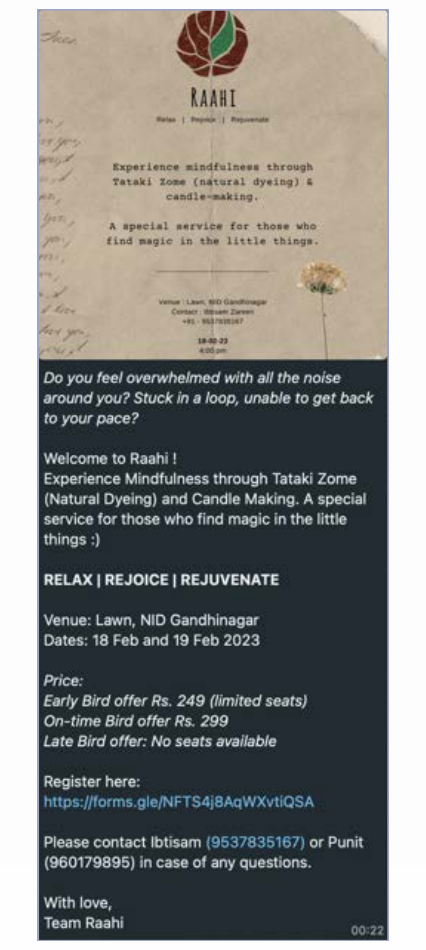
How was the service executed

The service goals now had to be translated into a real-life set up. The variables at play were quite uncertain - from environment, weather, comfort to various moods and expectations of individual participants. It was important to ensure delivery of a standard (desired) experience for all participants - such that no one has an extreme undesired experience. The sensitivity around conversations and emotions of the seekers were kept at highest regard.

> "It was stressful, involved bit of brain in initial stages. Activities helped me release that stress. After activities and conversations I was able to feel happy & speak happy things"

Customer Enrollment

- WhatsApp promotion and form link.
- Google Form for slot booking and registration
- Email QR code for UPI payment
- Payment confirmations and welcome coupon



RAAHI

Relax | Rejoice | Rejuvenate

Experience mindfulness through Tataki Zome (natural dyeing) & candle-making.

A special service for those who find magic in the little things.

Do you feel overwhelmed with all the noise around you? Stuck in a loop, unable to get back to your pace?

Welcome to Raahi !
Experience Mindfulness through Tataki Zome (Natural Dyeing) and Candle Making. A special service for those who find magic in the little things :)

RELAX | REJOICE | REJUVENATE

Venue: Lawn, NID Gandhinagar
Dates: 18 Feb and 19 Feb 2023

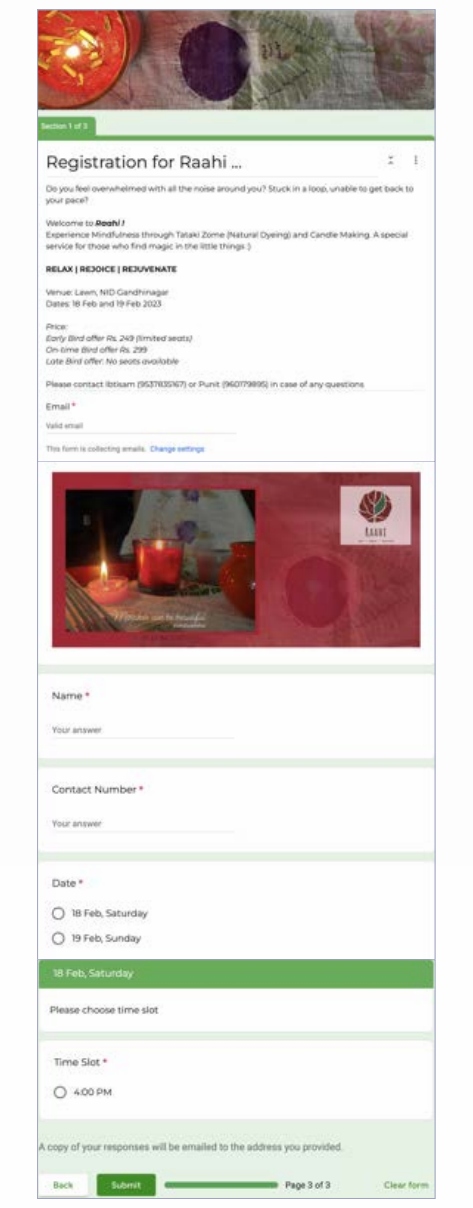
Price:
Early Bird offer Rs. 249 (limited seats)
On-time Bird offer Rs. 299
Late Bird offer: No seats available

Register here:
https://forms.gle/NFTS4j8AqWXvtiQSA

Please contact Ibtisam (9537835167) or Punit (960179895) in case of any questions.

With love,
Team Raahi

00:22



Registration for Raahi ...

Name *

Your answer

Contact Number *

Your answer

Date *

○ 18 Feb, Saturday
○ 19 Feb, Sunday

18 Feb, Saturday

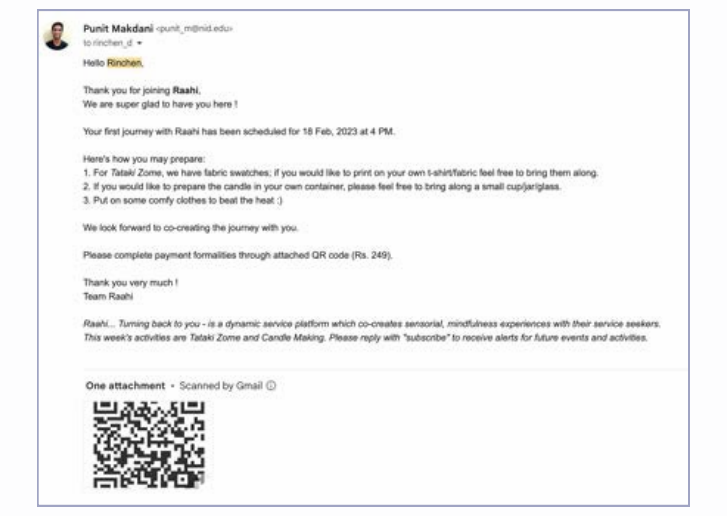
Please choose time slot

Time Slot *

○ 4:00 PM

A copy of your responses will be emailed to the address you provided.

Back | Submit | Page 3 of 3 | Clear form



Punit Makdani <punit_m@nid.edu>
to rinchen_d

Hello Rinchen,

Thank you for joining **Raahi**.
We are super glad to have you here !

Your first journey with Raahi has been scheduled for 18 Feb, 2023 at 4 PM.

Here's how you may prepare:
1. For *Tataki Zome*, we have fabric swatches; if you would like to print on your own t-shirt/fabric feel free to bring them along.
2. If you would like to prepare the candle in your own container, please feel free to bring along a small cup/jar/glass.
3. Put on some comfy clothes to beat the heat :)

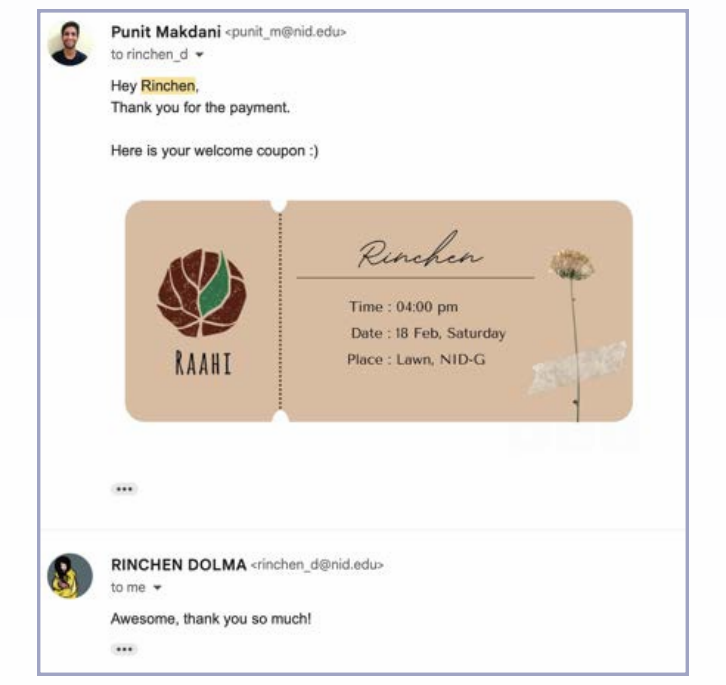
We look forward to co-creating the journey with you.

Please complete payment formalities through attached QR code (Rs. 249).

Thank you very much !
Team Raahi

Raahi... Turning back to you - is a dynamic service platform which co-creates sensorial, mindfulness experiences with their service seekers. This week's activities are Tataki Zome and Candle Making. Please reply with "subscribe" to receive alerts for future events and activities.

One attachment • Scanned by Gmail



Punit Makdani <punit_m@nid.edu>
to rinchen_d

Hey Rinchen,
Thank you for the payment.

Here is your welcome coupon :)

RAAHI

Rinchen

Time : 04:00 pm
Date : 18 Feb, Saturday
Place : Lawn, NID-G

RINCHEN DOLMA <rinchen_d@nid.edu>
to me

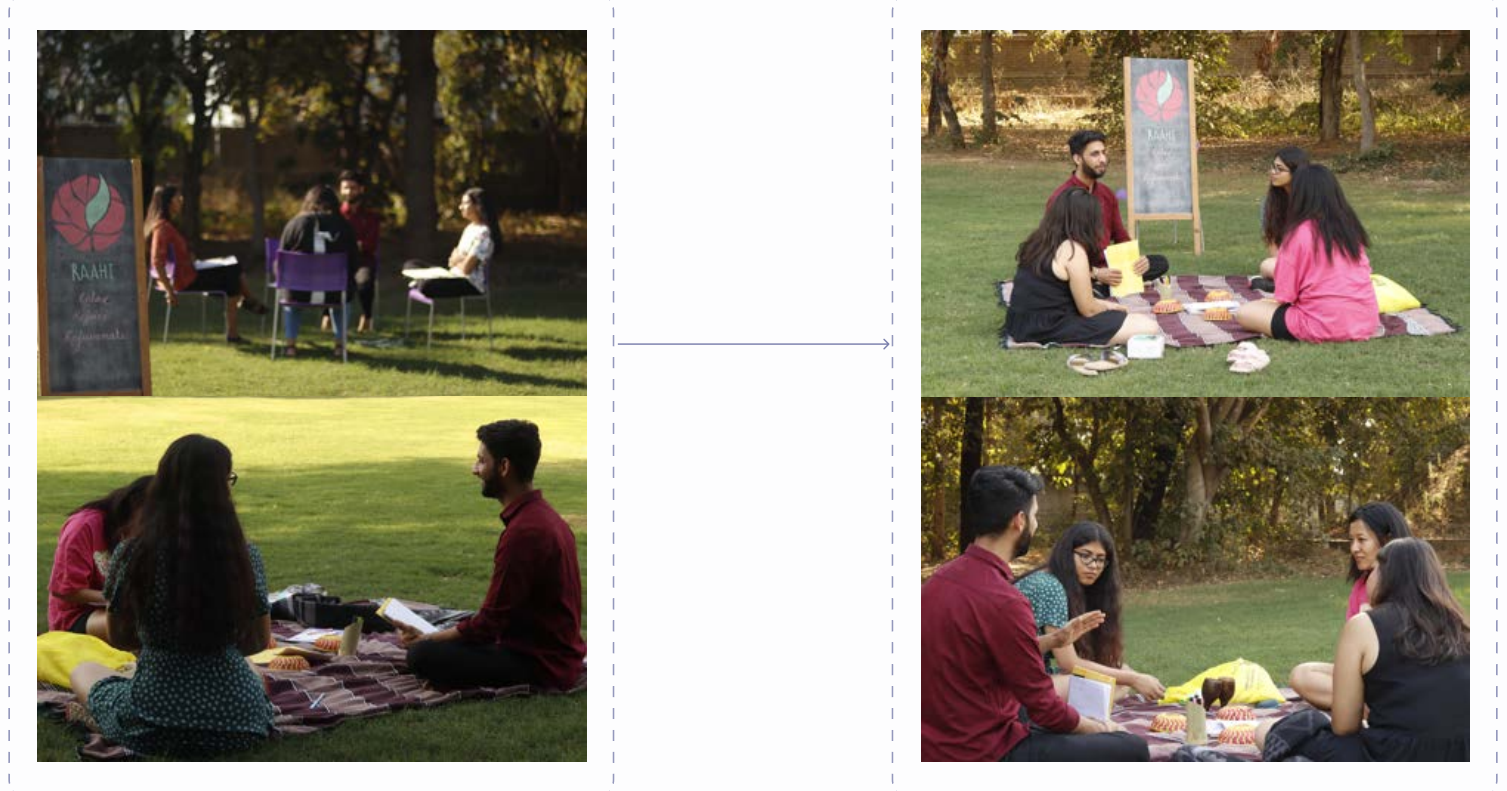
Awesome, thank you so much!

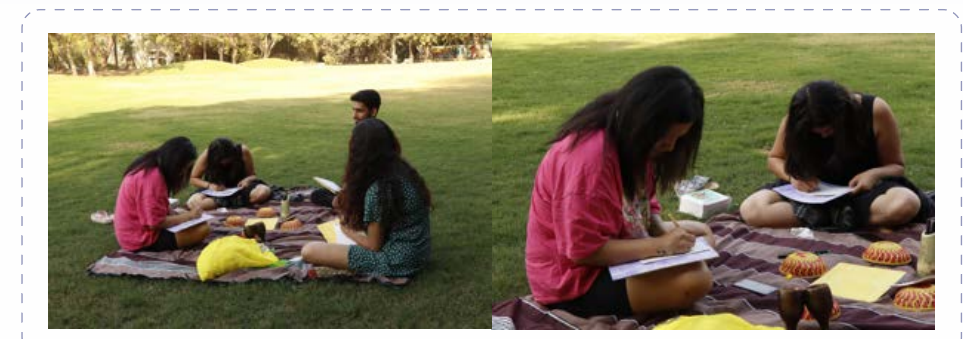
User Experience

- User resonated with messaging and the service; timing felt spot on
- User associated with the need and cost wasn't a concern anymore
- Smooth and hassle free registration and payment process
- Recommended to their friends as well

Onboarding

- Greetings and introduce about service
- Initial questions that nudge the thoughts towards service
- Write a note



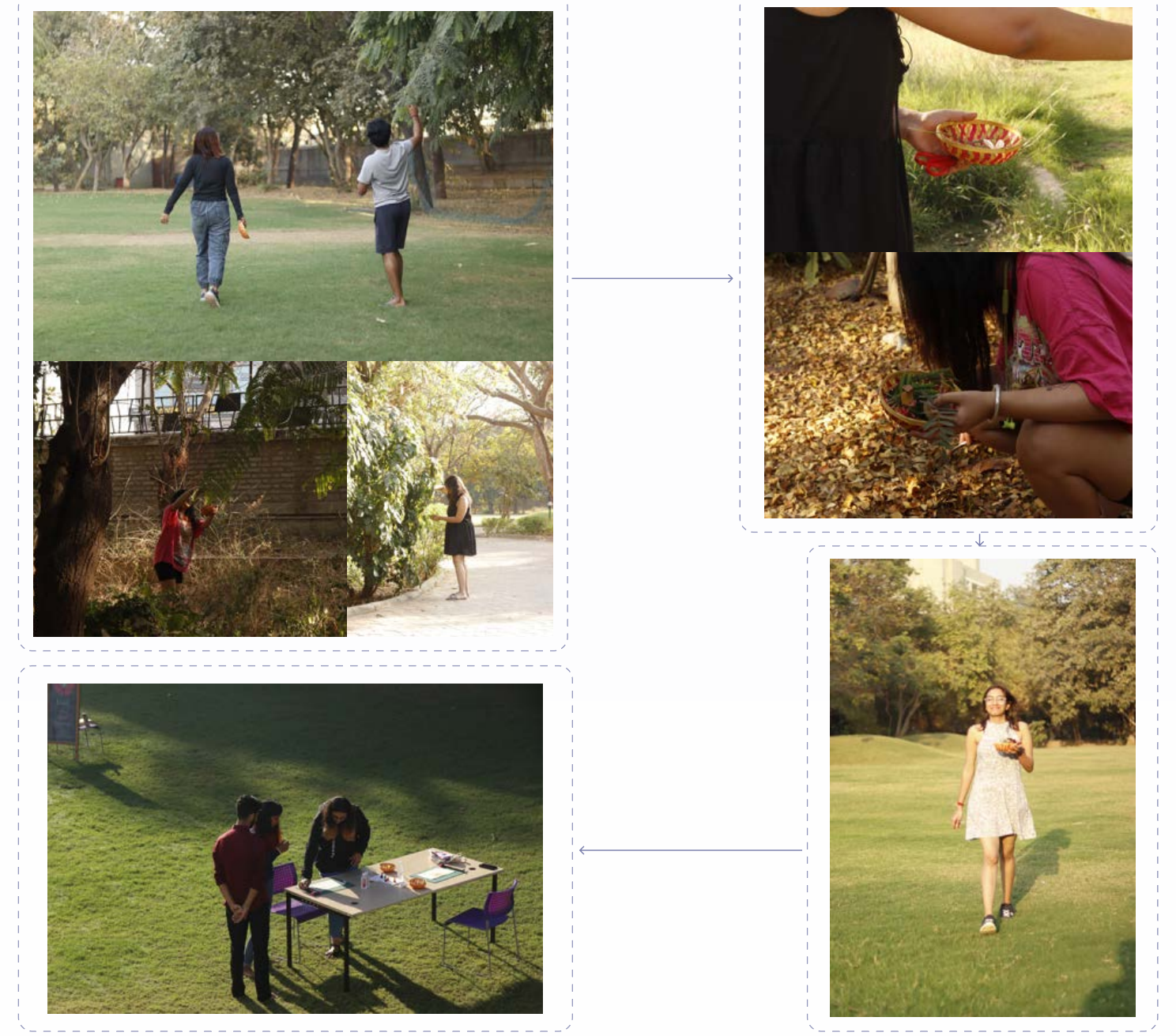


- What is it about your nature that doesn't enable the *you within you*?
- What do you want more of in your life, but have difficulty asking for it?
- What is making it difficult for you to stay on your (successful) trajectory?

- Happy about an early morning start
- User decided to trust the process
- The initial questions triggered the user, their previous writing habits added to the deeply felt emotions.

Mindful Exploration

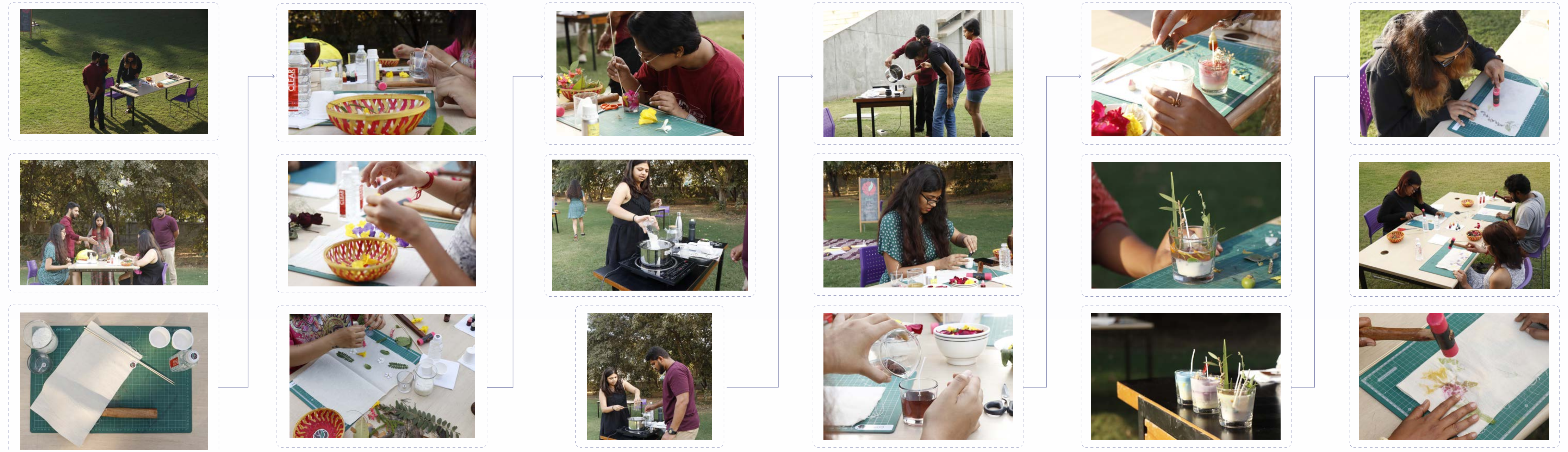
- Walk, explore, collect items
- Dwelling over initial nudges
- Nudge towards service goals



- Felt 'illegal' while plucking (juicy) flowers
- Freedom to explore; unaware of what's next in the service, thus simply followed instructions
- Unsure about what objects to pickup for decor
- Fear of being alone, missing out on time, thus returned early - felt like they could have explored more
- Noticed the beauty of premises which went unnoticed before
- Comparison with other participants to fill basket, became greedy

Hands-on Creativity

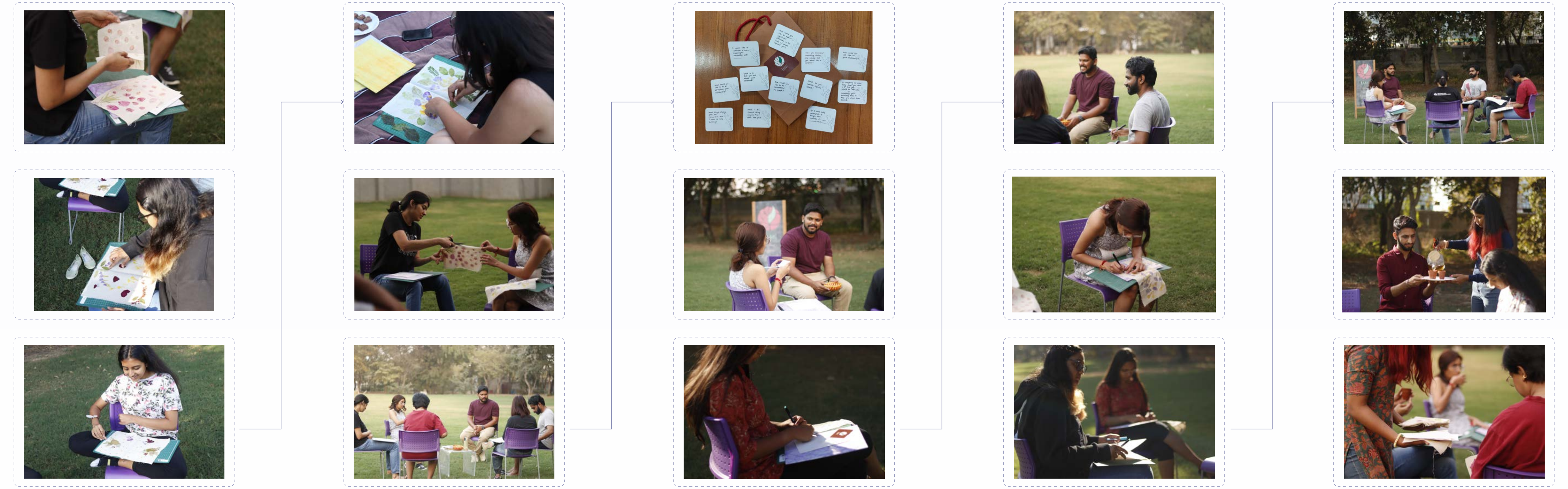
- Instructions for activities
- prepare with workstations, tools
  - Place your materials and objects over fabric
- Candle Jar decor
- Colours and fragrances
  - Melted Wax, Create and set candle
  - Wait for wax to settle
- Natural dyeing to close hands-on session



- Loved this part!
- Liked that participants were sharing collected objects and tips within each other
- Results came out to be much better than expected
- The whole activity paid off too good; great feeling of doing by their own
- "I can do these activities more often"
- Natural behaviour of service facilitators helped them open up and relax
- People around me were appreciative, non-judgemental
- My mind was completely empty when hammering
- "I felt that we need this task where you don't have to think"
- The impression of natural dye when hammering was surreal

Conversations, Realisations

- Revealing tataki-zome dyeing work.
  - Tough task to cut fabric in half
- Questions to close loop from initial questions
- Share stories, passions, ideas - things that make them happy
- Appreciate good things in & around them
- Write a note to retain powerful empowered thoughts
- Close loop - hopeful, emotional, renewed
- Tea and Feedback



- "I was unhappy with my final dye, it looked like a face - but others appreciated so it felt good"
- They were sad when half fabric had to be given away. didn't want to cut and give away
- Pen didn't work on the fabric, it was ruining the aesthetics
- Random card picking and discussion thereon felt safe and good
- They felt hungry towards the end - right when refreshments arrived

Goodbye

- goodie bags and photos

- Nice surprise with the goodies!

Raahi Team