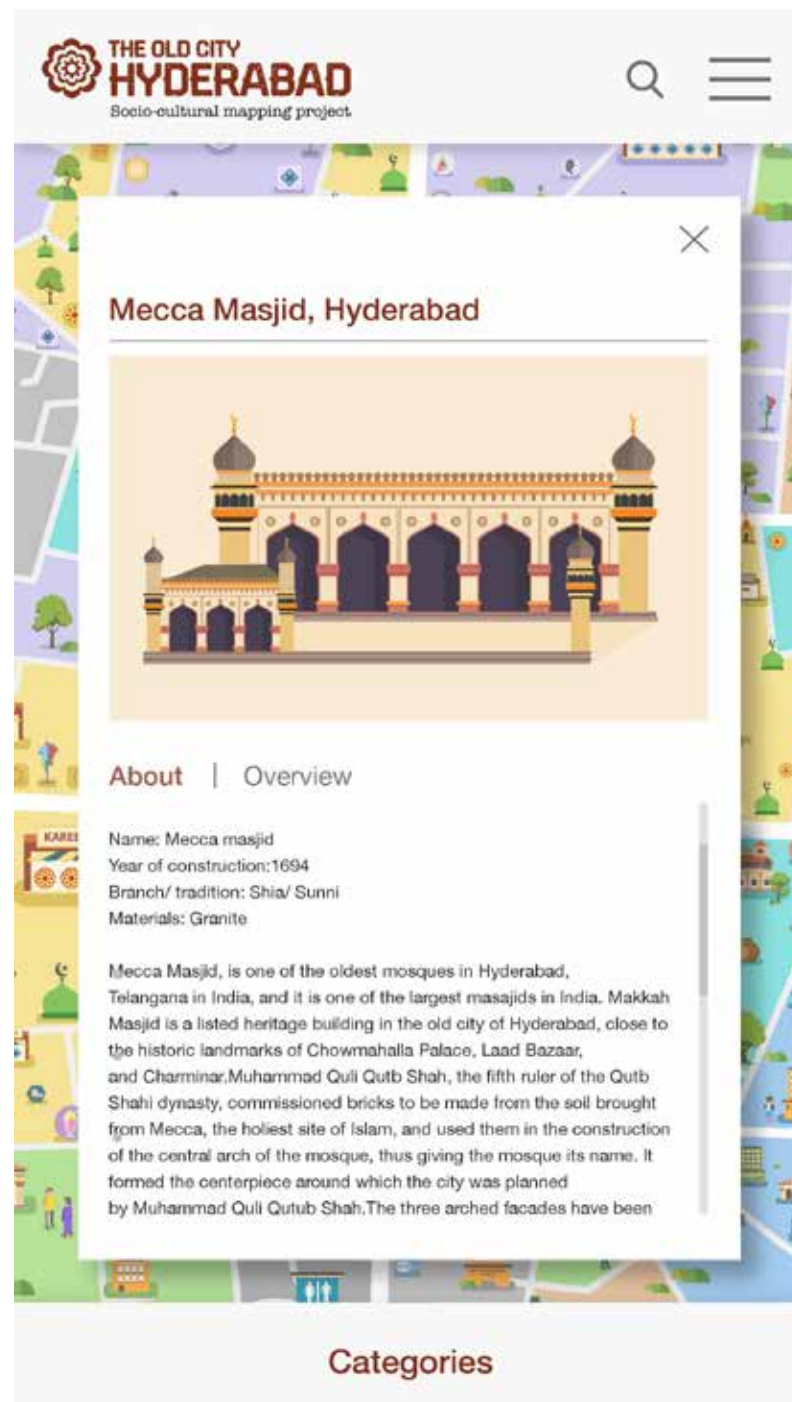
Figure 65: Prototype Mobile Version (4)

4.8. Prototype

Mobile Screen 5

About Project

This is the Master of Design (M.Des) student's thesis project from Department of Design, Indian Institute of Technology Hyderabad which is based on the visual ethnography towards socio-cultural mapping of The Old City Hyderabad and an extensive study of social and cultural dynamics of the location. It draws information from the rich history and cultural diversity of more than 400 years.

This project helps to explore how the graphic design adds value creation to the mapping of society andculture. It helps in creating a fresh and dynamic approach to promote the significant importance of the location and its cultural treasures.

The Old City Hyderabad is chosen to develop an online design experience for the tourist. The online visual map would help the visitors to navigate the places and experience the culture and heritage of Hyderabad to understand the landscape of the city in a more interactive manner. The tourist would be able to navigate the places easily and without any dependence.

Categories

Figure 66: Prototype Mobile Version (5)

4.8. Prototype

Figure 67: Prototype Desktop & Mobile Version (1)

Chapter 5

User Testing

Figure 68: User Testing - Near Charminar (1)

Chapter 5: User Testing

Through the user testing, some question asked the users and the data in the form of qualitative feedback has been recorded.
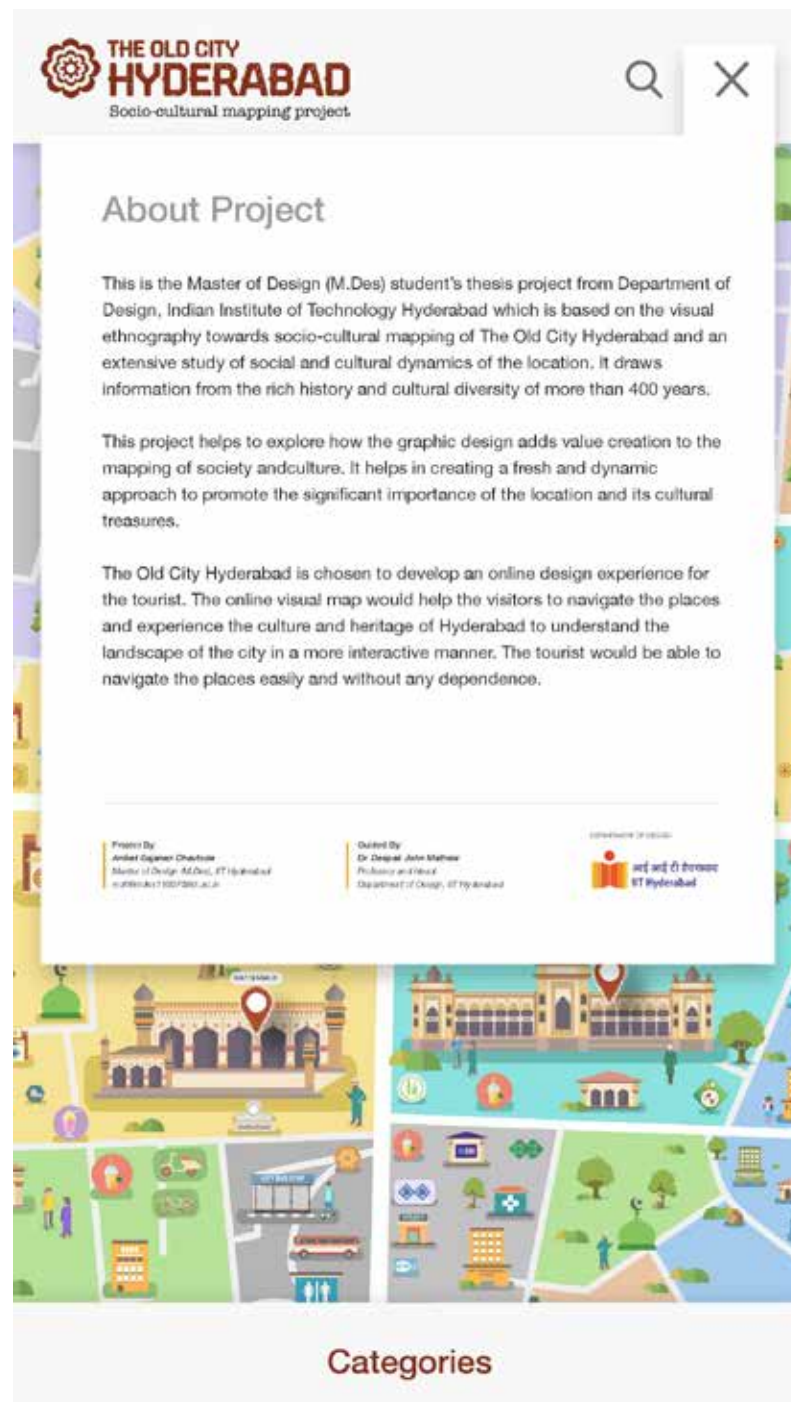
- **What do you love about Hyderabad?**

- **How do you find your favorite destination in Hyderabad?**

- **Do you have any Hyderabad map with you? If yes, then which?**

- **Does it fulfill your requirements? And how?**

- **How do you find the cultural places in Hyderabad?**

- **How do you get information about cultural places?**

- **Does this map helps you to understand Hyderabad various locations and cultures?**

- **What You don't like about this map?**

- **What do you like about this map?**

- **Do you think it would be helpful for the tourist?**

- **According to you, what will be the future scope of this map?**

Most of the users explore the location according to their preferences and most of them follow the visual representation of the cultural heritage site. The digital design map experience helps them to access the untold stories of the old city Hyderabad location and predominantly created ease for decision making whether to visit the location or not. It creates the excitement for the user to visit the location due to the graphical representation of the cultural assets. The map is designed and developed by considering the user choice of movement while they explore the heritage site according to their demands, requirements, and needs. While using this survey, some question has been asked to the user and quantitative data was collected in the form of feedback which helps in capturing various information for the future scope.

Chapter 5: User Testing

Figure 69: User Testing - Near Charminar (2)

Figure 70: User Testing - Near Charminar (3)

Figure 71: User Testing - Near Charminar (4)

Figure 72: User Testing - Near Charminar (5)

Figure 73: User Testing - Near Charminar (6)

Figure 74: User Testing - Near Charminar (7)

Figure 75: User Testing - Near Charminar (8)

Figure 76: User Testing - Near Charminar (9)

Chapter 6

Conclusion

Chapter 6: Conclusion

Every year there are millions of tourist visiting the old city of Hyderabad to have a remarkable cultural heritage experience. On an average, most of them went back with dissatisfaction due to insufficient and wrong information. Most of the users explore the location according to their preferences and hence follow the visual representation of the cultural heritage site. As mentioned above, the user (tourist) can explore the location according to their preferences and hence they don't need to rely on anyone else. The graphical representation helps the visitors to get the knowledge about the of the cultural landscape of places like historical buildings, markets, place of worship, food, cultural centers and social places where different culture come together and interact. Above design, research shows, how visual ethnography and graphic design creates value in the domain of culture-centric mapping. Through this digital design map, visitors would see the cultures visual representation of the place as well as its valuable information at a fingertip. Moreover, visitors would pre-plan or plan their journey in itself.

This project promotes the culture, culture-centric design, and creativity across the world. The visitors could go around the various location as per their purpose of the visit. The time consumption required for decision making for the user (tourist) would be reduced. There would be a reduction in misleading due to wrong information. The current research helps to understand, why cultural mapping of the historical place is necessary for the development of tourist. Moreover, the ultimate goal is to provide the user (tourist) a comfortable, visual, informative and enjoyable tour which would help them in gaining extra learning of knowledge about the place's people, cultures and rich history in a more interactive manner.

Chapter 7

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Chapter 7: References

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National Mission on Cultural Mapping of India by iasscore.in

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