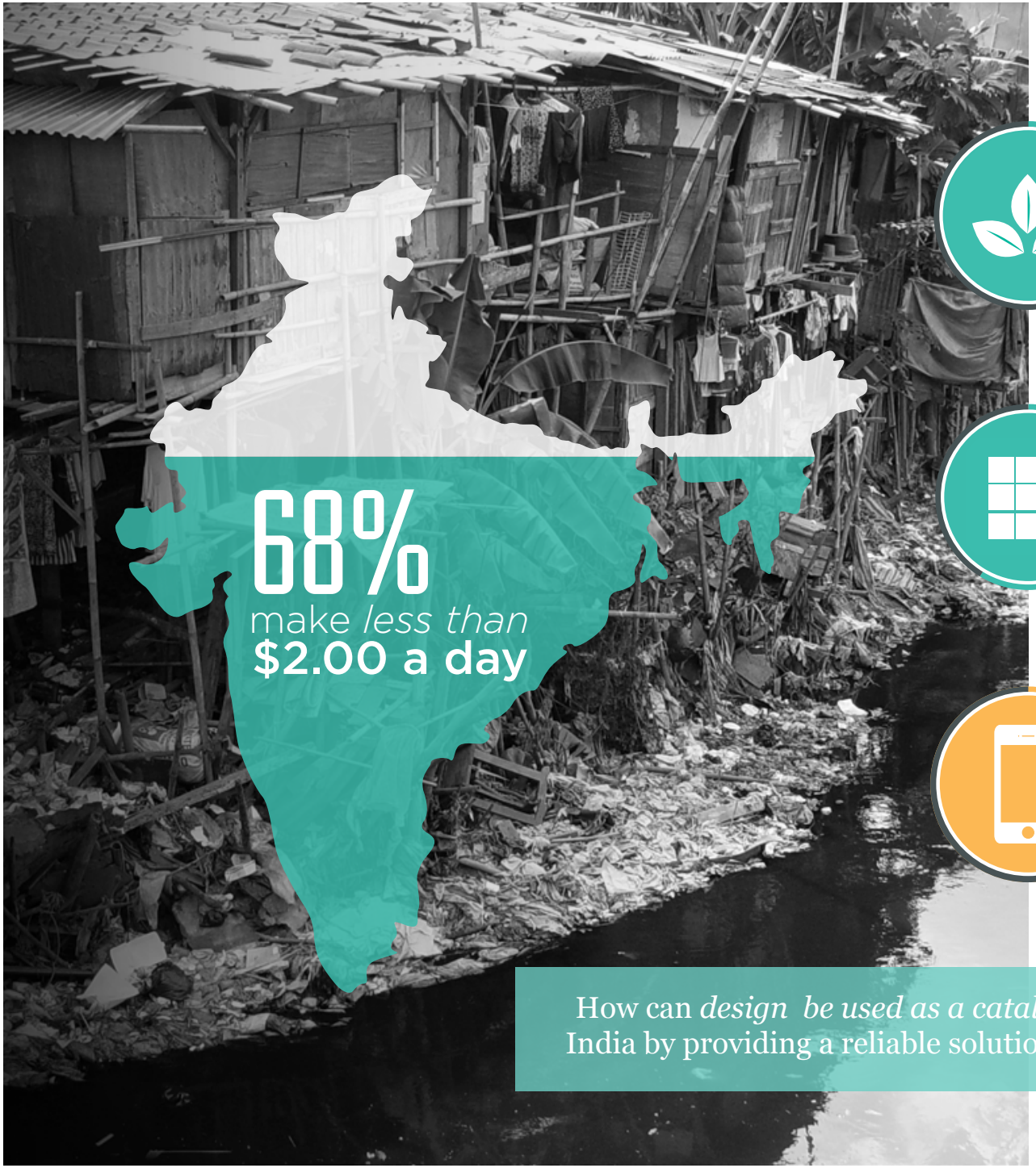

RAXSA
providing the power to empower



In India,

73% of people live **in rural areas,**

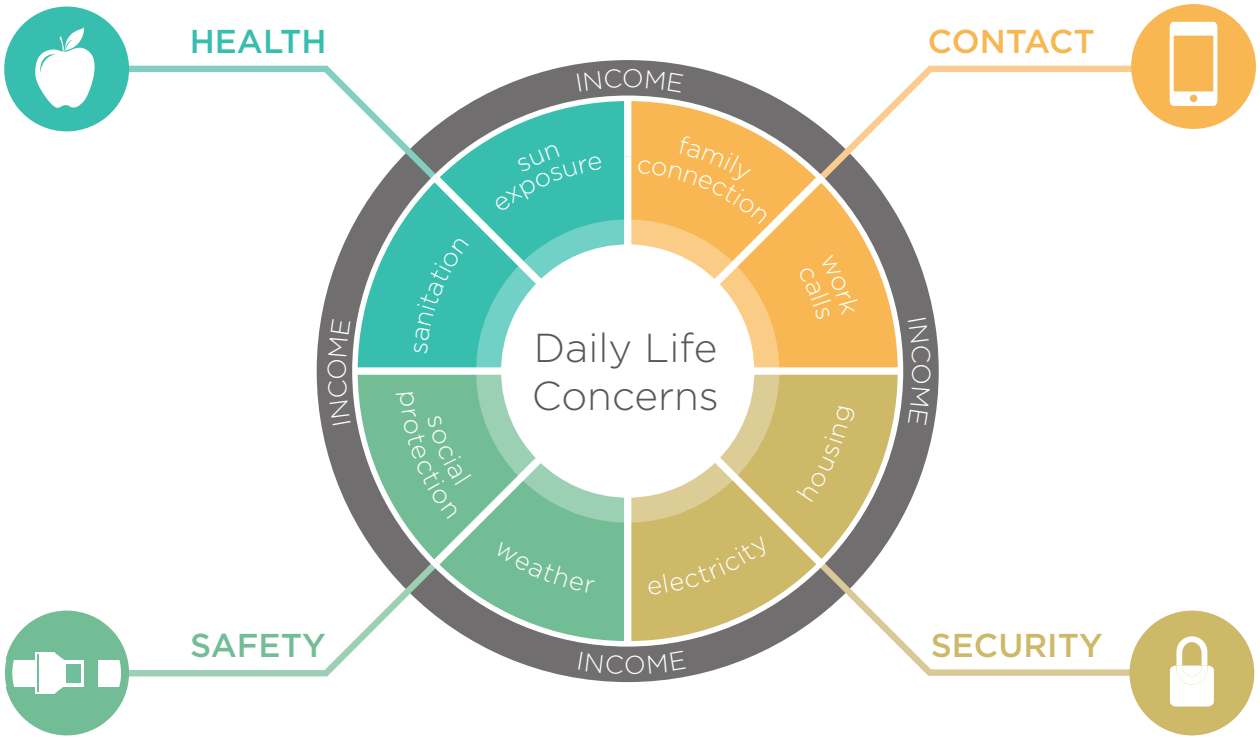
40% are living **off-the-grid,**

and yet,
64% rely on phones **for business.**

How can *design be used as a catalyst* to empowering people in rural India by providing a reliable solution to **charging and illuminaton**?

Let's meet Aanya.

Aanya is a **vegetable vendor** at the local retail market in India. She is 23, and a **mother** of three young children. She **works from dawn until dusk** on the street selling as much produce as possible to support her family. Aanya relies on her cell phone to become informed of current market prices and wholesale needs from members of her **cooperative group**, but must pay to have it charged.



The amount and consistency of Aanya's **income** entirely controls her standard of living.

HEALTH

Ground conditions put Aanya at risk of diseases

Long hours in the sun introduce risks of early aging and skin cancer

SAFETY

Aanya faces **harrassment and sometimes thievery**

Harsh weather conditions make it uncomfortable for Aanya to work

SECURITY

Aanya worries she won't be able to support her **family financially**

No constant source of electricity is available

CONTACT

Getting in touch with her family is a struggle

Aanya relies on her cell phone for work opportunities and price updates

RAXSA

Raxsa is a portable solar-powered vending station designed to meet the needs of a female street vendors in rural India.

Durable fabric provides **physical protection** from weather while providing a comfortable environment where a vendor can feel safe and secure

Modular solar panels make for a reliable source of energy for charging, keeping her **connected** and providing **light** for nighttime use

Connecting a vendor to work via a charged phone, light for extending shop hours, and eliminating kerosene lantern costs help provide **financial stability**

Antimicrobial material keeps the vendor **off the ground** and **shaded** from the sun

Assembly

1 ROLL OUT TENT

tightly rolled tent packs away in a small transportable bag

2 INSERT POLES

color coded sleeves and loops indicate intended location of poles to achieve form

3 FASTEN STRAPS

tension is introduced by snap fastened straps which give the tent it's structure

4 ATTACH SOLAR PANELS

modular solar panel system suspendeds between top poles

5 CHARGE PHONE

cell phone charging and illumination is made possible by the sun's energy

Concept Testing

Our team traveled to India
and tested Raxsa with not only our specific user group, but with potential users of different castes and professions. From rural areas to urban, Raxsa resonated with a diverse group of people while providing **protection physically, socially and financially**. The product excited the local communities throughout the day and quickly became a **recognizable system** for phone charging in testing areas over the course of three weeks.

INSIGHTS

FORM

Introducing an **extended mat** to keep vendors' goods off of unsanitary ground conditions

Optional closure for sleeping at night

MATERIAL

Incorporating the use of **local fabrics** to make the product more culturally relevant

Creating templates so the women can make the tent to reduce total cost

BRANDING

Tent fabric can be used for **branding and advertising** opportunities

Partnering leads to **lower initial investments**

SOCIETAL

A three-tiered **implementation** system for varying income levels to reduce initial costs

Market to multiple caste levels and professions