

portfolio



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i design
to make lives better

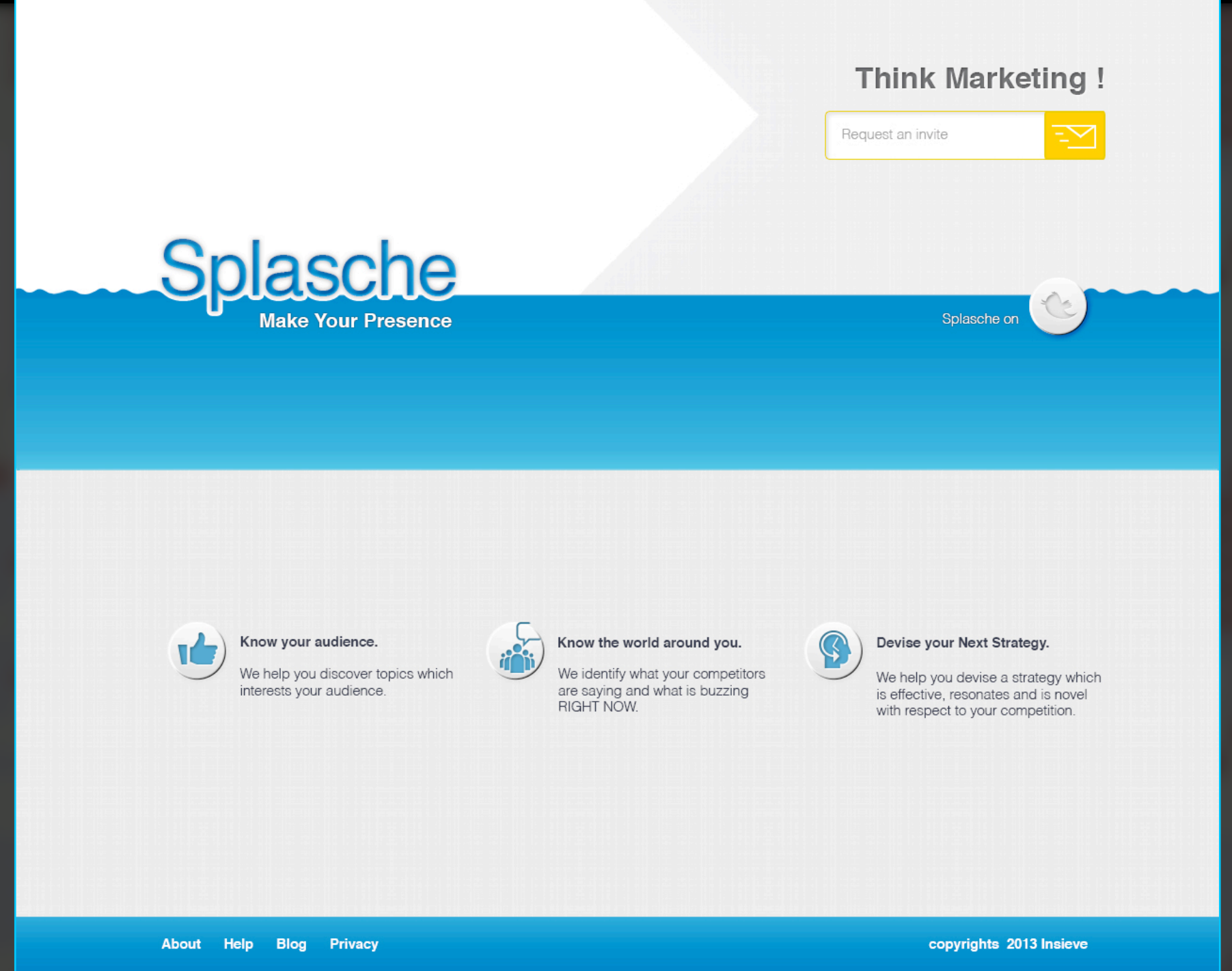
Splasche

An Insight and Exploration platform for Business Decision Makers

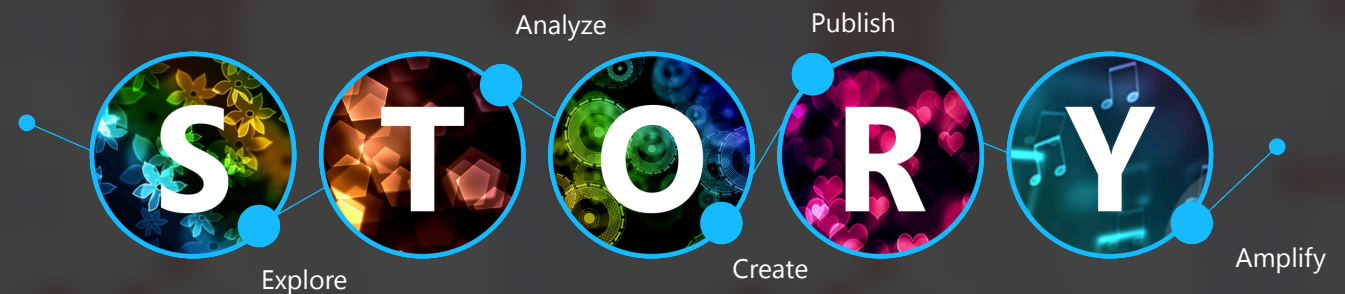
In past one year I seeded Splasche with a 3 member team. We came along a productive path while positioning it from a collective knowledge sharing platform to a much useful decision making tool for marketers. Splasche understands the users business and then empowers them to explore themes created around their product.

*Played a key role in **defining product strategy & positioning**. Responsible for complete design of product from **user research** to **user interface design, data visualizations** and collaborate with developers for implementation while sometimes working on **html, ccs** for fit finish.*

Web | iPad



Home Page



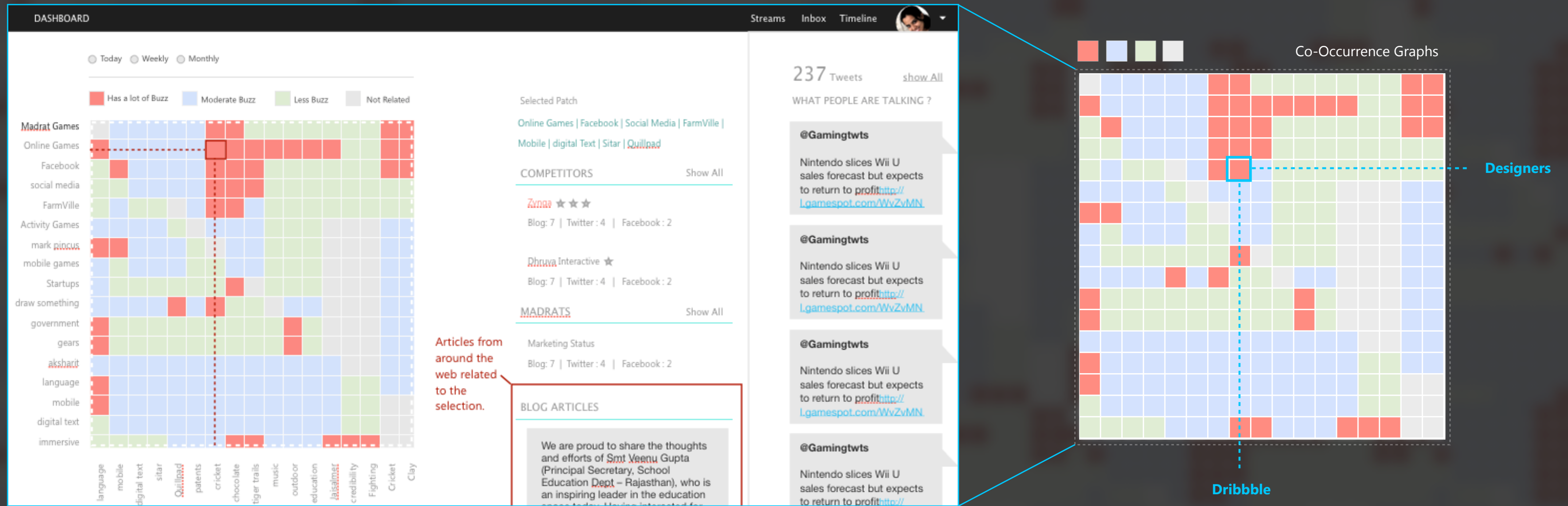
Splasche

An Insight and Exploration platform for Business Decision Makers

While interviewing marketers it was found that they are always trying to find connections between two or more entities. The **Co-occurrence graph** allows users to get insights about connection between two themes, personas, depending on the selected filters.

An Example :
Below Splasche gives an insight that Designers are highly relevant to an Entity called Dribbble.

Exploration Page



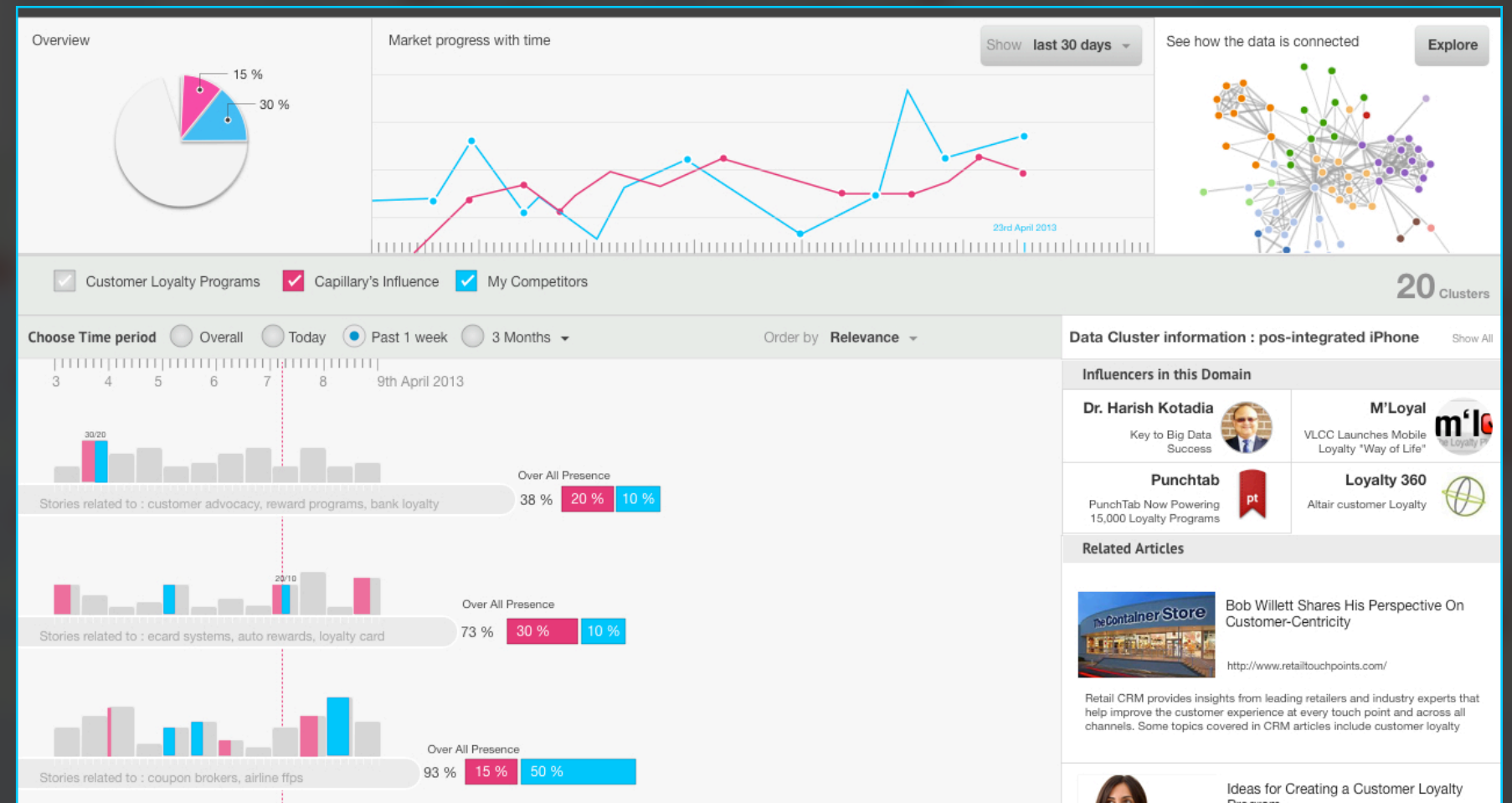
Splasche

An Insight and Exploration platform for Business Decision Makers

This is a user's workspace page that allows user to keep a track of his/her product. It is designed to give timely trends around themes. It also allows user to keep a track on his product sentiment on the net and the market buzz.

Web is full of noise & to keep track of his product user trains the product definition on-the-go. Below is a training page screenshot from Myntra's product definition page.

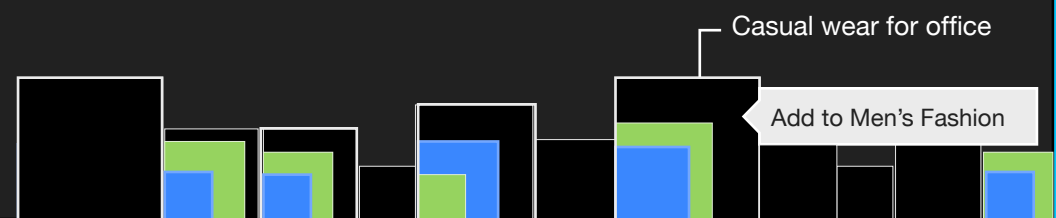
Trends Page with Influencers



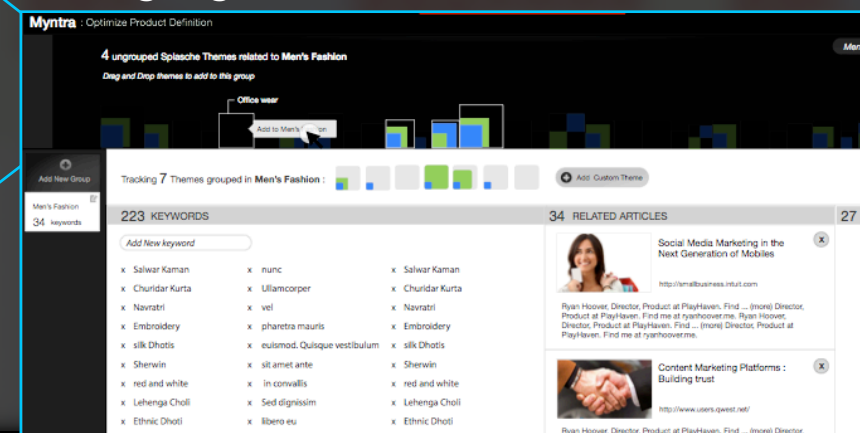
Myntra : Optimize Product Definition

4 ungrouped Splasche Themes related to Men's Fashion

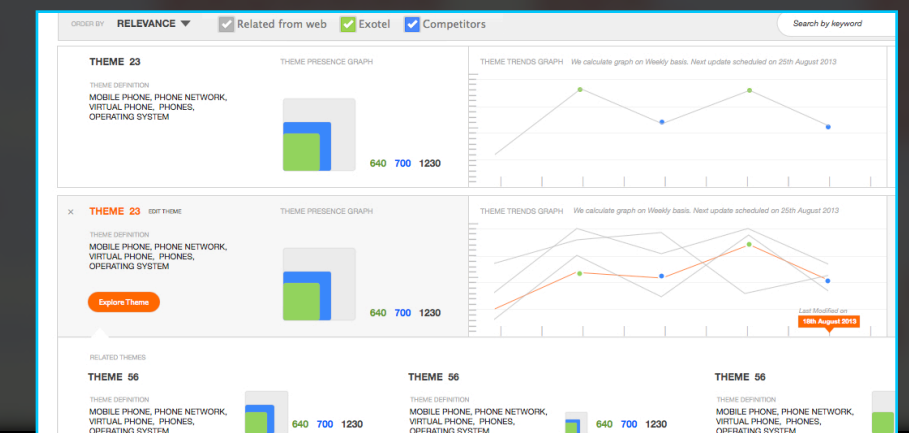
Drag and Drop themes to add to this group



Training Page



Trends View II



Pugmarks

Contextual Discovery Reading Platform for web and mobile

Pugmarks is reading platform that gives contextual suggestions based on your past reading *habits*. It understand the reading context and provides you with relevant information.

On the right is the home page *experience widget* that gives user a brief understanding about the product before he on-boards. Apart from *end to end design of product*, I played a key role in coming up with *teaser video* concept for product and driving this initiative.



Web | iPad

@ Insieve Technologies (Startup)

PRODUCT MASCOT by Varun Deori



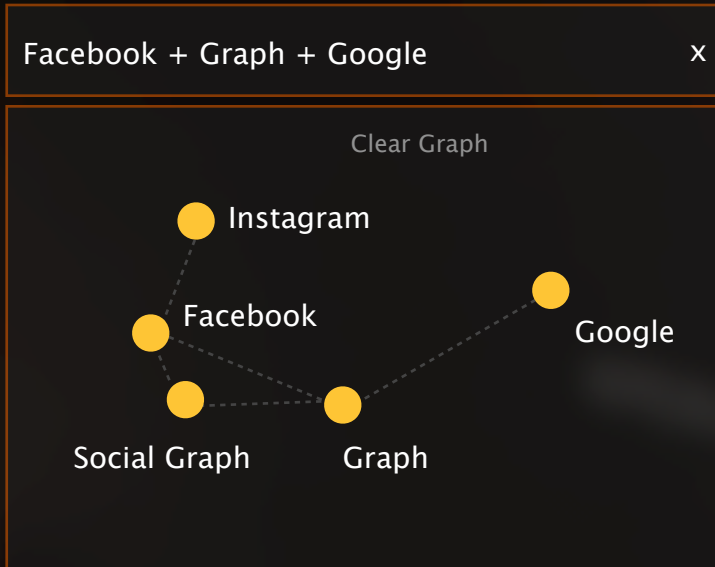
Home Page with product experience widget

The screenshot shows the Pugmarks.me website interface. At the top, there's a navigation bar with the logo and links for 'About Us', 'Press', 'Contact', 'Share', and 'Sign In'. The main content area features a large background image of a man reading. A central widget titled 'WHOM ARE YOU MEETING TODAY?' prompts the user to 'Get the right information No w!' and shows a search for 'Sean Parker' with a dropdown menu of related articles from wordstream.com, sharethis.com, and technologyreview.com. To the right, there's a 'Join via invite!' section with an email input field and a 'Submit' button. Below this, there are social media links for Twitter, a Help Center, and a Tour. At the bottom, there's a 'Your contexts' section showing 'Sean Parker' with a plus icon to add more. A main article titled 'Get Noticed: 4 Customizable Infographic Templates' is featured, with a description and a yellow rocket icon. On the right side, there's a 'People related to Sean Parker' section with profile pictures and a 'Follow' button, and a 'Topics related to your context' section at the very bottom.

Pugmarks

Contextual Discovery Reading Platform for web and mobile

Graph Search



Browser full view, search terms are visualized by the engine using a force directed proximity graph. This informs user about the buzz relationship between two search entities.

Google Chrome Plugin

Facebook | Graph | Google

Instagram

Facebook

Google

Social Graph

Graph

Clear Graph

People who read related

Facebook Graph Search Will Contain Instagram Data Says Zuckerberg

battellemedia.com

Drag keyword in/out to explore more

This Page social graph friends

product Mobile Instagram

Nuggets

Facebook's newest feature Graph Search (so new it's still in beta) can apparently tell you lots of stuff.

And the answer is simple: because it does something Facebook does not.

Her response was a question: "How does this Graph Search benefit the people who use Facebook?" How indeed.

After all, even Facebook decided it needed to clone Snapchat - with Poke.

Android App

Search or type Url

My Fresh News (32)

Smartphone Operating Systems

Why I think the \$7.2 billion Microsoft-Nokia deal is a terrible idea

gigaom.com

“In the loss column you can include BlackBerry, Palm, Microsoft and Nokia.”

100% 07:11

eGestalt Secure GRC

USER EXPERIENCE DESIGN

IT Security & Compliance Management Solution

PROCESS

S. Research

User Research

Persona Def

Info Architecture

Ideation

Interaction Flows

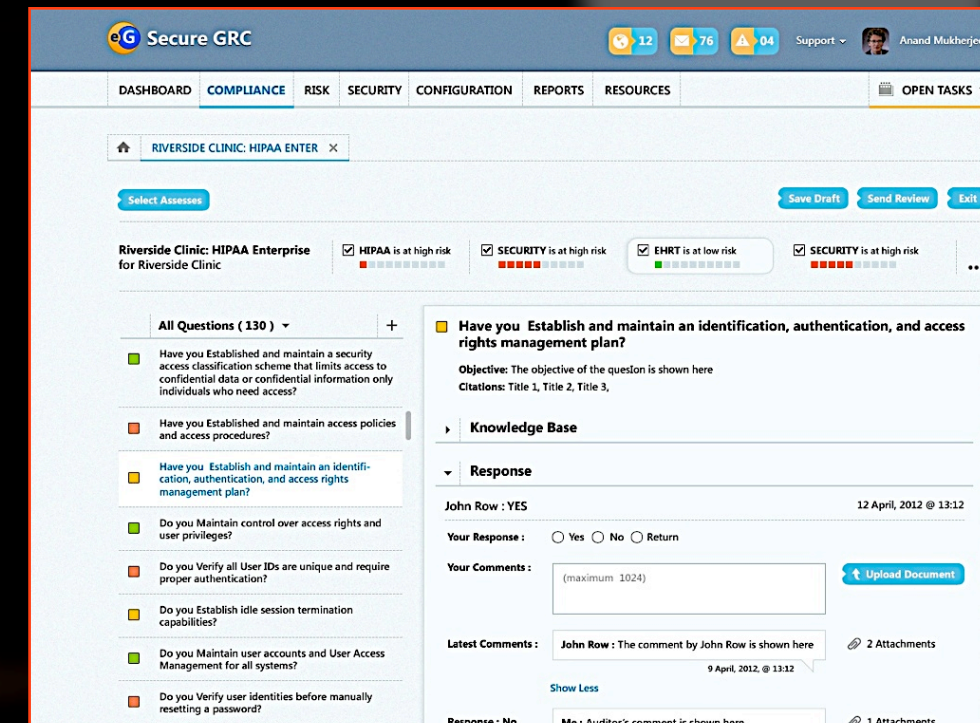
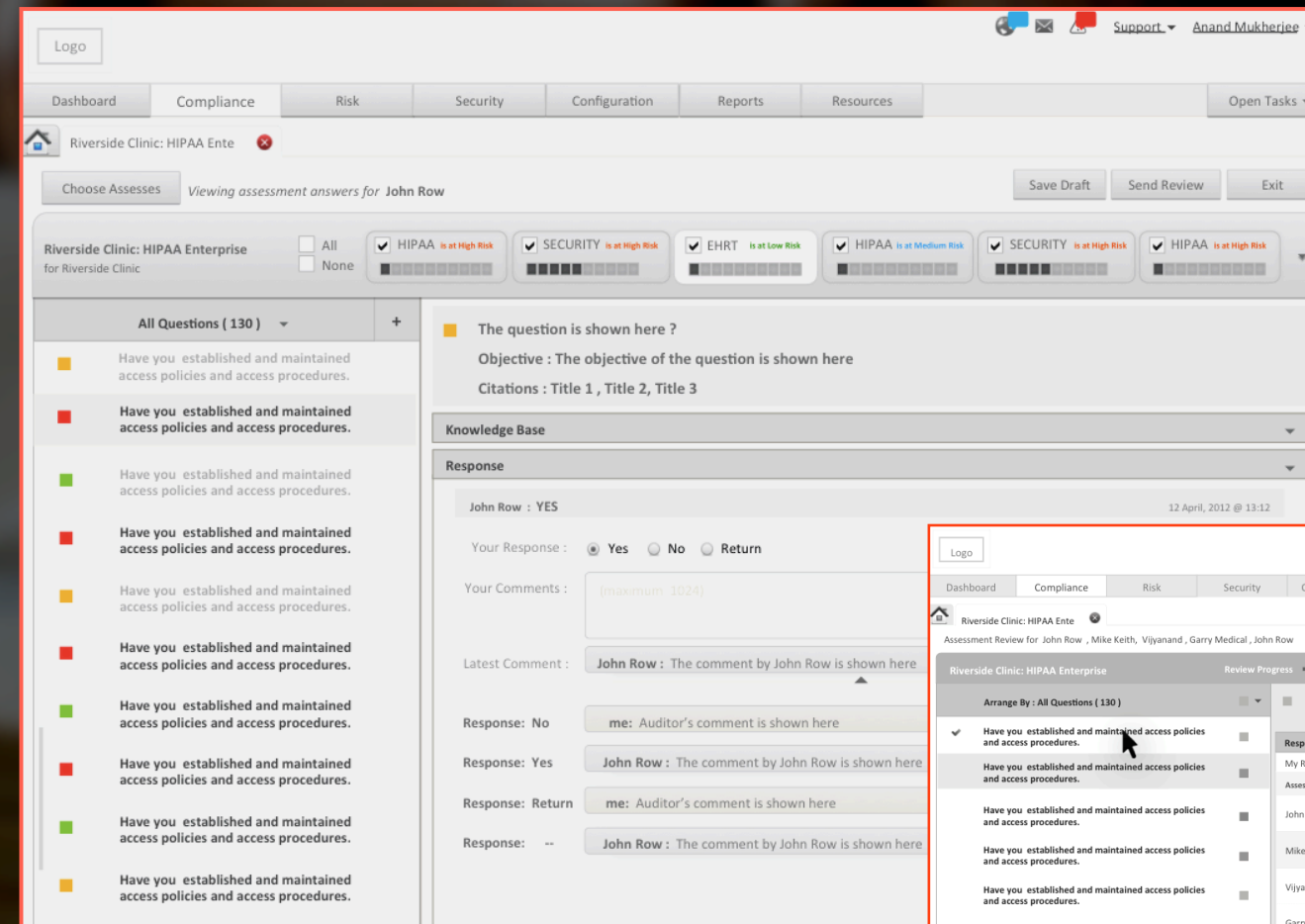
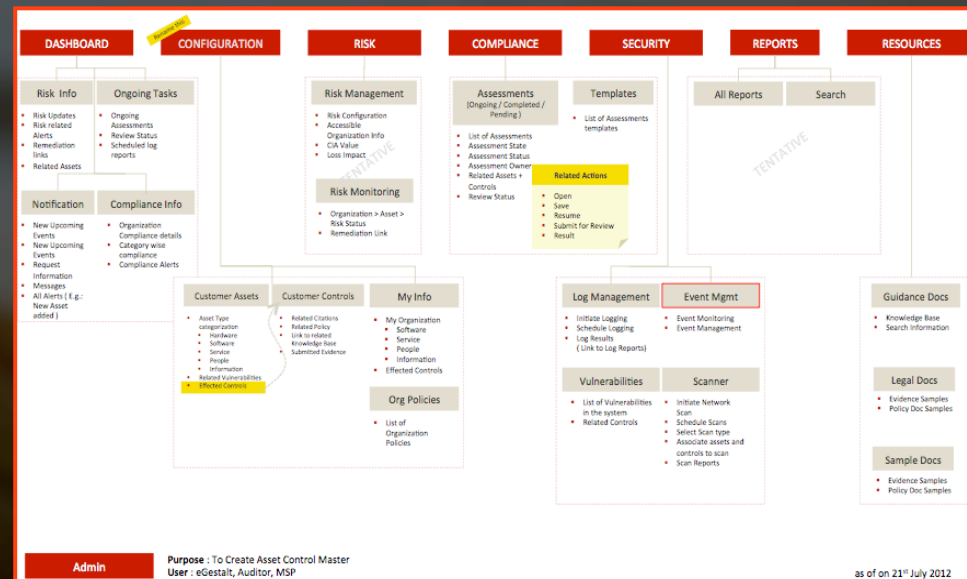
Visual Design

HTML

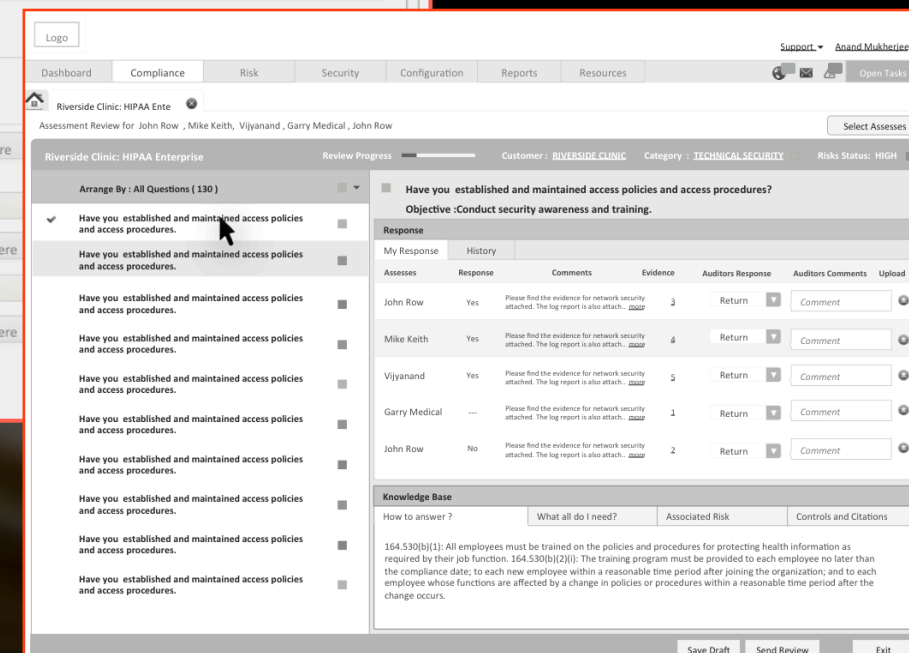
300 + WIREFRAMES

While working as *User Experience Consultant* with Clarice, eGestalts was one of the major project. Following the detailed UX process, I delivered interactive workflows with more than **300 wireframes** followed by coordinating *Visual Design* and *UI development* effort with team.

Detailed IA



Visual Design was done by team



Wireframes for Assessment Response

@ Clarice Technologies (Bangalore)

Kalpana

Low Cost Dome based Learning Installation
for Indian Schools

With the idea to bring the *experience of science centers to school*, I designed and developed a *low cost dome based learning installation for Indian schools, 'Kalpana'*. It teaches students a geographic concept, "Sun changes its path in the sky with change in geodesic location and time of the year". This concept is very difficult to understand with help of school text books.

Students interact with physical setup to see sun's trajectory visual with supporting audio response. A high fidelity prototype was developed and tested with students.



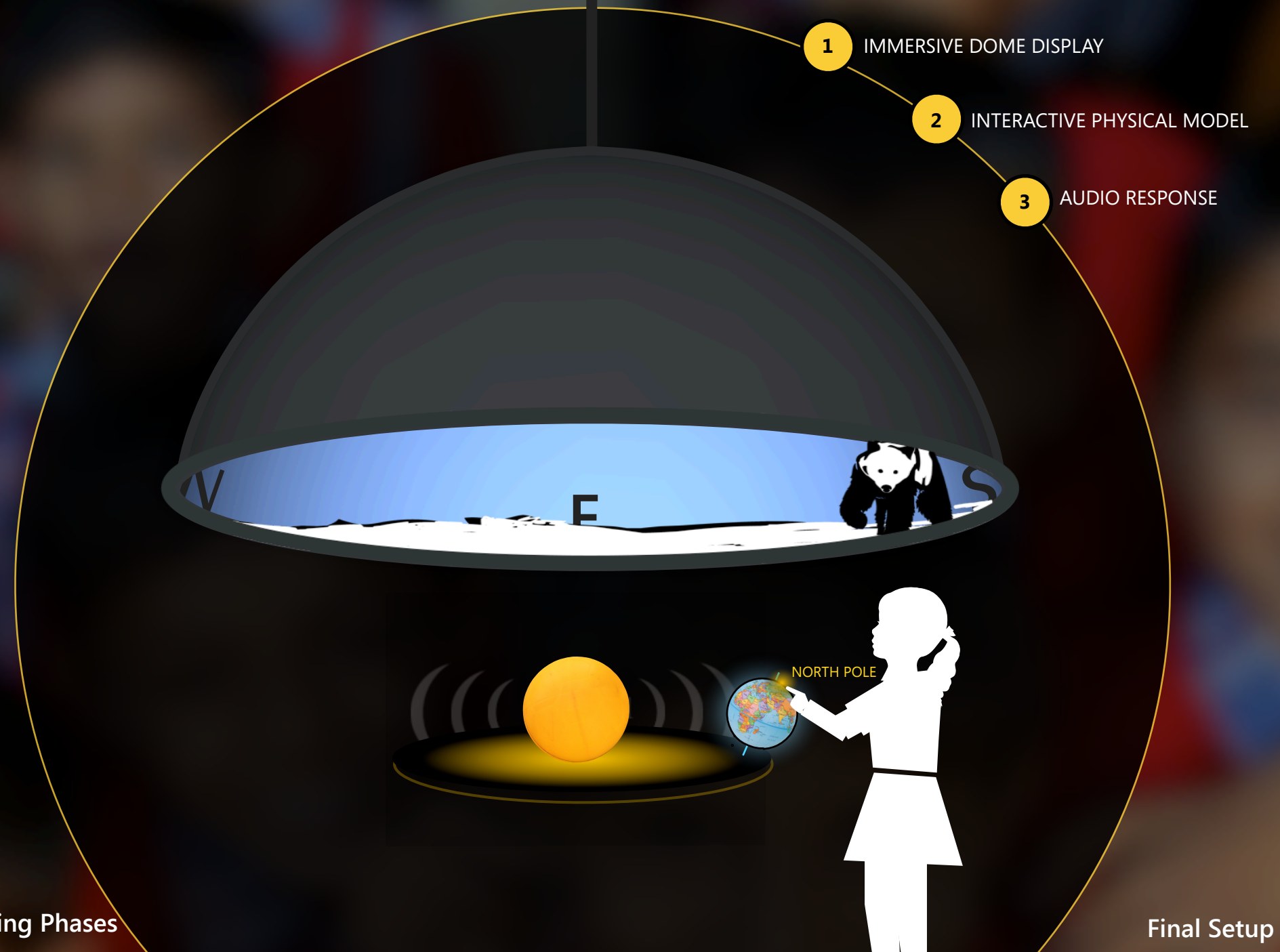
Published and Presented at
ICORD 2013, IIT Madras & CHI 2013, Paris



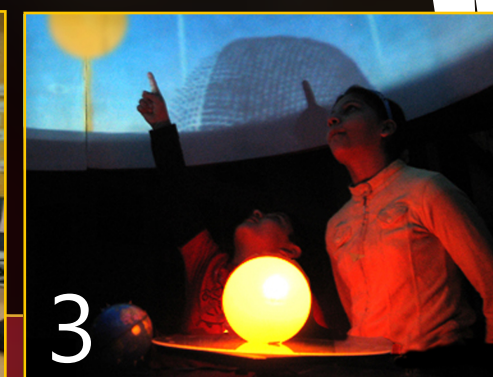
www.youtube.com/watch?v=-CC35yCkz2Q

@ IDC, IIT Bombay
Under Guidance of Prof Anirudha Joshi

PHYSICAL SETUP



User testing Phases



Final Setup

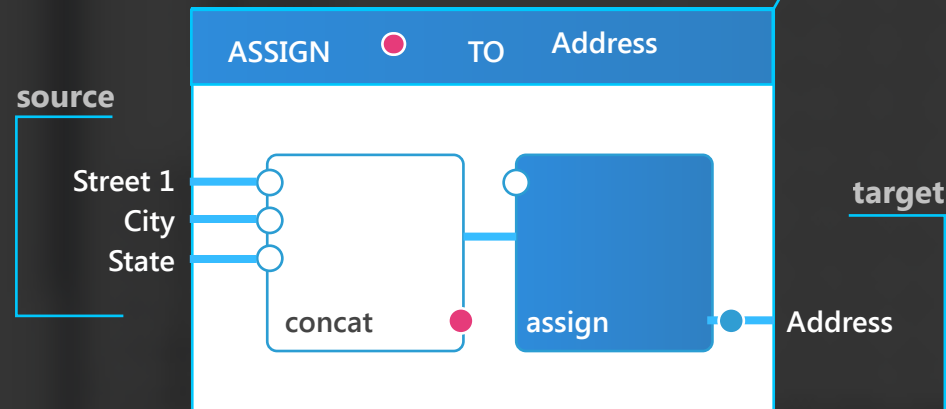
Maplator for Microsoft's Biztalk Mapper

Empower Business Users to perform Mapping Operations

Business Integration is a process of making systems communicate across standards. Mapping schemas is the most important requirement of the complete integration process. During user studies it was found that the current workflow process of the mapping is linear with a lot of redundant tasks being performed by users due to lack of standards and platforms. Business users have all the knowledge but implementation is done by software developers.

*To enhance the workflow process a new method is proposed where business user can perform the mapping operations instead of just documenting. The application is designed such that it integrates in users current workflow and tools used by him. **Hi-fidelity** prototype was developed using **Expressions Blend** with retail, digital receipts as mapping content.*

Natural User Language Operations



- Input Element/s
- Assign To Element/s

Hi-Fidelity Prototype in Expressions Blend

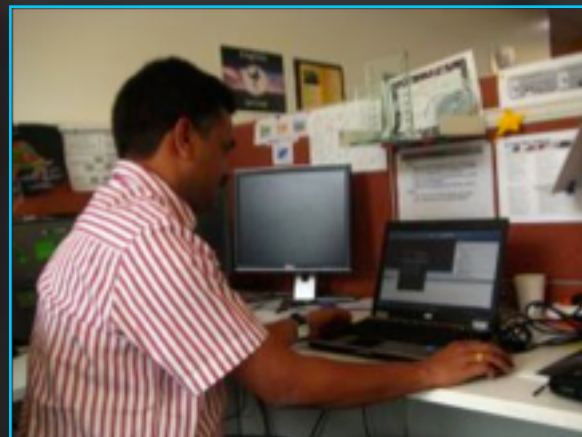
Maplator

for Microsoft's Biztalk Mapper

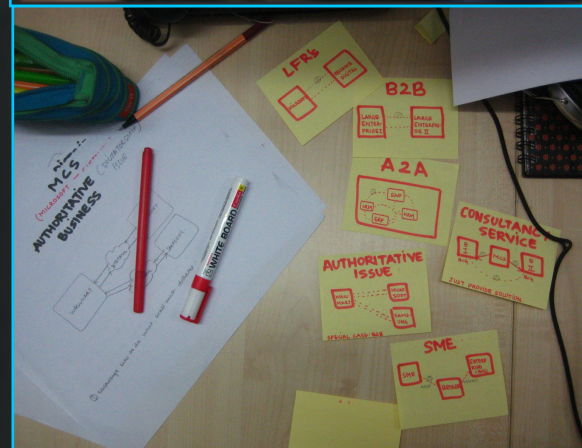
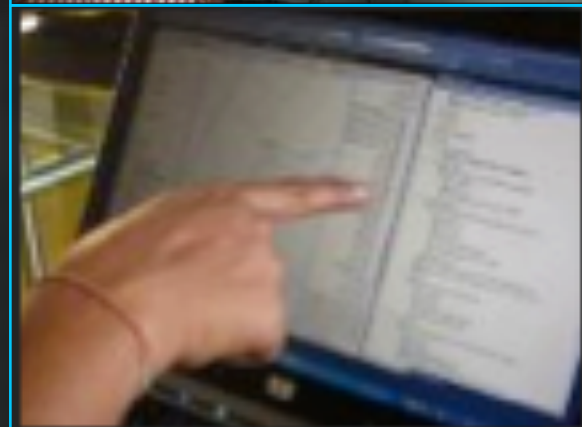
USER RESEARCH

Empower Business Users to perform Mapping Operations

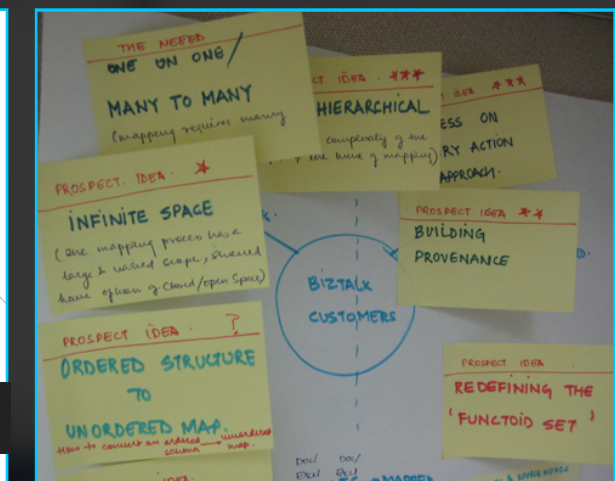
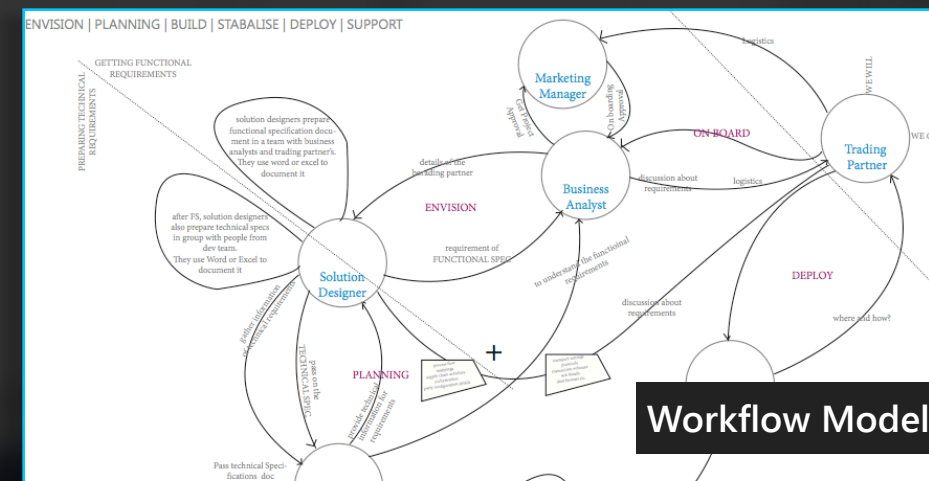
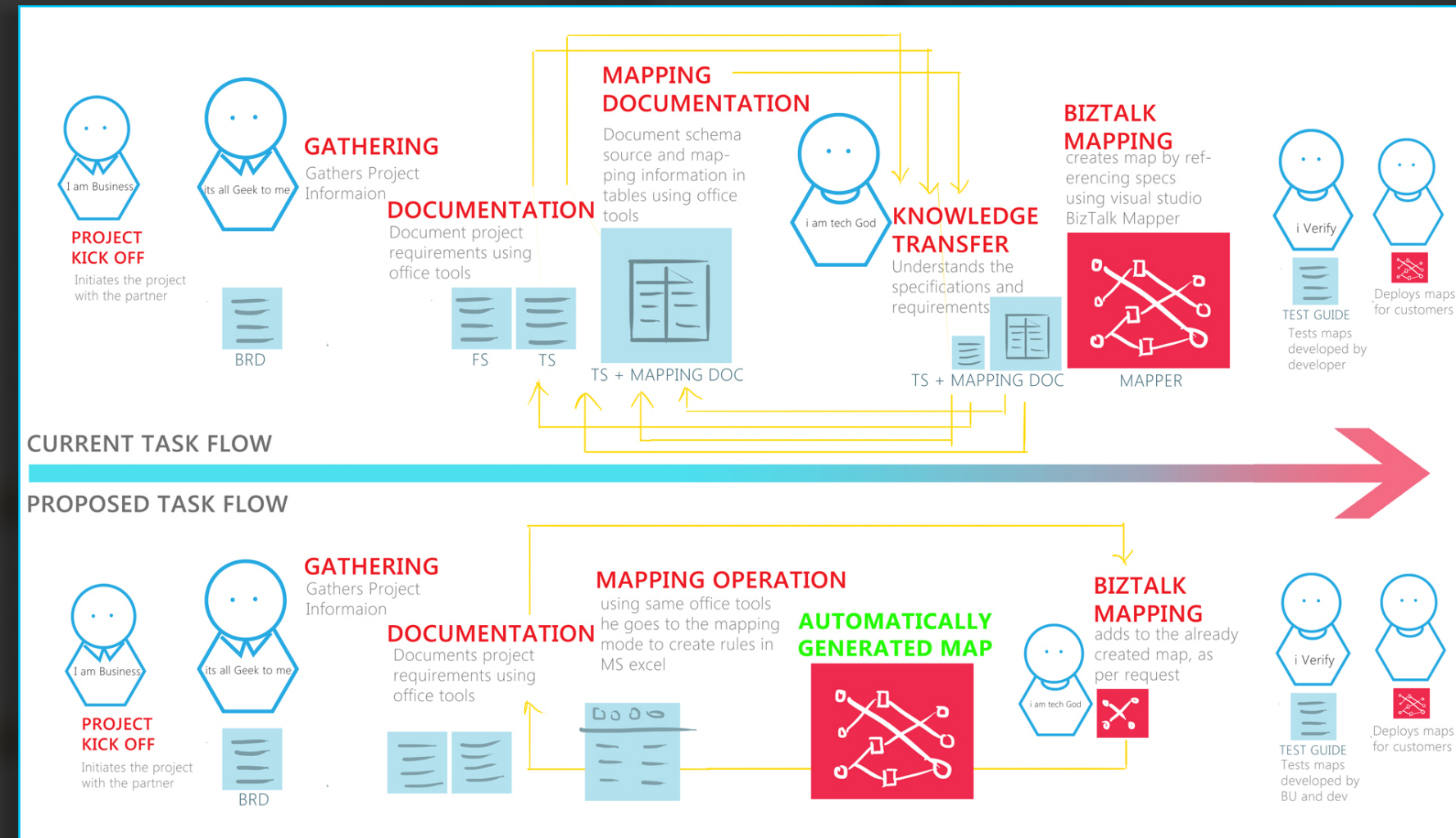
Contextual Enquiry



Affinity & Ideation



Proposed Task Flow Model



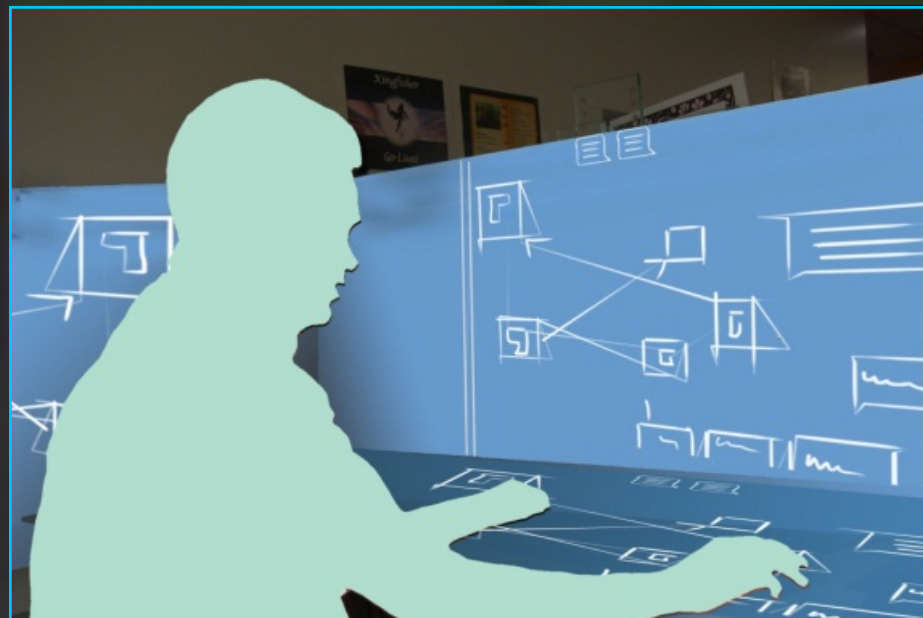
Maplator

for Microsoft's Biztalk Mapper

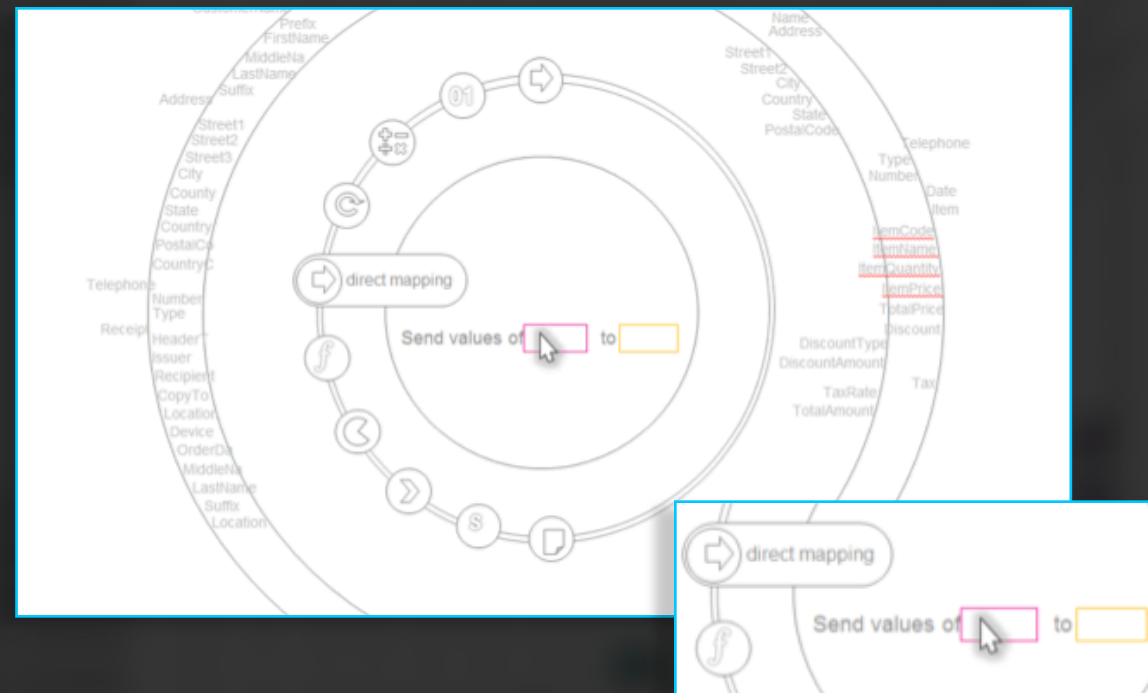
CONCEPTS

Empower Business Users to perform Mapping Operations

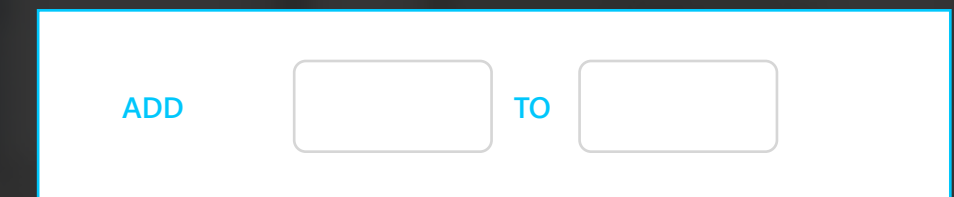
Large Screen displays



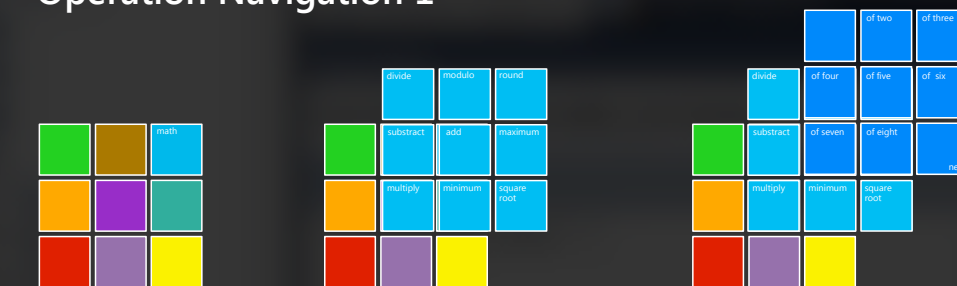
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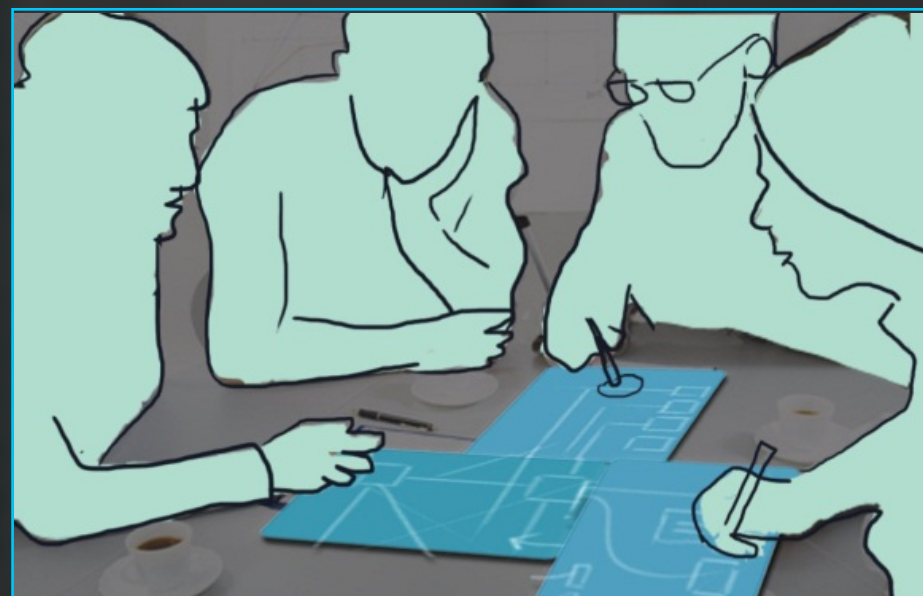
Natural User Language Operations



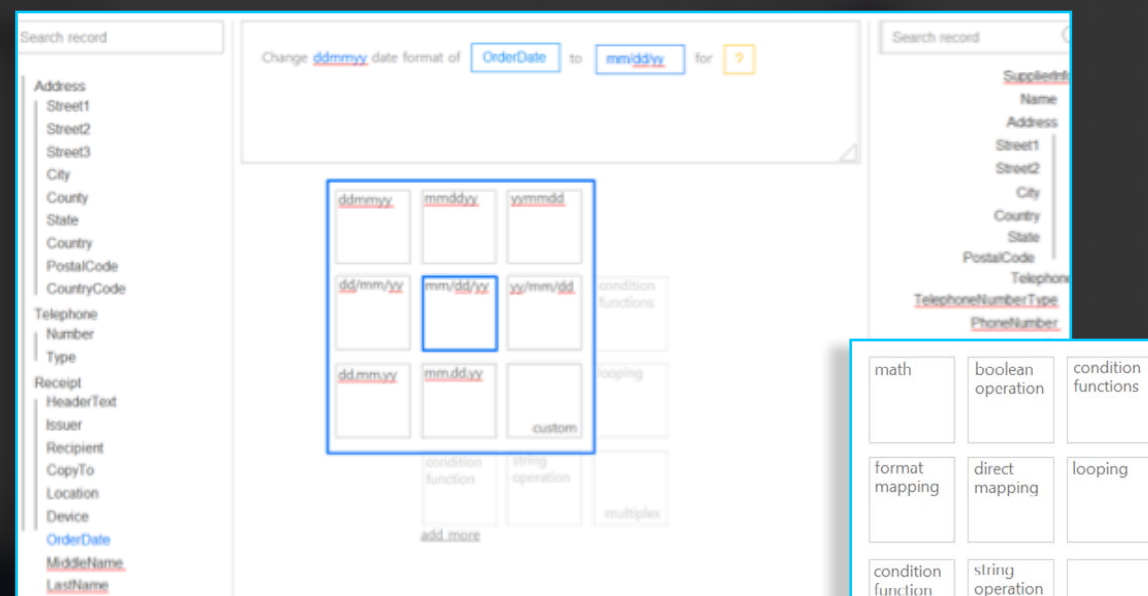
Operation Navigation 1



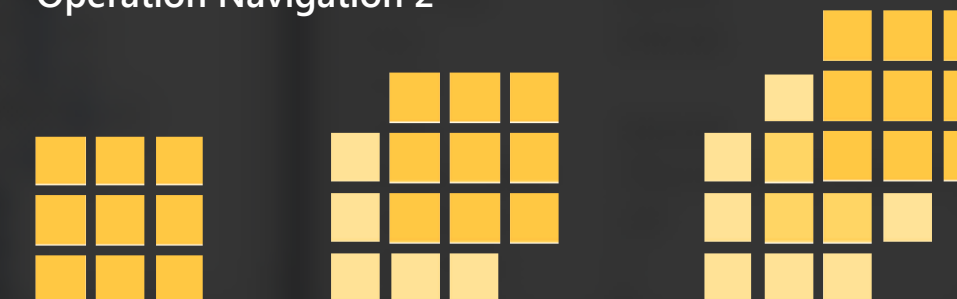
Slates



Maplator



Operation Navigation 2



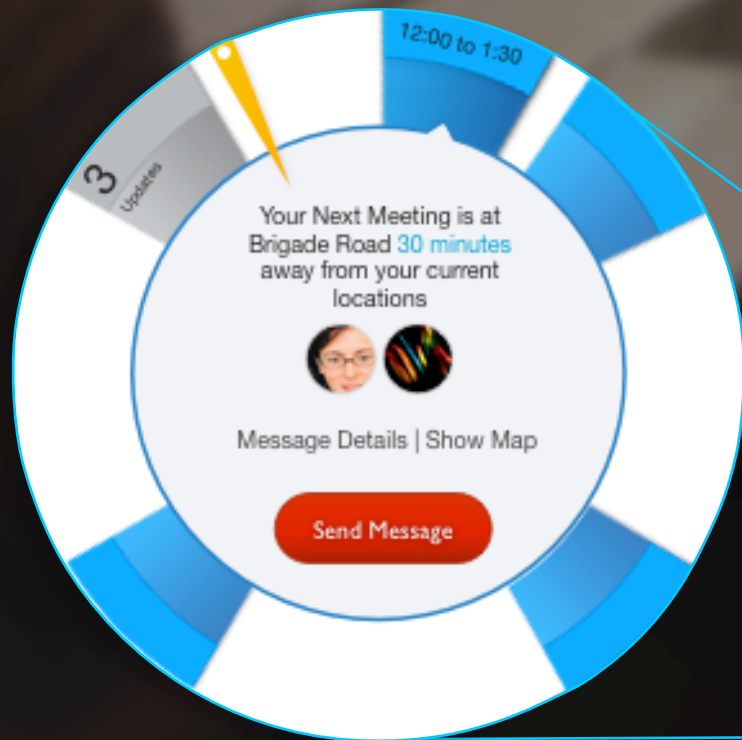
ProArch

Meeting & Communication Manager for Board Executives

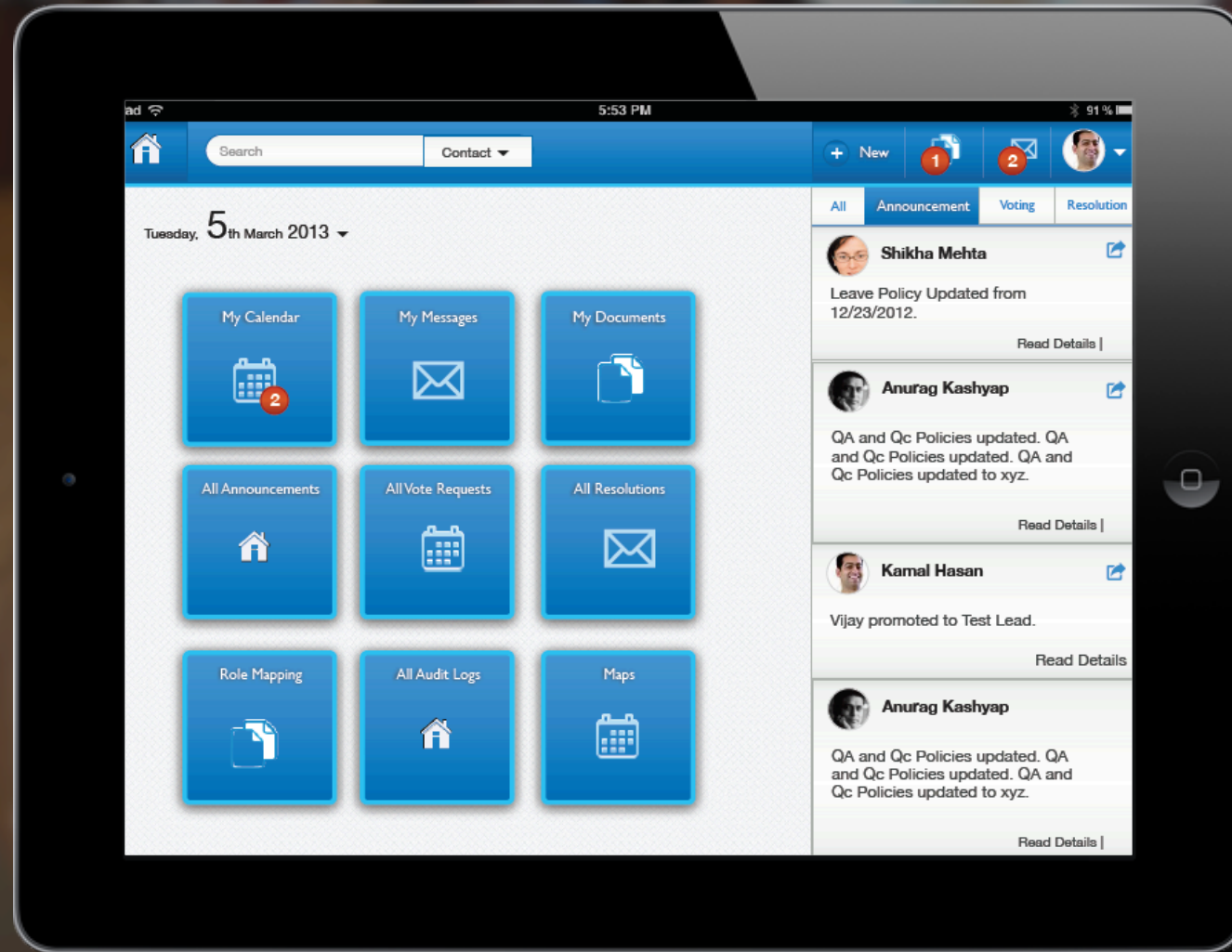
'ProArch' is an app designed for *board executives*. It assists board members for internal communications, meetings, official travels, announcements, voting and resolutions.

Analog calendar with contextual notifications allows user to plan the day and navigation map takes care of traveling to the location of meeting. Users can take meeting notes and post meeting, all the notes are collated by the moderator & published as a report.

Web | iPad



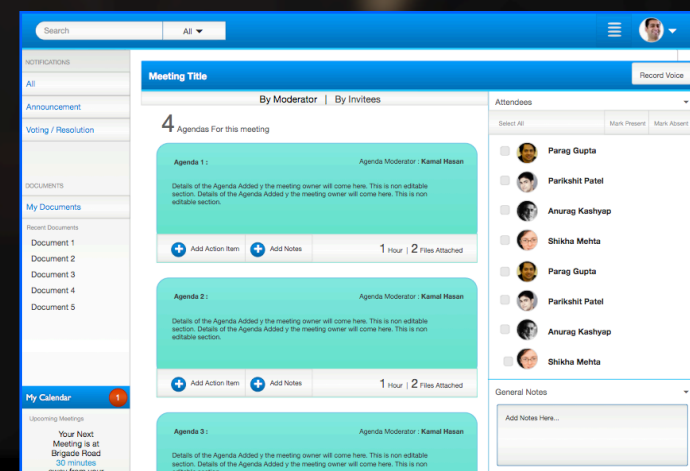
User's Dashboard



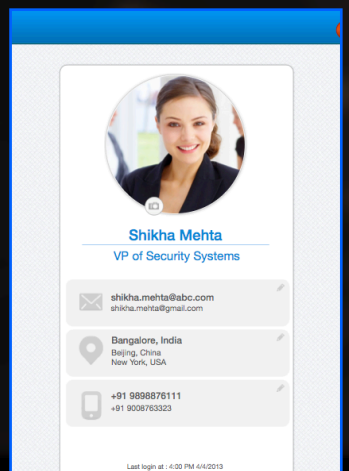
Calendar View



Meeting View



Profile



Invisque

Interaction & Visualization techniques for creating Themes and Boolean Search

The aim of the INVISQUE project was to come up with new ways to perform and visualize search that would overcome problems identified during the UBiRD user study. Invisque provides *infinite search space* and investigates how design principles like “*Focus+Context*” and *Gestalts pattern perception* can be applied to create novel interactive visualizations. *Evaluation* of existing Resource Discovery system and user studies with researchers and practitioners was done to understand the requirements.

Research Patterns



The final system creates a *data provenance* of origin of result sets and the derived output. The system allows user to perform boolean operations by using simple gestures of ‘merging’ by drag and drop. In the end, as in ancient hermeneutic cycle the system allows user to work in progressive cycle without losing the track of gathered information.

Middlesex University, London
Under guidance of Prof William Wong

User Screen, researching around “Visual Cues in Advertising”

logged in as: Prof William Wong

WWW 2010 Proceedings

Ja-Ling Wu Marla Rayne Stratford

visual cues advertising

invisquesearch

<http://vimeo.com/1056874>

CartPerk

Shopping Coupons App

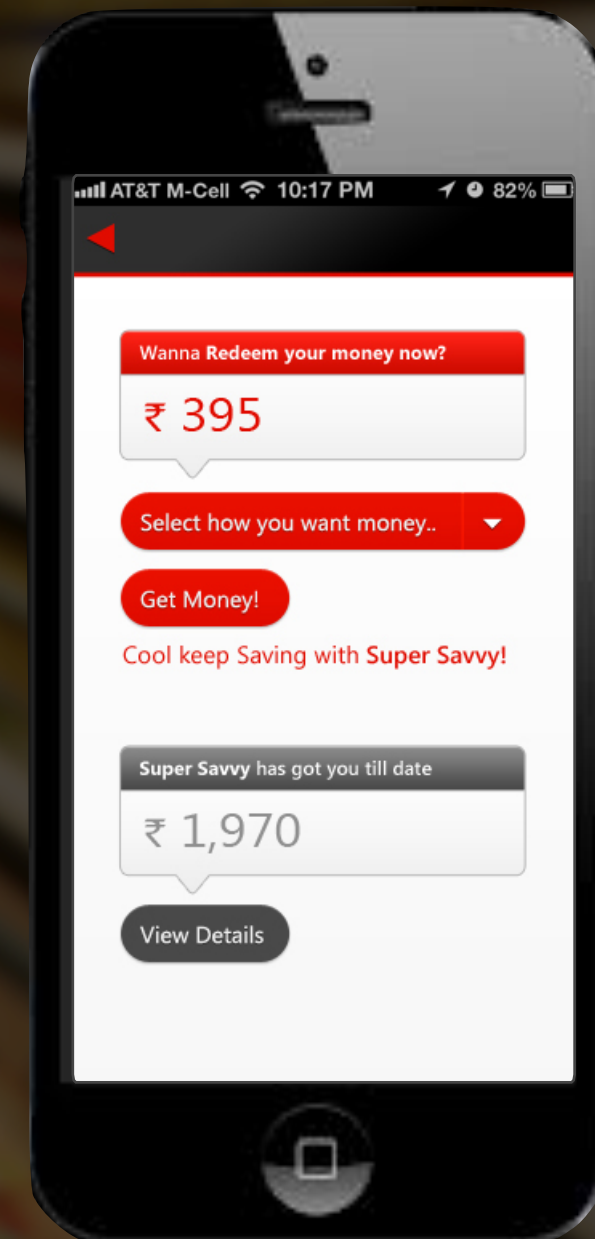
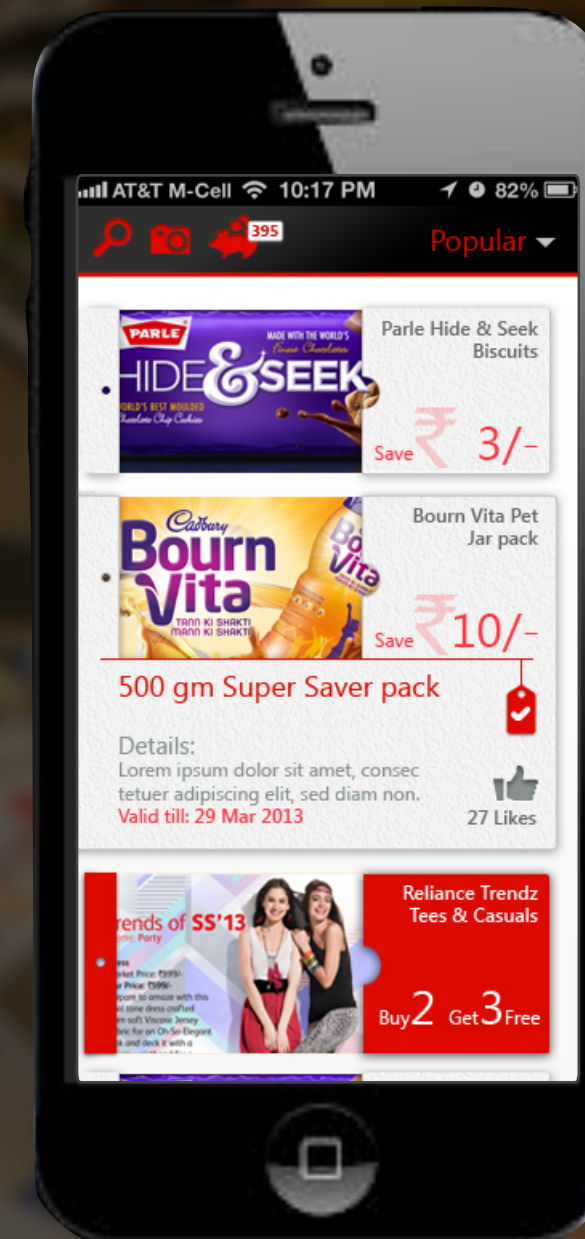
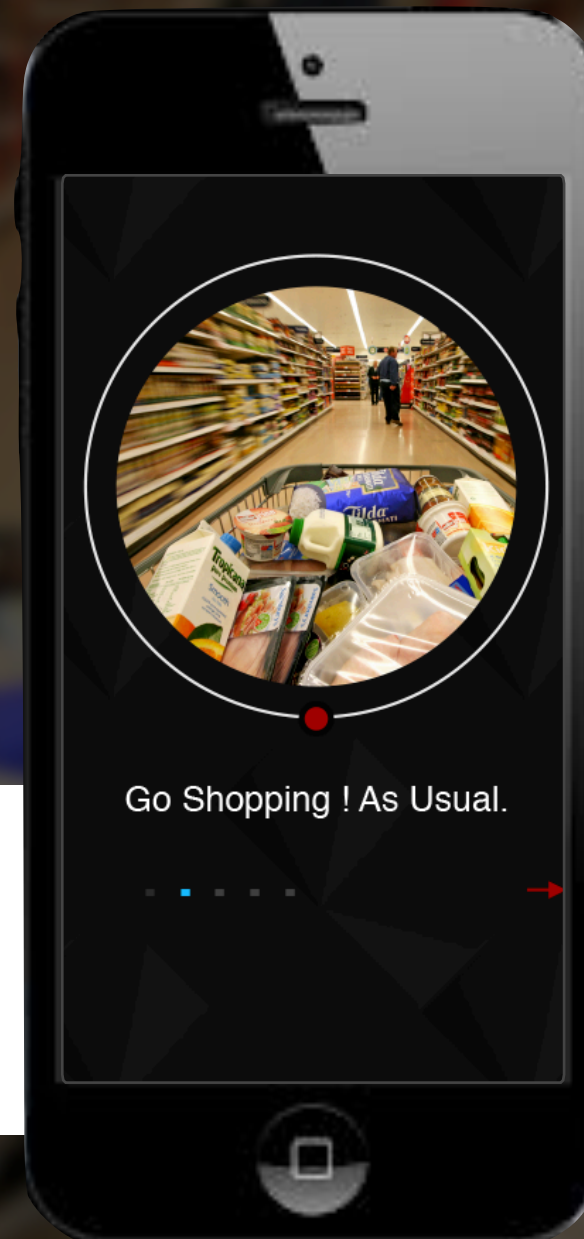
Worked as a consultant with Bangalore based startup. CartPerk is a coupons app which allows you to go shopping as usual and *scan your bill to get cash backs.*

iPhone | Android

Logo Options



iPhone Screenshots



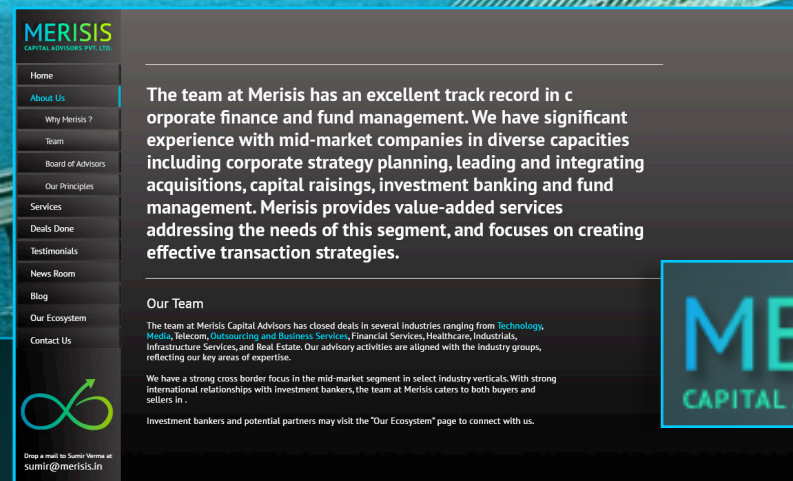
Merisis

Website Design for Merisis

Merisis is a Capital Advisors needed UI revamp for their brand and website. Shown are few couple of options presented.



Explorations

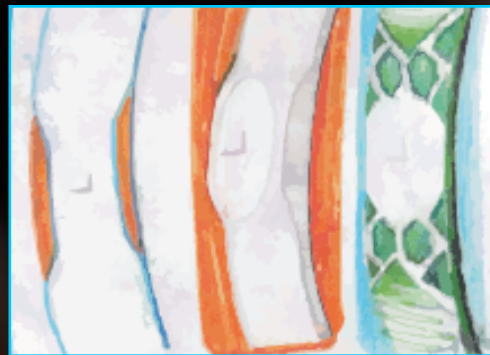


FeeBee

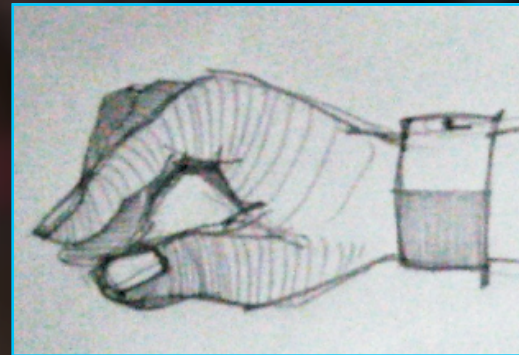
Sharing Device for Family

A concept of future of mobile phone for the Indian context, a sharing device for the family was explored to bring in the feeling of being together ('fee' + 'be') which the existing phone technology doesn't seem to look into. This would ideally fit in conditions where children are staying away due educational or work reasons, but need a humanized portal to connect with their family.

Initial Concepts



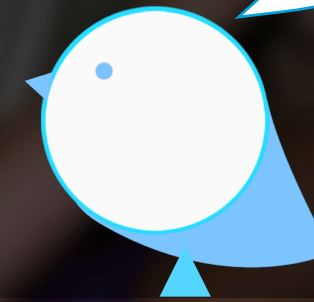
Other Concepts



Form Inspiration



Final Concept



Chazo

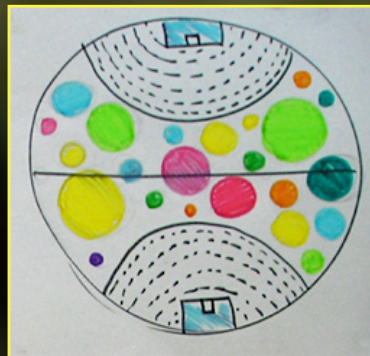
Indoor Physical Game for kids

Designed an interactive game for kids to experience “**Outside world Inside**”.

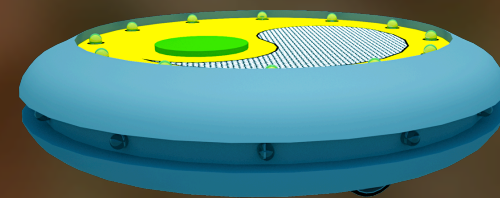
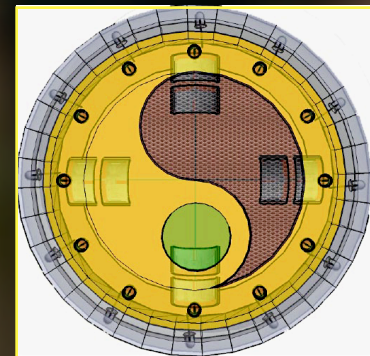
The game play is built around chasing. In single player game, Chazo itself teases the Player to chaze it. In two player game mode, one kid is **teaser** while another is **chaser**.

 www.vimeo.com/10568759

Initial Concepts



Product Detailing



Detailed Rendering

Sound | Proximity Sensors | LED Indicators | Wheels

Single Player Double Player



EcoTrash

Mobile game to promote waste sorting

*Eco-Trash is a mobile based game designed for everyone. It promotes correct **waste management habit**.*

The player has to compress the spring and tilt the phone to target the garbage to into dry, wet and aluminum garbage bin. Every time the target is successful a new leaf sprouts or else a worm is generated. The player wins if he could grow a tree and loses if worms take over the spring.




Game Screenshots



TagIt

Augmented Glasses for Teenagers

Tag-it is a cognition based interactive device designed for teenagers. The idea was to *let teenagers enjoy randomness*. Sun glass was taken as an artifact which can also be replaced by other daily products used by teenagers. The concept can be implemented using 'Augmented Reality' which will enable us to impose cognitive information on the real world. During this one week project, the idea was presented with Soft Prototype and Video.

 Tag Objects | Social Reminders like Birthdays


 Voice Commands to Search

Use Case :

*Its 7.10 am and I am getting late for schools!
I can hear my bus coming!
Honnkinnngggggggg!*

*Suddenly I remember, my English Book!
Where is my English Book???*

Oh! There it is. :)

 English Book

Book Illustration

The Four Friends from Panchtantra

Illustrated a retold story of "The Four Friends" from Panchtantra for a Bombay based Publisher.



@ IDC, IIT Bombay



Suddenly, they saw Big Hunter coming towards them.

Visual Mapping

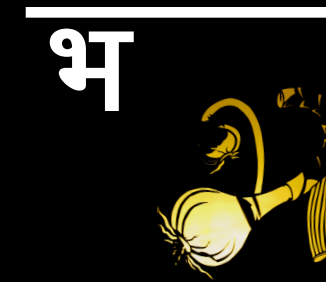
Devanagari with Onion Family

Challenge in project was to create a visual identity of an object as a part of a family of 9 related characters with visual similarities. I took 'Egyptian Onions' as object and mapped its visual characteristics to 'Devanagari letter forms'. I worked with stencils and represented the final product as a **lamp installation**.

Lamp Installation to showcase Visual Mapping



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Thank You !

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i design
to make lives better